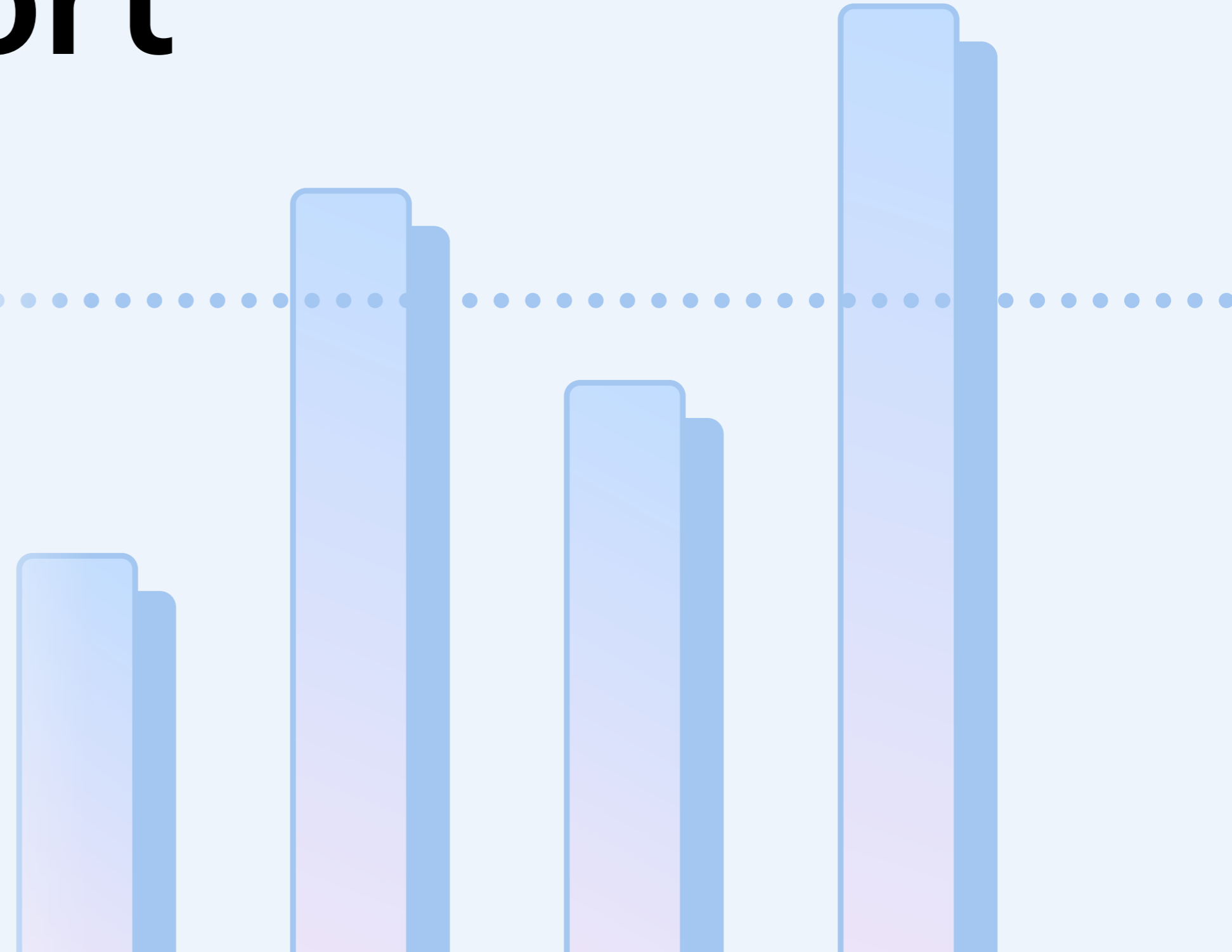


# 2023 Cross-Channel Benchmark Report

FASHION AND LUXURY INDUSTRY |   

DASH HUDSON



# Contents

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

# Benchmarking Performance

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

## Dash Hudson's Benchmarking Methodology

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

## KPIs

### Average Monthly Growth Rate

The average number of followers added on a monthly basis.

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

### Cross-Channel Engagement Rate

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

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

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

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

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

### Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

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

### Average Entertainment Score (TikTok and Instagram Reels)

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

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

### Average Engagement Rate (TikTok and Instagram)

The average Engagement each post receives.

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

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

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

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

### Average Number of Weekly Posts

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

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

### Average Video Views

The average number of views each video receives.

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

### Average Shares

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

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

### Average Comments

The average number of comments that each post receives.

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

### Retention Rate (TikTok)

The percentage of a video that people watched.

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

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

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

### Average Percentage Viewed (YouTube)

The average percentage of the selected video that people watched.

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

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

# Cross-Channel Trends

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

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

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

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

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

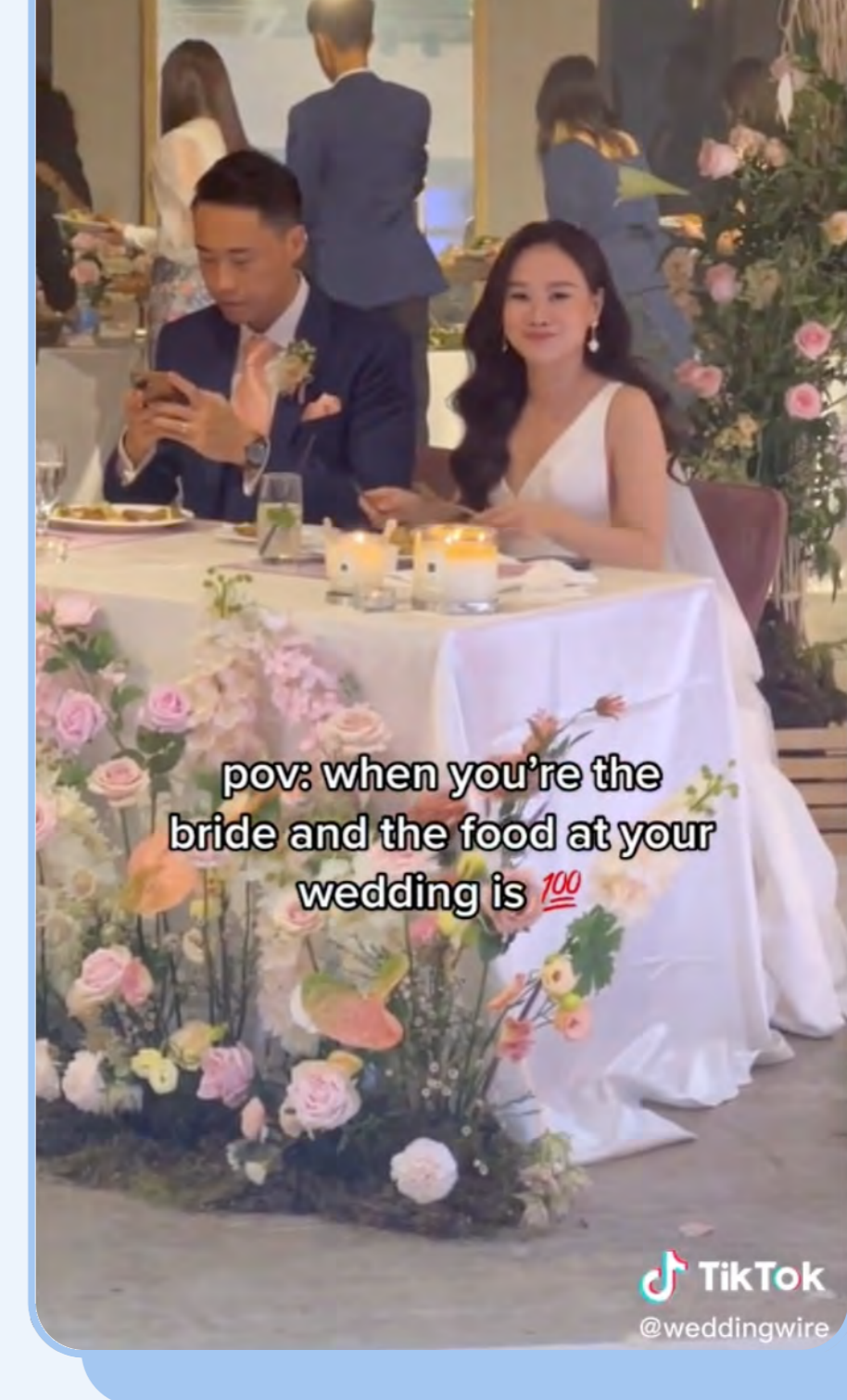
Media and Publishing earn the highest Engagement Rates, Reach, and Entertainment Scores of all industries. It continues to lead on TikTok and has surpassed Beauty on Instagram.

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

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

## YouTube Has the Largest Audience but the Lowest Average Weekly Posts

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



Source: [Wedding Wire](#)

### DASH HUDSON INSIGHT

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

# TikTok Trends

## A Greater Number of Followers Correlates With a Higher Engagement Rate

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

## Growing Brands Post Less, Which Could Impact Reach

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

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

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

## Engagement Rate Has Dropped Over the Last Year

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



Source: [Beis](#)

### DASH HUDSON INSIGHT

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

# Instagram Trends

## Reels Receive Higher Engagement Than Static Content on Instagram

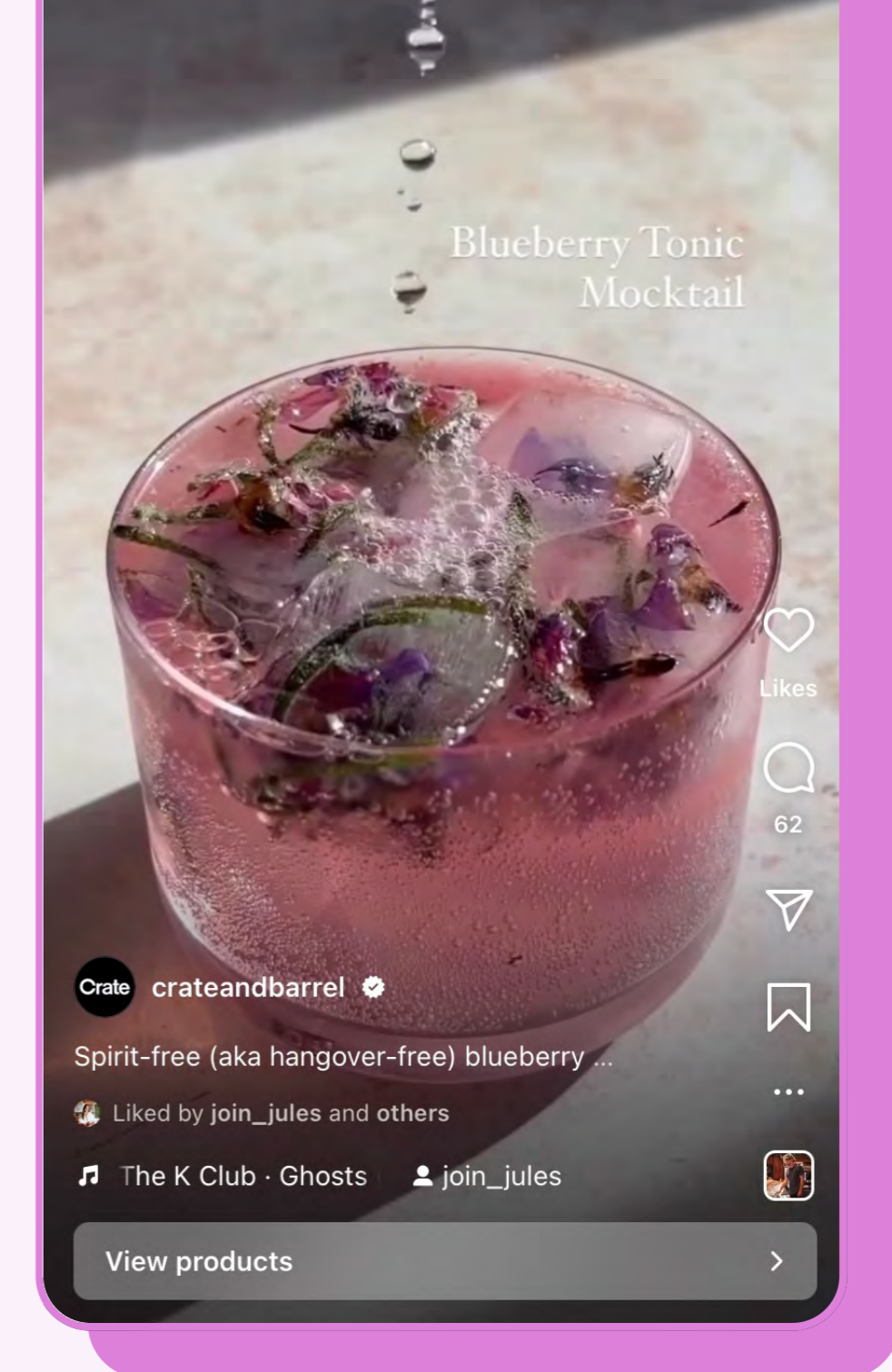
Instagram Reels are effective as they receive higher Engagement Rates (0.52%) than static and carousel content (0.46%) overall and across all industries — except for Media and Publishing.

## Conversation on Instagram Happens in the DMs

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

## Creators Drive Meaningful Engagement for Brands on Instagram

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



Source: [Crate and Barrel](#)

## ✦ DASH HUDSON INSIGHT

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

# YouTube Trends

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

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

## Shorts Receive Higher Engagement Than Long-form Videos

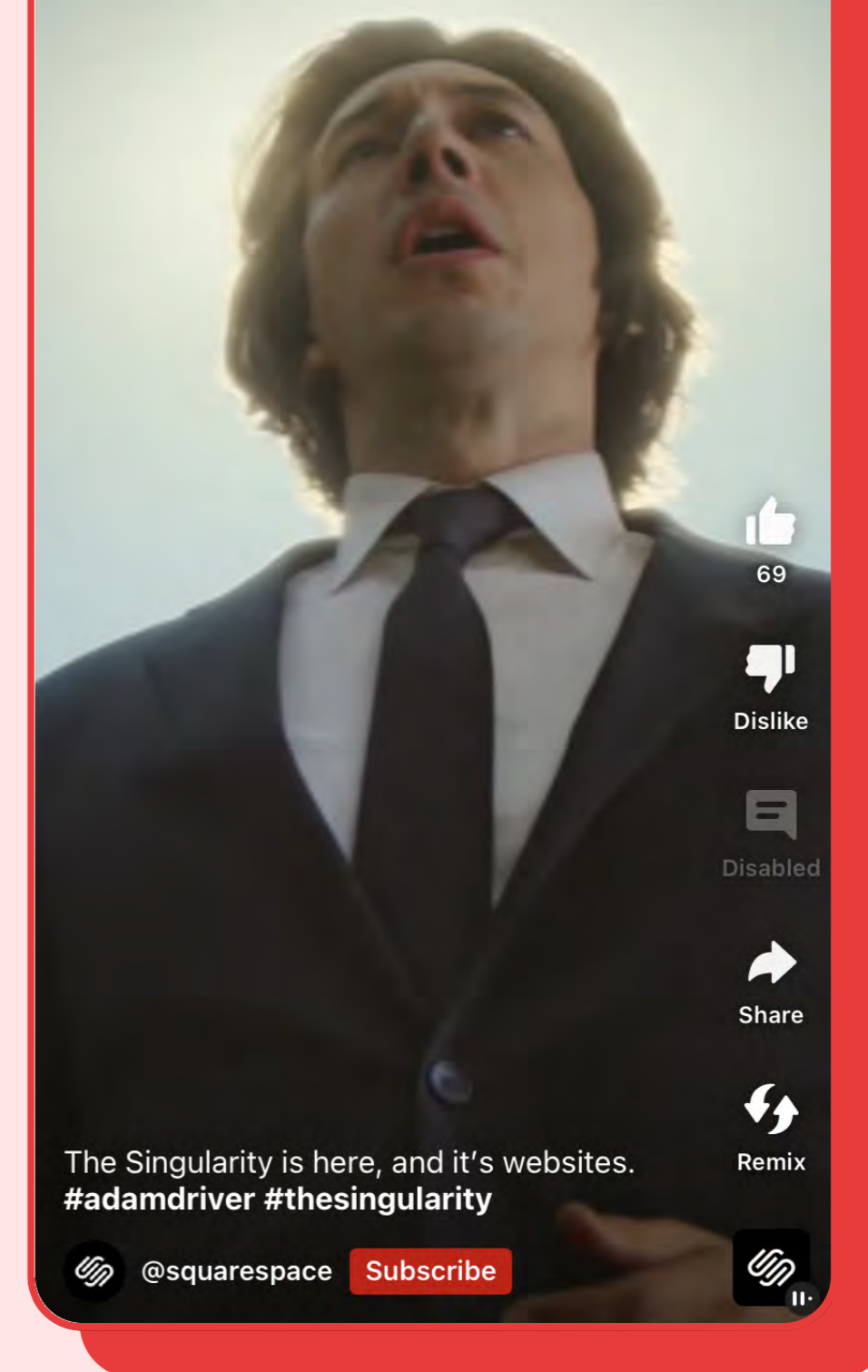
Shorts (3.7%) have an Engagement Rate of 20% higher than long-form videos (3.0%), proving short-form entertainment is more popular.

## Brands Are Still Slow To Adopt Shorts Into Their Strategy

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

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

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



Source: [Square Space](#)




### DASH HUDSON INSIGHT

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

OVERALL COMPARISON




# Across All Industries

## Overall Comparison of TikTok, Instagram and YouTube

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

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

## Overall Comparison of TikTok, Reels and Shorts

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

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

\*Customer data only



# Fashion and Luxury Brands Need To Increase Their Entertainment Value To Grow Engagement

- Fashion and Luxury has an Entertainment Score of 2.8/10, which is lower than all other industries. While the sector's carefully curated branding may have led to a slower transition to entertainment and short-form video, this only means that there is plenty of opportunity for brands to experiment with their identity.
- Fashion and Luxury continue to draw the highest number of Video Views due to high-profile collaborations, product launches, celebrity partnerships, and fashion weeks.
- YouTube shows promising results for smaller brands, with Video Views greater than their follower counts.

Average Fashion and Luxury Industry Engagement Rate  
2023 vs. 2022



3.7%

4.7% in 2022 (-1.0)



0.2%

0.4% in 2022 (-0.2)

The average Engagement Rate on TikTok for Fashion and Luxury is 3.7%, a decline of -1 year-over-year, which is to be expected as the channel matures. On Instagram, the industry has an average Engagement Rate of 0.2%. While there was a -0.2 decline from last year, this is a chance for brands to re-energize their audiences and reinvigorate their content.



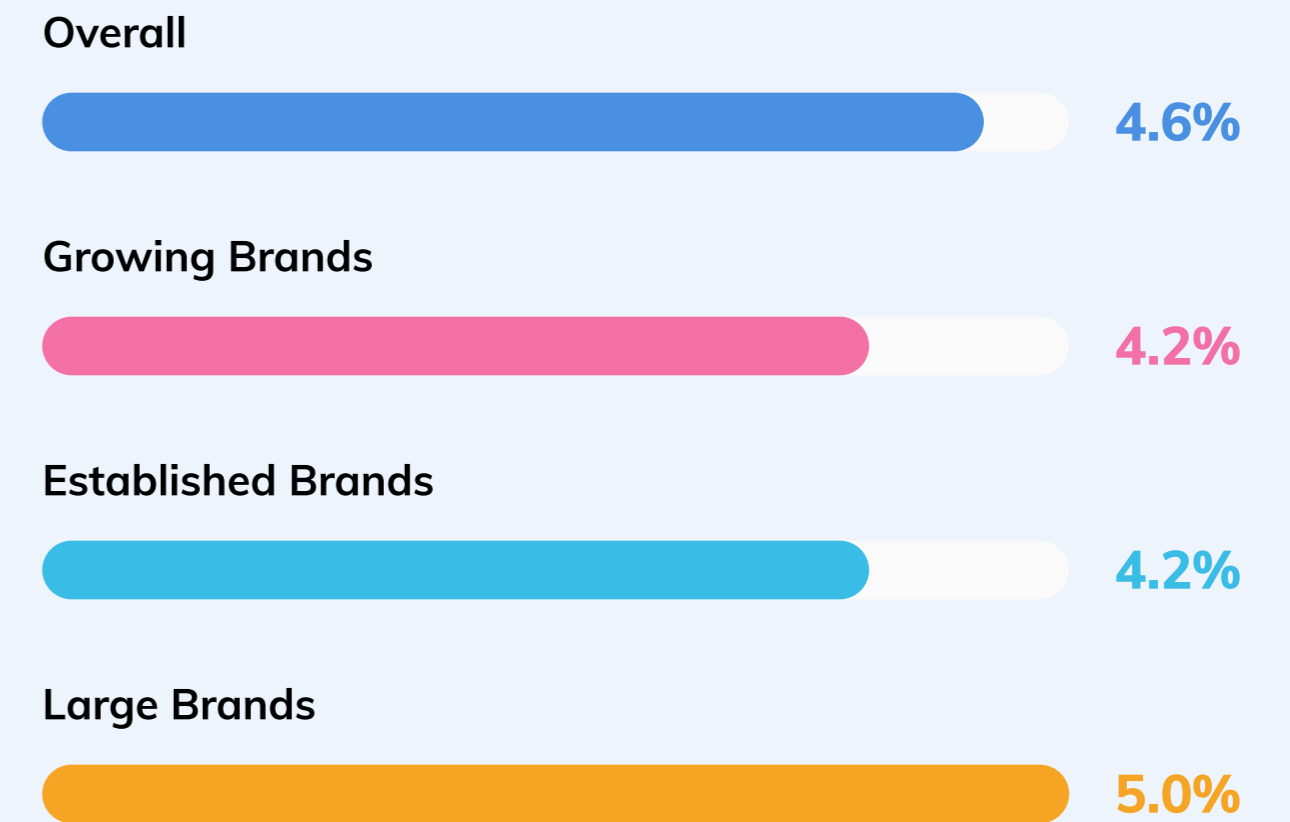
**🎵 AVERAGE TIKTOK PERFORMANCE**

# Across All Industries

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

\*Customer data only

## Engagement Rate



**AVERAGE TIKTOK PERFORMANCE**

# By Industry

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

\*Customer data only

## Engagement Rate



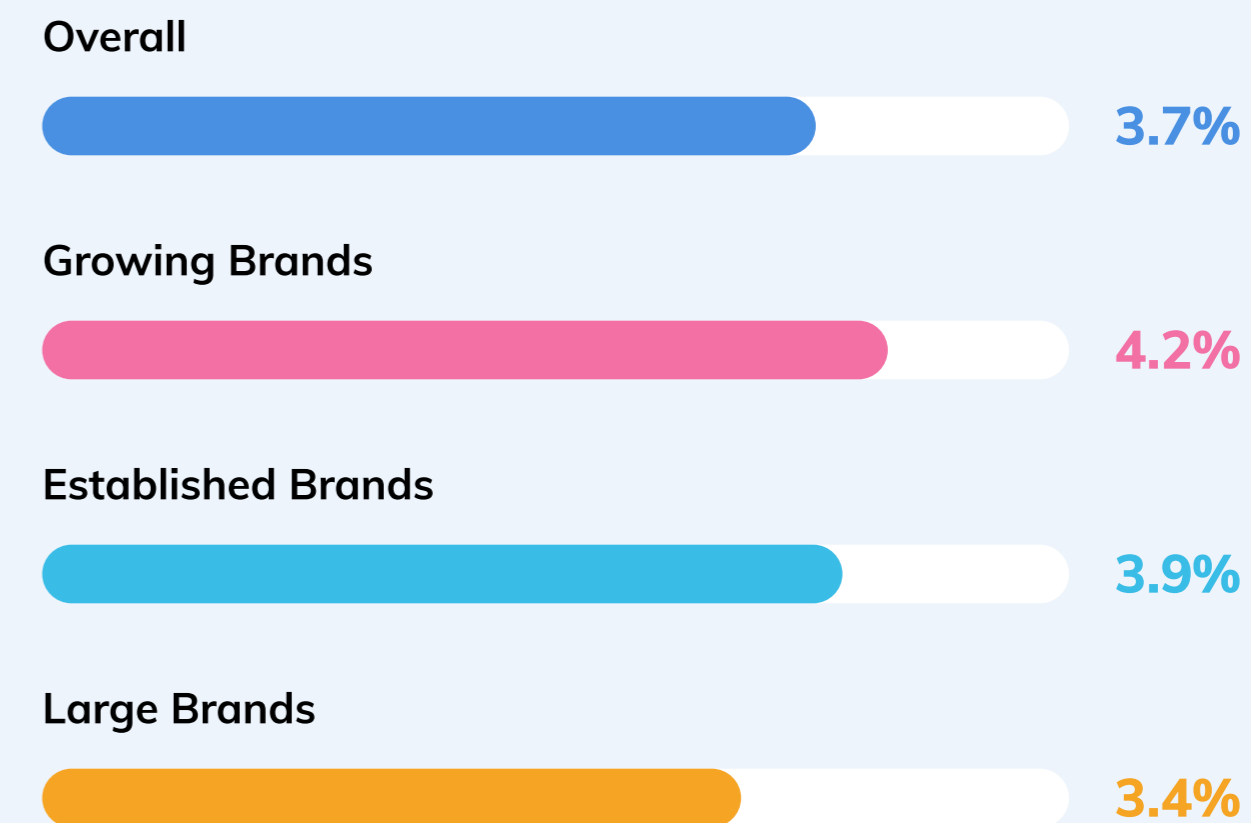
**AVERAGE TIKTOK PERFORMANCE**

# Fashion and Luxury Brands Industry-Wide

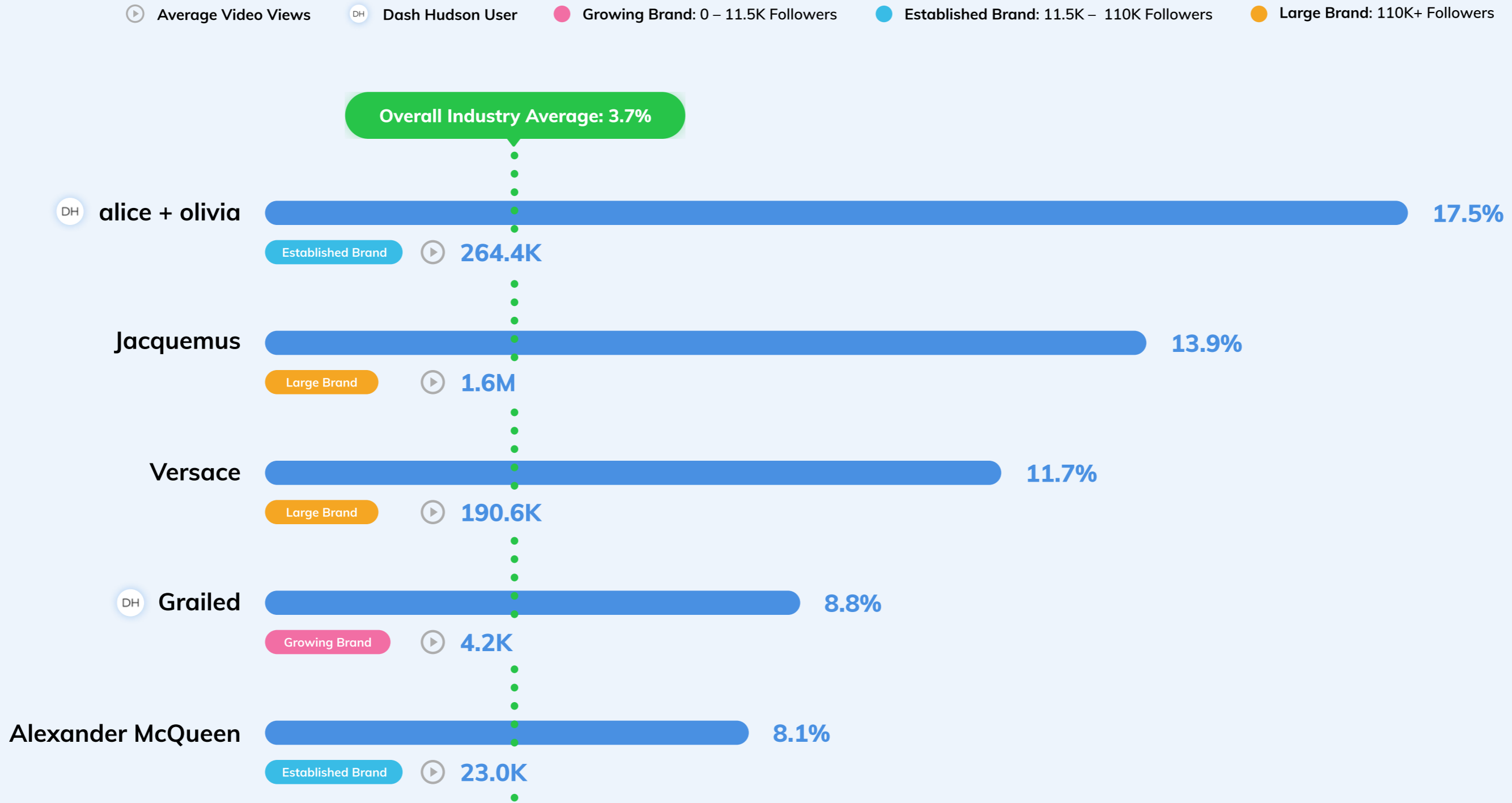
	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
<b>Fashion and Luxury Overall</b>	295,092	4	14.5%	162,536	106,251
<b>Growing Brands</b> <small>0 – 11.5K Followers</small>	5,974	2	19.4%	17,299	15,012
<b>Established Brands</b> <small>11.5K – 110K Followers</small>	41,670	4	16.6%	74,808	53,422
<b>Large Brands</b> <small>110K+ Followers</small>	606,605	4	5.5%	285,671	187,446

\*Customer data only

## Engagement Rate



# Top Overall Fashion and Luxury Industry Performers by Engagement Rate




# Deep Dives Into Top Performing Fashion and Luxury Brands

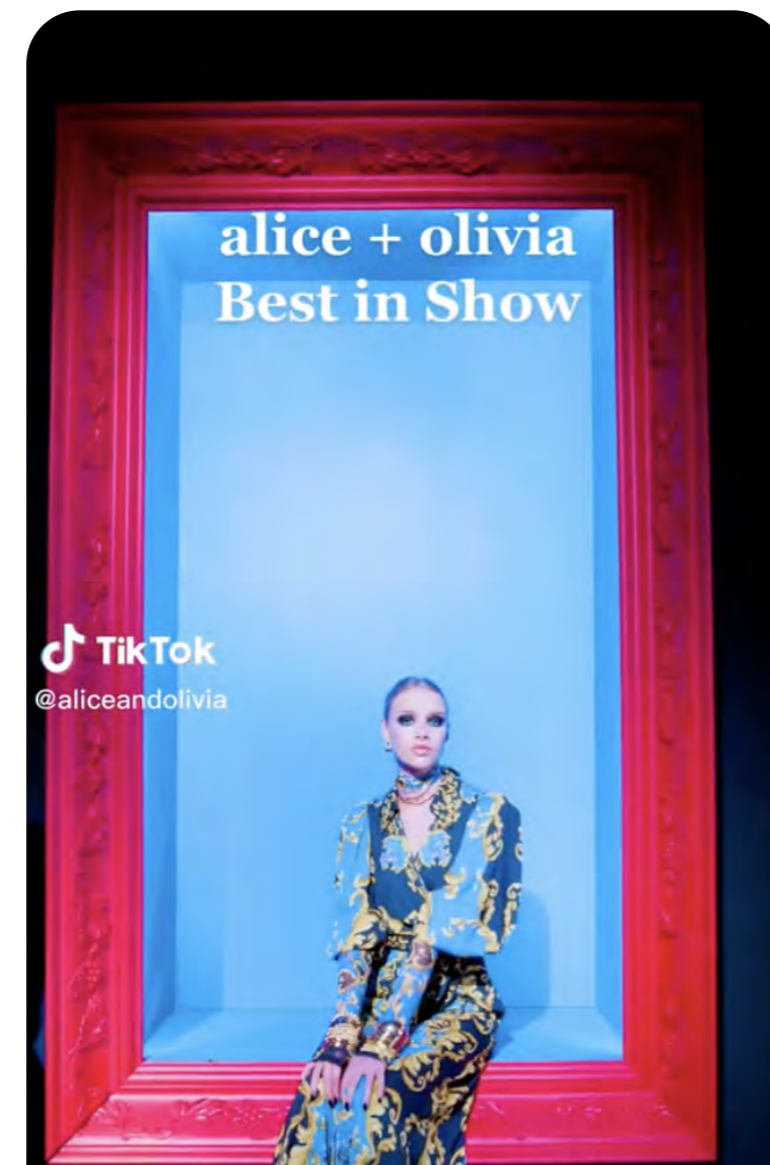
Established Brand

## alice + olivia

BY STACEY BENDET

TikTok is the perfect match for alice + olivia, a brand that leads with eye-catching fashion to stop scrollers in their tracks.


 alice + olivia outperforms the average Engagement Rate for Fashion and Luxury brands by **473%**.

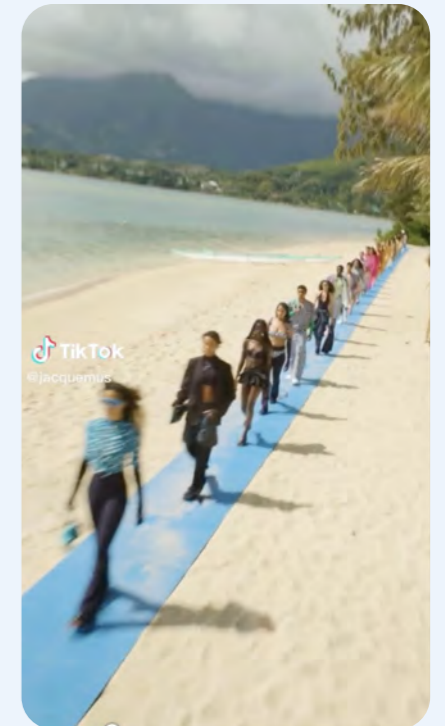


Large Brand

## JACQUEMUS

Jacquemus approaches TikTok with a personal touch from founder Simon Jacquemus, brilliantly intertwining his personal brand with campaign shoots.


 Jacquemus outperforms the average Engagement Rate for Fashion and Luxury brands by **376%**.

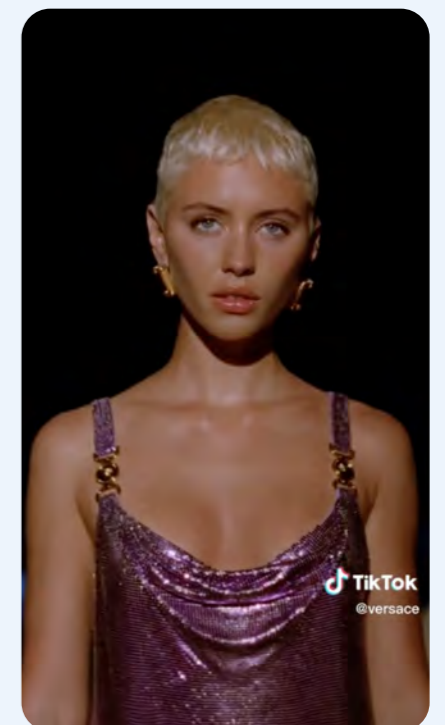


Large Brand

## VERSACE

Versace keeps its TikTok content hi-fi with campaign footage optimized for vertical video and sharply edited runway footage.

 Versace outperforms the average Engagement Rate for Fashion and Luxury brands by **316%**.



**AVERAGE ENTERTAINMENT SCORE AND INDUSTRY LEADERS**

# Winning Formulas for Creating Entertaining TikTok Content

**alice + olivia**  
BY STACEY BENDET

alice + olivia made full use of TikTok's swift format to showcase its kyrie skort in a rapid-fire sequence that succeeded in captivating viewers on the For You page. Short, attention-grabbing content tends to earn the highest Engagement Rates.

**Entertainment Score: 9.9/10**

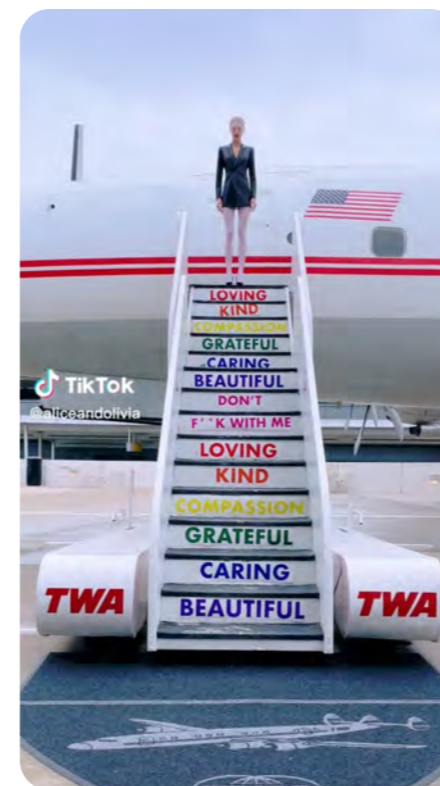
Compared to the Fashion and Luxury industry average of 2.8, and alice + olivia's own average of 8.0.

**Engagement Rate: 33.9%**

Compared to the Fashion and Luxury industry average of 3.7%, and alice + olivia's own average of 17.5%.

**Retention Rate: 69.2%**

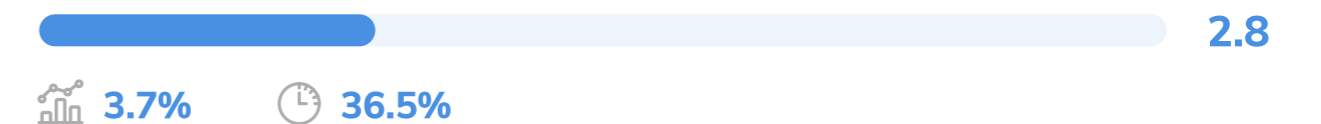
Compared to the Fashion and Luxury industry average of 36.5% and alice + olivia's own average of 44.8%.



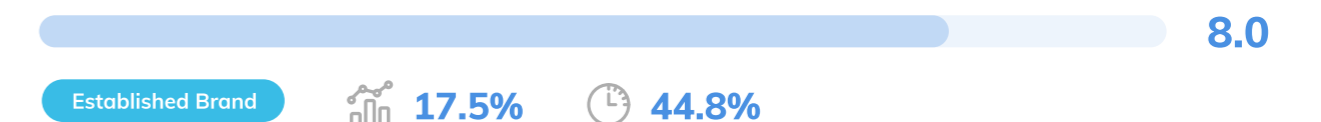
## Top Overall Fashion and Luxury Industry Performers by Entertainment Score

**Average Engagement Rate**      **Average Retention Rate**

**Overall Average**



**alice + olivia**



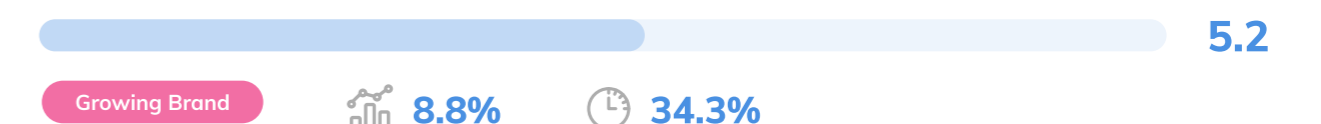
**Son de Flor**



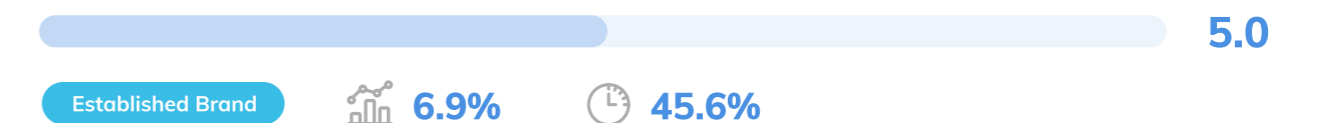
**Kendra Scott**



**Grailed**



**Supré**







**Instagram**

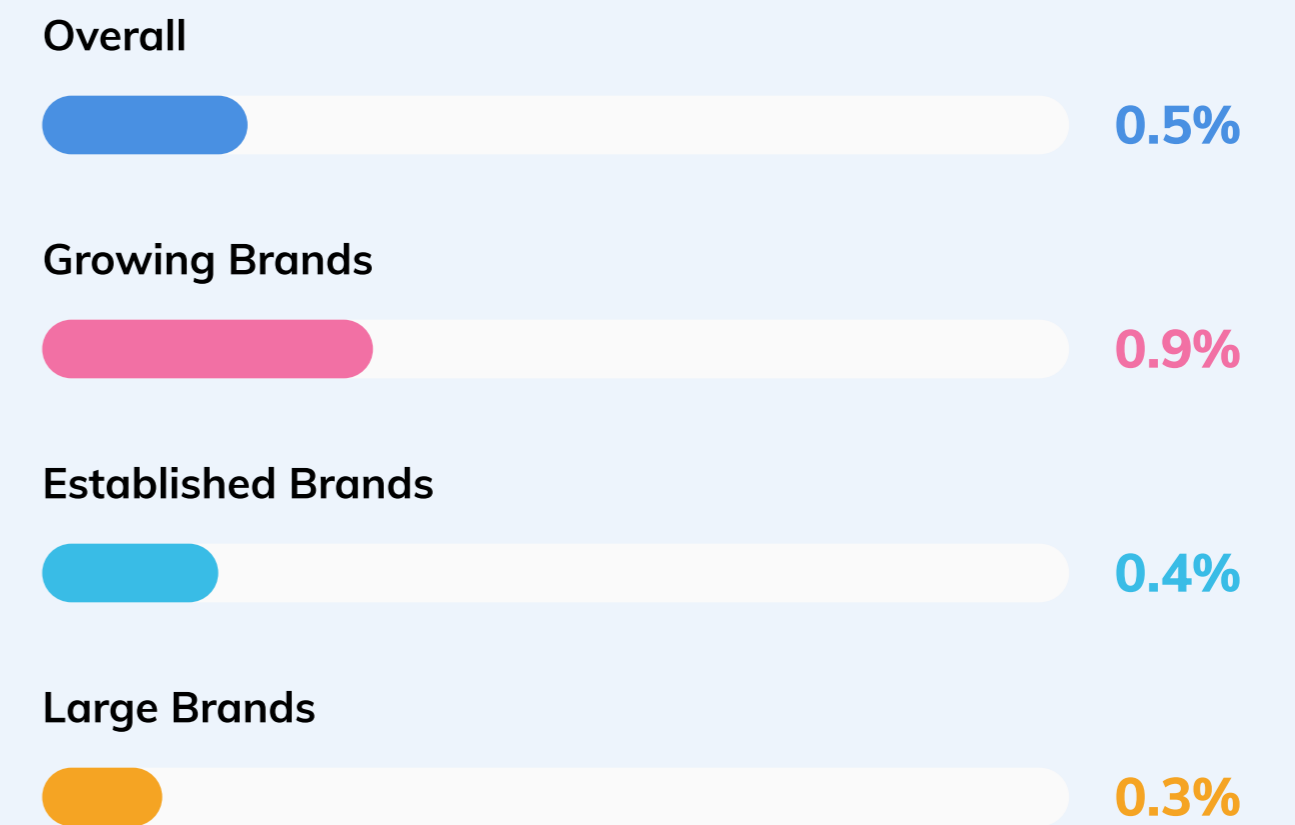
 AVERAGE INSTAGRAM PERFORMANCE

# Across All Industries

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

\*Customer data only

## Engagement Rate



 AVERAGE INSTAGRAM PERFORMANCE

## By Industry

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Fashion and Luxury	3,203,580	3	7	0.7%	69,826
Beauty	2,627,118	4	4	0.6%	89,684
Retail	2,203,773	3	6	0.5%	58,906
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	14	0.6%	266,779

\*Customer data only

## Engagement Rate



 AVERAGE INSTAGRAM PERFORMANCE

# Fashion and Luxury Brands Industry-Wide

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
<b>Fashion and Luxury Overall</b>	3,203,580	3	7	0.7%	69,826
<b>Growing Brands</b> 0 – 190K Followers	109,518	2	5	0.7%	8,184
<b>Established Brands</b> 190K – 1.1M Followers	553,380	4	7	0.8%	35,749
<b>Large Brands</b> 1.1M+ Followers	5,722,547	4	8	0.7%	122,183

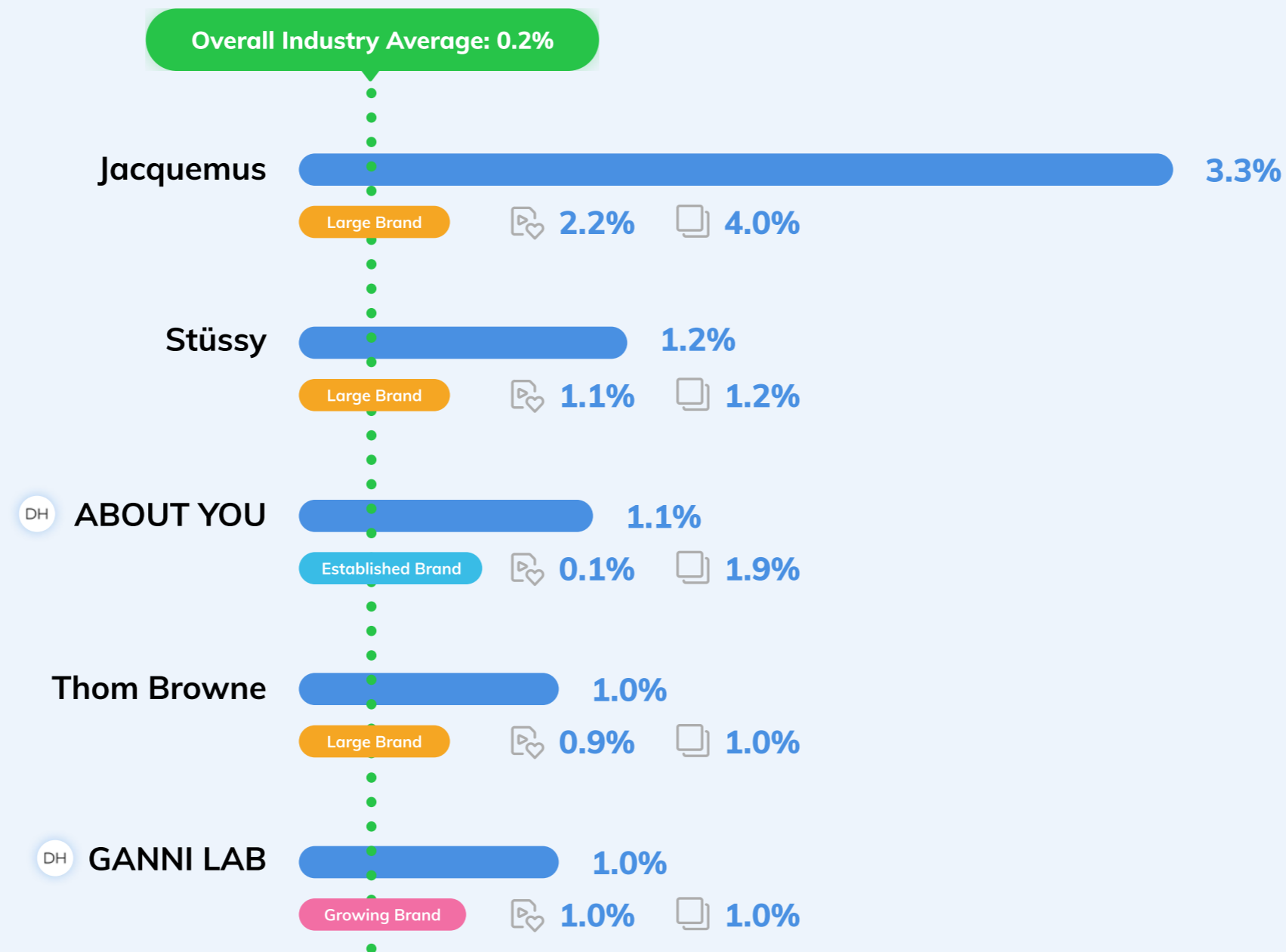
\*Customer data only

## Engagement Rate



# Top Overall Fashion and Luxury Industry Performers by Engagement Rate

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




# Deep Dives Into Top Performing Fashion and Luxury Brands

Large Brand

## JACQUEMUS

Jacquemus proves that static content performs extraordinarily well when focusing on what makes the brand unique.


 Jacquemus outperforms the average Engagement Rate for Fashion and Luxury brands by **1,650%**.

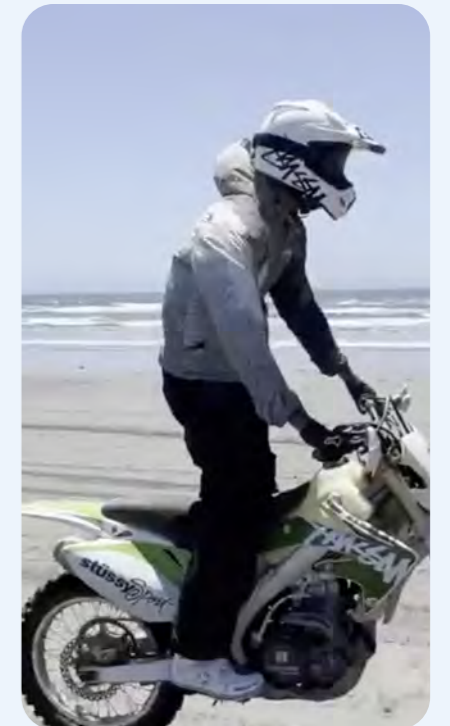


Large Brand



Stüssy returns as an Instagram top performer. Its feed contains nonstop excitement, with high-profile collaborations and footage of athletes in action.


 Stüssy outperforms the average Engagement Rate for Fashion and Luxury brands by **600%**.

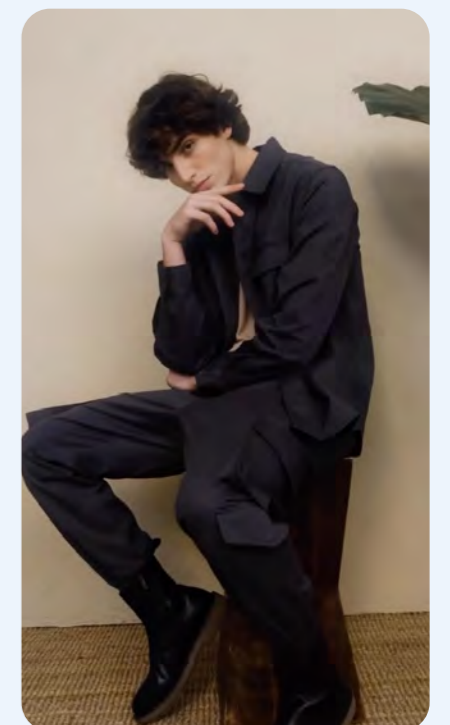


Established Brand

## ABOUT YOU<sup>®</sup>

ABOUT YOU takes advantage of the dynamicism that video content offers to show off its signature looks in fun ways, including behind-the-scenes photoshoots.

 ABOUT YOU outperforms the average Engagement Rate for Fashion and Luxury brands by **550%**.



 AVERAGE ENTERTAINMENT SCORE AND INDUSTRY LEADERS

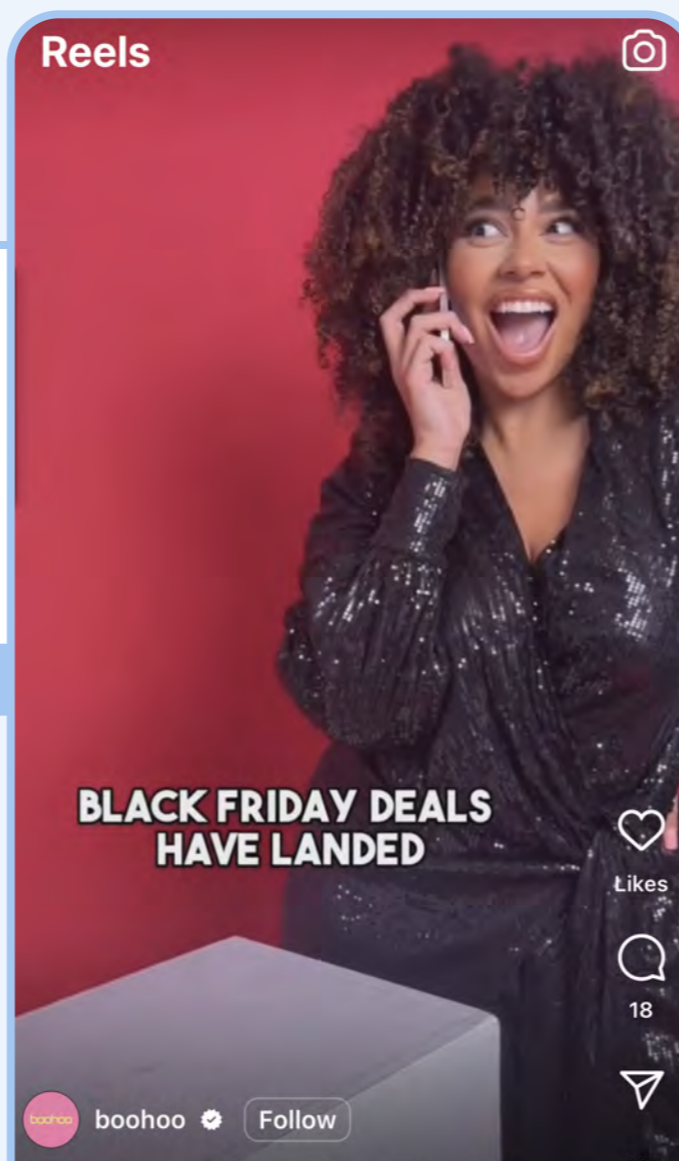
# The Best Strategies for Creating Entertaining Reels Content

boohoo

Sometimes simple content works best, as boohoo proved with its Black Friday promo, which cut through the noise on social media with its relatable excitement and call-to-action for viewers to get the inside scoop on upcoming discounts. Followers love a feeling of exclusivity, and debuting new offers on social media incentivizes them to keep up with your brand.

Entertainment Score: **9.9/10**

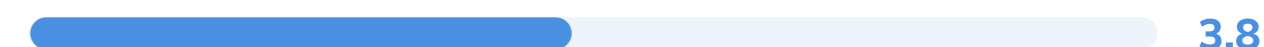
Compared to the Fashion and Luxury industry average of **3.8**, and boohoo's own average of **9.4**.



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

 Average Video Views (Reels)

Overall Average



 105.8K

boohoo



Large Brand  42.8K

Jacob & Co.



Large Brand  276.7K

PrettyLittleThing



Growing Brand  134.3K

Thom Browne



Large Brand  68.6K

HELMUT LANG



Established Brand  215

Customer data only


 AVERAGE RELATIONSHIP INDUSTRY BENCHMARKS

# Across All Industries

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

Customer data only



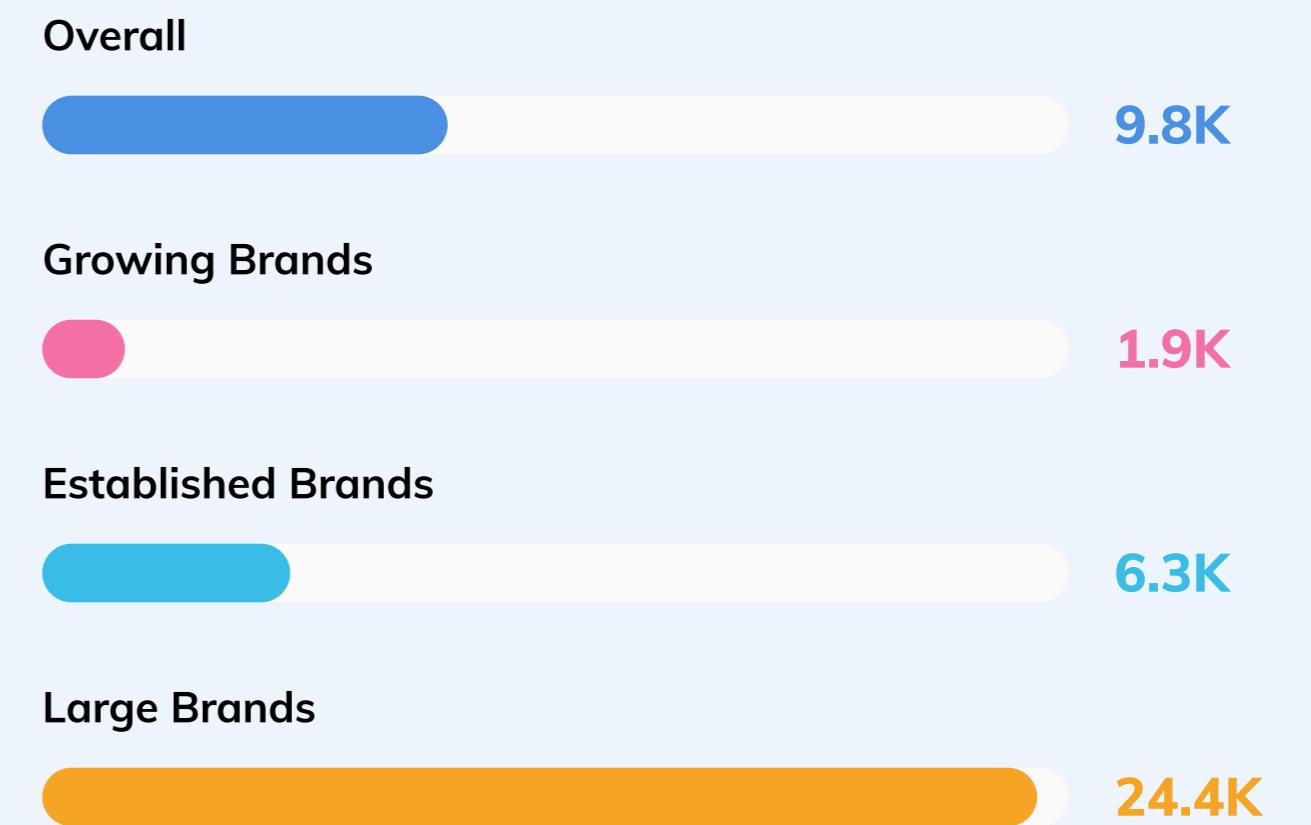
 AVERAGE INSTAGRAM STORIES PERFORMANCE

# Across All Industries

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

\*Customer data only

## Reach





**▶ AVERAGE YOUTUBE PERFORMANCE**

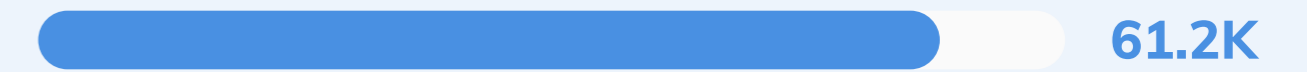
# Across All Industries

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

\*Customer data only

## Video Views

Overall



Growing Brands



Established Brands



Large Brands



**▶ AVERAGE YOUTUBE PERFORMANCE**

# By Industry

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

\*Customer data only

## Video Views



**▶ AVERAGE YOUTUBE PERFORMANCE**

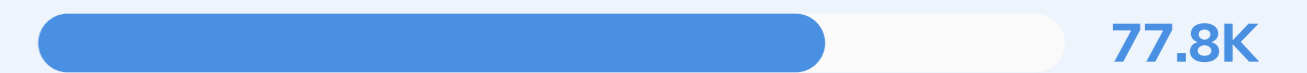
# Fashion and Luxury Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes
<b>Fashion and Luxury Overall</b>	244,960	1	1.7%	9	229
<b>Growing Brands</b> <small>0 – 20K Followers</small>	7,685	1	1.9%	1	22
<b>Established Brands</b> <small>20K – 150K Followers</small>	74,373	1	1.3%	8	134
<b>Large Brands</b> <small>150K+ Followers</small>	757,918	2	n/a	21	589

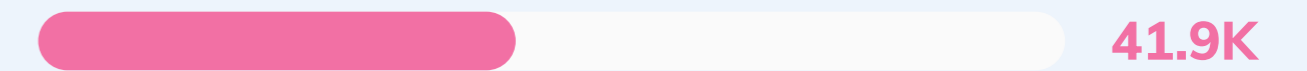
\*Customer data only

## Video Views

### Overall



### Growing Brands



### Established Brands



### Large Brands



▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

# Top Overall Fashion and Luxury Industry Performers by Video Views

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



▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

## Leveraging Short Content for Maximum Engagement



Omega's YouTube strategy capitalizes on celebrity partnerships and popular culture, positioning the brand as aspirational, yet relatable. Most of its content is less than a minute long, making it easy for viewers to watch to completion.

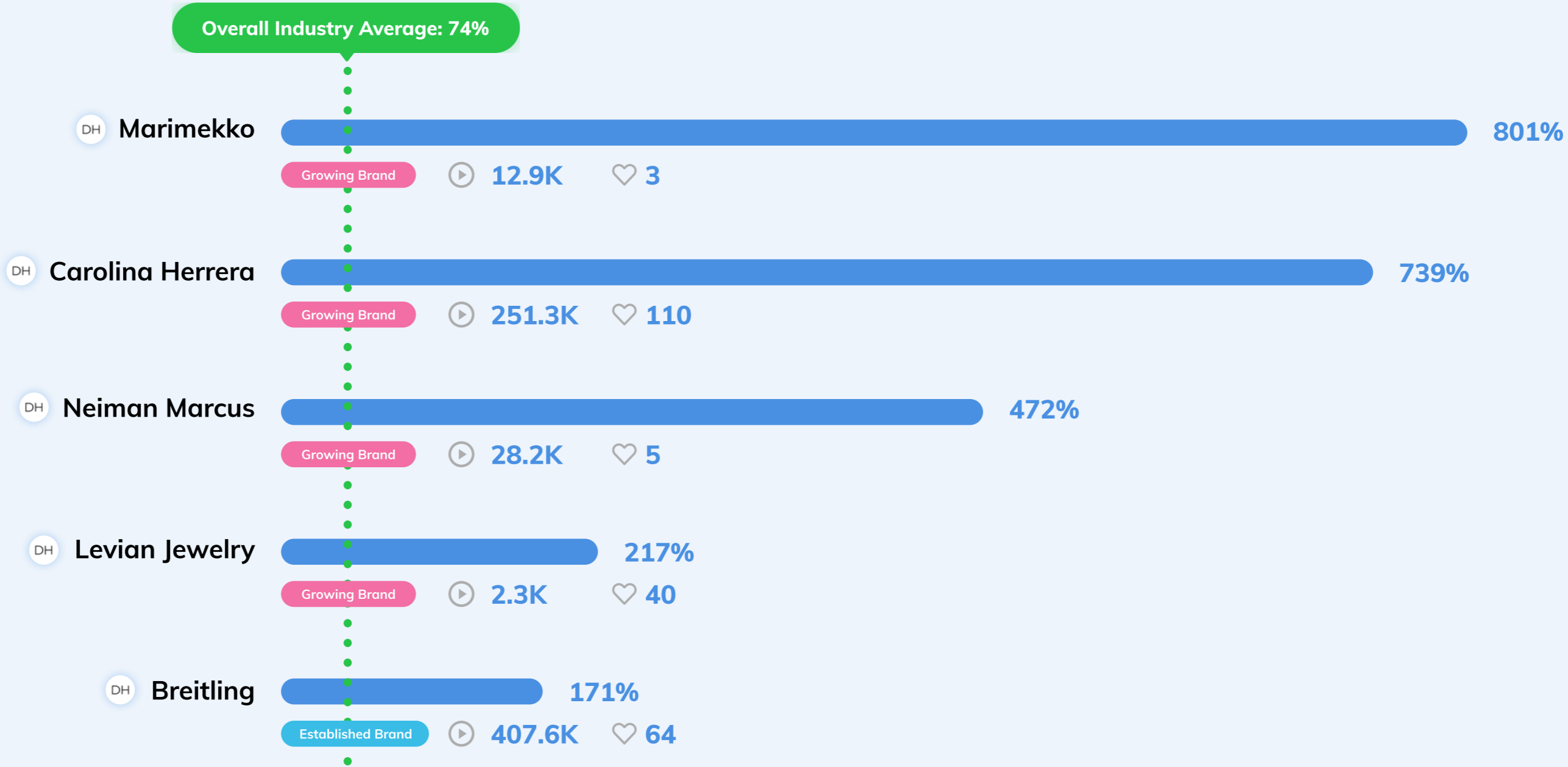
▶ Omega earns views **125x** higher than the industry average.



**AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS**

# Top Overall Fashion and Luxury Industry Performers by Percentage Viewed

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



Customer data only



▶ AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

## Behind-the-Scenes Access to Fashion Campaigns



Carolina Herrera uses a mix of long-form videos and Shorts in its campaigns. The brand also uses YouTube to share behind-the-scenes footage of its latest collections.

- ▶ On average, Carolina Herrera's videos are watched **7** times by each viewer.



# What We Can Learn From Fashion and Luxury Brands' Cross-Channel Strategies

## Successful Brands Are Entertaining

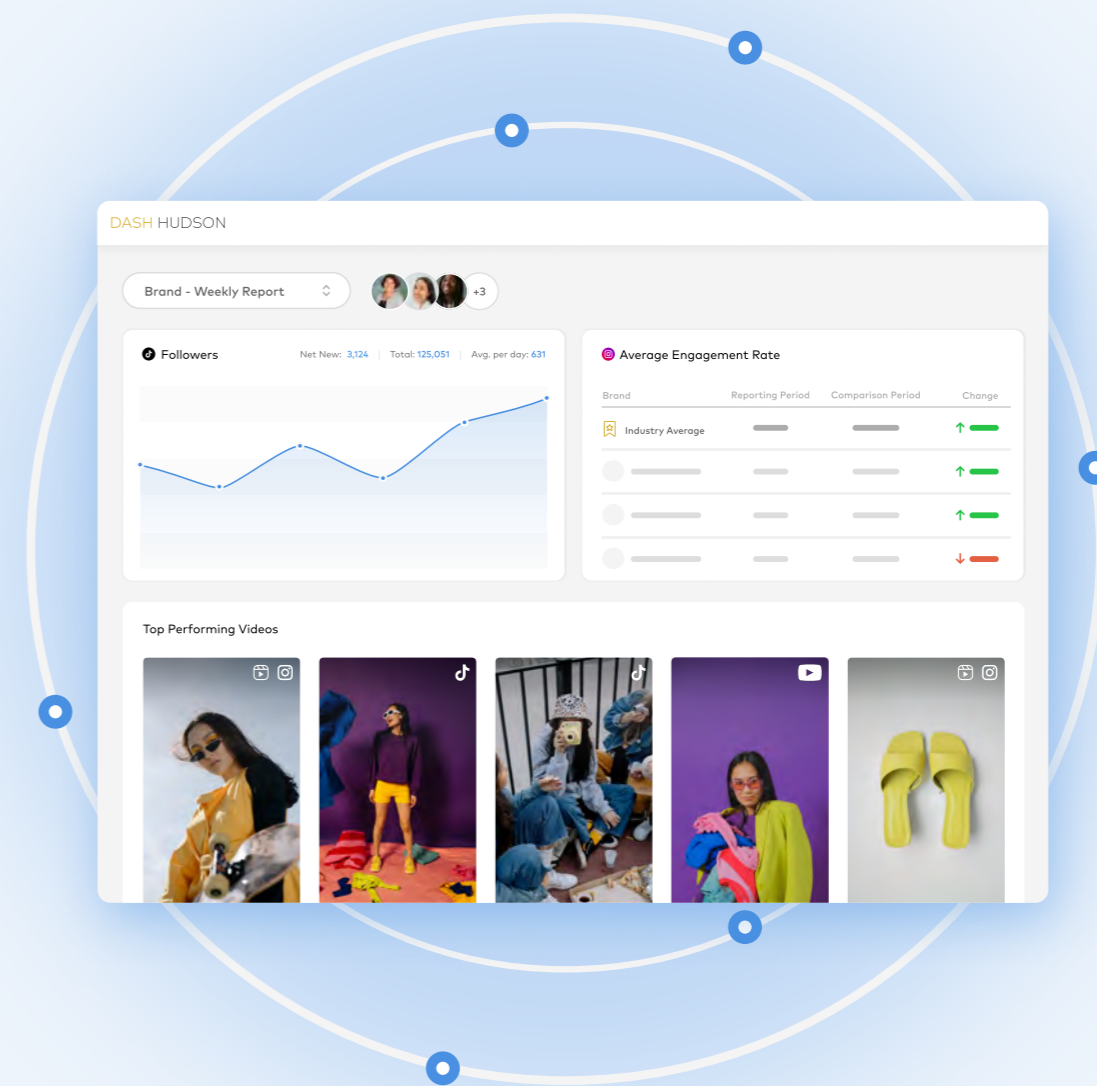
Fashion and Luxury brands are finding the most success with entertainment-centric social strategies, incorporating trends and pop culture in their content.

## Big Ideas Earn the Most Views

Although its content is less engaging, Fashion and Luxury earns the most views due to its propensity to prioritize big launches, high-profile collaborations, and household celebrity names.

## Content Needs To Be Consistent

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



## PRO TIPS

## Maximize Dash Hudson Tools To Drive Business ROI

- Cross-channel campaign measurement provides a streamlined view of creative performance and insights into how social campaigns drive revenue across channels, influencer relationships, and media types.
- Competitive insights allow 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

 AVERAGE TIKTOK PERFORMANCE

# Across All Industries

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

\*Customer data only

🎵 AVERAGE TIKTOK PERFORMANCE

# By Industry

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

\*Customer data only


 AVERAGE TIKTOK PERFORMANCE

# Fashion and Luxury Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
<b>Fashion and Luxury Overall</b>	295,092	4	14.5%	3.7%	162,536	16	19	106,251
<b>Growing Brands</b> 0 – 11.5K Followers	5,974	2	19.4%	4.2%	17,299	3	4	15,012
<b>Established Brands</b> 11.5K – 110K Followers	41,670	4	16.6%	3.9%	74,808	10	11	53,422
<b>Large Brands</b> 110K+ Followers	606,605	4	5.5%	3.4%	285,671	27	31	187,446

\*Customer data only

# Top Overall Fashion and Luxury Industry Performers by Engagement Rate

 Dash Hudson User

	Brand Size	Engagement Rate	Weekly Posts	Video Views	Shares	Comments
Fashion and Luxury Overall	–	3.7%	4	162,536	16	19
 alice + olivia	Established	17.5%	2	264,411	157	64
Jacquemus	Large	13.9%	n/a	1,647,460	1,354	755
Versace	Large	11.7%	n/a	190,636	106	70
 Grailed	Growing	8.8%	3	4,216	1	5
Alexander McQueen	Established	8.1%	-	23,023	16	12

\*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*	Engagement Rate	Reach*
<b>Overall</b>	2,351,209	3	6	0.6%	0.5%	112,921
<b>Growing Brands</b> 0 – 190K Followers	82,157	2	4	0.8%	0.9%	12,701
<b>Established Brands</b> 190k – 1.1M Followers	509,601	3	5	0.6%	0.4%	47,299
<b>Large Brands</b> 1.1M+ Followers	5,631,605	6	11	0.5%	0.3%	297,711

\*Customer data only



 AVERAGE YOUTUBE PERFORMANCE

# Across All Industries

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

\*Customer data only

**▶ AVERAGE YOUTUBE PERFORMANCE**

# By Industry

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

\*Customer data only

**AVERAGE YOUTUBE PERFORMANCE**

# Fashion and Luxury Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
<b>Fashion and Luxury Overall</b>	244,960	1	1.7%	9	229	17	77,777
<b>Growing Brands</b> 0 – 20K Followers	7,685	1	1.9%	1	22	6	41,858
<b>Established Brands</b> 20K – 150K Followers	74,373	1	1.3%	8	134	26	88,067
<b>Large Brands</b> 150K+ Followers	757,918	2	No Data Available	21	589	21	97,015

\*Customer data only

**AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS**

# Top Overall Fashion and Luxury Industry Performers by Video Views

DH Dash Hudson User

	Brand Size	Followers	Video Views	Likes
Fashion and Luxury Overall	–	244,960	77,777	229
Omega	Large	397,000	9,739,359	1,115
Michael Kors	Large	208,000	2,378,647	312
Tissot	Established	44,000	1,222,290	140
DH Victoria's Secret	Large	1,900,000	410,690	101
DH Breitling	Large	52,000	407,648	64

\*Customer data only

**AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS**

# Top Overall Fashion and Luxury Industry Performers by Percentage Viewed

DH Dash Hudson User

	Brand Size	Percentage Viewed	Video Views	Likes
Fashion and Luxury Overall	—	74%	77,777	229
DH Marimekko	Growing	801%	12,938	3
DH Carolina Herrera	Growing	739%	251,335	110
DH Neiman Marcus	Growing	472%	28,215	5
DH Levian Jewelry	Growing	217%	2,272	40
DH Breitling	Established	171%	407,648	64

\*Customer data only