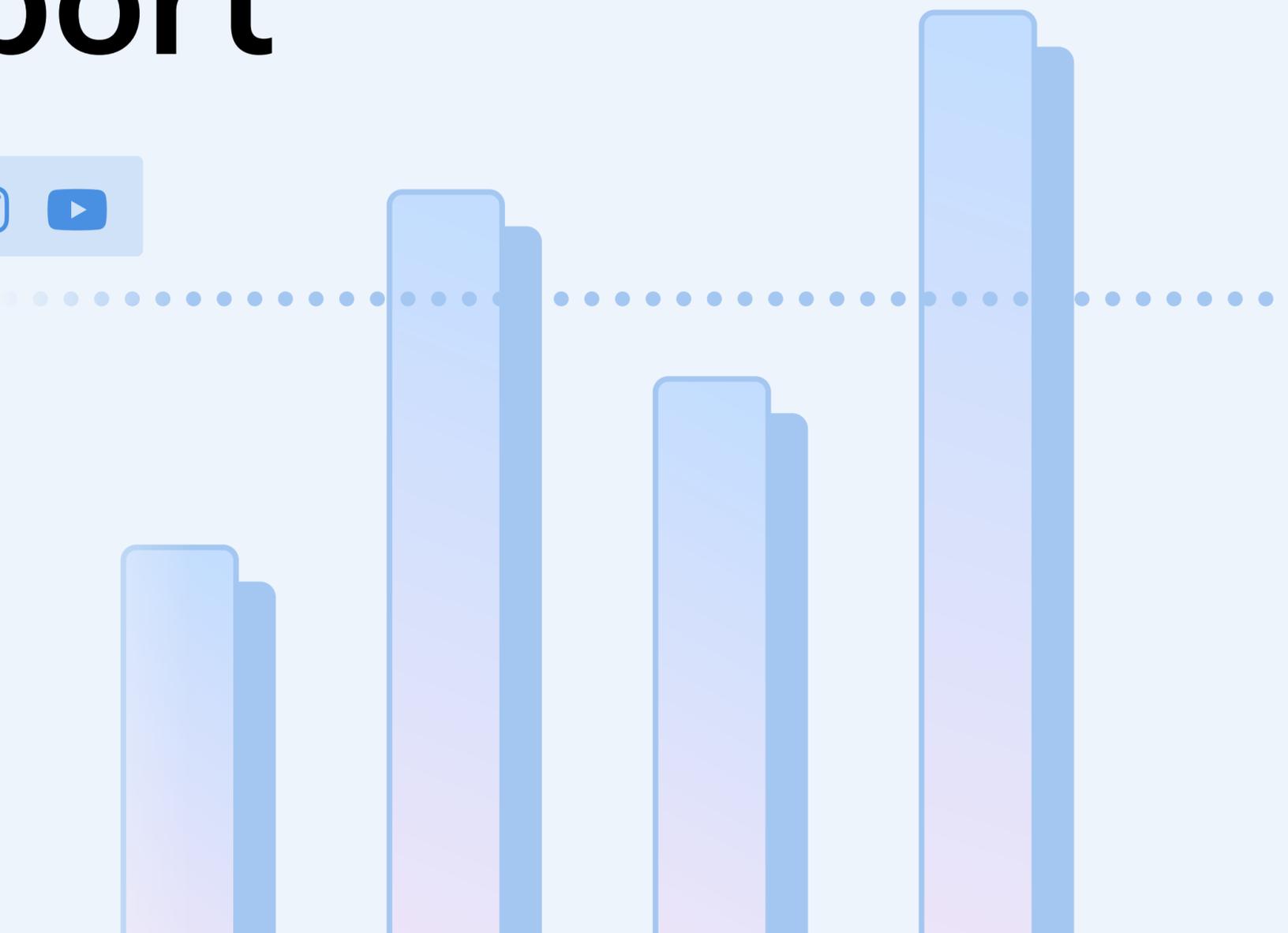


2023 Cross-Channel Benchmark Report

MEDIA AND PUBLISHING INDUSTRY |   

DASH HUDSON



Contents

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

Benchmarking Performance

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

Dash Hudson's Benchmarking Methodology

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

KPIs

Average Monthly Growth Rate

The average number of followers added on a monthly basis.

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

Cross-Channel Engagement Rate

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

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

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

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

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

Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

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

Average Entertainment Score (TikTok and Instagram Reels)

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

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

Average Engagement Rate (TikTok and Instagram)

The average Engagement each post receives.

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

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

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

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

Average Number of Weekly Posts

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

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

Average Video Views

The average number of views each video receives.

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

Average Shares

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

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

Average Comments

The average number of comments that each post receives.

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

Retention Rate (TikTok)

The percentage of a video that people watched.

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

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

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

Average Percentage Viewed (YouTube)

The average percentage of the selected video that people watched.

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

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

Cross-Channel Trends

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

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

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

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

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

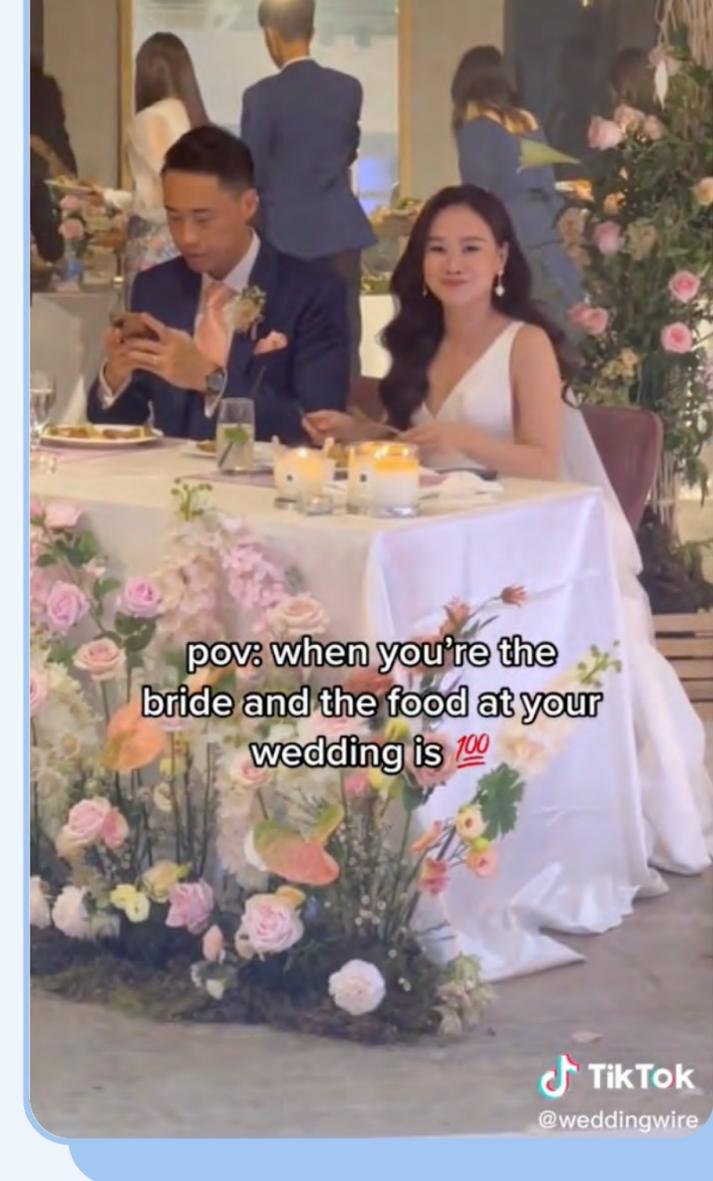
Media and Publishing earn the highest Engagement Rates, Reach, and Entertainment Scores of all industries. It continues to lead on TikTok and has surpassed Beauty on Instagram.

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

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

YouTube Has the Largest Audience but the Lowest Average Weekly Posts

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



Source: [Wedding Wire](#)

DASH HUDSON INSIGHT

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

TikTok Trends

A Greater Number of Followers Correlates With a Higher Engagement Rate

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

Growing Brands Post Less, Which Could Impact Reach

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

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

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

Engagement Rate Has Dropped Over the Last Year

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



Source: [Beis](#)

DASH HUDSON INSIGHT

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

Instagram Trends

Reels Receive Higher Engagement Than Static Content on Instagram

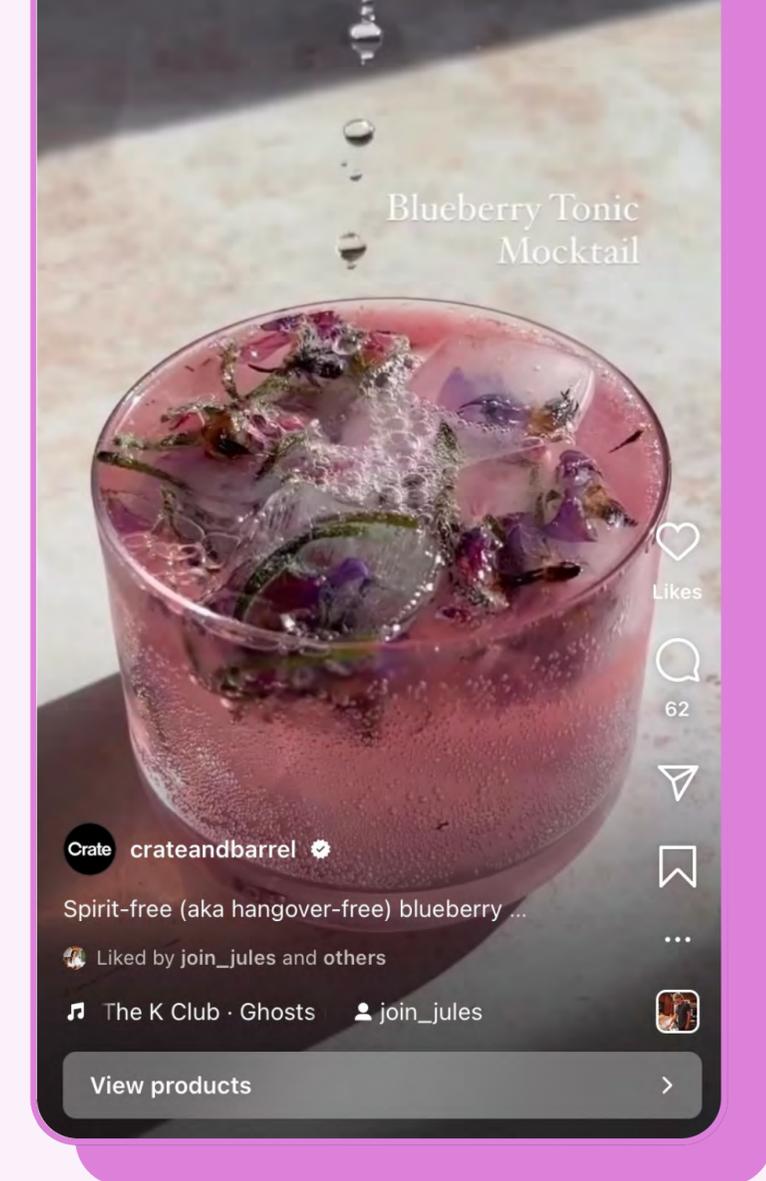
Instagram Reels are effective as they receive higher Engagement Rates (0.52%) than static and carousel content (0.46%) overall and across all industries — except for Media and Publishing.

Conversation on Instagram Happens in the DMs

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

Creators Drive Meaningful Engagement for Brands on Instagram

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



Source: [Crate and Barrel](#)

✦ DASH HUDSON INSIGHT

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

YouTube Trends

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

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

Shorts Receive Higher Engagement Than Long-form Videos

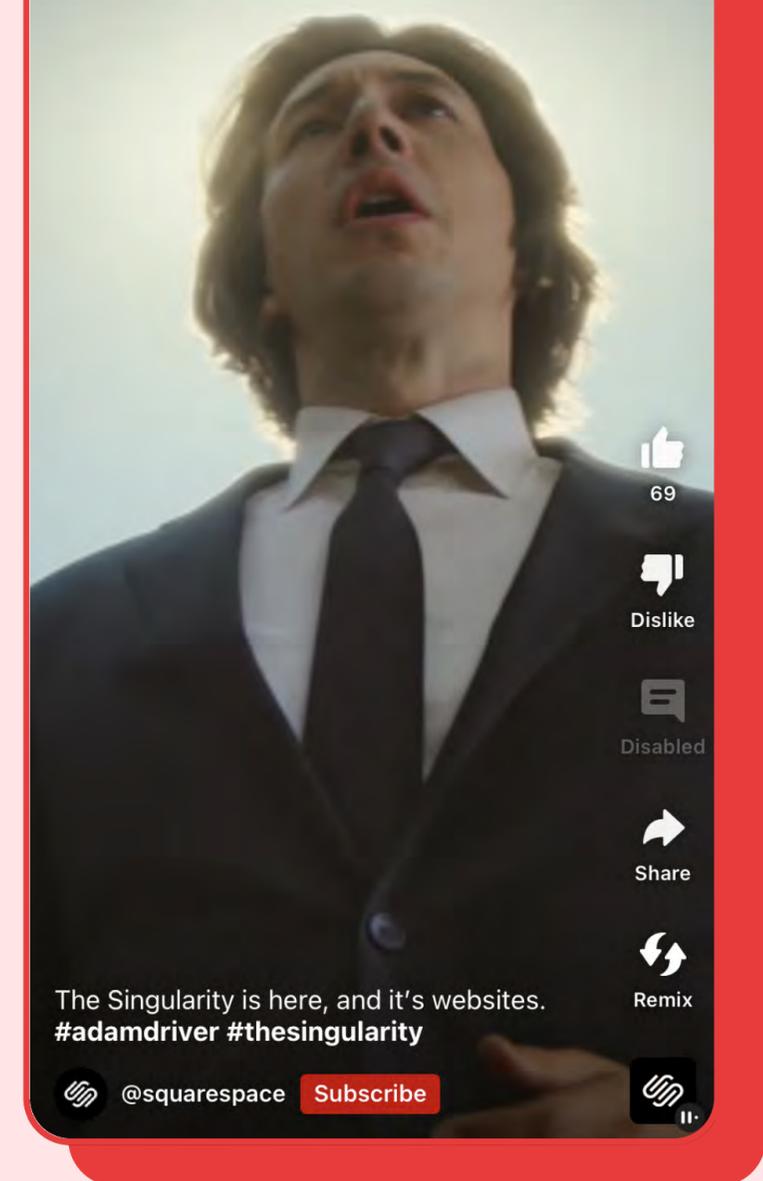
Shorts (3.7%) have an Engagement Rate of 20% higher than long-form videos (3.0%), proving short-form entertainment is more popular.

Brands Are Still Slow To Adopt Shorts Into Their Strategy

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

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

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



Source: [Square Space](#)

DASH HUDSON INSIGHT

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

OVERALL COMPARISON

Across All Industries

Overall Comparison of TikTok, Instagram and YouTube

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

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

Overall Comparison of TikTok, Reels and Shorts

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

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

*Customer data only

Media and Publishing Takes the Lead on TikTok and Instagram

- As seen in our 2022 Benchmark Reports, the Media and Publishing industry dominates TikTok, receiving the highest Engagement Rate, Entertainment Score, and Reach. This still holds true.
- For the first time, the Media and Publishing industry surpasses the Beauty industry on Instagram in terms of Engagement Rate and Reach. The two industries score on par for Entertainment Score.
- While the Media and Publishing industry has the highest number of subscribers on YouTube, it receives the lowest number of Video Views. With the growth of Shorts, there could be an opportunity for brands in this sector to leverage the similar type of content that performs well on TikTok and Reels.

Average Media and Publishing Industry Engagement Rate
2023 vs. 2022



5.2%

8.8% in 2022 (-3.6)



0.4%

0.7% in 2022 (-0.3)

While Media and Publishing saw a decrease in Engagement Rate on social media (5.2% on TikTok, down -3.6 from 2022, and 0.4% on Instagram, down 0.3 from 2022), it has the best performance compared to other sectors and sets the standard.



🎵 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 <small>0 – 11.5K Followers</small>	4,886	2	15.7%	21,255	18,201
Established Brands <small>11.5K – 110K Followers</small>	47,815	4	13.8%	59,626	44,835
Large Brands <small>110K+ Followers</small>	764,204	6	7.1%	172,593	148,809

*Customer data only

Engagement Rate



AVERAGE TIKTOK PERFORMANCE

By Industry

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Media and Publishing	754,162	6	13.1%	135,069	127,857
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
Home	233,618	4	15.9%	114,896	54,326

*Customer data only

Engagement Rate



AVERAGE TIKTOK PERFORMANCE

Media and Publishing Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Media and Publishing Overall	754,162	6	13.1%	135,069	17,574
Growing Brands <small>0 – 11.5K Followers</small>	4,406	2	18.8%	26,816	17,574
Established Brands <small>11.5K – 110K Followers</small>	53,339	4	19.2%	57,169	51,567
Large Brands <small>110K+ Followers</small>	995,667	8	8.9%	163,415	157,569

*Customer data only

Engagement Rate



Top Overall Media and Publishing 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



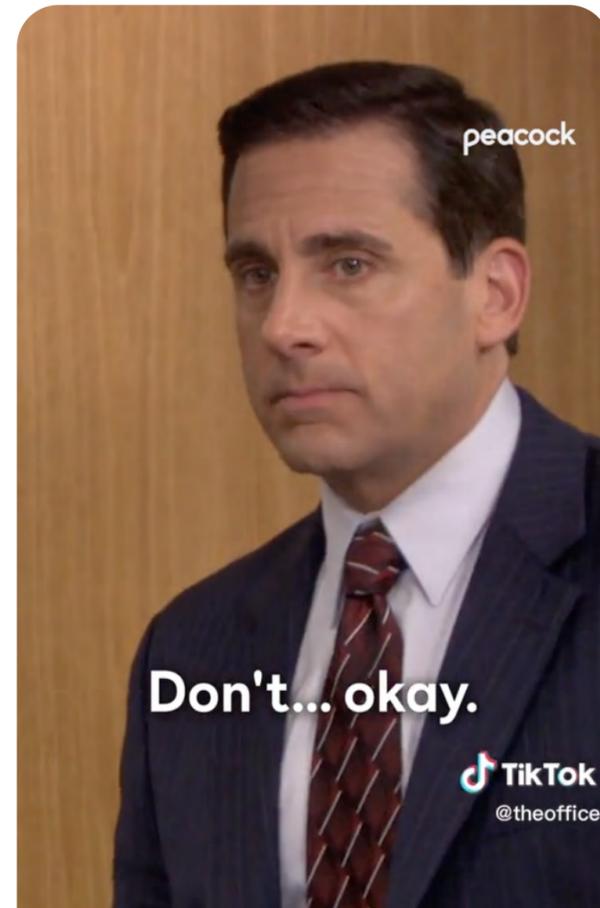
Deep Dives Into Top Performing Media and Publishing Brands

Large Brand

the office

Years after its conclusion, the beloved television program The Office is the top-performing media brand on TikTok. Its fast-paced comedy blends in seamlessly with TikTok's humor to this day.

 The Office outperforms the average Engagement Rate for Media and Publishing brands by **265%**.



Established Brand

ONLY MURDERS IN THE BUILDING

Only Murders in the Building is a TikTok sensation. The Hulu original shares behind-the-scenes interviews with its star-studded cast and uses TikTok to drum up excitement for its future installments.

 Only Murders in the Building outperforms Media and Publishing brands' average Engagement Rate by **233%**.

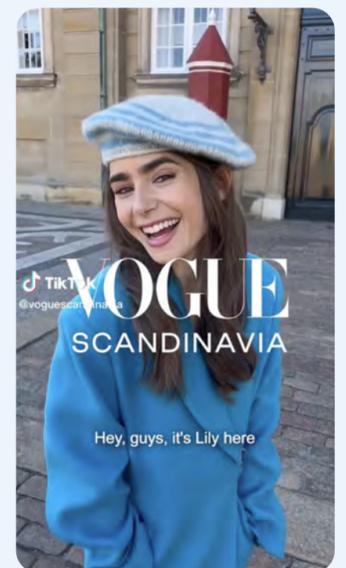


Established Brand

VOGUE SCANDINAVIA

Vogue Scandinavia is a top-performing localized handle for one key reason: balancing content of interest with its home region with content that has international appeal, such as exclusives with the cast of Netflix's extraordinarily popular Swedish original Young Royals.

 Vogue Scandinavia outperforms the average Engagement Rate for Media and Publishing brands by **213%**.



AVERAGE ENTERTAINMENT SCORE AND INDUSTRY LEADERS

Winning Formulas for Creating Entertaining TikTok Content

the office

Television shows are given a second life on TikTok, where clips from the most amusing moments receive millions of views. TikTok's nature as an entertainment platform gives media brands a serious edge, as they have an endless library of beloved moments ready to be distributed into ten-second clips.

Entertainment Score: 9.8/10

Compared to the Media and Publishing industry average of 3.8 and The Office's own average of 8.0.

Engagement Rate: 22.5%

Compared to the Media and Publishing industry average of 5.2% and The Office's own average of 13.8%.

Retention Rate: 73.5%

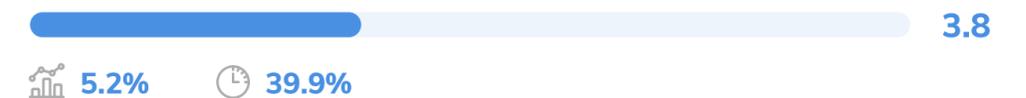
Compared to the Media and Publishing industry average of 39.9% and The Office's own average of 50.4%.



Top Overall Media and Publishing Industry Performers by Entertainment Score

Average Engagement Rate **Average Retention Rate**

Overall Average



The Office



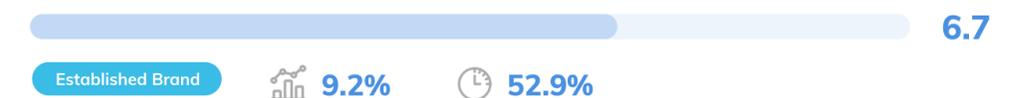
WeddingWire



Looney Tunes



Golf Digest



Only Murders in the Building





Instagram

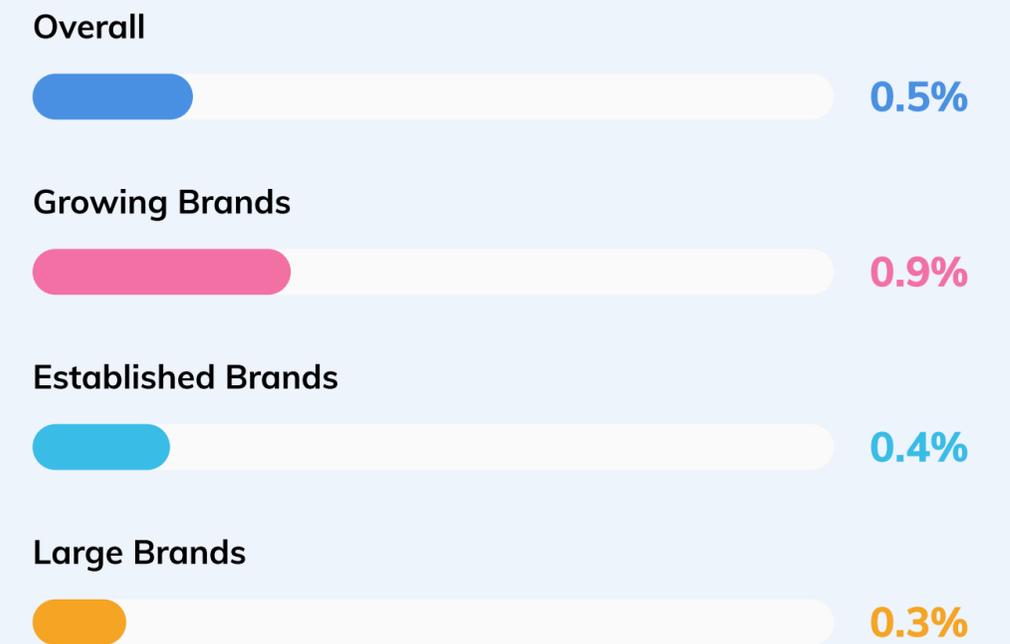
 AVERAGE INSTAGRAM PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
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



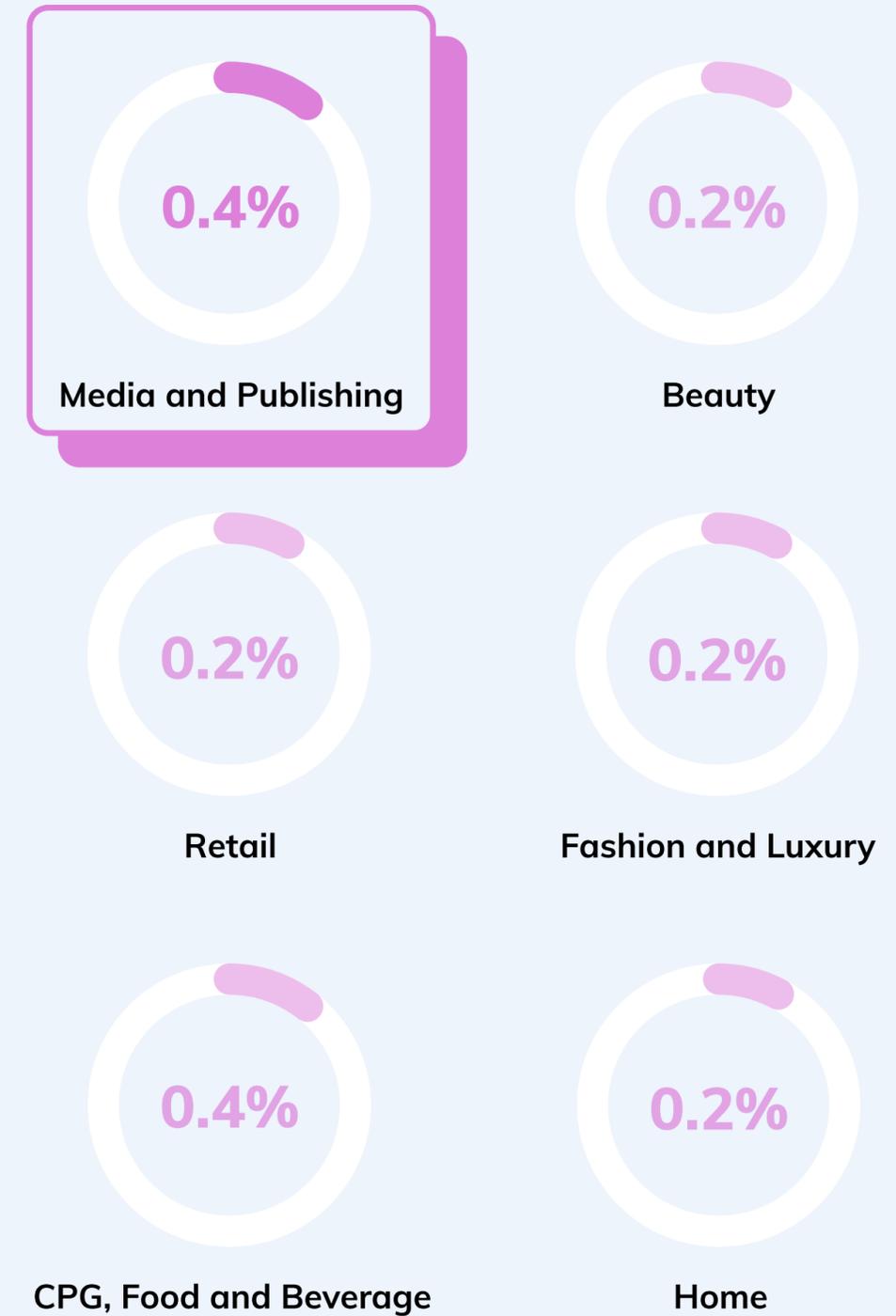
 AVERAGE INSTAGRAM PERFORMANCE

By Industry

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Media and Publishing	4,509,145	7	14	0.6%	266,779
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
Home	995,271	2	5	0.6%	63,578

*Customer data only

Engagement Rate



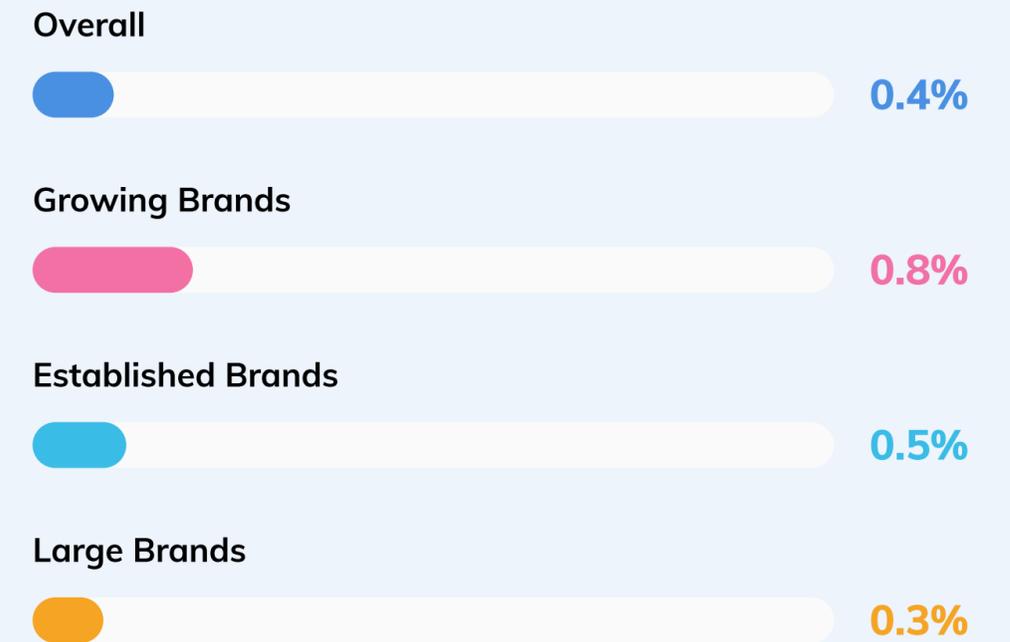
 AVERAGE INSTAGRAM PERFORMANCE

Media and Publishing Brands Industry-Wide

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Media and Publishing Overall	4,509,145	7	14	0.6%	266,779
Growing Brands 0 – 190K Followers	121,963	4	7	0.9%	41,131
Established Brands 190K – 1.1M Followers	547,340	5	11	0.5%	65,326
Large Brands 1.1M+ Followers	6,629,695	11	20	0.6%	436,675

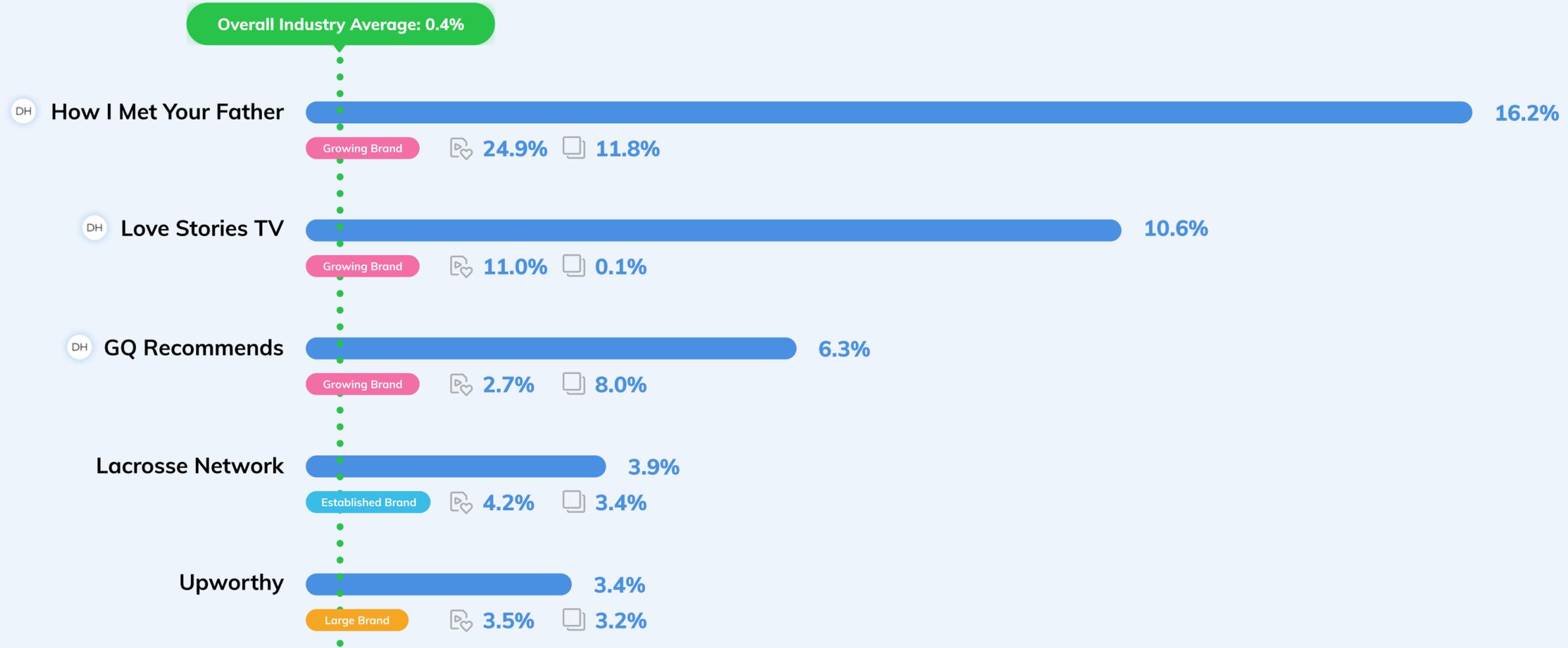
*Customer data only

Engagement Rate



Top Overall Media and Publishing Industry Performers by Engagement Rate

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



Deep Dives Into Top Performing Media and Publishing Brands

Growing Brand



How I Met Your Father on Hulu earns runaway performance on Instagram, with an Engagement Rate far exceeding most other brands. The sitcom uses Instagram to share clips from the show and behind-the-scenes footage of the cast.

 How I Met Your Father outperforms Media and Publishing brands' average Engagement Rate by **4,050%**.

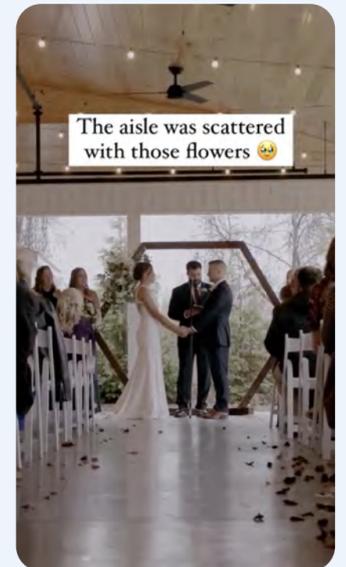


Growing Brand

LoveStoriesTV

Love Stories TV earns high engagement from its raw authenticity, celebrating love and family with candid, emotional footage. Social audiences are increasingly drawn toward authentic home footage over posed imagery, which Love Stories certainly delivers.

 Love Stories TV outperforms the average Engagement Rate for Media and Publishing brands by **2,650%**.

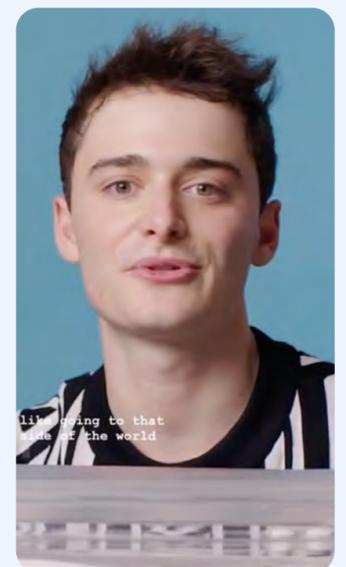


Growing Brand



GQ Recommends is the product-focused arm of the fashion magazine, and it brilliantly weaves in popular culture and content from its publication to appeal to a broader audience.

 GQ Recommends outperforms the average Engagement Rate for Media and Publishing brands by **1,575%**.



📷 AVERAGE ENTERTAINMENT SCORE AND INDUSTRY LEADERS

The Best Strategies for Creating Entertaining Reels Content



Media and Publishing brands typically earn much higher Entertainment Scores than other industries, and Brooklyn Nine-Nine, in particular, has an astounding 9.7 average. Clips from the TV show regularly receive several million views, and its audience is highly likely to engage. The entertainment boom on social media has created an opening for the Media and Publishing industry to use it as an effective promotional tool.

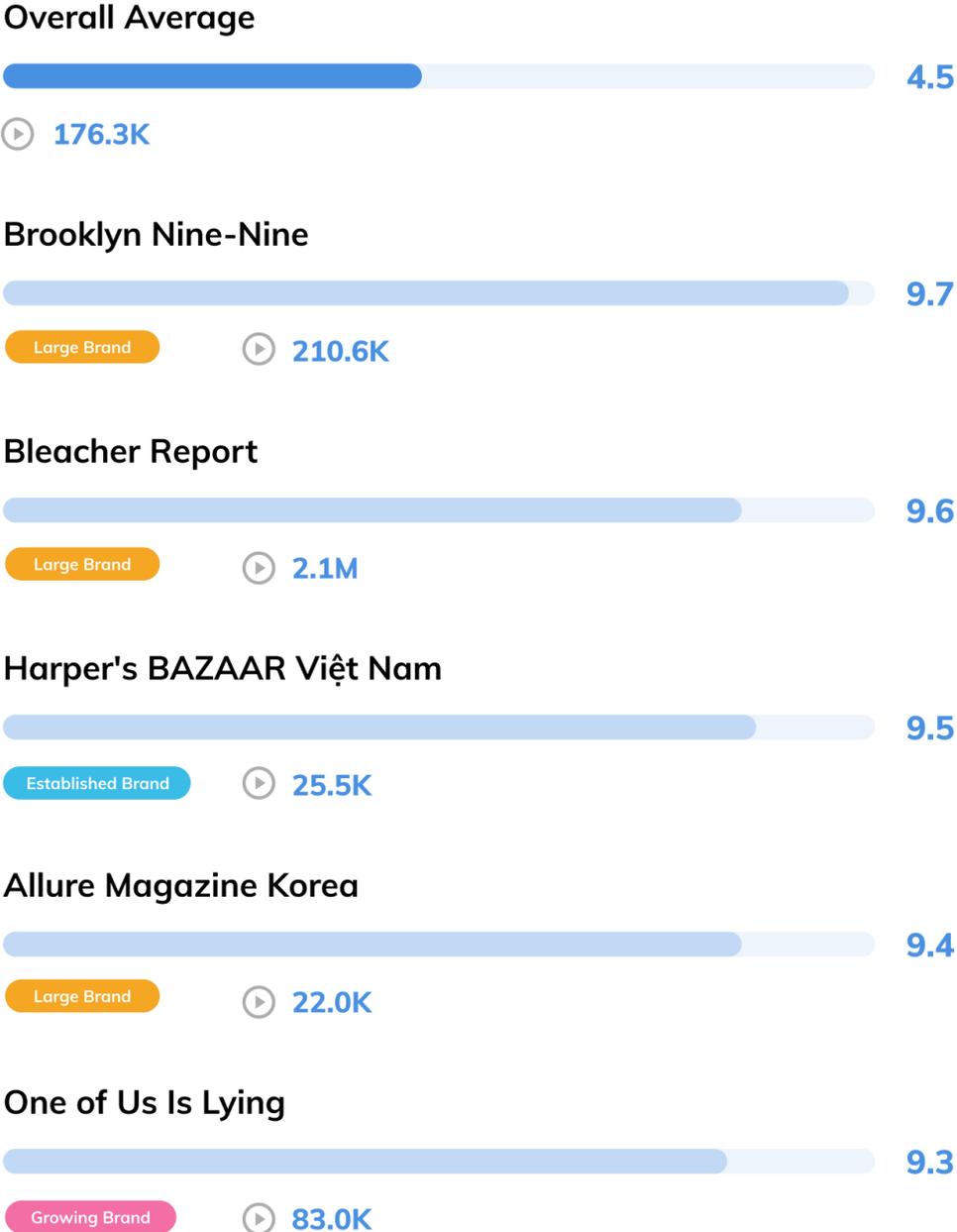
Entertainment Score: 9.9/10

Compared to the Media and Publishing industry average of 4.5 and Brooklyn Nine-Nine's own average of 9.7.



Top Overall Media and Publishing Industry Performers by Entertainment Score (Reels)

▶ Average Video Views (Reels)



Customer data only

 AVERAGE RELATIONSHIP INDUSTRY BENCHMARKS

Across All Industries

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

Customer data only

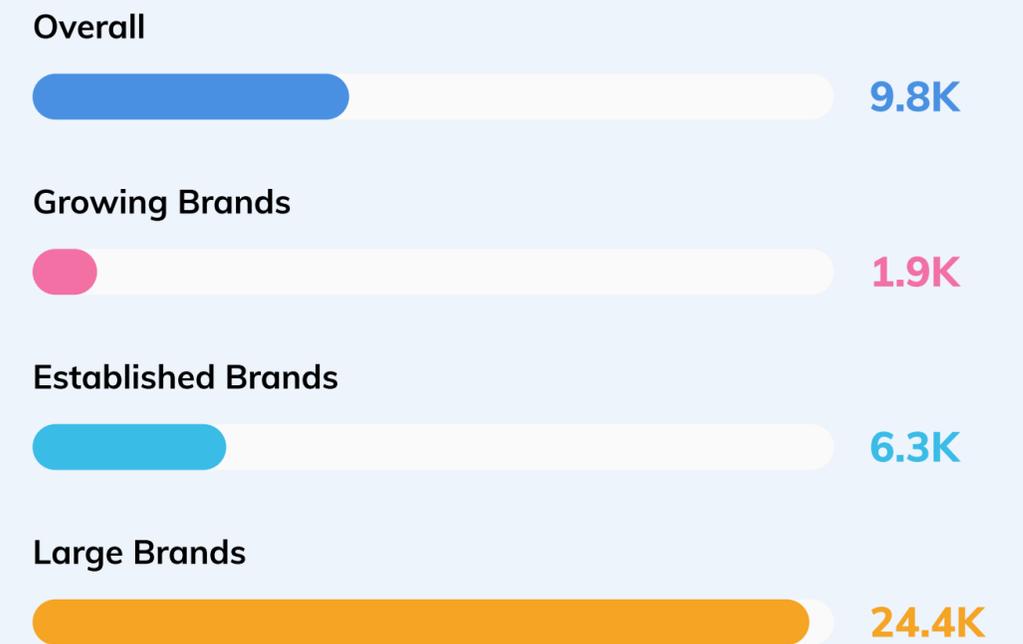
 AVERAGE INSTAGRAM STORIES PERFORMANCE

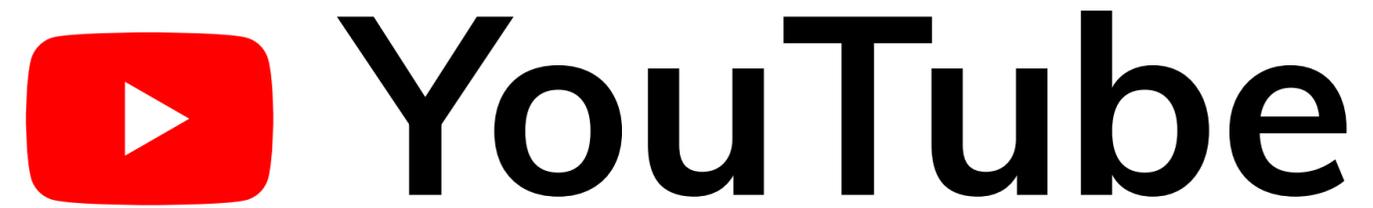
Across All Industries

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

*Customer data only

Reach





▶ AVERAGE YOUTUBE PERFORMANCE

Across All Industries

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

*Customer data only

Video Views



AVERAGE YOUTUBE PERFORMANCE

By Industry

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes*
Media and Publishing	4,401,372	11	2.5%	66	472
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
Home	204,107	2	2.2%	4	118

*Customer data only

Video Views



▶ AVERAGE YOUTUBE PERFORMANCE

Media and Publishing Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes
Media and Publishing Overall	4,401,372	11	2.5%	66	472
Growing Brands <small>0 – 20K Followers</small>	13,309	3	6.3%	7	96
Established Brands <small>20K – 150K Followers</small>	51,786	5	2.3%	13	175
Large Brands <small>150K+ Followers</small>	5,428,715	16	1.7%	79	547

*Customer data only

Video Views



▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Top Overall Media and Publishing Industry Performers by Video Views



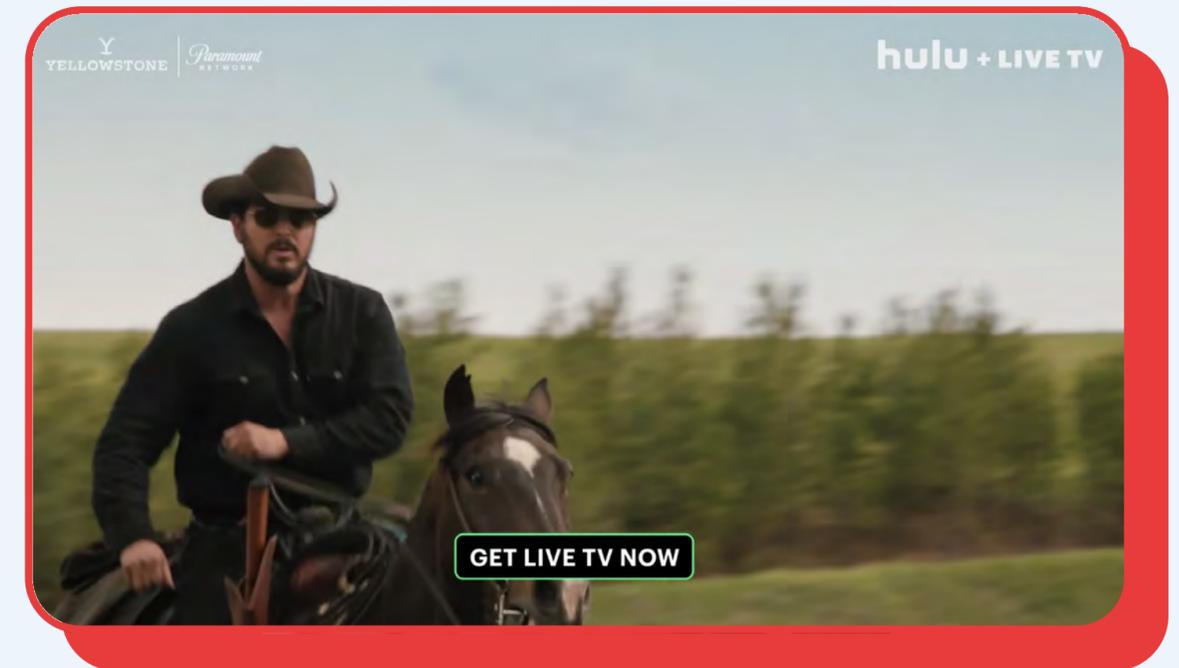
▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

An Advertising Strategy For Younger Generations



Hulu uses YouTube to share trailers, clips and updates with its massive subscriber base. For advertising, YouTube serves as TV ad placements for younger audiences.

- ▶ Hulu has found great success here, averaging **1,700%** higher views than the industry benchmark.



AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Top Overall Media and Publishing Industry Performers by Percentage Viewed

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



Customer data only

▶ AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

YouTube Strategy Backed By Must-Watch Content



Vogue Scandinavia uses long-form storytelling to its fullest potential, sharing everything from style guides to travel advice to recipes.

- ▶ Vogue Scandinavia's Avg. Percentage Viewed is **108%**, meaning that, on average, every viewer watches the brand's videos to completion.



What We Can Learn From Media and Publishing Brands' Cross-Channel Strategies

Social Entertainment Is a Huge Opportunity to Gain Reach

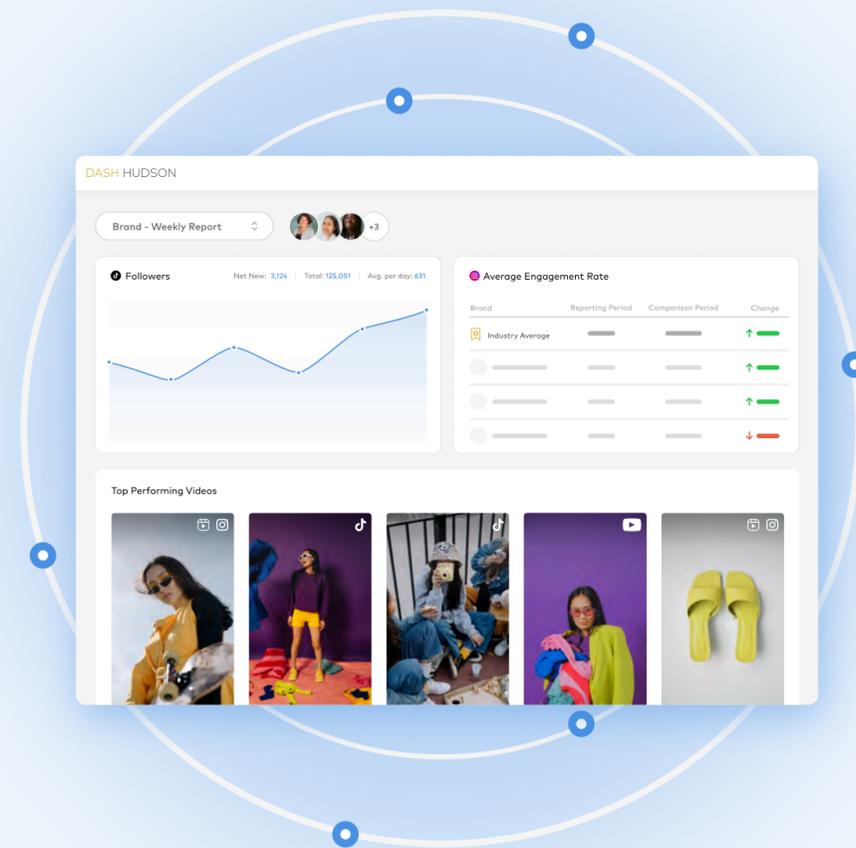
Media and Publishing was already the top industry on TikTok, and is now the top industry on Instagram, overtaking Beauty.

Successful Brands Incorporate Popular Culture

The most successful social strategies incorporating trends and popular culture. In many ways, social media is now replacing traditional entertainment, and brands that are fast to respond are seeing the benefits.

Content Needs To Be Consistent

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



PRO TIPS

Maximize Dash Hudson Tools To Drive Business ROI

- Cross-channel campaign measurement provides a streamlined view of creative performance and insights into how social campaigns drive revenue across channels, influencer relationships, and media types.
- Competitive insights allow marketers to benchmark their Instagram performance against their competitors and industry, helping them understand how to outperform their rivals.
- Customizable campaign Dashboards and Reports allow marketers to keep their teams in sync with automated performance insights.
- Community Manager allows brands to connect with their audience in real-time and improve responsiveness with sentiment analysis.

Appendix

 AVERAGE TIKTOK PERFORMANCE

Across All Industries

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
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

🎵 AVERAGE TIKTOK PERFORMANCE

By Industry

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Media and Publishing	754,162	6	13.1%	5.2%	135,069	105	68	127,857
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
Home	233,618	4	15.9%	4.3%	114,896	32	19	54,326

*Customer data only

 AVERAGE TIKTOK PERFORMANCE

Media and Publishing Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Media and Publishing Overall	754,162	6	13.1%	5.2%	135,069	105	68	127,857
Growing Brands 0 – 11.5K Followers	4,406	2	18.8%	4.4%	26,816	18	7	17,574
Established Brands 11.5K – 110K Followers	53,339	4	19.2%	4.2%	57,169	55	30	51,567
Large Brands 110K+ Followers	995,667	8	8.9%	5.5%	163,415	126	82	157,569

*Customer data only

Top Overall Media and Publishing Industry Performers by Engagement Rate

DH Dash Hudson User

	Brand Size	Engagement Rate	Weekly Posts	Video Views	Shares	Comments
Media and Publishing Overall	754,162	5.2%	6	135,069	105	68
DH The Office	Large	13.8%	2	873,872	1,945	368
DH Only Murders In the Building	Established	12.1%	1	1,148,523	58	42
DH Vogue Scandinavia	Established	11.1%	1	252,619	694	548
DH British GQ	Established	10.9%	3	548,408	707	441
The Athletic	Established	10.2%	–	12,459	24	11

*Customer data only

 AVERAGE YOUTUBE PERFORMANCE

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

▶ AVERAGE YOUTUBE PERFORMANCE

By Industry

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
Media and Publishing	4,401,372	11	2.5%	66	472	97	47,778
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
Home	204,107	2	2.2%	4	118	15	82,937

*Customer data only

 AVERAGE YOUTUBE PERFORMANCE

Media and Publishing Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
Media and Publishing Overall	4,401,372	11	2.5%	66	472	97	47,778
Growing Brands 0 – 20K Followers	13,309	3	6.3%	7	96	16	4,223
Established Brands 20K – 150K Followers	51,786	5	2.3%	13	175	12	8,683
Large Brands 150K+ Followers	5,428,715	16	1.7%	79	547	116	57,247

*Customer data only

▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Top Overall Media and Publishing Industry Performers by Video Views

DH Dash Hudson User

	Brand Size	Followers	Video Views	Likes
Media and Publishing Overall	–	4,401,372	47,778	472
DH Hulu	Large	2,210,000	822,315	456
DH Amazon Prime Video	Large	1,800,000	579,461	1,764
DH Wired	Large	10,100,000	493,381	21,421
DH Allure	Large	1,810,000	471,575	17,245
DH New York Times	Large	4,260,000	402,697	6,128

*Customer data only

AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Top Overall Media and Publishing Industry Performers by Percentage Viewed

DH Dash Hudson User

	Brand Size	Percentage Viewed	Video Views	Likes
Media and Publishing Overall	–	56%	47,778	472
DH Vogue Scandinavia	Growing	108%	22,226	1,467
DH Editorialist Magazine	Growing	90%	1,762	31
DH Love Island USA	Established	81%	28,592	275
DH Apartment Therapy	Large	73%	60,316	2,605
DH Love Stories TV	Large	71%	152,642	6,345

*Customer data only