2023 Cross-Channel Benchmark Report

CHILDREN AND BABY INDUSTRY
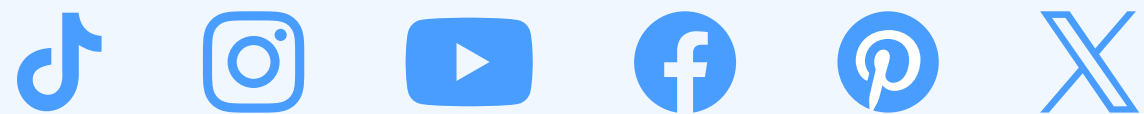
DASH HUDSON

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.

Methodology

For the 2H 2023 Cross-Channel Industry Benchmark Reports, Dash Hudson pulled a sample of national and international companies across TikTok (n=691), Instagram (n=1,309) and YouTube (n=383), analyzing their activity between Jan 1, 2023 – June 30, 2023, 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 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 market caters to little ones and their caregivers, including everything from clothing to toys.

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 Effectiveness Rate

A Dash Hudson metric that includes video views as a way to understand video performance.
Effectiveness Rate = Likes + Comments + Saves + Video Views / Est. Reach.

Why It Matters: It helps brands understand how posts were received by those who saw it, rather than the brand's total Followers.

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

Video views have surged in the first half of 2023, and brands are posting more frequently to keep up with the audience.

Increased video views across TikTok (+36K), Instagram Reels (+52K) and YouTube Shorts (+13.7K) demonstrate the ongoing expansion of social entertainment. On average, brands are now posting 4 – 5 videos per week on all three platforms, an increase compared to 2022 (4 on TikTok, 3 on Reels, and 1 on Shorts). This emphasizes the ongoing importance of sustaining audience engagement and building a loyal community.

Instagram remains the platform with the broadest Reach, while TikTok continues to excel in delivering valuable Engagement.

TikTok's Cross-Channel Engagement Rate is 47% higher than Instagram and YouTube, while Instagram reaches +50% more users than TikTok, unsurprisingly, as Instagram has a much larger audience.

Brands are beginning to adopt YouTube Shorts into their strategy, and it's paying off.

Compared to six months ago, brands are posting 3 times more Shorts (4 vs 1), and Video Views (+13K) and Cross-Channel Engagement (+0.4) have increased.

@essence.cosmetics

DASH HUDSON INSIGHT

Social entertainment continues to dominate, as demonstrated by the surge in Video Views in the first half of 2023, as well as the heightened brand activity on TikTok, Instagram Reels and YouTube Shorts. Brands are posting more content at a higher frequency and prioritizing building communities using content that educates and entertains.

♪ TikTok Trends

## Engagement on TikTok soars and brands are becoming more discoverable.

Rising Engagement Rate from 4.6% to 4.8%, the surge in Video Views from 111.5K to 147.7K, and the expanded Reach from 89K to 116.9K are evidence of TikTok's continued rapid growth.

Brands with higher Engagement Rates attract more followers.

Brands with the highest Engagement Rates on TikTok naturally attract more followers, the opposite of Instagram. This trend can be visualized as the circle of engagement: create good content, drive engagement, gain followers, and in turn, these followers contribute to even more engagement. As a result, large brands (5.1%) outperform established (4.2%) and growing (4.6%) brands.

Entertainment motivates viewers to share brand content with others.

Larger brands with higher Entertainment Scores (4.3) and more average Shares (262), demonstrate greater content appeal, engagement and sharing compared to Growing (10) and Established (48) accounts, suggesting that a higher Entertainment Score may lead to increased audience sharing.
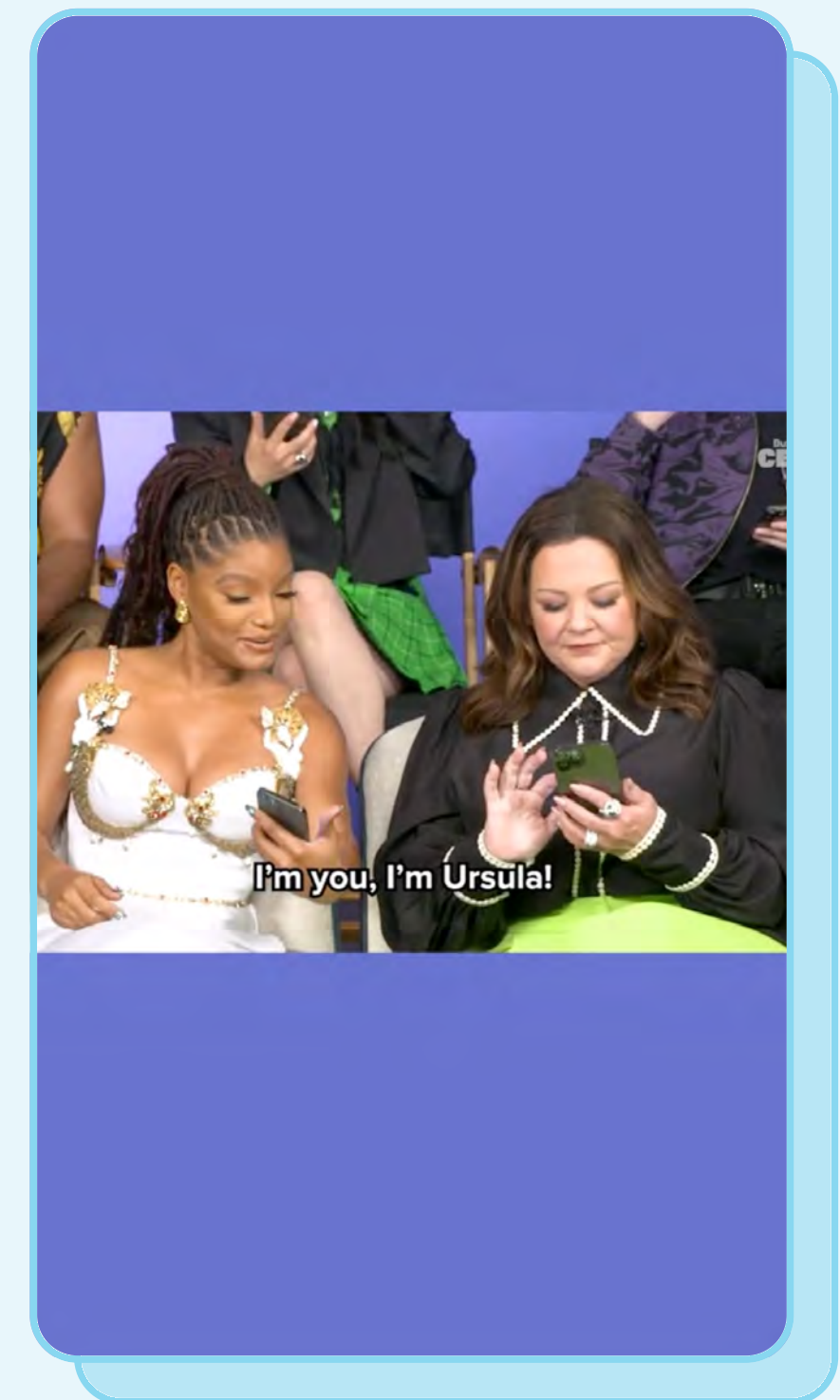
@buzzfeed

DASH HUDSON INSIGHT

TikTok's rapid growth, as well as rising Engagement Rate, Video Views and Reach, underscores the importance of prioritizing entertaining content that can drive brand engagement and increase shareability.

◉ Instagram Trends

Engagement has declined compared to six months ago, but Reach has notably increased.
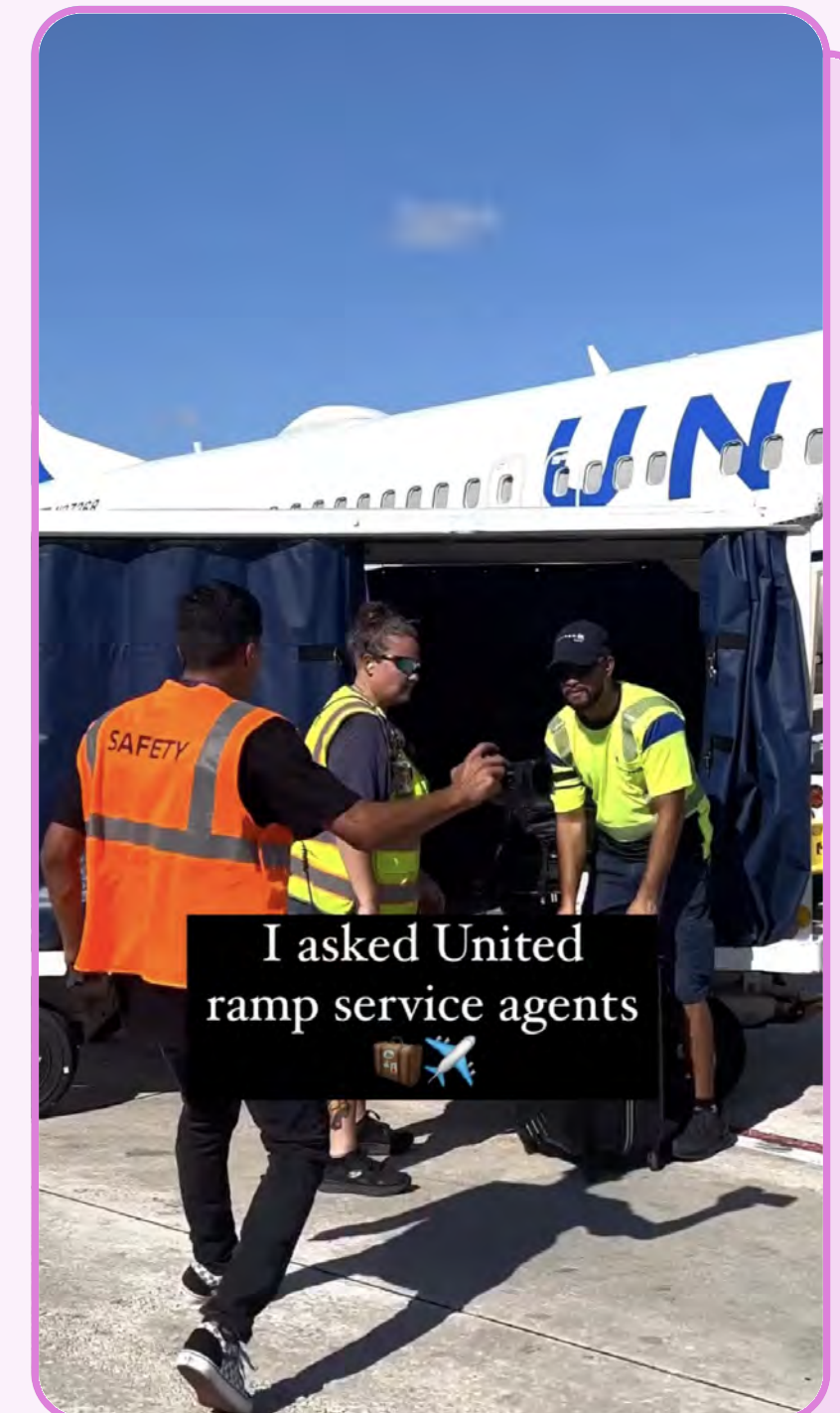
With a 53% rise in Reach, Instagram's shift to algorithmic content has been advantageous for brands, providing new marketing opportunities despite a dip in the Engagement Rate from 0.5% to 0.3%. While more users are viewing content, a decline in engagement could be a result of content quality, or saturation in the market.

Brands with a higher video output deliver more entertaining content.

Larger brands lead in video content output (posting on average 2x more than Growing brands and Established brands per week), suggesting that they have a better understanding of audience preferences, which contributes to their higher Entertainment Score.

Instagram's plateaued growth presents an opportunity for brands to rejuvenate their strategies and pivot toward what works now.

Brands are utilizing Reels to earn performance comparable to TikTok. Sticking to the status quo on Instagram may lead to subdued growth in the long run.

@united

DASH HUDSON INSIGHT

Brands have benefited from Instagram's shift to algorithm content, as it has boosted Reach. In turn, brands experience lower Engagement Rates, which are calculated using Followers, as content is now served to viewers based on personal interest. Metrics such as Effectiveness Rate and Entertainment Score allow brands to measure what resonates with their audience in the era of social entertainment.

▶ YouTube Trends

YouTube Shorts are more engaging than long-form videos.

The Cross-Channel Engagement Rate for Shorts stands higher at 3.9% compared to On-Demand videos at 3.4%, highlighting the importance of crafting shorter videos on this platform.

Brands have increased their YouTube posting frequency by 80% compared to six months ago.

YouTube's average weekly posts are increasing from 3 to 7 (an average of one video per day) and Shorts increasing from 1 to 4 in response to the demand for frequent short-form video and social entertainment.

Brands experience sustained growth, averting the sharp declines seen on other channels.

On average, brands experience a monthly growth rate of 1.9% on YouTube — a slight decrease (compared to 2.0%) from six months ago. While brands aren't growing at the rate of TikTok (12.5%), they are still growing faster than on Instagram (0.6%), demonstrating YouTube's strength as the de facto platform for video.

@coach

DASH HUDSON INSIGHT

YouTube Shorts' Cross-Channel Engagement Rate is higher than that of long-form videos, revealing the value of short videos. Brands that adopt short-form video with an increased posting frequency can increase overall engagement across channels.

Across All Industries

Overall Comparison of TikTok, Instagram and YouTube

	TikTok	Instagram In-Feed	YouTube
Avg. Followers/Subscribers	289.3K	2.6M	764.9K
Avg. Monthly Follower/Subscriber Growth Rate	12.5%*	0.6%	1.8%
Avg. Weekly Posts	5	10	7
Avg. Cross-Channel Engagement Rate	5.5%*	3.4%*	3.4%*
Avg. Reach	116.9K*	194.3K*	Reach is not available through Dash Hudson

*Customer data only

Overall Comparison of TikTok, Reels and Shorts

	TikTok	Instagram Reels	YouTube Shorts
Avg. Weekly Posts	5	4	4
Avg. Cross-Channel Engagement Rate	5.5%*	2.8%*	3.9%*
Avg. Video Views	147.7K	153K*	32.1K
Avg. Reach	116.9K*	147.1K*	Reach is not available through Dash Hudson
Avg. Shares	165	339*	42*

Cross-Channel Engagement Rate is a metric designed specifically for this report. It allows for an equal comparison across TikTok, Instagram, and YouTube by applying the same calculation across all three platforms.

Calculation: TikTok and Instagram = (Likes + Comments + Shares) / Reach | YouTube = (Likes + Comments + Shares) / Video Views
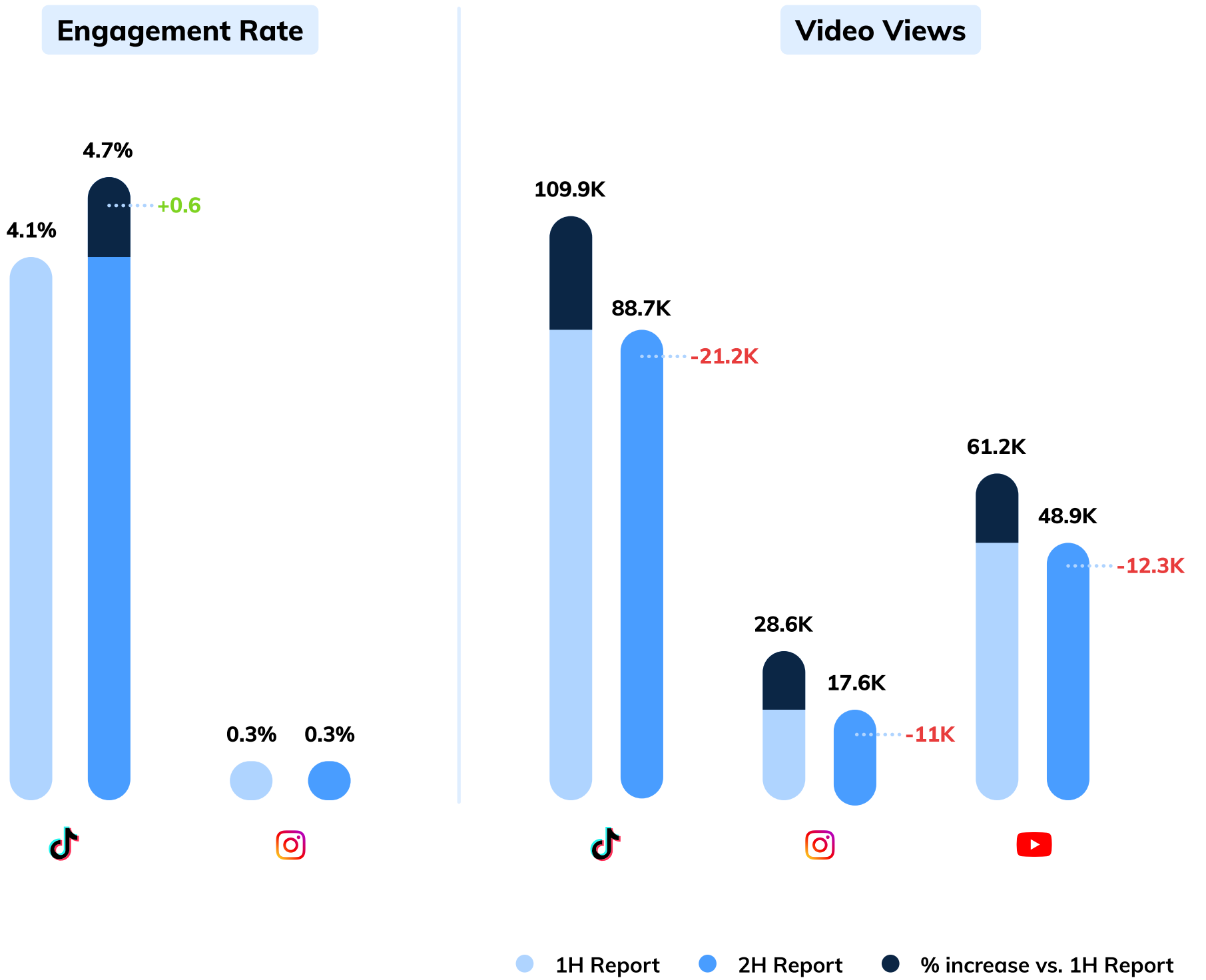
Children and Baby Brands Adapt on TikTok, Seek Entertainment Success

In the Children and Baby Industry, there's a notable increase in viewer engagement on TikTok, despite a drop in Video Views. Amidst a decline in Video Views across platforms like TikTok (-21.2K), Instagram (-11K), and YouTube (-12.3K), there's a silver lining: an impressive surge in viewer engagement on TikTok, with an uptick of 0.6.

- **The industry struggles with posting regularly on TikTok, but the content it does post is high quality.** The industry only posts 3 times per week on TikTok. Despite this, it boasts high Entertainment Scores (4.2) and Shares (162), signifying the content is shareable. Brands have significant potential to grow with further investment in the channel.

- **This industry ranks second in YouTube Subscribers but lags in Video Views.** The industry has the second-highest number of followers (999k) on YouTube, supported by family-friendly branded content that performs well on YouTube Kids. Brands that identify opportunities to translate their products into entertainment will perform well.

Average Children and Baby Engagement Rate and Video Views

1H vs. 2H Report

Engagement Rate

- 4.1% (TikTok 1H)
- 4.7% (TikTok 2H) +0.6
- 0.3% (Instagram 1H)
- 0.3% (Instagram 2H)

Video Views

- 109.9K (TikTok 1H)
- 88.7K (TikTok 2H) -21.2K
- 28.6K (Instagram 1H)
- 17.6K (Instagram 2H) -11K
- 61.2K (YouTube 1H)
- 48.9K (YouTube 2H) -12.3K

Legend: ● 1H Report   ● 2H Report   ● % increase vs. 1H Report
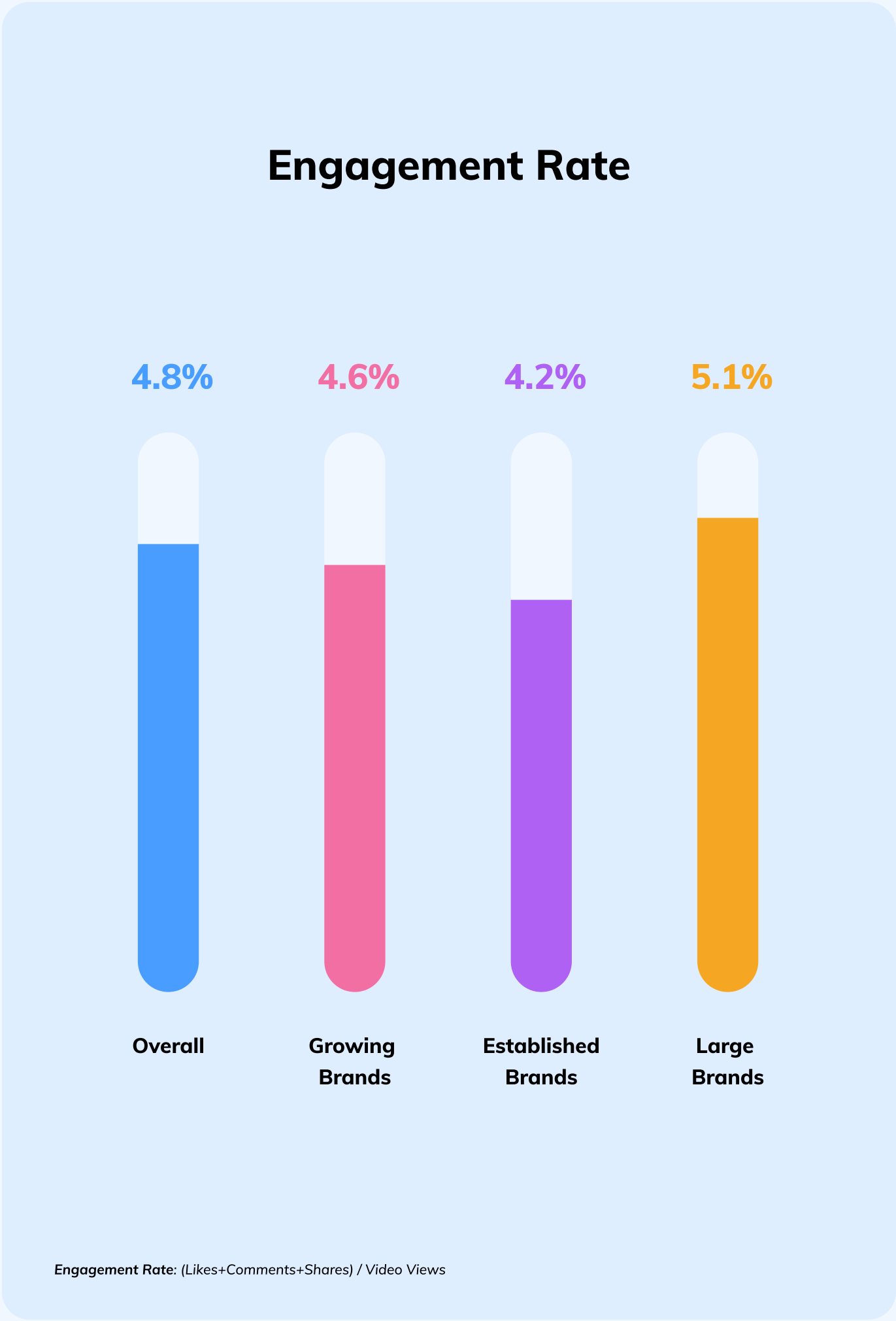
TikTok

AVERAGE TIKTOK PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Overall	289.3K	5	12.5%	147.7K	165	116.9K	4.0
Growing Brands (0 – 11.5K Followers)	4.0K	2	17.5%	17.9K	10	15K	4.0
Established Brands (11.5K – 110K Followers)	46.6K	4	12.8%	69.5K	48	54.7K	3.7
Large Brands (110K+ Followers)	757.9K	8	7.6%	218.4K	262	175.3K	4.3

*Customer data only

Engagement Rate

4.8%	4.6%	4.2%	5.1%
Overall	Growing Brands	Established Brands	Large Brands

Engagement Rate: (Likes+Comments+Shares) / Video Views
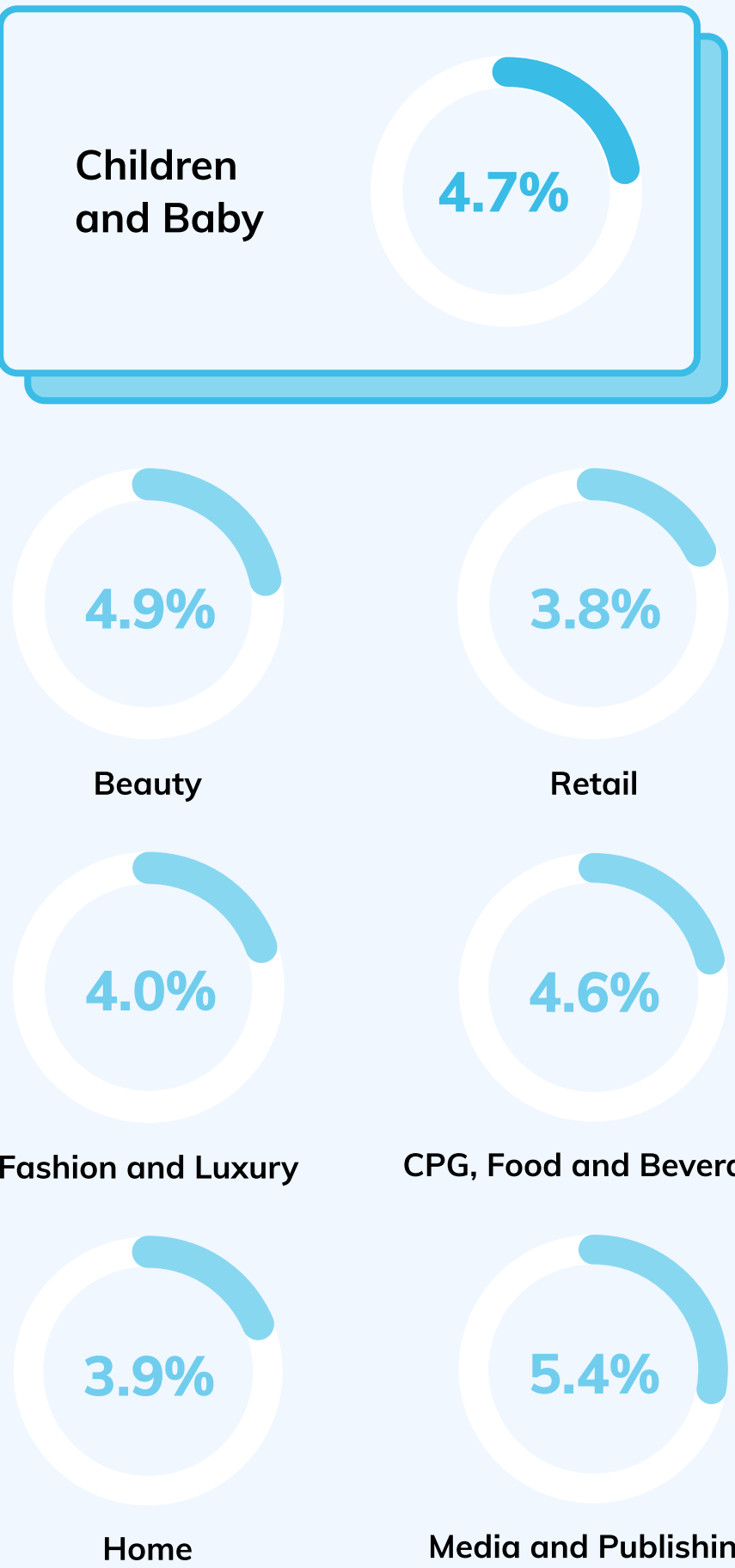
AVERAGE TIKTOK PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Children and Baby	108.9K	3	21.2%	88.7K	162	51.9K	4.2
Beauty	260.6K	5	8.7%	101.2K	57	82.6K	4.2
Retail	175.5K	4	8.9%	150.1K	59	110.9K	3.5
Fashion and Luxury	253.5K	5	9.8%	188.6K	99	124.2K	3.6
CPG, Food and Beverage	312.3K	3	16.9%	172K	130	133.9K	4.3
Home	118.8K	3	19.8%	80.9K	114	63.1K	3.8
Media and Publishing	551.2K	9	16.0%	179.4K	344	157.2K	4.2

*Customer data only

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Engagement Rate

Children and Baby — 4.7%

4.9%
Beauty

3.8%
Retail

4.0%
Fashion and Luxury

4.6%
CPG, Food and Beverage
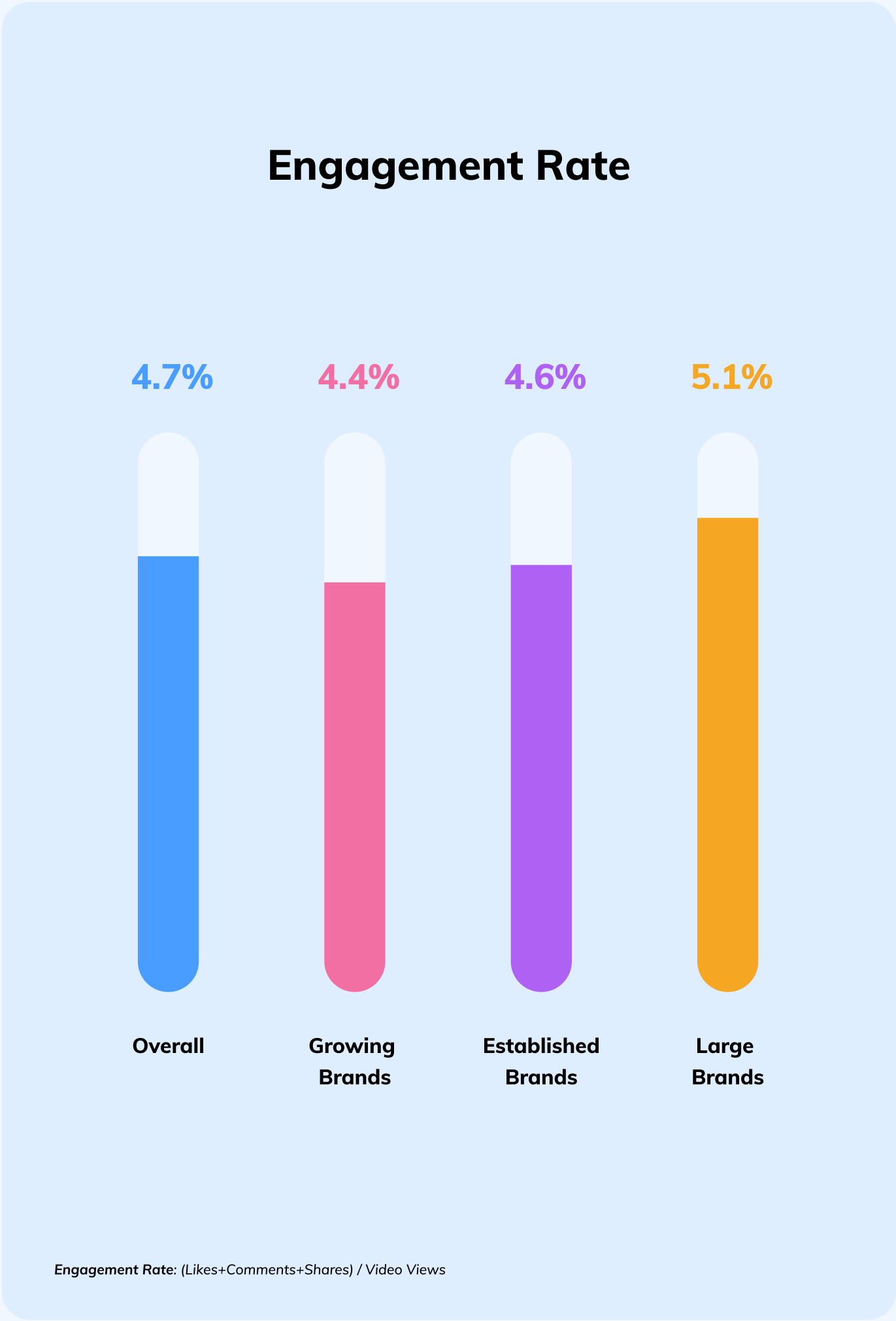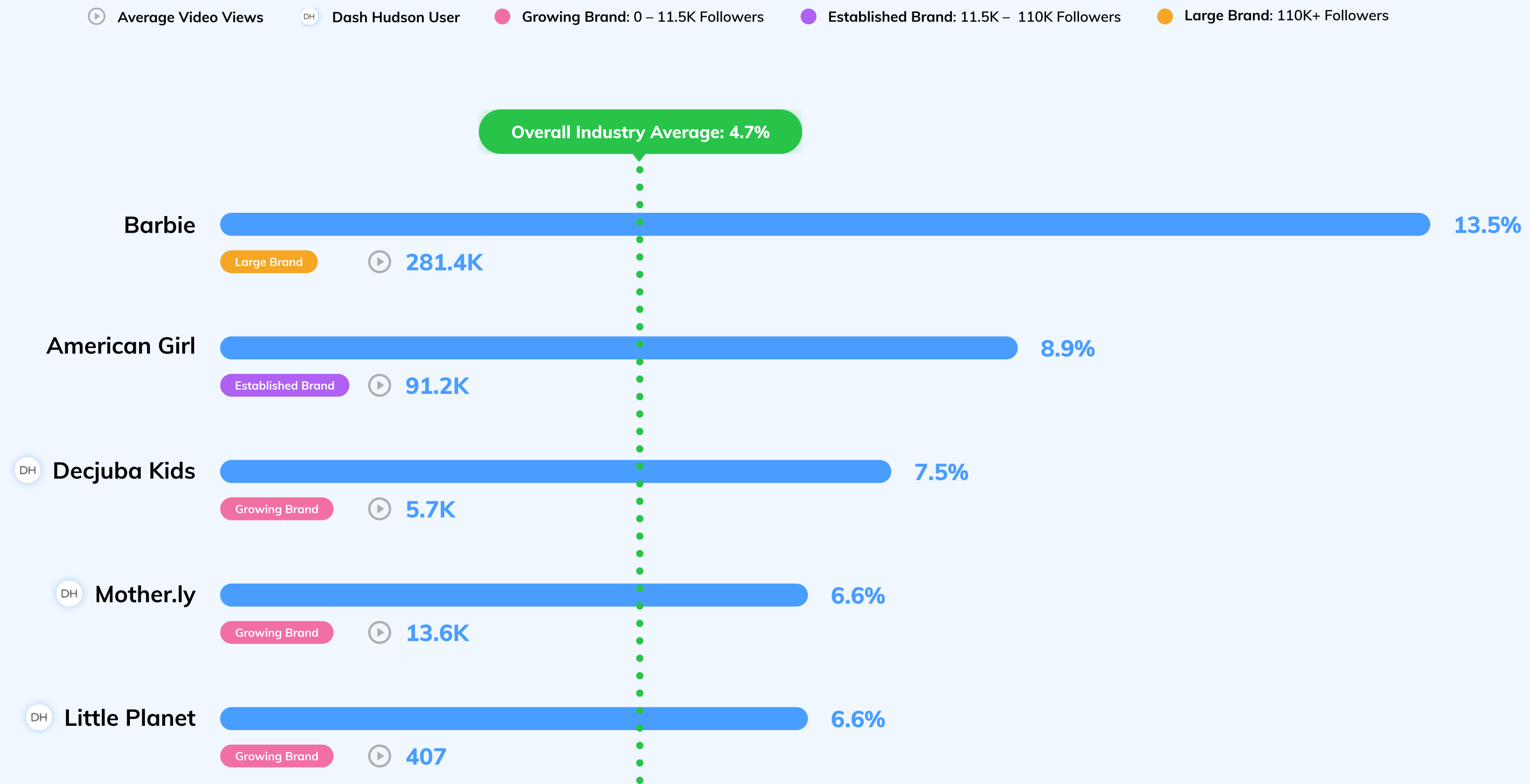
3.9%
Home

5.4%
Media and Publishing

Children and Baby Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Children and Baby Overall	108.9K	3	21.2%	88.7K	162	51.9K	4.2
Growing Brands (0 – 11.5K Followers)	3.5K	2	23.7%	10.9K	12	9.8K	3.7
Established Brands (11.5K – 110K Followers)	37.2K	2	12.5%	133.5K	190	11K	4.4
Large Brands (110K+ Followers)	597.8K	6	10.5%	138.7K	293	115.1K	4.8

*Customer data only

Engagement Rate

4.7%	4.4%	4.6%	5.1%
Overall	Growing Brands	Established Brands	Large Brands

Engagement Rate: (Likes+Comments+Shares) / Video Views

Deep Dives Into Top Performing Children and Baby Brands

Large Brand

Barbie

Barbie engages audiences of all ages with creative storytelling, imaginative skits and empowering messages, capturing the essence of the iconic doll's world and fostering a strong and enthusiastic community that has taken TikTok by storm.

Barbie outperforms the average Engagement Rate for Children and Baby brands by 287%.

Established Brand

American Girl

American Girl successfully resonates with its target audience by showcasing its diverse characters in fun and relatable skits, brilliantly using its core product to deliver humorous and trendy content.

American Girl outperforms the average Engagement Rate for Children and Baby brands by 189%.

Growing Brand

DECJUBA

Decjuba Kids excels at creating fun and entertaining content that showcases its trendy and playful fashion for children, increasing brand awareness and engagement among parents and kids alike.

Decjuba Kids outperforms the average Engagement Rate for Children and Baby brands by 160%.

Winning Formulas for Creating Entertaining TikTok Content

DECJUBA

Decjuba Kids achieves high Entertainment Scores on TikTok through visually engaging shopping hauls and product spotlights, as well as partnering with young creators to share their authentic impressions of new clothes.

Entertainment Score: 9/10

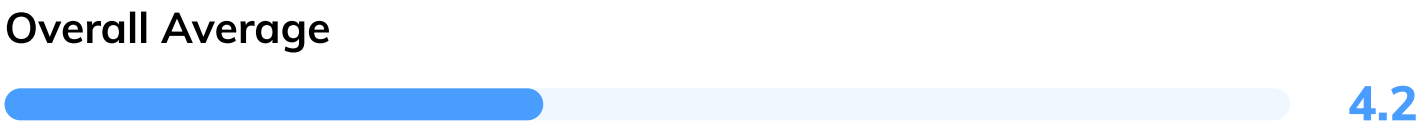Compared to the Children and Baby industry average of 4.2, and Decjuba Kids' own average of 6.

5.7

Retention Rate: 43.9%

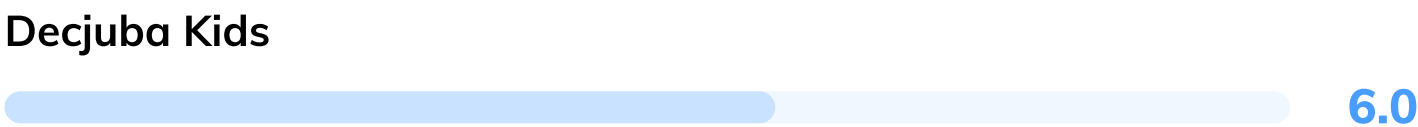Compared to the Children and Baby industry average of 39%, and Decjuba Kids' own average of 51%.

The hailey wide leg jean is BACK in stock!!

Top Overall Children and Baby Industry Performers by Entertainment Score

🕐 Average Retention Rate

Overall Average

4.2

🕐 **39%**

Decjuba Kids

6.0

`Growing Brand`   🕐 **51%**

Babylist

5.6

`Large Brand`   🕐 **61%**

Willow Pump

5.6

`Established Brand`   🕐 **37%**

Mother.ly

4.9

`Growing Brand`   🕐 **20%**

Little Planet

4.7
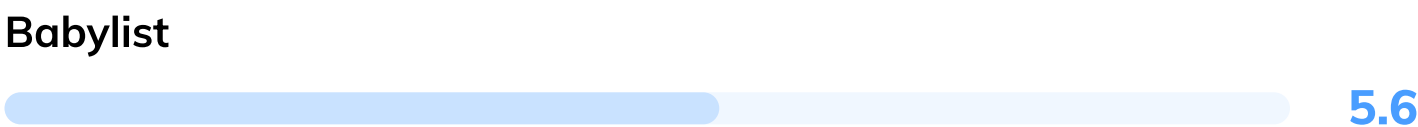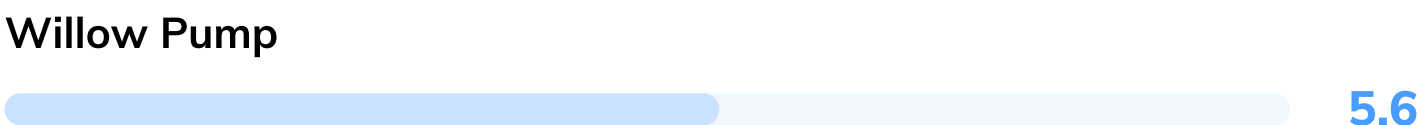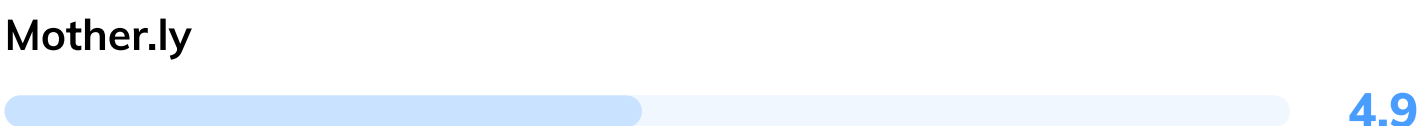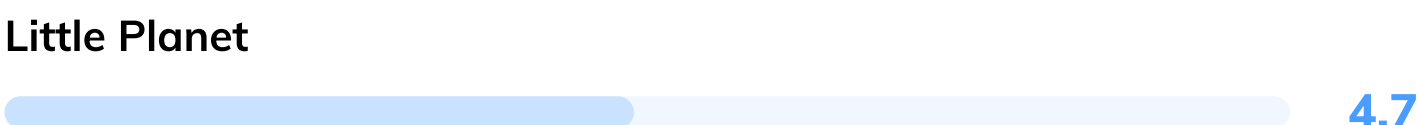
`Growing Brand`   🕐 **28%**

Customer data only

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Instagram

Across All Industries

	Follower Count	Weekly Posts (Reels and Videos)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels and Videos)	Effectiveness Rate*
Overall	2.6M	4	6	0.6%	194.3K	3.9	14.7%
Growing Brands (0 – 190K Followers)	95.3K	2	4	0.8%	11.5K	3.6	19.0%
Established Brands (190K – 1.1M Followers)	499.5K	4	5	0.6%	52.2K	3.6	18.3%
Large Brands (1.1M+ Followers)	7.6M	6	10	0.6%	375.8K	4.3	10.1%

*Customer data only

Engagement Rate

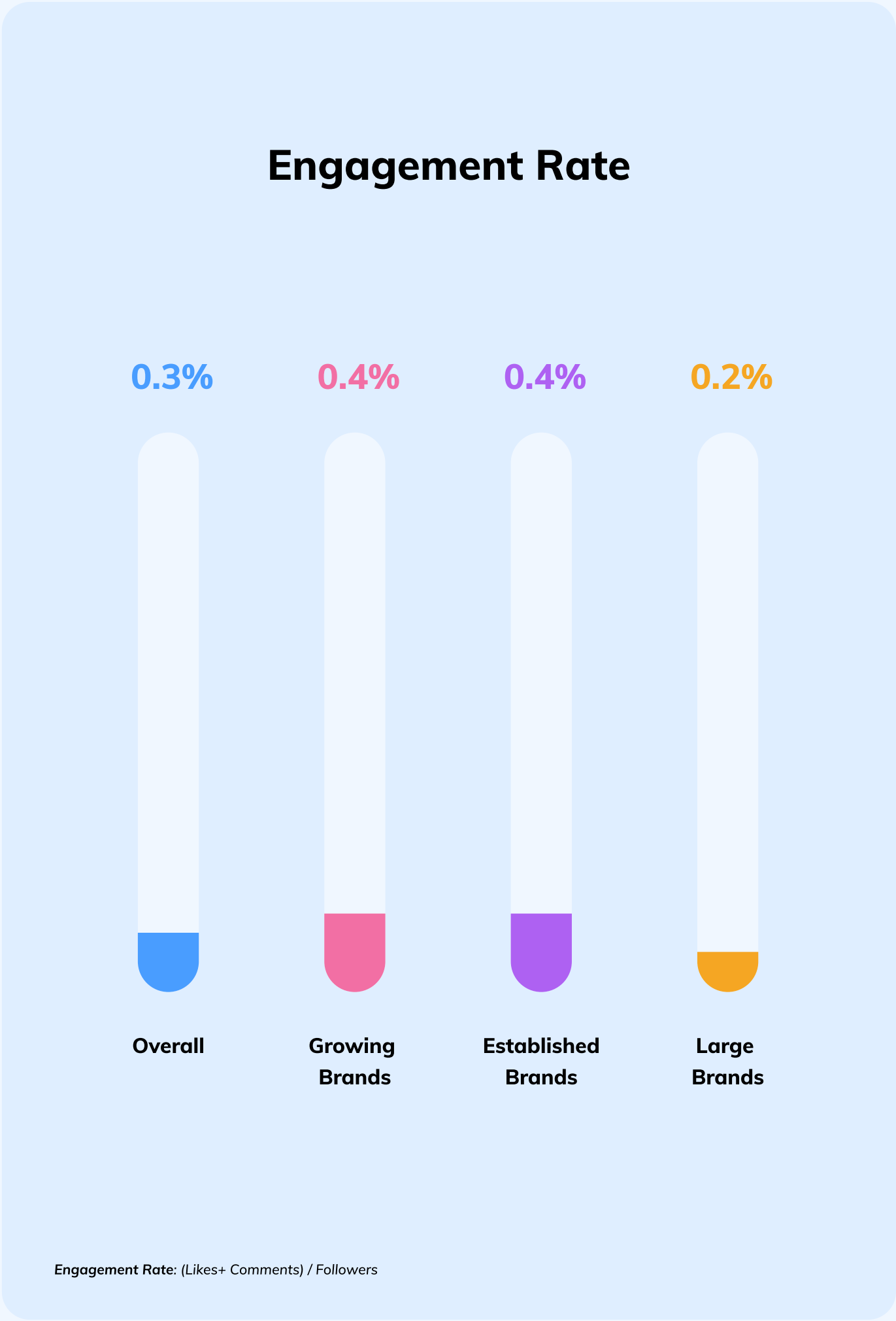| Overall	Growing Brands	Established Brands	Large Brands
0.3%	0.4%	0.4%	0.2%

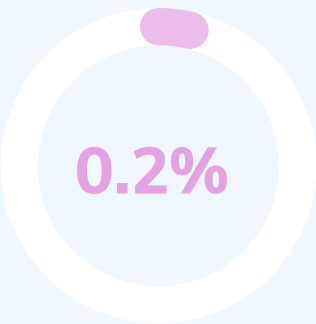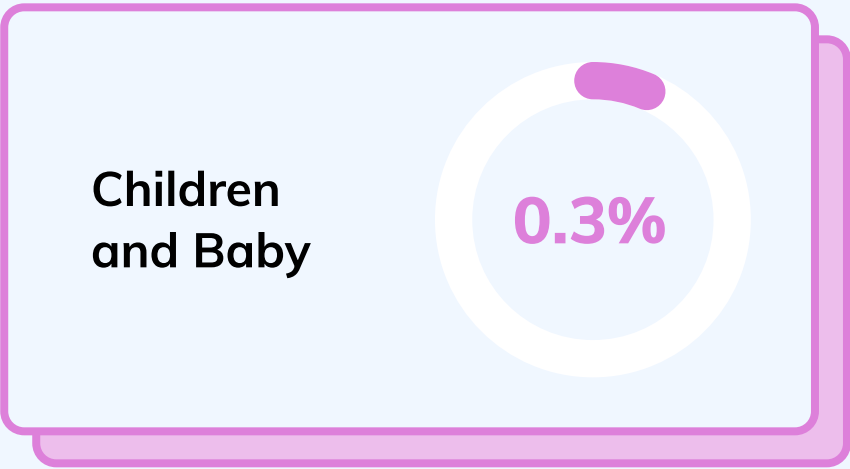**Engagement Rate:** (Likes+ Comments) / Followers

Across All Industries

	Follower Count	Weekly Posts (Reels and Videos)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels and Videos)	Effectiveness Rate*
Children and Baby	867.1K	2	4	0.9%	51.6K	3.2	16.6%
Beauty	3.6M	8	6	0.6%	92.5K	4.0	16.0%
Retail	4.3M	4	6	0.4%	72.2K	3.0	11.0%
Fashion and Luxury	5.5M	3	6	0.6%	91.7K	3.4	11.1%
CPG, Food and Beverage	1.4M	2	3	0.6%	66K	4.5	16.8%
Home	1M	2	5	0.5%	55.7K	2.8	11.7%
Media and Publishing	5.2M	8	16	0.8%	319.5K	4.5	15.0%

*Customer data only
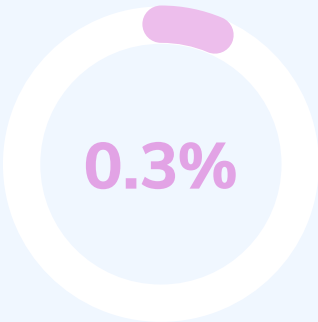
Engagement Rate

	Engagement Rate
Children and Baby	0.3%
Beauty	0.2%
Retail	0.1%
Fashion and Luxury	0.2%
CPG, Food and Beverage	0.3%
Home	0.1%
Media and Publishing	0.5%

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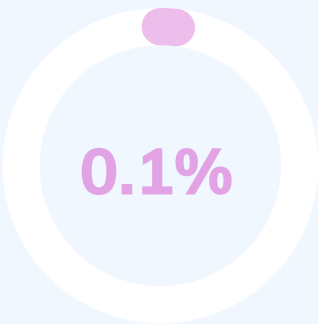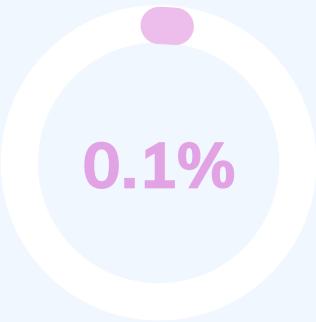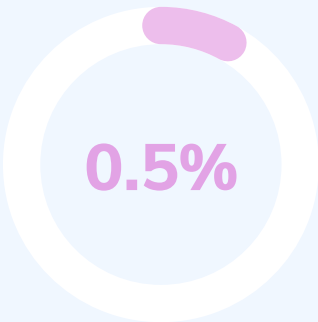
Children and Baby Brands Industry-Wide

	Follower Count	Weekly Posts (Reels and Videos)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels and Videos)	Effectiveness Rate*
Children and Baby Overall	867.1K	2	4	0.9%	51.6K	3.2	16.6%
Growing Brands (0 – 190K Followers)	68.2K	1	3	1.4%	6.5K	3.4	17.5%
Established Brands (190K – 1.1M Followers)	560.7K	3	5	0.5%	40.5K	2.8	14.4%
Large Brands (1.1MK+ Followers)	2.6M	4	5	1.0%	175.4K	3.9	22.2%

*Customer data only

Engagement Rate

Overall	Growing Brands	Established Brands	Large Brands
0.3%	0.4%	0.2%	0.4%

Engagement Rate: (Likes + Comments) / Followers
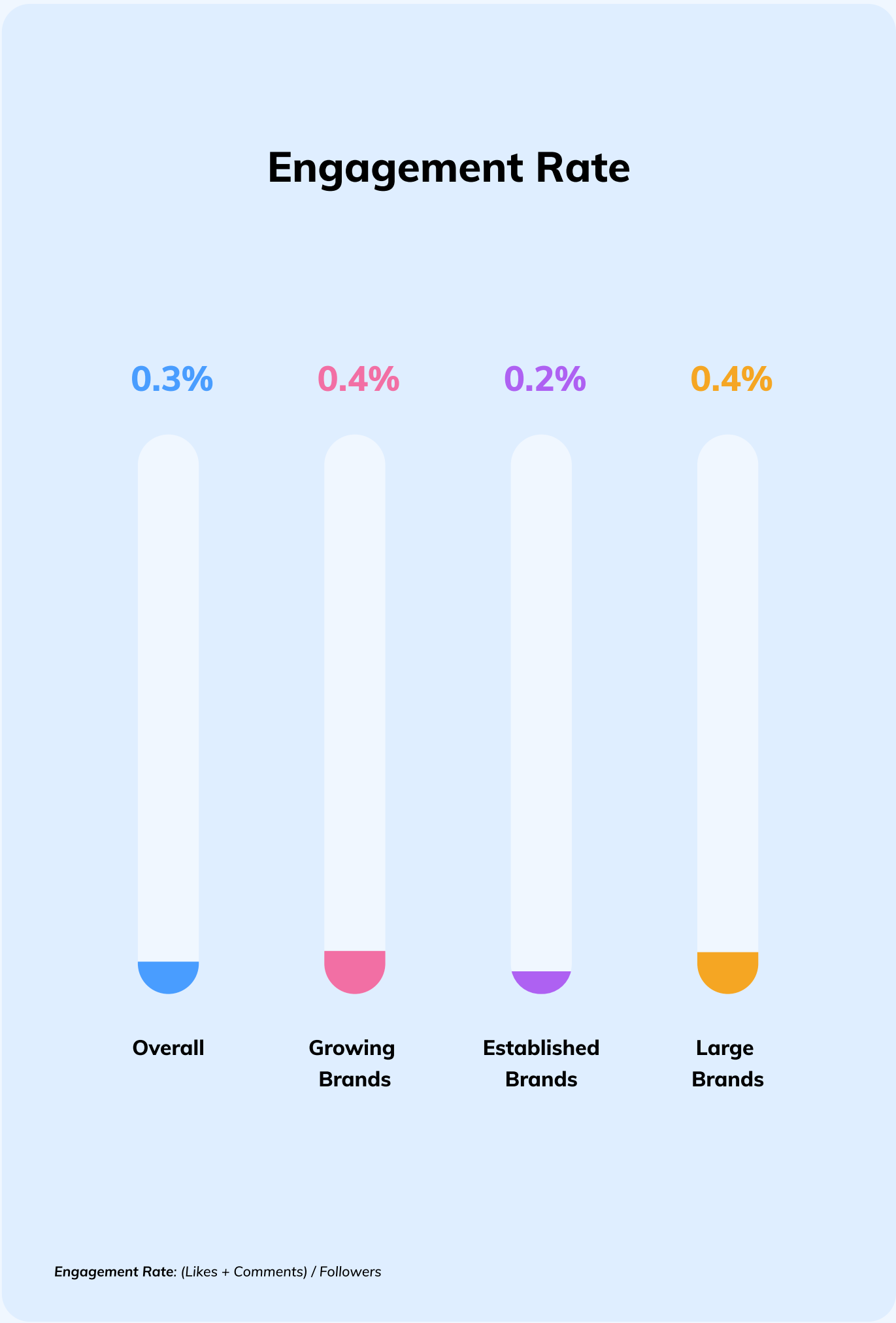
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Top Children and Baby Industry Performers by Engagement Rate

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

Overall Industry Average: 0.3%

DH Franki By Francescas
1.8%
Growing Brand | 2.2% | 1.4%

DH New York Times for Kids
1.7%
Growing Brand | 0.8% | 1.9%

Barbie
1.2%
Large Brand | 1.0% | 1.9%

DH Kylie Baby
1.0%
Large Brand | 0.3% | 1.2%

DH Coterie
0.7%
Growing Brand | 0.5% | 0.8%

Deep Dives Into Top Performing Children and Baby Brands

Growing Brand

franki
by francesca's

Franki by Francesca's thrives on Instagram by curating stylish and adorable children's fashion content that appeals to fashion-forward parents and garners high Engagement Rates.

📊 **Franki by Francesca's outperforms the average Engagement Rate for Children and Baby brands by 600%.**

Growing Brand

The New York Times

New York Times For Kids succeeds at providing informative and engaging content tailored for young readers. This content aims at sparking curiosity and interest in current events and ultimately helping achieve high engagement among its audience.

📊 **New York Times For Kids outperforms the average Engagement Rate for Children and Baby brands by 567%.**

Large Brand

Barbie

Barbie captures the hearts of fans with visually stunning and aspirational posts that celebrate Barbie's timeless legacy and promote inclusivity. This strategy drives strong engagement and brand loyalty.

📊 **Barbie outperforms the average Engagement Rate for Children and Baby brands by 400%.**

Top Children and Baby Performers by Effectiveness Rate

Average Effectiveness Rate (Video and Reel)　　Average Effectiveness Rate (Static and Carousel)　　Dash Hudson User　　● Growing Brand: 0 – 190K Followers　　● Established Brand: 190K – 1.1M Followers　　● Large Brand: 1.1M+ Followers

Overall Industry Average: 16.6%

Solid Starts
91.4%
Large Brand   180.4%   2.3%

Babylist
44.5%
Established Brand   60.9%   3.1%

Nestig Baby
43.9%
Established Brand   112.6%   2.3%

Ergobaby
39.9%
Large Brand   46.0%   5.4%

Lovevery
36.1%
Growing Brand   45.0%   2.6%
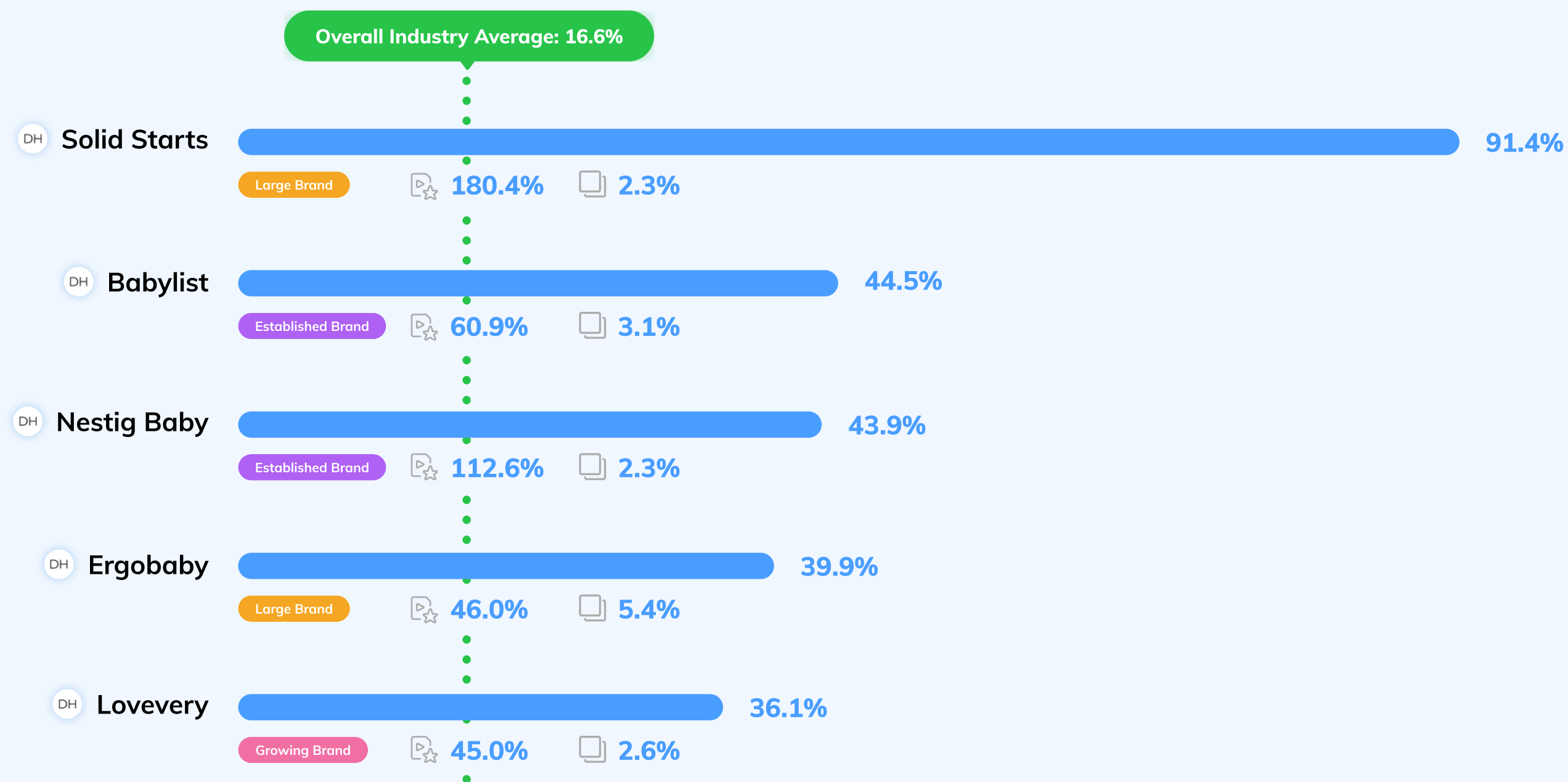
Strategies for Garnering Best-in-Class Performance
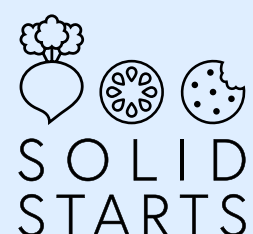
Solid Starts demonstrates a high Effectiveness Rate on Instagram through valuable and evidence-based information about introducing solid foods to babies. Focusing on content that builds trust and engagement with parents.

Solid Starts outperforms the overall average Effectiveness Rate for Children and Baby brands by 551%.

How to Encourage Utensil Usage for Babies & Toddlers

Winning Formulas for Creating Entertaining Reels Content

Baby Magic achieves high Entertainment Scores on Instagram by showcasing heartwarming baby moments and effective product demonstrations, such as this Reel demonstrating its new whipped butter in action.

Entertainment Score: 9.4/10

Compared to the Children and Baby industry average of 3.2, and Baby Magic's own average of 7.6.

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

▶ Average Video Views (Reels)

Overall Average

3.2

▶ 17.6K

Baby Magic

7.6

Growing Brand   ▶ 1.6K

Mini Bloom

7.3

Growing Brand   ▶ 541

Franki By Francescas

6.7

Growing Brand   ▶ 2K

New York Times for Kids

7.6

Growing Brand   ▶ 16.5K

Parents

5.8

Established Brand   ▶ 164.6K
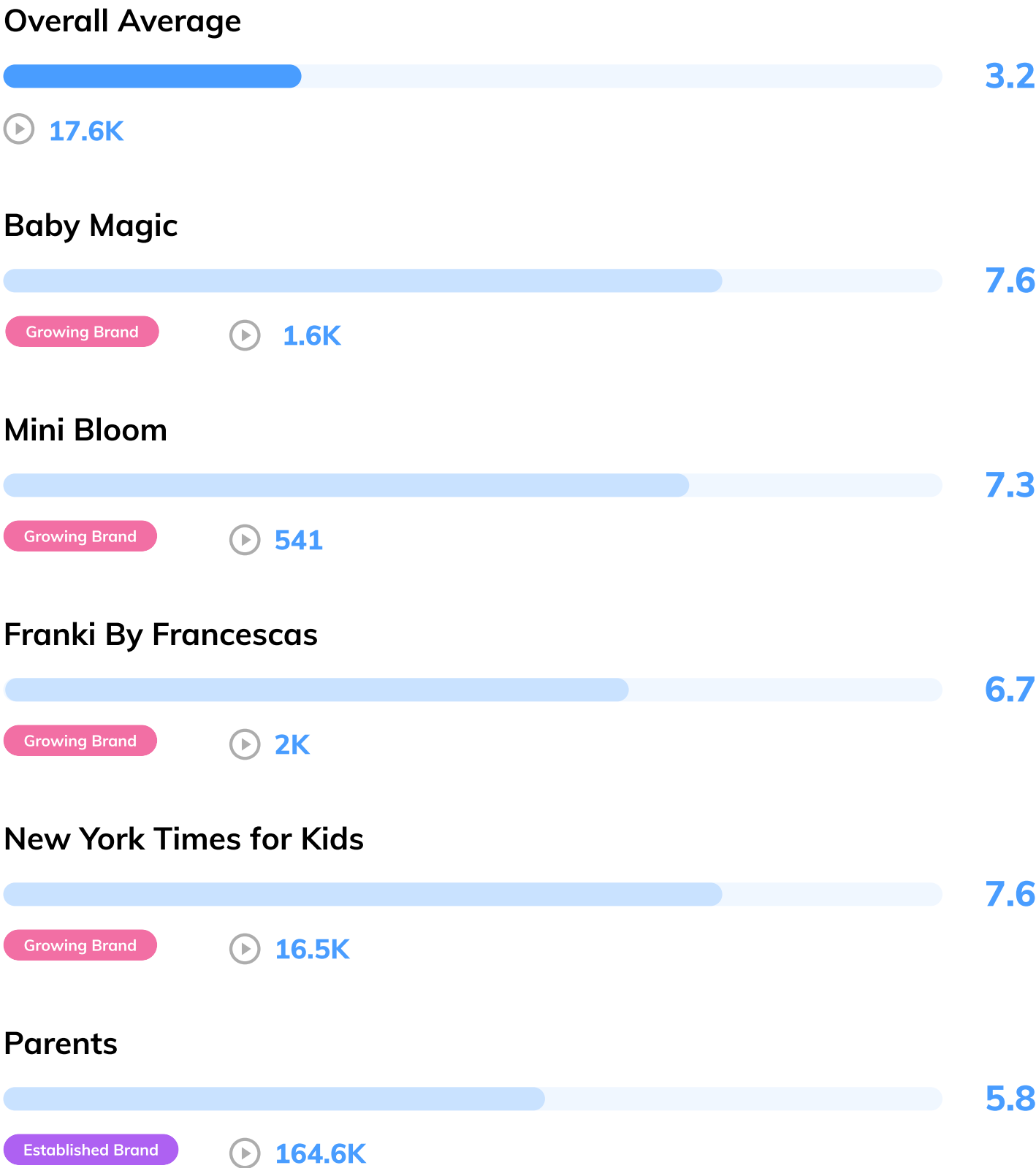
Customer data only

Top Creators by Engagement Rate

Nano Creators
(Under 10K Followers)

	Kelseyrileydixo	Deannarayala	Quiskka	Kisserkel	Minnethriftco
Country	United States	United States	Philippines	United States	United States
Engagement Rate	3,747.4%	1,406.5%	906.5%	685.9%	628.4%
Follower Size	8.8K	7.2K	3.1K	7.6K	5.3K
Interest	Travel, Parenting	Wedding	Fashion, Streetwear, Design	Entertainment, Comedy	Fashion, Parenting, Home Decor

Micro Creators
(10K – 100K Followers)

	Keimandtay	katdiermissen	Marina__taylor	Georgiebidesi	boliviannomad
Country	United States	United States	Japan	Singapore	Austria
Engagement Rate	1,500.5%	593.9%	584.9%	542.3%	523%
Follower Size	16.9K	60K	48.7K	20.5K	14.9K
Interest	Entertainment, Comedy, Art	Fashion, Art, Photography	Fashion, Art, Travel	Food, Travel, Fashion	Travel, Food, Photography

Macro Creators
(100K+ Followers)

	neelajolene	desijohnsonn	hamburgdaniahoi	gracewellsphoto	keepingfinn
Country	United States	Australia	Germany	United States	United States
Engagement Rate	437.2%	374.4%	343.7%	317.1%	145.3%
Follower Size	147K	204K	124.4K	463.2K	408.7K
Interest	Fashion, Beauty, Travel	Fitness, Health, Personal Growth	Design, Interior Design, Home Decor	Entertainment, Art, Travel	Animals, Travel, Dogs

YouTube

Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares
Overall	764.9K	7	1.8%	805	90
Growing Brands (0 – 20K Followers)	5.3K	3	2.1%	28	7
Established Brands (20K – 150K Followers)	68.5K	4	1.7%	251	22
Large Brands (150K+ Followers)	2.4M	16	1.5%	1.1K	157

*Customer data only
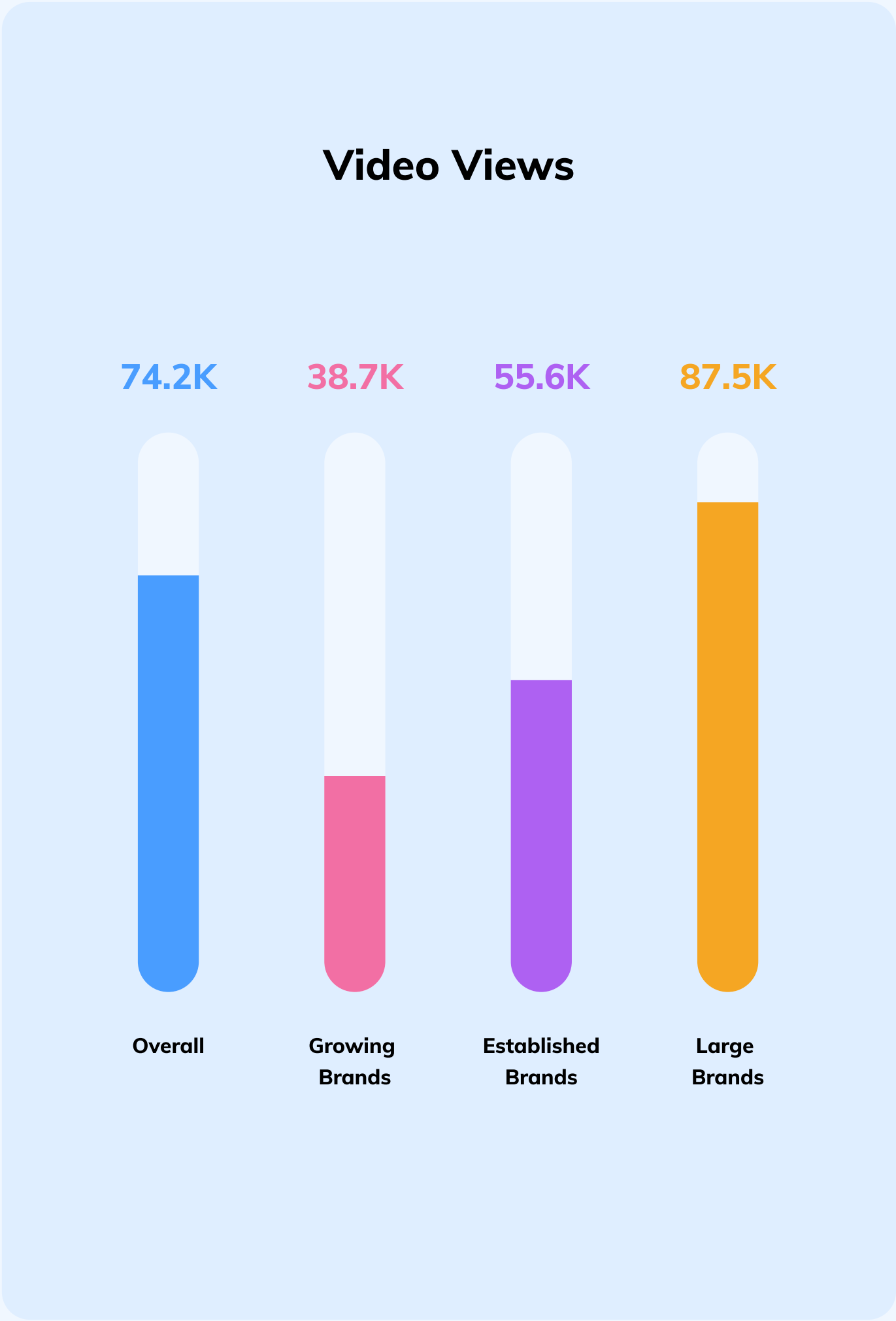
Video Views

Overall	Growing Brands	Established Brands	Large Brands
74.2K	38.7K	55.6K	87.5K

Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares
Children and Baby	999.7M	3	1.9%	399	30
Beauty	157.5K	4	1.7%	256	13
Retail	216.2K	3	0.6%	123	17
Fashion and Luxury	199.2K	4	2.2%	676	37
CPG, Food and Beverage	946.3K	4	1.7%	1.7K	14
Home	97.2K	5	1.9%	43	14
Media and Publishing	2.6M	27	1.8%	934	153

Video Views
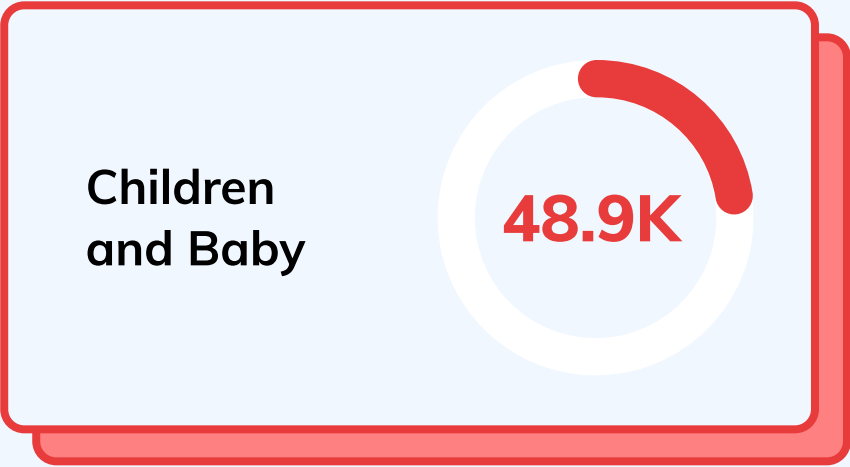
Children and Baby 48.9K

38.4K
Beauty

79.2K
Retail

90K
Fashion and Luxury

105.5K
CPG, Food and Beverage

75.4K
Home

75.7K
Media and Publishing

Children and Baby Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares
Children and Baby Overall	999.7K	3	1.9%	399	30
Growing Brands (0 – 20K Followers)	3.6K	3	0.3%	7	3
Established Brands (20K – 150K Followers)	75.5K	3	2.8%	432	31
Large Brands (150K+ Followers)	2.6M	3	0.6%	483	62

*Customer data only
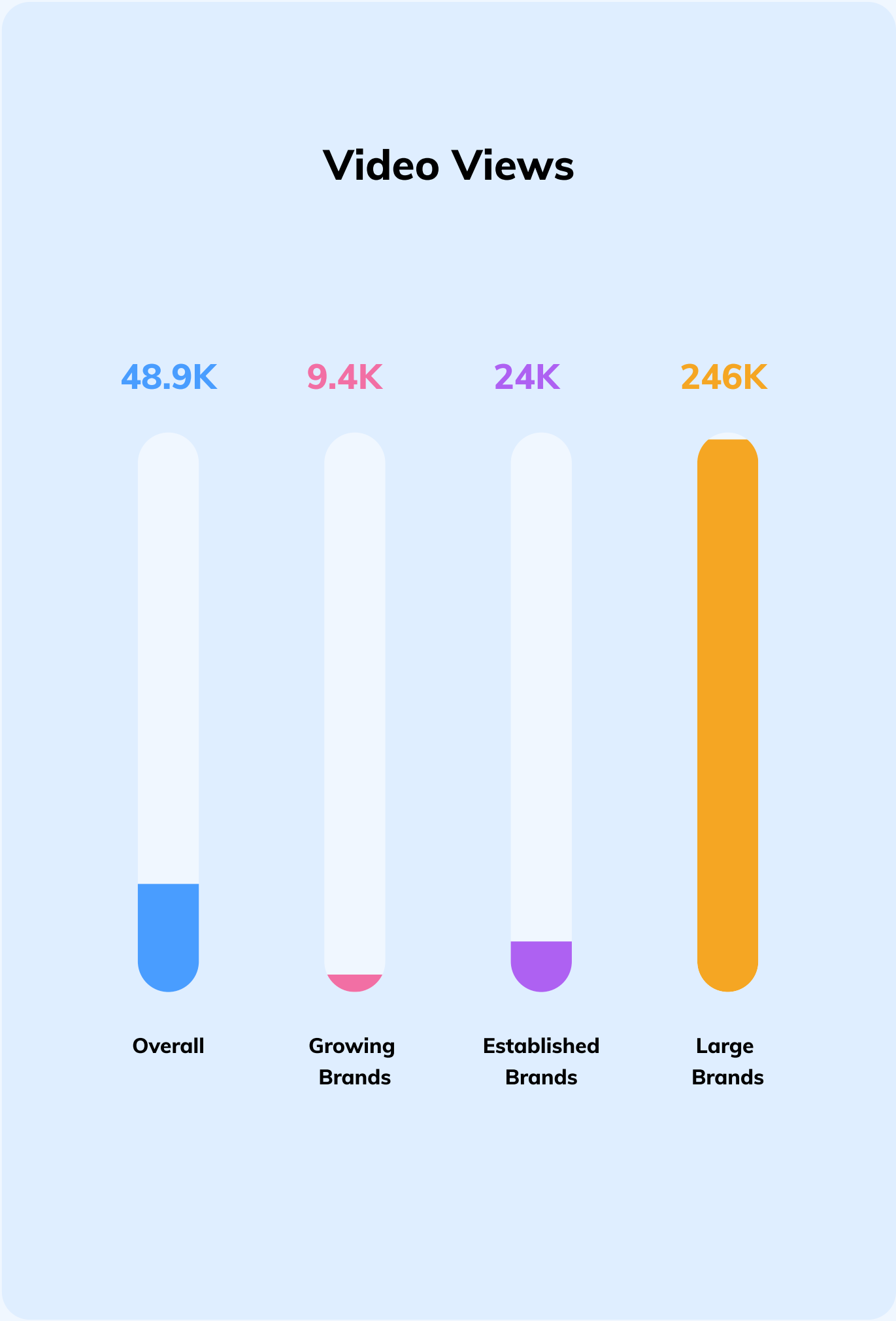
Video Views
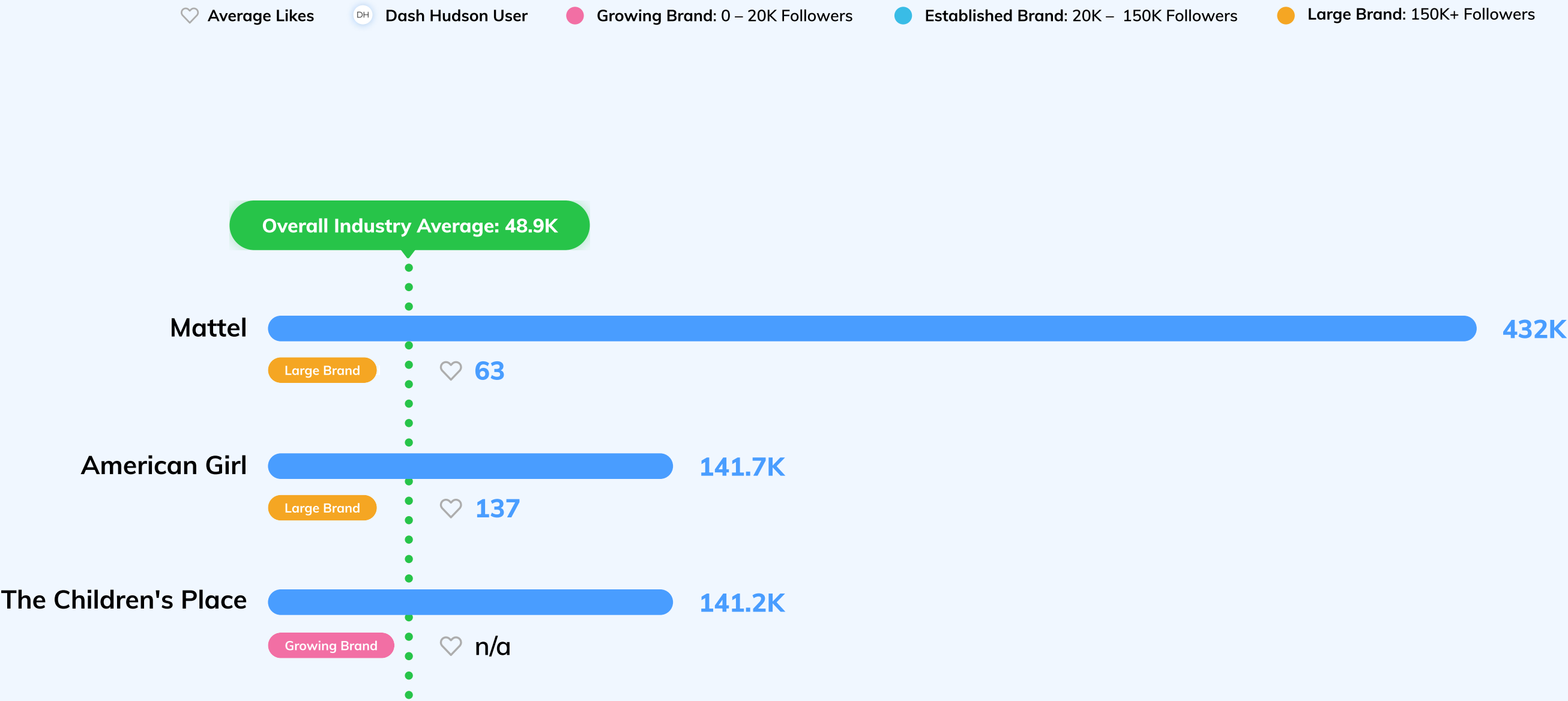
48.9K	9.4K	24K	246K
Overall	Growing Brands	Established Brands	Large Brands

Playful Content for the Young at Heart

Mattel excels on YouTube with vibrant and fun ads and product demonstrations, creating a loyal and enthusiastic community of young viewers and parents.

▷ **Mattel receives 883% more Video Views than the average for Children and Baby brands.**

Top Children and Baby Industry Performers by Percentage Viewed

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

Overall Industry Average: 67%

DH **Lovevery**   **84%**
Growing Brand   ▶ **57.4K**

DH **Gerber Childrenswear**   **80%**
Growing Brand   ▶ **15.1K**

DH **Ergobaby**   **79%**
Established Brand   ▶ **2.8K**

DASH HUDSON
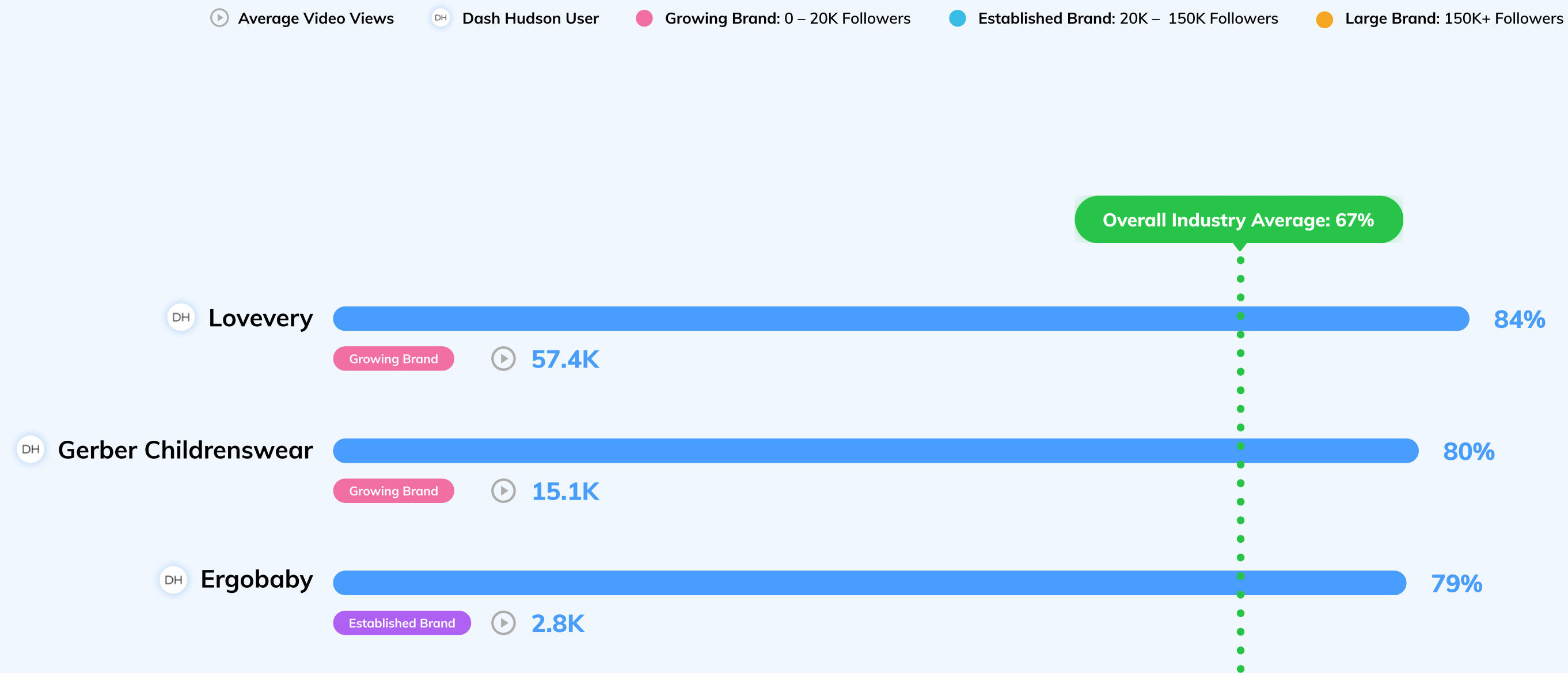
Offering Guidance for New Parents

LOVEVERY®

Lovevery succeeds in offering valuable insights and tips for parents, demonstrating play kits for each developmental stage for babies and establishing a reliable and authoritative presence on YouTube.

▶ **Lovevery videos are viewed for 17% longer than the average for Children and Baby brands.**

What We Can Learn From Children and Baby Brands' Strategies

## Leverage the Power of Creators and Celebrities

Social media users are far more likely to engage with content featuring trusted creators, particularly celebrities. UGC functions as both peer-to-peer entertainment and a testimonial, and it offers the opportunity for brands to expand their algorithmic reach when shared by creators.

Embrace Creativity and Authenticity

Stand out by sharing content that can only come from your brand. Simple, lo-fi strategies, as well as partnerships with creators, contribute to building a strong and authentic brand identity on social media.

Be Inspired By Entertainment

The best way to increase your Engagement Rate is to foster lively conversations amongst your community. Brands that are doing this well are sharing thought-provoking content, turning their feeds into vibrant spaces for engagement and interaction.

Andie Social Media Manager

Hey team! Sharing our weekly social performance dashboard for review.
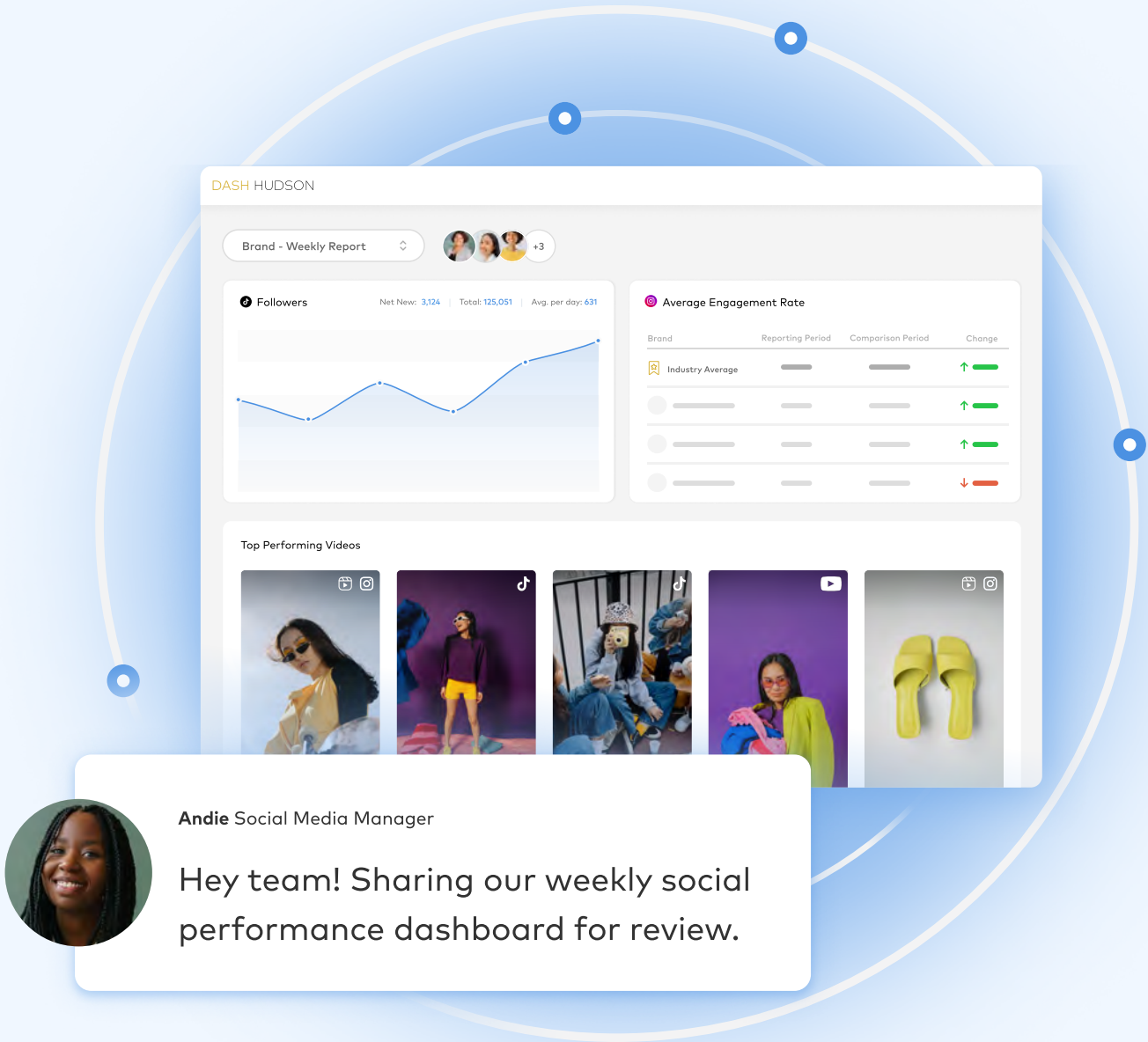
DASH HUDSON

Outsmart Social

Dash Hudson is a social media management platform that equips brands with intelligence and speed to stay ahead of the curve. Through its sophisticated cross-channel insights and workflow tools, Dash Hudson enables brands to create content that entertains, engages and drives consistent business results. To discover how Dash Hudson is empowering brands to outsmart social, visit dashhudson.com.

Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Effectiveness Rate
Overall	1.2M	32	0.5%	53.8K	6.1%
Growing Brands (0 – 100K Followers)	39.9K	6	1.0%	6.2K	9.2%
Established Brands (100K – 850K Followers)	321.4K	22	0.3%	24.9K	6.2%
Large Brands (850K+ Followers)	3.6M	72	0.1%	68.1K	5.9%

*Customer data only
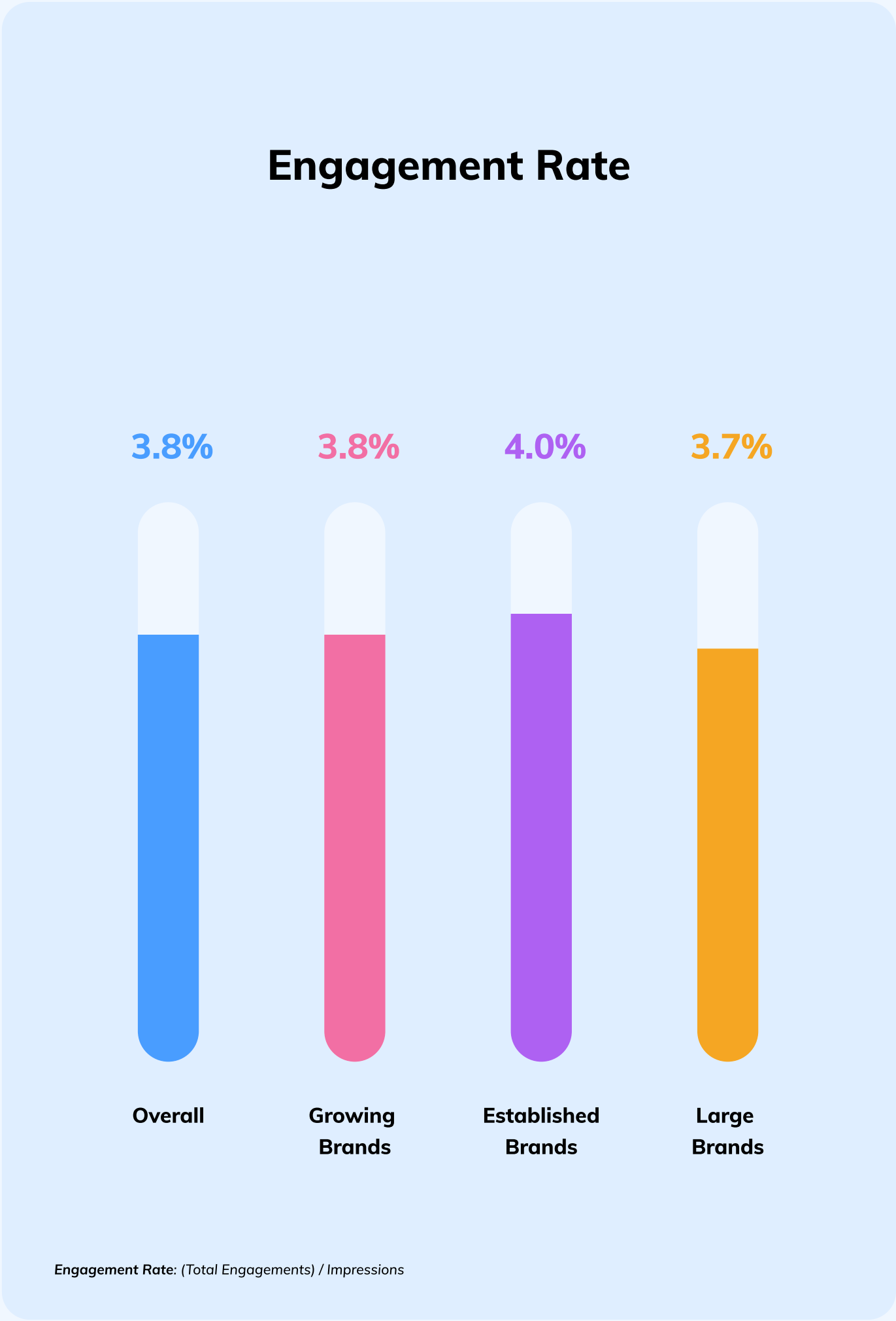
Engagement Rate

Overall	Growing Brands	Established Brands	Large Brands
3.8%	3.8%	4.0%	3.7%

Engagement Rate: (Total Engagements) / Impressions

DASH HUDSON

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Video Views
Overall	231K	17	1.3%	26.1K	70.9K
Growing Brands (0 – 8K Followers)	3.0K	6	2.3%	13.8K	14.2K
Established Brands (8K – 105K Followers)	37.3K	14	1.1%	30.1K	80K
Large Brands (105K+ Followers)	710.1K	31	0.5%	23.8K	71.6K

Customer data only
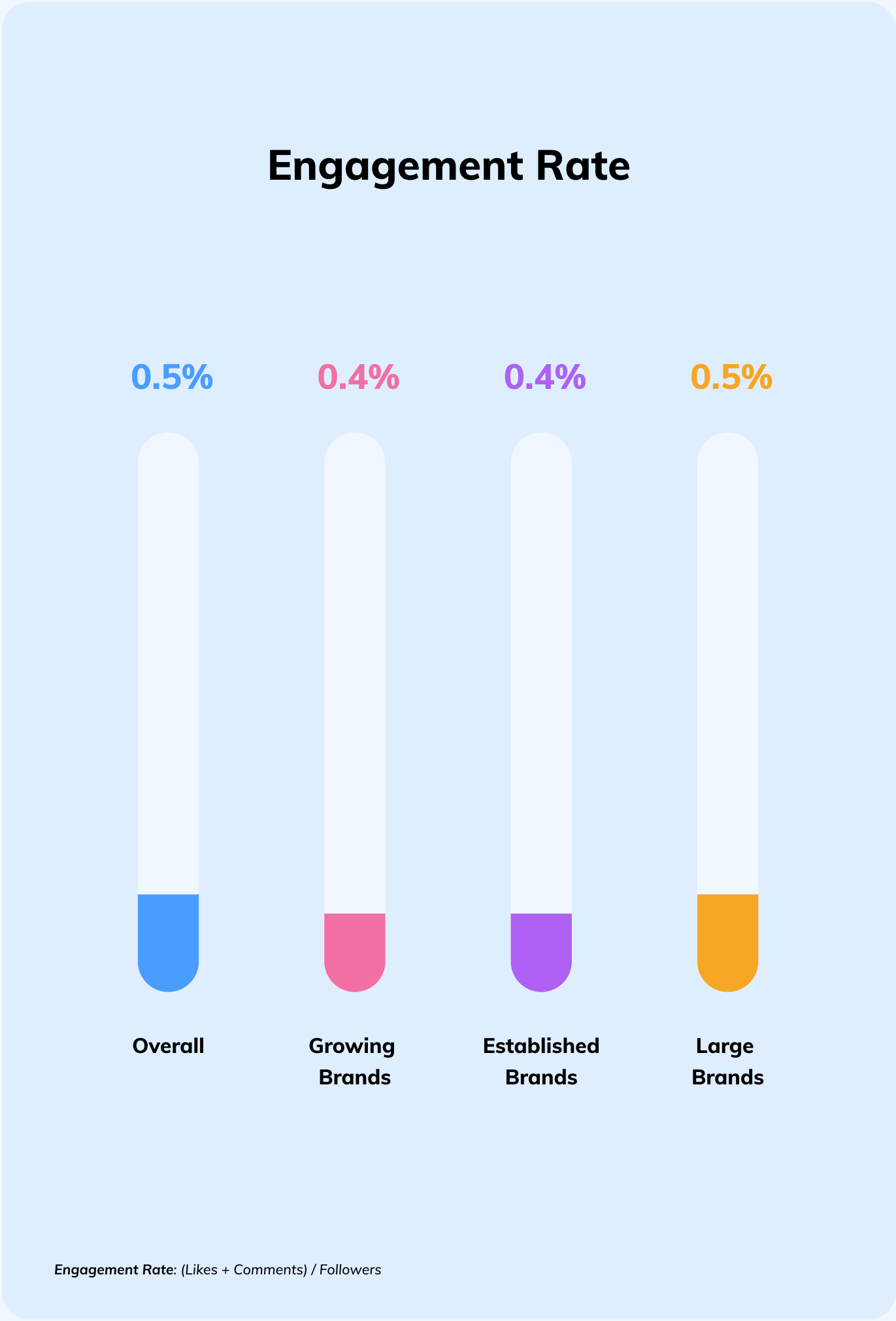
Engagement Rate

Overall	Growing Brands	Established Brands	Large Brands
0.5%	0.4%	0.4%	0.5%

Engagement Rate: *(Likes + Comments) / Followers*

AVERAGE X PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Likes	Total Engagements
Overall	620.6K	45	11.7%	24.3K	63	923
Growing Brands (0 – 12.5K Followers)	4.7K	8	11.6%	734	5	33
Established Brands (12.5K – 200K Followers)	64.2K	23	10.4%	4.2K	26	240
Large Brands (200K+ Followers)	2M	115	14.2%	31.3K	76	1.2K

*Customer data only

Engagement Rate

8.7% **18.0%** **13.3%** **7.1%**

Overall · Growing Brands · Established Brands · Large Brands

Engagement Rate: (Total Engagements) / Impressions