2023 Cross-Channel Benchmark Report
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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 measure such 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 Media and Publishing Industry**

The Media and Publishing industry is the ever-changing world of content syndication, news updates and popular culture.

### 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*.

**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.

**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 your video performance. Effectiveness Rate = Likes + Comments + Saves + Video Views / Est. Reach.

**Why It Matters:**

#### Average Number of Weekly Posts

The average number of posts brands share per group 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.

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

---

*Dash-Hudson does not have an available metric for YouTube. Video Views was used.*
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.
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.

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.
Insurance 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.

DASH HUDSON INSIGHT

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

YouTube Shorts are more engaging than long-form videos.

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

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

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

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

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

DASH HUDSON INSIGHT

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>TikTok</th>
<th>Instagram In-Feed</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Followers/Subscribers</td>
<td>289.3K</td>
<td>2.6M</td>
<td>764.9K</td>
</tr>
<tr>
<td>Avg. Monthly Follower/Subscriber</td>
<td>12.5%*</td>
<td>0.6%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Growth Rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avg. Weekly Posts</td>
<td>5</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Avg. Cross-Channel Engagement Rate</td>
<td>5.5%*</td>
<td>3.4%*</td>
<td>3.4%*</td>
</tr>
<tr>
<td>Avg. Reach</td>
<td>116.9K*</td>
<td>194.3K*</td>
<td></td>
</tr>
</tbody>
</table>

*Customer data only

# Overall Comparison of TikTok, Reels and Shorts

<table>
<thead>
<tr>
<th>Metric</th>
<th>TikTok</th>
<th>Instagram Reels</th>
<th>YouTube Shorts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Weekly Posts</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Avg. Cross-Channel Engagement Rate</td>
<td>5.5%*</td>
<td>2.8%*</td>
<td>3.9%*</td>
</tr>
<tr>
<td>Avg. Video Views</td>
<td>147.7K</td>
<td>153K*</td>
<td>32.1K</td>
</tr>
<tr>
<td>Avg. Reach</td>
<td>116.9K*</td>
<td>147.1K*</td>
<td></td>
</tr>
<tr>
<td>Avg. Shares</td>
<td>165</td>
<td>339*</td>
<td>42*</td>
</tr>
</tbody>
</table>

Reach is not available through Dash Hudson.

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**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.
Media and Publishing Industry Dominates Social Media With Entertaining Content

The Media and Publishing industry has experienced increased performance across channels. Engagement Rate has increased across TikTok (+0.2) and Instagram (+0.1), along with Video Views for TikTok (+44.3K), Instagram Reels (+3.1K) and YouTube (+27.9K).

- **Media and Publishing continues to lead in Engagement Rates on TikTok and Instagram.** The Media and Publishing industry overtook Beauty as the most engaging industry last year and continues to dominate in the first half of 2023. The industry holds an Engagement Rate of 5.4% on TikTok and 0.5% on Instagram.

- **Media and Publishing brands master Engagement Rate and Reach.** The common pattern is for brands with higher Reach to see lower Engagement Rate, and vice versa; however, the Media and Publishing industry defies this trend. Brands that succeed in earning Reach still see the highest Engagement Rates. The industry crafts some of the most entertaining content on TikTok and Instagram Reels (Entertainment Scores of 4.2 and 4.5, respectively), suggesting that it cracked the code of what social users want to see and engage with.

- **While Media and Publishing brands utilize YouTube more than any other industry, there's room to optimize strategy.** The Media and Publishing sector boasts the highest number of subscribers on average (2.6M) and a posting frequency of 27 weekly posts. However, overall Video Views are relatively low in comparison, standing at 75K. Shorts garner an average of 46K Video Views while only contributing one-third of the content, indicating a potential avenue for exploring short-form videos.

### Average Media and Publishing Engagement Rate and Video Views

<table>
<thead>
<tr>
<th>Channel</th>
<th>1H Report</th>
<th>2H Report</th>
<th>% Increase vs. 1H Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>TikTok</td>
<td>5.2%</td>
<td>5.4%</td>
<td>+0.2</td>
</tr>
<tr>
<td>Instagram</td>
<td>0.4%</td>
<td>0.5%</td>
<td>+0.1</td>
</tr>
<tr>
<td>Video Views</td>
<td>179.4K</td>
<td>135.1K</td>
<td>-44.3K</td>
</tr>
<tr>
<td>Video Views</td>
<td>41.8K</td>
<td>44.9K</td>
<td>+3.1K</td>
</tr>
<tr>
<td>Video Views</td>
<td>47.8K</td>
<td>75.7K</td>
<td>+27.9K</td>
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</table>

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TikTok
# Average TikTok Performance

## Across All Industries

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

*Customer data only

### Engagement Rate

- **Overall**: 4.8%
- **Growing Brands**: 4.6%
- **Established Brands**: 4.2%
- **Large Brands**: 5.1%

Engagement Rate: (Likes + Comments + Shares) / Video Views
### Across All Industries

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

<table>
<thead>
<tr>
<th>Industry</th>
<th>Engagement Rate</th>
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<tr>
<td>Media and Publishing</td>
<td>5.4%</td>
</tr>
<tr>
<td>Beauty</td>
<td>4.9%</td>
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<tr>
<td>Retail</td>
<td>3.8%</td>
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<tr>
<td>Fashion and Luxury</td>
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<td>CPG, Food and Beverage</td>
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</tr>
<tr>
<td>Home</td>
<td>3.9%</td>
</tr>
<tr>
<td>Children and Baby</td>
<td>4.7%</td>
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**Media and Publishing Brands Industry-Wide**

<table>
<thead>
<tr>
<th>Category</th>
<th>Follower Count</th>
<th>Weekly Posts</th>
<th>Monthly Follower Growth Rate*</th>
<th>Video Views</th>
<th>Shares</th>
<th>Reach*</th>
<th>Entertainment Score*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media and Publishing Overall</td>
<td>551.2K</td>
<td>9</td>
<td>16.0%</td>
<td>179.4K</td>
<td>344</td>
<td>157.2K</td>
<td>4.2</td>
</tr>
<tr>
<td>Growing Brands (0 - 11.5K Followers)</td>
<td>3.6K</td>
<td>2</td>
<td>26.5%</td>
<td>18.9K</td>
<td>11</td>
<td>14.5K</td>
<td>3.9</td>
</tr>
<tr>
<td>Established Brands (11.5K - 110K Followers)</td>
<td>57.8K</td>
<td>5</td>
<td>14.5%</td>
<td>79.1K</td>
<td>120</td>
<td>69.1K</td>
<td>3.7</td>
</tr>
<tr>
<td>Large Brands (110K+ Followers)</td>
<td>943.7K</td>
<td>11</td>
<td>13.8%</td>
<td>213.3K</td>
<td>418</td>
<td>187.6K</td>
<td>4.4</td>
</tr>
</tbody>
</table>

*Customer data only

**Engagement Rate**

- Overall: 5.4%
- Growing Brands: 5.0%
- Established Brands: 4.3%
- Large Brands: 5.6%
Top Media and Publishing Industry Performers by Engagement Rate

- **It's a Southern Thing**: 15.0% engagement rate, 81.1K followers
- **Them**: 10.9% engagement rate, 130.2K followers
- **Buzzfeed**: 10.8% engagement rate, 245.4K followers
- **British GQ**: 10.3% engagement rate, 217K followers
- **National Geographic**: 9.7% engagement rate, 180.8K followers

Overall Industry Average: 5.4%
Deep Dives Into Top Performing Media and Publishing Brands

Buzzfeed excels at producing engaging and shareable content, leveraging its creative storytelling to deliver the pop culture entertainment TikTok audiences are looking for. Keeping audiences entertained allows Buzzfeed to consistently increase engagement.

🔥 Buzzfeed outperforms the average Engagement Rate for Media and Publishing brands by 200%.

Southern Thing succeeds at entertaining its audience with humorous and relatable content, capturing the essence of Southern culture and gaining significant engagement through viral skits.

南方事成功地吸引了观众的注意力，通过幽默和相关的内容，捕捉了南方文化的精髓，并通过病毒式视频获得了显著的参与度。

南方事的平均参与率比媒体和出版品牌的平均参与率高出278%。

Them successfully resonates with its target audience by creating content that highlights diverse voices and important LGBTQ+ stories, leading to higher engagement and fostering a sense of community.

Them成功地吸引了目标受众的注意力，通过创作内容来突出多样的声音和重要的LGBTQ+故事，从而提高了参与度，并促进了社区感的形成。

Them的平均参与率比媒体和出版品牌的平均参与率高出202%。
Winning Formulas for Creating Entertaining TikTok Content

Southern Thing achieves a high Entertainment Score on TikTok through a mix of comedic sketches, such as this one about incidents at Dollar General. Culturally relevant, humorous and relatable content helps to foster strong audience connections.

Entertainment Score: 9.9/10
Compared to the Media and Publishing industry average of 4.2, and Southern Thing’s own average of 8.5.

Retention Rate: 71%
Compared to the Beauty industry average of 35%, and Southern Thing’s own average of 50%.

Top Overall Media and Publishing Industry Performers by Entertainment Score

- **Overall Average**: 4.2
- **It’s a Southern Thing**: 8.5
- **College Fashionista**: 7.4
- **Them**: 7.0
- **Wedding Wire**: 6.8
- **British GQ**: 6.3

Customer data only

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**Average Retention Rate**

Overall Average: 35%

It’s a Southern Thing: 50%

College Fashionista: 37%

Them: 41%

Wedding Wire: 64%

British GQ: 45%
Instagram
## Across All Industries

<table>
<thead>
<tr>
<th></th>
<th>Follower Count</th>
<th>Weekly Posts (Reels and Videos)</th>
<th>Weekly Posts (Carousel and Image)</th>
<th>Monthly Follower Growth Rate</th>
<th>Reach*</th>
<th>Entertainment Score*</th>
<th>Effectiveness Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>2.6M</td>
<td>4</td>
<td>6</td>
<td>0.6%</td>
<td>194.3K</td>
<td>3.9</td>
<td>14.7%</td>
</tr>
<tr>
<td>Growing Brands (0 – 150K Followers)</td>
<td>95.3K</td>
<td>2</td>
<td>4</td>
<td>0.8%</td>
<td>11.5K</td>
<td>3.6</td>
<td>19.0%</td>
</tr>
<tr>
<td>Established Brands (150K – 1.1M Followers)</td>
<td>499.5K</td>
<td>4</td>
<td>5</td>
<td>0.6%</td>
<td>52.2K</td>
<td>3.6</td>
<td>18.3%</td>
</tr>
<tr>
<td>Large Brands (1.1M+ Followers)</td>
<td>7.6M</td>
<td>6</td>
<td>10</td>
<td>0.6%</td>
<td>375.8K</td>
<td>4.3</td>
<td>10.1%</td>
</tr>
</tbody>
</table>

*Customer data only

### Engagement Rate

- Overall: 0.3%
- Growing Brands: 0.4%
- Established Brands: 0.4%
- Large Brands: 0.2%
### Across All Industries

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

*Customer data only

**AVGARAGE INSTAGRAM PERFORMANCE**

**2023 Cross-Channel Benchmark Report: Instagram | 18**
Top Media and Publishing Industry Performers by Engagement Rate

- **How I Met Your Father**
  - Growing Brand: 3.4%
  - Established Brand: 3.6%
  - Overall Industry Average: 0.5%

- **GQ Recommends**
  - Growing Brand: 1.2%
  - Established Brand: 4.4%
  - Overall Industry Average: 0.5%

- **GQ Sports**
  - Established Brand: 2.4%
  - Established Brand: 2.6%
  - Overall Industry Average: 0.5%

- **Upworthy**
  - Established Brand: 2.0%
  - Established Brand: 2.5%
  - Overall Industry Average: 0.5%

- **Them**
  - Established Brand: 1.2%
  - Established Brand: 2.3%
  - Overall Industry Average: 0.5%
### Media and Publishing Brands

#### Industry-Wide

<table>
<thead>
<tr>
<th>Category</th>
<th>Follower Count</th>
<th>Weekly Posts (Reels and Videos)</th>
<th>Weekly Posts (Carousel and Image)</th>
<th>Monthly Follower Growth Rate</th>
<th>Reach*</th>
<th>Entertainment Score*</th>
<th>Effectiveness Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media and Publishing Overall</td>
<td>5.2M</td>
<td>8</td>
<td>16</td>
<td>0.8%</td>
<td>319.5K</td>
<td>4.5</td>
<td>15.0%</td>
</tr>
<tr>
<td>Growing Brands (0 - 150K Followers)</td>
<td>97.5K</td>
<td>4</td>
<td>9</td>
<td>0.8%</td>
<td>20.1K</td>
<td>3.2</td>
<td>21.2%</td>
</tr>
<tr>
<td>Established Brands (150K - 1.1M Followers)</td>
<td>540.6K</td>
<td>6</td>
<td>12</td>
<td>0.9%</td>
<td>79.9K</td>
<td>4.2</td>
<td>20.8%</td>
</tr>
<tr>
<td>Large Brands (1.1M+ Followers)</td>
<td>8.3M</td>
<td>11</td>
<td>22</td>
<td>0.7%</td>
<td>531.3K</td>
<td>5.1</td>
<td>10.1%</td>
</tr>
</tbody>
</table>

*Customer data only

---

![Engagement Rate Chart](chart.png)

**Engagement Rate**

- Overall: 0.5%
- Growing Brands: 0.7%
- Established Brands: 0.6%
- Large Brands: 0.3%

Engagement Rate: (Likes + Comments) / Followers
Top Media and Publishing Performers by Effectiveness Rate

- **Love Stories TV**: 126.7% (Growing Brand - 127.6% and Static - 2.2%)
- **How I Met Your Father**: 117.4% (Growing Brand - 255.6% and Static - 10.4%)
- **Wedding Wire**: 89.2% (Established Brand - 228.6% and Static - 2.6%)
- **Bazaar Vietnam**: 87.8% (Established Brand - 16.2% and Static - 96.1%)
- **GQ Sports**: 71.8% (Established Brand - 181.0% and Static - 9.0%)

Overall Industry Average: 15.0%
Deep Dives Into Top Performing Media and Publishing Brands

GQ Sports succeeds in catering to sports enthusiasts with a combination of exclusive athlete interviews and captivating highlights, resulting in a highly engaged and dedicated following.

GQ Sports outperforms the average Engagement Rate for Media and Publishing brands by 500%.

How I Met Your Father thrives on Instagram by creating anticipation for the show with episode clips and behind-the-scenes footage of the cast, effectively building excitement and generating buzz among fans.

How I Met Your Father outperforms the average Engagement Rate for Media and Publishing brands by 700%.

GQ Recommends establishes credibility as a go-to source for style recommendations by curating visually appealing and pop culture-oriented posts that resonate with its fashion-conscious audience, leading to higher Engagement Rates.

GQ Recommends outperforms the average Engagement Rate for Media and Publishing brands by 660%.
Love Stories demonstrates a high Effectiveness Rate on Instagram by sharing heartwarming and emotionally captivating stories of people coming together. Fostering strong emotional connections with viewers is a key component in creating content that doesn’t just earn views, but also drives meaningful engagement.

Love Stories outperforms the overall average Effectiveness Rate for Media and Publishing brands by 845%.
Winning Formulas for Creating Entertaining Reels Content

Sports culture brand Bleacher Report achieves a high Entertainment Score on Instagram by delivering timely and visually compelling news, highlights and athlete interviews. Their most engaging post was footage of Giannis Antetokounmpo responding to a reporter’s pointed question with inspirational advice.

Entertainment Score: 10/10

Compared to the Media and Publishing Industry average of 4.5, and Bleacher Report’s own average of 8.3.
### Top Creators by Engagement Rate

<table>
<thead>
<tr>
<th>Country</th>
<th>Kelseyrileydxo</th>
<th>Deannarayola</th>
<th>Quiskka</th>
<th>Kisserkel</th>
<th>Minnethriftco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement Rate</td>
<td>3,747.4%</td>
<td>1,406.5%</td>
<td>906.5%</td>
<td>685.9%</td>
<td>628.4%</td>
</tr>
<tr>
<td>Follower Size</td>
<td>8.8K</td>
<td>7.2K</td>
<td>3.1K</td>
<td>7.6K</td>
<td>5.3K</td>
</tr>
<tr>
<td>Interest</td>
<td>Travel, Parenting</td>
<td>Wedding</td>
<td>Fashion, Streetwear, Design</td>
<td>Entertainment, Comedy</td>
<td>Fashion, Parenting, Home Decor</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Kelmandtoy</th>
<th>katdiermissen</th>
<th>Marina__taylor</th>
<th>Georgiebidesi</th>
<th>boliviannomad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement Rate</td>
<td>1,500.5%</td>
<td>593.9%</td>
<td>584.9%</td>
<td>542.3%</td>
<td>523%</td>
</tr>
<tr>
<td>Follower Size</td>
<td>16.9K</td>
<td>60K</td>
<td>48.7K</td>
<td>20.5K</td>
<td>14.9K</td>
</tr>
<tr>
<td>Interest</td>
<td>Entertainment, Comedy, Art</td>
<td>Fashion, Art, Photography</td>
<td>Fashion, Art, Travel</td>
<td>Food, Travel, Fashion</td>
<td>Travel, Food, Photography</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>neelajolene</th>
<th>desjohnsonn</th>
<th>hamburgdanihaoi</th>
<th>gracewellsphoto</th>
<th>keepingfinn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement Rate</td>
<td>437.2%</td>
<td>374.4%</td>
<td>343.7%</td>
<td>317.1%</td>
<td>145.3%</td>
</tr>
<tr>
<td>Follower Size</td>
<td>147K</td>
<td>204K</td>
<td>124.4K</td>
<td>463.2K</td>
<td>408.7K</td>
</tr>
</tbody>
</table>
YouTube
ACROSS ALL INDUSTRIES

<table>
<thead>
<tr>
<th>Category</th>
<th>Subscriber Count</th>
<th>Weekly Videos</th>
<th>Monthly Follower Growth Rate</th>
<th>Likes</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>764.9K</td>
<td>7</td>
<td>1.8%</td>
<td>805</td>
<td>90</td>
</tr>
<tr>
<td>Growing Brands</td>
<td>5.3K</td>
<td>3</td>
<td>2.1%</td>
<td>28</td>
<td>7</td>
</tr>
<tr>
<td>Established Brands</td>
<td>68.5K</td>
<td>4</td>
<td>1.7%</td>
<td>251</td>
<td>22</td>
</tr>
<tr>
<td>Large Brands</td>
<td>2.4M</td>
<td>16</td>
<td>1.5%</td>
<td>1.1K</td>
<td>157</td>
</tr>
</tbody>
</table>

*Customer data only

**Video Views**

- **Overall**: 74.2K
- **Growing Brands**: 38.7K
- **Established Brands**: 55.6K
- **Large Brands**: 87.5K

2023 Cross-Channel Benchmark Report: YouTube | 27
### Across All Industries

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

- **Video Views**: 75.7K views
- **Weekly Videos**: 27
- **Monthly Follower Growth Rate**: 1.8%
- **Likes**: 934
- **Shares**: 153

---

2023 Cross-Channel Benchmark Report: YouTube | 28
## Media and Publishing Brands Industry-Wide

*Customer data only*

<table>
<thead>
<tr>
<th>Category</th>
<th>Subscriber Count</th>
<th>Weekly Videos</th>
<th>Monthly Follower Growth Rate</th>
<th>Likes</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media and Publishing Overall</td>
<td>2.6M</td>
<td>27</td>
<td>1.8%</td>
<td>934</td>
<td>153</td>
</tr>
<tr>
<td>Growing Brands (0 - 20K Followers)</td>
<td>5.2K</td>
<td>2</td>
<td>2.9%</td>
<td>45</td>
<td>12</td>
</tr>
<tr>
<td>Established Brands (20K - 150K)</td>
<td>65.5K</td>
<td>10</td>
<td>2.7%</td>
<td>280</td>
<td>23</td>
</tr>
<tr>
<td>Large Brands (150K+)</td>
<td>4.1M</td>
<td>39</td>
<td>1.0%</td>
<td>1K</td>
<td>184</td>
</tr>
</tbody>
</table>

### Video Views

- **Overall**: 75.7K
- **Growing Brands**: 1.5K
- **Established Brands**: 10.3K
- **Large Brands**: 85.9K

---

Dash Hudson

2023 Cross-Channel Benchmark Report: YouTube | 29
Top Media and Publishing Industry Performers by Overall Video Views

- **Hulu** - 399.6K (Large Brand, 2.5K Average Likes)
- **History** - 248.4K (Large Brand, 3.1K Average Likes)
- **Peacock** - 236.4K (Large Brand, 2.5K Average Likes)
- **Vogue India** - 225.3K (Large Brand, 5.5K Average Likes)
- **British GQ** - 209.8K (Large Brand, 7.5K Average Likes)

Overall Industry Average: 75.7K
Be sure to read Dash Hudson’s case study with Hulu to learn more about the tools the brand uses to optimize its strategy.
Top Media and Publishing Industry Performers by Percentage Viewed

- **GQ Germany** (Established Brand): 32.1K followers, 76% viewed
- **It's a Southern Thing** (Large Brand): 59.2K followers, 75% viewed
- **House Beautiful** (Established Brand): 3K followers, 74% viewed
- **WhoWhatWear** (Established Brand): 410 followers, 72% viewed
- **POPSUGAR** (Large Brand): 82.1K followers, 70% viewed

Overall Industry Average: 55%
GQ Germany’s videos have an impressive 21% longer retention than the industry average.
Top Media and Publishing Industry Performers by Shorts Video Views

Overall Industry Average: 46.6K

- **Vogue India**: Large Brand, 297.8K views, 9.8K likes, 10 weeks
- **History**: Large Brand, 222K views, 10.1K likes, 10 weeks
- **Peacock**: Large Brand, 183.8K views, 7.4K likes, 10 weeks
- **ABC News**: Large Brand, 118K views, 3.4K likes, 10 weeks
- **CNN**: Large Brand, 110.8K views, 2.7K likes, 10 weeks

Growing Brand: 0–20K followers
Established Brand: 20K–150K followers
Large Brand: 150K+ followers
Peacock shares fun, highly shareable clips of its shows, tapping into the convergence of social media and the entertainment industry to grow brand awareness and engagement.

Peacock’s Shorts receive over 396% more views than the Media and Publishing average.
What We Can Learn From Media and Publishing 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.

Outsmart Social

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

Facebook, Pinterest and X
Engagement Rate: \( \frac{\text{Total Engagements}}{\text{Impressions}} \)

**Engagement Rate**

- Overall: 3.8%
- Growing Brands: 4.0%
- Established Brands: 3.7%

**Overall**

- Follower Count: 1.2M
- Weekly Posts: 32
- Monthly Growth Rate: 0.5%
- Reach: 53.8K
- Effectiveness Rate: 6.1%

**Growing Brands** (0 – 100K Followers)

- Follower Count: 39.9K
- Weekly Posts: 6
- Monthly Growth Rate: 1.0%
- Reach: 6.2K
- Effectiveness Rate: 9.2%

**Established Brands** (100K – 850K Followers)

- Follower Count: 321.4K
- Weekly Posts: 22
- Monthly Growth Rate: 0.3%
- Reach: 24.9K
- Effectiveness Rate: 6.2%

**Large Brands** (850K+ Followers)

- Follower Count: 3.6M
- Weekly Posts: 72
- Monthly Growth Rate: 0.1%
- Reach: 68.1K
- Effectiveness Rate: 5.9%

*Customer data only*
# Average Pinterest Performance

## Across All Industries

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

*Customer data only

---

**Engagement Rate**

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Growing Brands</th>
<th>Established Brands</th>
<th>Large Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement Rate (%)</td>
<td>0.5%</td>
<td>0.4%</td>
<td>0.4%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

**Engagement Rate**: (Likes + Comments) / Followers
# Across All Industries

<table>
<thead>
<tr>
<th>Follower Count</th>
<th>Weekly Posts</th>
<th>Monthly Follower Growth Rate</th>
<th>Impressions</th>
<th>Likes</th>
<th>Total Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>620.6K</td>
<td>45</td>
<td>24.3K</td>
<td>63</td>
<td>923</td>
</tr>
<tr>
<td>Growing Brands</td>
<td>4.7K</td>
<td>8</td>
<td>734</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>Established Brands</td>
<td>64.2K</td>
<td>23</td>
<td>4.2K</td>
<td>26</td>
<td>240</td>
</tr>
<tr>
<td>Large Brands</td>
<td>2M</td>
<td>115</td>
<td>31.3K</td>
<td>76</td>
<td>1.2K</td>
</tr>
</tbody>
</table>

*Customer data only

---

**Engagement Rate**

- Overall: 8.7%
- Growing Brands: 18.0%
- Established Brands: 13.3%
- Large Brands: 7.1%

Engagement Rate: (Total Engagements) / Impressions

---

**Average X Performance**

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DASH HUDSON

2023 Cross-Channel Benchmark Report: Facebook, Pinterest and X at a Glance | 40