2023 Cross-Channel Benchmark Report

DASH HUDSON

Contents

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, Home, and Children and Baby.

Defining the Children and Baby Industry

The Children and Baby industry refers to a collection of brands that cater to children and families, encompassing products such as toys, clothing, baby gear, and parenting resources.

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: (Likes + Comments + Shares) / Reach.
YouTube: (Likes + Comments + Shares) / 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 = (Likes + Comments + Shares) / Video Views.
Instagram Engagement Rate = (Likes + Comments) / 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 = average time watched / 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.

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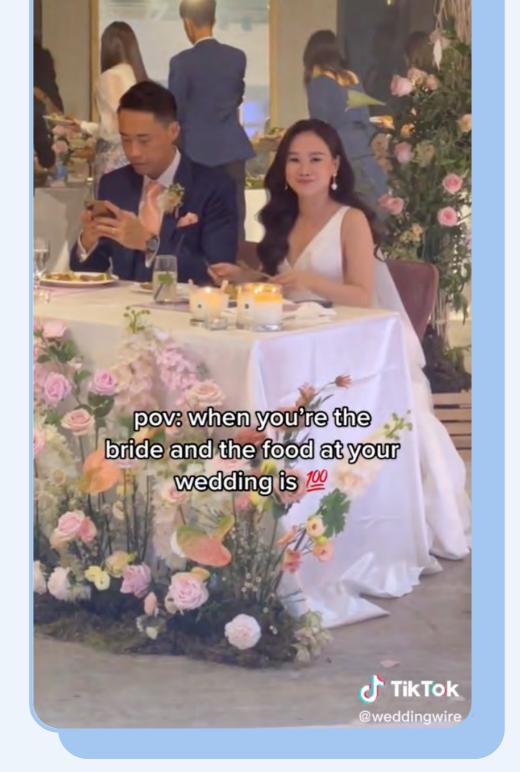
Media and Publishing earn the highest Engagement Rates, Reach, and Entertainment Scores of all industries. It continues to lead on TikTok and has surpassed Beauty on Instagram.

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.

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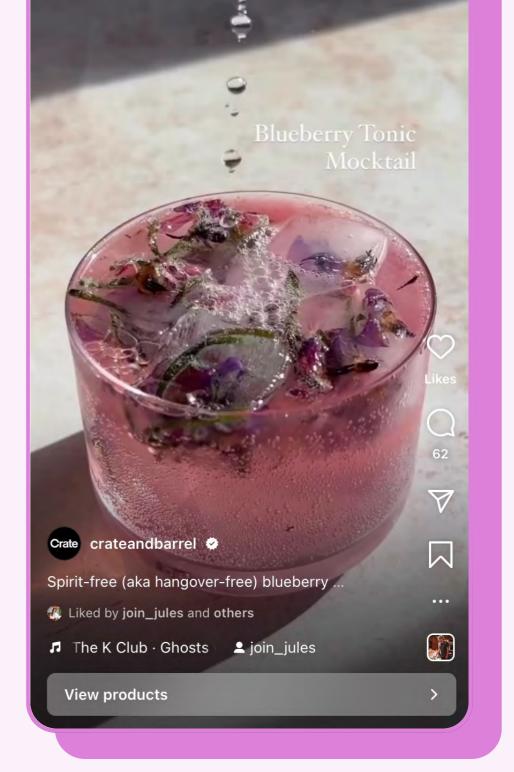
Instagram Reels are effective as they receive higher Engagement Rates (0.52%) than static and carousel content (0.46%) overall and across all industries — except for Media and Publishing.

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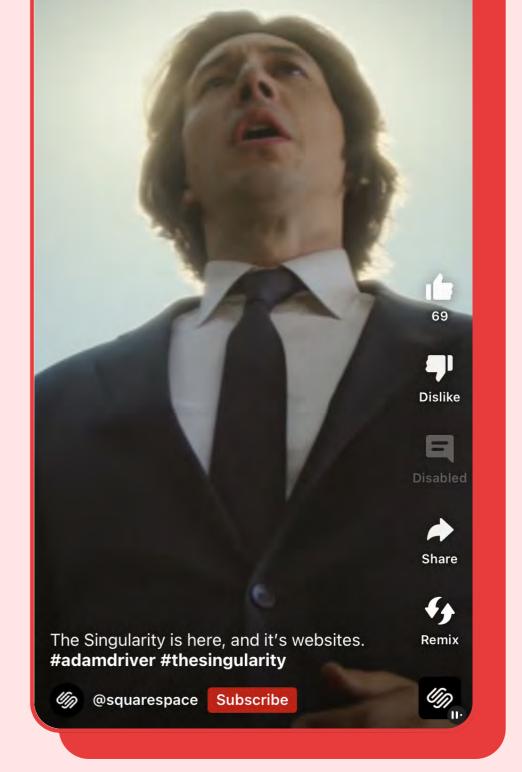
Shorts (3.7%) have an Engagement Rate of 20% higher than long-form videos (3.0%), proving short-form entertainment is more popular.

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.

The Singularity is here, and it's websites.
#adamdriver #thesingularity

@squarespace Subscribe

Source: Square Space

✦ **DASH HUDSON INSIGHT**

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

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

All-Ages Entertainment Leads to the Fastest Social Growth
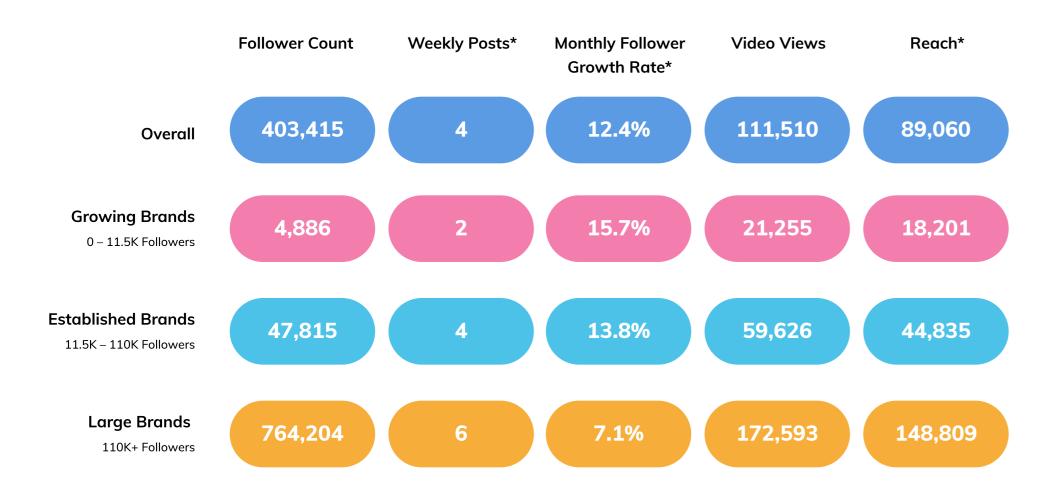
- Most Children and Baby brands are new to TikTok, but the industry has the highest Growth Rate compared to any other industry, demonstrating its potential.

- Children and Baby brands are niche, resulting in a low average Follower Count, but social entertainment rewards brands that cater to targeted audiences, earning them high average Video Views.

- The most successful Children and Baby brands create content aimed at solving the issues of young parents, resulting in a significant number of shares and comments.

- There is a wide gap in average Follower Count buckets compared to other industries. Several leading brands dominate the conversation since they capitalize on the latest trends and post regularly, while smaller brands only post once a week.

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 0 – 11.5K Followers	4,886	2	15.7%	21,255	18,201
Established Brands 11.5K – 110K Followers	47,815	4	13.8%	59,626	44,835
Large Brands 110K+ Followers	764,204	6	7.1%	172,593	148,809

*Customer data only

Engagement Rate

Overall
4.6%

Growing Brands
4.2%

Established Brands
4.2%

Large Brands
5.0%

Children and Baby Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Children and Baby Overall	73,568	2	55%	109,885	81,063
Growing Brands 0 – 1.5K Followers	430	1	110%	1,599	2,010
Established Brands 1.5K – 5.2K Followers	3,381	2	25%	23,758	16,484
Large Brands 5.2K+ Followers	184,815	4	35%	160,386	126,478

*Customer data only

Engagement Rate

Overall
4.1%

Growing Brands
4.2%

Established Brands
3.4%

Large Brands
4.3%

AVERAGE ENGAGEMENT RATE AND INDUSTRY LEADERS

Top Overall Children and Baby Industry Performers by Engagement Rate

Average Video Views | Dash Hudson User | Growing Brand: 0 – 1.5K Followers | Established Brand: 1.5K – 5.2K Followers | Large Brand: 5.2K+ Followers

Overall Industry Average: 4.1%

Ryan & Rose — 21.6%
Large Brand — 4.1K

Barbie — 12.0%
Large Brand — 521.3K

Little Planet — 7.9%
Growing Brand — 321

GRIMM'S — 7.4%
Established Brand — 10.2K

Toys R Us — 6.5%
Large Brand — 128.6K

Deep Dives Into Top Performing Children and Baby Brands

Large Brand

Ryan & Rose
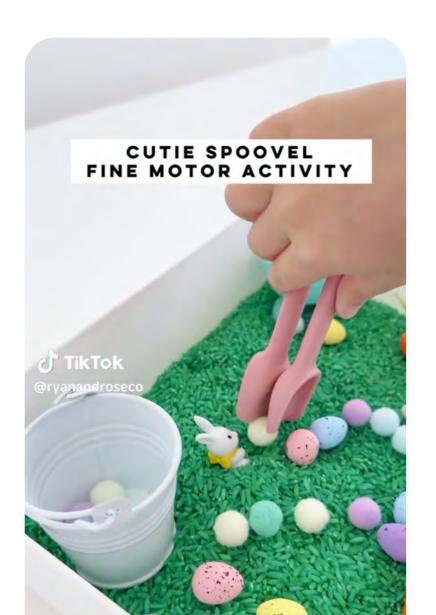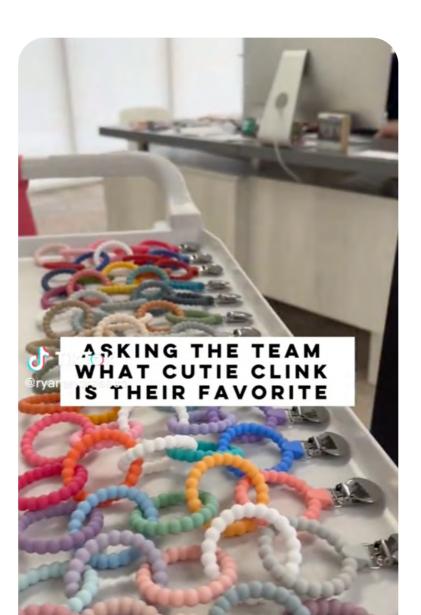
Ryan & Rose is an accessories brand for families that thrives on TikTok, posting regularly and keeping its content fun and engaging.

📊 **Ryan & Rose outperforms the average Engagement Rate for Children and Baby brands by 527%.**

Large Brand

Barbie
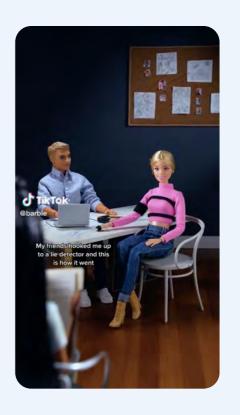
Barbie is a timeless brand that puts a playful spin on its products with hilarious stop-motion entertainment. Each TikTok is its own short film, and its content is popular across generations.

📊 **Barbie outperforms the average Engagement Rate for Children and Baby brands by 293%.**

Growing Brand

little planet by carter's
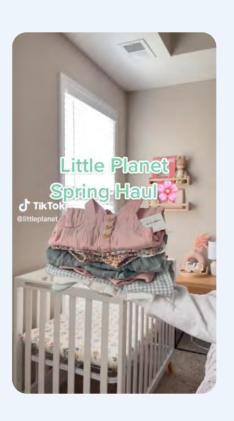
Young children's apparel brand, Little Planet by Carter's, earns high Engagement Rates with fun shopping hauls and style videos that show its clothing in action.

📊 **Little Planet outperforms the average Engagement Rate for Children and Baby brands by 193%.**

CUTIE SPOOVEL
FINE MOTOR ACTIVITY

ASKING THE TEAM
WHAT CUTIE CLINK
IS THEIR FAVORITE

Winning Formulas for Creating Entertaining TikTok Content

babylist

Babylist earned a near-perfect Entertainment Score with five seconds of relatable comedy. This TikTok has a Retention Rate of 149.3%, showing that the average viewer watches more than once.

Entertainment Score: 9.5/10

Compared to the Children and Baby industry average of 4.1, and Babylist's own average of 5.8.

Engagement Rate: 13.2%
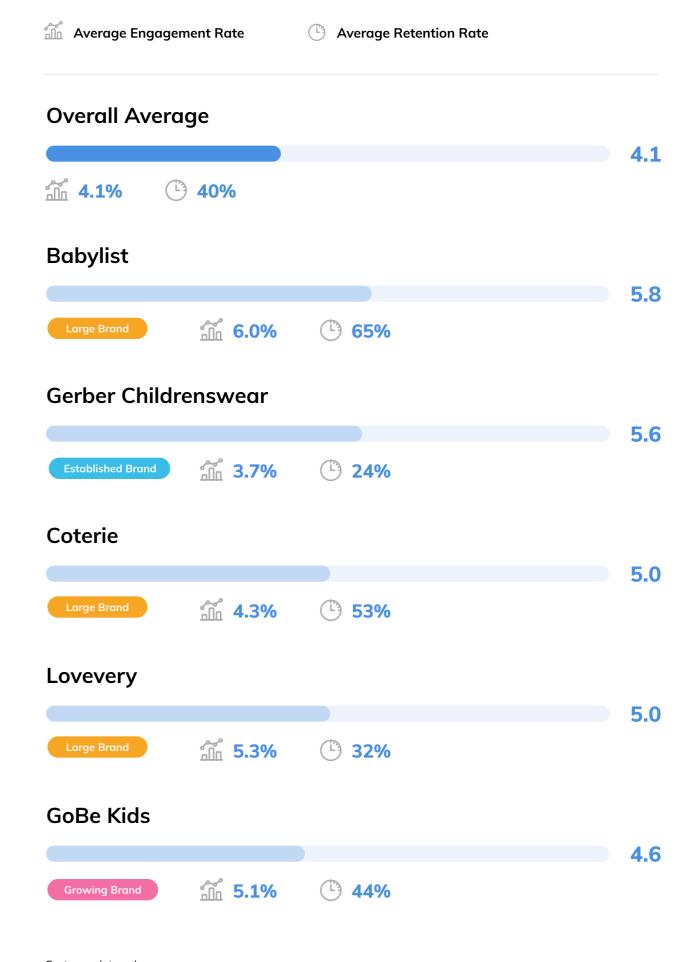
Compared to the Children and Baby industry average of 4.1%, and Babylist's own average of 6.0%.

Retention Rate: 149.3%

Compared to the Children and Baby industry average of 40%, and Babylist's own average of 65%.

TikTok
@babylist

When your crying because your butt itches but your mom shoves a pacifier in and says "sleepy baby"

Top Overall Children and Baby Industry Performers by Entertainment Score

Average Engagement Rate   Average Retention Rate

Overall Average
4.1
4.1%   40%

Babylist
5.8
Large Brand   6.0%   65%

Gerber Childrenswear
5.6
Established Brand   3.7%   24%

Coterie
5.0
Large Brand   4.3%   53%

Lovevery
5.0
Large Brand   5.3%   32%

GoBe Kids
4.6
Growing Brand   5.1%   44%

Customer data only

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

Overall
0.5%

Growing Brands
0.9%

Established Brands
0.4%

Large Brands
0.3%

Children and Baby Brands Industry-Wide

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Children and Baby Overall	447,390	3	4	1.1%	81,124
Growing Brands 0 – 85K Followers	41,670	1	3	2.0%	8,959
Established Brands 85K – 400K Followers	206,424	2	4	2.0%	26,363
Large Brands 400K+ Followers	1,150,885	4	6	0.8%	162,077

*Customer data only

Engagement Rate

Overall
0.3%

Growing Brands
0.7%

Established Brands
0.3%

Large Brands
0.2%
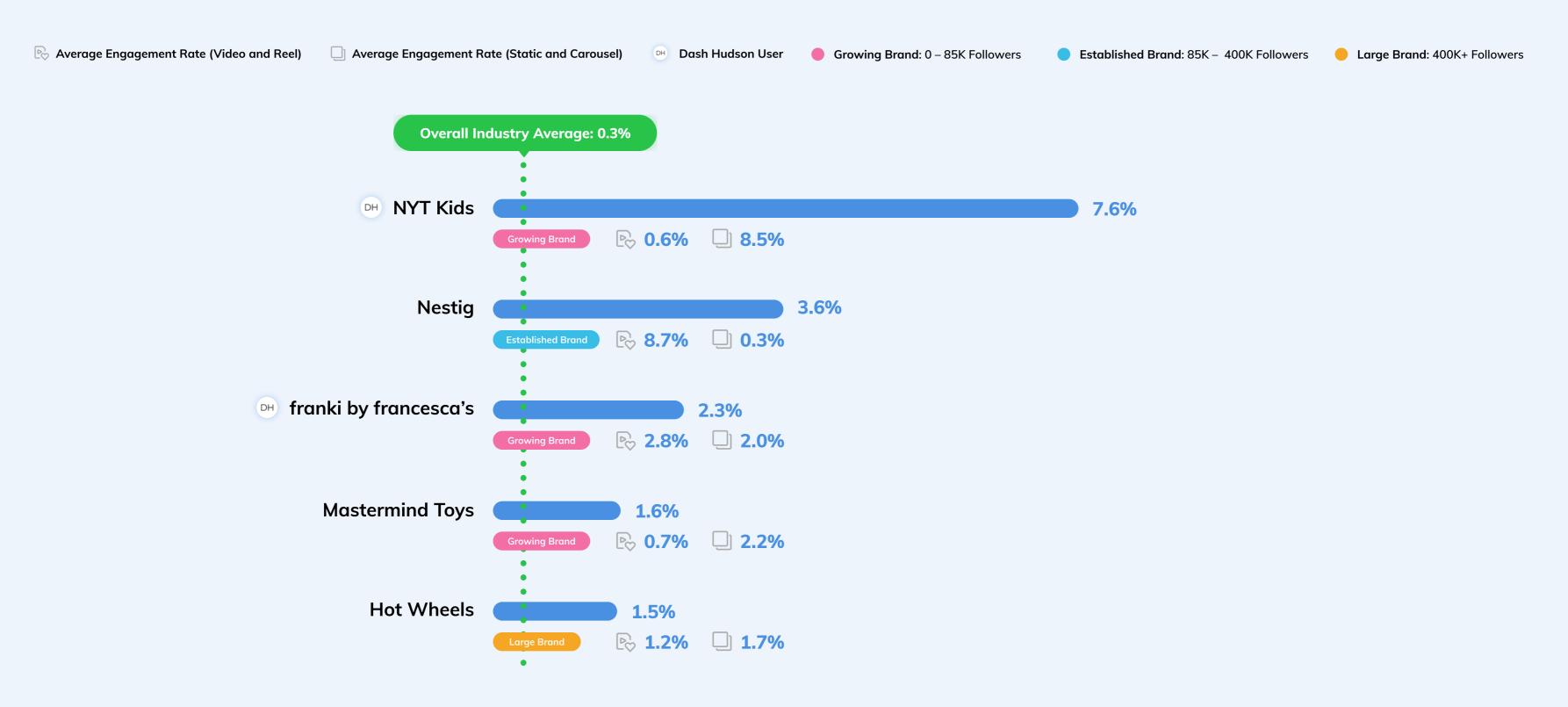
Engagement Rate

Children and Baby — 0.3%

Beauty — 0.2%

Retail — 0.2%

Fashion and Luxury — 0.2%

CPG, Food and Beverage — 0.4%

Home — 0.2%

Media and Publishing — 0.4%

(Instagram icon) **AVERAGE INSTAGRAM PERFORMANCE**

By Industry

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Children and Baby	447,390	3	4	1.1%	81,124
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

Top Overall Children and Baby Industry Performers by Engagement Rate

🏷️ Average Engagement Rate (Video and Reel)   ▫️ Average Engagement Rate (Static and Carousel)   🅳🅷 Dash Hudson User   🔴 Growing Brand: 0 – 85K Followers   🔵 Established Brand: 85K – 400K Followers   🟠 Large Brand: 400K+ Followers

Overall Industry Average: 0.3%

🅳🅷 **NYT Kids**   **7.6%**

Growing Brand   🏷️ **0.6%**   ▫️ **8.5%**

Nestig   **3.6%**

Established Brand   🏷️ **8.7%**   ▫️ **0.3%**

🅳🅷 **franki by francesca's**   **2.3%**

Growing Brand   🏷️ **2.8%**   ▫️ **2.0%**

Mastermind Toys   **1.6%**

Growing Brand   🏷️ **0.7%**   ▫️ **2.2%**

Hot Wheels   **1.5%**

Large Brand   🏷️ **1.2%**   ▫️ **1.7%**

Deep Dives Into Top Performing Children and Baby Brands

Growing Brand

The New York Times

NYT Kids shares educational and interactive content for younger audiences, using appealing designs and incorporating trends to earn high Engagement Rates.

📊 NYT Kids outperforms the average Engagement Rate for Children and Baby brands by **2,235%**.

Established Brand

NESTiG

Decor brand Nestig shares high-quality lifestyle photos and videos featuring its stylish furniture. The brand makes good use of UGC and community engagement to keep its audience gripped.

📊 Nestig outperforms the average Engagement Rate for Children and Baby brands by **1,059%**.

Growing Brand

franki
by francesca's

franki by francesca's shares curated lifestyle and fashion posts, partnering with young creators on fun Reels that are appealing to kids.

📊 franki by francesca's outperforms the average Engagement Rate for Children and Baby brands by **676%**.

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The Best Strategies for Creating Entertaining Reels Content

Parents.

Parents is a digital magazine dedicated to all things parenting. This Reel features a simple DIY bedtime chart to help parents complete their evening tasks, and it proved incredibly popular. New parents gravitate toward educational content or tips and tricks to make their busy lives more manageable.

Entertainment Score: 9.7/10
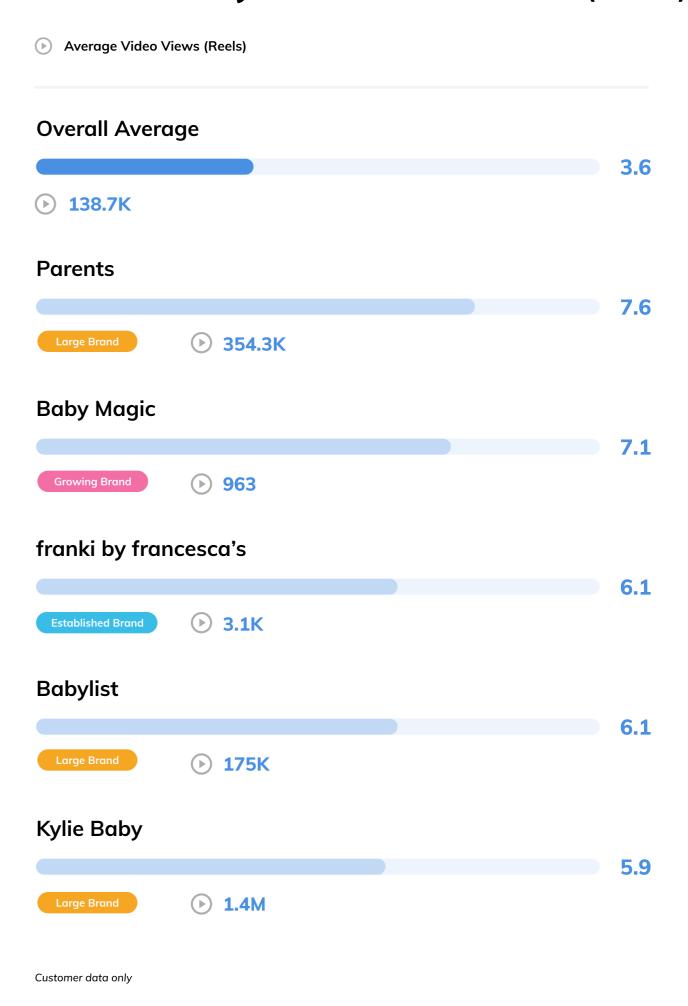
Compared to the Children and Baby industry average of 3.6, and Parents' own average of 7.6.

Average Video Views: 290.6K

Compared to the Children and Baby industry average of 138.7K, and Parents' own average of 354.3K.

Top Overall Children and Baby Industry Performers by Entertainment Score (Reels)

▶ Average Video Views (Reels)

Overall Average

3.6

▶ 138.7K

Parents

7.6

Large Brand   ▶ 354.3K

Baby Magic

7.1

Growing Brand   ▶ 963

franki by francesca's

6.1

Established Brand   ▶ 3.1K

Babylist

6.1

Large Brand   ▶ 175K

Kylie Baby

5.9

Large Brand   ▶ 1.4M

Customer data only
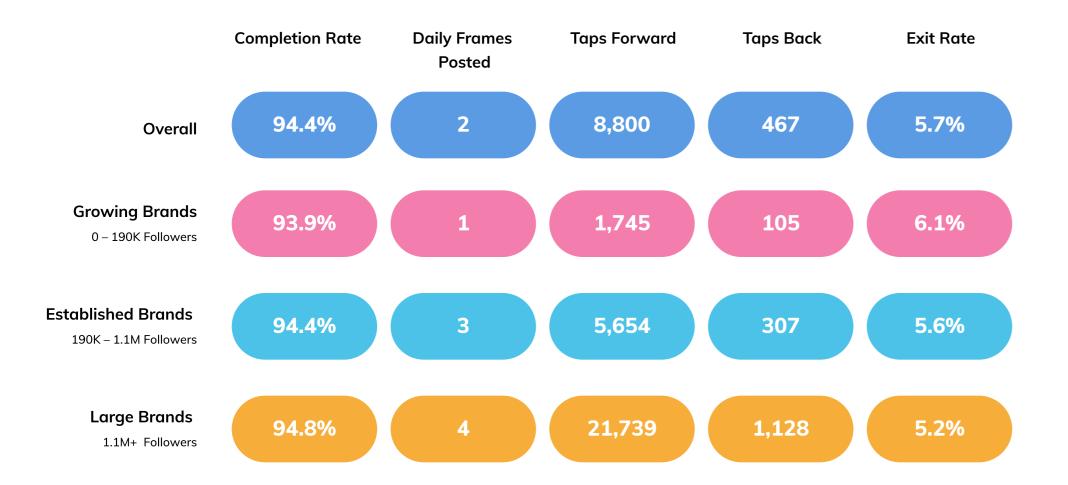
Across All Industries

	Nano Relationships (100 – 10K Followers)	Micro Relationships (10K – 100K Followers)	Mid Relationships (100K – 500K Followers)	Macro Relationships (500K+ Followers)
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 0 – 190K Followers	93.9%	1	1,745	105	6.1%
Established Brands 190K – 1.1M Followers	94.4%	3	5,654	307	5.6%
Large Brands 1.1M+ Followers	94.8%	4	21,739	1,128	5.2%
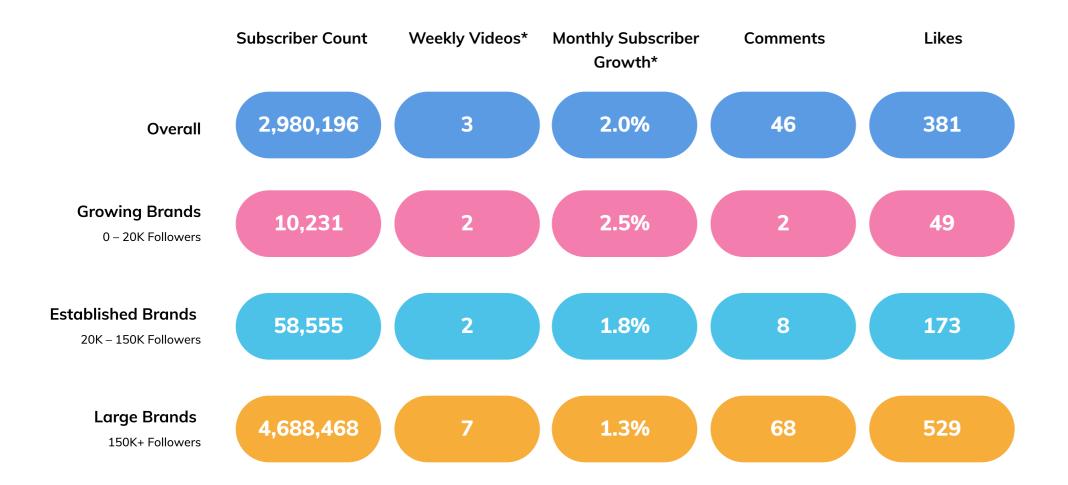
Customer data only

Reach

Overall
9.8K

Growing Brands
1.9K

Established Brands
6.3K

Large Brands
24.4K

Across All Industries

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

*Customer data only

Video Views

Overall
61.2K

Growing Brands
63.6K

Established Brands
47.6K

Large Brands
65.7K

What We Can Learn From Children and Baby Brands' Cross-Channel Strategies

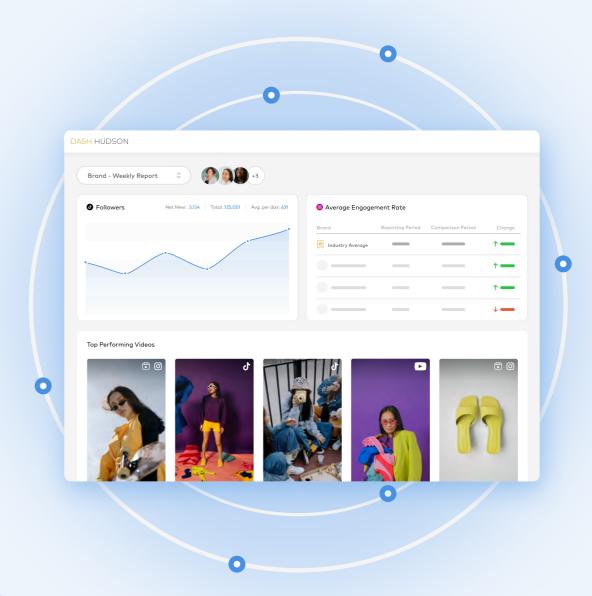## Successful Brands Are Entertaining

By leveraging the latest trends and producing engaging and interactive experiences, successful Children and Baby brands entertain their target audiences.

Partner With Creators To Grow Your Engagement

Children and Baby brands leverage UGC, which is perceived as authentic and compelling, to earn high Engagement Rates.

Post Regularly

Brands in this industry are seeing immense growth on social entertainment channels, and a consistent posting schedule is key to increasing visibility and engaging audiences.

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 marketers 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

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

By Industry

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Children and Baby	73,568	2	55%	4.1%	109,885	174	52	81,063
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

Children and Baby Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Children and Baby Overall	73,568	2	55%	4.1%	109,885	174	52	81,063
Growing Brands 0 – 1.5K Followers	430	1	110%	4.2%	1,599	1	1	2,010
Established Brands 1.5K – 5.2K Followers	3,381	2	25%	3.4%	23,758	7	4	16,484
Large Brands 5.2K+ Followers	184,815	4	35%	4.3%	160,386	267	78	126,478

*Customer data only

Top Overall Children and Baby Industry Performers by Engagement Rate

DH **Dash Hudson User**

	Brand Size	Engagement Rate	Weekly Posts	Video Views	Shares	Comments
Children and Baby Overall	73,568	4.1%	2	109,885	174	52
Ryan & Rose	Large	21.6%	1	4,113	5	2
Barbie	Large	12.0%	2	521,329	863	392
DH Little Planet	Growing	7.9%	1	321	0.2	0.4
GRIMM'S	Established	7.4%	4	10,177	2	12
Toys R Us	Large	6.5%	8	128,586	645	261

Customer data only

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

Engagement Rate

AVERAGE TIKTOK PERFORMANCE

By Industry

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Children and Baby	73,568	2	55.0%	109,885	81,063
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

Children and Baby **4.1%**

Beauty **4.8%**

Retail **4.1%**

Fashion and Luxury **3.7%**

CPG, Food and Beverage **4.7%**

Home **4.3%**

Media and Publishing **5.2%**