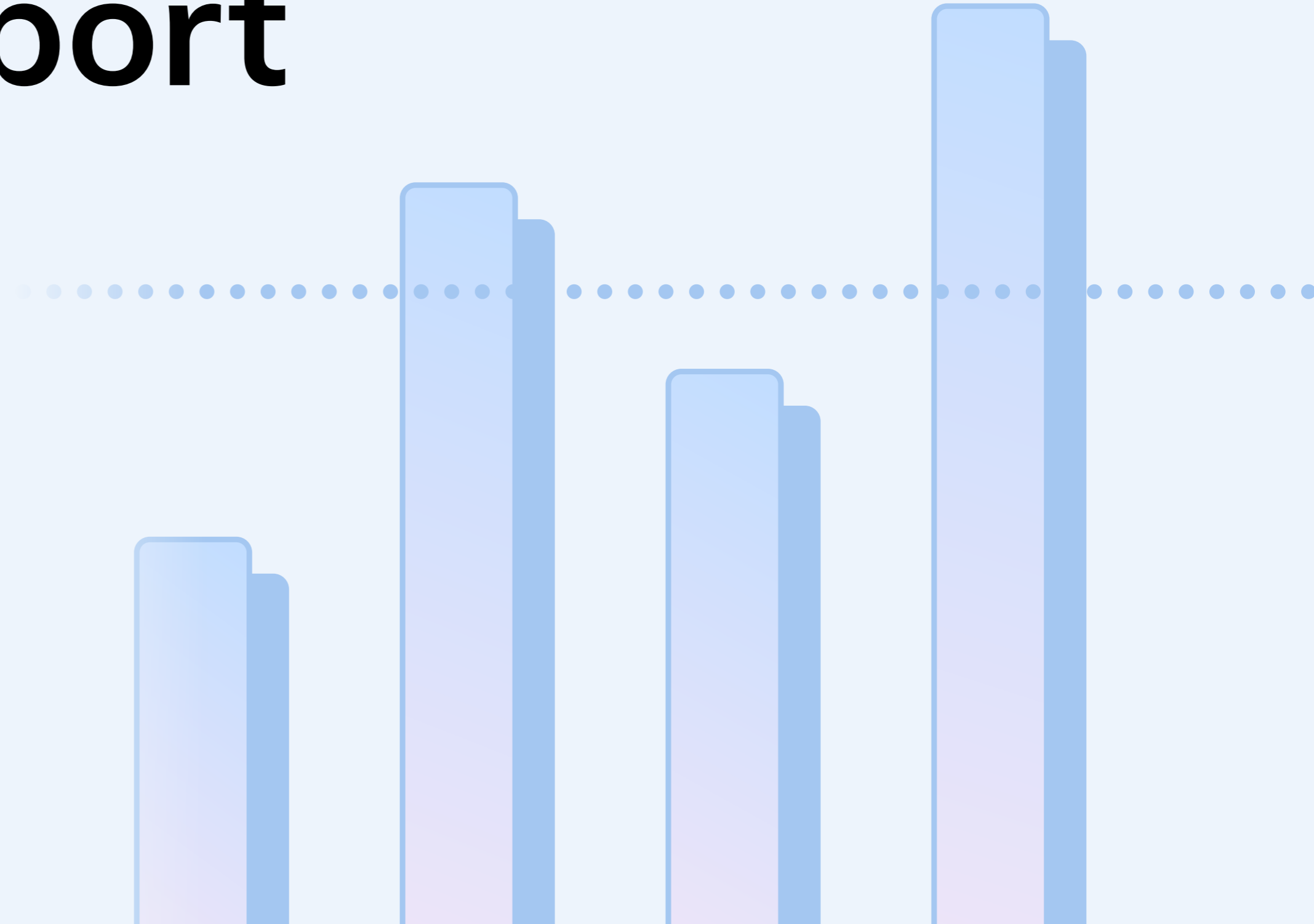


2023 Cross-Channel Benchmark Report

RETAIL 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
Retail Industry Overview	8
TikTok Deep Dive	9
Instagram Deep Dive	16
YouTube Deep Dive	25
What We Can Learn From Retail 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

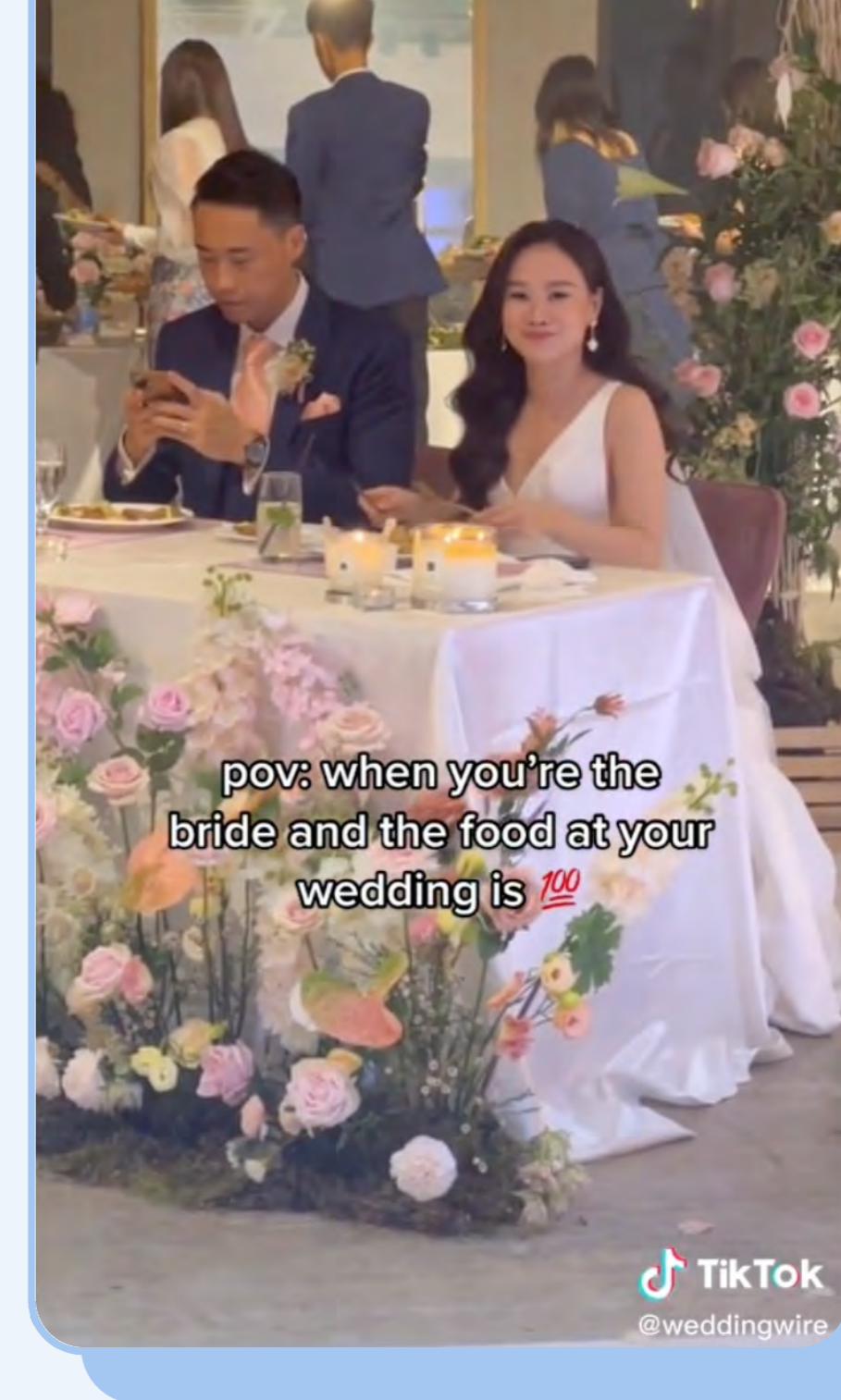
Media and Publishing earn the highest Engagement Rates, Reach, and Entertainment Scores of all industries. It continues to lead on TikTok and has surpassed Beauty on Instagram.

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

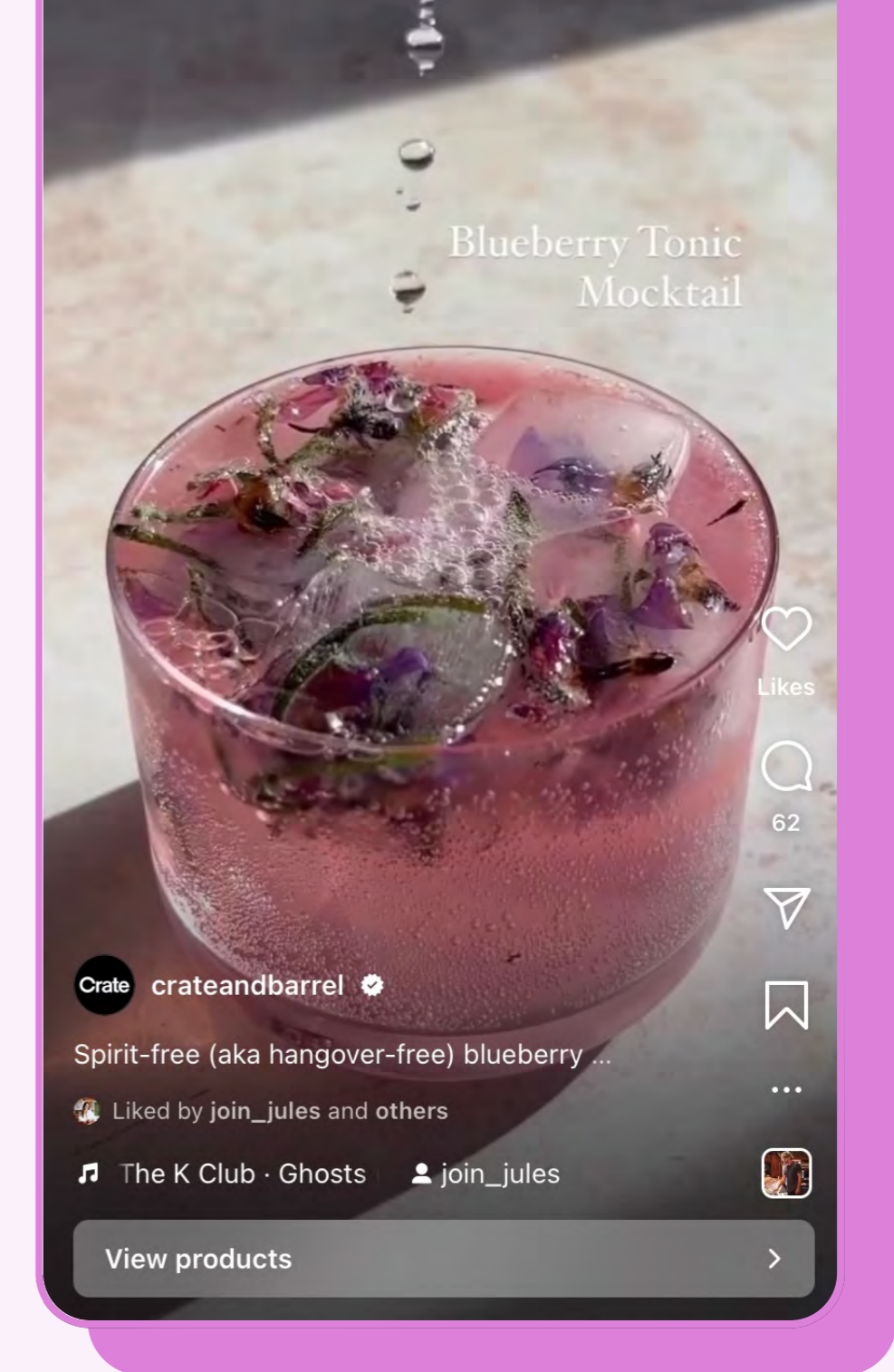
Instagram Reels are effective as they receive higher Engagement Rates (0.52%) than static and carousel content (0.46%) overall and across all industries — except for Media and Publishing.

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

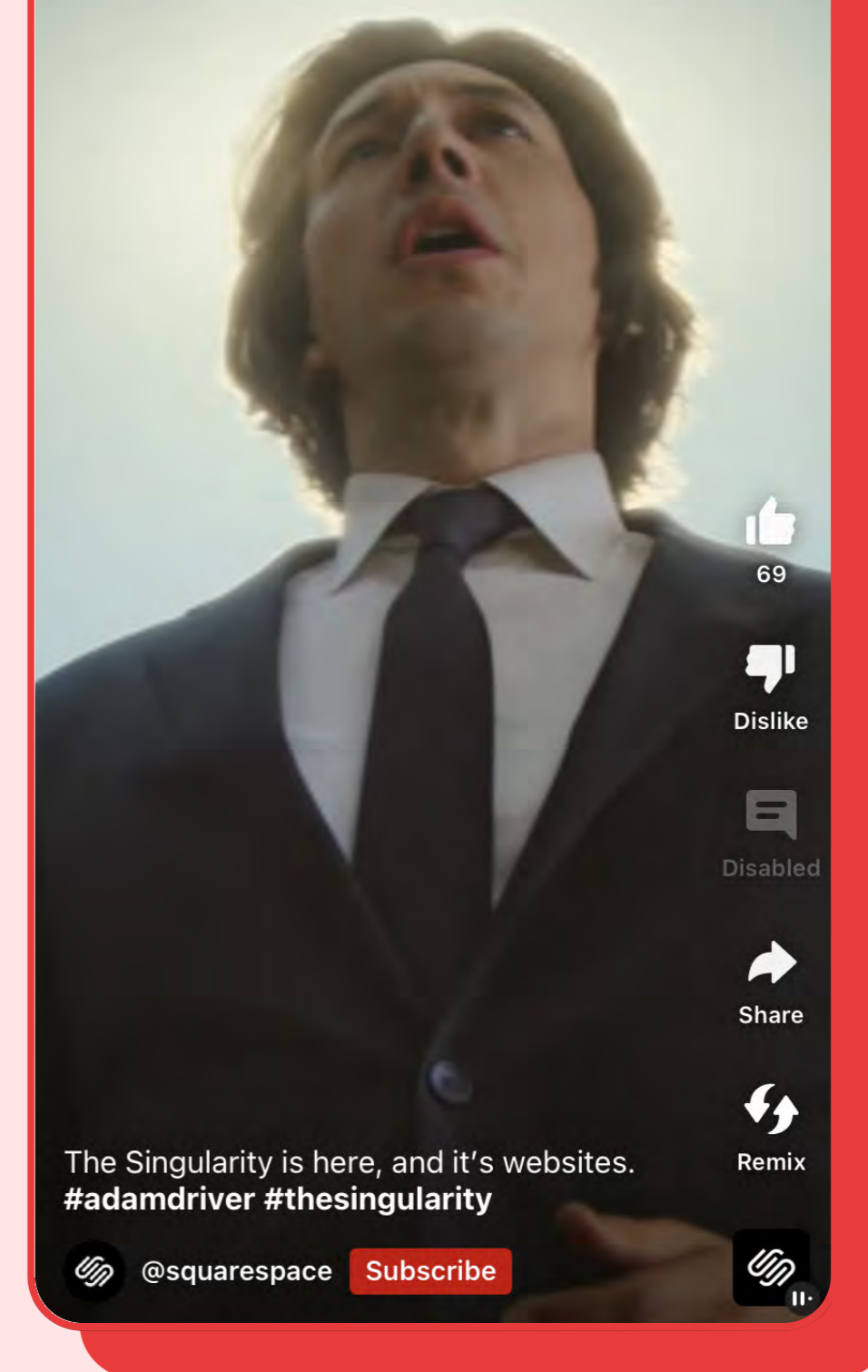
Shorts (3.7%) have an Engagement Rate of 20% higher than long-form videos (3.0%), proving short-form entertainment is more popular.

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

Changes in Social Media Algorithms Have Put Retail Brands at a Crossroads

- While Retail brands have the lowest reach on Instagram and the lowest views on TikTok, they have the second-highest views on YouTube, where traditional product marketing has more traction.
- Brands with more followers earn higher engagement on TikTok, owing to their higher investments. Regularly posting helps build an engaged audience and increases your chances of algorithmic success.
- The largest retailers have a 0.1% Engagement Rate on Instagram. As a result of brand awareness, they have high follower numbers, but their content isn't being seen. For big brands to break out of this plateau, they need to create entertaining content users are served through algorithms.

Average Retail Industry Engagement Rate 2023 vs. 2022



4.1%

4.9% in 2022 (-0.8)



0.2%

0.5% in 2022 (-0.3)

In 2023 Retail saw a notable -0.8 decline in Engagement Rate on TikTok (from 4.9% in 2022) and a fairly steep -0.3 decline on Instagram (from 0.5% in 2022). Many retailers have stuck to the status quo of posting static content without entertainment value, and without a shift in strategy, they risk seeing further declines in the coming year.



🎵 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



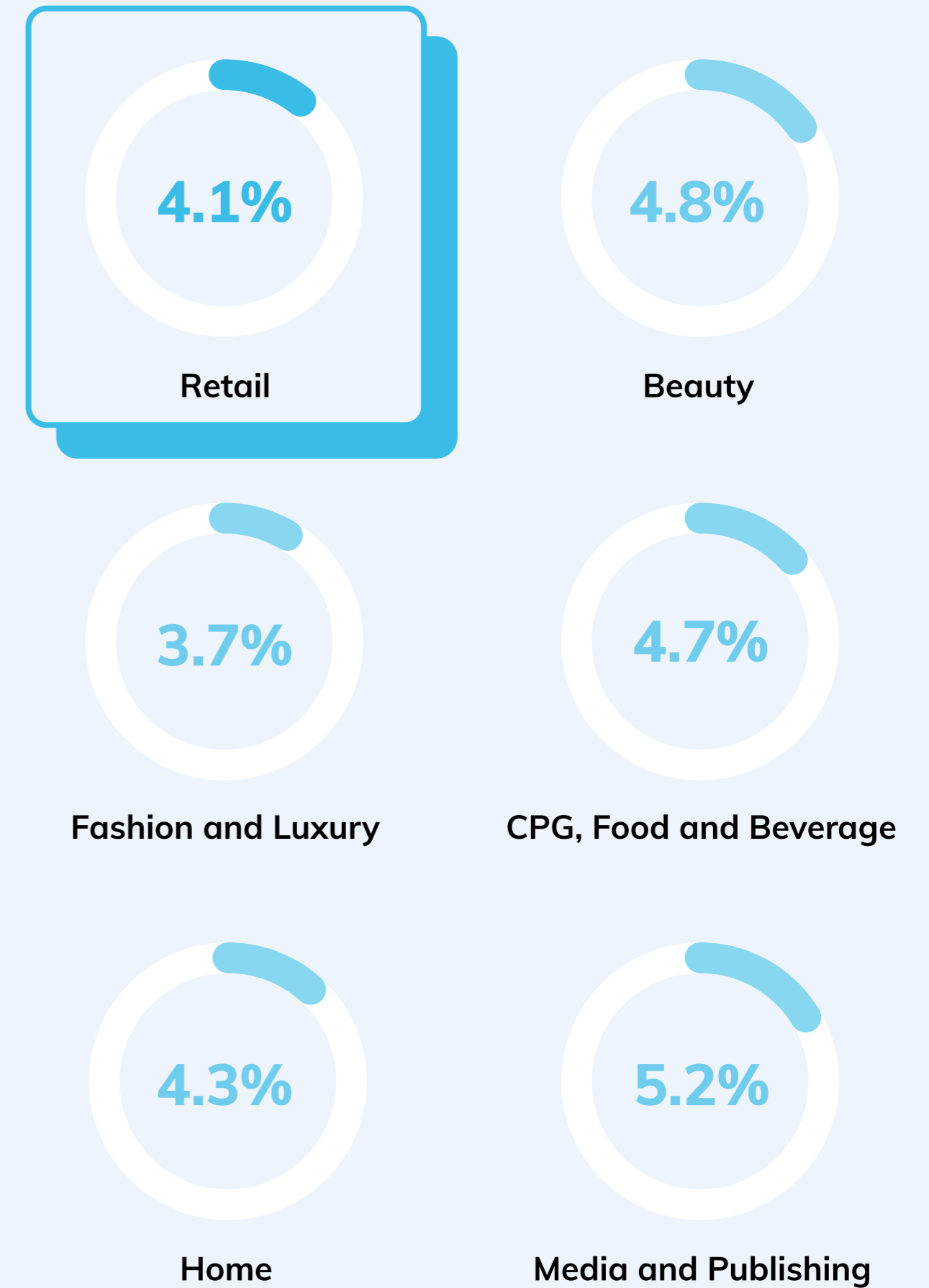
AVERAGE TIKTOK PERFORMANCE

By Industry

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Retail	229,134	4	11.7%	89,943	64,457
Beauty	295,049	5	10.2%	77,359	64,025
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
Media and Publishing	754,162	6	13.1%	135,069	127,857

*Customer data only

Engagement Rate



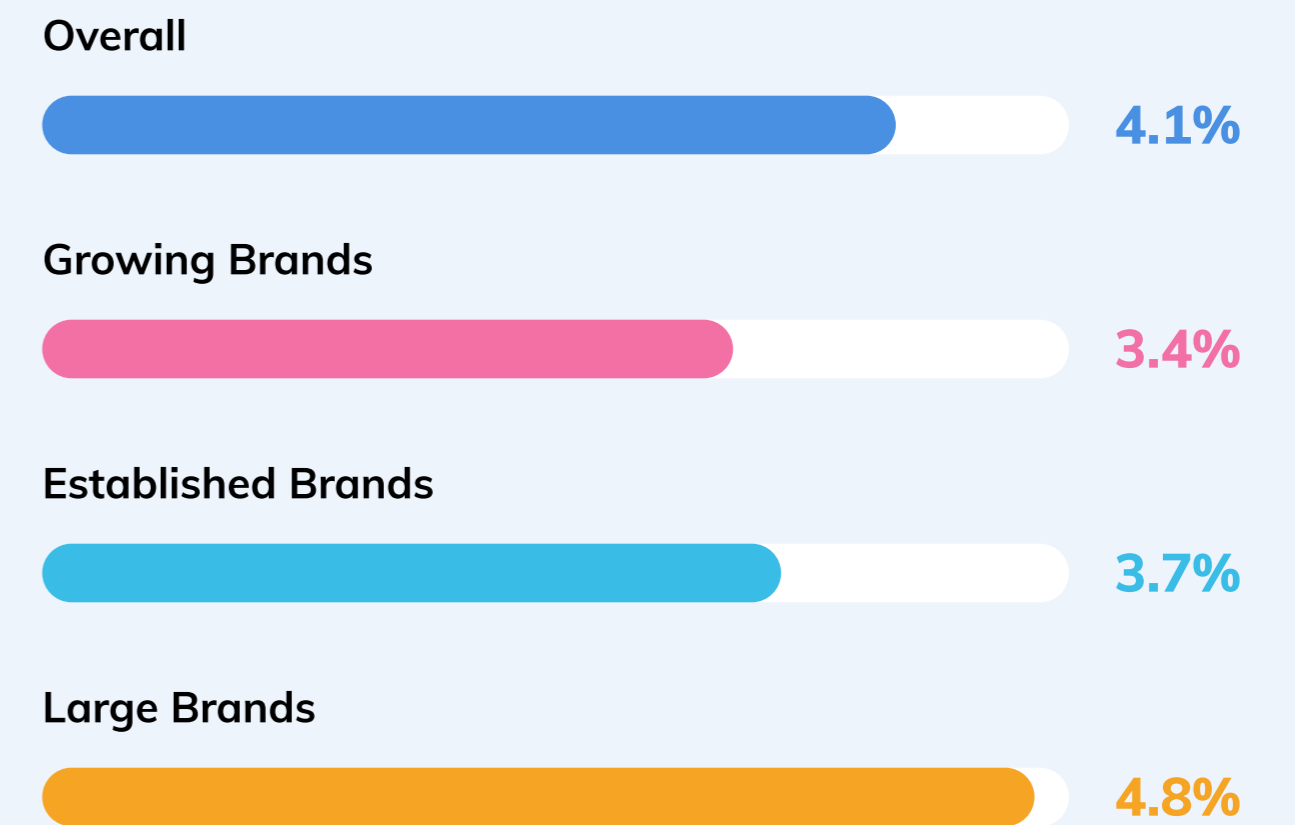
🎵 AVERAGE TIKTOK PERFORMANCE

Retail Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Video Views	Reach*
Retail Overall	229,134	4	11.7%	89,943	64,457
Growing Brands <small>0 – 11.5K Followers</small>	4,087	2	15.4%	28,259	24,465
Established Brands <small>11.5K – 110K Followers</small>	47,352	4	13.2%	73,077	54,145
Large Brands <small>110K+ Followers</small>	456,510	7	4.7%	124,388	99,308

*Customer data only

Engagement Rate



Top Overall Retail 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



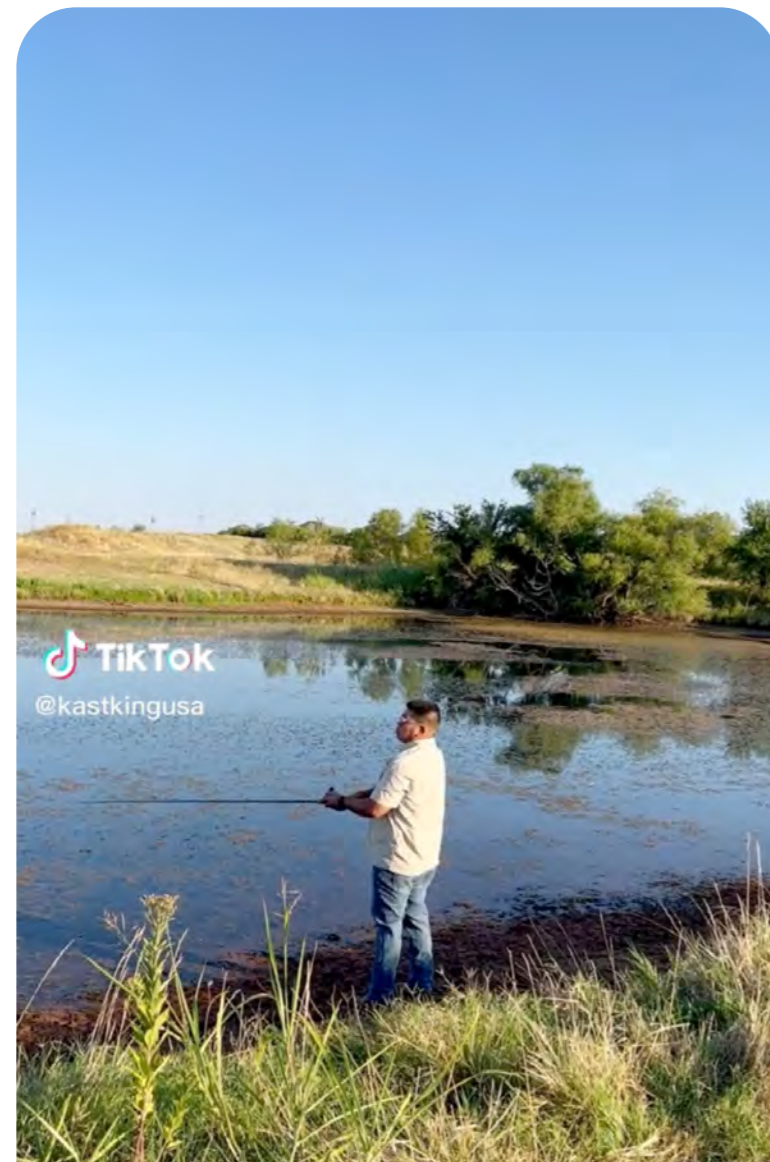
Deep Dives Into Top Performing Retail Brands

Growing Brand



KastKing is a fishing gear brand that proves that niche content is king in social entertainment with its high engagement.


 KastKing outperforms the average Engagement Rate for Retail brands by **198%**.

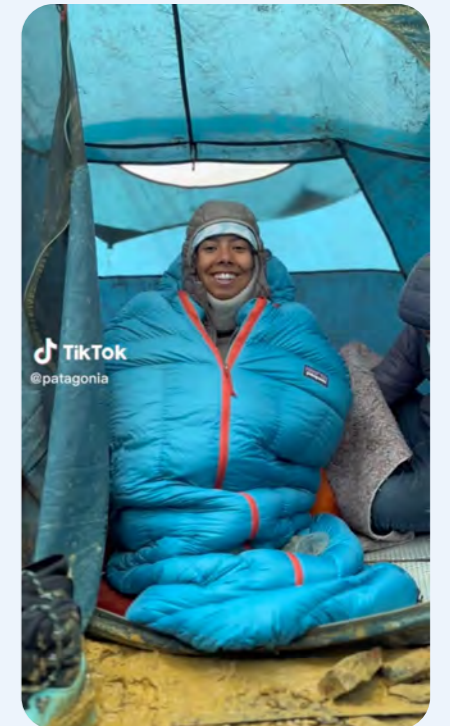


Established Brand



Patagonia uses TikTok to showcase content around active lifestyles and sports. Product marketing takes a backseat to exciting sports footage and messaging around Patagonia's mission to save the environment.

 Patagonia outperforms the average Engagement Rate for Retail brands by **179%**.



Large Brand



Urban Outfitters EU represents the brand's European side. Its choice to localize content makes it more relatable to its target market, earning high engagement as a result.

 Urban Outfitters EU outperforms the average Engagement Rate for Retail brands by **171%**.



AVERAGE ENTERTAINMENT SCORE AND INDUSTRY LEADERS

Winning Formulas for Creating Entertaining TikTok Content

P A C S U N Notably, PacSun's top-performing TikTok this quarter has an astounding 144.4% Engagement Rate. TikTok's ability to serve content to users it resonates most with allows brands to connect with them on a much deeper level, meaning that they are more inclined to like, comment, and share.

Entertainment Score: 10/10

Compared to the Retail industry average of 3.2, and PacSun's own average of 7.6.

Engagement Rate: 144.4%

Compared to the Retail industry average of 4.2%, and PacSun's own average of 15.9%.

Retention Rate: 13.7%

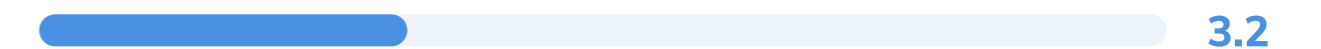
Compared to the Retail industry average of 39.9%, and PacSun's own average of 37.8%.



Top Overall Retail Industry Performers by Entertainment Score

Average Engagement Rate Average Retention Rate

Overall Average



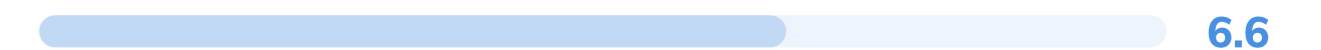
4.1% 39.9%

PacSun



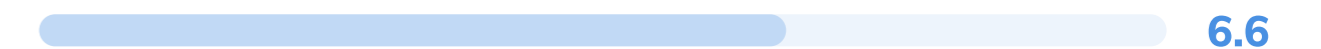
Large Brand 15.9% 37.8%

Burton Snowboards



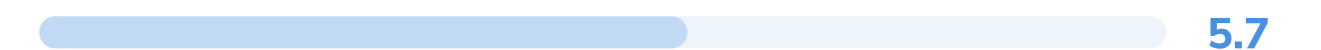
Large Brand 8.0% 65.7%

Hurley



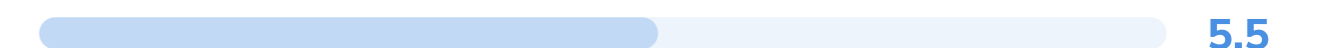
Established Brand 11.4% 32.9%

Babylist



Large Brand 5.9% 65.3%

INTERMIX



Established Brand 20.7% 18.8%



Instagram

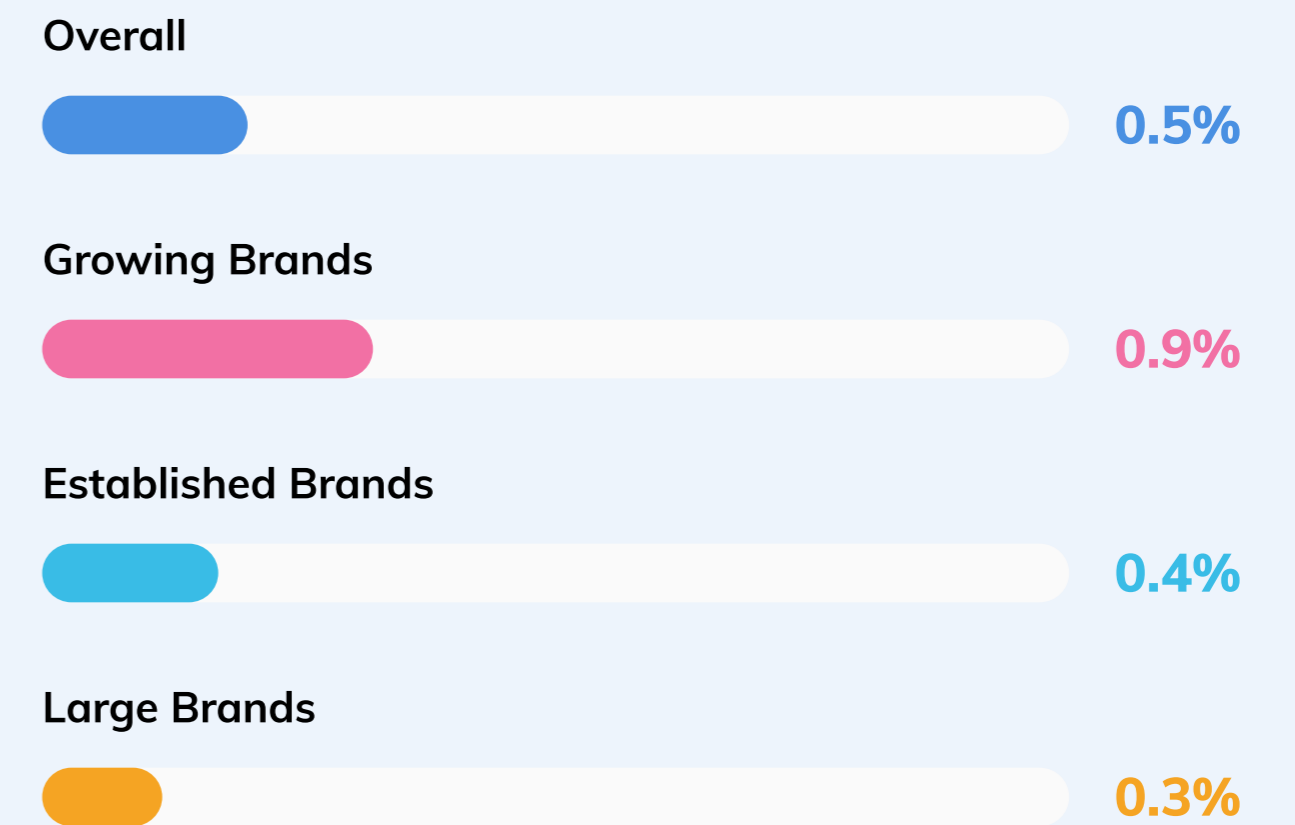
 AVERAGE INSTAGRAM PERFORMANCE

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



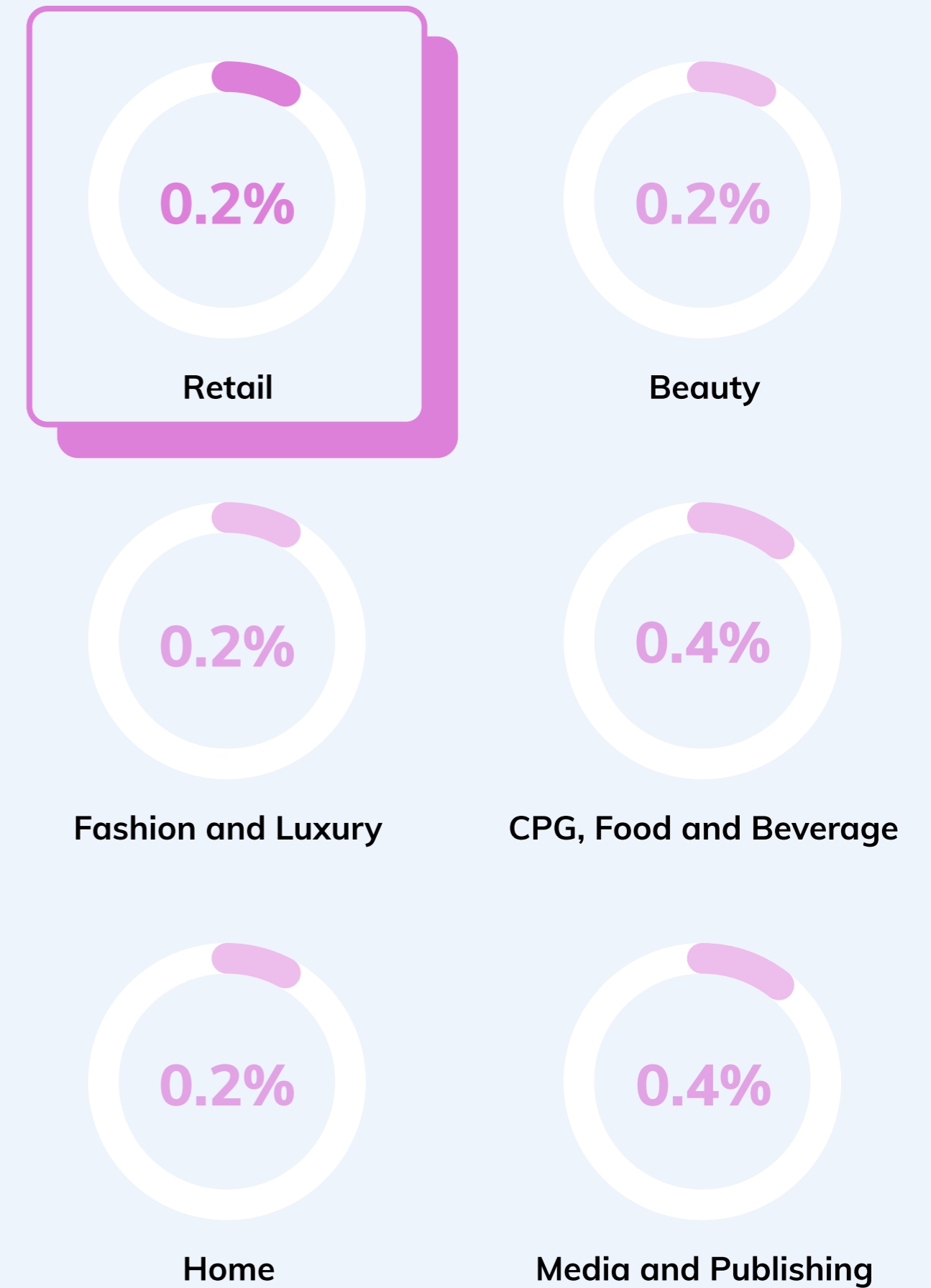
 AVERAGE INSTAGRAM PERFORMANCE

By Industry

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Retail	2,203,773	3	6	0.5%	58,906
Beauty	2,627,118	4	4	0.6%	89,684
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
Media and Publishing	4,509,145	7	17	0.6%	266,779

*Customer data only

Engagement Rate



 AVERAGE INSTAGRAM PERFORMANCE

Retail Brands Industry-Wide

	Follower Count	Weekly Posts Video (Reels and Videos)	Weekly Posts Static (Carousel and Image)	Monthly Follower Growth Rate*	Reach*
Retail Overall	2,203,773	3	6	0.5%	58,906
Growing Brands 0 – 190K Followers	91,699	2	4	0.8%	9,220
Established Brands 190K – 1.1M Followers	525,139	4	6	0.4%	28,560
Large Brands 1.1M+ Followers	4,340,290	4	7	0.4%	111,014

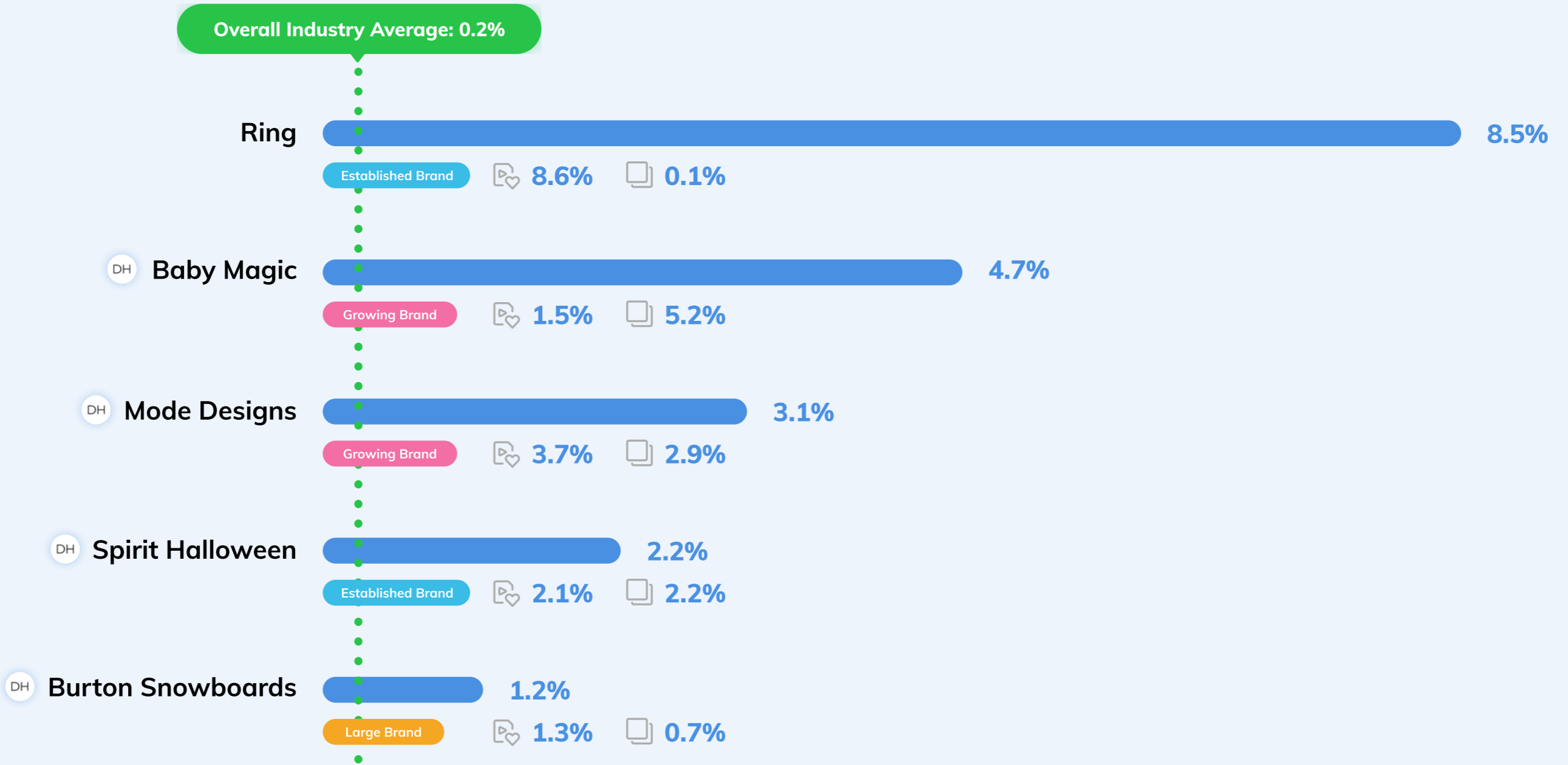
*Customer data only

Engagement Rate



Top Overall Retail Industry Performers by Engagement Rate

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



Deep Dives Into Top Performing Retail Brands

Established Brand

ring

Ring, the smart home security brand, cleverly uses video footage from its own product to share organic UGC about funny, fascinating, and heartwarming moments captured on people's doorsteps. With this level of authenticity, it is no surprise that its engagement is so high.


 Ring outperforms the average Engagement Rate for Retail brands by **4,250%**.

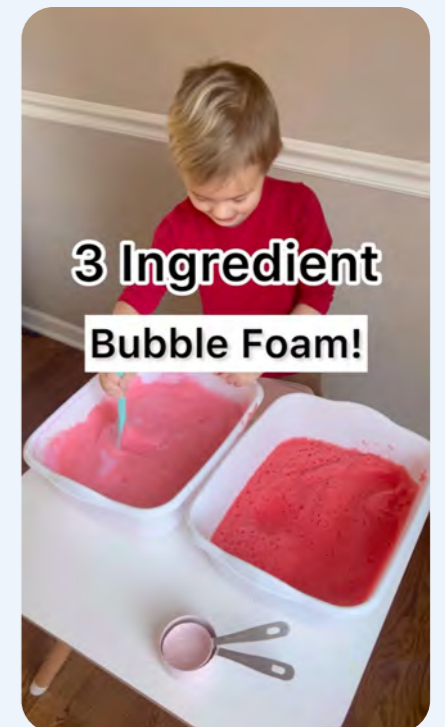


Growing Brand

Baby Magic

Baby Magic, a growing brand, hit its stride with educational content for parents that reaches a much wider audience than its follower count.


 Baby Magic outperforms the average Engagement Rate for Retail brands by **2,350%**.

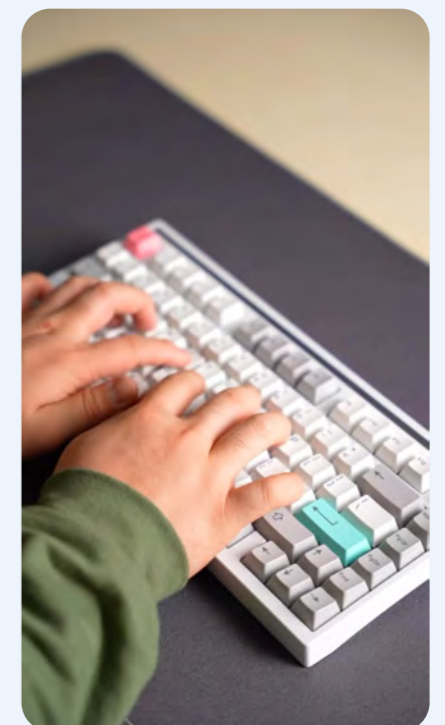


Growing Brand

MODE

Mode Designs taps into the enthusiast audience for beautiful, custom keyboards. Its time-lapse videos of keyboards being built are a perfect match for the Explore page, which rewards eye-grabbing content.

 Mode Designs outperforms the average Engagement Rate for Retail brands by **1,550%**.



 AVERAGE ENTERTAINMENT SCORE AND INDUSTRY LEADERS

The Best Strategies for Creating Entertaining Reels Content



Unsurprisingly, Spirit Halloween’s most entertaining Reel came the week before Halloween, when the costume retailer introduced its 3D billboard at Times Square. Seasonality is a significant factor in Retail, more so than in other industries, and timing your content for the perfect moment can lead to much higher engagement.

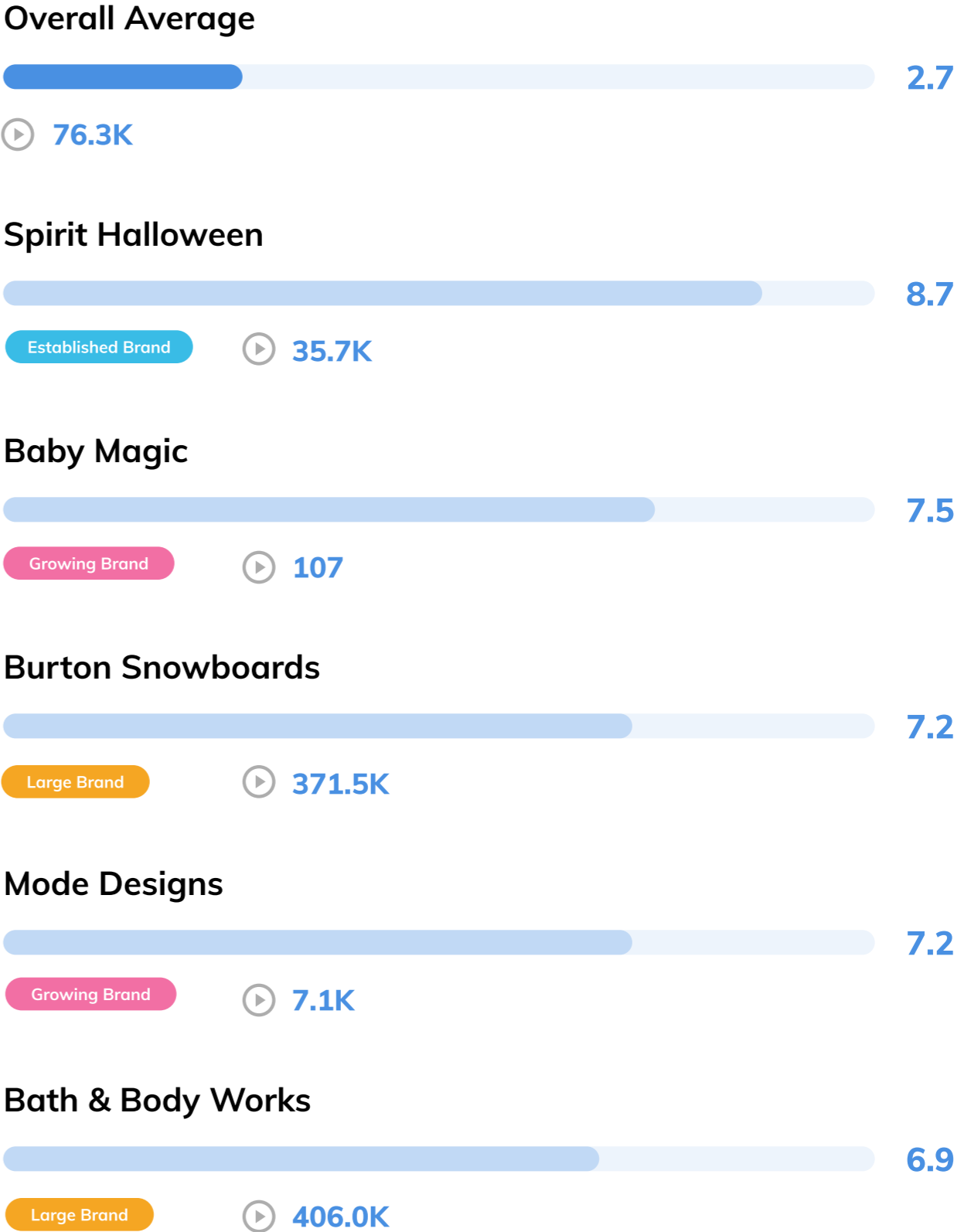
Entertainment Score: 9.6/10

Compared to the Retail industry average of 2.7, and Spirit Halloween’s own average of 8.7.




Top Overall Retail Industry Performers by Entertainment Score (Reels)

 Average Video Views (Reels)



Customer data only

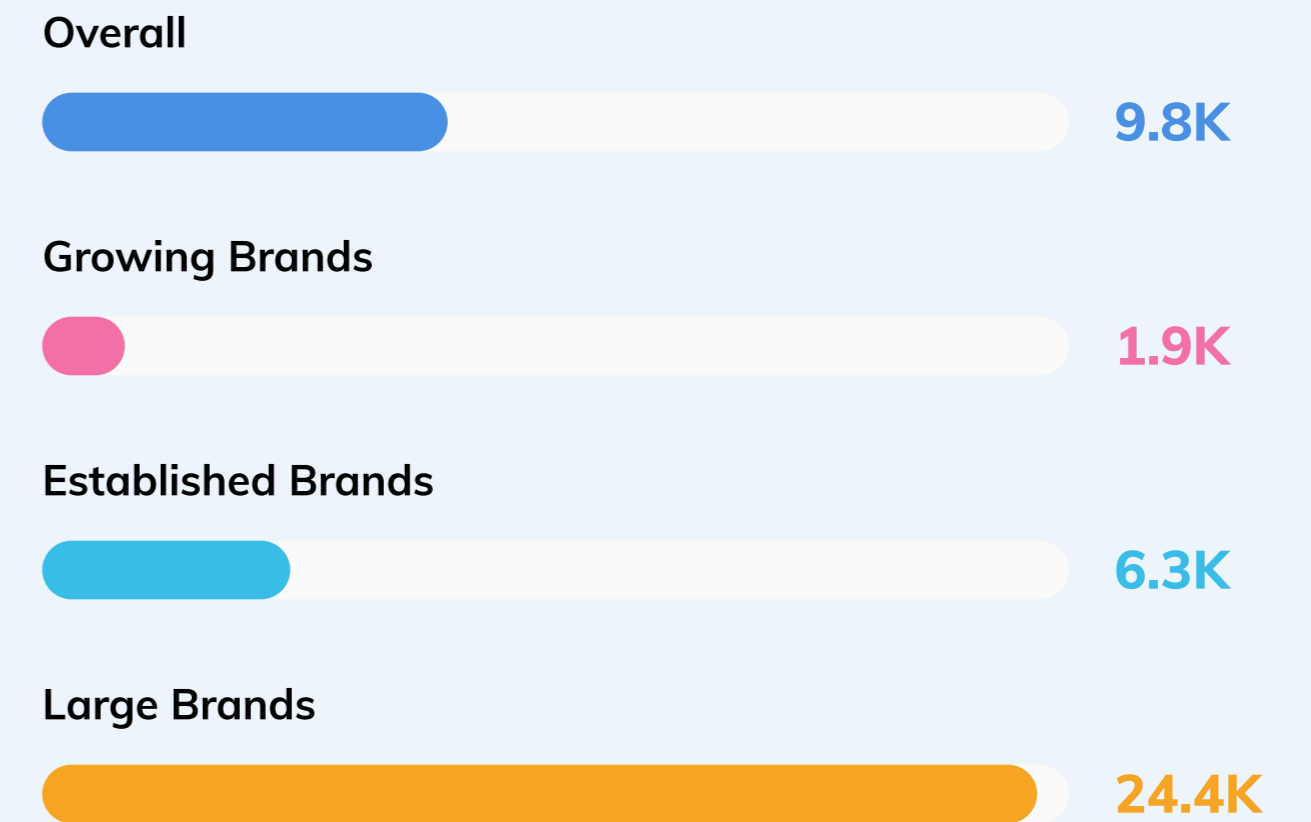
 AVERAGE INSTAGRAM STORIES PERFORMANCE

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 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 YOUTUBE PERFORMANCE

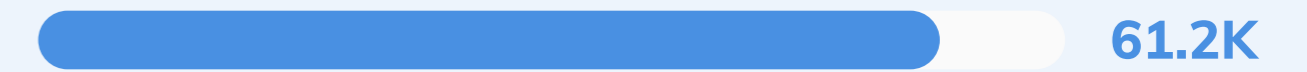
Across All Industries

	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

Overall



Growing Brands



Established Brands



Large Brands



AVERAGE YOUTUBE PERFORMANCE

By Industry

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes*
Retail	202,115	2	0.8%	6	115
Beauty	262,712	2	1.9%	6	290
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
Media and Publishing	4,401,372	11	2.5%	66	472

*Customer data only

Video Views



▶ AVERAGE YOUTUBE PERFORMANCE

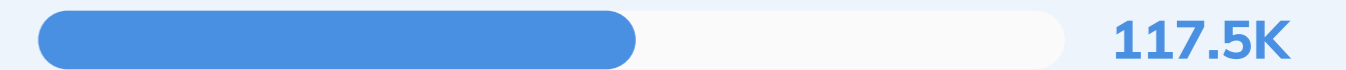
Retail Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes
Retail Overall	202,115	2	0.8%	6	115
Growing Brands <small>0 – 20K Followers</small>	11,871	2	0.8%	1	17
Established Brands <small>20K – 150K Followers</small>	56,217	2	1.2%	3	50
Large Brands <small>150K+ Followers</small>	717,262	1	0.2%	19	362

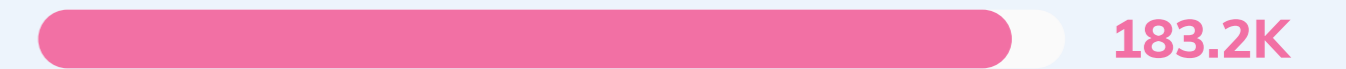
*Customer data only

Video Views

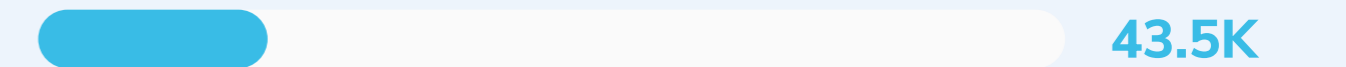
Overall



Growing Brands



Established Brands



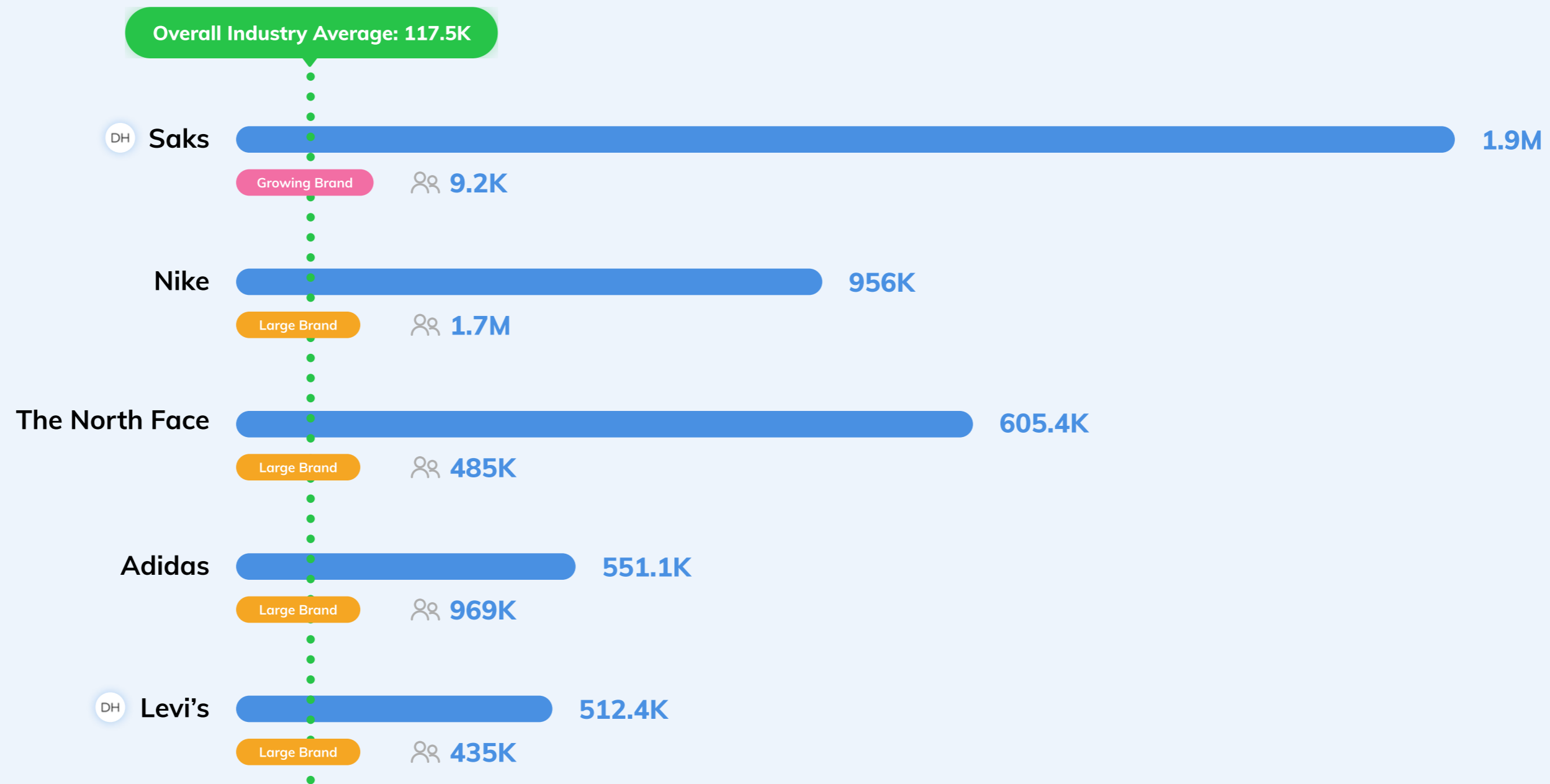
Large Brands



▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Top Overall Retail Industry Performers by Video Views

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



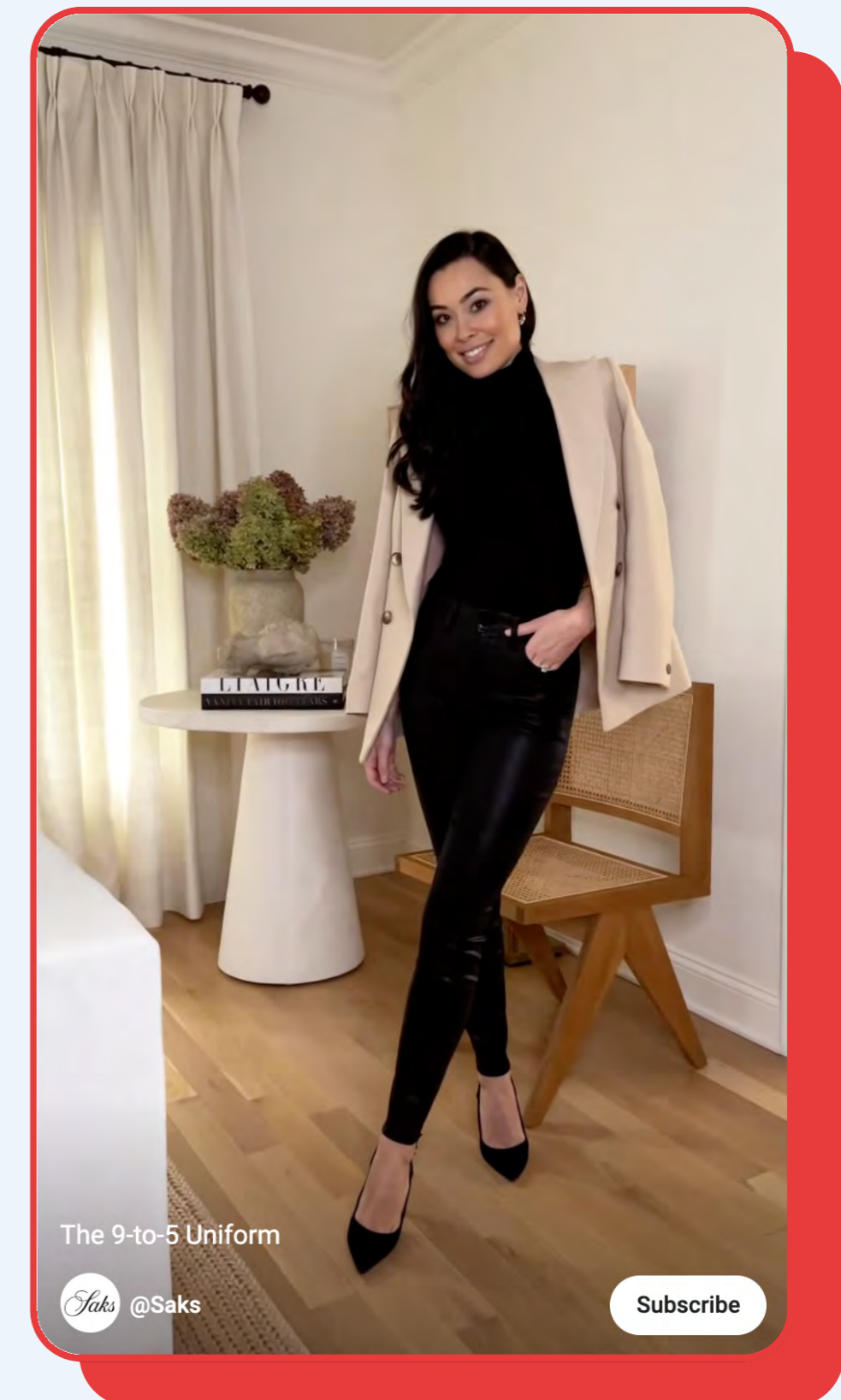
▶ AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Tactics For Earning Industry-Best Performance

Saks Fifth Avenue

Saks uses YouTube to share long-form guides to trending fashion, as well as celebrity interviews. The brand also makes good use of Shorts for quick wardrobe guides and makeup tutorials.

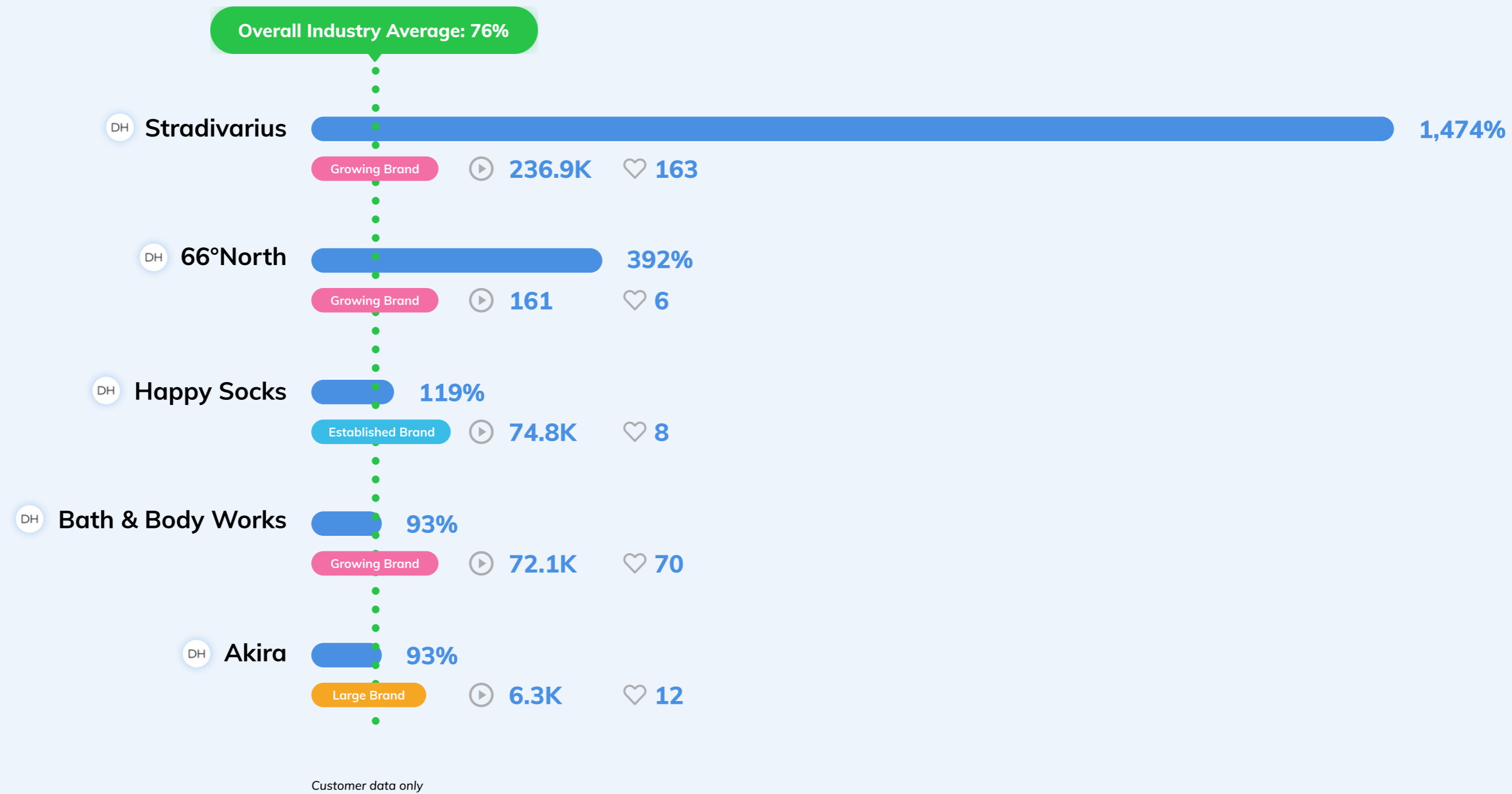
▶ Saks earns views **16x** higher than the industry average.



AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Top Overall Retail 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



▶ AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Focusing on Shorter Videos For Higher Retention Rates

♫ STRADIVARIUS Stradivarius uses YouTube for short-form advertising that includes its latest product lines and collaborations. The brand never surpasses the 1 minute mark, and can convey big ideas in as short as 7 seconds, which is highly beneficial for viewer retention.

▶ Stradivarius' focus on short videos results in each video being viewed over **14 times** by the average user.



What We Can Learn From Retail Brands' Cross-Channel Strategies

TikTok and Instagram Are Significant Opportunities for Retail Brands

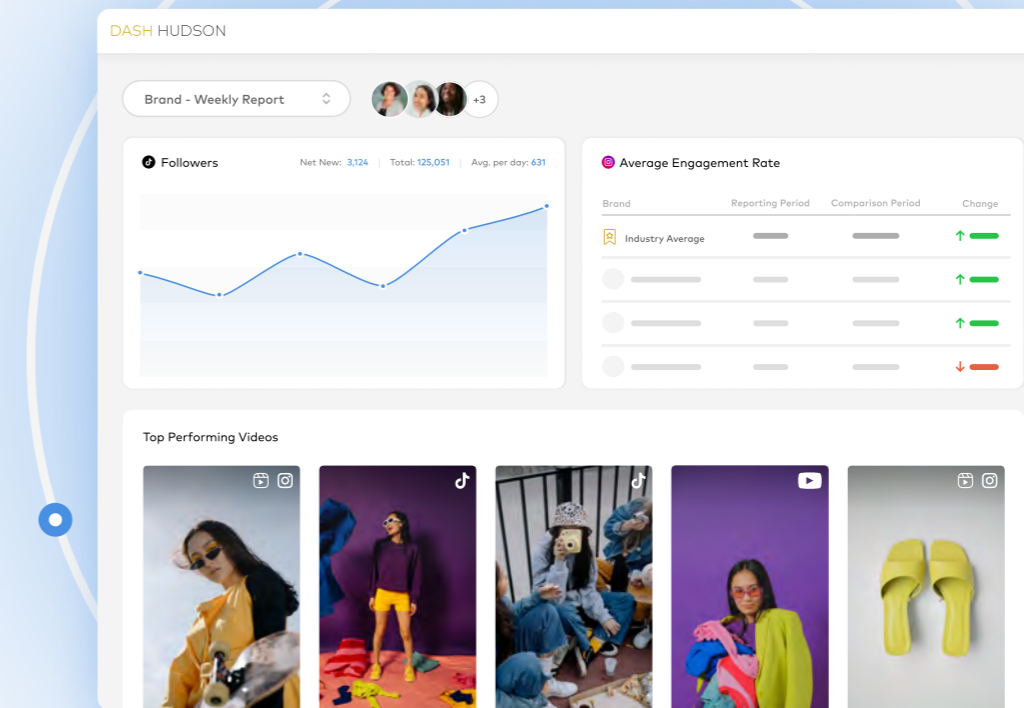
Although Retail is the lowest performer on social, this only means that brands that askew typical product marketing and lead with entertainment will be able to find breakaway success in the industry.

Successful Brands Are Entertaining

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

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*
Retail	229,134	4	11.7%	4.1%	89,943	19	19	64,457
Beauty	295,049	5	10.2%	4.8%	77,359	16	28	64,025
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
Media and Publishing	754,162	6	13.1%	5.2%	135,069	105	68	127,857

*Customer data only

 AVERAGE TIKTOK PERFORMANCE

Retail Brands Industry-Wide

	Follower Count	Weekly Posts*	Monthly Follower Growth Rate*	Engagement Rate	Video Views	Shares*	Comments	Reach*
Retail Overall	229,134	4	11.7%	4.2%	89,943	19	19	64,457
Growing Brands 0 – 11.5K Followers	4,087	2	15.4%	3.4%	28,259	4	3	24,465
Established Brands 11.5K – 110K Followers	47,352	4	13.2%	3.7%	73,077	14	8	54,145
Large Brands 110K+ Followers	456,510	7	4.7%	4.8%	124,388	33	34	99,308

*Customer data only

Top Overall Retail Industry Performers by Engagement Rate

DH Dash Hudson User

	Brand Size	Engagement Rate	Weekly Posts	Video Views	Shares	Comments
Retail Overall	229,134	4.2%	4	89,943	19	19
DH KastKing	Growing	8.3%	3	1,791	1	2
Patagonia	Established	7.5%	-	37,210	18	16
Urban Outfitters EU	Large	7.2%	8	359,990	21	44
DH Beyond Yoga	Growing	7.1%	4	305	0.2	3
DH Cotton On	Large	6.7%	13	26,892	4	13

*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
Retail	202,115	2	0.8%	6	115	17	117,528
Beauty	262,712	2	1.9%	6	290	12	51,908
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
Media and Publishing	4,401,372	11	2.5%	66	472	97	47,778

*Customer data only

AVERAGE YOUTUBE PERFORMANCE

Retail Brands Industry-Wide

	Subscriber Count	Weekly Videos*	Monthly Subscriber Growth*	Comments	Likes	Shares*	Video Views
Retail Overall	202,115	2	0.8%	6	115	17	117,528
Growing Brands 0 – 20K Followers	11,871	2	0.8%	1	17	19	183,240
Established Brands 20K – 150K Followers	56,217	2	1.2%	3	50	9	43,521
Large Brands 150K+ Followers	717,262	1	0.2%	19	362	71	138,303

*Customer data only

AVERAGE YOUTUBE VIDEO VIEWS AND INDUSTRY LEADERS

Top Overall Retail Industry Performers by Video Views

DH Dash Hudson User

	Brand Size	Followers	Video Views	Likes
Retail Average	202,115	202,115	117,528	115
DH Saks	Growing	9,230	1,901,884	8
Nike	Large	1,720,000	956,010	478
The North Face	Large	485,000	605,443	570
Adidas	Large	969,000	551,148	3,374
DH Levi's	Large	435,000	512,444	285

*Customer data only

AVERAGE YOUTUBE PERCENTAGE VIEWED AND INDUSTRY LEADERS

Top Overall Retail Industry Performers by Percentage Viewed

DH Dash Hudson User

	Brand Size	Percentage Viewed	Video Views	Likes
Retail Average	202,115	76%	117,528	115
DH Stradivarius	Growing	1,474%	236,851	163
DH 66°North	Growing	392%	161	6
DH Happy Socks	Growing	119%	74,785	8
DH Bath & Body Works	Established	93%	72,133	70
DH Akira	Growing	93%	6,329	12

*Customer data only