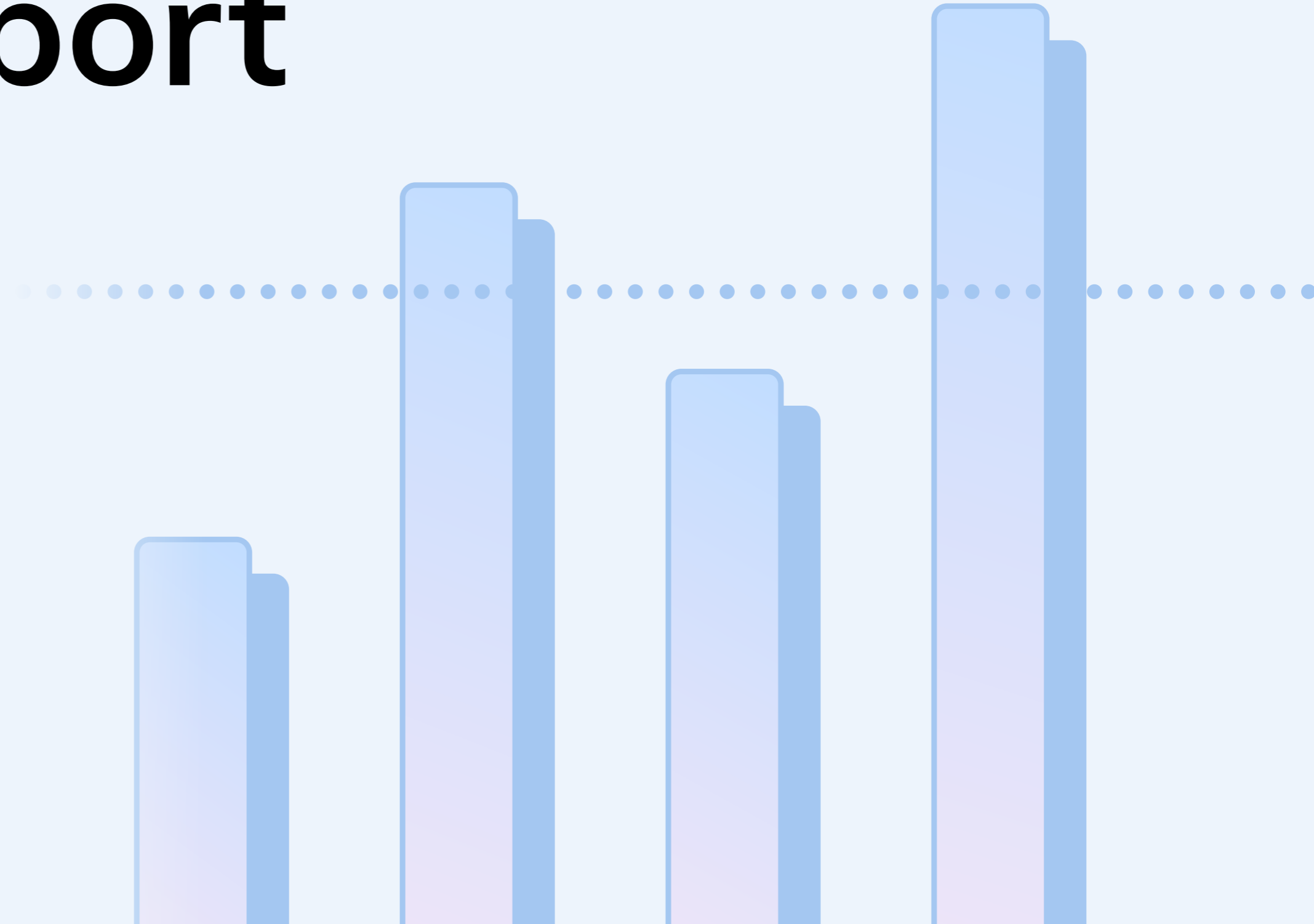


2023 Cross-Channel Benchmark Report

BEAUTY INDUSTRY |   

DASH HUDSON



Contents

Benchmark Performance, Methodology, and KPIs	2
Trends	
<i>Cross-Channel</i>	3
TikTok	4
Instagram	5
Youtube	6
Overall Comparison	7
Beauty Industry Overview	8
TikTok Deep Dive	9
Instagram Deep Dive	16
YouTube Deep Dive	25
What We Can Learn From Beauty Brands	33
Appendix	34

Benchmarking Performance

Given the expense and effort required to consistently produce high-quality social content, it's critical that brands understand what truly resonates with their audiences to maximize ROI and achieve lasting success. While metrics like follower count and growth rate remain important, brands are looking to measures such as engagement, owned reach, and posting cadence to gain a deeper understanding of how content is received. Learn why the following KPIs are critical to brands' social strategy.

Dash Hudson's Benchmarking Methodology

Dash Hudson pulled a sample of national and international companies across TikTok (n=948), Instagram (n=2,403), and YouTube (n=463), analyzing their activity between July 1, 2022 – December 31, 2022, to determine average performance against a predetermined set of KPIs. We have included handles with a minimum of 1K followers. The results have been published in a series of separate reports broken down into the following industries: Beauty, Fashion and Luxury, Media and Publishing, CPG, Food, and Beverage, Retail, and Home.

KPIs

Average Monthly Growth Rate

The average number of followers added on a monthly basis.

Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.

Cross-Channel Engagement Rate

The Cross-Channel Engagement Rate is a metric that was created to compare each platform's short-form video offering equally.

TikTok and Instagram: $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Reach}$.

YouTube: $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Video Views}^*$.

*As Reach is not an available metric for YouTube, Video Views was used.

Why It Matters: It gives an apples-to-apples comparison of how short-form video across each platform stacks up.

Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

Why It Matters: It helps brands understand the number of unique people its message reaches. This is important because it provides insight into brand awareness.

Average Entertainment Score (TikTok and Instagram Reels)

The Entertainment Score is a proprietary Dash Hudson metric and is scored against a global database of industry benchmarks.

Why It Matters: It helps brands understand how entertained its audience is by a TikTok or Reel.

Average Engagement Rate (TikTok and Instagram)

The average Engagement each post receives.

TikTok Engagement Rate = $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Video Views}$.

Instagram Engagement Rate = $(\text{Likes} + \text{Comments}) / \text{Followers}$.

*This TikTok calculation differs from what is used in Dash Hudson's platform. Video Views is used instead of Reach in order to include brands that are not customers.

Why It Matters: It reveals whether a brand's initiatives are accelerating, or slowing in growth.

Average Number of Weekly Posts

The average number of posts brands share per grouping and industry.

Why It Matters: It helps determine the right cadence for posting.

Average Video Views

The average number of views each video receives.

Why It Matters: Users watching video more often have a higher likelihood of remembering brand messages or products.

Average Shares

The average number of times each piece of content is shared.

Why It Matters: Shares indicate that content resonates with users and is deemed 'shareable'.

Average Comments

The average number of comments that each post receives.

Why It Matters: Comments signify community and suggest that users connect with the video.

Retention Rate (TikTok)

The percentage of a video that people watched.

Retention Rate = $\text{average time watched} / \text{video duration}$.

*This number can be over 100% if viewers rewatch a video.

Why It Matters: Understanding how long audiences stay engaged is key to figuring out what types of content work on TikTok.

Average Percentage Viewed (YouTube)

The average percentage of the selected video that people watched.

*This number can be over 100% if viewers rewatch a video.

Why It Matters: Understanding how long audiences are staying engaged is key to figuring out what types of content work on YouTube.

Cross-Channel Trends

Instagram Reels Offers the Best Reach, While TikTok and YouTube Shorts Excel at Engagement

The roles of each social media platform are becoming more evident. Instagram Reels is a strong platform for Reach, receiving a 10% higher Reach than TikTok. Meanwhile, TikTok (35% higher) and YouTube Shorts (10% higher) both generate more Engagement than Instagram Reels.

Brands on TikTok Continue To Show Strong Growth and Are the Most Popular Format

TikTok continues offering brands rapid growth (12% monthly, on average) and still presents the best opportunity for brands to grow on social media. Growth on TikTok is 181% higher than on Instagram (0.6% monthly, on average) and 107% higher than on YouTube (2.0% monthly, on average). The number of TikToks posted exceeds the number of Reels and Shorts. On average, brands will post 4 TikToks, 3 Reels, and 1 Short per week.

Media and Publishing Surpassed All Other Industries for Performance on TikTok and Instagram

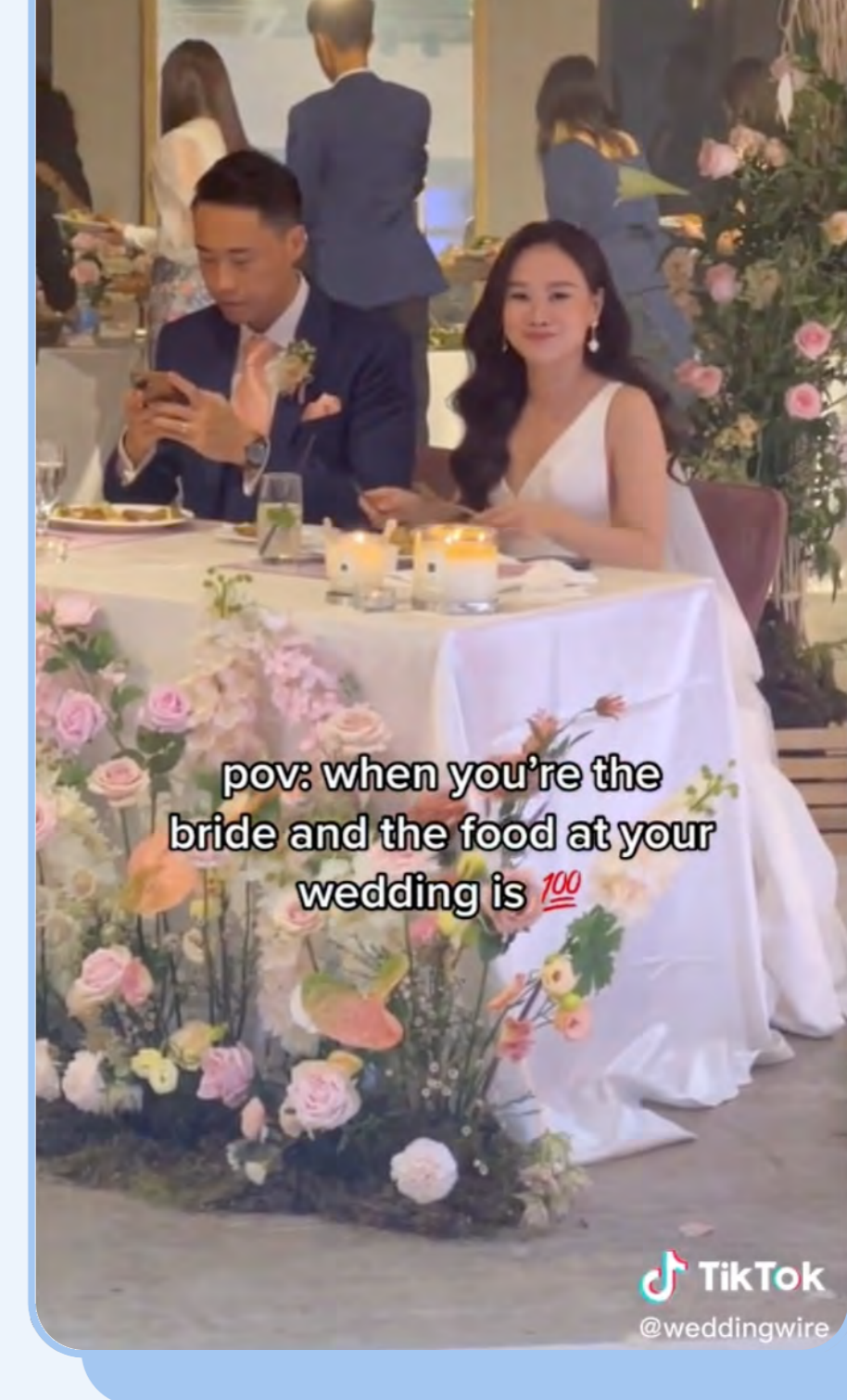
Media and Publishing earn the highest Engagement Rates, Reach, and Entertainment Scores of all industries. It continues to lead on TikTok and has surpassed Beauty on Instagram.

Brands That Have Seen Success on TikTok Are Seeing Similar Success on Instagram

Brands that have done well on TikTok have adopted similar strategies for Instagram and are seeing success. Tree Hut, florence by mills, and Burton Snowboards are just a few examples of brands that perform well on TikTok and Instagram.

YouTube Has the Largest Audience but the Lowest Average Weekly Posts

Brands on YouTube have large audiences that they've gained over time, but compared to TikTok and Instagram, there lacks a clear consensus on how to show up on the platform. The new focus on social entertainment and short-form video could change that, especially with the launch of YouTube Shorts.



Source: [Wedding Wire](#)

DASH HUDSON INSIGHT

Despite a decline in engagement in 2022, TikTok is still a great platform to play on and remains an early adopter channel. While Beauty brands had the highest engagement last year, that distinction now belongs to Media and Publishing brands, as more publishers turn to TikTok to deliver news and pop culture content.

TikTok Trends

A Greater Number of Followers Correlates With a Higher Engagement Rate

This is a trend Dash Hudson identified in 2022, and it continues to persist in 2023. This TikTok trend contrasts sharply with other channels where Engagement Rates decline as brands gain followers. On Instagram, Growing brands (1K–190K) have an Engagement Rate that is nearly 100% higher than Large brands (1.1M+), whereas, on TikTok, Larger brands (110K+) have an Engagement Rate that is 17% higher than Growing brands (1K–11.5K).

Growing Brands Post Less, Which Could Impact Reach

On average, Growing brands post 2 TikToks per week, almost half the amount the Established brands (4) and Large brands (6) post. Posting less content could have an impact on the Reach that Growing brands receive. Fewer posts decrease the likelihood of reaching For You pages, but leveraging creators can mitigate this impact.

Brands Grow Faster on TikTok Than They Do on Instagram and YouTube

TikTok stands above other social platforms as it continues to experience profound growth. Between 2018 and 2022, the platform grew by an average of 340 million new active members annually and is expected to reach [2 billion by 2024](#). With this in mind, it's unsurprising that TikTok has a follower growth rate 20x higher than Instagram and 6x higher than YouTube.

Engagement Rate Has Dropped Over the Last Year

There has been a drop in overall Engagement Rate from 2022 to 2023 (5.8% vs. 4.6%), which can be attributed to TikTok growing and maturing as a channel.



Source: [Beis](#)

DASH HUDSON INSIGHT

The core pillars of success on TikTok are authenticity, offering entertainment, having a specific niche that the algorithm can elevate, and partnering with both ends of the influencer spectrum — nano-influencers and celebrities.

Instagram Trends

Reels Receive Higher Engagement Than Static Content on Instagram

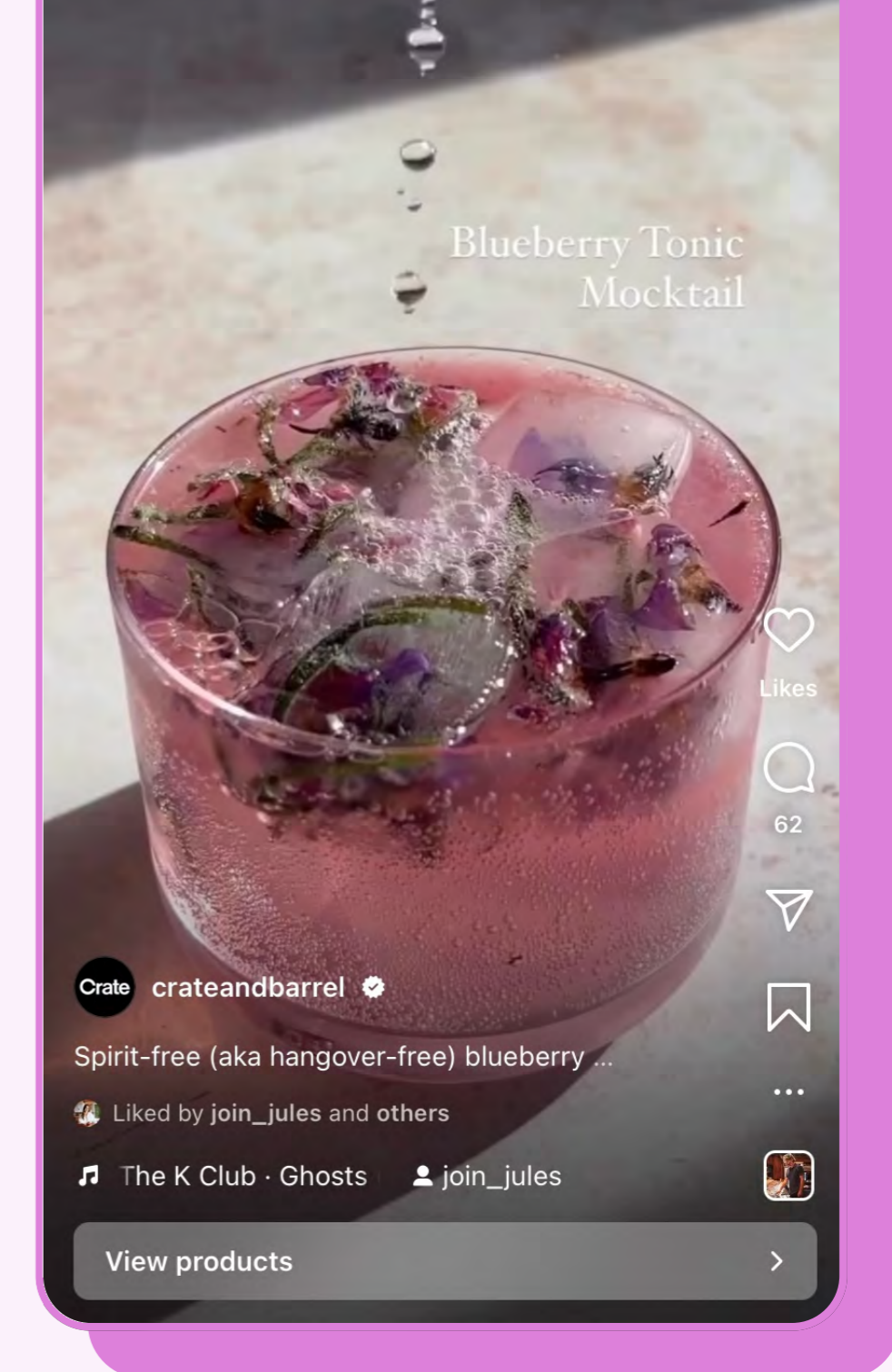
Instagram Reels are effective as they receive higher Engagement Rates (0.52%) than static and carousel content (0.46%) overall and across all industries — except for Media and Publishing.

Conversation on Instagram Happens in the DMs

Conversation on Instagram happens in the DMs, as users are nearly 3x more likely to share a Reel than they are to comment on it. Content that is entertaining, educational, and inspiring has a higher likelihood of being shared and garnering greater Reach.

Creators Drive Meaningful Engagement for Brands on Instagram

Brands earn more meaningful engagement from creators, with an average Engagement Rate 5x higher than what brands receive. Nano and micro creators receive strong Engagement and Effectiveness Rates, compared to mid and macro creators.



Source: [Crate and Barrel](#)

✦ DASH HUDSON INSIGHT

The way Instagram's algorithm works now means that creators are brands' greatest asset for expanding their reach. Macro influencers earn brands the highest raw numbers, while nano influencers earn the highest Engagement Rates. A well-rounded influencer strategy means working with a variety of influencers of different follower sizes and in different niches to capitalize on all of their benefits.

YouTube Trends

The 18-Year-old Platform Still Offers Brands Solid Growth

The rise of social entertainment is uplifting legacy platforms, with YouTube showing a subscriber growth rate of 2%, which is 3x higher than Instagram's growth rate.

Shorts Receive Higher Engagement Than Long-form Videos

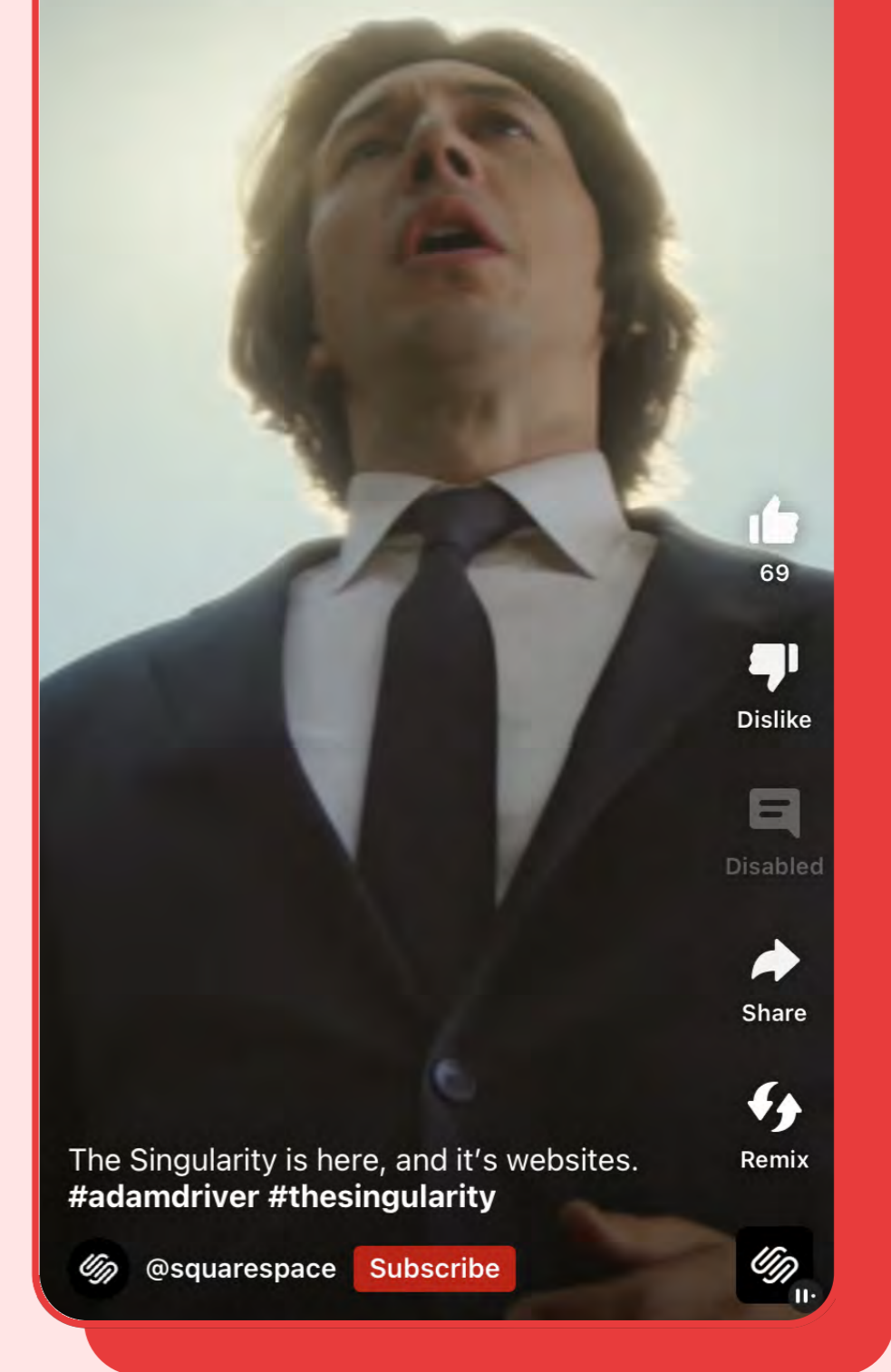
Shorts (3.7%) have an Engagement Rate of 20% higher than long-form videos (3.0%), proving short-form entertainment is more popular.

Brands Are Still Slow To Adopt Shorts Into Their Strategy

While Shorts have strong engagement, brands do not post nearly as often — for every Short, brands post 3 Reels or 4 TikToks.

Brands Don't Need a Big Following to Rack up Video Views

On average, Growing brands (64K avg. Video Views per post) see nearly the same amount of Video Views on average compared to Large brands (66K). Growing brands such as Juvéderm and My African Pride are two examples of brands that average more than one million Video Views.



Source: [Square Space](#)




DASH HUDSON INSIGHT

Brands should not discount YouTube Shorts, as they show higher Engagement Rates than Instagram Reels.

OVERALL COMPARISON




Across All Industries

Overall Comparison of TikTok, Instagram and YouTube

	 TikTok	 Instagram In-Feed	 YouTube
--	--	---	---

Avg. Followers/ Subscribers	403,415	2,351,209	2,980,196
Avg. Monthly Follower/ Subscriber Growth Rate*	12.4%	0.6%	2.0%
Avg. Weekly Posts	4*	9	3*
Avg. Cross-Channel Engagement Rate*	4.7%	3.8%	3.0%
Avg. Reach*	89,060	112,921	Not an available metric for YouTube

Overall Comparison of TikTok, Reels and Shorts

	 TikTok	 Instagram Reels	 YouTube Shorts
--	--	---	--

Avg. Weekly Posts	4*	3	1*
Avg. Cross-Channel Engagement Rate*	4.7%	3.3%	3.7%
Avg. Video Views	111,510	101,008*	18,434
Avg. Reach*	89,060	97,679	Not an available metric for YouTube

*Customer data only

Beauty Brands Are Leveraging Their Connections to the Entertainment Industry to Gain an Edge

- Celebrity-founded brands rule, thanks to fan culture. Media and Publishing now tops Instagram, overtaking Beauty.
- Beauty brands are trend-savvy and rank highest in the Entertainment Score for Instagram Reels, second-highest for TikTok, and have the best average Retention Rate.
- YouTube is untapped, but a go-to for creators. [86%](#) of the top 200 beauty videos were created by influencers, not brands. YouTube offers a wealth of beauty content, and marketers can compete by partnering with creators.

Average Beauty Industry Engagement Rate 2023 vs. 2022



4.8%

5.2% in 2022 (-0.4)



0.2%

0.7% in 2022 (-0.5)

As social matures, Beauty has experienced a -0.4 decline in Engagement Rate on TikTok (from 5.2% last year) and -0.5 on Instagram (from 0.7% last year) — consistent with our [2023 Global Digital Insights Report](#) findings. Read the report to discover how brands adapt cross-channel strategies in response to rapidly evolving platforms.



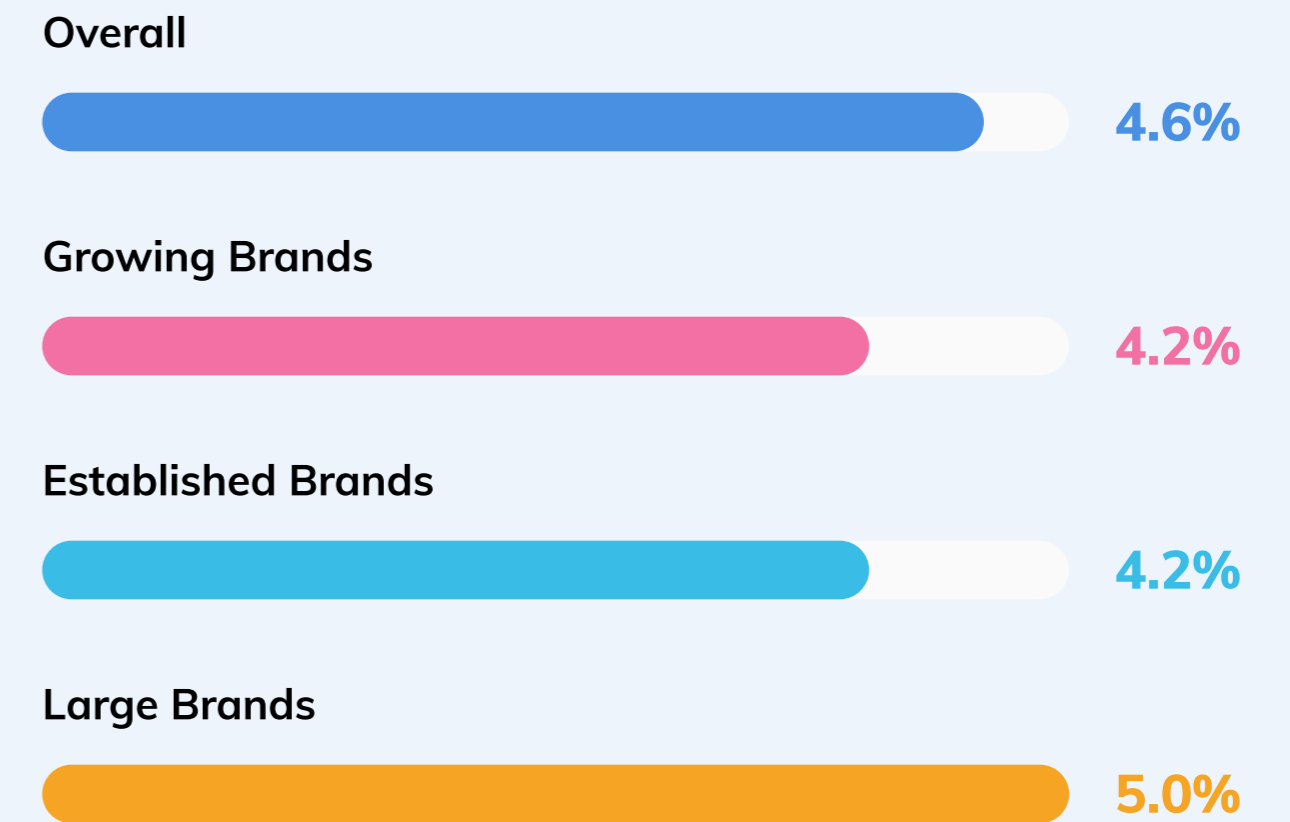
🎵 AVERAGE TIKTOK PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Overall	403,415	4	12.4%	111,510	89,060
Growing Brands <small>0 – 11.5K Followers</small>	4,886	2	15.7%	21,255	18,201
Established Brands <small>11.5K – 110K Followers</small>	47,815	4	13.8%	59,626	44,835
Large Brands <small>110K+ Followers</small>	764,204	6	7.1%	172,593	148,809

*Customer data only

Engagement Rate



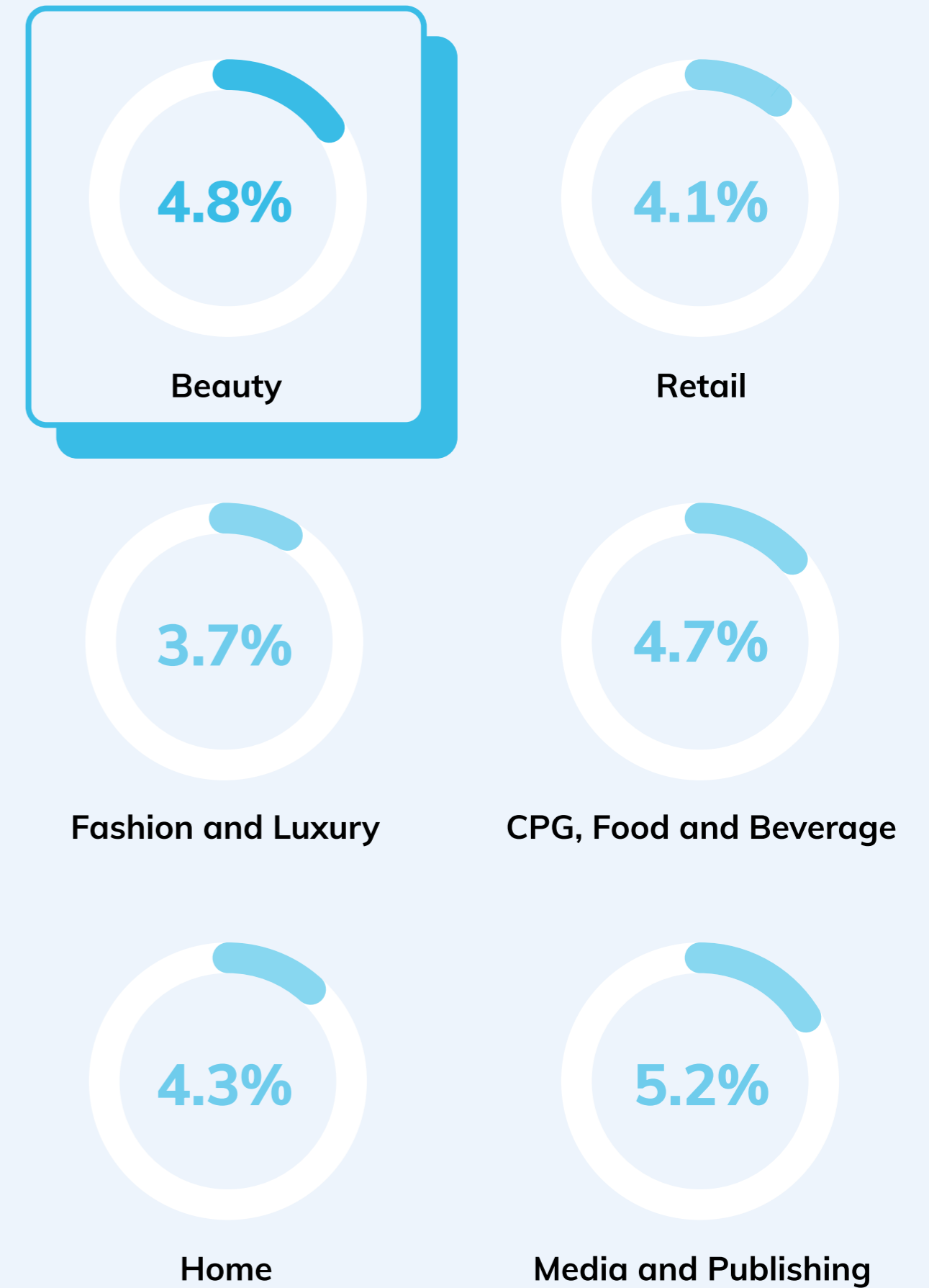
AVERAGE TIKTOK PERFORMANCE

By Industry

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Beauty	295,049	5	10.2%	77,359	64,025
Retail	229,134	4	11.7%	89,943	64,457
Fashion and Luxury	295,092	4	14.5%	162,536	106,251
CPG, Food, and Beverage	306,260	3	13.4%	115,647	67,419
Home	233,618	4	15.9%	114,896	54,326
Media and Publishing	754,162	6	13.1%	135,069	127,857

*Customer data only

Engagement Rate



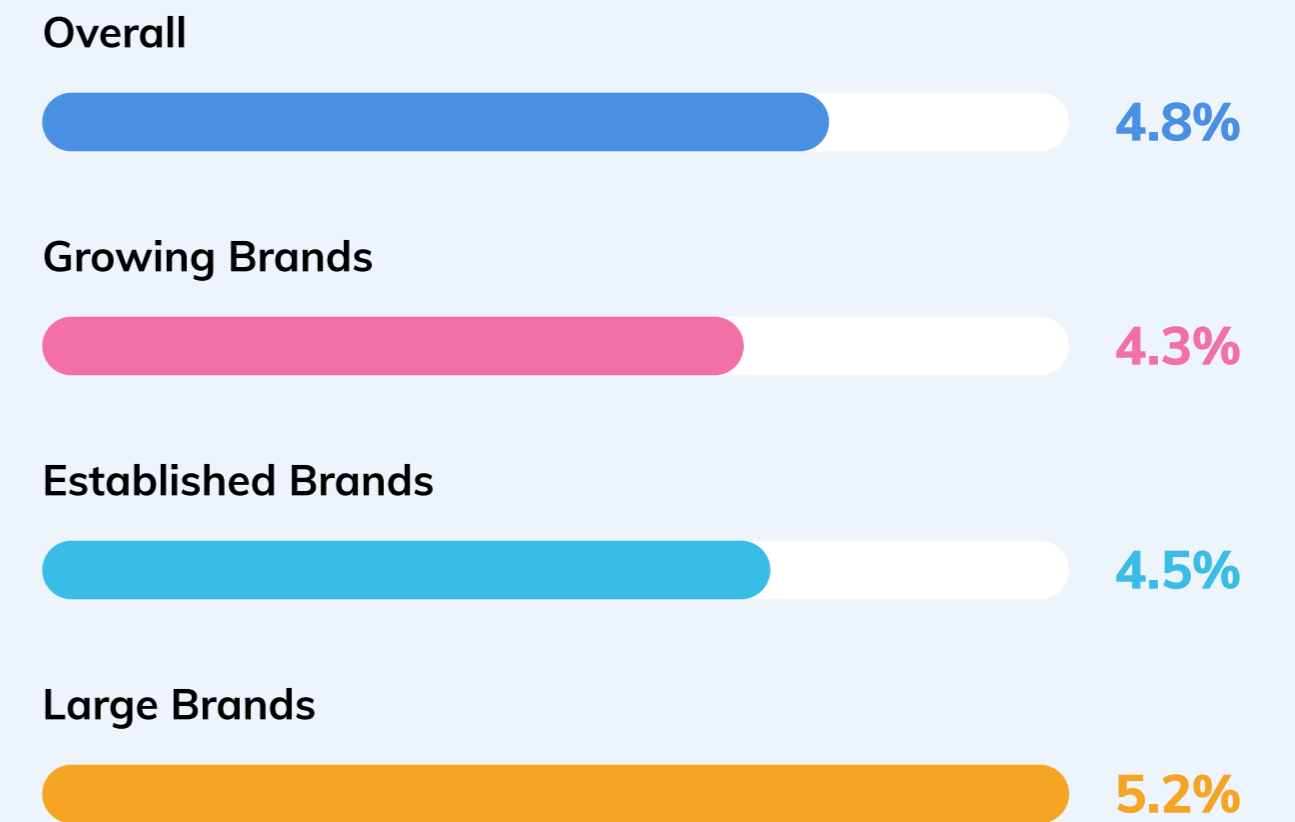
🎵 AVERAGE TIKTOK PERFORMANCE

Beauty Brands Industry-Wide

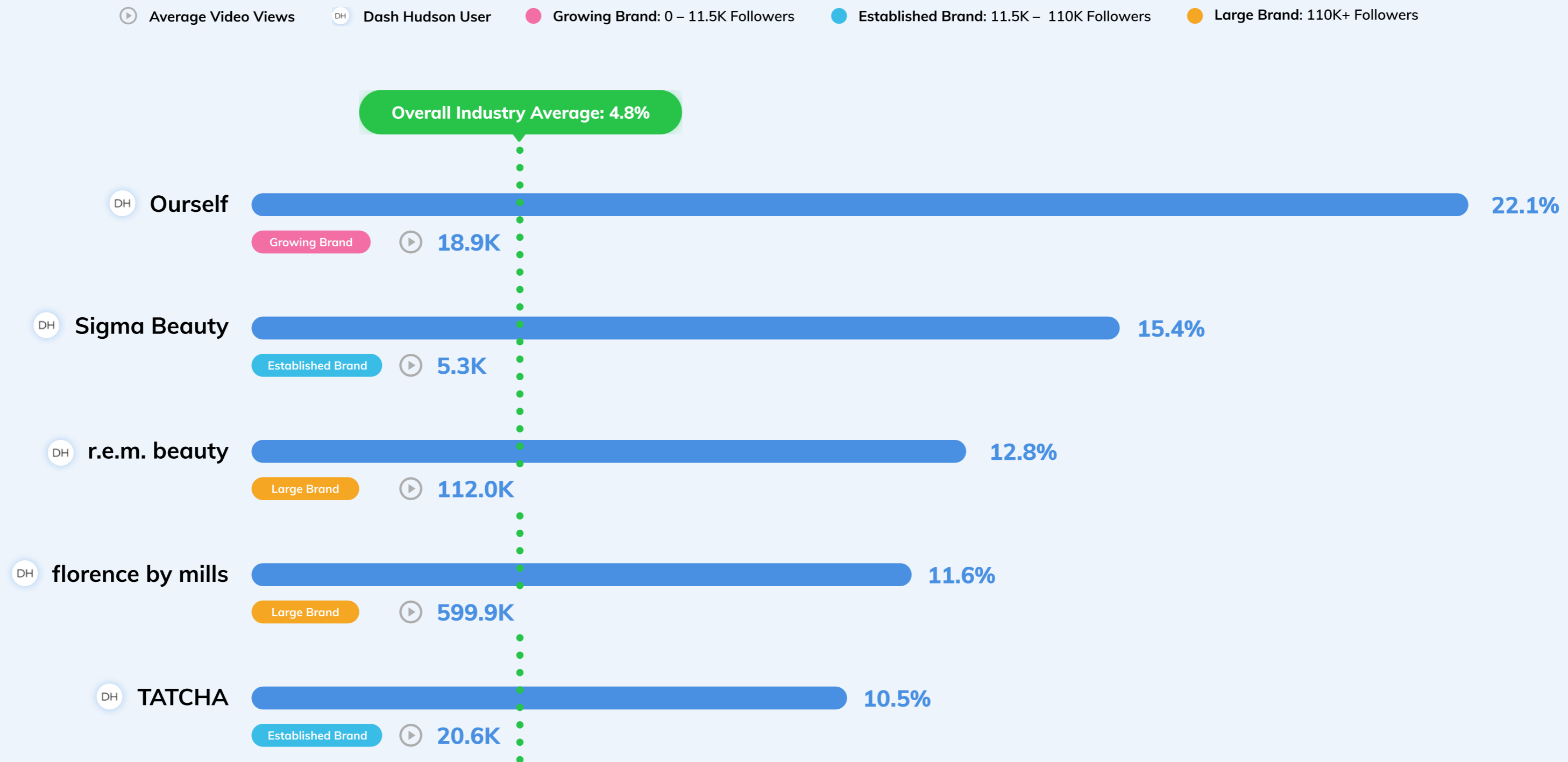
	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Beauty Overall	295,049	5	10.2%	77,359	64,025
Growing Brands <small>0 – 11.5K Followers</small>	4,818	3	13.1%	20,249	17,713
Established Brands <small>11.5K – 110K Followers</small>	48,023	5	10.0%	34,983	31,587
Large Brands <small>110K+ Followers</small>	682,760	7	6.3%	146,777	132,962

*Customer data only

Engagement Rate



Top Overall Beauty Industry Performers by Engagement Rate



Deep Dives Into Top Performing Beauty Brands

Growing Brand

Ourself

Ourself is a skincare brand that earns high engagement from its educational content, which informs its audience about how to get clinical-level results.


 Ourself outperforms the average Engagement Rate for Beauty brands by **460%**.

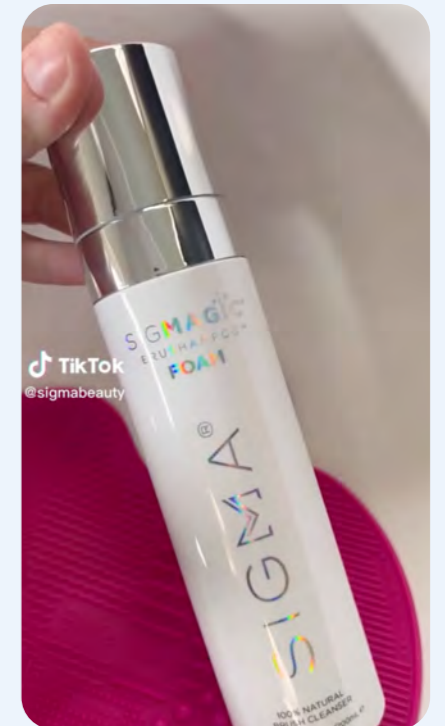


Established Brand

SIGMA®

Sigma Beauty is a clean Beauty brand that offers innovative brushes and vegan products. It also takes an innovative approach to its TikTok content, keeping up with trends by posting 8 to 9 times per week.


 Sigma Beauty outperforms the average Engagement Rate for Beauty brands by **321%**.

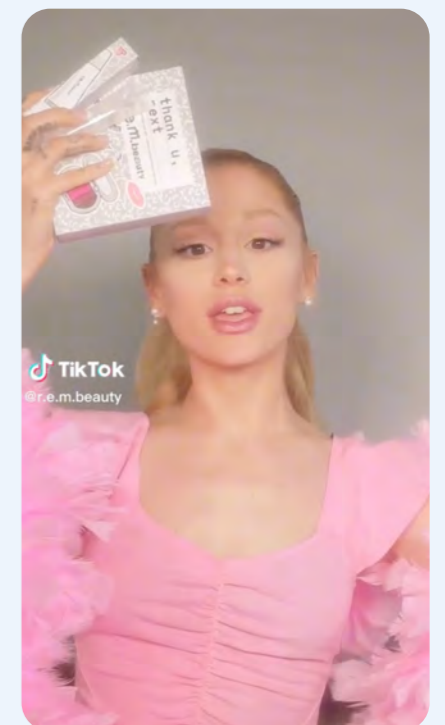


Large Brand

r.e.m. beauty

r.e.m. beauty by Ariana Grande notably earns lots of shares and comments from its star-studded content, using its ties to the entertainment industry to its advantage.

 r.e.m. beauty outperforms the average Engagement Rate for Beauty brands by **267%**.



AVERAGE ENTERTAINMENT SCORE AND INDUSTRY LEADERS

Winning Formulas for Creating Entertaining TikTok Content



Essence Cosmetics partnered with Neymar on a TikTok that received a near-perfect Entertainment Score, demonstrating how celebrity partnerships remain key in social entertainment.

Entertainment Score: 9.8/10

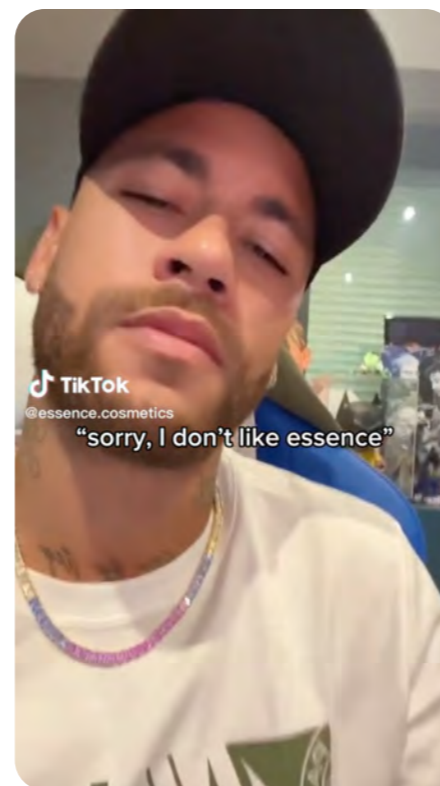
Compared to the Beauty industry average of 3.7, and Essence Cosmetics' own average of 7.6.

Engagement Rate: 19.4%

Compared to the Beauty industry average of 4.8%, and Essence Cosmetics' own average of 8.4%.

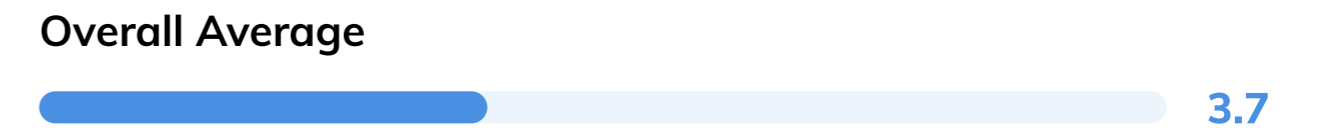
Retention Rate: 80.4%

Compared to the Beauty industry average of 42.7%, and Essence Cosmetics' own average of 80.4%.

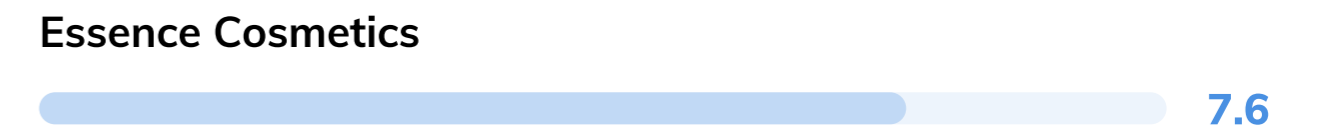


Top Overall Beauty Industry Performers by Entertainment Score

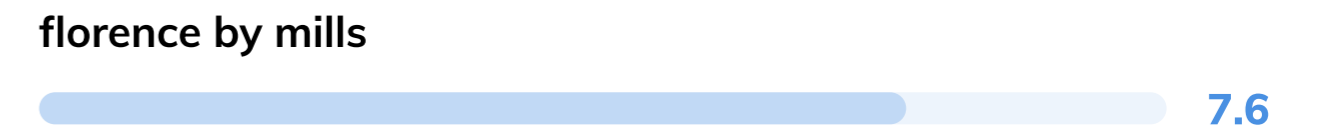
Average Engagement Rate **Average Retention Rate**



4.8% 42.7%



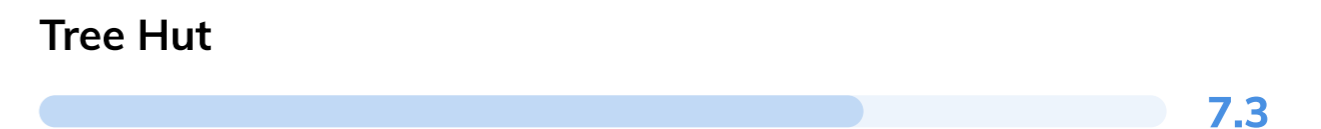
Large Brand 8.4% 80.4%



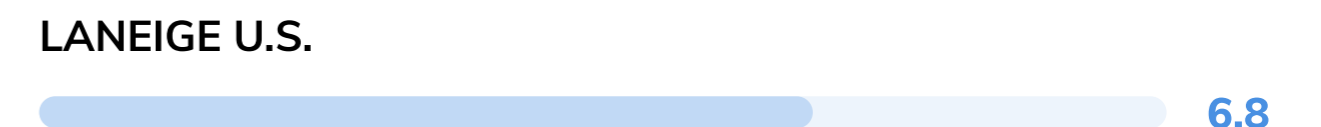
Large Brand 11.6% 53.5%



Large Brand 12.8% 41.7%



Large Brand 9.3% 67.4%



Large Brand 8.1% 62.4%



Instagram

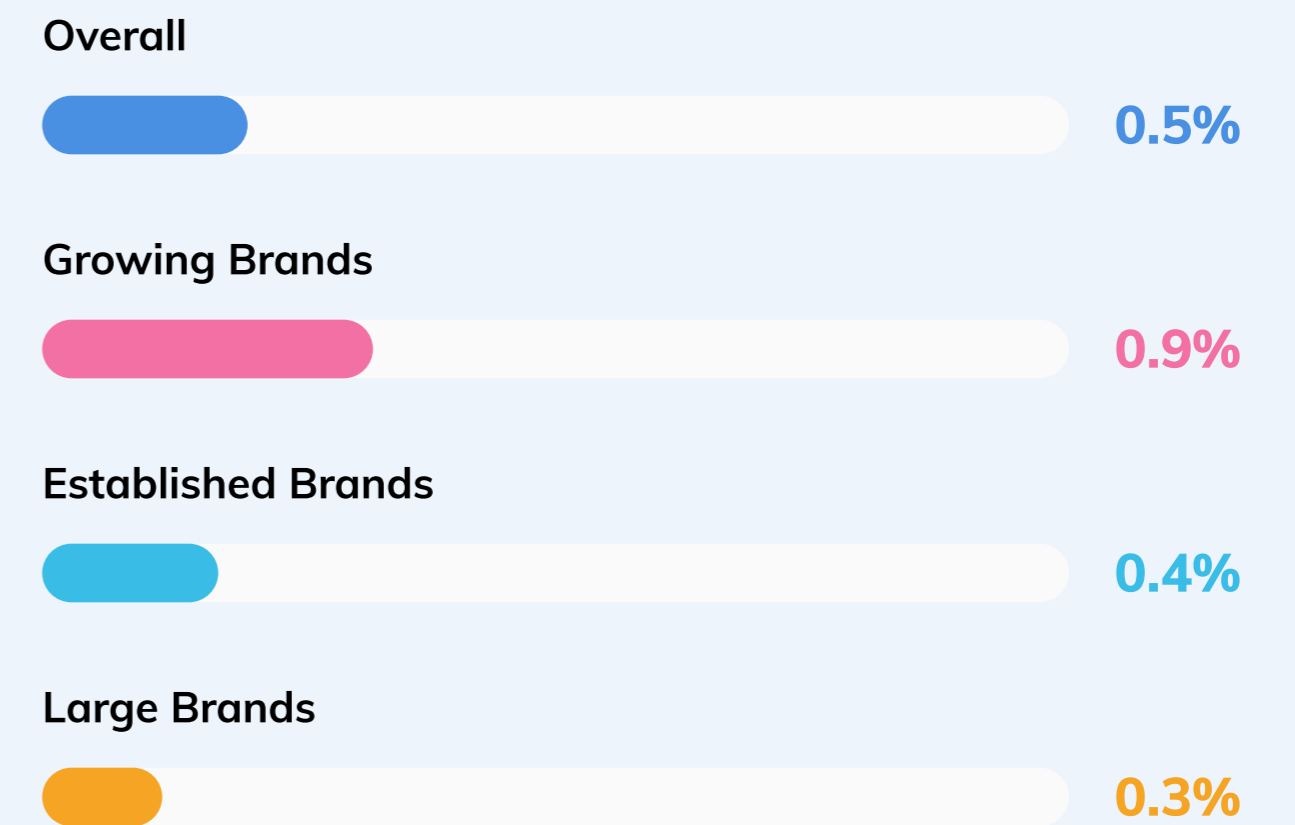
 AVERAGE INSTAGRAM PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Overall	2,351,209	3	6	0.6%	112,921
Growing Brands 0 – 190K Followers	82,157	2	4	0.8%	12,701
Established Brands 190k – 1.1M Followers	509,601	3	5	0.5%	47,299
Large Brands 1.1M+ Followers	5,631,605	6	11	0.5%	297,711

*Customer data only

Engagement Rate



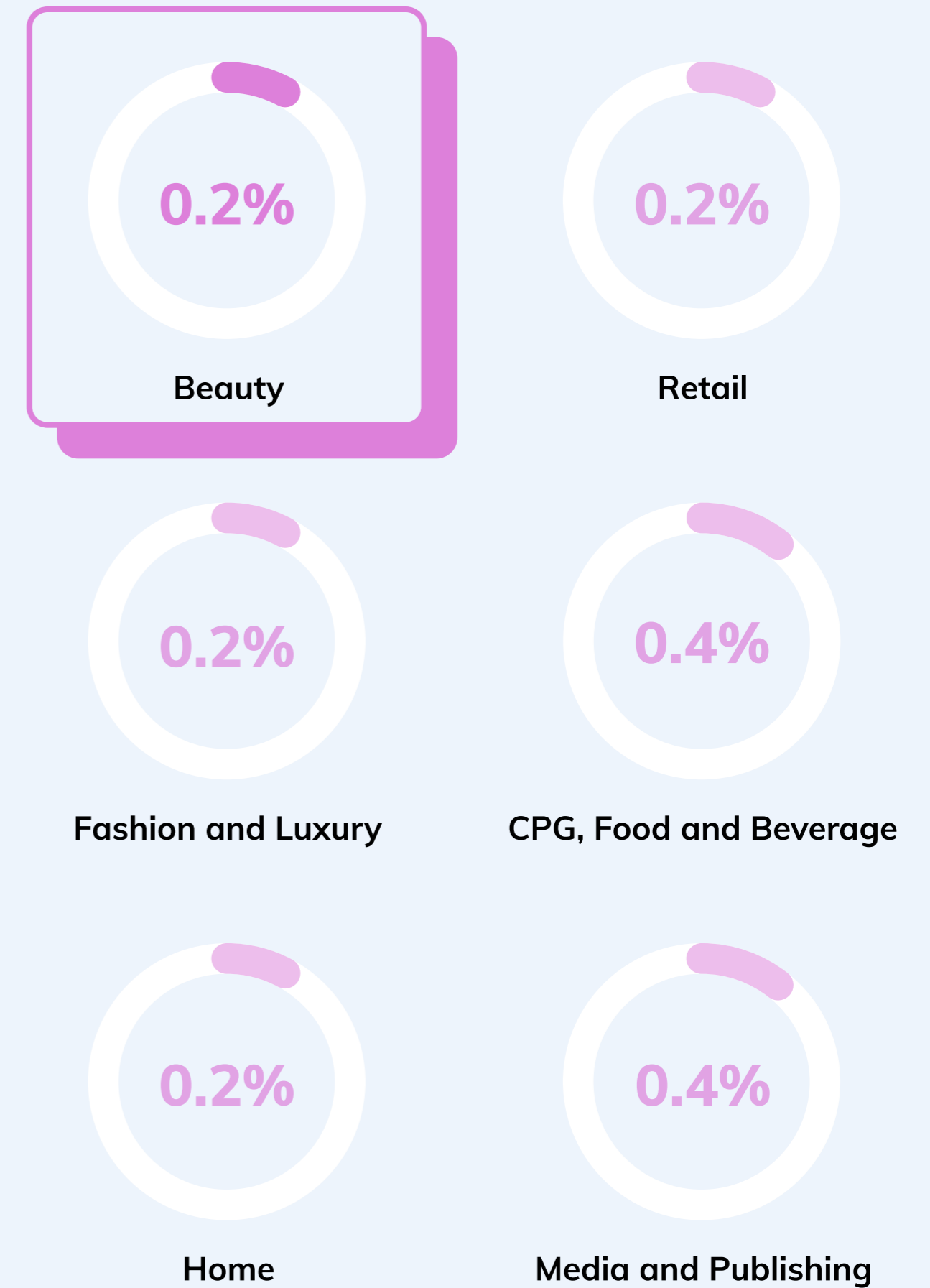
 AVERAGE INSTAGRAM PERFORMANCE

By Industry

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Beauty	2,627,118	4	4	0.6%	89,684
Retail	2,203,773	3	6	0.5%	58,906
Fashion and Luxury	3,203,580	3	7	0.7%	69,826
CPG, Food, and Beverage	836,580	2	2	0.5%	73,159
Home	995,271	2	5	0.6%	63,578
Media and Publishing	4,509,145	7	17	0.6%	266,779

*Customer data only

Engagement Rate



 AVERAGE INSTAGRAM PERFORMANCE

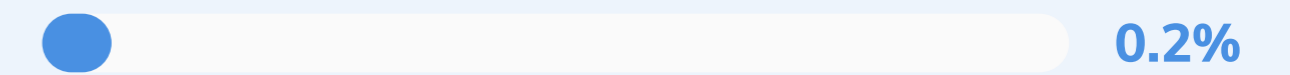
Beauty Brands Industry-Wide

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Beauty Overall	2,627,118	4	4	0.6%	89,684
Growing Brands 0 – 190K Followers	103,149	2	3	0.8%	9,420
Established Brands 190K – 1.1M Followers	504,300	4	4	0.6%	34,338
Large Brands 1.1M+ Followers	6,288,623	7	6	0.4%	214,843

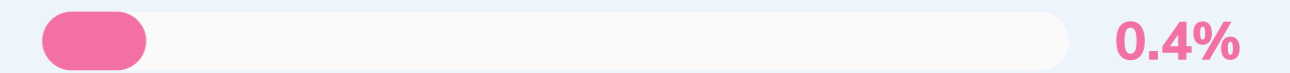
*Customer data only

Engagement Rate

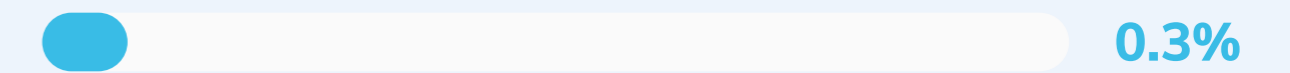
Overall



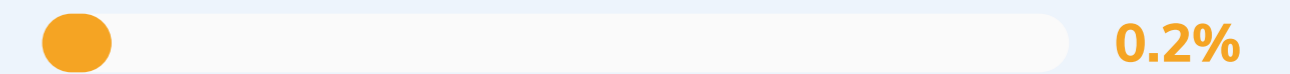
Growing Brands



Established Brands

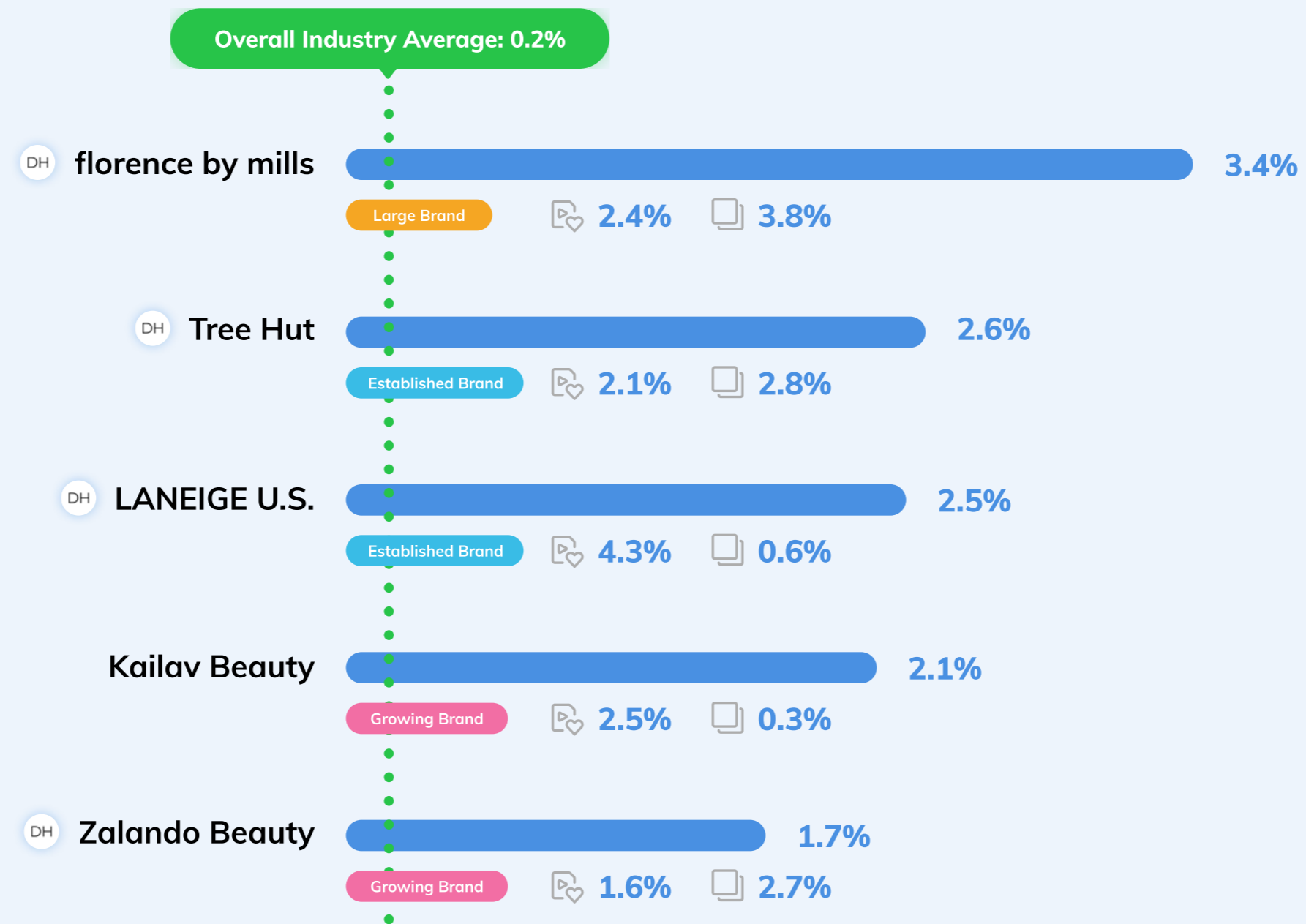


Large Brands



Top Overall Beauty Industry Performers by Engagement Rate

📷 Average Engagement Rate (Video and Reel) 📄 Average Engagement Rate (Static and Carousel) DH Dash Hudson User 🌸 Growing Brand: 0 – 190K Followers 🌊 Established Brand: 190K – 1.1M Followers 🏆 Large Brand: 1.1M+ Followers




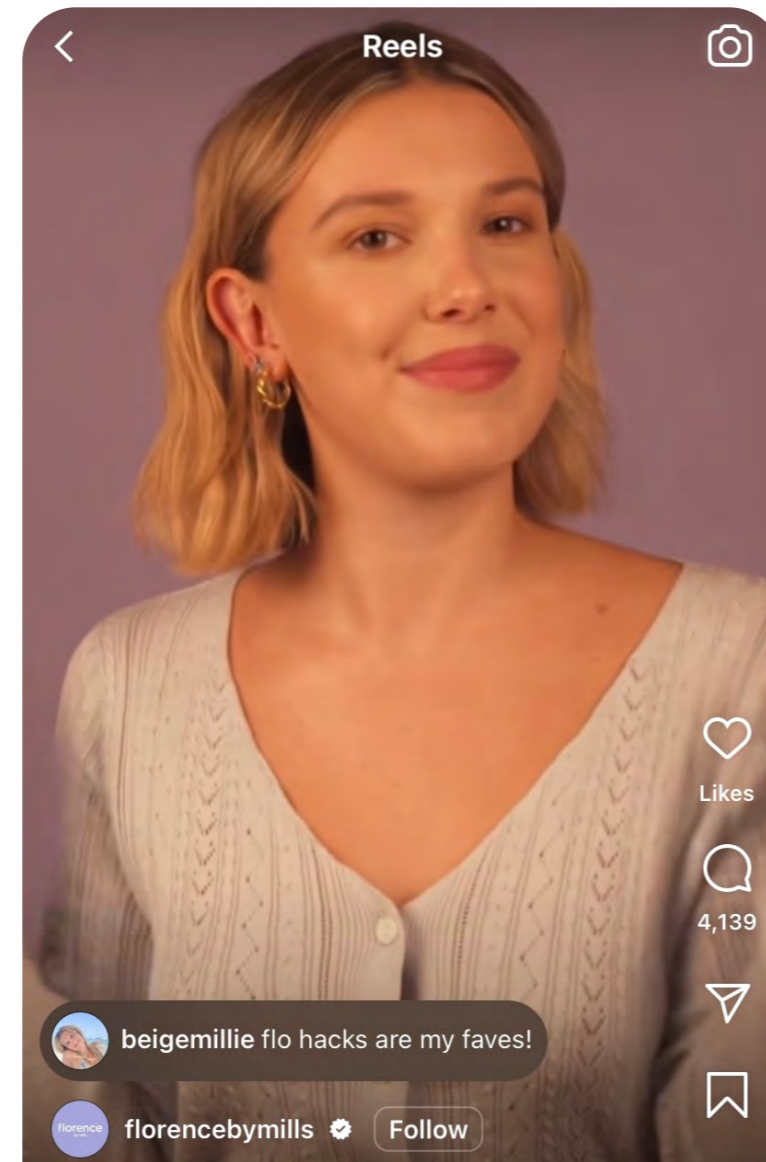
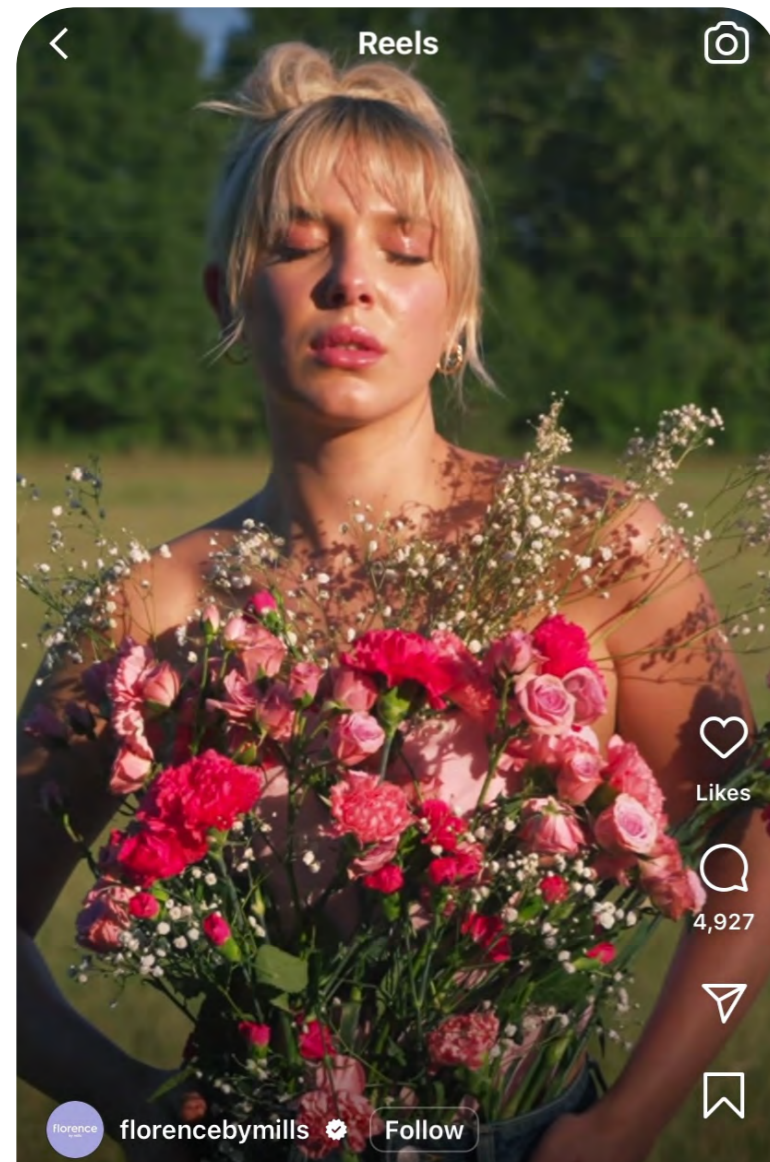
Deep Dives Into Top Performing Beauty Brands

Growing Brand

florence by mills™

florence by mills focuses on the benefits of its core product on Instagram, tapping into the celebrity power of its founder to earn the highest Engagement Rates in the industry.


 florence by mills outperforms the average Engagement Rate for Beauty brands by **1,700%**.

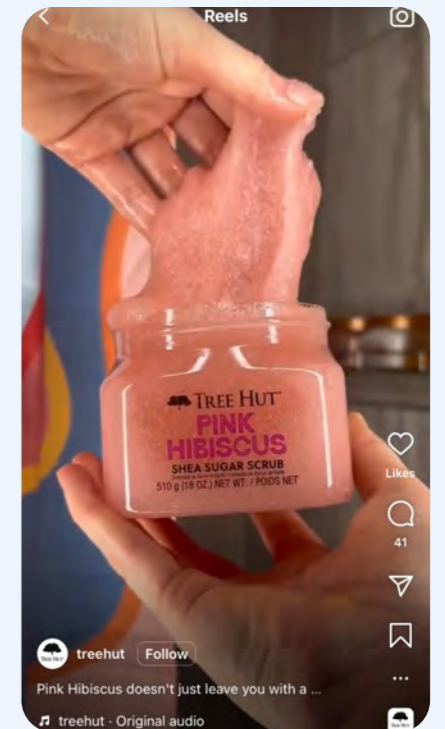


Established Brand

TREE HUT®

Tree Hut leads with fun, sensory content using its eye-grabbing and colorful scrub products, proving that Beauty brands do not need to use faces to earn high engagement.


 Tree Hut outperforms the average Engagement Rate for Beauty brands by **1,300%**.

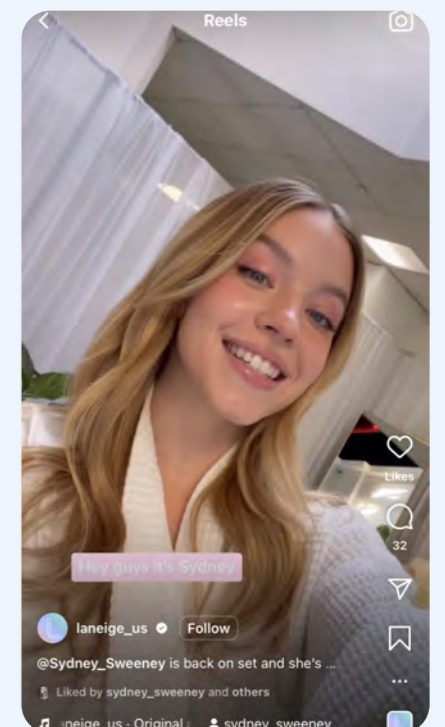


Large Brand

LANEIGE

LANEIGE U.S. has a perfectly curated Instagram with a healthy mixture of imagery and video. The brand recently partnered with actress Sydney Sweeney on a campaign that drove incredible engagement.

 LANEIGE U.S. outperforms the average Engagement Rate for Beauty brands by **1,250%**.



📷 AVERAGE ENTERTAINMENT SCORE AND INDUSTRY LEADERS

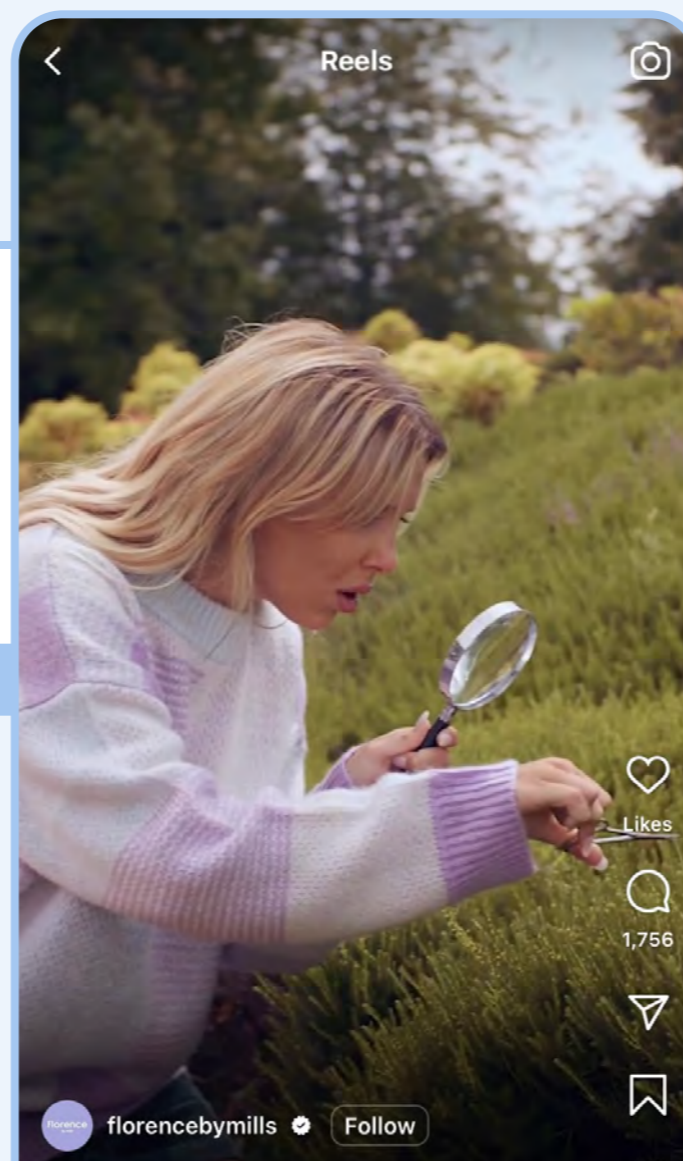
The Best Strategies for Creating Entertaining Reels Content

florence
by mills™

florence by mills continues its streak as one of the most entertaining Beauty brands — this time on Instagram. The brand outperforms the industry by a large margin, and most of its content receives near-perfect Entertainment Scores. Its top Reel in the past quarter is a product launch teaser featuring founder Millie Bobby Brown and a hint of intrigue, which invites viewers to speculate about what’s coming soon.

Entertainment Score: 9.8/10

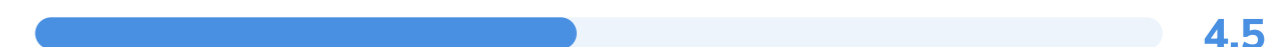
Compared to the Beauty industry average of 4.5, and florence by mills' own average of 9.3.



Top Overall Beauty Industry Performers by Entertainment Score (Reels)

▶ Average Video Views (Reels)

Overall Average



▶ 116.9K

florence by mills



Large Brand ▶ 336.3K

Kylie Cosmetics



Large Brand ▶ 724.6K

Tree Hut



Established Brand ▶ 23.7K

r.e.m. beauty



Large Brand ▶ 274.4K

Morphe 2



Growing Brand ▶ 6.6K


Customer data only

 AVERAGE RELATIONSHIP INDUSTRY BENCHMARKS

Across All Industries

	Nano Relationships <small>(100 – 10K Followers)</small>	Micro Relationships <small>(10K – 100K Followers)</small>	Mid Relationships <small>(100K – 500K Followers)</small>	Macro Relationships <small>(500K+ Followers)</small>
Avg. Followers Gained	13	31	69	392
Avg. Effectiveness Rate	16.5%	8.6%	6.8%	4.4%
Avg. Engagement Rate	5.3%	2.5%	2.0%	1.3%
Avg. Earned Media Value	141	1,086	4,721	169,117

Customer data only

 AVERAGE INSTAGRAM STORIES PERFORMANCE

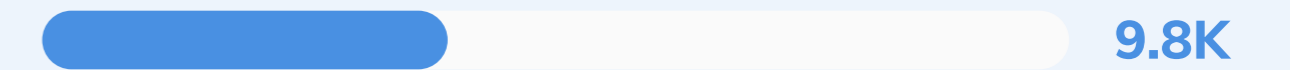
Across All Industries

	Completion Rate	Daily Frames Posted	Taps Forward	Taps Back	Exit Rate
Overall	94.4%	2	8,800	467	5.7%
Growing Brands <small>0 – 190K Followers</small>	93.9%	1	1,745	105	6.1%
Established Brands <small>190K – 1.1M Followers</small>	94.4%	3	5,654	307	5.6%
Large Brands <small>1.1M+ Followers</small>	94.8%	4	21,739	1,128	5.2%

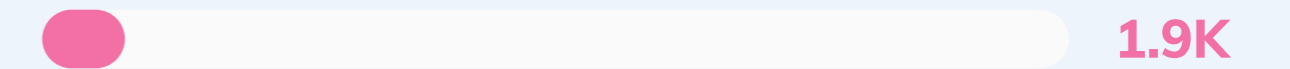
*Customer data only

Reach

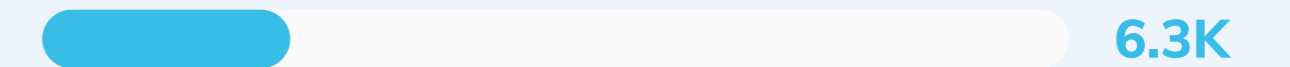
Overall



Growing Brands



Established Brands



Large Brands





▶ AVERAGE YOUTUBE PERFORMANCE

Across All Industries

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes
Overall	2,980,196	3	2.0%	46	381
Growing Brands <small>0 – 20K Followers</small>	10,231	2	2.5%	2	49
Established Brands <small>20K – 150K Followers</small>	58,555	2	1.8%	8	173
Large Brands <small>150K+ Followers</small>	4,688,468	7	1.3%	68	529

*Customer data only

Video Views



▶ AVERAGE YOUTUBE PERFORMANCE

By Industry

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes*
Beauty	262,712	2	1.9%	6	290
Retail	202,115	2	0.8%	6	115
Fashion and Luxury	244,960	1	1.7%	9	229
CPG, Food, and Beverage	1,061,399	1	2.8%	17	209
Home	204,107	2	2.2%	4	118
Media and Publishing	4,401,372	11	2.5%	66	472

*Customer data only

Video Views



▶ AVERAGE YOUTUBE PERFORMANCE

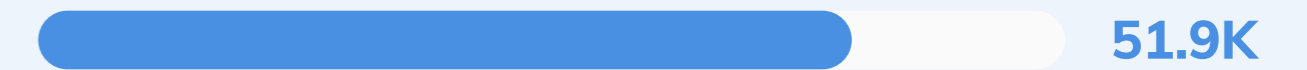
Beauty Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes
Beauty Overall	262,712	2	1.9%	6	290
Growing Brands <small>0 – 20K Followers</small>	8,737	1	2.3%	2	67
Established Brands <small>20K – 150K Followers</small>	58,291	1	1.9%	4	319
Large Brands <small>150K+ Followers</small>	815,196	2	0.7%	12	494

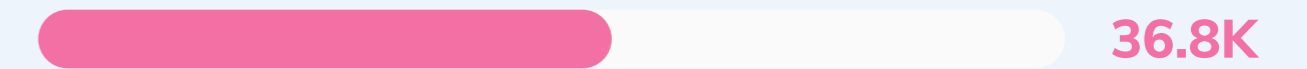
*Customer data only

Video Views

Overall



Growing Brands



Established Brands



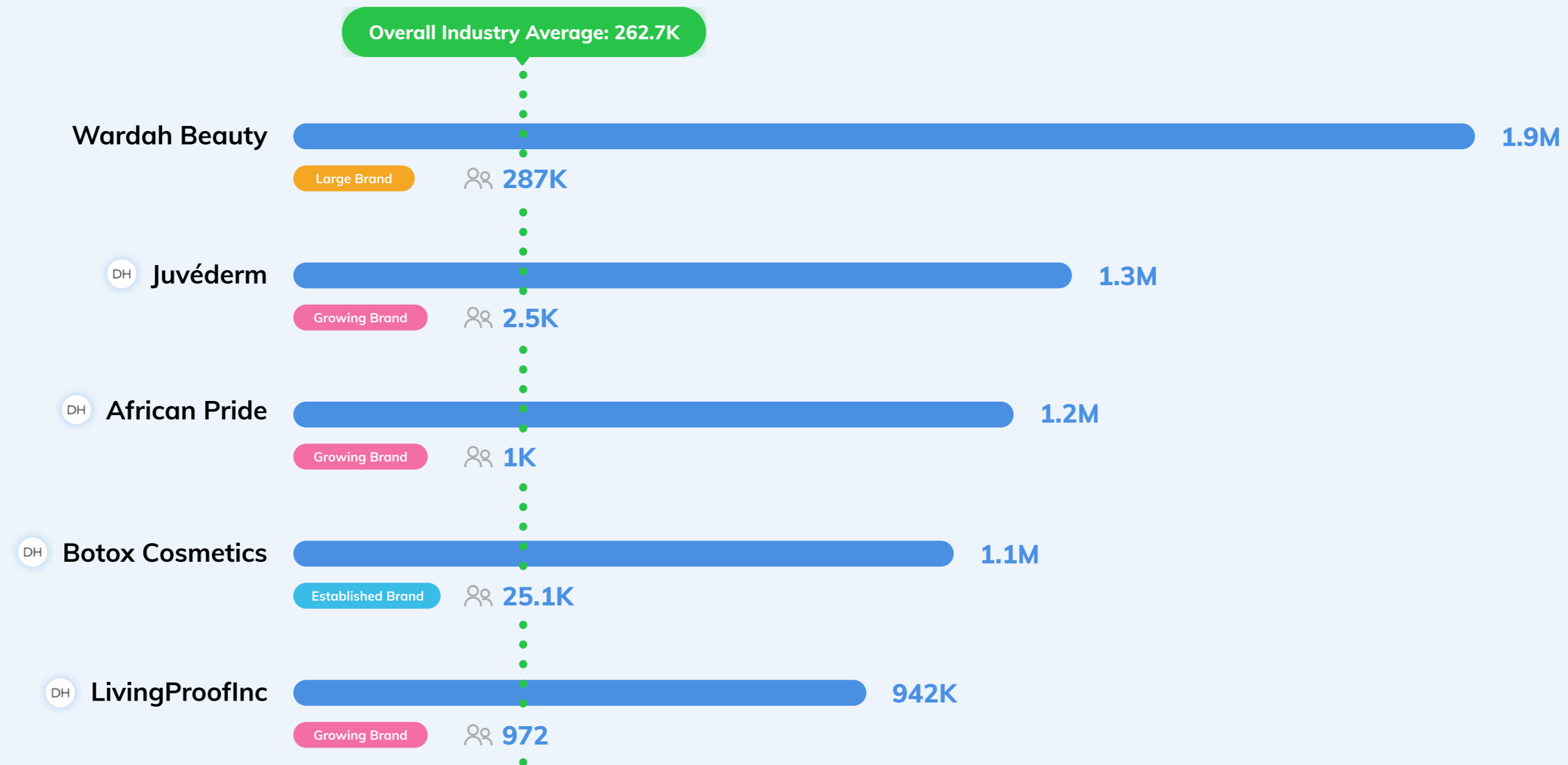
Large Brands



▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Top Overall Beauty Industry Performers by Video Views

👤 Subscribers DH Dash Hudson User Growing Brand: 0 – 20K Followers Established Brand: 20K – 150K Followers Large Brand: 150K+ Followers



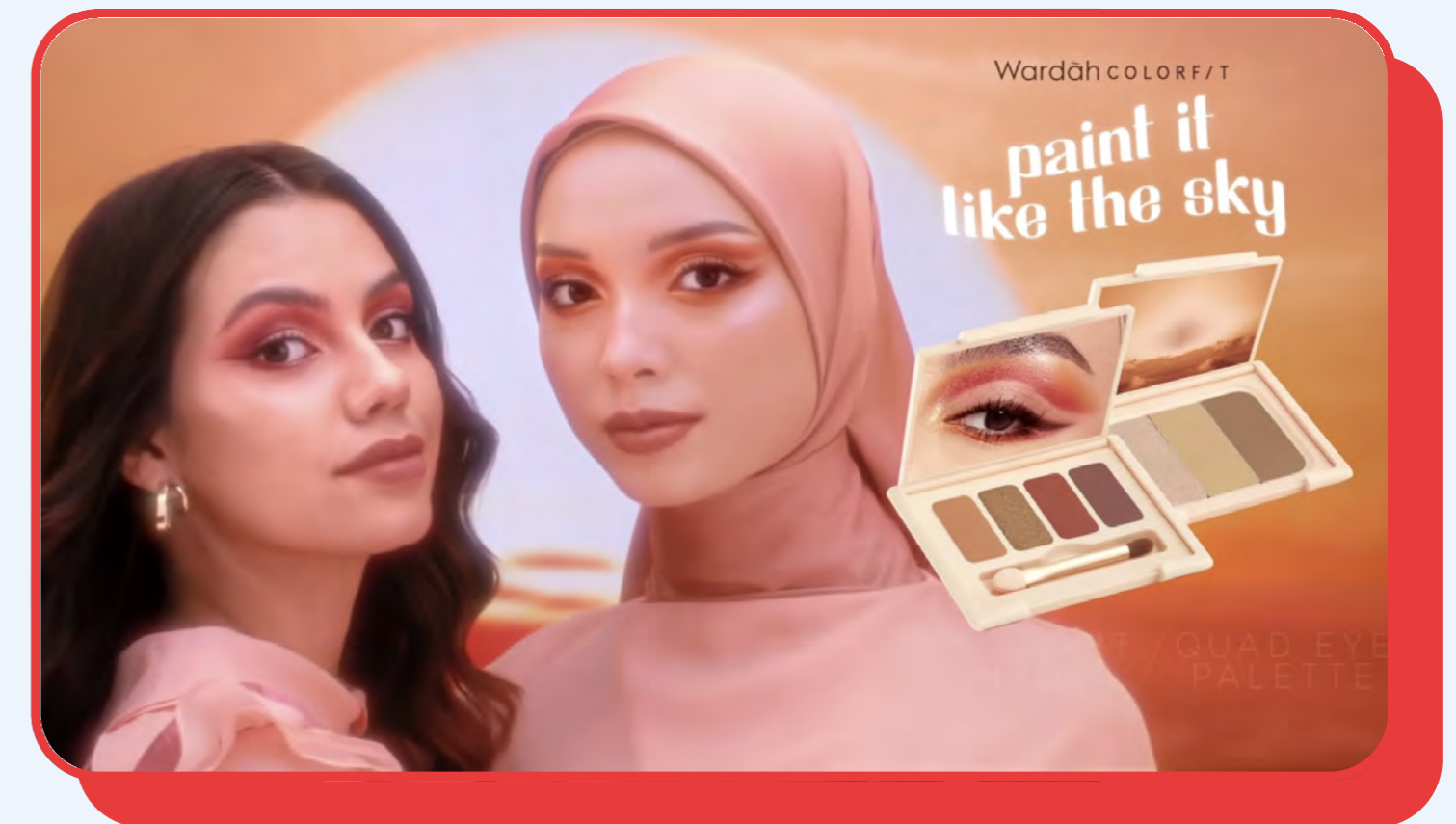
▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Product Marketing With a Wide Global Appeal

Wardāh

Wardah Beauty is an Indonesian Beauty brand with wide global appeal. The brand uses YouTube to share campaign footage, as well as educational content around its natural, halal products.

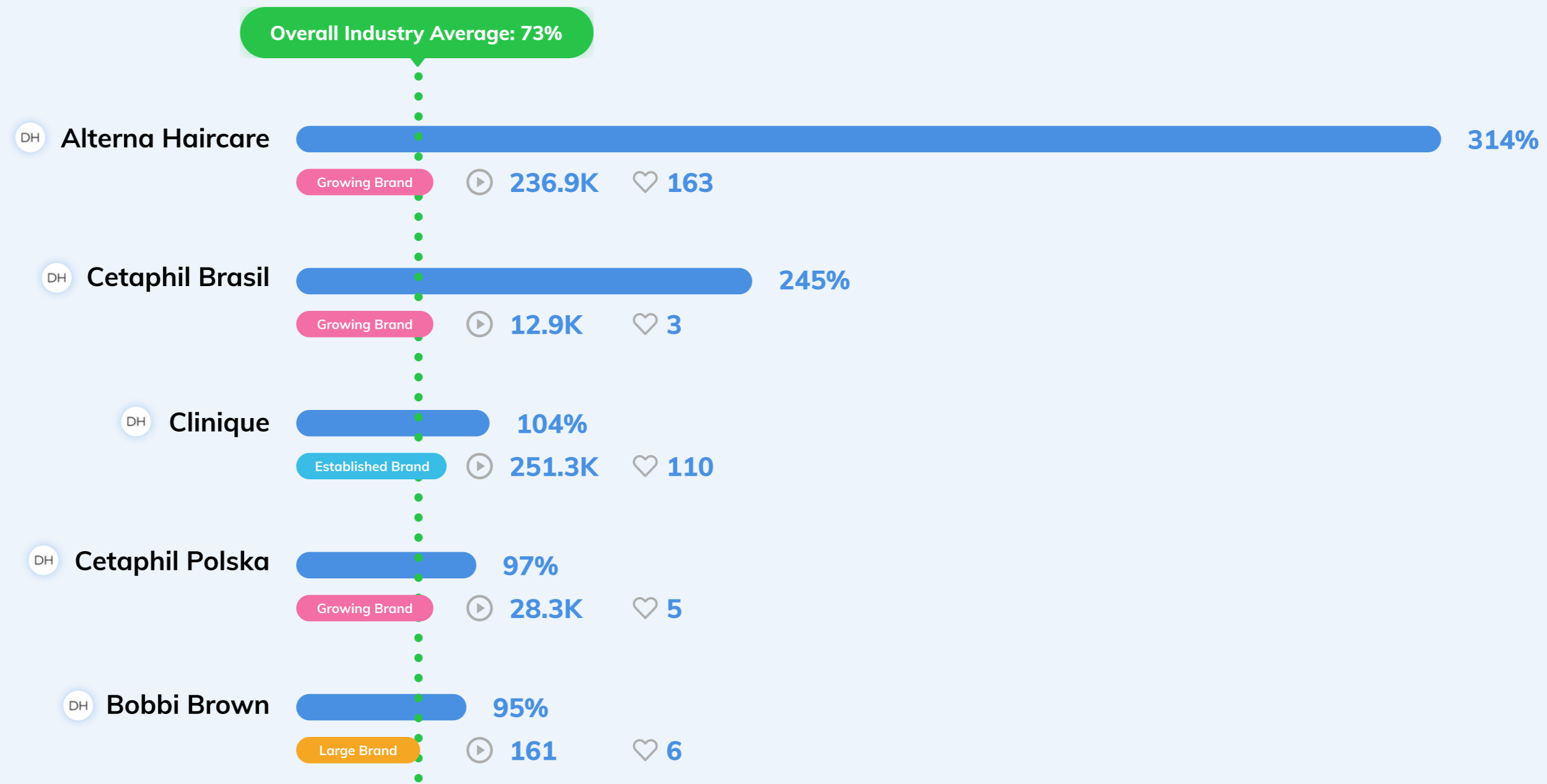
- ▶ Wardah Beauty earns views 37x higher than the industry average.



AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Top Overall Beauty Industry Performers by Percentage Viewed

▶ Average Video Views
♥ Average Likes
DH Dash Hudson User
● Growing Brand: 0 – 20K Followers
● Established Brand: 20K – 150K Followers
● Large Brand: 150K+ Followers



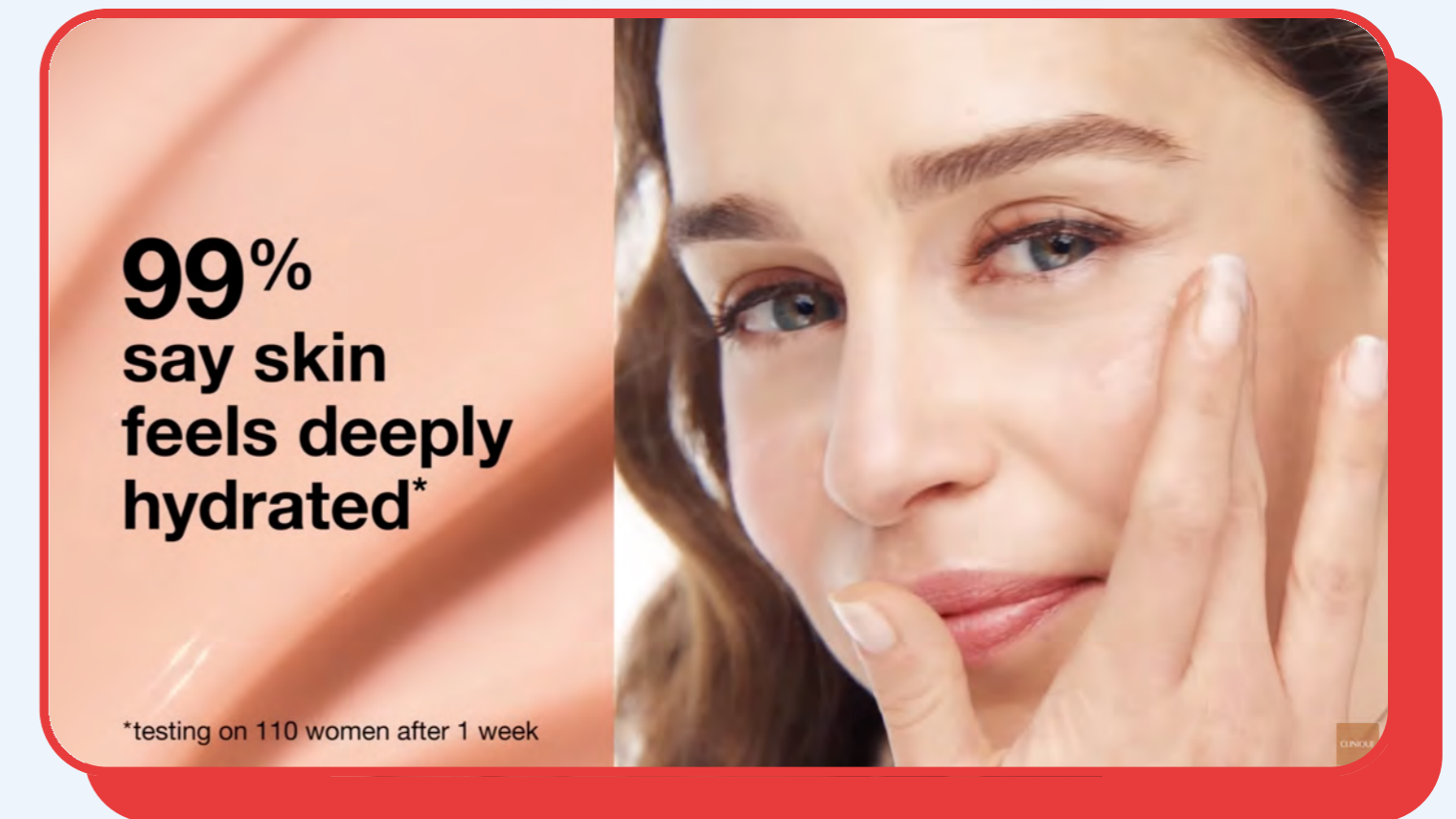
Customer data only

▶ AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Educational Content Thrives in Long-Form Video

Clinique is a skincare brand. YouTube's long-form storytelling is incredibly beneficial for brands specializing in more complex products that are challenging to explain in short form, as it allows them to educate their audience about their products fully.

- ▶ Clinique has a notable number of subscribers, and is in the Established cohort in terms of followers, its average number of Video Views is **21x higher** than the industry benchmark.



What We Can Learn From Beauty Brands' Cross-Channel Strategies

Successful Brands Are Entertaining

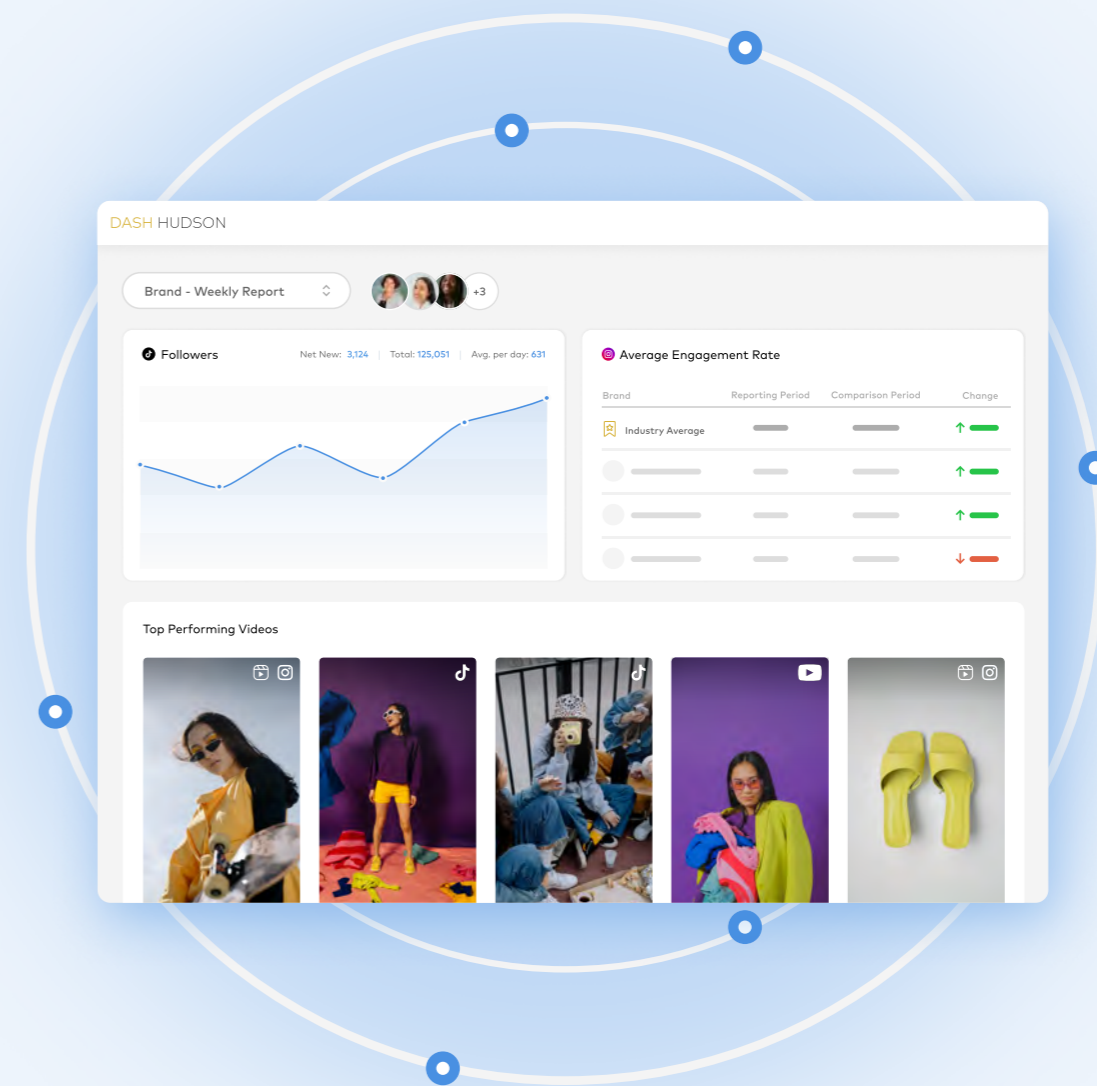
Beauty brands are finding the most success with entertainment-centric social strategies, incorporating trends and pop culture into their content.

Partner With Creators to Cover Content Gaps

On YouTube, Beauty brands opt for partnerships with creators to expand their reach. This strategy can come into play on any channel where brands do not have the bandwidth to be fully invested.

Content Needs To Be Consistent

Short-form video is more demanding than static content, and success is correlated with volume. Posting at a regular cadence will increase engagement.



PRO TIPS

Maximize Dash Hudson Tools To Drive Business ROI

- Cross-channel campaign measurement provides a streamlined view of creative performance and insights into how social campaigns drive revenue across channels, influencer relationships, and media types.
- Competitive insights allow users to benchmark their Instagram performance against their competitors and industry, helping them understand how to outperform their rivals.
- Customizable campaign Dashboards and Reports allow marketers to keep their teams in sync with automated performance insights.
- Community Manager allows brands to connect with their audience in real-time and improve responsiveness with sentiment analysis.

Appendix

 AVERAGE TIKTOK PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Overall	403,415	4	12.4%	4.6%	111,510	44	36	89,060
Growing Brands 0 – 11.5K Followers	4,886	2	15.7%	4.2%	21,255	5	4	18,201
Established Brands 11.5K – 110K Followers	47,815	4	13.8%	4.2%	59,626	17	14	44,835
Large Brands 110K+ Followers	764,204	6	7.1%	5.0%	172,593	79	61	148,809

*Customer data only

🎵 AVERAGE TIKTOK PERFORMANCE

By Industry

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Beauty	295,049	5	10.2%	4.8%	77,359	16	28	64,025
Retail	229,134	4	11.7%	4.1%	89,943	19	19	64,457
Fashion and Luxury	295,092	4	14.5%	3.7%	162,536	16	19	106,251
CPG, Food, and Beverage	306,260	3	13.4%	4.7%	115,647	19	38	67,419
Home	233,618	4	15.9%	4.3%	114,896	32	19	54,326
Media and Publishing	754,162	6	13.1%	5.2%	135,069	105	68	127,857

*Customer data only


 AVERAGE TIKTOK PERFORMANCE

Beauty Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Beauty Overall	295,049	5	10.2%	4.8%	77,359	16	28	64,025
Growing Brands 0 – 11.5K Followers	4,818	3	13.1%	4.3%	20,249	3	4	17,713
Established Brands 11.5K – 110K Followers	48,023	5	10.0%	4.5%	34,983	7	11	31,587
Large Brands 110K+ Followers	682,760	7	6.3%	5.2%	146,777	36	57	132,962

*Customer data only

Top Overall Beauty Industry Performers by Engagement Rate

 Dash Hudson User

	Brand Size	Engagement Rate	Weekly Posts	Video Views	Shares	Comments
Beauty Overall	295,049	4.8%	5	77,359	16	28
 Ourself	Growing	22.1%	1	18,929	27	8
 Sigma Beauty	Established	15.4%	9	5,299	3	33
 r.e.m. beauty	Large	12.8%	6	112,039	55	172
 florence by mills	Large	11.6%	7	599,901	284	817
 TATCHA	Established	10.5%	4	20,607	7	25

*Customer data only

 AVERAGE YOUTUBE PERFORMANCE

Across All Industries

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
Overall	2,980,196	3	2.0%	46	381	76	61,206
Growing Brands 0 – 20K Followers	10,231	2	2.5%	2	49	11	63,554
Established Brands 20K – 150K Followers	58,555	2	1.8%	8	173	13	47,615
Large Brands 150K+ Followers	4,688,468	7	1.3%	68	529	109	65,711

*Customer data only

▶ AVERAGE YOUTUBE PERFORMANCE

By Industry

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
Beauty	262,712	2	1.9%	6	290	12	51,908
Retail	202,115	2	0.8%	6	115	17	117,528
Fashion and Luxury	244,960	1	1.7%	9	229	17	77,777
CPG, Food, and Beverage	1,061,399	1	2.8%	17	209	27	149,118
Home	204,107	2	2.2%	4	118	15	82,937
Media and Publishing	4,401,372	11	2.5%	66	472	97	47,778

*Customer data only

AVERAGE YOUTUBE PERFORMANCE

Beauty Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
Beauty Overall	262,712	2	1.9%	6	290	12	51,908
Growing Brands 0 – 20K Followers	8,737	1	2.3%	2	67	6	36,780
Established Brands 20K – 150K Followers	58,291	1	1.9%	4	319	6	55,584
Large Brands 150K+ Followers	815,196	2	0.7%	12	494	25	63,529

*Customer data only

AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Top Overall Beauty Industry Performers by Video Views

DH Dash Hudson User

	Brand Size	Followers	Video Views	Likes
Beauty Average	-	262,712	51,908	290
Wardah Beauty	Large	287,000	1,908,732	123
DH Juvéderm	Growing	2,450	1,315,672	17
DH African Pride	Growing	1,020	1,206,111	26
DH Botox Cosmetics	Established	25,100	1,139,046	146
DH LivingProofInc	Established	972	941,955	1

*Customer data only

▶ AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Top Overall Beauty Industry Performers by Percentage Viewed

DH Dash Hudson User

	Brand Size	Percentage Viewed	Video Views	Likes
Beauty Average	262,712	73%	51,908	290
DH Alterna Haircare	Growing	314%	10,378	0
DH Cetaphil Brasil	Growing	245%	13,016	1
DH Clinique	Established	104%	247,942	3
DH Cetaphil Polska	Growing	97%	151,351	83
DH Bobbi Brown	Large	95%	186,819	137

*Customer data only