2023 Cross-Channel Benchmark Report

HOME 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 Home Industry

The Home industry is the sector for lifestyle products and decor for consumers looking for inspiration to transform their living space.

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 shortform 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.

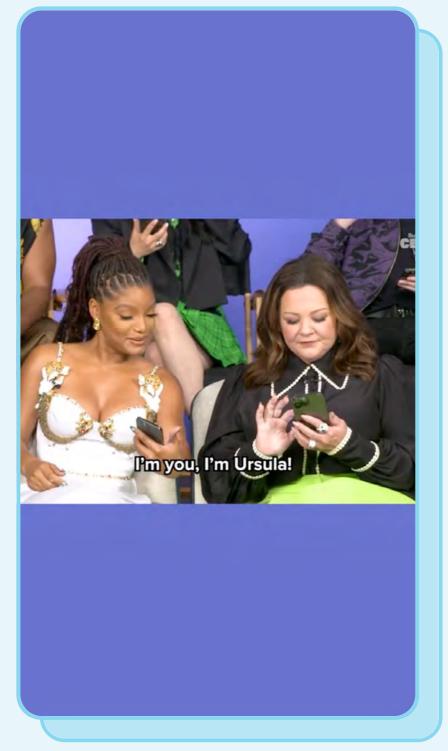
Rising Engagement Rate from 4.6% to 4.8%, the surge in Video Views from 111.5K to 147.7K, and the expanded Reach from 89K to 116.9K are evidence of TikTok's continued rapid growth.

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 defacto platform for video.

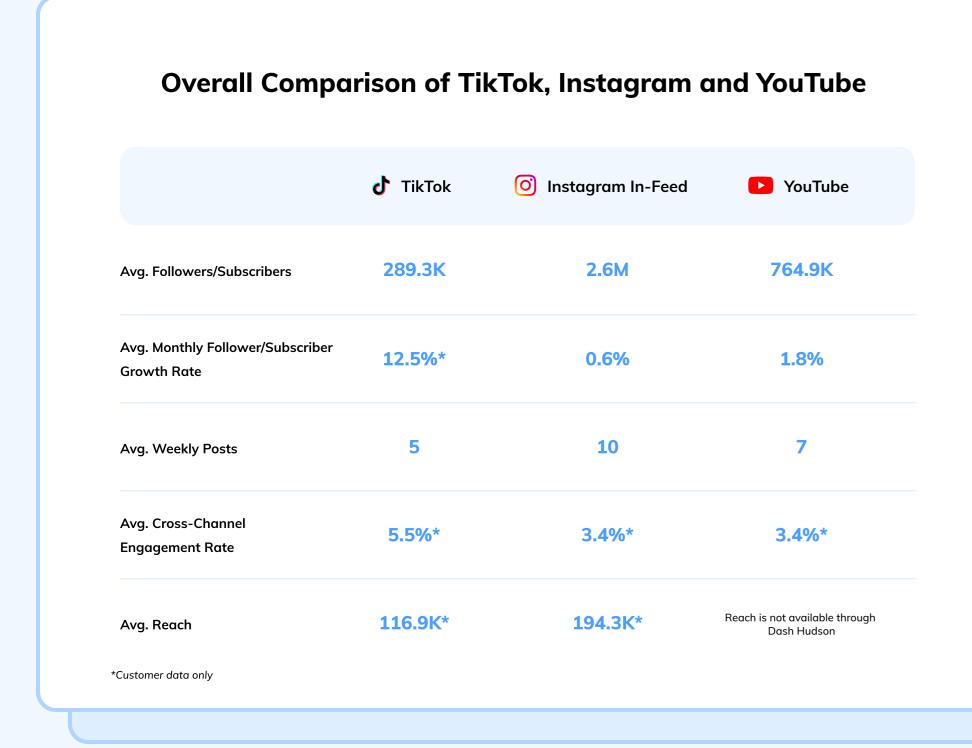


@coach

DASH HUDSON INSIGHT

YouTube Shorts' Cross-Channel Engagement Rate is higher than that of longform 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, 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

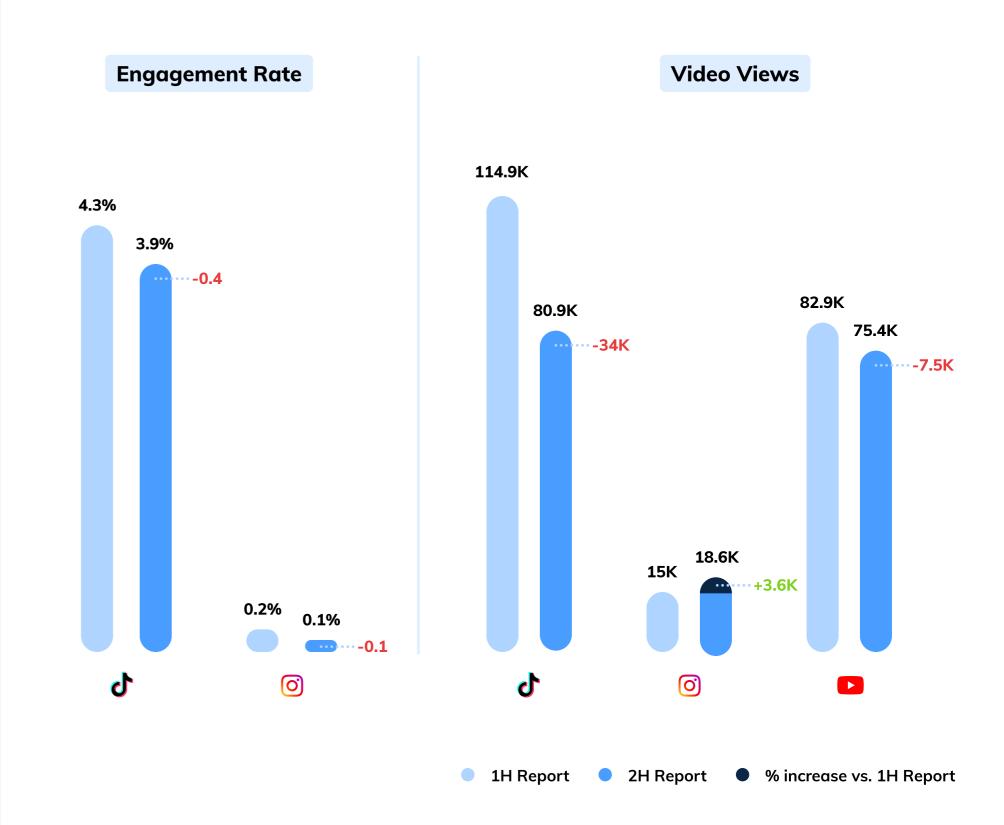
Home Industry Seeks Opportunities for Growth

Content produced by the Home industry has declined in entertainment and engagement. TikTok (-0.4) and Instagram (-0.1) Engagement Rates dropped. Instagram Reels' Entertainment Score fell (from 3.2 to 2.8), along with TikTok (-34K) and YouTube (-7.5K) Video Views.

- Content shared by Home brands is sparking conversations in DMs. On TikTok, the Home industry receives an average of 114 Shares per post, despite having some of the lowest average Reach (63K). A high proportion of Shares vs. Reach suggests that Home brands are succeeding at posting products that viewers want their friends to know about.
- Home brands struggle to keep up with the pace of social entertainment. Brands post at one of the lowest frequencies on TikTok (3 posts per week) and Instagram Reels (2 posts per week). Regular posting cadence is essential to building a strong, loyal community. Entertainment Scores on TikTok (3.8) and Instagram Reels (2.8) suggest content has an opportunity to engage and retain viewers.
- The Home industry has a smaller audience on YouTube, however, there is still potential to optimize content for entertainment. The industry has the smallest average follower base on YouTube (98K) but garners impressive Video Views (75K), suggesting an opportunity to carve out a niche on this platform.

Average Home Engagement Rate and Video Views

1H vs. 2H Report



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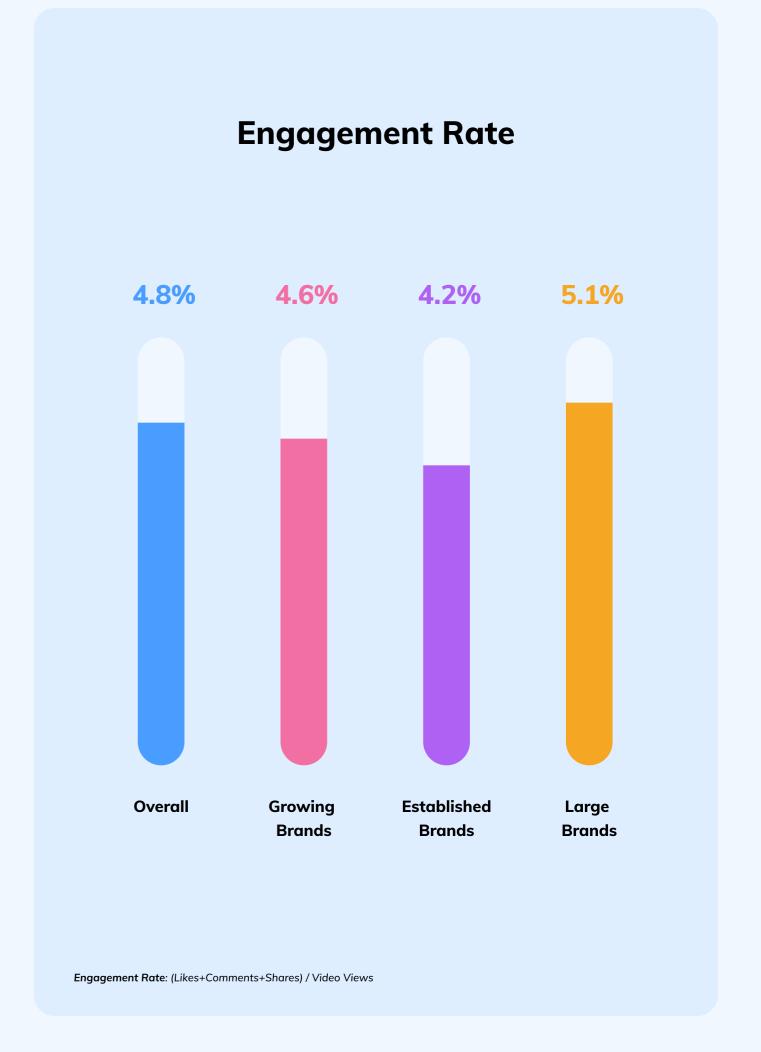
TikTok





Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Overall	289.3K	5	12.5%	147.7 K	165	116.9K	4.0
Growing Brands (0 – 11.5K Followers)	4.0K	2	17.5%	17.9 K	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

AVERAGE TIKTOK PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Home	118.8K	3	19.8%	80.9K	114	63.1K	3.8
Beauty	260.6K	5	8.7%	101.2K	57	82.6K	4.2
Retail	175.5 K	4	8.9%	150.1K	59	110.9K	3.5
Fashion and Luxury	253.5K	5	9.8%	188.6K	99	124.2K	3.6
CPG, Food and Beverage	312.3K	3	16.9%	172 K	130	133.9K	4.3
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

DASH HUDSON

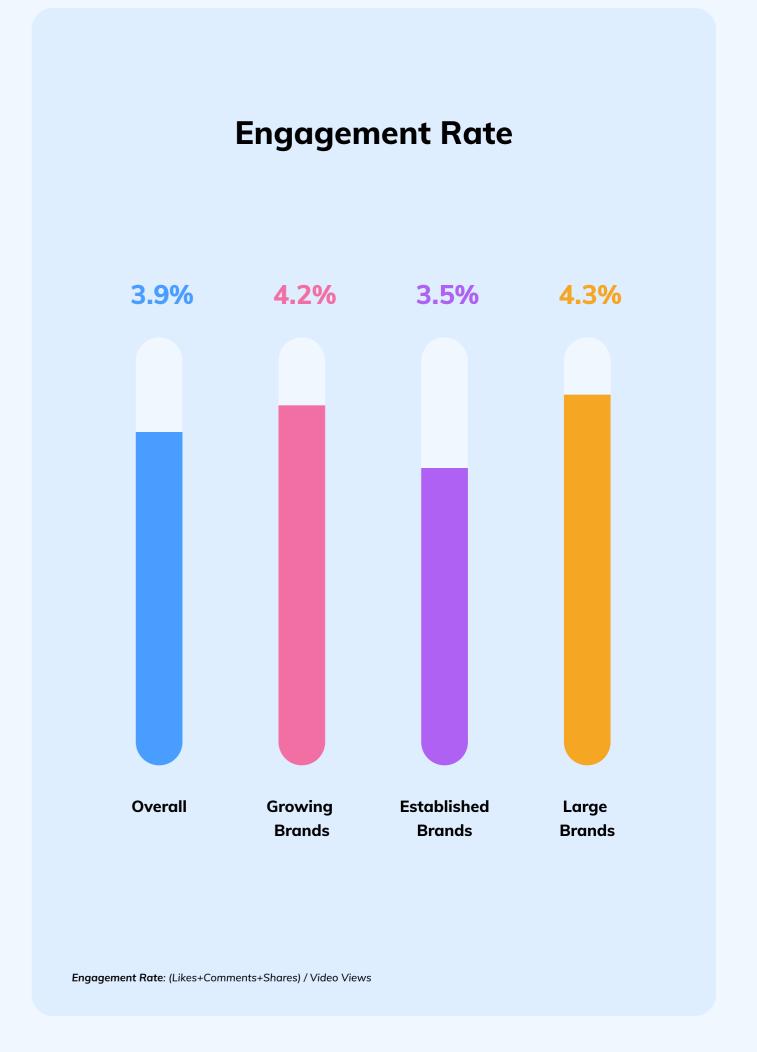
Engagement Rate





Home Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Home Overall	118.8K	3	19.8%	80.9K	114	63.1 K	3.8
Growing Brands (0 – 11.5K Followers)	3.5K	2	25.8%	22.4K	11	18.9K	3.8
Established Brands (11.5K – 110K Followers)	54.6K	4	6.3%	49.2K	59	17.4K	3.9
Large Brands (110K+ Followers)	457K	5	11.6%	153.9K	241	146K	3.7



*Customer data only



Top Home Industry Performers by Engagement Rate



Deep Dives Into Top Performing Home Brands

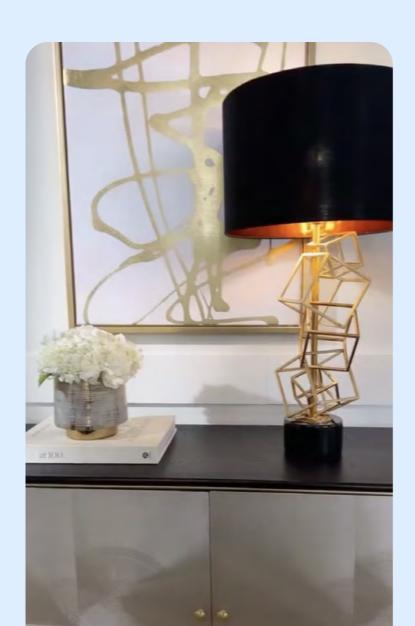
Growing Brand

LAMPS PLUS

Lamps Plus engages its audience with creative lighting ideas, home decor trends and stylish room transformations, establishing a captivating and visually appealing presence on TikTok.

Lamps Plus outperforms the average Engagement Rate for Home brands by 190%.







SERENA & LILY

Serena & Lily successfully showcases its luxurious home furnishings and decor through aesthetically pleasing visuals, captivating the attention of interior design enthusiasts.



Serena & Lily outperforms the average Engagement Rate for Home brands by 179%.



Growing Brand

1sDIBS

1stDibs excels at curating unique and high-end home decor content to appeal to discerning collectors and design aficionados. Read the brand's case study to learn more about its strategy.



1stDibs outperforms the average Engagement Rate for Home brands by 179%.



Winning Formulas for Creating Entertaining TikTok Content



House Plant achieves high Entertainment Scores on TikTok by delivering engaging and informative content about cannabis products, fostering a thriving community of enthusiasts. Its top-performing TikTok is a video of founder Seth Rogen sharing news of an Airbnb partnership.

Entertainment Score: 8.8/10

Compared to the Home industry average of 3.8, and House Plant's own average of 5.5.

Retention Rate: 37%

Compared to the Home industry average of 36%, and House Plant's own average of 44%.



Top Overall Home Industry Performers by Entertainment Score

Average Retenti	ion Rate		
Overall Aver	age		2.0
36%			3.8
House Plant			5.5
Large Brand	44%		5.5
Article			5.3
Growing Brand	46%		3.3
1stDibs			5.3
Growing Brand	15%		
Amazon Hor	ne		4.9
Large Brand	47%		415
CB2			4.8
Growing Brand	46%		7.0
Customer data only			

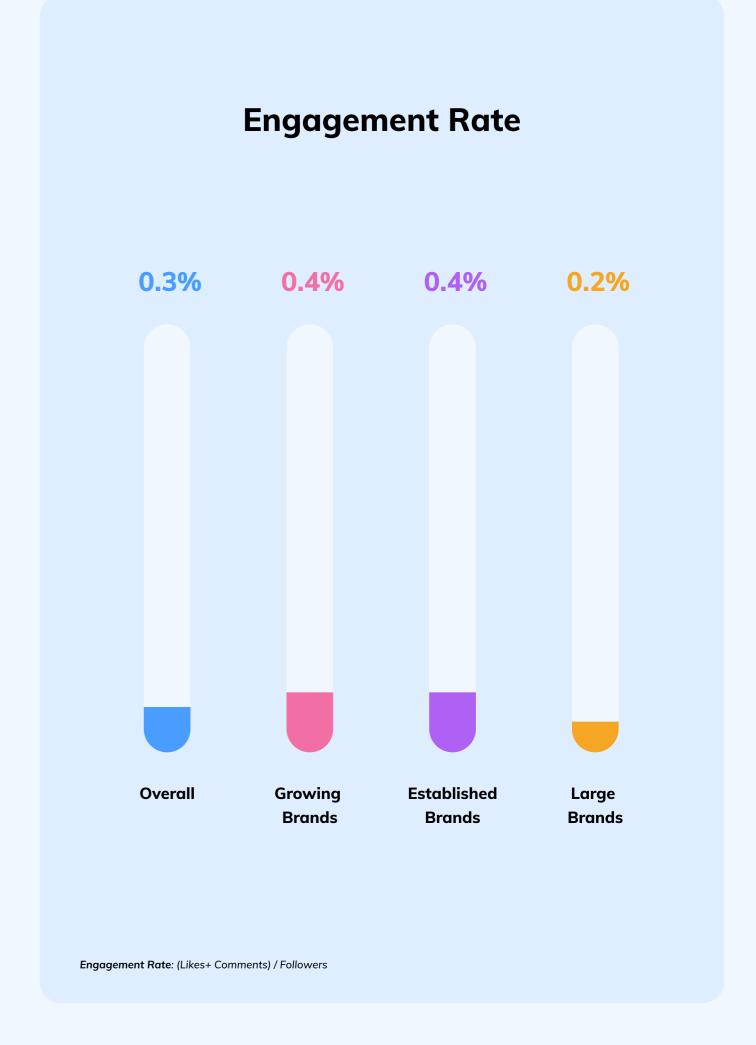
Instagram





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

O 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*
Home	1 M	2	5	0.5%	55.7K	2.8	11.7%
Retail	4.3M	4	6	0.4%	72.2 K	3.0	11.0%
Fashion and Luxury	5.5M	3	6	0.6%	91.7K	3.4	11.1%
CPG, Food and Beverage	1.4M	2	3	0.6%	66K	4.5	16.8%
Beauty	3.6M	8	6	0.6%	92.5K	4.0	16.0%
Media and Publishing	5.2M	8	16	0.8%	319.5K	4.5	15.0%
Children and Baby	867.1K	2	4	0.9%	51.6 K	3.2	16.6%

*Customer data only

DASH HUDSON

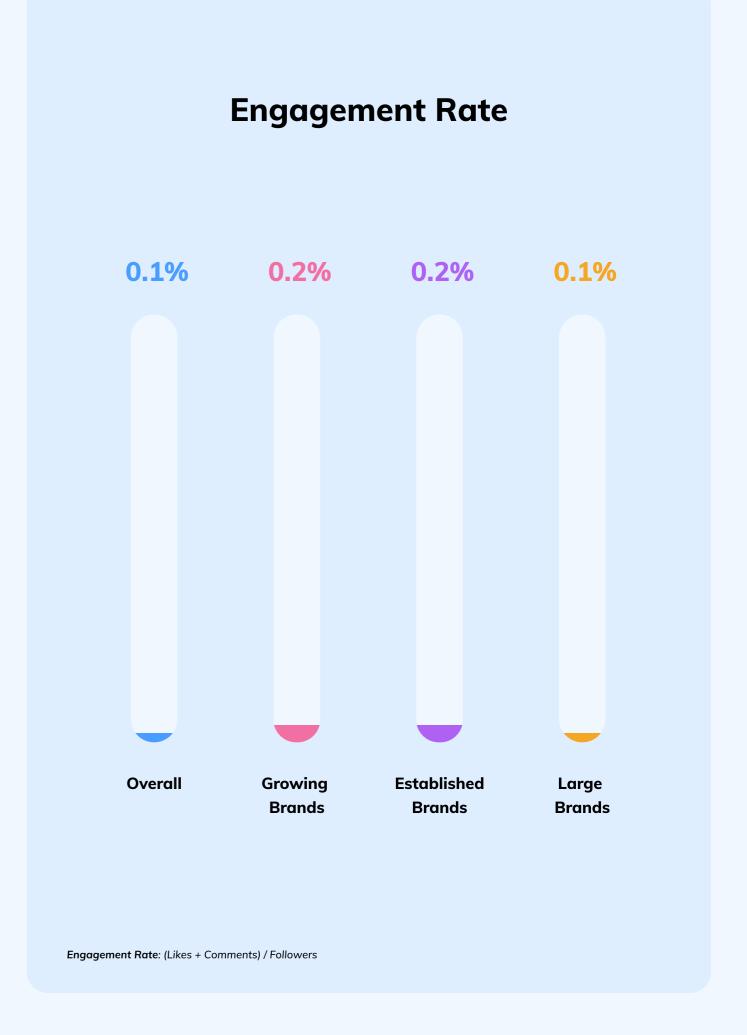
Engagement Rate





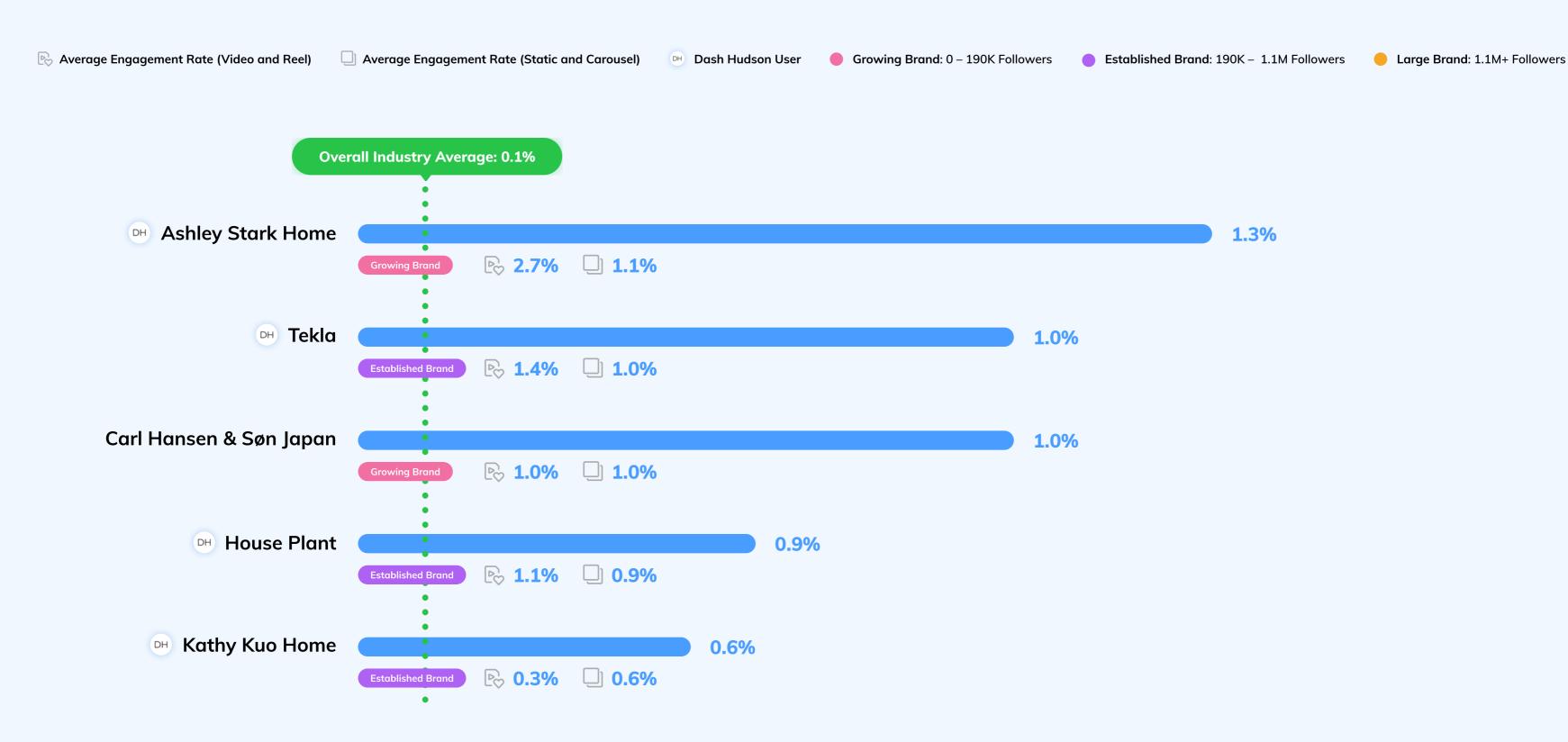
Home Brands Industry-Wide

	Follower Count	Weekly Posts (Reels and Videos)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels and Videos)	Effectiveness Rate*
Home Overall	1 M	2	5	0.5%	55.7K	2.8	11.7%
Growing Brands (0 – 190K Followers)	125.5K	1	4	0.8%	4.6K	2.5	9.1%
Established Brands (190K – 1.1M Followers)	558.8K	2	5	0.5%	32.2K	2.2	11.4%
Large Brands (1.1M+ Followers)	2.4M	3	5	0.3%	136K	3.8	13.8%



*Customer data only

Top Home Industry Performers by Engagement Rate



Deep Dives Into Top Performing Home Brands

Growing Brand

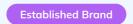
ASHLEY STARK HOME

Ashley Stark Home thrives on Instagram by showcasing its elegant and timeless home decor, featuring stunning visuals that appeal to luxury home decor enthusiasts.

Ashley Stark Home outperforms the average Engagement Rate for Home brands by 1,300%.





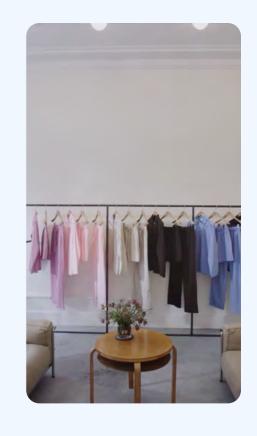


TEKLA

Tekla succeeds in showcasing its high-quality and sustainable home textiles through minimalistic and visually pleasing content, effectively appealing to design-conscious consumers.



Tekla outperforms the average Engagement Rate for Home brands by 1,000%.



Growing Brand



CARL HANSEN & SØN

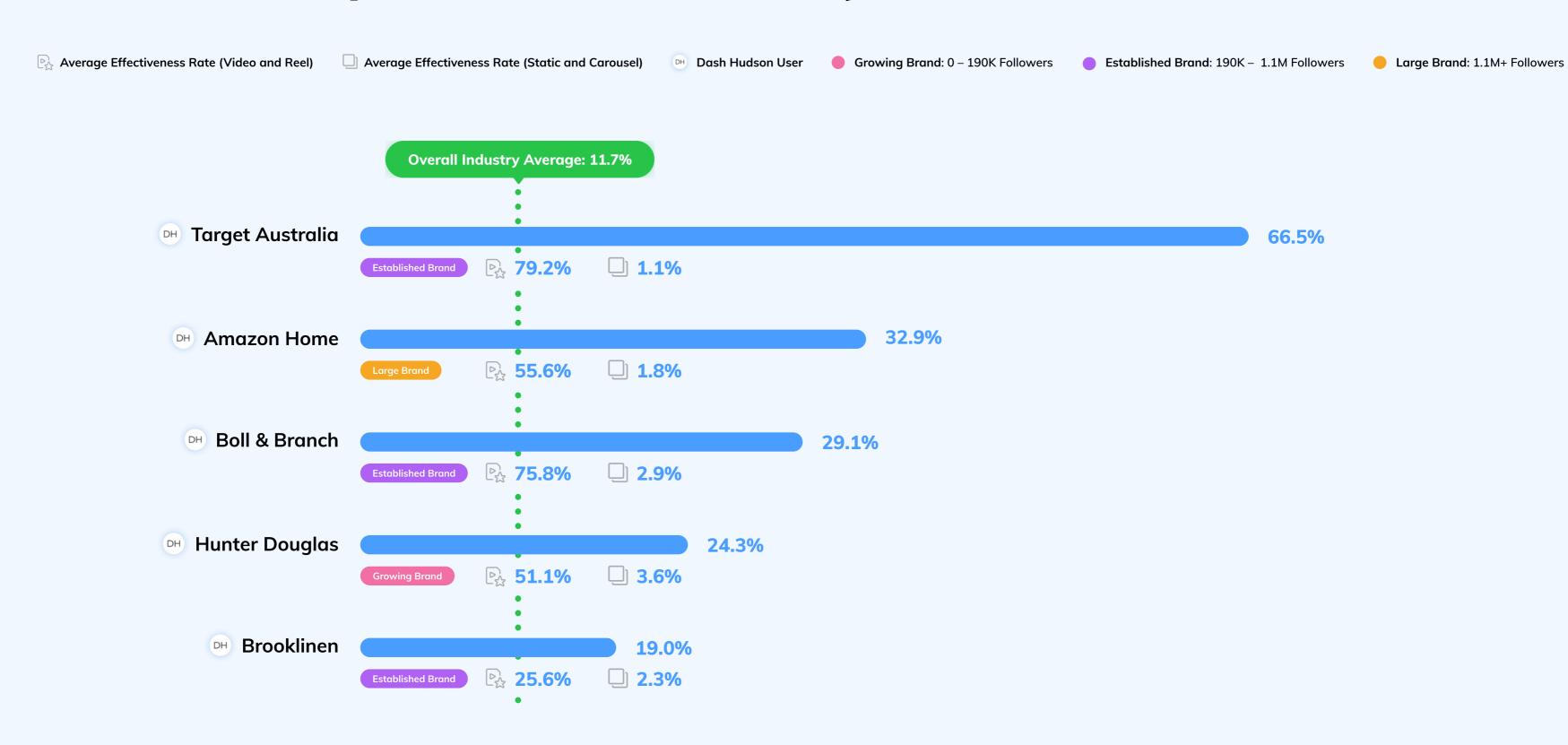
Carl Hansen & Søn Japan excels in showcasing its iconic and innovative furniture designs to capture the essence of Scandinavian design and resonate with Japanese interior design enthusiasts.



Carl Hansen & Søn Japan outperforms the average Engagement Rate for Home brands by 1,000%.



Top Home Performers by Effectiveness Rate



O AVERAGE EFFECTIVENESS RATE AND INDUSTRY LEADERS

Strategies for Garnering Best-in-Class Performance



Target Australia demonstrates a high Effectiveness Rate on Instagram by delivering relatable fashion and home decor content, successfully boosting brand loyalty and driving consumer engagement.

Target Australia outperforms the overall average Effectiveness Rate for Home brands by 568%.





Winning Formulas for Creating Entertaining Reels Content



Amazon Home achieves high Entertainment Scores on Instagram by curating a diverse range of home products and highlighting practical and innovative solutions, such as this soothing video of fridge organization that earned a near-perfect score.

Entertainment Score: 9.9/10

Compared to the Home industry average of 2.8, and Amazon Home's own average of 6.5.



Top Overall Home Industry Performers by Entertainment Score (Reels)

Average Video Views (Reels)		
Overall Average		2.8
▶ 18.6K		2.0
Amazon Home		6.5
Large Brand	J.4K	0.5
Magnolia		5.7
Large Brand	3.2K	5.7
House Plant		5.6
Established Brand).6K	3.0
McGee and Co		5.0
Large Brand	OK	3.0
Lee Industries		4.7
Growing Brand 6.9	K	4./
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	7.2 K	3.1K	7.6 K	5.3K
Interest	Travel, Parenting	Wedding	Fashion, Streetwear, Design	Entertainment, Comedy	Fashion, Parenting, Home Decor

Micro Creators (10K – 100K Followers)

	Keimandtay	katdiermissen	Marinataylor	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

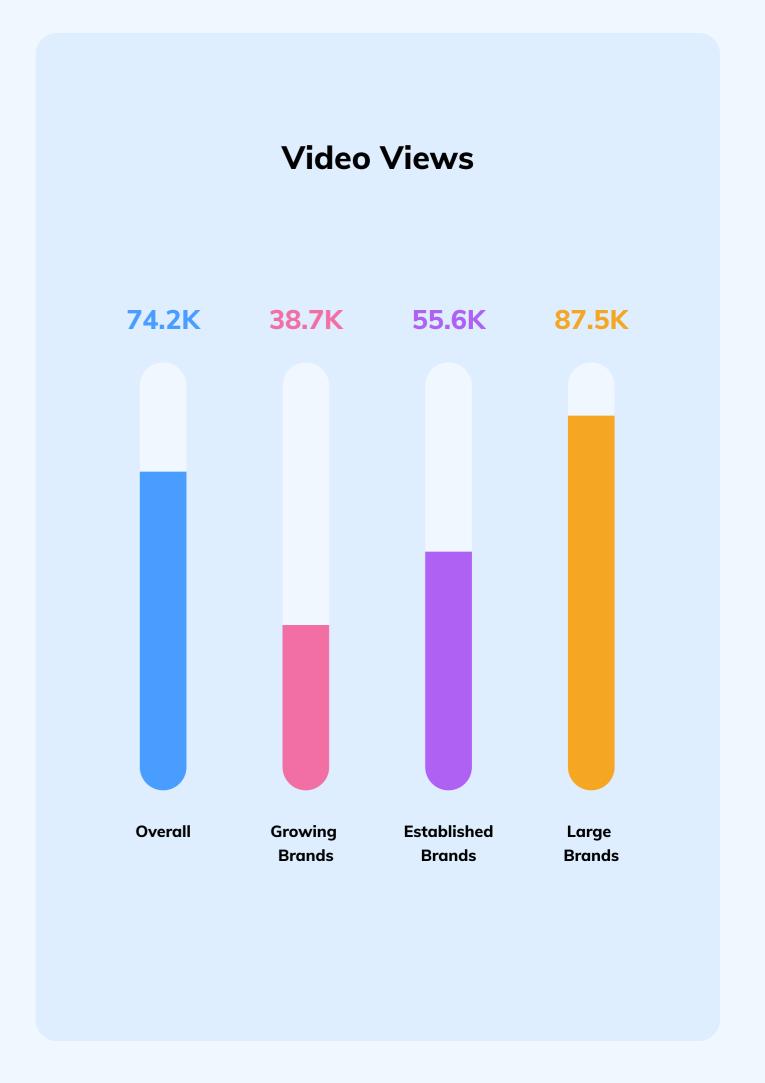


AVERAGE YOUTUBE PERFORMANCE

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)	5.3 K	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





AVERAGE YOUTUBE PERFORMANCE

Across All Industries

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

Video Views

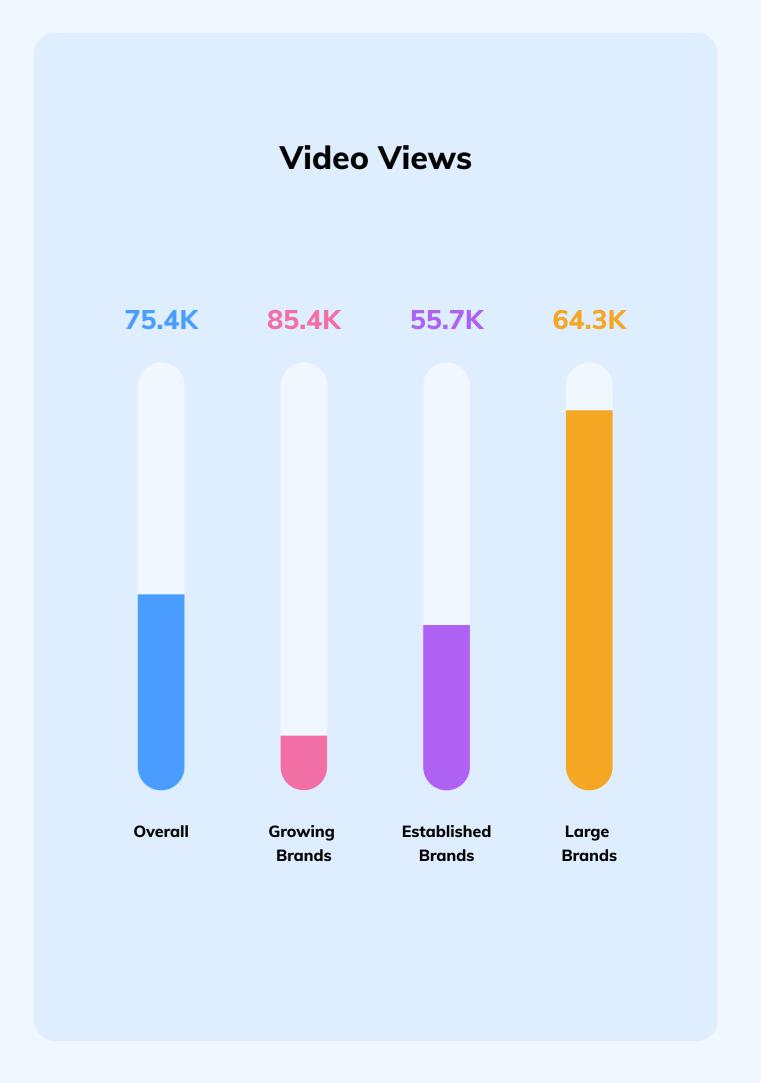


AVERAGE YOUTUBE PERFORMANCE

Home Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares
Home Overall	97.2K	5	1.9%	43	14
Growing Brands (0 – 20K Followers)	4.9K	6	2.9%	6	8
Established Brands (20K – 150K Followers)	65.1 K	4	0.6%	180	18
Large Brands (150K+ Followers)	857.3K	1	0.1%	27	30





Top Home Industry Performers by Overall Video Views



AVERAGE VIDEO VIEWS AND INDUSTRY LEADERS

Engaging Interior Design Education

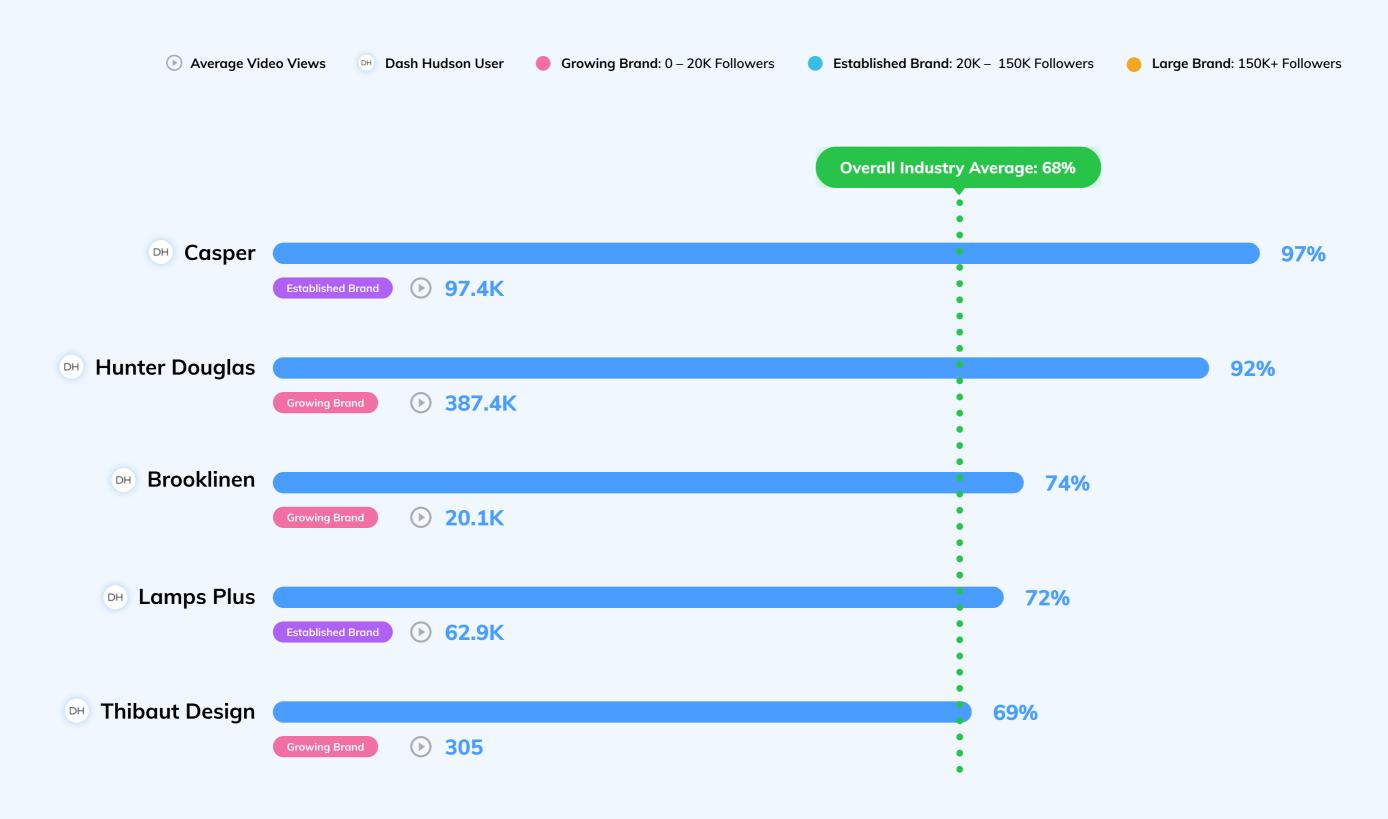
LAMPS PLUS.

Lamps Plus uses YouTube to share educational videos on how to incorporate lighting into interior design, including listicles and how-to guides. Distributing footage in both long-form and Shorts allows the brand to easily reach a higher number of viewers.

Lamps Plus receives 307% more views than the average for brands in the Home industry.



Top Home Industry Performers by Percentage Viewed



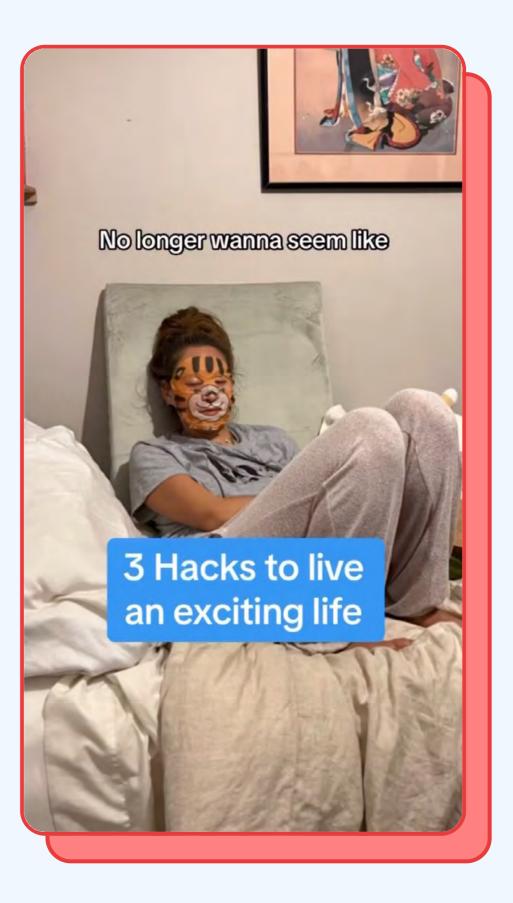
AVERAGE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Entertaining Shorts and Long-Form Science

Casper

Casper makes use of Shorts to share entertaining content around its mattresses and pillows, while using the long-form format to share educational footage of the science behind its foam technology. This two-prong strategy allows the brand to maximize video retention metrics for each format.

© Casper's videos are viewed to 97% completion on average, an impressive milestone for the Home industry.



What We Can Learn From Home Brands' Strategies

Leverage the Power of Creators and Celebrities

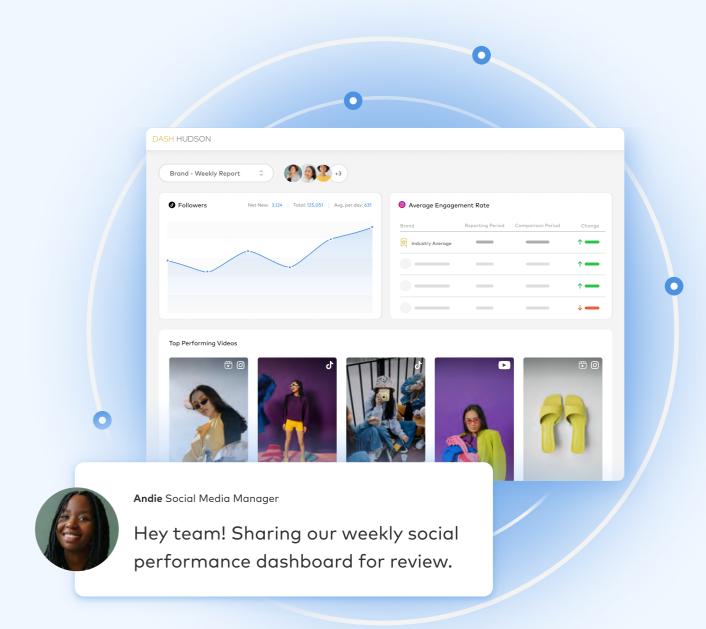
Social media users are far more likely to engage with content featuring trusted creators, particularly celebrities. UGC functions as both peer-to-peer entertainment and a testimonial, and it offers the opportunity for brands to expand their algorithmic reach when shared by creators.

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.



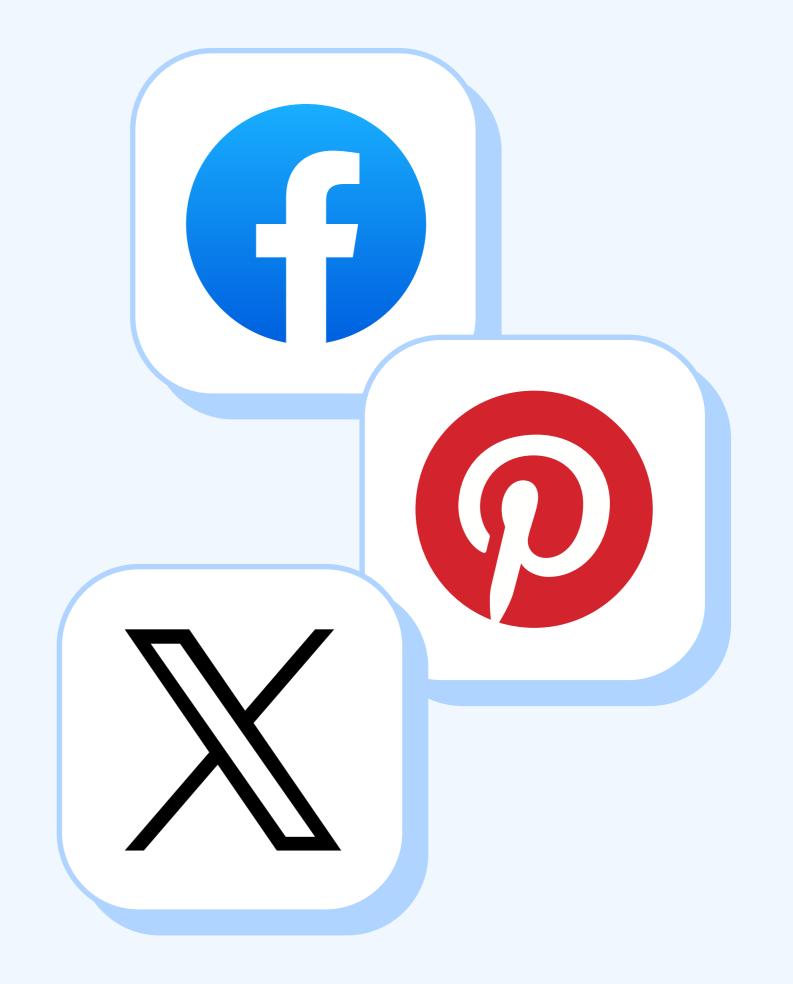
DASH HUDSON

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 <u>dashhudson.com</u>.

AT A GLANCE

Facebook, Pinterest and X

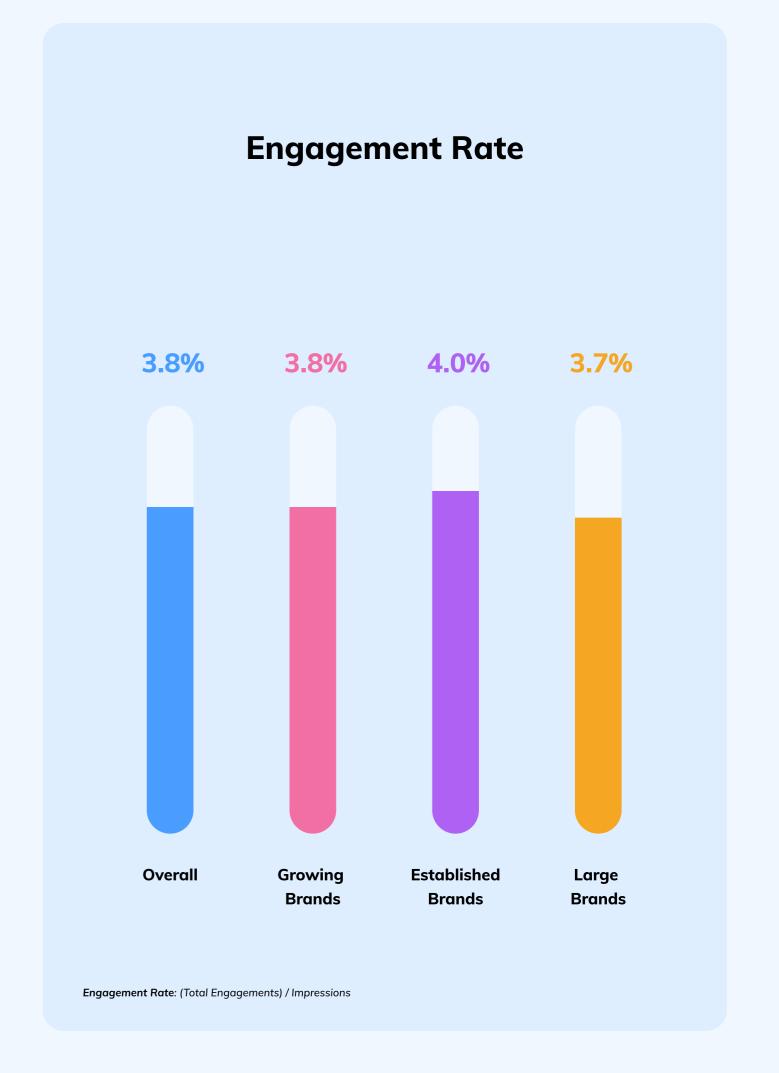




Across All Industries

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

*Customer data only

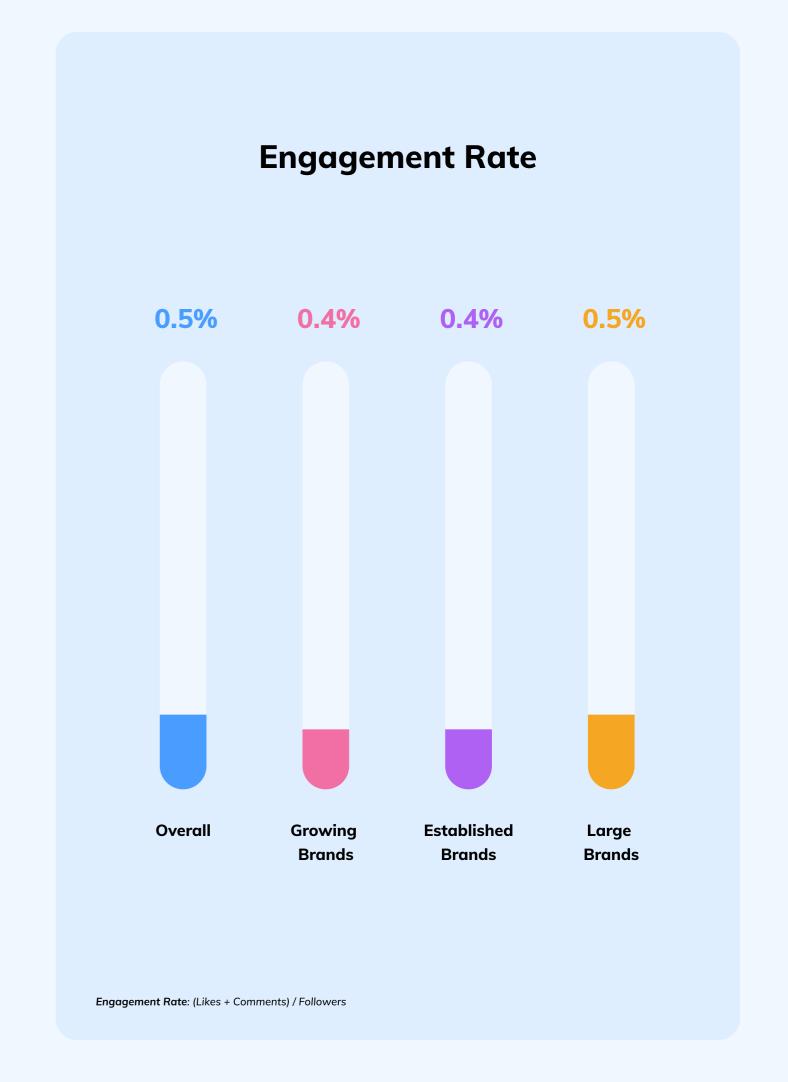




Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Video Views
Overall	231K	17	1.3%	26.1K	70.9 K
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	71.6 K

*Customer data only



X AVERAGE X PERFORMANCE

Across All Industries

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

