2023 Cross-Channel Benchmark Report

HOME 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.

☆ 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: (Likes + Comments + Shares) / Reach.
YouTube: (Likes + Comments + Shares) / Video Views*.

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

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

Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

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

Average Entertainment Score (TikTok and Instagram Reels)

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

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

Average Engagement Rate (TikTok and Instagram)

The average Engagement each post receives.
TikTok Engagement Rate = (Likes + Comments + Shares) / Video Views.
Instagram Engagement Rate = (Likes + Comments) / Followers.

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

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

Average Number of Weekly Posts

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

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

Average Video Views

The average number of views each video receives.

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

Average Shares

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

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

Average Comments

The average number of comments that each post receives.

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

Retention Rate (TikTok)

The percentage of a video that people watched.
Retention Rate = average time watched / video duration.

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

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

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.
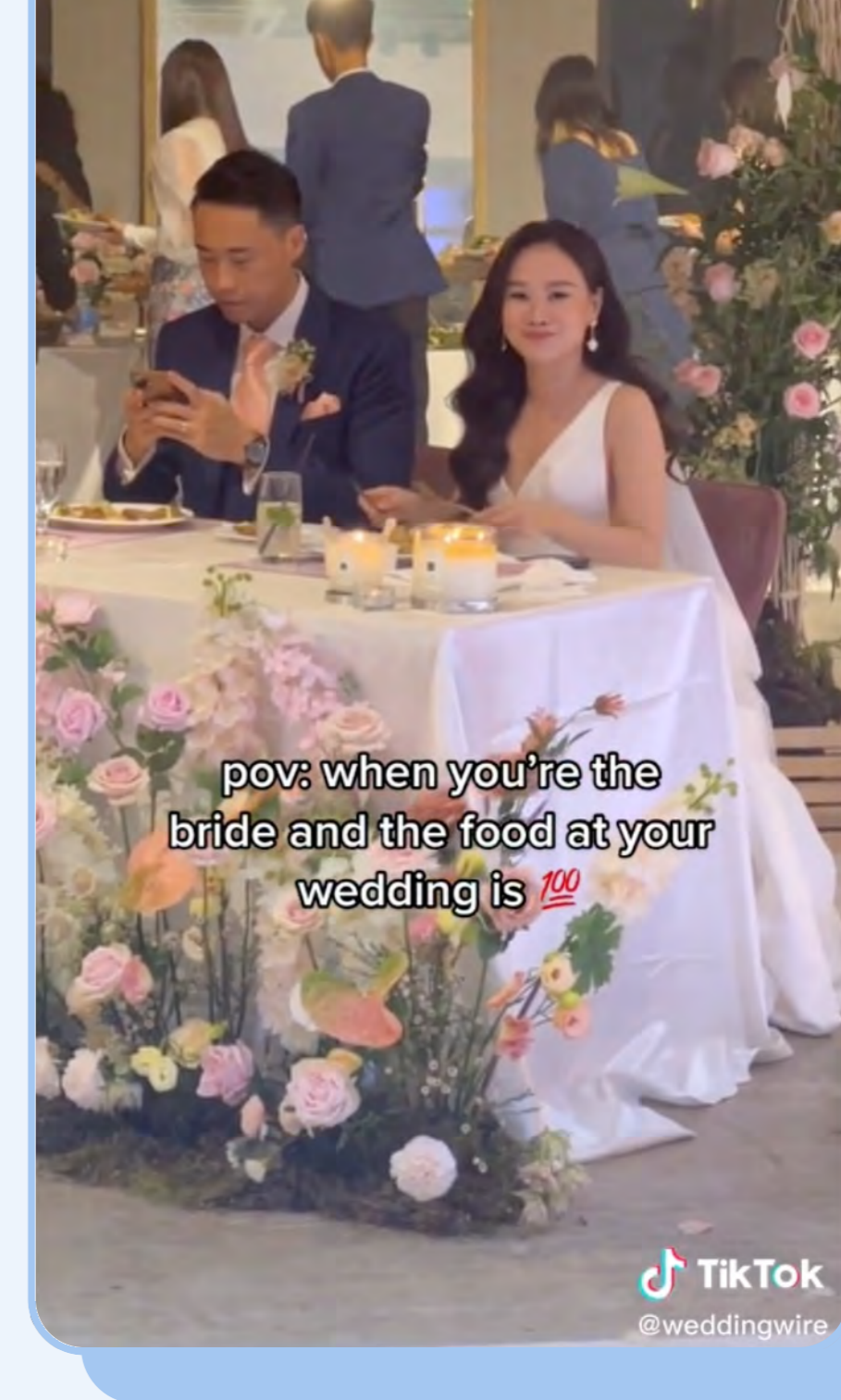
Source: Wedding Wire

✦ **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.
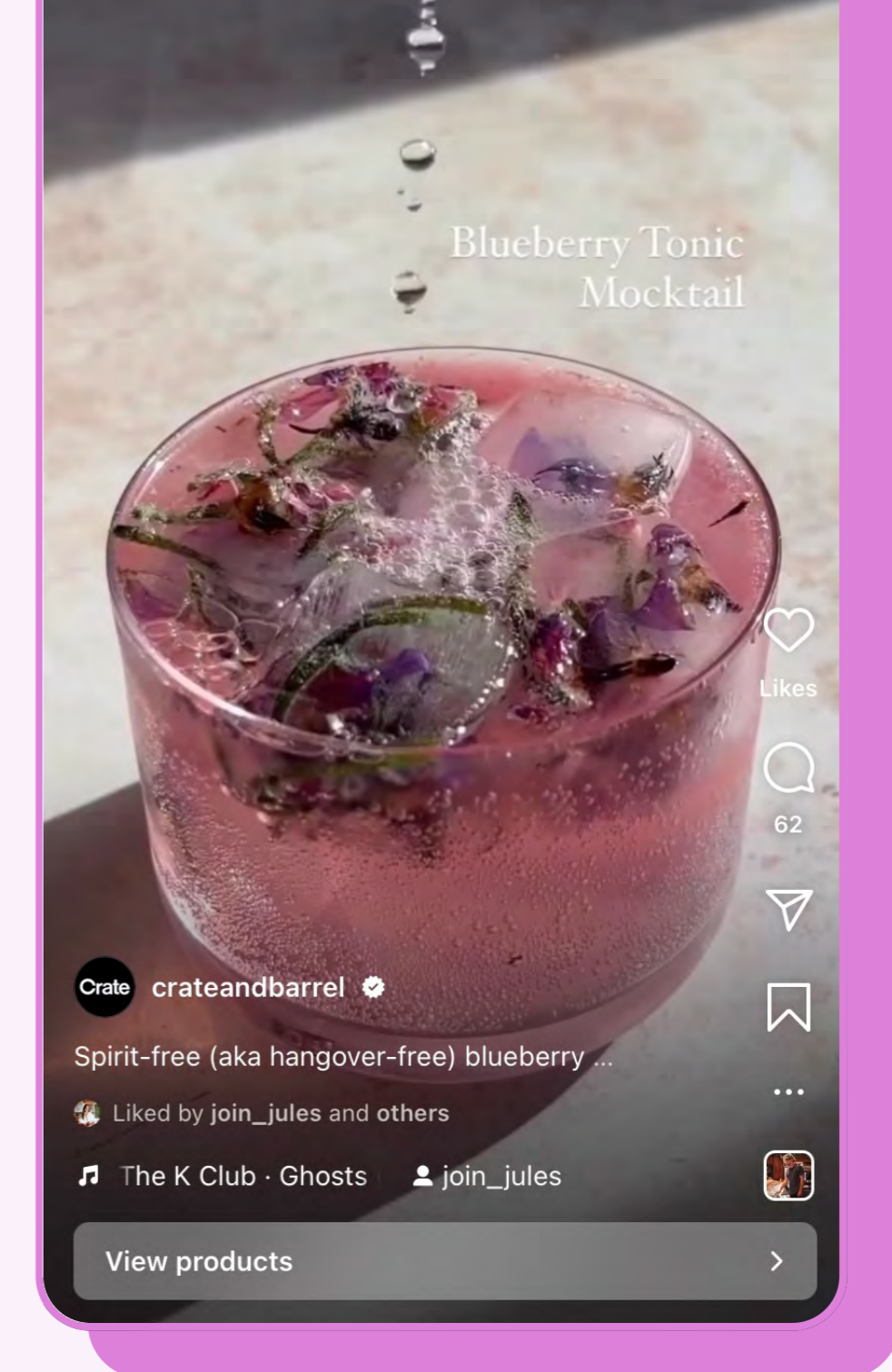
Source: Crate and Barrel

✦ **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.

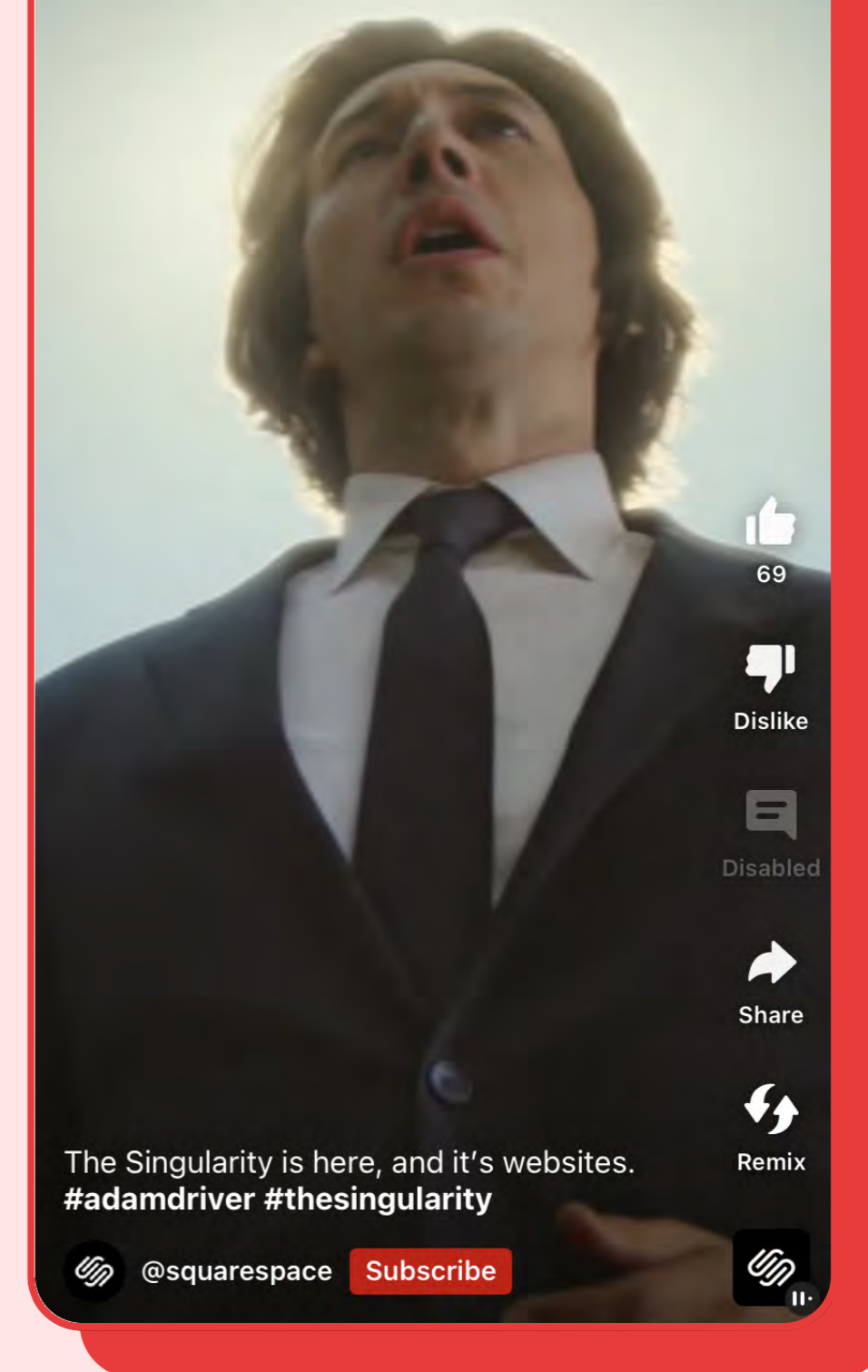## Shorts Receive Higher Engagement Than Long-form Videos

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.

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

@squarespace Subscribe

Source: Square Space

✦ **DASH HUDSON INSIGHT**

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

Across All Industries

Overall Comparison of TikTok, Instagram and YouTube

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

Overall Comparison of TikTok, Reels and Shorts

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

*Customer data only

On Average, Home Is the Fastest Growing Industry on Social Media

- Growing brands on TikTok see the strongest engagement, which is the opposite of what the overall TikTok benchmarks reveal. Growing brands post the least, compared to Established and Largest brands — regularly posting content helps brands perform better in the algorithm and reach more people.

- When it comes to the Entertainment Score, Home brands underperform. Developing social strategies that capitalize on entertainment, DIYs, and behind-the-scenes of home design will drive growth in this sector.

- Growing brands have nearly a comparable number of Video Views on YouTube as Large brands and post one-fifth of the amount. This indicates that content goes much further for Home brands on the long-form channel.

Average Home Industry Engagement Rate 2023 vs. 2022

4.3%

4.7% in 2022 (-0.2)

0.2%

0.5% in 2022 (-0.3)

All industries, including Home, experienced a decline in Engagement Rate in 2023. The sector has a 4.3% Engagement Rate on TikTok (down 0.4 from 4.7% in 2022) and 0.2% on Instagram (down -0.3 from 0.5% in 2022).
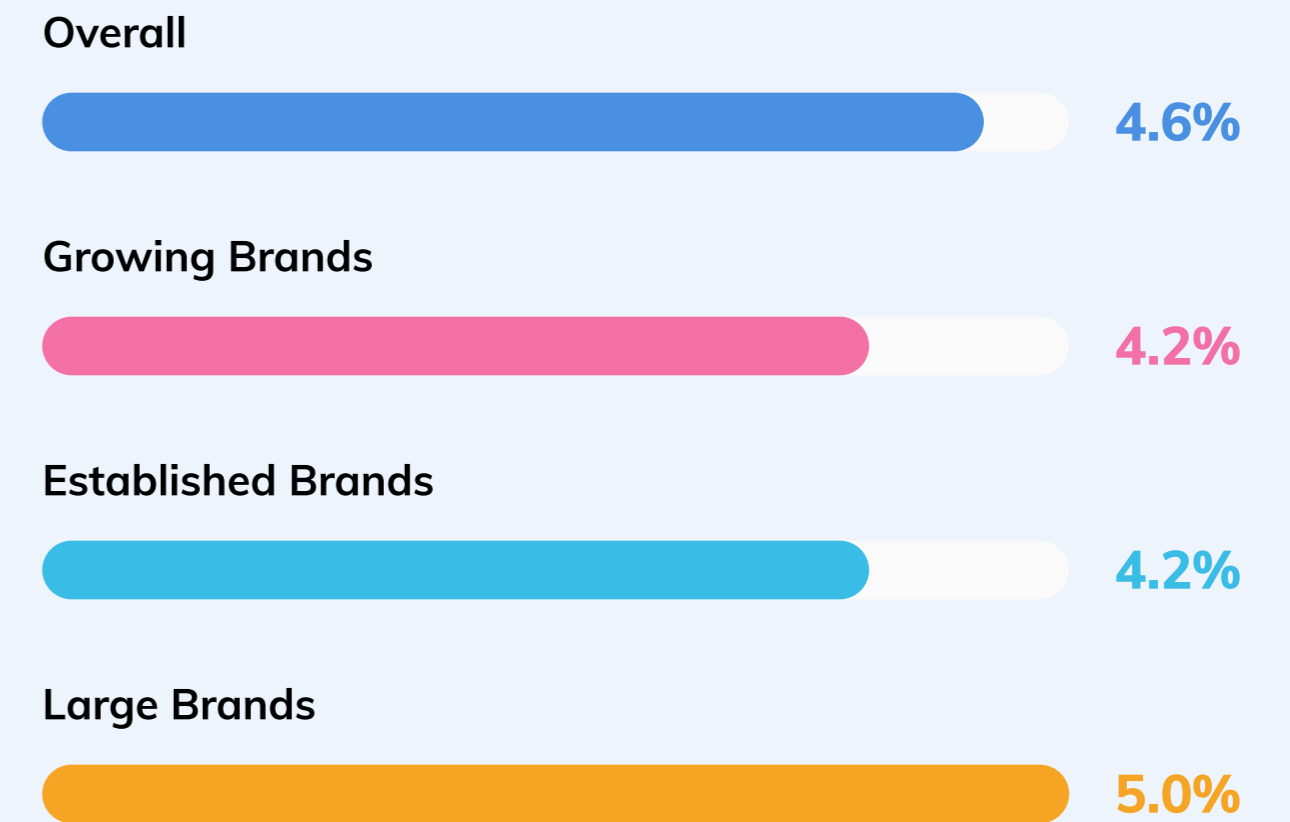
🎵 **AVERAGE TIKTOK PERFORMANCE**

Across All Industries

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

*Customer data only

Engagement Rate

Overall
4.6%

Growing Brands
4.2%

Established Brands
4.2%

Large Brands
5.0%

AVERAGE TIKTOK PERFORMANCE

By Industry

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

*Customer data only

Engagement Rate

4.3% Home

4.8% Beauty

4.1% Retail

3.7% Fashion and Luxury

4.7% CPG, Food and Beverage

5.2% Media and Publishing
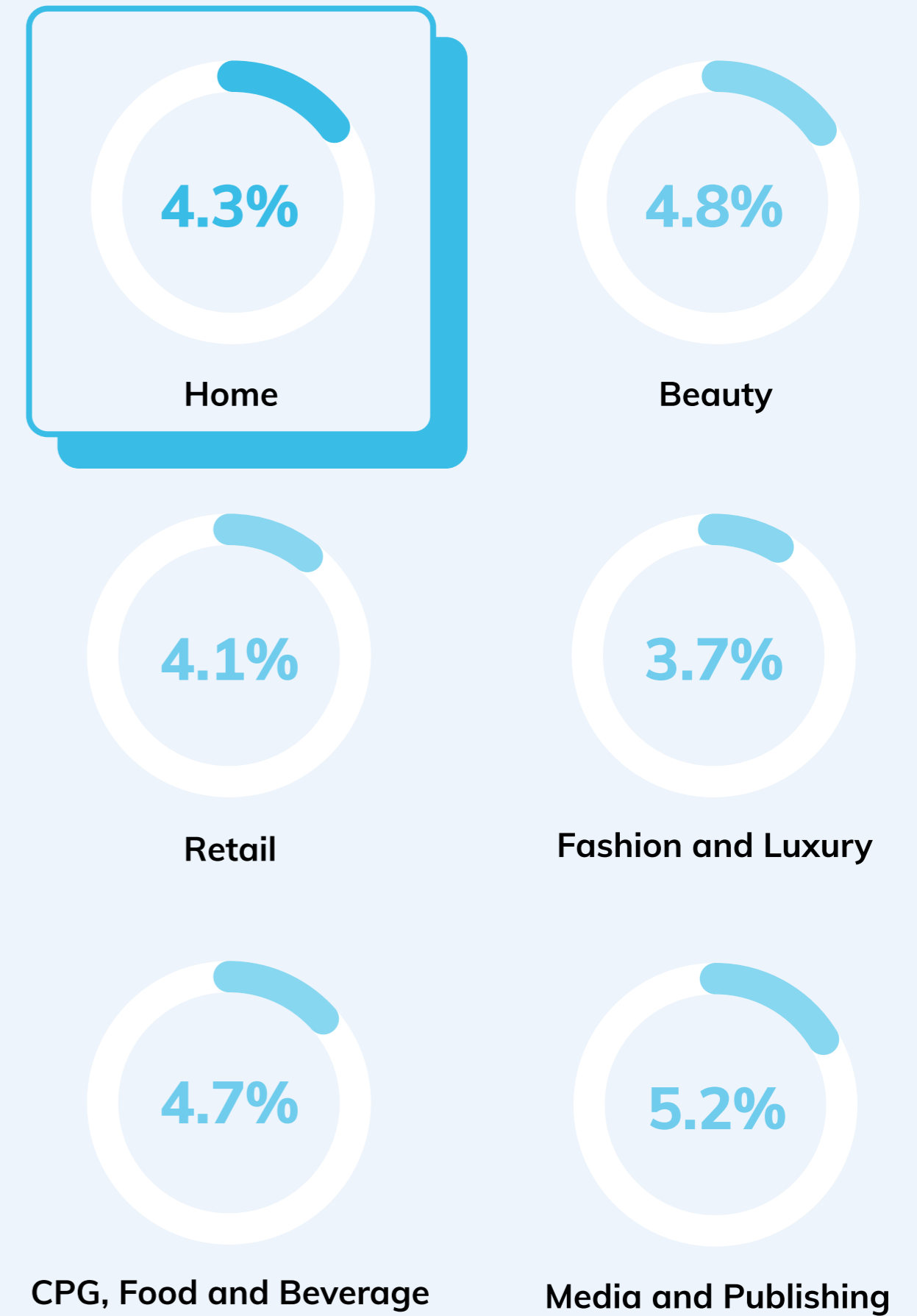
AVERAGE TIKTOK PERFORMANCE

Home Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Home Overall	233,618	4	15.9%	114,896	54,326
Growing Brands 0 – 11.5K Followers	6,528	2	18.8%	24,008	27,073
Established Brands 11.5K – 110K Followers	44,310	4	12.9%	69,650	50,566
Large Brands 110K+ Followers	525,026	5	10.8%	199,955	108,411

*Customer data only

Engagement Rate

Overall
4.3%

Growing Brands
4.7%

Established Brands
4.5%
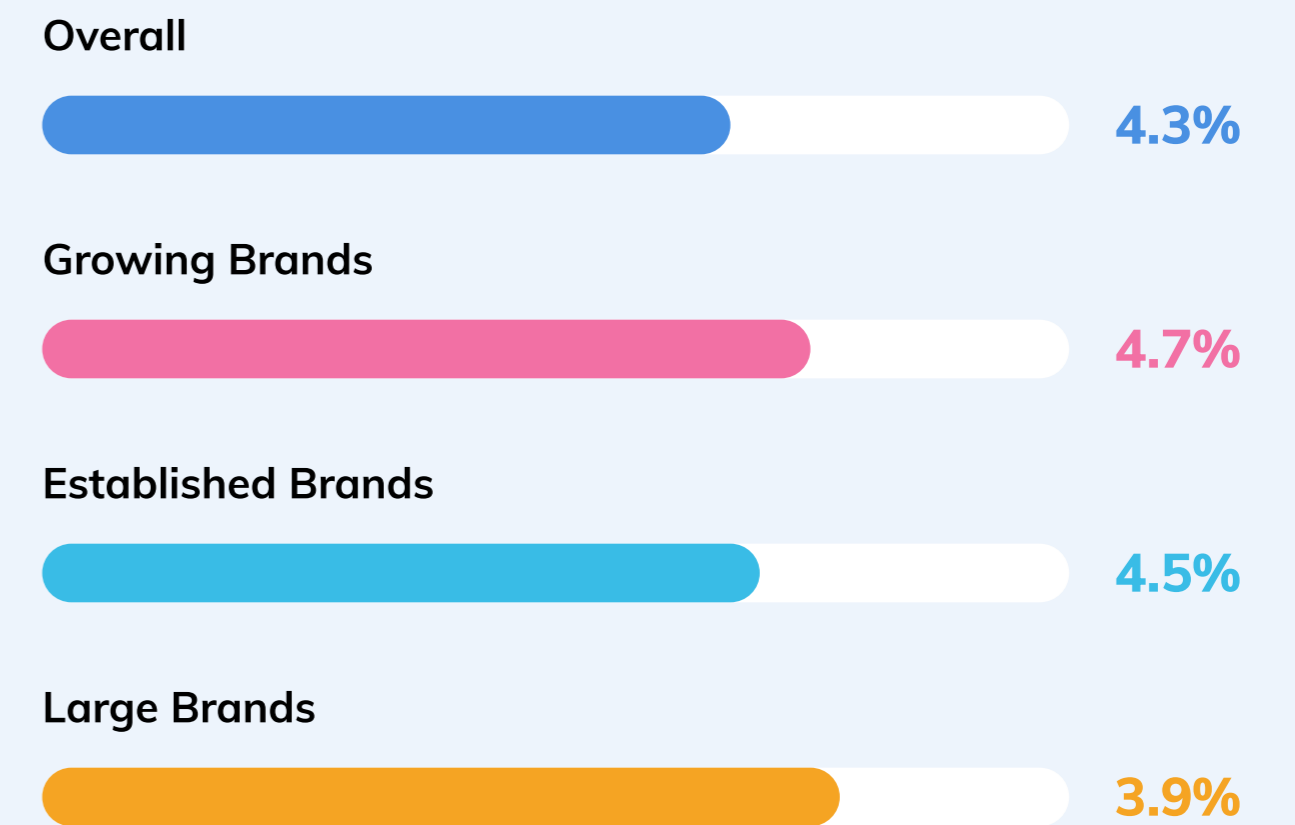
Large Brands
3.9%
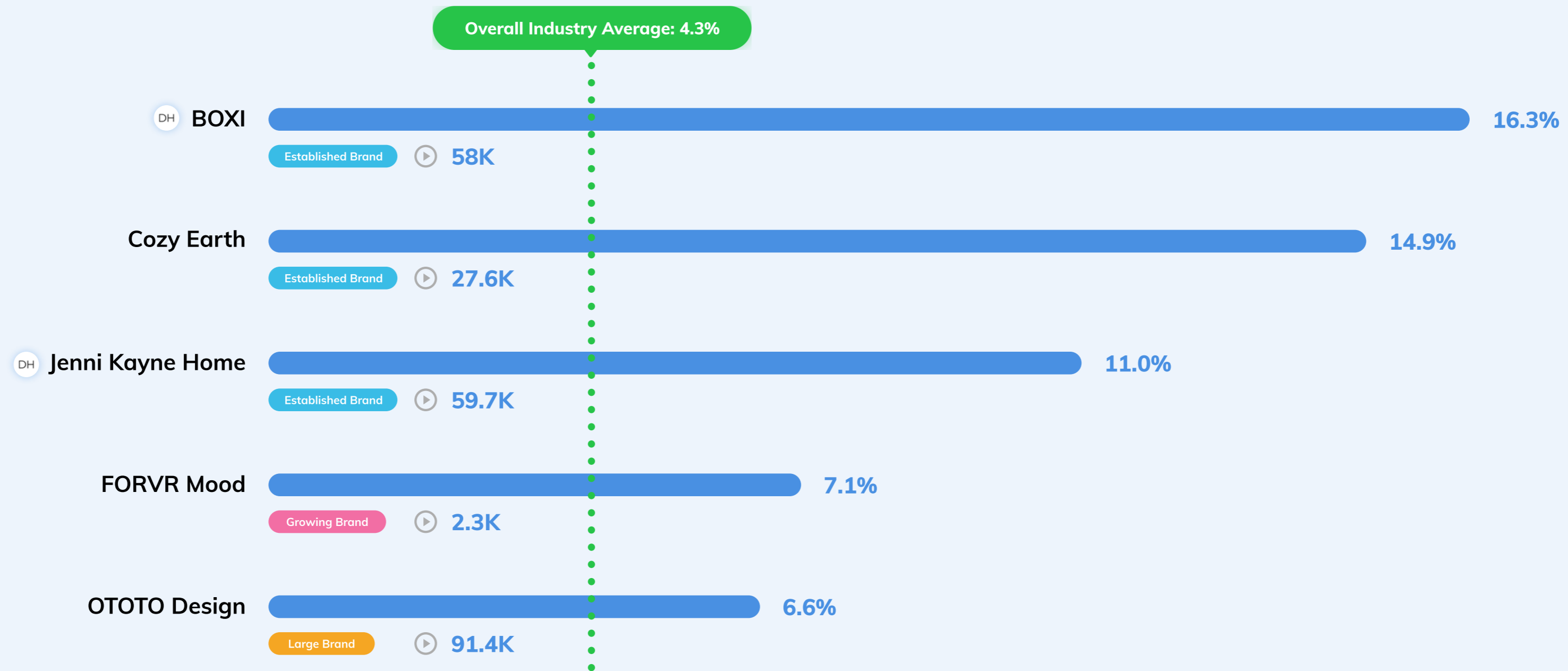
Top Overall Home Industry Performers by Engagement Rate

⊳ Average Video Views   DH Dash Hudson User   ● Growing Brand: 0 – 11.5K Followers   ● Established Brand: 11.5K – 110K Followers   ● Large Brand: 110K+ Followers

Overall Industry Average: 4.3%

DH BOXI
`Established Brand` ⊳ **58K**
16.3%

Cozy Earth
`Established Brand` ⊳ **27.6K**
14.9%

DH Jenni Kayne Home
`Established Brand` ⊳ **59.7K**
11.0%

FORVR Mood
`Growing Brand` ⊳ **2.3K**
7.1%

OTOTO Design
`Large Brand` ⊳ **91.4K**
6.6%

Deep Dives Into Top Performing Home Brands

BOXI by *semihandmade*

Kitchen cabinet brand BOXI uses rapid TikToks to show before-and-after footage of kitchen transformations, keeping viewers intrigued until they see the final result.

📊 BOXI outperforms the average Engagement Rate for Home brands by **379%**.

Base Cabinets & Drawers
(in BOXI Salt Shaker)

COZY EARTH

Luxury bedding and loungewear brand Cozy Earth uses TikTok to share all things regarding bedtime routines. Its content is niche but has universal appeal, and the brand benefits from high Engagement Rates.

📊 Cozy Earth outperforms the average Engagement Rate for Home brands by **347%**.
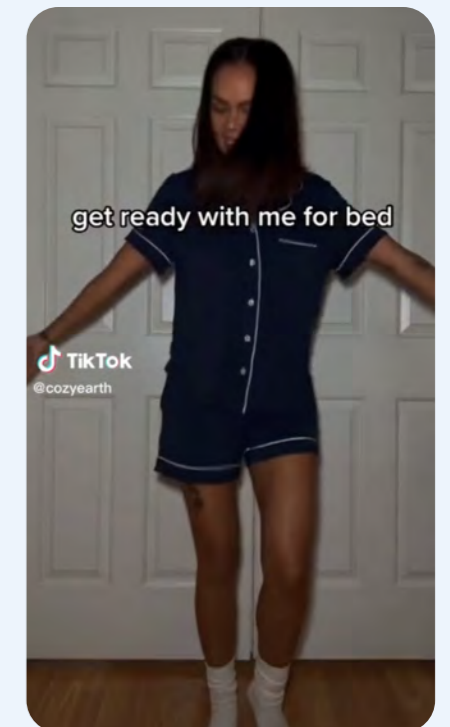
get ready with me for bed
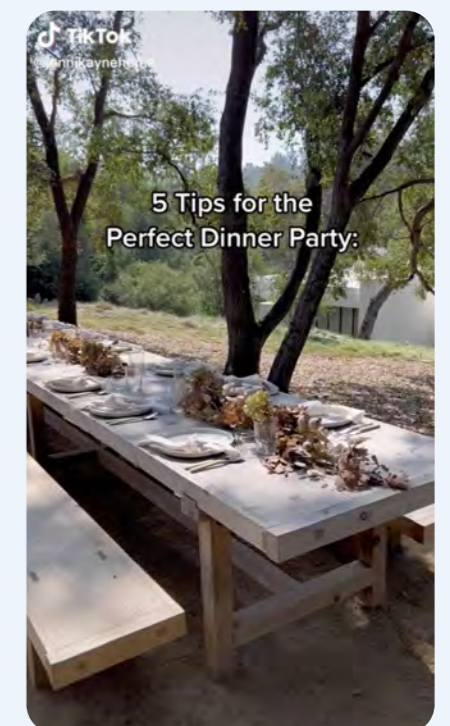
jenni kayne

Jenni Kayne, a top performer in terms of Entertainment Score, also earns high Engagement Rates with its wide variety of home-related content, from interior decorating to dinner parties and house tours.

📊 The brand outperforms the average Engagement Rate for Home brands by **256%**.

5 Tips for the
Perfect Dinner Party

Winning Formulas for Creating Entertaining TikTok Content

jenni kayne

Jenni Kayne Home proves that TikTok content doesn't have to be complex, and video visualizations of aesthetics, not dissimilar to traditional Instagram content, can receive high engagement from viewers. This TikTok, in particular, benefitted from seasonality, with Fall aesthetics performing well on the For You Page in mid-October.
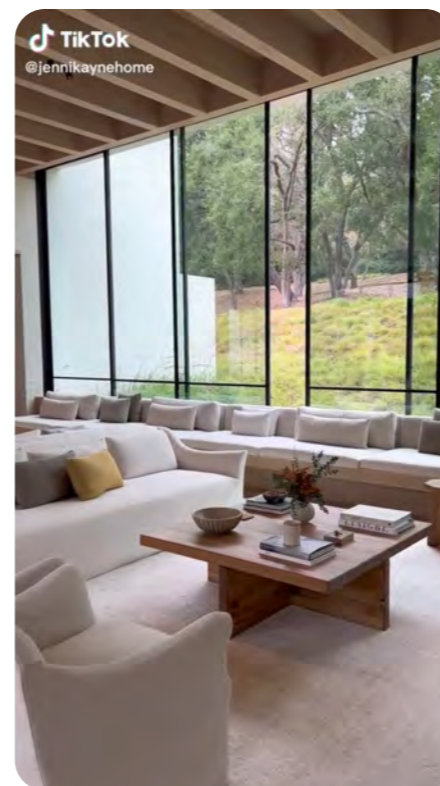
Entertainment Score: 9.1/10

Compared to the Home industry average of 3.2 and Jenni Kayne Home's own average of 6.9.

Engagement Rate: 18.2%

Compared to the Home industry average of 4.3% and Jenni Kayne Home's own average of 11%.

Retention Rate: 55%

Compared to the Home industry average of 37.8% and Jenni Kayne Home's own average of 47.2%.

Top Overall Home Industry Performers by Entertainment Score

Average Engagement Rate   Average Retention Rate

Overall Average

3.2

4.3%   37.8%

Jenni Kayne Home

6.9

Established Brand   11.0%   47.2%

Cozy Earth

6.7

Established Brand   14.9%   36.1%

The Tailored Closet

5.2

Established Brand   0.7%   83.8%

Havenly

4.6

Established Brand   2.8%   69.2%

Imperial Candles

4.3

Established Brand   4.9%   49.1%

Customer data only

Across All Industries

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

*Customer data only

Engagement Rate

Overall
0.5%

Growing Brands
0.9%

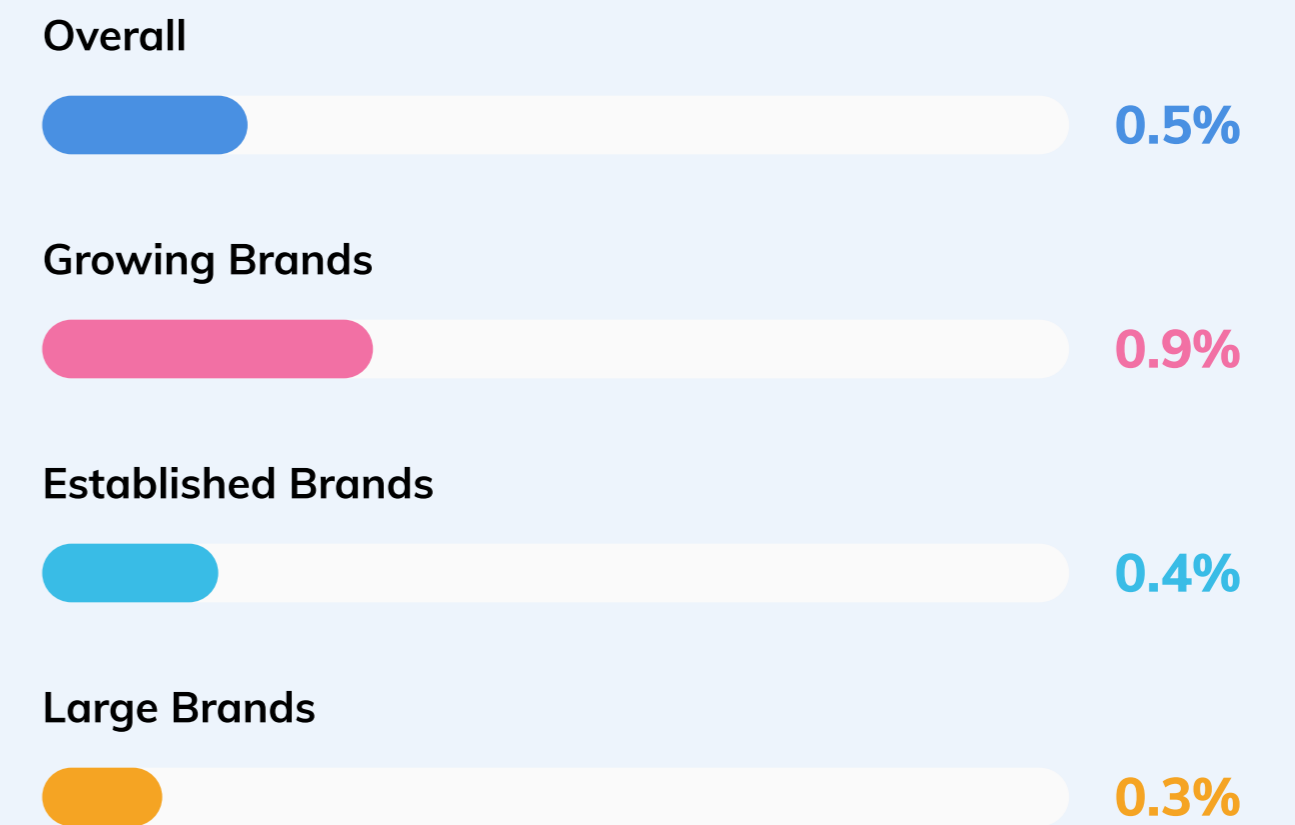**Established Brands**
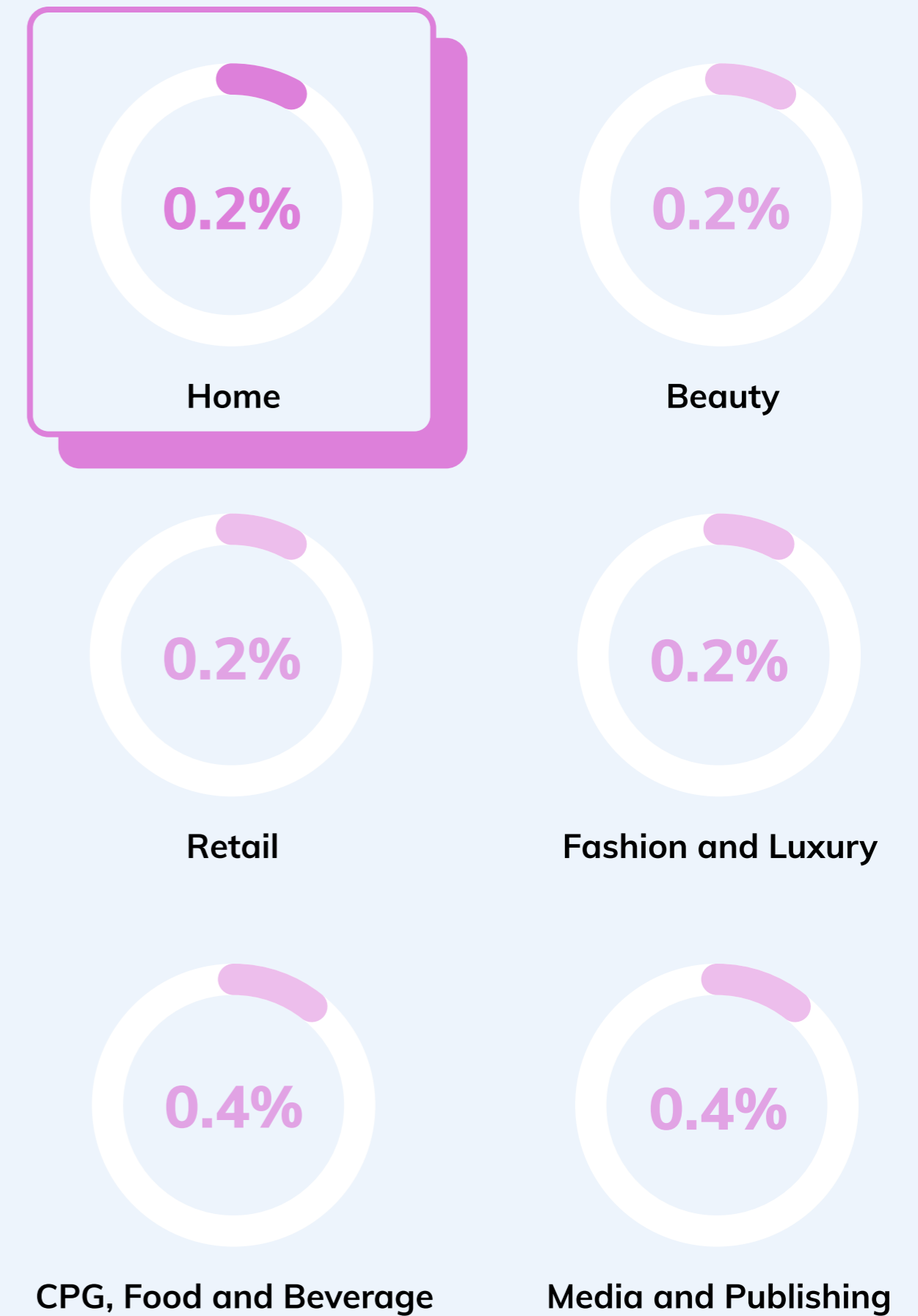0.4%

Large Brands
0.3%

![Instagram] **AVERAGE INSTAGRAM PERFORMANCE**

By Industry

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Home	995,271	2	5.2	0.6%	63,578
Beauty	2,627,118	4	4	0.6%	89,684
Retail	2,203,773	3	6	0.5%	58,906
Fashion and Luxury	3,203,580	3	7	0.7%	69,826
CPG, Food, and Beverage	836,580	2	2	0.5%	73,159
Media and Publishing	4,509,145	7	14	0.6%	266,779

*Customer data only

0.2% Home

0.2% Beauty

0.2% Retail

0.2% Fashion and Luxury

0.4% CPG, Food and Beverage

0.4% Media and Publishing

AVERAGE INSTAGRAM PERFORMANCE

Home Industry-Wide

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Home Overall	995,271	2	5	0.6%	63,578
Growing Brands 0 – 190K Followers	122,466	2	3	0.8%	6,312
Established Brands 190K – 1.1M Followers	482,630	2	6	0.5%	45,680
Large Brands 1.1M+ Followers	2,496,304	3	7	0.4%	138,738

*Customer data only

Engagement Rate

Overall 0.2%

Growing Brands 0.4%

Established Brands 0.3%

Large Brands 0.2%

Top Overall Home 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: 0.2%

DH **Casper** — **1.0%**
Growing Brand   **1.4%**   **0.04%**

Carl Hansen & Søn Japan — **0.8%**
Growing Brand   **0.8%**   **0.8%**

DH **Tekla** — **0.8%**
Growing Brand   **0.6%**   **0.9%**

DH **Kathy Kuo Home** — **0.7%**
Established Brand   **0.3%**   **0.9%**
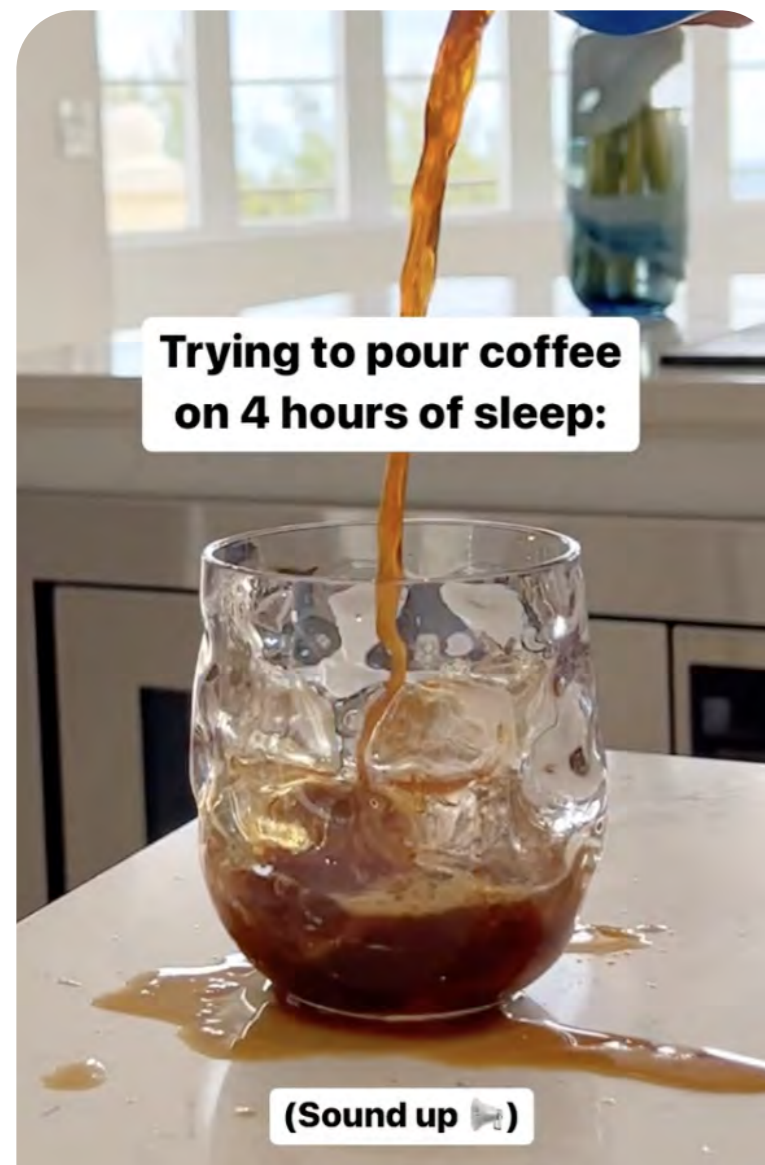
Otherland — **0.6%**
Growing Brand   **0.6%**   **0.4%**
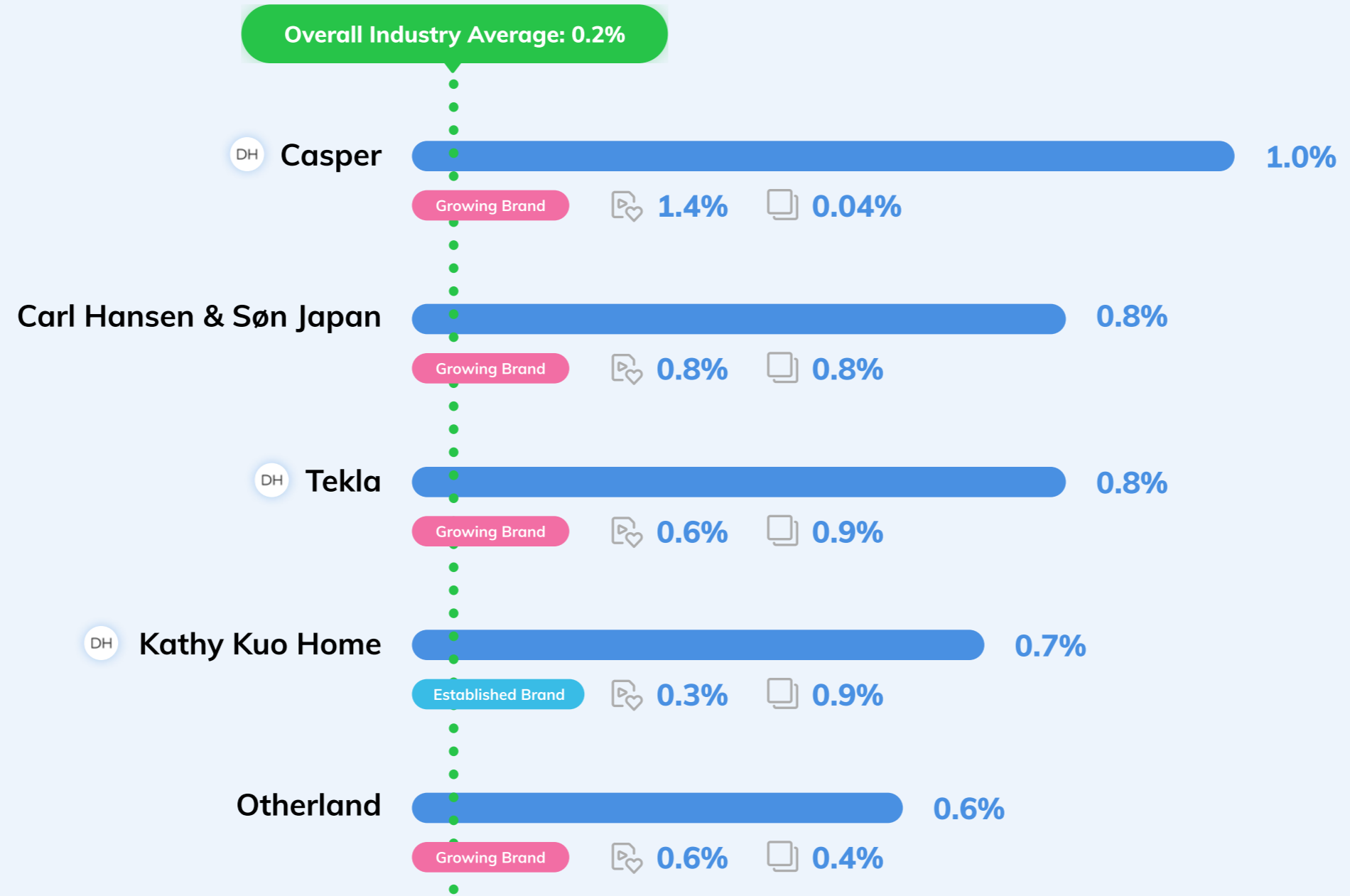
Deep Dives Into Top Performing Home Brands

Casper

Mattress and bedding brand Casper have a strong entertainment strategy, leading with humor and relatable content around sleep habits.

📊 Casper outperforms the average Engagement Rate for Home brands by **500%**.
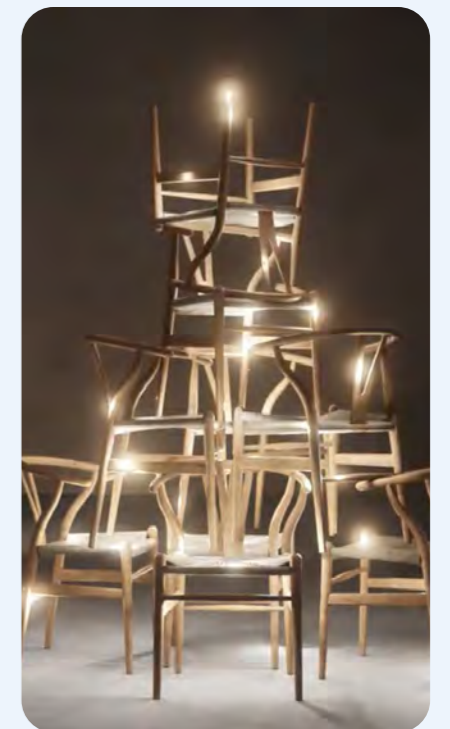
CARL HANSEN & SØN

The Japan handle for Danish furniture brand Carl Hansen & Søn earns strong engagement from its loyal base, demonstrating how regionalized handles can help viewers better relate to your content.

📊 Carl Hansen & Søn Japan outperforms the average Engagement Rate for Home brands by **400%**.

TEKLA

Homeware brand Tekla earns extremely high engagement with high-profile campaign shoots and collaborations, notably with other benchmark top performers Stüssy and Jacquemus.

📊 Tekla outperforms the average Engagement Rate for Home brands by **400%**.

Trying to pour coffee on 4 hours of sleep:

(Sound up 📢)

NYC TikTokers have nothing on Casper's Under Cover(s) Influencer

TEKLA JACQUEMUS

The Best Strategies for Creating Entertaining Reels Content
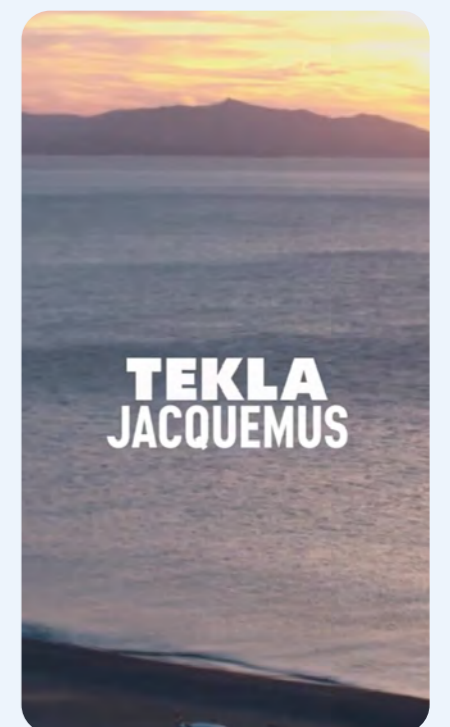
STUDIO MCGEE

Interior design brand Studio McGee posted a Reel highlighting pool house design. The short and simplistic video format allows Home brands to showcase interiors from multiple angles, and viewers tend to watch numerous times to catch every detail.

Entertainment Score: 9.6/10

Compared to the Home industry average of 3.2 and Studio McGee's own average of 7.2.

Top Overall Home Industry Performers by Entertainment Score (Reels)

▶ Average Video Views (Reels)

Overall Average

3.2

▶ 98.7K

Studio McGee

7.2
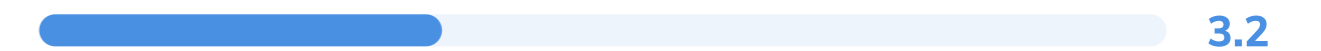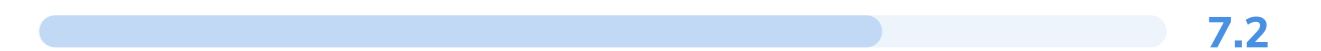
Large Brand   ▶ 296.1K

McGee & Co.

5.4
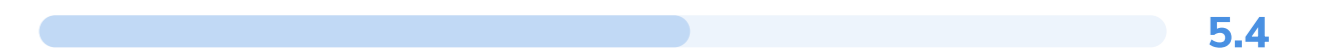
Large Brand   ▶ 47.3K

Arhaus

5.3
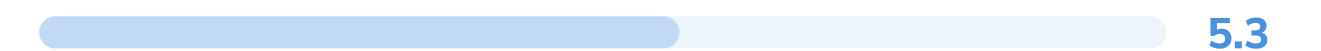
Established Brand   ▶ 38.2K

Thibaut

4.7
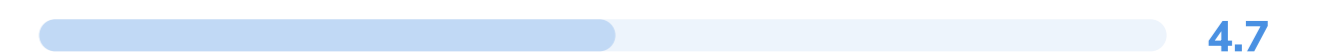
Established Brand   ▶ 6.6K

Amazon Home

4.7
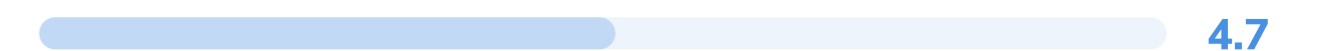
Large Brand   ▶ 182.9K

Customer data only

Across All Industries

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

Customer data only

AVERAGE INSTAGRAM STORIES PERFORMANCE

Across All Industries

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

*Customer data only

Reach

Overall
9.8K

Growing Brands
1.9K

Established Brands
6.3K

Large Brands
24.4K

Across All Industries

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

*Customer data only

Video Views

Overall
61.2K
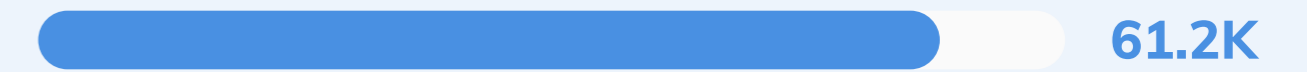
Growing Brands
63.6K

Established Brands
47.6K

Large Brands
65.7K

AVERAGE YOUTUBE PERFORMANCE

By Industry

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

*Customer data only

Video Views

82.9K Home	**51.9K** Beauty
117.5K Retail	**77.8K** Fashion and Luxury
149.1K CPG, Food and Beverage	**47.8K** Media and Publishing

Home Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes
Home Overall	204,107	2	2.2%	4	118
Growing Brands 0 – 20K Followers	7,655	1	2.7%	0	10
Established Brands 20K – 150K Followers	60,159	2	1.7%	6	128
Large Brands 150K+ Followers	525,488	6	0.9%	6	195

*Customer data only
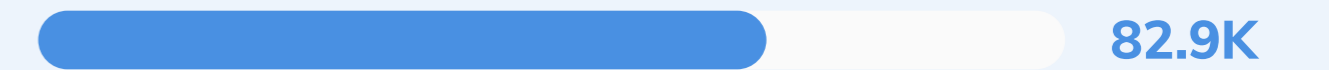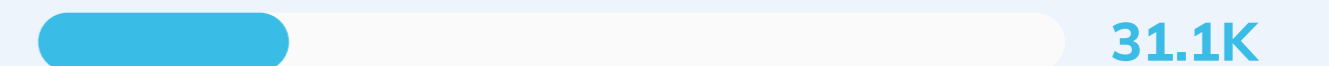
Video Views

Overall
82.9K

Growing Brands
108.1K

Established Brands
31.1K

Large Brands
118.9K

Top Overall Home Industry Performers by Video Views

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

Overall Industry Average: 82.9K

Home Depot
529.7K
Large Brand   👥 518K

Living Spaces
257.2K
Growing Brand   👥 4.5K

Lamps Plus
126.4K
Growing Brand   👥 17.7K

Schumacher1889
112.6K
Established Brand   👥 76.8K

Wayfair
110.5K
Established Brand   👥 84.4K
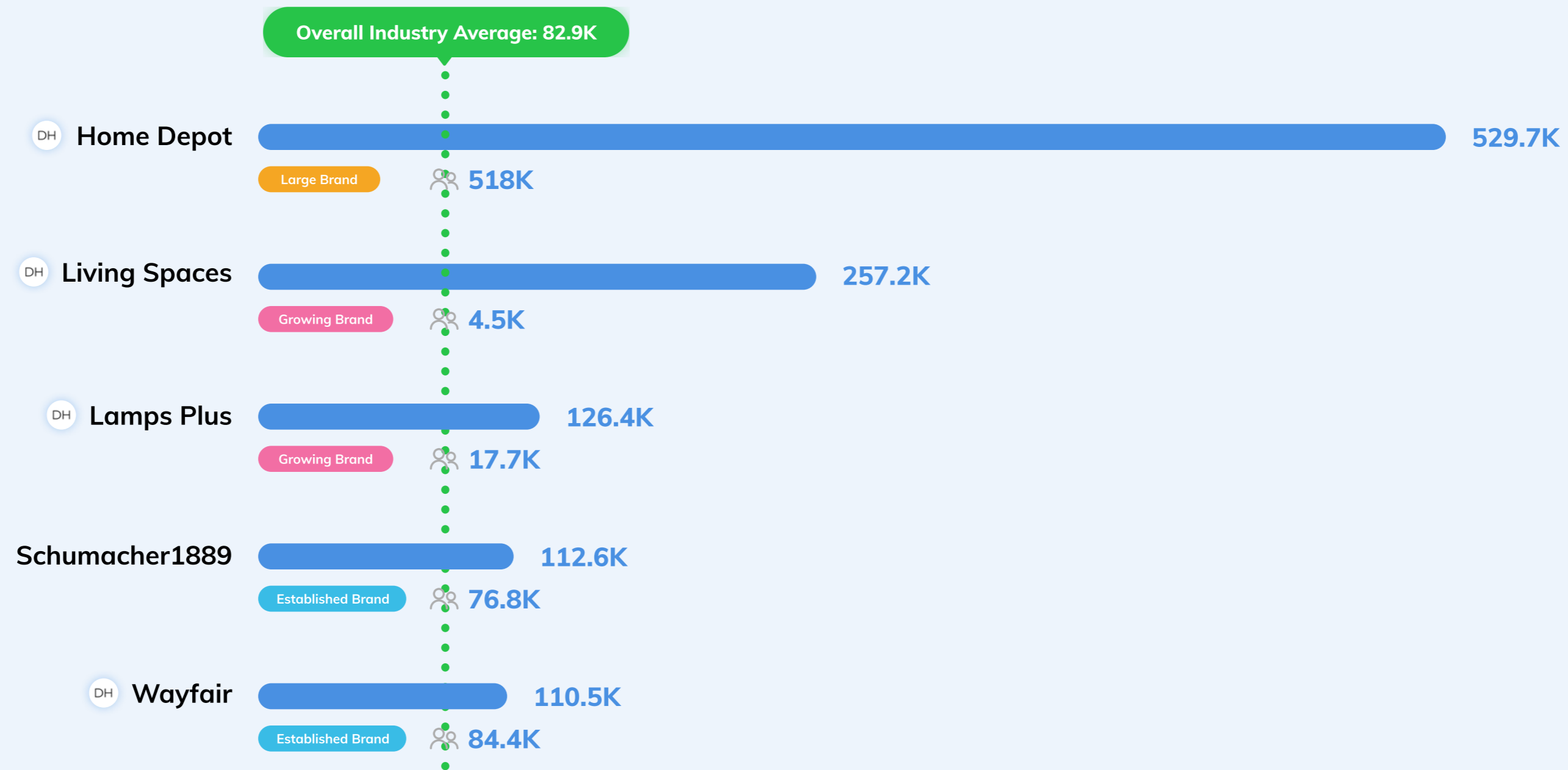
An Advertising Strategy Centered Around Shorts

Home Depot uses short-form videos as a part of its advertising strategy, using 15 second ad spots to convey its core products and messaging. The brand is dominant on YouTube, naturally benefitting from the channel's refined advertising process.

▶ Home Depot's average Video Views is **145%** higher than the Home industry benchmark.

CREATE BOLD ON-TREND STYLES

Top Overall Home Industry Performers by Percentage Viewed

▷ Average Video Views   ♡ Average Likes   ⒹⒽ Dash Hudson User   ● Growing Brand: 0 – 20K Followers   ● Established Brand: 20K – 150K Followers   ● Large Brand: 150K+ Followers

Overall Industry Average: 71%

ⒹⒽ Lamps Plus — 91%
Growing Brand   ▷ 126.3K   ♡ 6

ⒹⒽ Studio McGee — 80%
Large Brand   ▷ 60.5K   ♡ 1.2K

ⒹⒽ Hunter Fan Co. — 78%
Growing Brand   ▷ 1.7K   ♡ 19

ⒹⒽ Living Spaces — 74%
Growing Brand   ▷ 257.2K   ♡ 1

ⒹⒽ Hunter Douglas — 72%
Growing Brand   ▷ 1.4K   ♡ 1
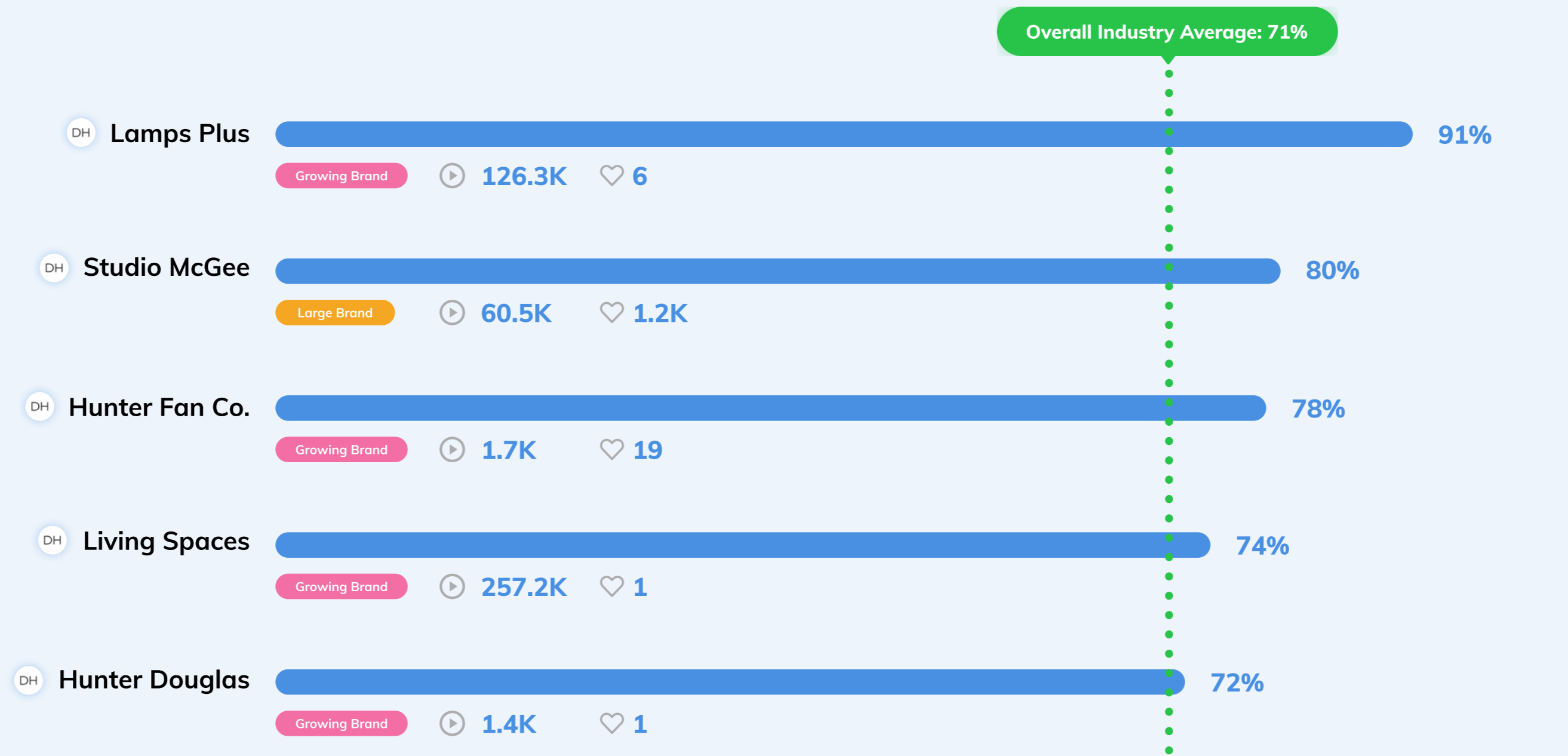
Customer data only

Utilizing Key Content Pillars
to Retain Viewership

LAMPS PLUS.

Lamps Plus understands the content pillars that keep viewers watching, including home tours (which are successful across every channel), educational content, and commercials centered around the brand's value proposition.

▶ Lamps Plus' Average Percentage Viewed is **28%** higher than the industry average.

BUILT-IN USB PORT AND OUTLET

LAMPS PLUS
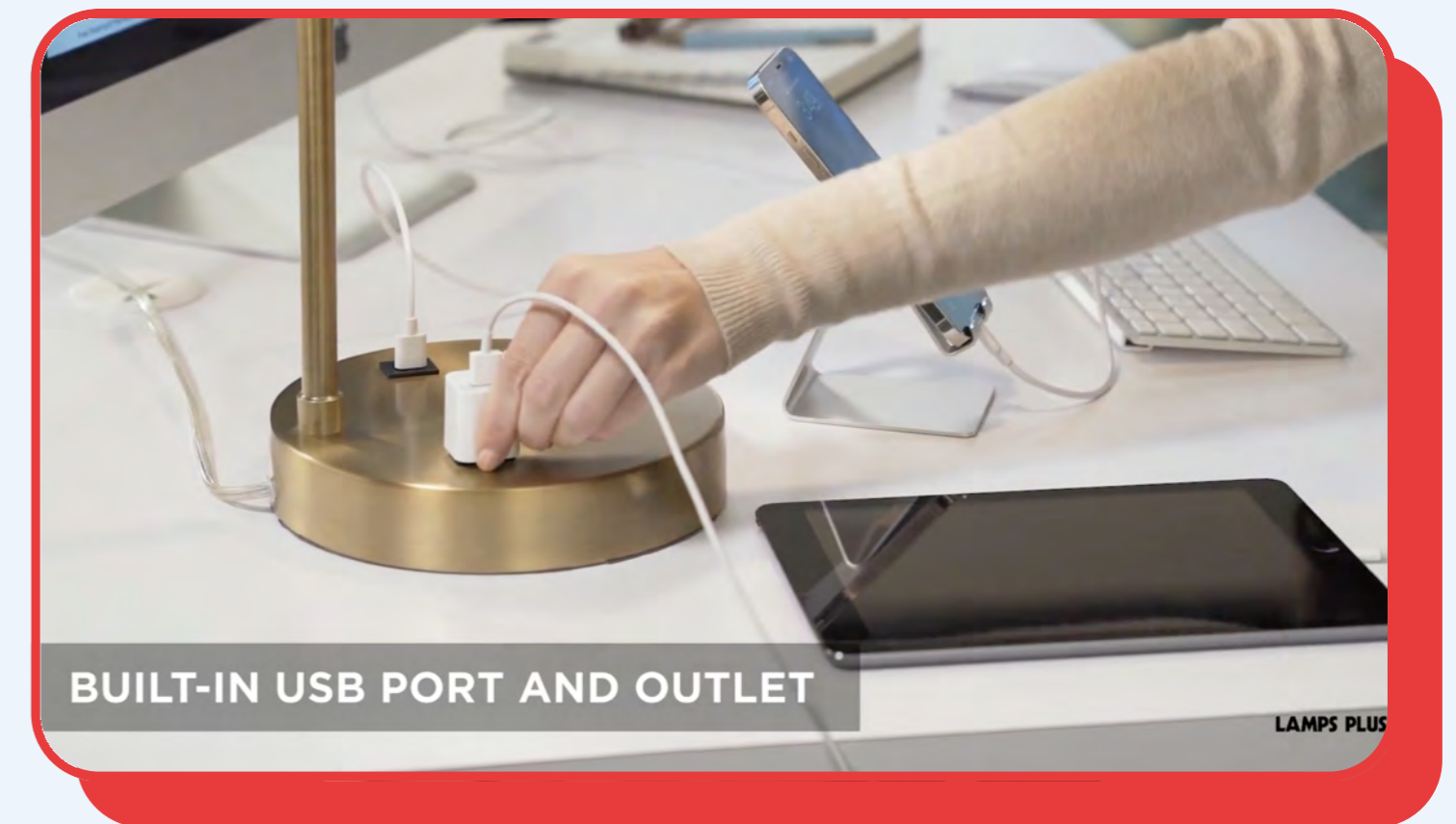
What We Can Learn From Home Brands' Cross-Channel Strategies

Successful Brands Are Entertaining

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

Keep It Simple

The best performing posts in the Home sector tend to be sweeping video of interior spaces, with less of a focus on production value and more of a focus on painting a picture of what someone's home could look like.

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.
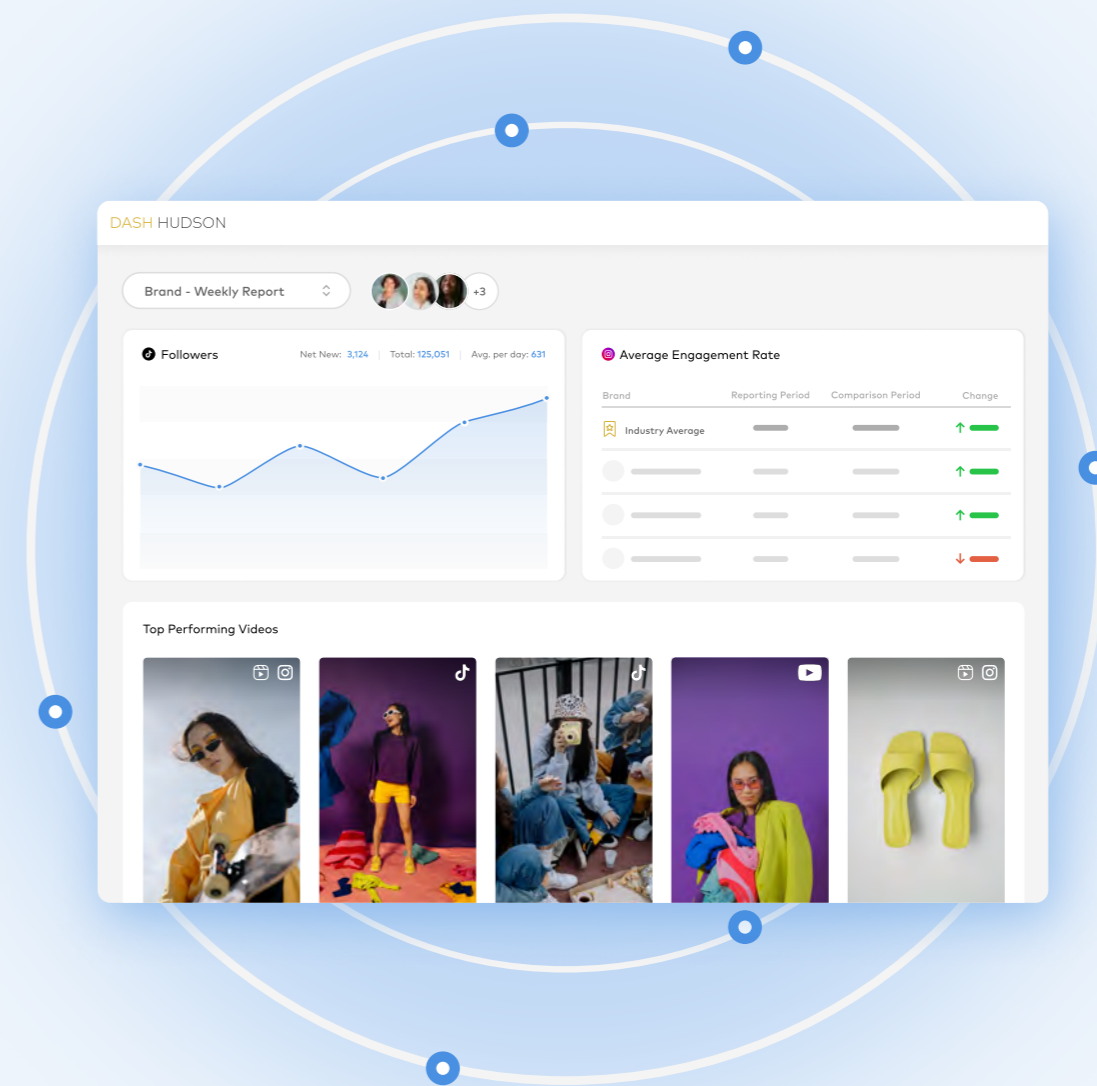
PRO TIPS

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

Across All Industries

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

Customer data only

By Industry

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

*Customer data only

Home Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Home Overall	233,618	4	15.9%	4.3%	114,896	32	19	54,326
Growing Brands 0 – 11.5K Followers	6,528	2	18.8%	4.7%	24,008	5	2	27,073
Established Brands 11.5K – 110K Followers	44,310	4	12.9%	4.5%	69,650	23	13	50,566
Large Brands 110K+ Followers	525,026	5	10.8%	3.9%	199,955	97	31	108,411

*Customer data only

Top Overall Home Industry Performers by Engagement Rate

DH **Dash Hudson User**

	Brand Size	Engagement Rate	Weekly Posts	Video Views	Shares	Comments
Home Overall	233,618	4.3%	4	114,896	32	19
BOXI	Established	16.3%	1	58,000	0.4	0.4
Cozy Earth	Established	14.9%	6	27,595	17	303
Jenni Kayne Home	Established	11.0%	1	59,729	120	34
FORVR Mood	Growing	7.1%	n/a	2,306	2	3
OTOTO Design	Large	6.6%	n/a	20,6091,4017	38	11

Customer data only

Top Overall Home Industry Performers by Engagement Rate

DH **Dash Hudson User**

	Brand Size	Engagement Rate Overall	Engagement Rate Video and Reel	Engagement Rate Static and Carousel
Home Overall	–	0.2%	0.2%	0.2%
Casper	Growing	1.0%	1.4%	0.04%
Carl Hansen & Søn Japan	Growing	0.8%	0.8%	0.8%
Tekla	Growing	0.8%	0.6%	0.9%
Kathy Kuo home	Established	0.7%	0.3%	0.9%
Otherland	Growing	0.6%	0.6%	0.4%

*Customer data only

Across All Industries

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

*Customer data only

By Industry

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

*Customer data only

Home Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
Home Overall	204,107	2	2.2%	4	118	15	82,937
Growing Brands 0 – 20K Followers	7,655	1	2.7%	0	10	6	108,134
Established Brands 20K – 150K Followers	60,159	2	1.7%	6	128	10	31,067
Large Brands 150K+ Followers	525,488	6	0.9%	6	195	27	118,896

*Customer data only

Top Overall Home Industry Performers by Video Views

DH **Dash Hudson User**

	Brand Size	Followers	Video Views	Likes
Home Overall	–	204,107	82,937	118
DH **Home Depot**	Large	518,000	529,729	11
DH **Living Spaces**	Growing	4,460	257,196	1
DH **Lamps Plus**	Growing	17,700	126,379	6
Schumacher1889	Established	76,800	112,574	2,235
DH **Wayfair**	Established	84,400	110,456	861

*Customer data only

Top Overall Home Industry Performers by Percentage Viewed

DH **Dash Hudson User**

	Brand Size	Percentage Viewed	Video Views	Likes
Home Overall	–	71%	82,937	118
DH **Lamps Plus**	Growing	91%	126,379	6
DH **Studio McGee**	Large	80%	60,558	1,170
DH **Hunter Fan Co.**	Growing	78%	1,696	19
DH **Living Spaces**	Growing	74%	257,196	1
DH **Hunter Douglas**	Growing	72%	1,401	1

Customer data only