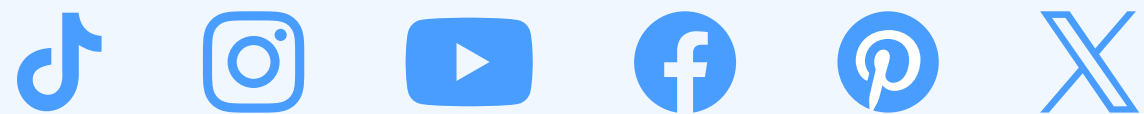
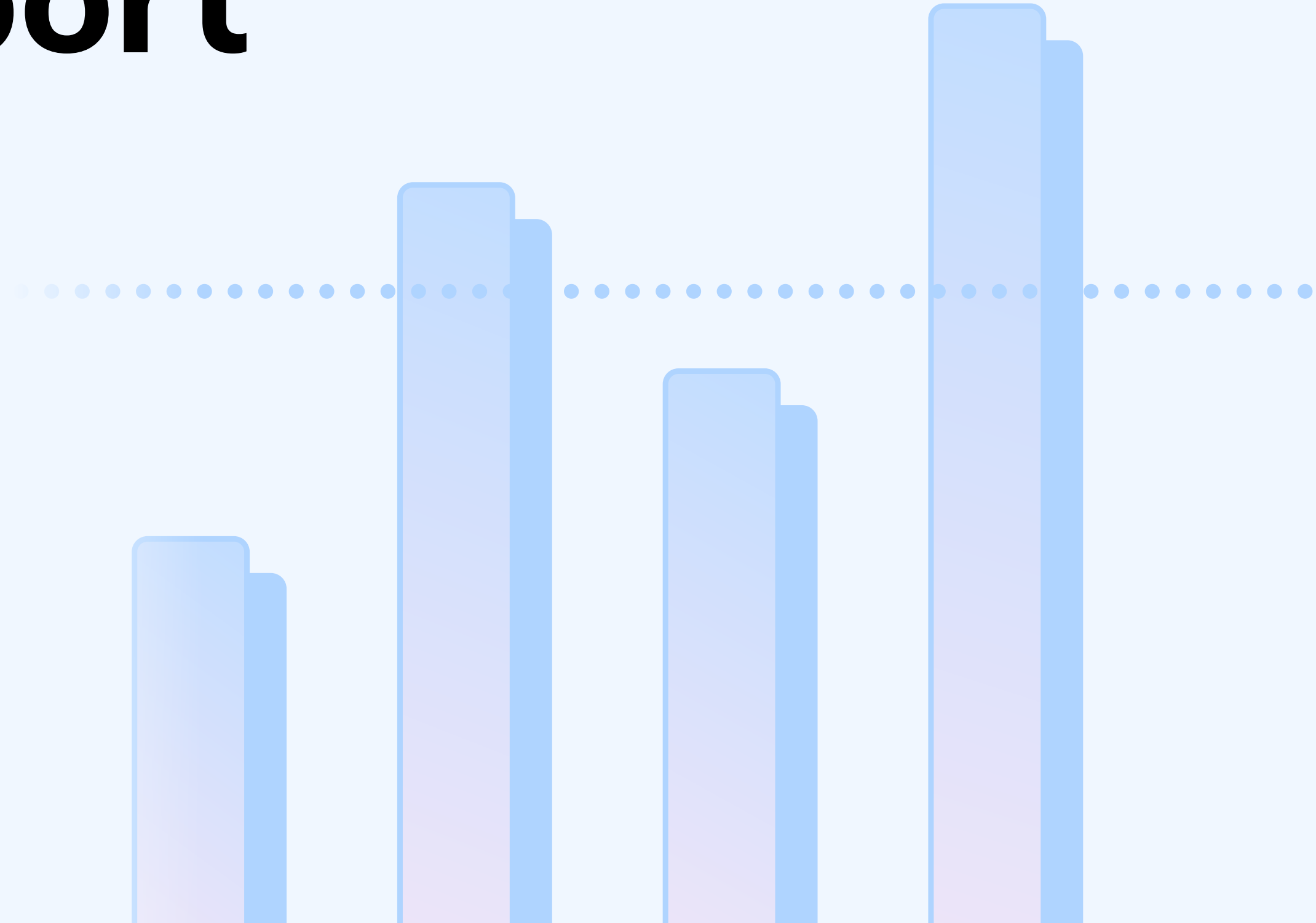


2023 Cross-Channel Benchmark Report

FASHION AND LUXURY INDUSTRY



DASH HUDSON



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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 Fashion and Luxury Industry

The Fashion and Luxury industry is the realm of style, including everything from affordable fashion staples to high-end luxury brands.

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.

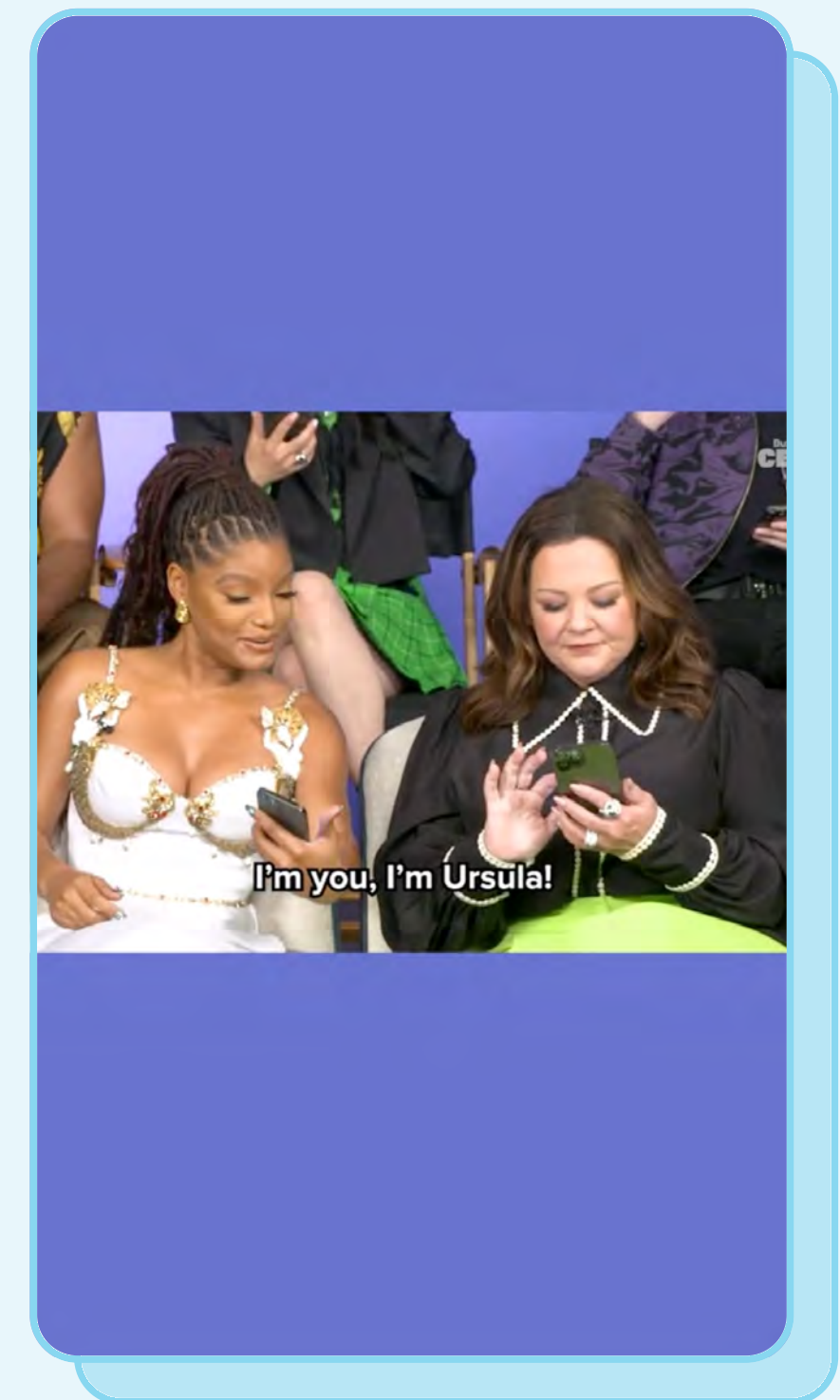
Rising Engagement Rate from 4.6% to 4.8%, the surge in Video Views from 111.5K to 147.7K, and the expanded Reach from 89K to 116.9K are evidence of TikTok's continued rapid growth.

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.

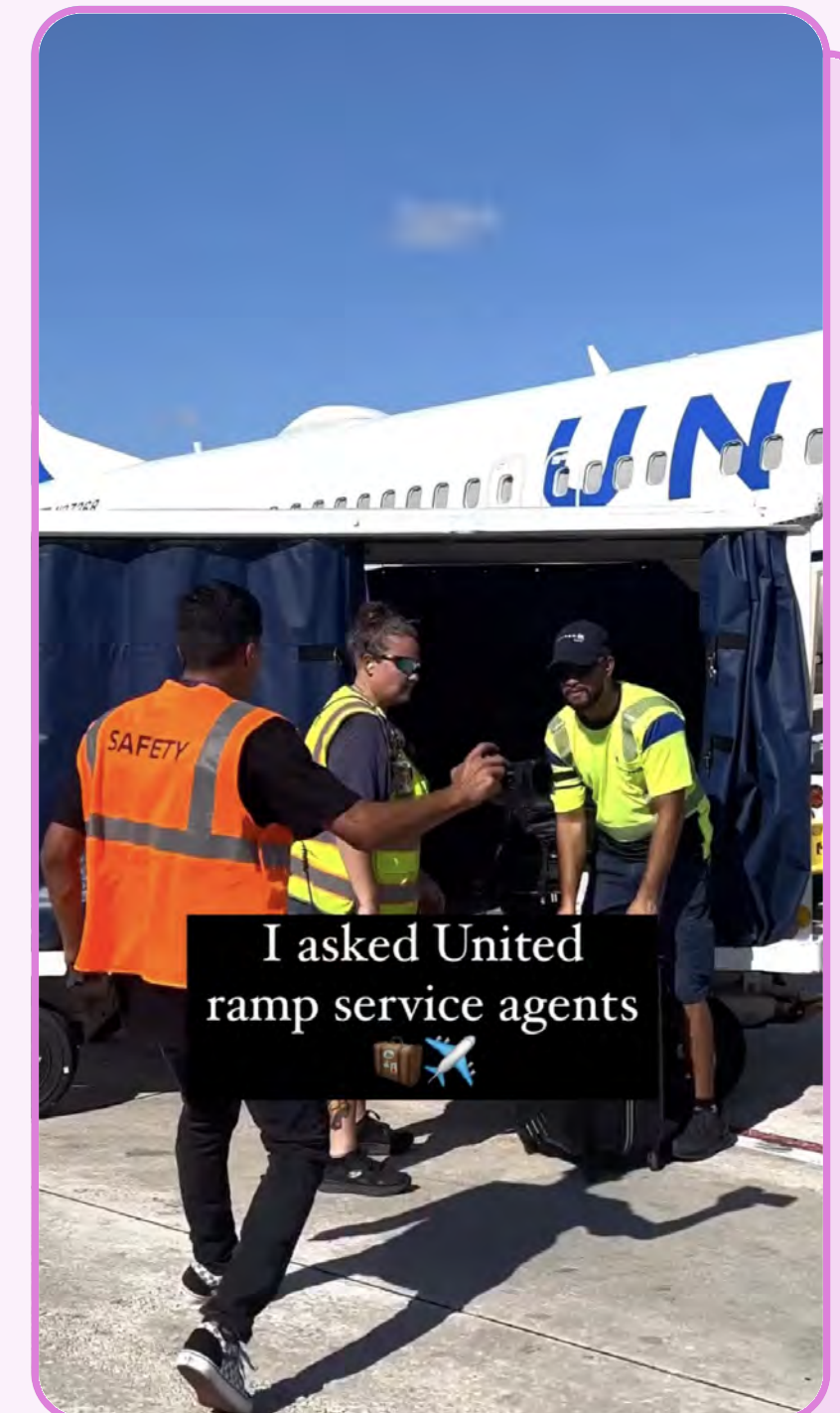
With a 53% rise in Reach, Instagram's shift to algorithmic content has been advantageous for brands, providing new marketing opportunities despite a dip in the Engagement Rate from 0.5% to 0.3%. While more users are viewing content, a decline in engagement could be a result of content quality, or saturation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

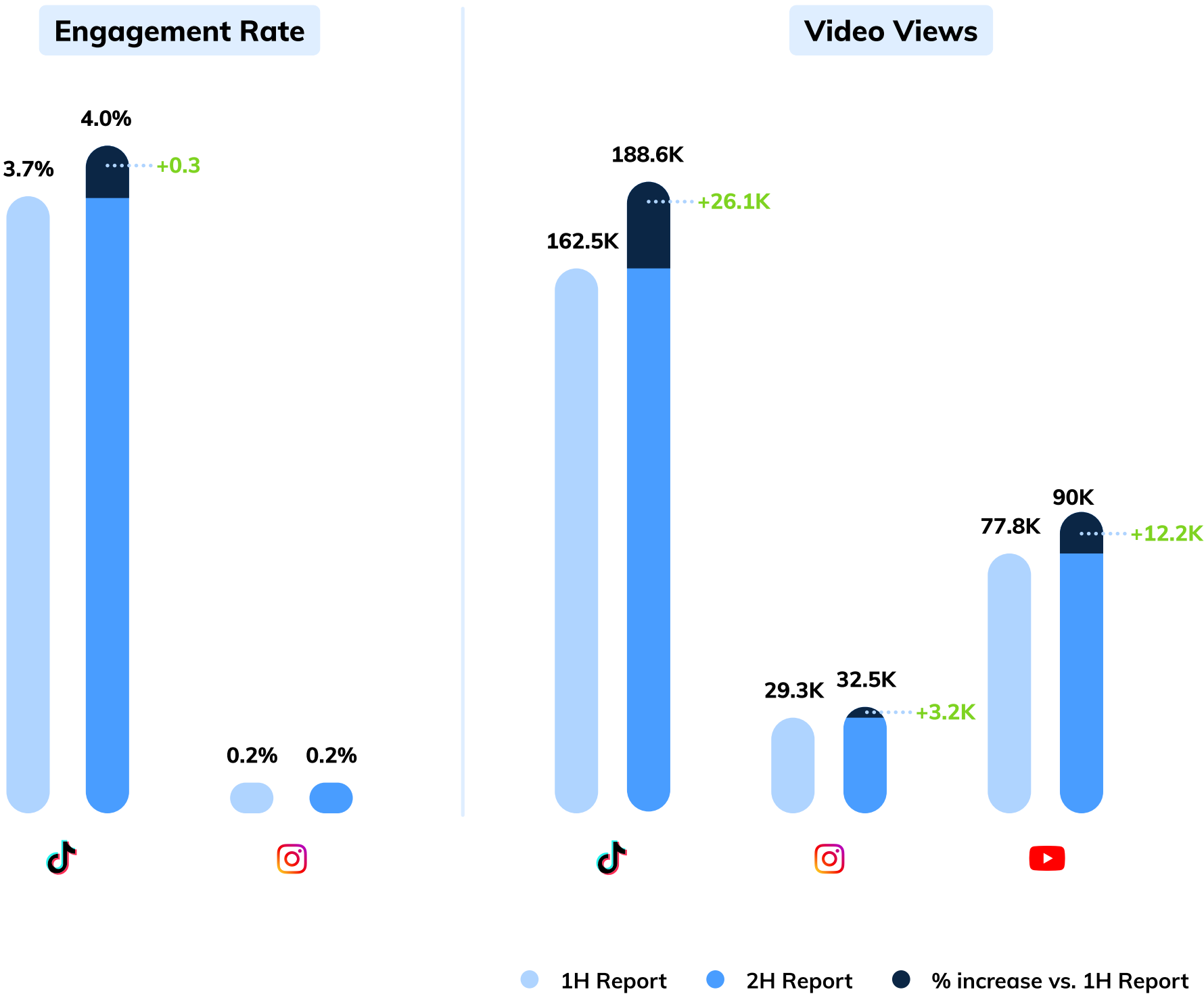
Fashion and Luxury Surges With Cross-Channel Success

The Fashion and Luxury industry has increased its performance across all channels. TikTok's Engagement Rate and Video Views rose by 0.3 and 26.1K in the past six months. Instagram's Engagement Rate held steady (staving off declines seen in other industries), while Reels and YouTube saw a 3.2K and 12.2K increase in Video Views.

- **While Fashion and Luxury excels in Reach on TikTok and Instagram, brands should prioritize making more entertaining content.** Despite notable Reach on both platforms (an average of 124K on TikTok and 91K on Instagram), the industry's average Entertainment Score remains low (3.6 on TikTok and 3.4 on Instagram).
- **The industry's focus on premium campaign footage works well on YouTube.** These brands grow on average 2.2% monthly, making it the fastest-growing industry on the channel. Additionally, these brands receive some of the highest video views (90K), second only to the Media and Publishing industry (105K). On average, Fashion and Luxury brands share about 3 Shorts per week, amassing an average of 26K video views for each.

Average Fashion and Luxury Engagement Rate and Video Views

1H vs. 2H Report



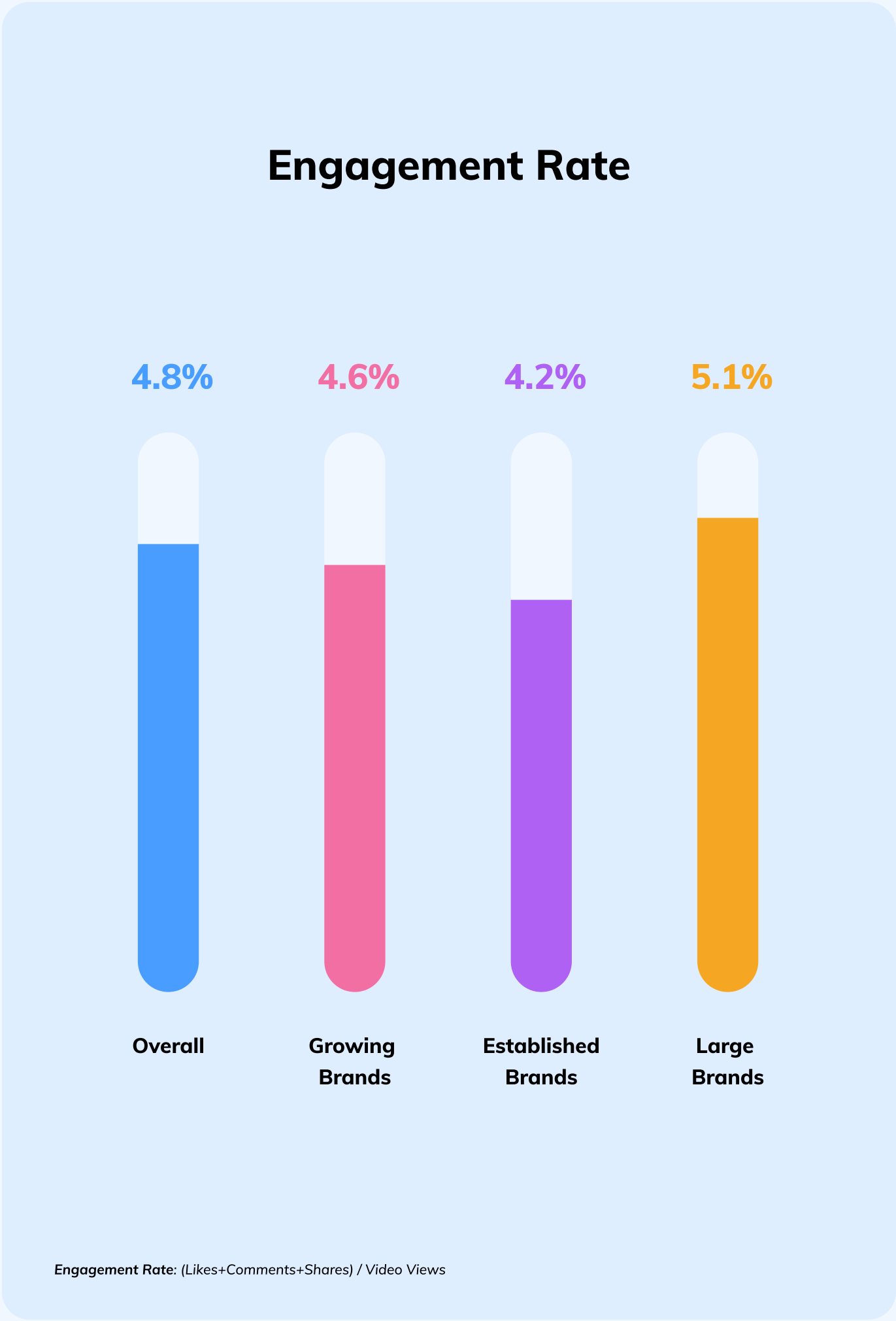
TikTok



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

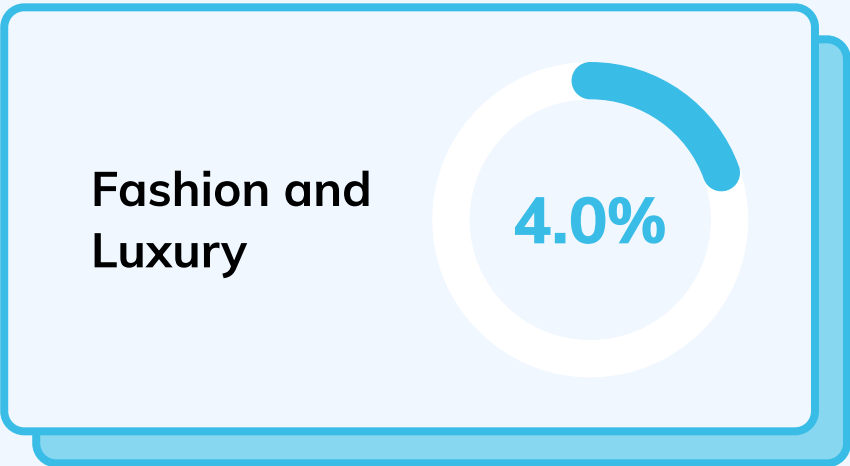


Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Fashion and Luxury	253.5K	5	9.8%	188.6K	99	124.2K	3.6
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
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
Children and Baby	108.9K	3	21.2%	88.7K	162	51.9K	4.2

*Customer data only

Engagement Rate



Beauty



Retail



CPG, Food and Beverage



Home



Media and Publishing

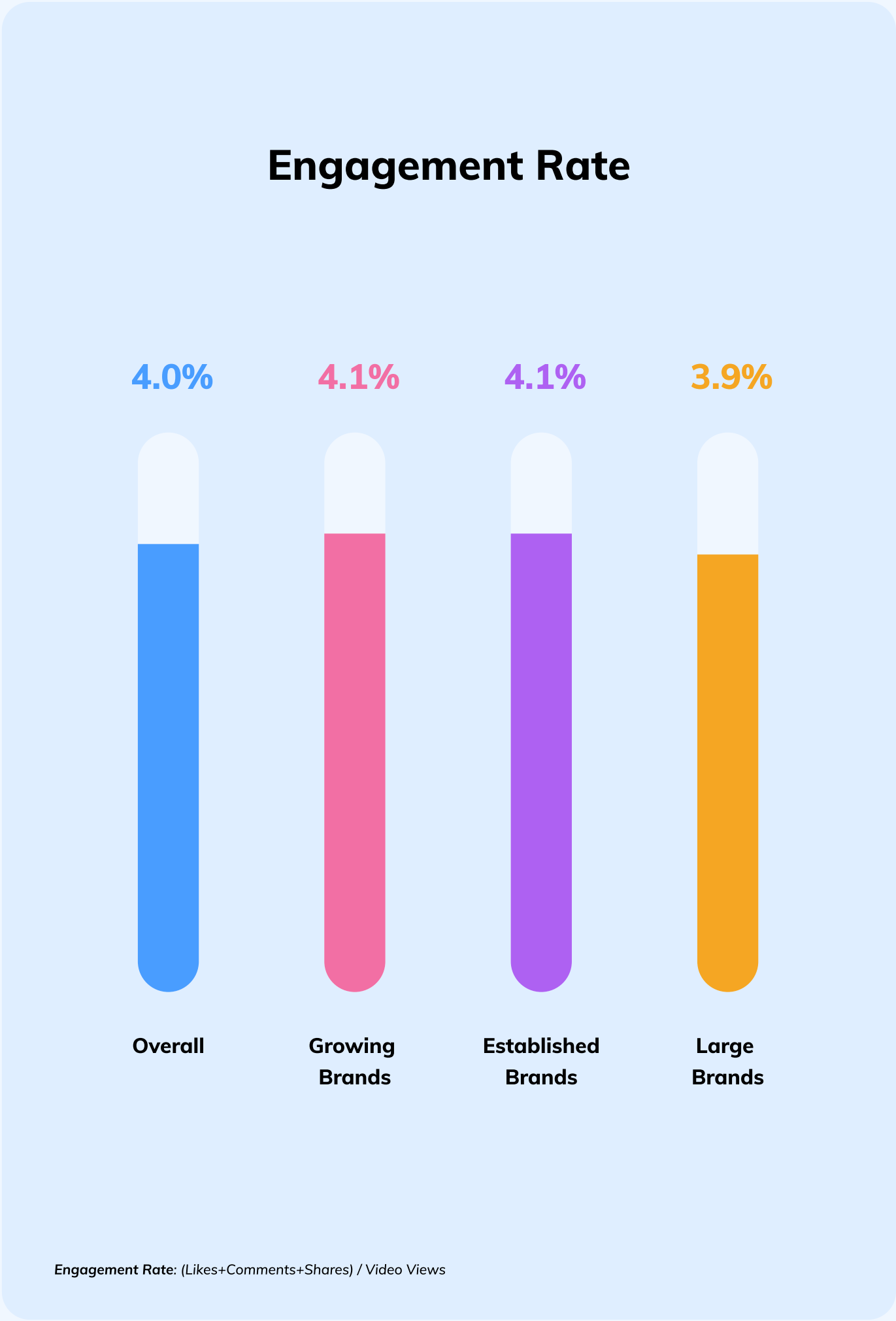


Children and Baby

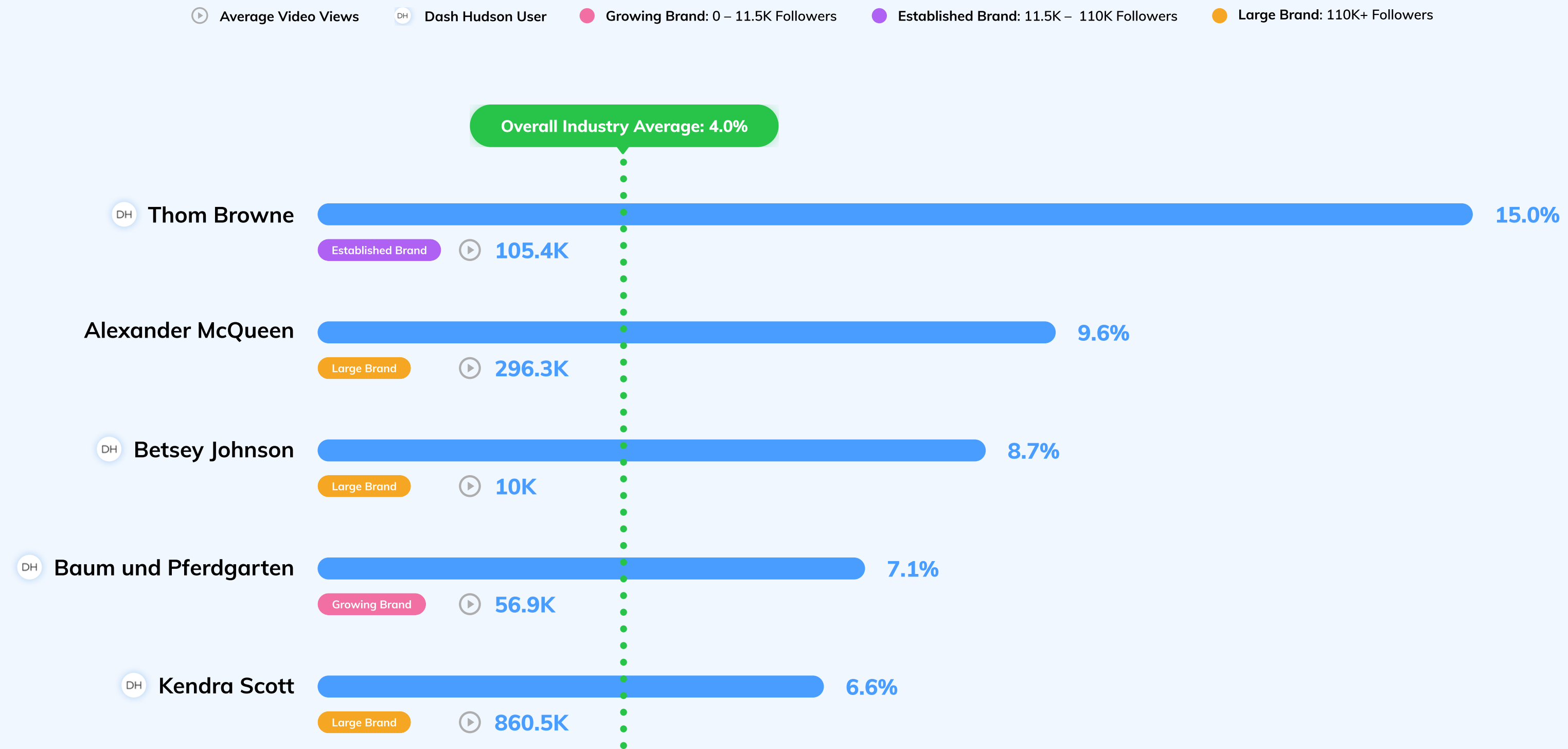
Fashion and Luxury Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Fashion and Luxury Overall	253.5K	5	9.8%	188.6K	99	124.2K	3.6
Growing Brands (0 – 11.5K Followers)	4.5K	2	11.9%	14.5K	12	10.9K	4.0
Established Brands (11.5K – 110K Followers)	42.7K	4	12.5%	98.1K	38	82.7K	3.4
Large Brands (110K+ Followers)	640.3K	6	4.9%	287.9K	157	183K	3.7

*Customer data only



Top Fashion and Luxury Industry Performers by Engagement Rate




Deep Dives Into Top Performing Fashion and Luxury Brands

Established Brand



Thom Browne engages fashion enthusiasts with unique and avant-garde designs, runway insights and captivating brand storytelling, effectively establishing an artistic presence on TikTok that viewers cannot look away from.

 **Thom Browne outperforms the average Engagement Rate for Fashion and Luxury brands by 375%.**



Large Brand

Alexander McQUEEN

Alexander McQueen successfully showcases its bold and innovative fashion collections, featuring stunning visuals, artistic designs and celebrities such as Beyoncé wearing its looks. The brand's content succeeds at resonating with fashion-forward audiences.

 **Alexander McQueen outperforms the average Engagement Rate for Fashion and Luxury brands by 240%.**



Large Brand

Betsey Johnson

TikTok is the ideal channel for a vibrant and energetic brand such as Betsey Johnson, which shares content that is true to its quirky and playful personality, striking a chord with a fun-loving fashion community.

 **Betsey Johnson outperforms the average Engagement Rate for Fashion and Luxury brands by 218%.**



Winning Formulas for Creating Entertaining TikTok Content

alice + olivia
BY STACEY BENDET

Alice and Olivia achieves high Entertainment Scores on TikTok by creating engaging and visually appealing content, always staying on top of fashion trends. In this case, the brand’s TikTok celebrating all-denim style captivated its audience, earning a near-perfect Entertainment Score.

Entertainment Score: 9.9/10

Compared to the Fashion and Luxury industry average of 3.6, and Alice and Olivia’s own average of 8.9.

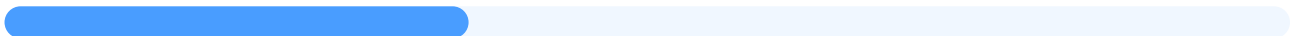
Retention Rate: 57%

Compared to the Fashion and Luxury industry average of 35%, and Alice and Olivia’s own average of 28%.




Top Overall Fashion and Luxury Industry Performers by Entertainment Score

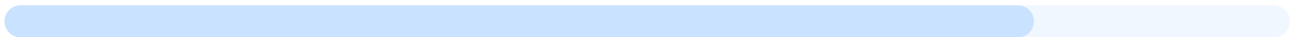
 Average Retention Rate

Overall Average
 3.6


 35%

Alice + Olivia
 8.9


  28%

Thom Browne
 8.0

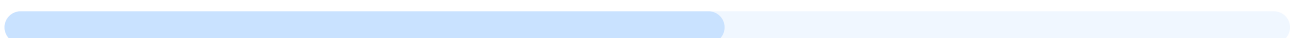
  36%

Off____white
 6.5

  15%

Betsey Johnson
 5.8

  39%

Pretty Little Thing
 5.6

  48%

Customer data only

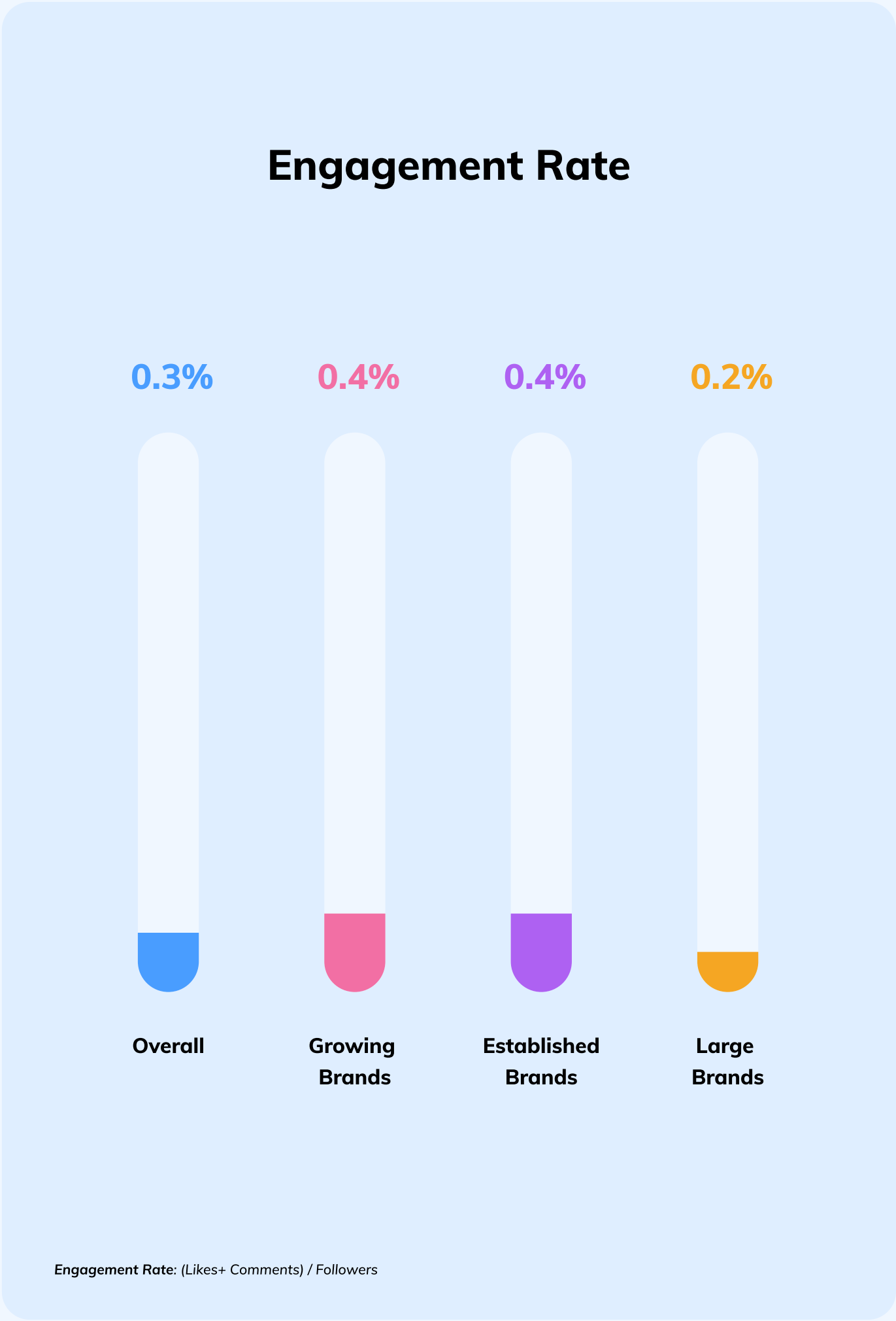
Instagram



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





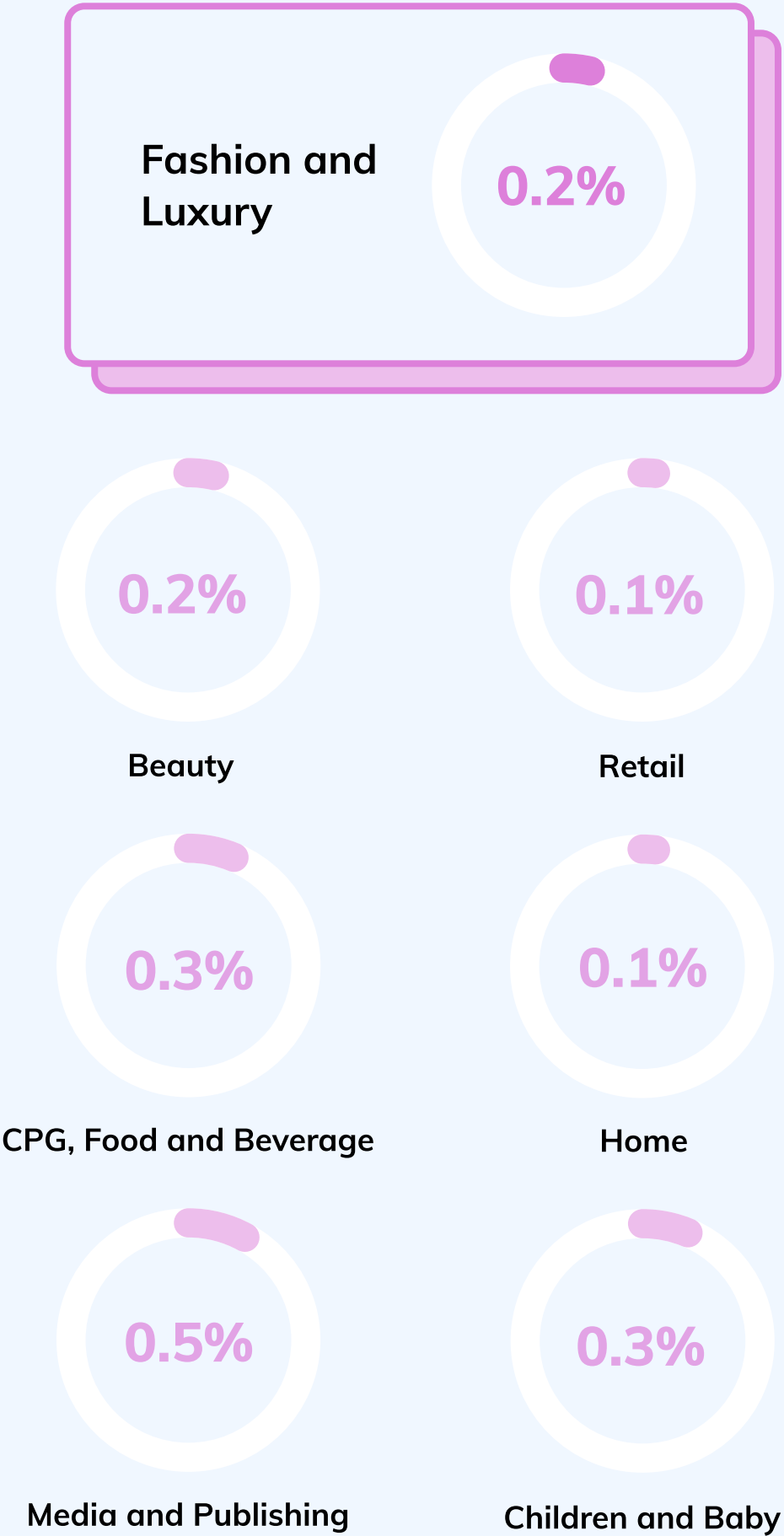
AVERAGE INSTAGRAM PERFORMANCE

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*
Fashion and Luxury	5.5M	3	6	0.6%	91.7K	3.4	11.1%
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%
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%
Children and Baby	867.1K	2	4	0.9%	51.6K	3.2	16.6%

*Customer data only

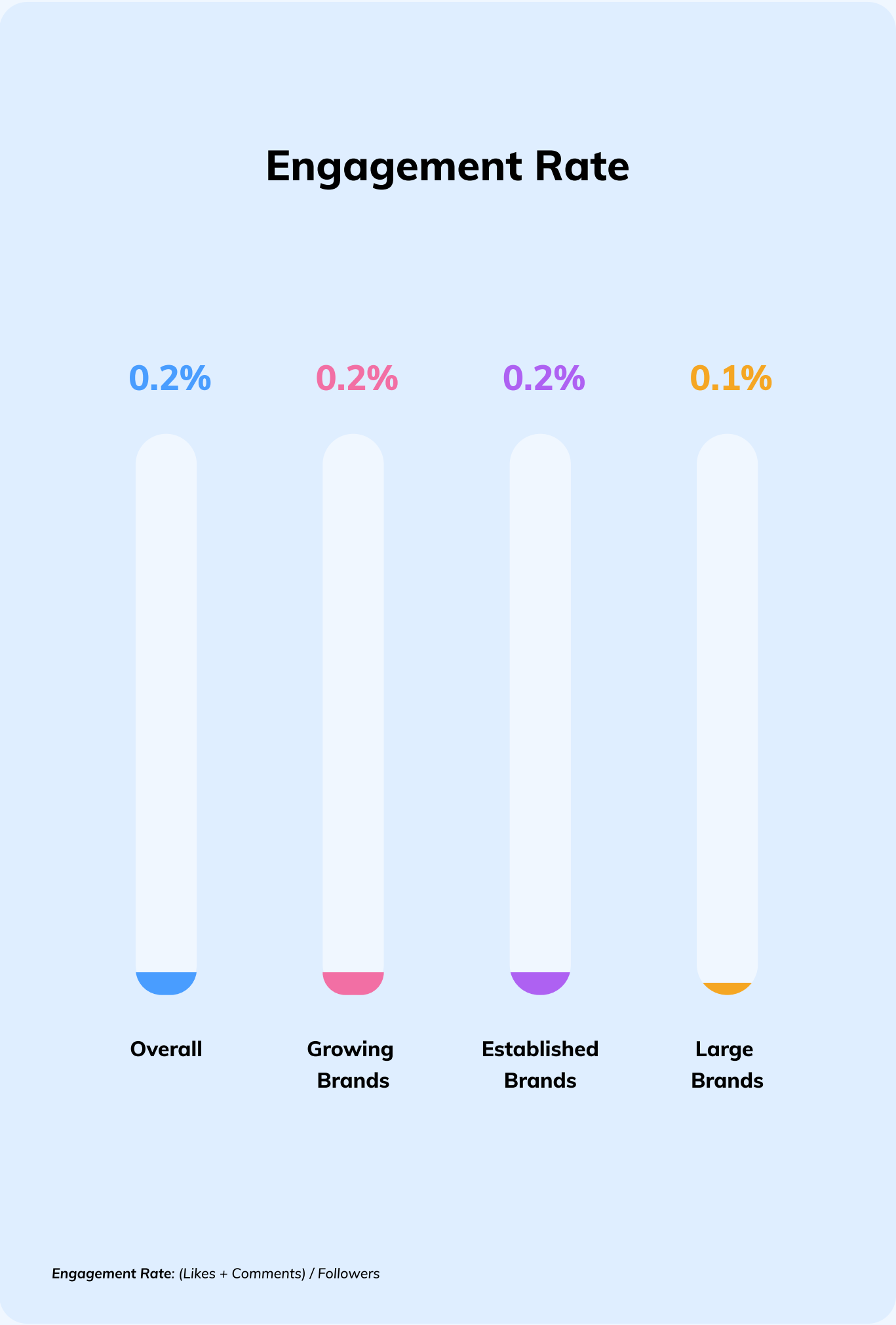
Engagement Rate



Fashion and Luxury 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*
Fashion and Luxury Overall	5.5M	3	6	0.6%	91.7K	3.4	11.1%
Growing Brands (0 – 190K Followers)	110.8K	3	5	0.6%	6.6K	3.2	14.2%
Established Brands (190K – 1.1M Followers)	518.8K	3	6	0.6%	31.8K	2.7	11.8%
Large Brands (1.1M+ Followers)	9.7M	5	8	0.7%	158.8K	3.9	9.7%

*Customer data only





Top Fashion and Luxury Industry Performers by Engagement Rate

 Average Engagement Rate (Video and Reel)

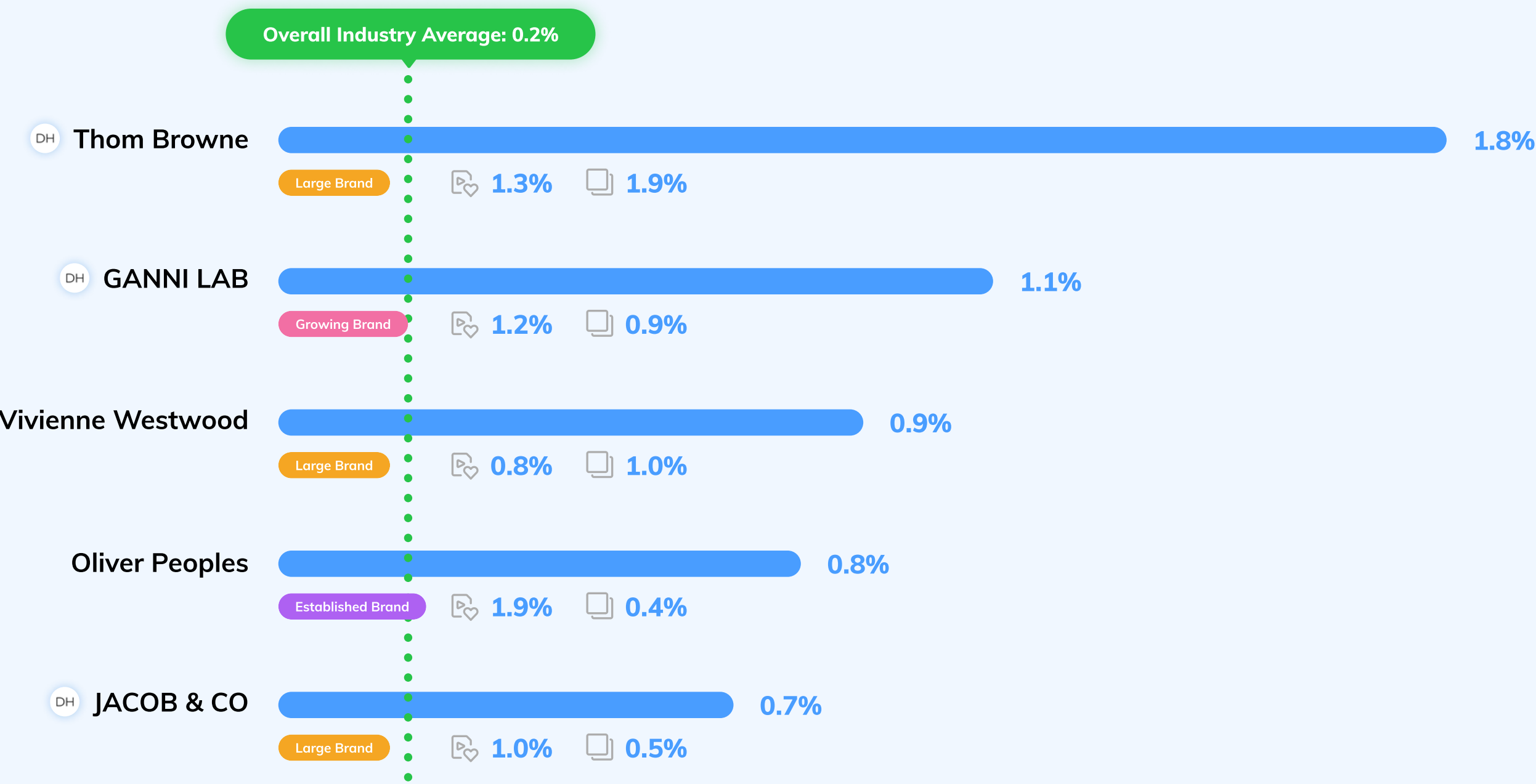
 Average Engagement Rate (Static and Carousel)

 Dash Hudson User

 Growing Brand: 0 – 190K Followers

 Established Brand: 190K – 1.1M Followers

 Large Brand: 1.1M+ Followers




Deep Dives Into Top Performing Fashion and Luxury Brands

Large Brand



Thom Browne also thrives on Instagram by showcasing its meticulously crafted designs, behind-the-scenes content and captivating runway visuals, appealing to luxury fashion enthusiasts.


 **Thom Browne outperforms the average Engagement Rate for Fashion and Luxury brands by 900%.**

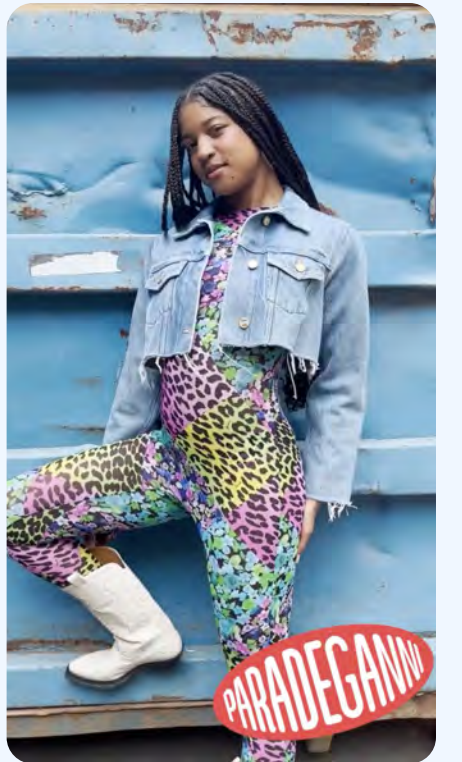


Growing Brand

GANNI

GANNI LAB succeeds in showcasing its sustainable designs through visually appealing and creative content — positioning itself as a trendsetter in the fashion industry.

 **GANNI LAB outperforms the average Engagement Rate for Fashion and Luxury brands by 550%.**

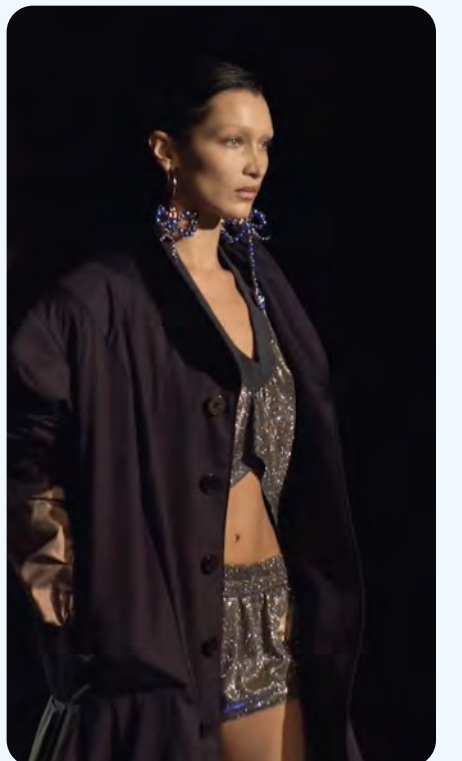


Large Brand




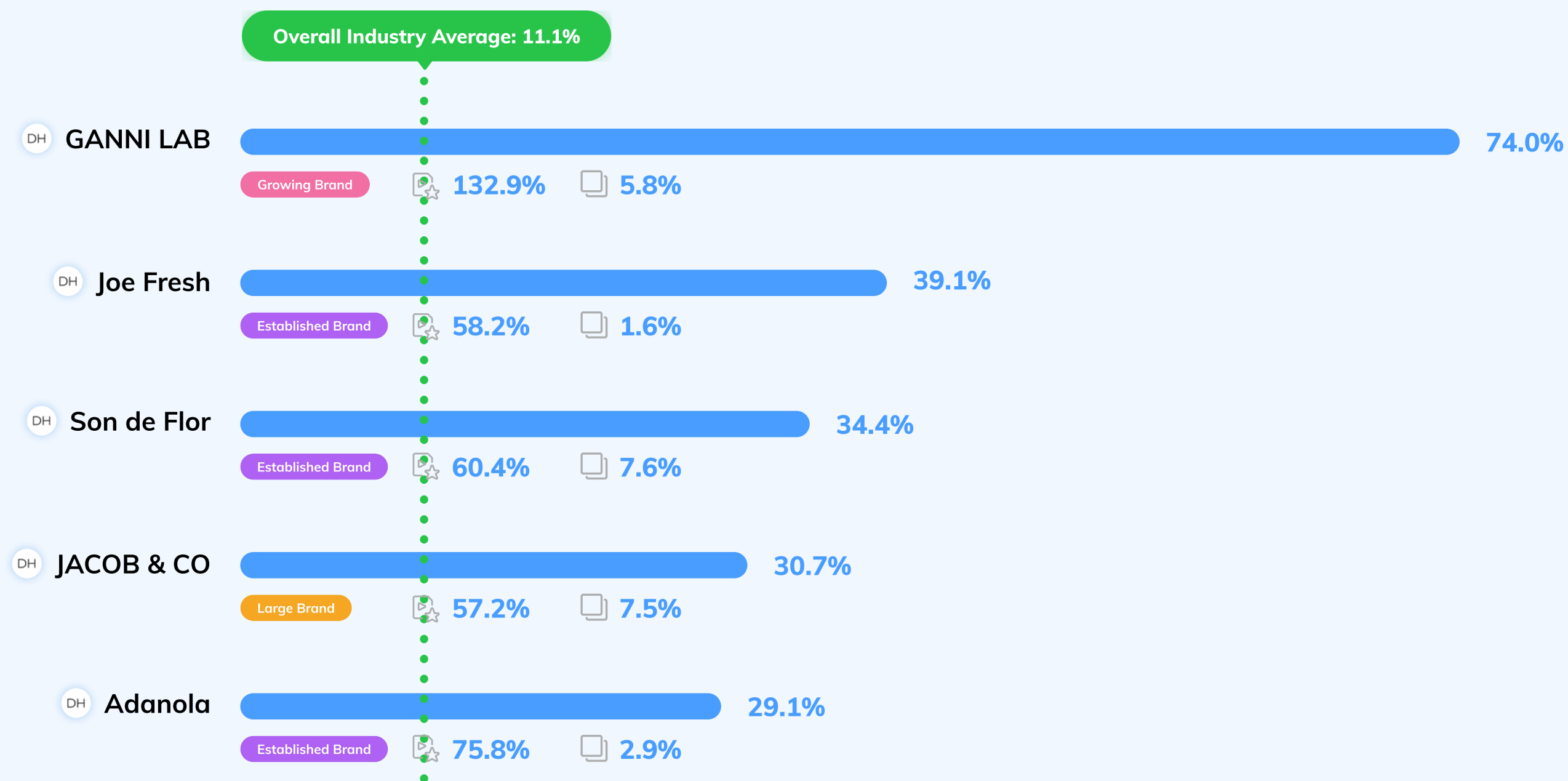
Vivienne Westwood excels at delivering thought-provoking fashion content, successfully embodying the brand's rebellious spirit and captivating a passionate and engaged audience.

 **Vivienne Westwood outperforms the average Engagement Rate for Fashion and Luxury brands by 450%.**



Top Fashion and Luxury 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



Strategies for Garnering Best-in-Class Performance

GANNI

GANNI LAB demonstrates a high Effectiveness Rate on Instagram by delivering engaging and authentic content rooted in sustainability. The brand fosters meaningful interactions through its content — including hosting panels — in order to build a dedicated following.

 GANNI LAB outperforms the overall average Effectiveness Rate for Fashion and Luxury brands by **667%**.



Winning Formulas for Creating Entertaining Reels Content



Jacob & Co.'s showcase of an extravagant Bugatti watch, set with 369 rubies, stunned viewers. The brand's ability to use short-form video to captivate luxury fashion enthusiasts helps to set it apart, with an average Entertainment Score far higher than the rest of the industry.

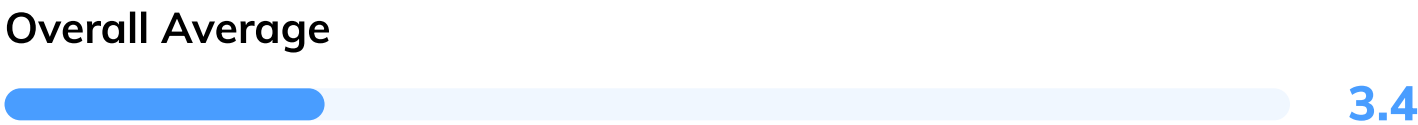
Entertainment Score: 9.9/10

Compared to the Fashion and Luxury industry average of 3.4, and Jacob & Co's own average of 8.9.

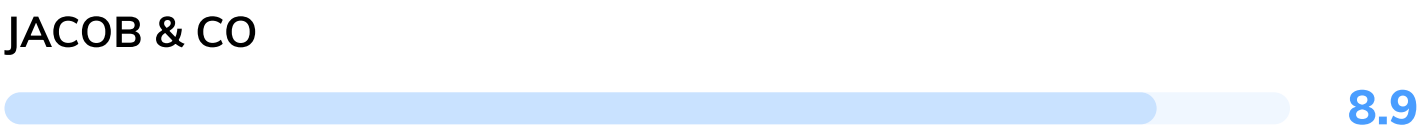


Top Overall Fashion and Luxury Industry Performers by Entertainment Score (Reels)

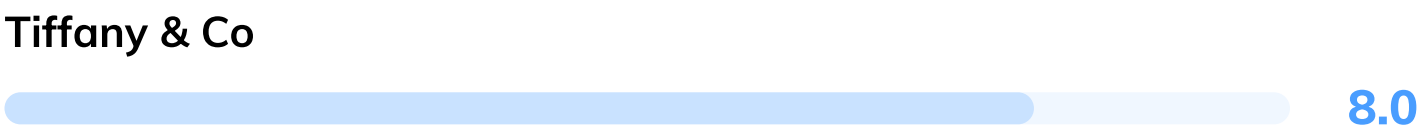
Average Video Views (Reels)



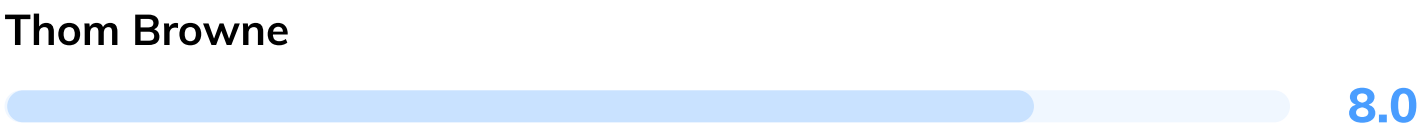
32.5K



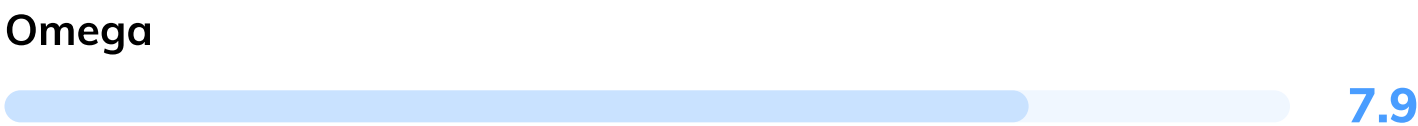
Large Brand 589.7K



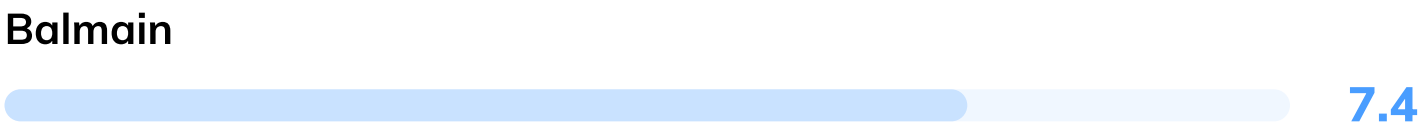
Large Brand 790K



Large Brand 282K



Large Brand 459.2K



Large Brand 447.6K

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	katdierrissen	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

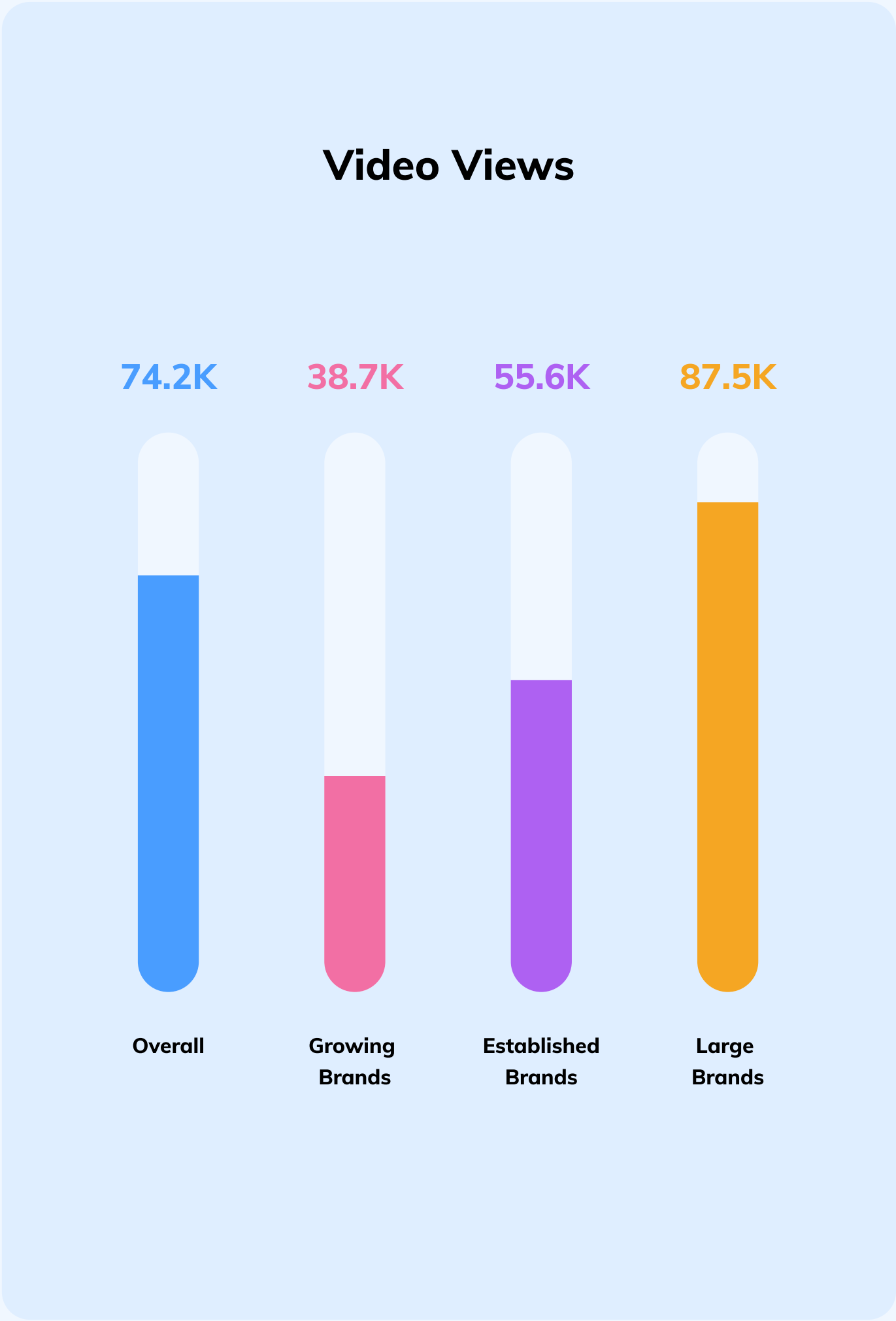
YouTube



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

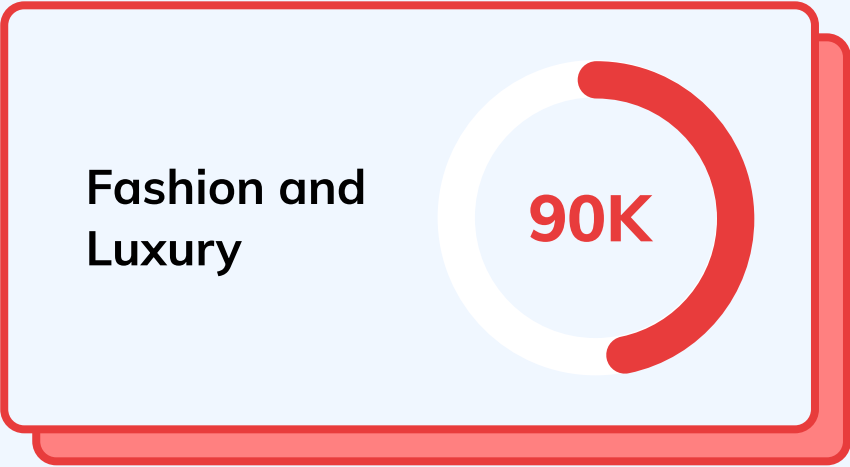
*Customer data only



Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares
Fashion and Luxury	199.2K	4	2.2%	676	37
Beauty	157.5K	4	1.7%	256	13
Retail	216.2K	3	0.6%	123	17
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
Children and Baby	999.7M	3	1.9%	399	30

Video Views



Beauty



Retail



CPG, Food and Beverage



Home



Media and Publishing

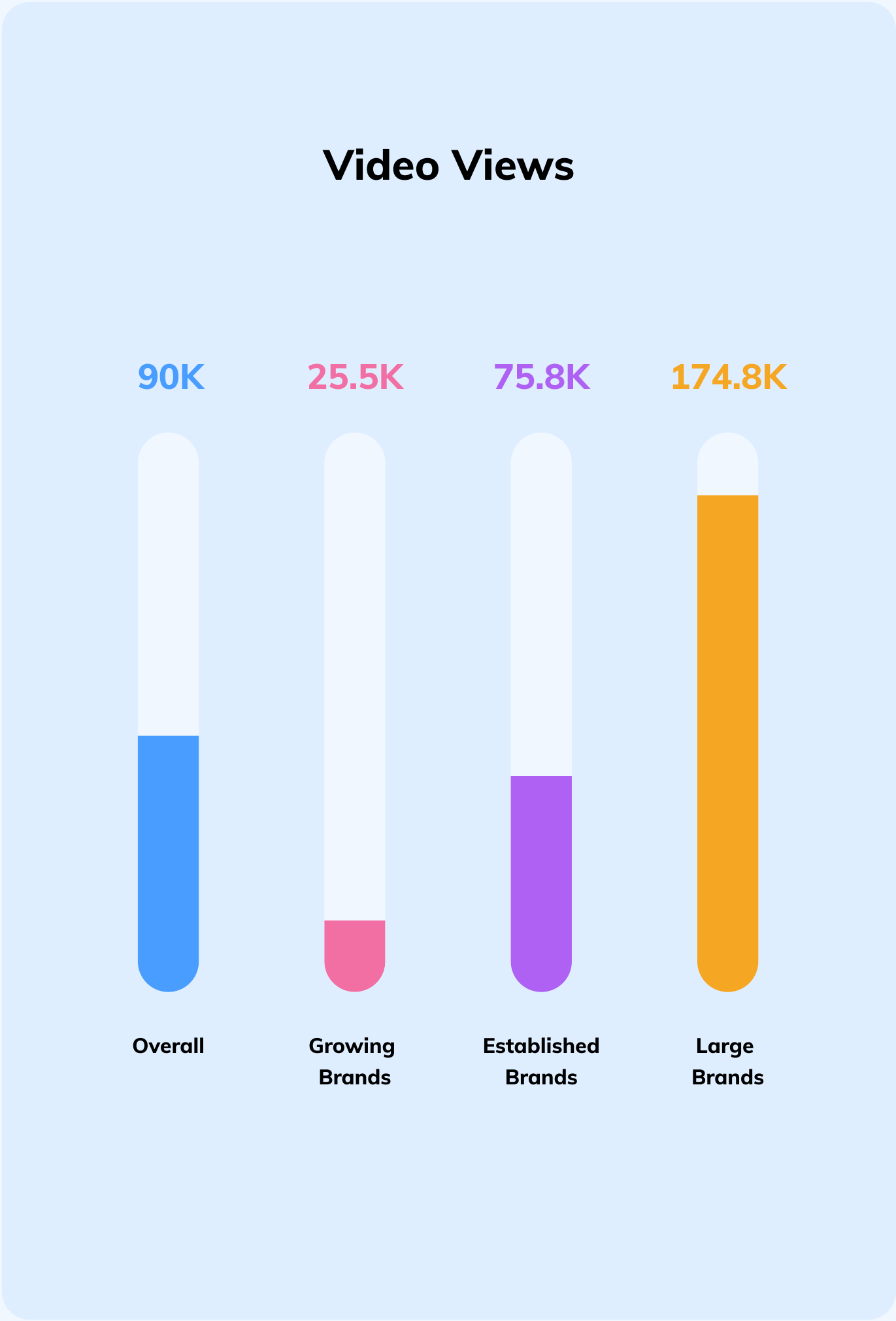


Children and Baby

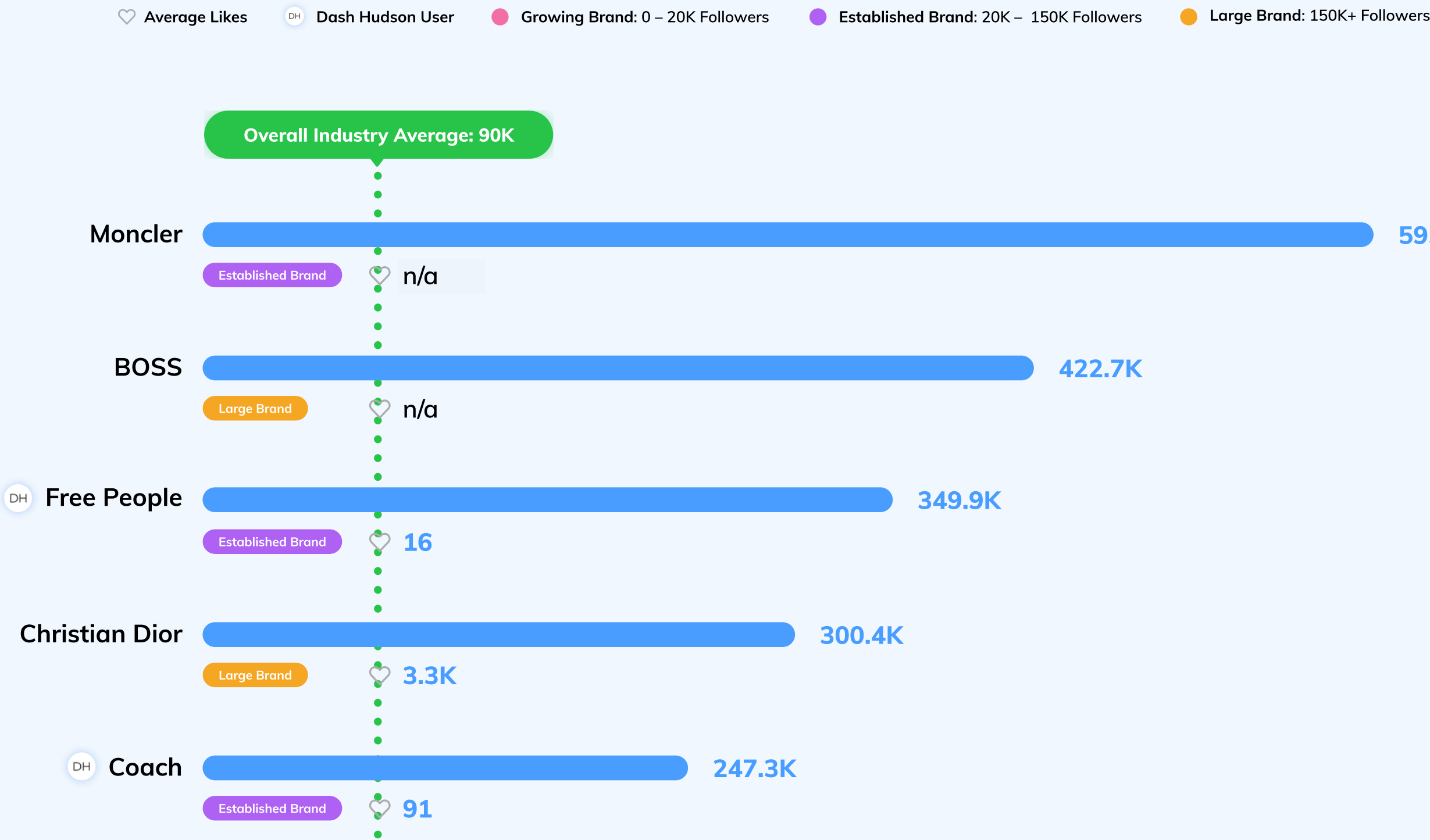
Fashion and Luxury Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares
Fashion and Luxury Overall	199.2K	4	2.2%	676	37
Growing Brands (0 – 20K Followers)	5.8K	2	1.6%	35	5
Established Brands (20K – 150K Followers)	80.4K	5	0.9%	233	20
Large Brands (150K+ Followers)	717.6K	3	5.1%	2.3K	182

*Customer data only



Top Fashion and Luxury Industry Performers by Overall Video Views



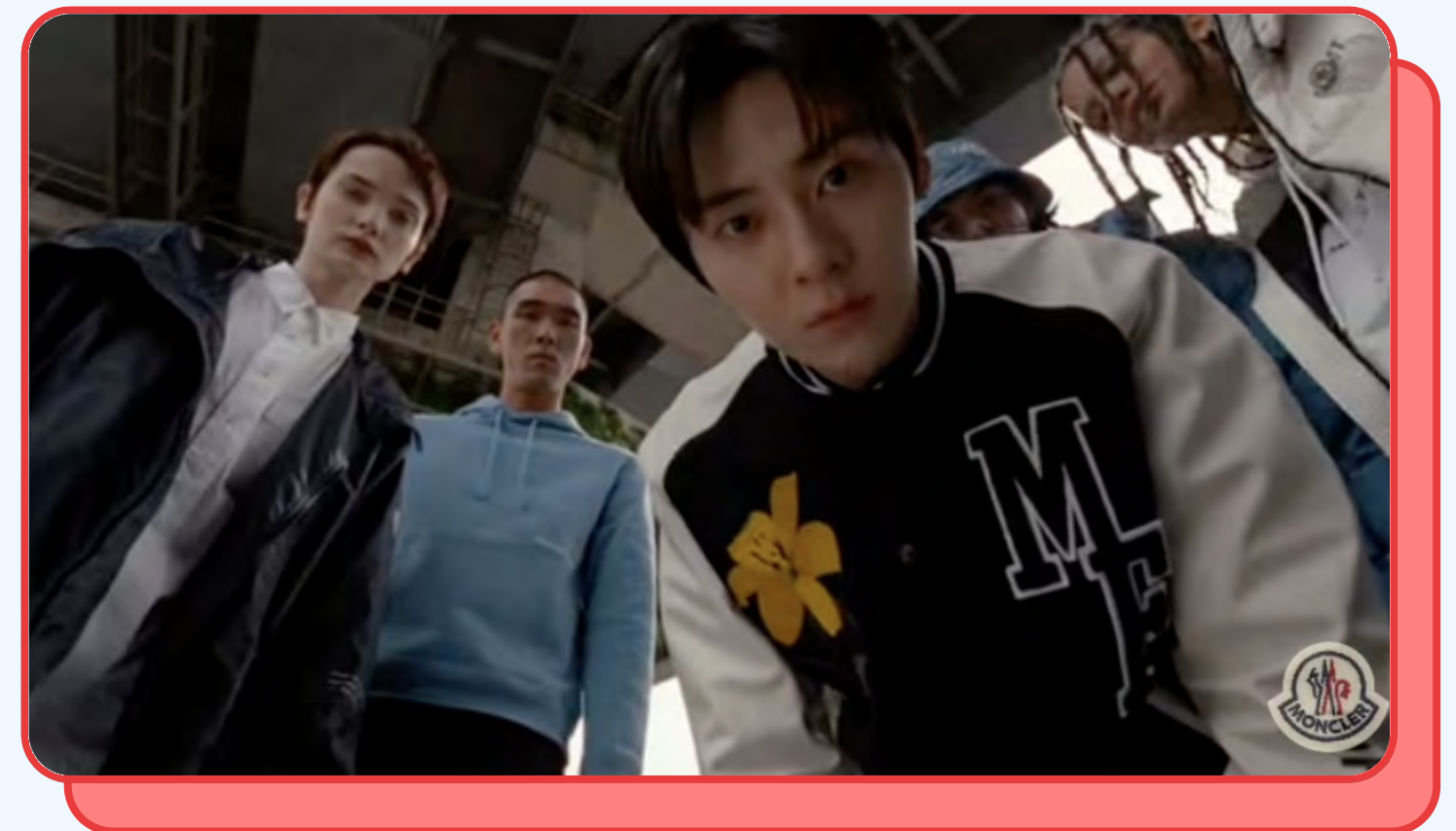
▶ AVERAGE VIDEO VIEWS AND INDUSTRY LEADERS

Hollywood Meets Social Entertainment



Moncler excels on YouTube with celebrity collaborations, showcasing its high-quality outerwear collections in campaigns with stunning visuals that resonate with adventurous fashion enthusiasts.

- ▶ Moncler earns **662%** more views than other Fashion and Luxury brands on average.



Top Fashion and Luxury Industry Performers by Percentage Viewed



Authentic Luxury in Everyday Life

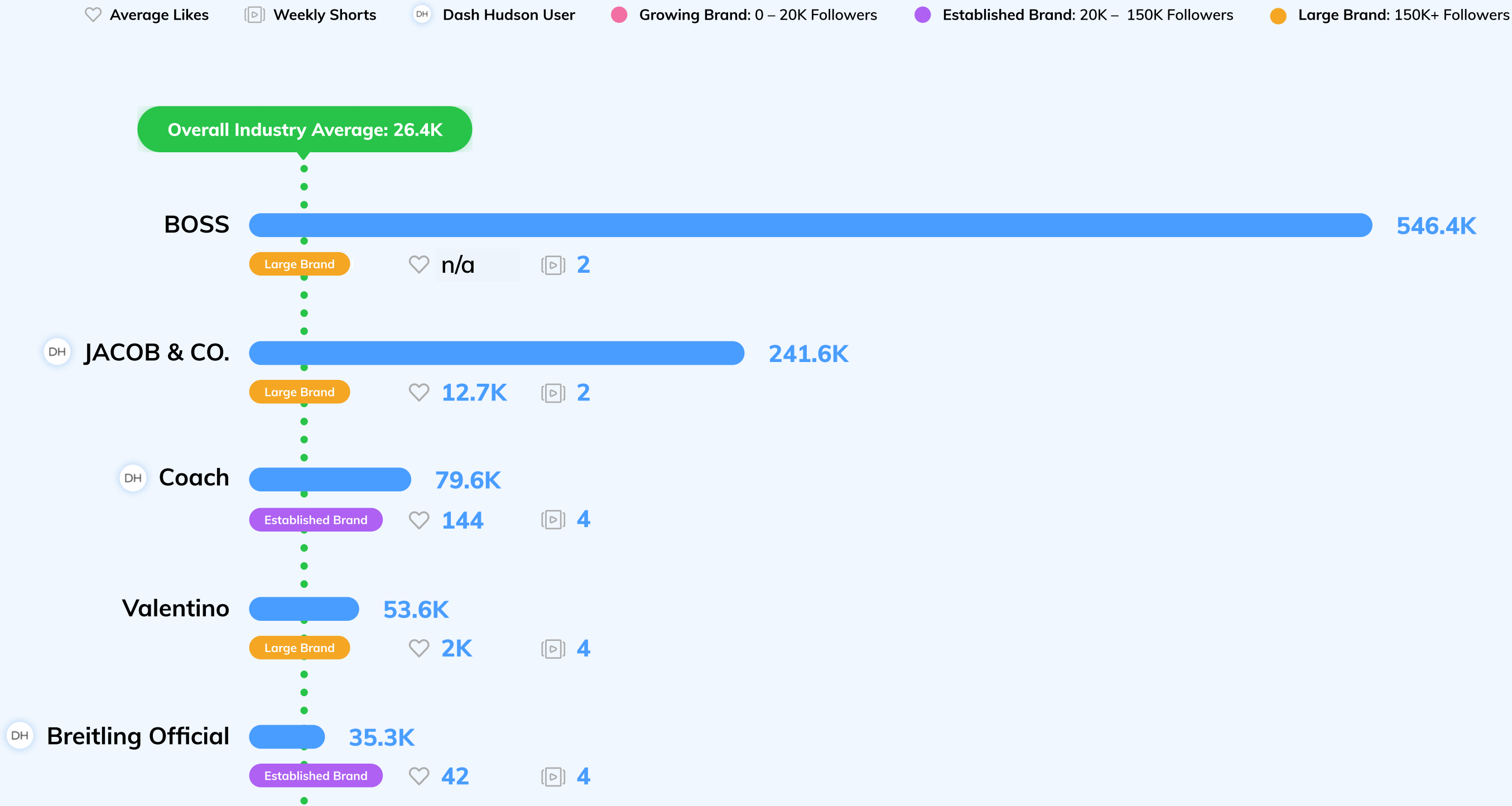
Mulberry

Mulberry has incorporated Shorts into its strategy, delivering authentic lifestyle footage demonstrating the role its high-quality luxury bags play in people's day-to-day lives.

- ▶ Mulberry's videos are viewed to **129%** completion on average, meaning that viewers typically watch more than once.



Top Fashion and Luxury Industry Performers by Shorts Video Views



Using Shorts for Entertaining Content Pillars

HUGO BOSS BOSS uses Shorts for a variety of content, including behind-the-scenes footage of its campaign shoots, highlight reels of its sporting events and celebrity interviews.

- ▶ BOSS's Shorts receive over **2,070%** more views than the Fashion and Luxury average.



What We Can Learn From Fashion and Luxury Brands’ Strategies

Leverage the Power of Creators and Celebrities

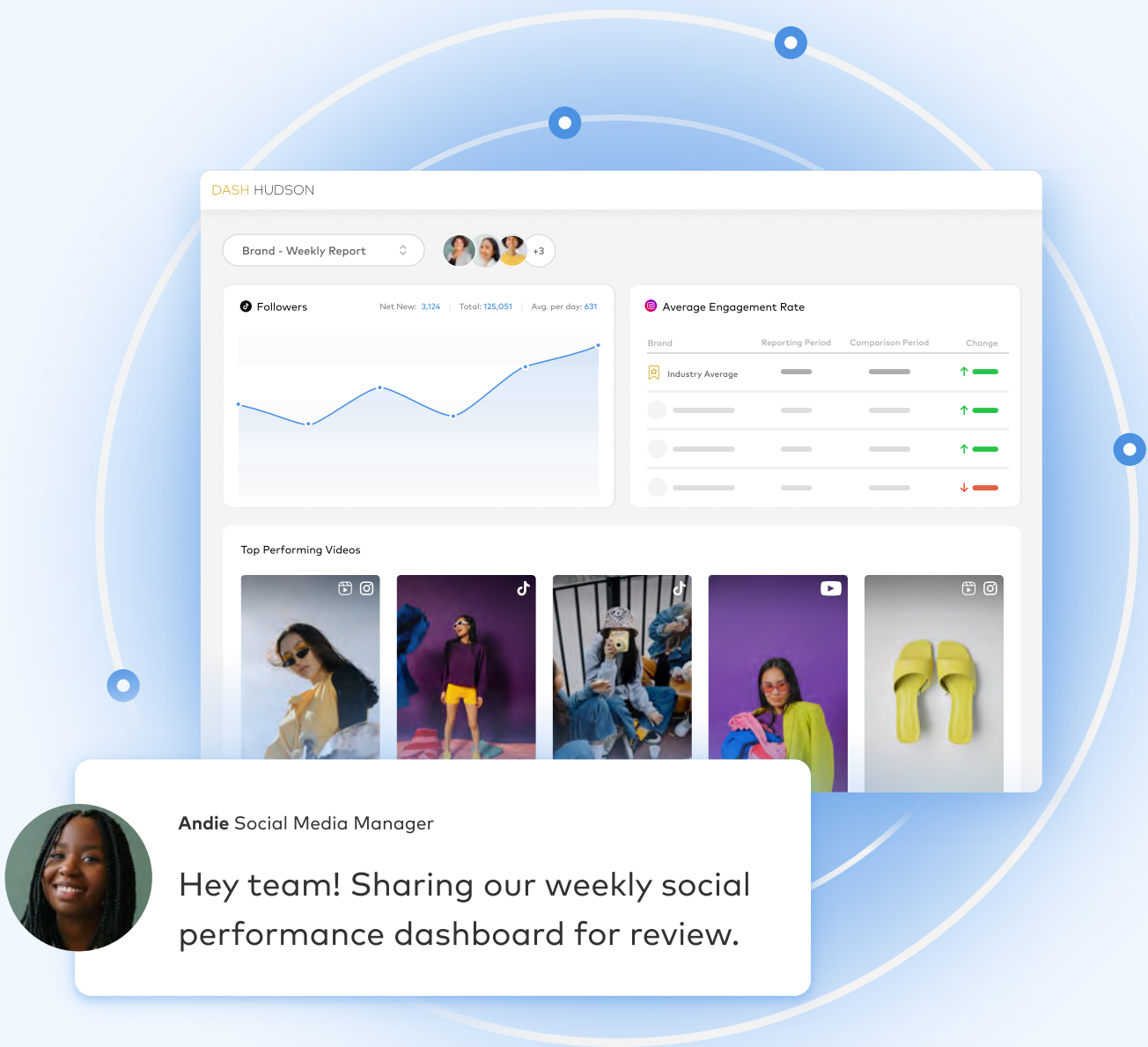
Social media users are far more likely to engage with content featuring trusted creators, particularly celebrities. UGC functions as both peer-to-peer entertainment and a testimonial, and it offers the opportunity for brands to expand their algorithmic reach when shared by creators.

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.



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.

AT A GLANCE

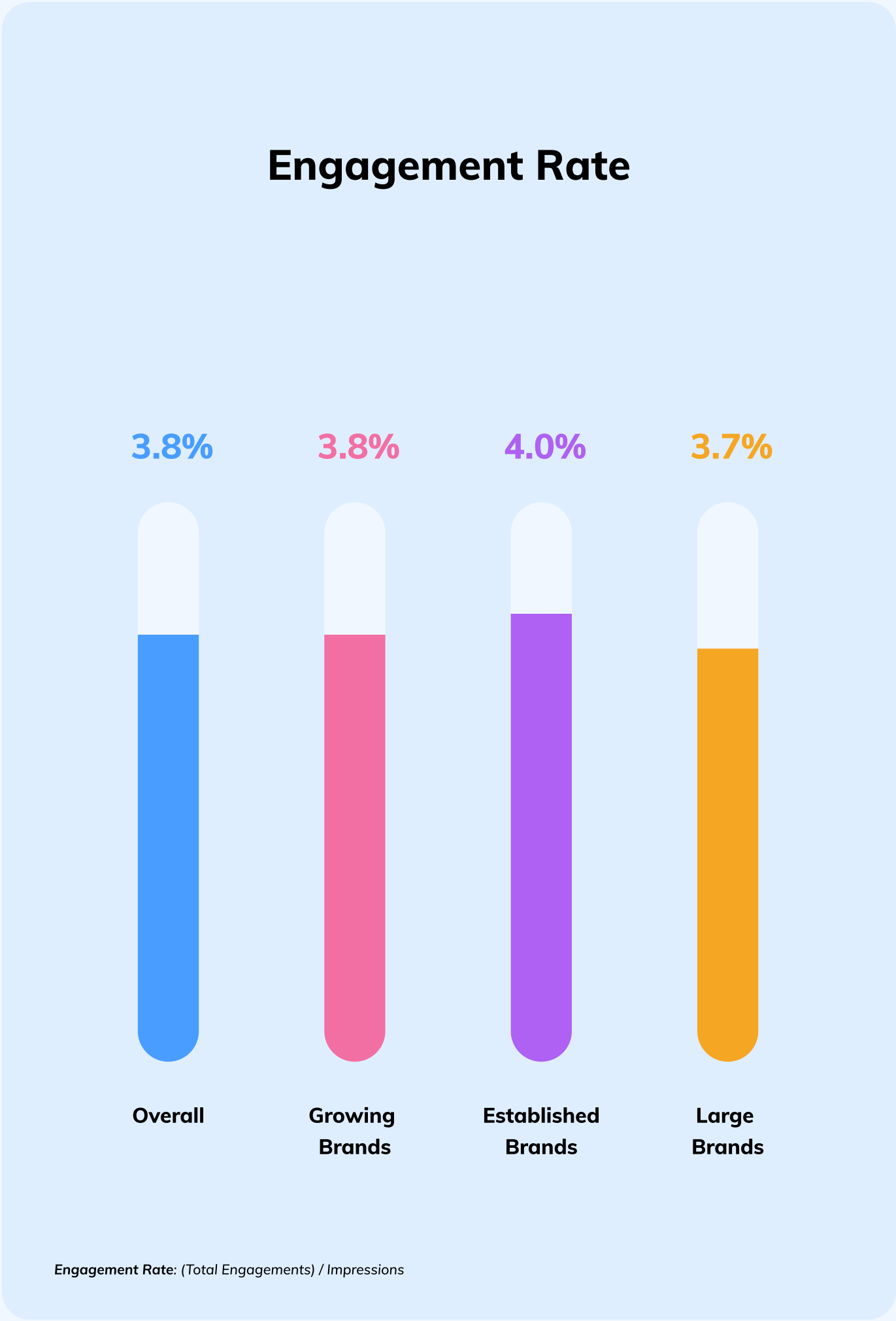
Facebook, Pinterest and X



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 <small>(0 – 100K Followers)</small>	39.9K	6	1.0%	6.2K	9.2%
Established Brands <small>(100K – 850K Followers)</small>	321.4K	22	0.3%	24.9K	6.2%
Large Brands <small>(850K+ Followers)</small>	3.6M	72	0.1%	68.1K	5.9%

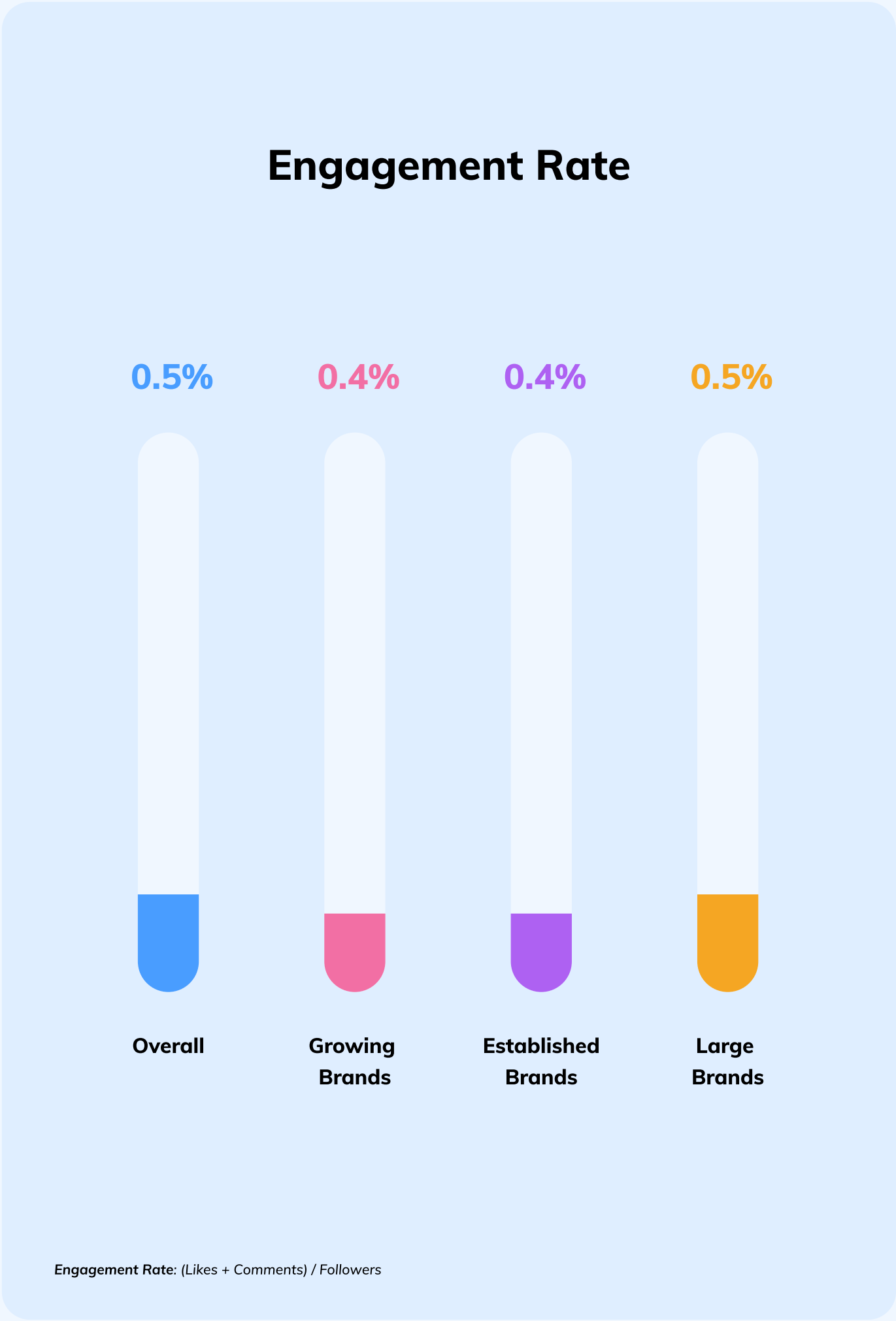
*Customer data only



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



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

