90-DAY PERFORMANCE REPORT

Vachale Beauty Concepts

Social Media Reach, Growth & Affiliate Program Review

Reporting Period: February 17 – May 17, 2026 (90 Days)

PREPARED & ISSUED BY

Bellanath Strategy

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Executive Summary

90-Day Reach, Growth & Affiliate Performance Review

This report consolidates Vachale Beauty Concepts' organic social performance across **TikTok, Instagram, and Facebook** over the last 90 days (February 17 – May 17, 2026), alongside a status update on the affiliate program. The objective is to give the team a clear, decision-ready view of what is working, what is underperforming, and where to focus the next quarter.

Headline Findings

• **TikTok is the breakout channel.** Video views grew **+96.82%** and reached audience grew **+114.61%**. Profile views are up **+151.49%**, signalling strong brand discovery, not just passive views.

• **Instagram is growing steadily with high-intent action.** Views reached **44,606** and accounts reached grew **+10.4%**. More importantly, **external link taps grew +63.4%** — the strongest conversion-intent signal in the entire report.

• **Facebook is the weakest performer and needs a content reset.** Views dropped **-15%** versus the prior 90 days. Reels remain the best-performing format, but volume and consistency are not enough to offset feed-post decline.

• **Affiliate program activation is the biggest gap.** Only **6 sign-ups** have been recorded, outreach emails have received zero responses, and the affiliate landing page on the Vachale website has not yet been optimized. This is not a recruitment problem — it is a **conversion, activation, and incentive structure problem** that must be solved before scaling acquisition.

> *"Reach is growing across platforms — the priority now is converting that reach into community, affiliates, and revenue."*

TikTok Performance

Highest-momentum channel | Reporting period: last 90 days

VIDEO VIEWS	REACHED AUDIENCE	PROFILE VIEWS
106,252	47,433	3,131
▲ 96.82%	▲ 114.61%	▲ 151.49%

Organic vs. Paid Breakdown

Source	Share of Reach	Estimated Views
Organic	80.82%	85,868
Paid	19.18%	20,384
Total	**100%**	**106,252**

Strategic Read

TikTok is delivering compounding returns. **Reached audience grew faster than video views** (+114.61% vs +96.82%), which means our content is being pushed to new viewers — not just replayed by the same audience. The **+151.49% jump in profile views** is the strongest intent signal here: viewers are not only watching, they are clicking through to learn more about the brand. Organic accounts for 80.82% of reach, confirming that content quality — not ad spend — is driving this growth.

Recommendations

→ Double down on the content formats that drove the spike — protect what's working before testing new angles.

→ Add a clear bio CTA + linked landing page to capture the rising profile-view traffic.

→ Reallocate a portion of underperforming Facebook spend to TikTok promotion of the top 3 organic videos.

Instagram Performance

Steady reach growth + strong conversion intent | Feb 17 – May 17

VIEWS	ACCOUNTS REACHED	PROFILE VISITS
44,606	23,825	947
▲ Period total	▲ 10.4%	▲ 31.5%

EXTERNAL LINK TAPS	FOLLOWER REACH SHARE	NON-FOLLOWER REACH
134	33.4%	66.6%
▲ 63.4%	▲ of total	▲ Discovery

Reach by Content Type

Content Type	Share of Reach
Reels	81.3%
Posts (feed)	12.1%
Stories	6.4%

Strategic Read

Instagram is doing the heaviest lifting on **conversion intent**. The headline number is the **+63.4% growth in external link taps** — viewers are not just engaging, they are taking the action closest to revenue. Two structural insights stand out: **(1) 66.6% of reach is non-followers**, meaning IG is functioning as a true discovery channel, and **(2) Reels drive 81.3% of all reach**, confirming that feed posts and stories are support content, not lead drivers.

Recommendations

→ Shift the Reels-to-feed ratio to at least 4:1 — Reels are the only IG format earning real reach.

→ Optimize the link-in-bio destination for the 134 external taps: a single, high-intent offer page outperforms a link tree.

→ Build a follower-conversion play: 66.6% non-follower reach means we are leaking attention. Add stronger 'follow' hooks and saves-driven Reels.

Facebook Performance

Underperforming channel | Reporting period: last 90 days

TOTAL VIEWS	VIEWERS	3-SECOND VIEWS
33,981 ▼ 15.0%	23,362 ▲ Unique	10,161 ▲ Hook moment

What's Working on Facebook

Signal	Insight
Best-performing format	Reels (significantly outperforming feed posts)
Optimal length	15 – 30 seconds
1-minute view drop-off	From 10,161 (3s) → 66 (1min): retention is the core problem

Strategic Read

Facebook is the only platform showing decline (-15%) and the drop is structural, not a one-off content issue. The data points to a clear root cause: **retention**. Of 10,161 people who watched past the 3-second hook, only 66 stayed for a full minute — a **99.4% drop-off**. The platform's algorithm is no longer rewarding content that doesn't hold attention, and we are seeing the consequence. The good news: Reels are still working when they hit the 15–30 second sweet spot.

Recommendations

→ Stop posting long-form feed videos — they are diluting reach across the page.

→ Repurpose top-performing TikTok and IG Reels to Facebook in the 15–30 second window.

→ Reset the FB content strategy around **hook + payoff in under 30 seconds** for the next 30 days, then re-evaluate.

Affiliate Program Status

Current state, gaps, and 30-day activation plan

TOTAL SIGN-UPS	OUTREACH EMAILS SENT	RESPONSES RECEIVED
6	✓	0
▲ Confirmed	▲ Complete	▼ Pending

Current State

Six (6) affiliates have signed up to the Vachale Beauty Concepts program to date via the official sign-up form. Onboarding emails have been dispatched to all sign-ups; **no replies have been received**. In addition, the affiliate landing page on the Vachale website has not yet been optimized for conversion — a recommendation previously raised by Bellanath Strategy that remains pending implementation. The program is therefore live in name but not yet positioned to convert traffic, activate sign-ups, or contribute to revenue.

Confirmed Sign-Ups (6)

#	Full Name	Email
1	*Name withheld*	*Email withheld*
2	*Name withheld*	*Email withheld*
3	*Name withheld*	*Email withheld*
4	*Name withheld*	*Email withheld*
5	*Name withheld*	*Email withheld*
6	*Name withheld*	*Email withheld*

Diagnosis: Why Activation Is Stalling

The volume of sign-ups (6) is too small to draw statistical conclusions on its own, but the **zero-response rate combined with an unoptimized landing page** tells the real story. The program is bleeding at two points — **before sign-up** (the page isn't selling the opportunity), and **after sign-up** (affiliates aren't being activated). When the funnel is broken at both ends, the cause is rarely lack of interest. It is one of four structural gaps:

• **Affiliate landing page is not optimized for conversion** — no FAQs, no clear breakdown of the affiliate offer, no answers to 'what's in it for me'. Prospective affiliates are landing on the page, failing to find the information they need to commit, and leaving without signing up. *This was previously flagged by Bellanath Strategy and remains pending implementation.*

• **Unclear incentive structure** — affiliates don't know exactly what they earn, when, and how.

- **No 'first sale' path** — affiliates have no ready-made content, links, or scripts to start with.
- **No follow-up rhythm** — a single email gets ignored; a 3-touch sequence converts.

Recommended 30-Day Activation Plan

Week	Action	Owner
Week 1	**Optimize affiliate landing page** — add FAQs, clear commission breakdown, 'what's in it for affiliates' section, social proof, and a strong CTA. *(Previously recommended — pending implementation.)*	Web / Strategy
Week 1	Re-engagement email sequence (3 touches) to all 6 sign-ups with commission terms restated	Affiliate Lead
Week 2	Build affiliate starter kit: swipe captions, 5 ready-made Reels, branded link	Content Team
Week 2	1:1 onboarding call offer to the 6 sign-ups — qualify the active ones	Affiliate Lead
Week 3	Launch internal recruitment push to our top 50 IG engagers (warm audience)	Social Team
Week 4	Review sign-up → first sale conversion rate; refine offer before scaling	Strategy

Strategic Priorities

Where to focus the next 30 – 90 days

The Three Priorities

01

Convert TikTok momentum into owned audience.

TikTok views are up 96.82% and profile views are up 151.49%, but we don't yet own that audience. Add a single, clear funnel from TikTok → Vachale owned channels (email list, WhatsApp community, or affiliate sign-up). Without this, reach growth doesn't translate to revenue.

02

Fix the affiliate funnel before recruiting more.

The program is leaking at two ends: a landing page that isn't optimized for conversion (no FAQs, no clear 'what's in it for me' breakdown — a recommendation already raised by Bellanath Strategy and pending implementation), and a post-sign-up flow that hasn't activated the 6 affiliates already in. Fix the page, re-engage the existing 6, then open the next recruitment wave.

03

Reset Facebook around short-form Reels only.

The -15% decline is a retention problem, not a reach problem. Repurpose top-performing TikTok and IG content to FB in the 15–30 second window for 30 days, then re-evaluate.

Closing Note

The 90-day numbers tell a clear story: **Vachale Beauty Concepts has earned attention.** Reach is climbing on TikTok, link taps are climbing on Instagram, and the audience is actively discovering the brand. The work for the next quarter is no longer about visibility — it is about **conversion and community**. We turn watchers into followers, followers into affiliates, and affiliates into a self-sustaining growth engine.

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