DASH HUDSON

# 2024 Cross-Channel Benchmark Report

**Retail Industry**

# Contents

# Benchmarking Performance

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

## Methodology

For the H1 2024 Cross-Channel Industry Benchmark Reports, Dash Hudson pulled a sample of global and international companies across TikTok (n=1,073), Instagram (n=2,965) and YouTube (n=685), analyzing their activity between July 1, 2023 – December 31, 2023, to determine average performance against a predetermined set of KPIs. Content analyzed includes paid and organic content. 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, Retail, Home, Children and Baby, Wellness, B2B and Sports.

## Defining the Retail Industry

The Retail industry is the bustling sector of retail experiences, including brick and mortar stores and e-commerce destinations from a variety of industries.

# KPIs

### Average Monthly Growth Rate

The average number of followers added on a monthly basis.

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

### Cross-Channel Engagement Rate

The Cross-Channel Engagement Rate is a metric that was created to compare each platform's short-form video offering equally.
*TikTok and Instagram: (Likes + Comments + Shares) / Reach.*
*YouTube: (Likes + Comments + Shares) / Video Views\*.*

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

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

### Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

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

### Average Entertainment Score (TikTok and Instagram Reels)

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

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

### Average Engagement Rate (TikTok and Instagram)

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

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

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

### Average Effectiveness Rate

A Dash Hudson metric that includes video views as a way to understand video performance.
*Effectiveness Rate = Likes + Comments + Saves + Video Views / Est. Reach.*

*Why It Matters: It helps brands understand how posts were received by those who saw it, rather than the brand's total Followers.*

### Average Number of Weekly Posts

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

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

### Average Video Views

The average number of views each video receives.

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

### Average Shares

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

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

### Average Comments

The average number of comments that each post receives.

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

### Retention Rate (TikTok) and Percentage Viewed (YouTube)

The percentage of a video that people watched.
*Retention Rate = average time watched / video duration.*
*\*This number can be over 100% if viewers rewatch a video.*

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

# Cross-Channel Trends

## TikTok Remains the Most Engaging, While Instagram Continues To Offer the Greatest Reach

Using the Cross-Channel Engagement Rate for equal comparison, TikTok (4.6%) leads in engagement. This is followed by YouTube (3.9%) and Instagram (3.5%). Instagram continues to be the platform with the broadest reach, reaching +75% more users than TikTok.

## Each Industry Has a Distinct Opportunity for Channels and Content

Marketers should consider the unique opportunity in their industry when planning strategies and identifying KPIs. For instance, Fashion and Luxury brands achieve the highest video views on TikTok (145K), whereas Media and Publishing entities see greater success on Instagram (227K).

## The Greatest Opportunity for Brands Is Activating Niche Communities

On TikTok and Instagram, niche industries such as Children and Baby, Travel and Home have some of the highest growth rates, and their content is shared more despite having fewer followers. This is due to engaged communities around specific interests, which play well with algorithms. In contrast, broader industries like Beauty, Fashion and Retail face higher content saturation and competition, but can better compete by focusing on sub-communities.
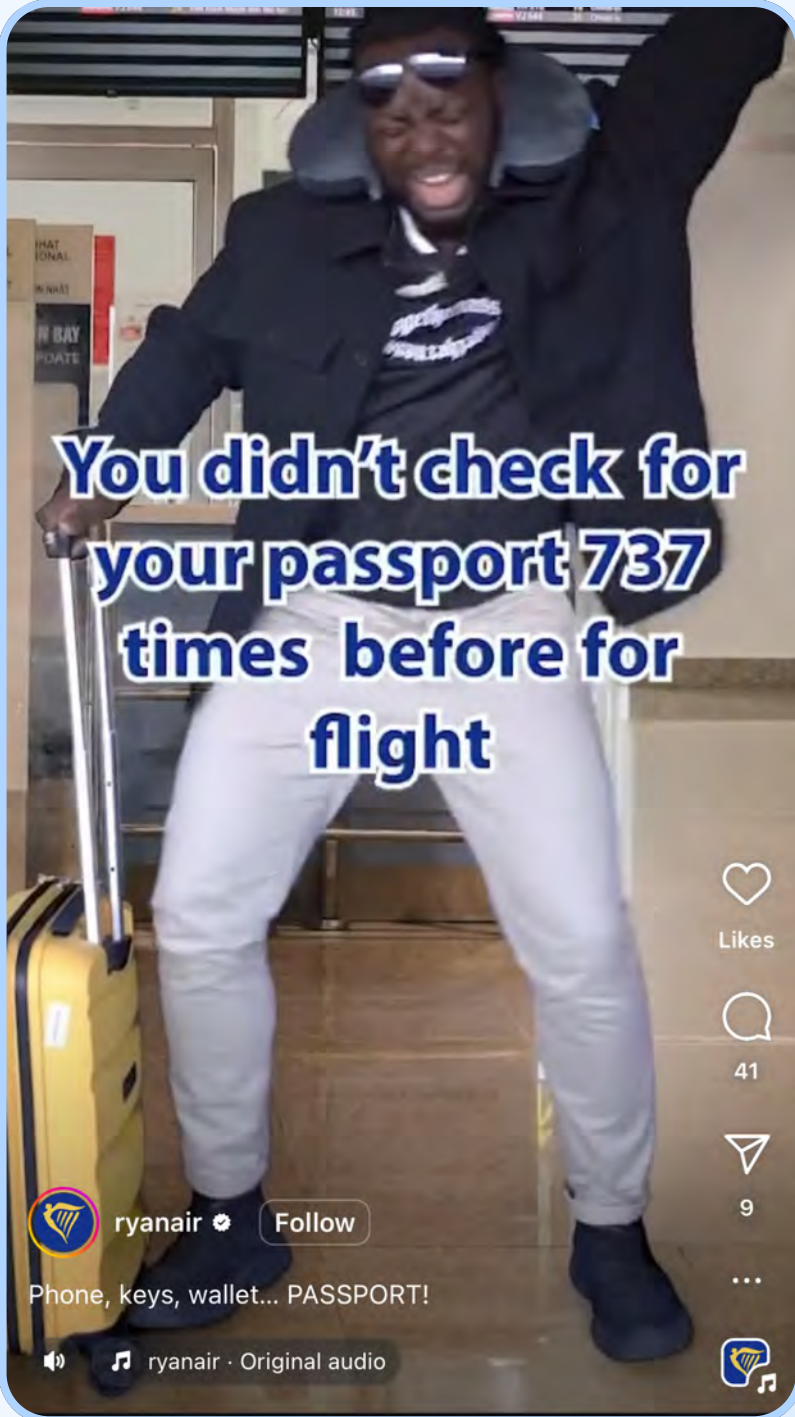
@ryanair

**DASH HUDSON INSIGHT**

*Maximize impact by aligning with platform strengths: Use TikTok for engagement, especially in niche markets, and Instagram for reach, particularly in broad industries—tailor strategies to these dynamics for better results.*

# ♪ TikTok Trends

## TikTok Maintains Strong Brand Growth and Engagement

TikTok has been around for more than five years, but it is not slowing down. Brands continue to exhibit robust monthly growth (8%) and sustained engagement rate (4.1%), underscoring its lasting impact and efficacy as a marketing platform for connecting with and captivating audiences.

## Brands With Higher Engagement Rates Attract More Followers

As an algorithm-based platform, the objective for TikTok is to make engaging content, not grow follower count. However, follower growth is one indicator that brands are succeeding. 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 (4.6%) outperform established (3.4%) and growing (3.4%) brands in engagement rate. Additionally, large brands (172) lead in sharability, with more shares than established (32) and growing (9) brands, highlighting their superior ability to connect with users.

## Sports and Travel Sectors Thrive on TikTok With Rising Popularity

The Sports (213K) and Travel (202K) industries have the highest number of video views, on average. Additionally, Sports (5.7%) has the strongest engagement rate, surpassing Media and Publishing (4.9%). Short-form video is a powerful format for brands focused on marketing entertainment and experiences.
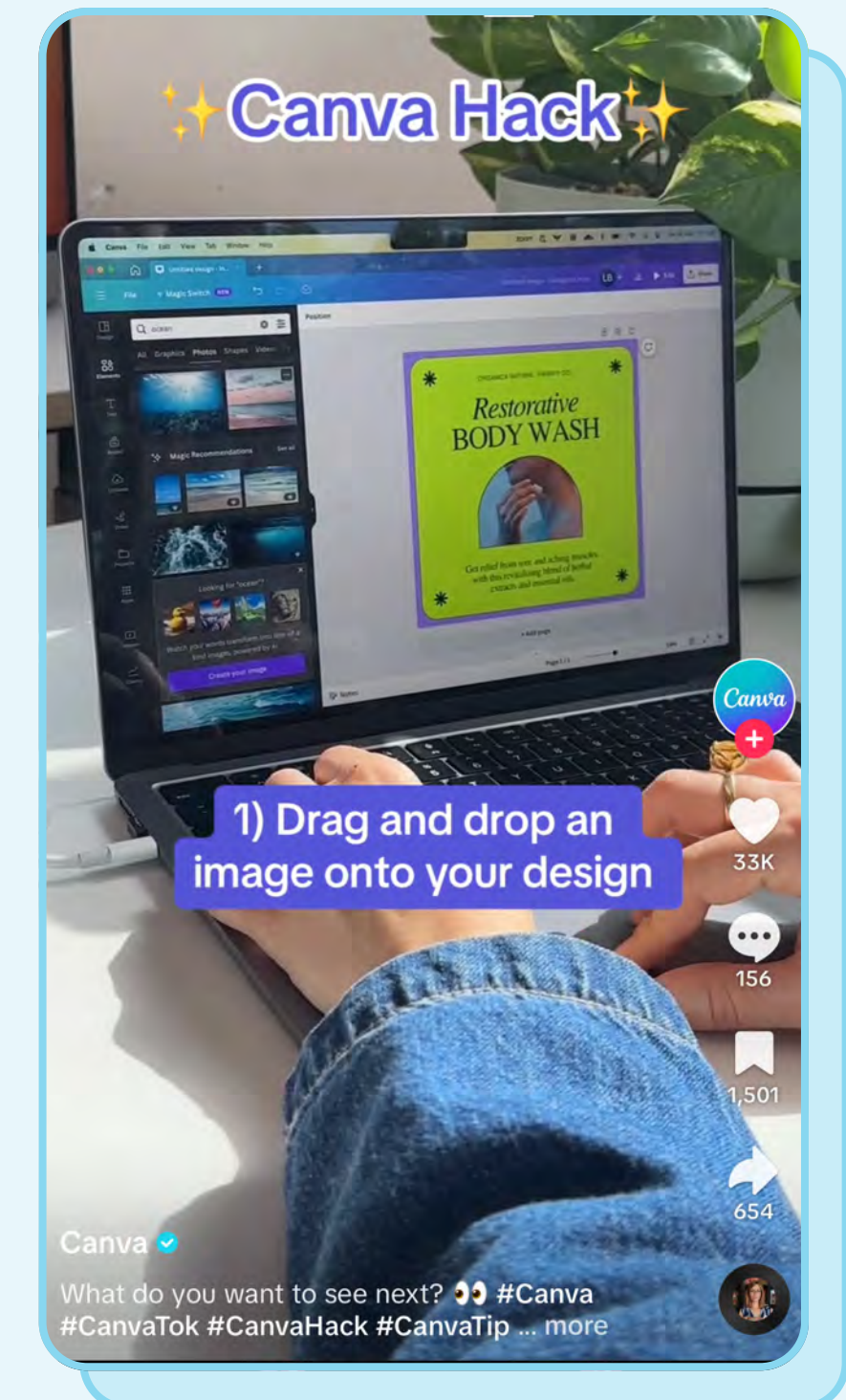
@canva

**DASH HUDSON INSIGHT**

*Optimize your video content by placing the most important information within the first 30% of the video, as this is the average portion users watch.*

# ![Instagram] Instagram Trends

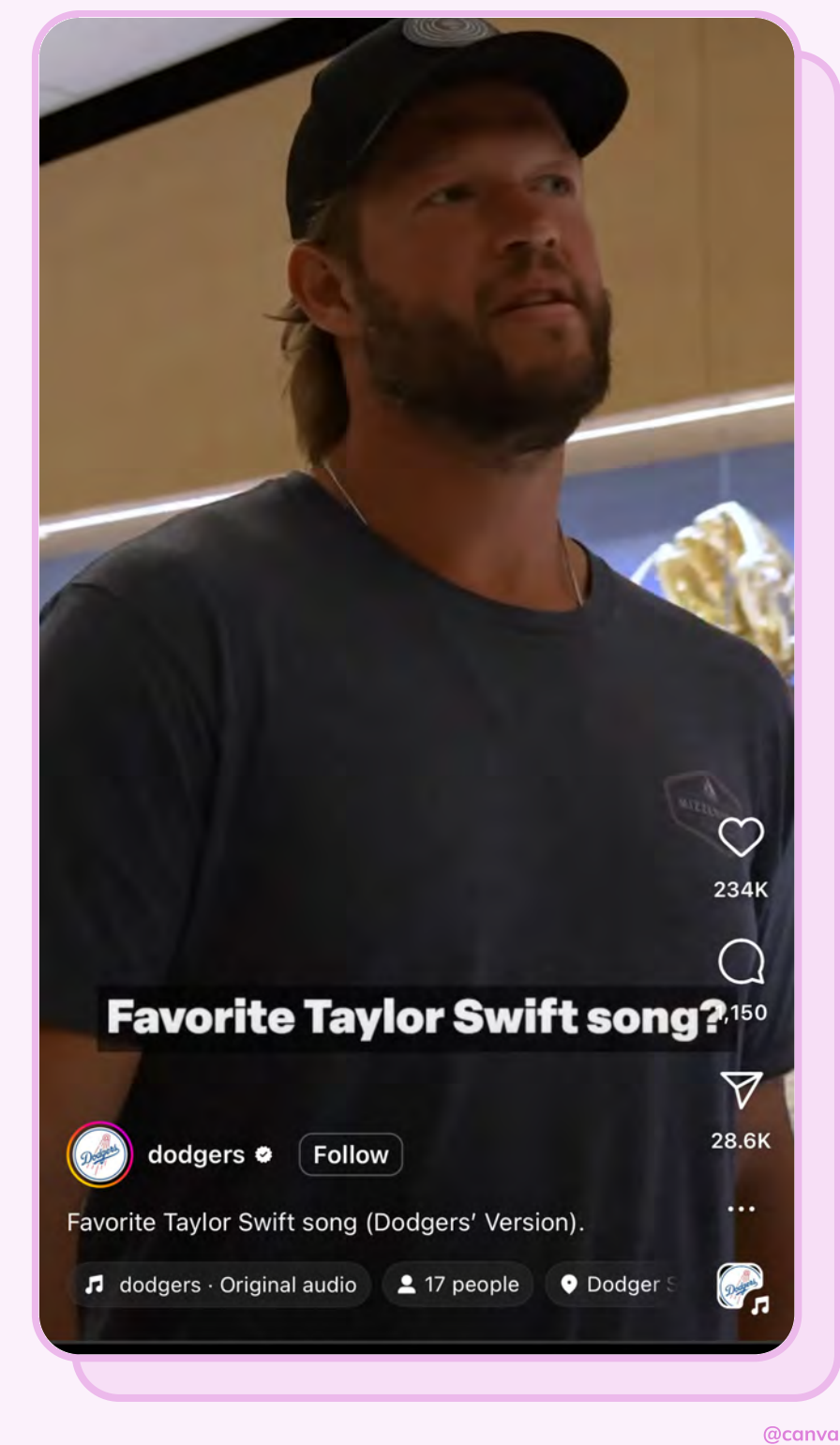## Effectiveness Rate Highlights Brands' Opportunity on Instagram

Effectiveness Rate, which captures saves, reach, and video views, reveals that user engagement remains robust, with a 4% increase compared to six months ago, even amidst slowing follower growth rates and engagement rates. The way that audiences engage with brands on Instagram is changing, rather than slowing down.

## Reels Continues to Offer Untapped Potential

Static and carousel content outperform Reels with a +57% higher reach and a slightly better engagement rate (0.4% vs. 0.3%). This suggests that brands are more adept at engaging users through static content. Yet, this also presents an opportunity for brands to delve into the less saturated Reels space, potentially broadening their impact.

## The Sports Industry Surpasses Media and Publishing as the Top-Performing Industry on Instagram

On average, Sports brands dominate across several metrics, including engagement rate (0.9%) and follower size (25.2M). Sports, teams and athletes come with pre-existing fanbases, demonstrating the role community plays in social media success.

234K

150

28.6K

dodgers ✓  Follow

Favorite Taylor Swift song (Dodgers' Version).

♫ dodgers · Original audio   👤 17 people   📍 Dodger S

@canva

**DASH HUDSON INSIGHT**

*Dash Hudson's latest Social Media Trends report reveals creators drive high engagement, organic content fosters brand loyalty and paid content expands brand awareness—tailor content specifically to the customer lifecycle for maximum impact.*

# ▶ YouTube Trends

## Posting Regularly Correlates to Subscriber Growth

The brands with the highest subscriber counts post much more regularly than smaller brands. This emphasizes how YouTube audiences reward brands that engage with them regularly, and a regular cadence of content plays a key role in sustained growth.

## Long-Form Content Excels in Video Views, Shorts in Engagement

On average, long-form content (On-Demand videos) receives higher video views (+48%), while Shorts receive a higher cross-channel engagement rate (+8%) and a higher number of likes (+89%). This insight helps guide strategy to leverage Shorts for engagement while On-Demand could be better suited for increasing brand visibility.

## The Sports Industry Dominates in YouTube Engagement

The passionate fan base of the sports industry leads to the highest average number of likes on YouTube, with sports channels amassing an average of 3.9K likes per video. Sports exists at the intersection of community and entertainment, and brands from all industries should seek to foster these two engagement patterns to see better results.
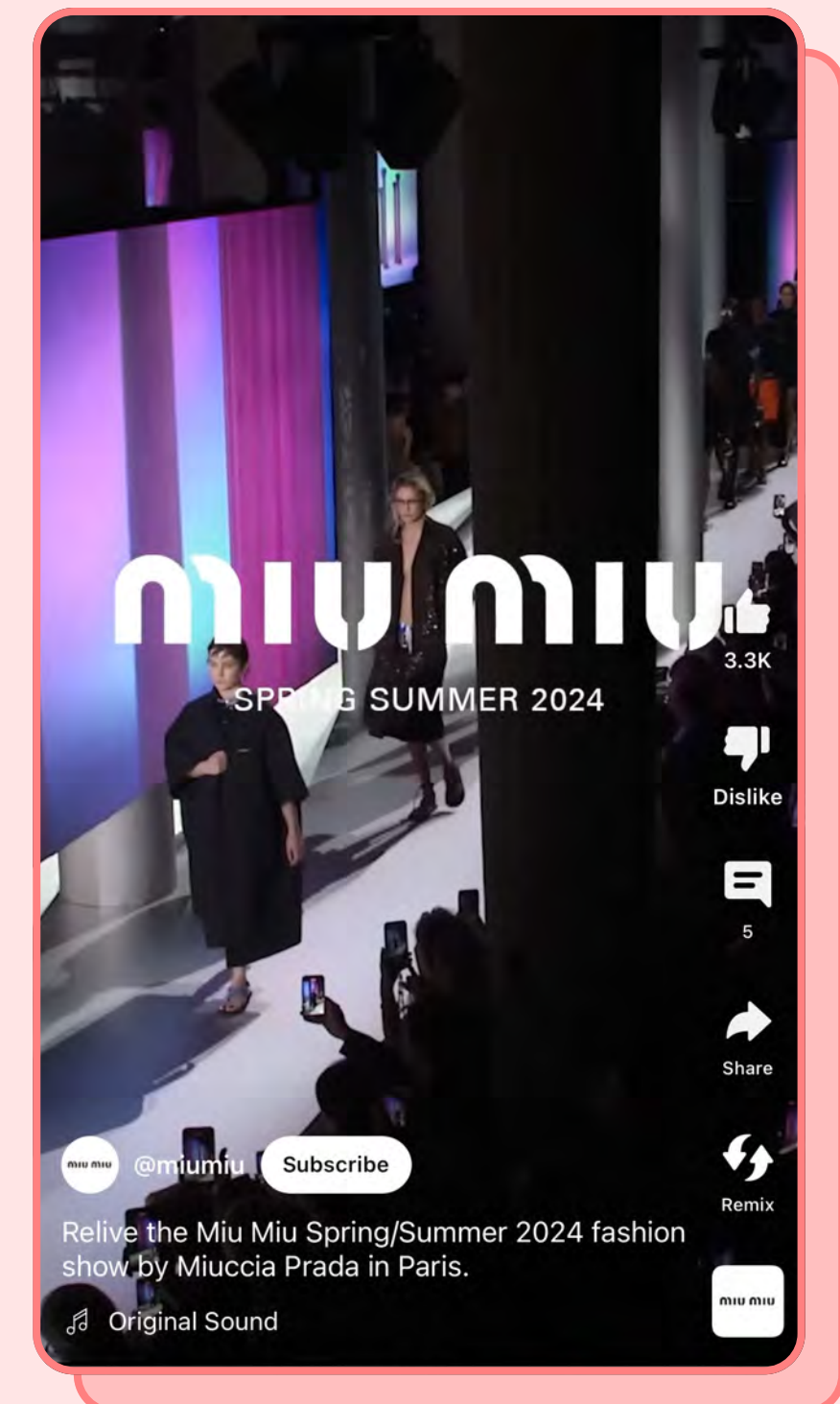
@miumiu

**DASH HUDSON INSIGHT**

*On average, users watch 73% of YouTube videos. YouTube's format encourages extended watching with detailed content, whereas TikTok's quick snippets foster shorter viewing sessions.*

# Across All Industries

## Overall Comparison of TikTok, Instagram and YouTube

| | TikTok | Instagram | YouTube |
|---|---|---|---|
| Avg. Followers/Subscribers | **335.3K** | **2.2M** | **700.3K** |
| Avg. Monthly Follower/Subscriber Growth Rate | **7.7%*** <br> -32% | **0.7%** <br> -13% | **1.2%** <br> -52% |
| Avg. Weekly Posts | **5** <br> 5 | **9** <br> 9 | **6** <br> 6 |
| Avg. Cross-Channel Engagement Rate | **4.6%*** <br> -6% | **3.5%*** <br> +6% | **3.9%*** <br> +14% |
| Avg. Reach | **99.9K*** <br> -11% | **174.8K*** <br> -4% | Reach is not available through Dash Hudson |

*Customer data only
Compared to six months prior

## Overall Comparison of TikTok, Reels and Shorts

| | TikTok | Instagram Reels | YouTube Shorts |
|---|---|---|---|
| Avg. Weekly Posts | **5** <br> 5 | **4** <br> 4 | **4** <br> 3 |
| Avg. Cross-Channel Engagement Rate | **4.6%*** <br> -6% | **3.0%*** <br> +7% | **4.0%*** <br> +3% |
| Avg. Video Views | **130.9K** <br> -7% | **122.8K*** <br> -10% | **69.2K** <br> -16% |
| Avg. Reach | **99.9K*** <br> -11% | **117.1K*** <br> -10% | Reach is not available through Dash Hudson |
| Avg. Shares | **111** <br> -25% | **301** <br> -4% | **47** <br> -4% |

**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*

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# Retail Strategy Evolves to Blend Entertainment With Commerce

**The Retail industry has been an increase in video views on TikTok and YouTube.** Compared to six months prior, the Retail industry reveals a notable rise in video views on TikTok and YouTube. While the increase in TikTok views has caused a decline in its engagement rates, Instagram has managed to maintain a stable level of engagement.

### Reach Shows Promise, With Opportunity to Boost Engagement

Retail brands are active on TikTok (5 weekly posts) yet face challenges in resonating with their broad audience (94K reach). Brands have one of the lowest engagement rates (3.3%) and Entertainment Scores (3.3) compared to other industries, indicating a significant gap in content impact and audience engagement. While brands successfully distribute their content widely, they must refine their strategies to engage and entertain their viewers better.

### Increasing Reach With Reels

The retail industry boasts a considerable follower count yet a moderate reach, suggesting content reach could be stronger. Despite favoring static posts over videos, the notably higher video views indicate an opportunity to pivot towards more video content to capitalize on its engaging nature. With a relatively low entertainment score of 3.1, there's a clear avenue for the retail sector to boost the entertainment and relevance of its content, potentially increasing both reach and engagement metrics.

### High Views and Retention Indicate Opportunity

Generating high average video views (110K) and an impressive 76% view percentage, the retail industry's audience, though smaller, is deeply engaged with the content. This strong viewer retention highlights an opportunity for retail brands to amplify this engagement through more personalized content strategies.

## Average Retail Engagement Rate and Video Views

**H1 2024**

**Engagement Rate**

| 3.3% | 0.2% |
|---|---|
| ↓ 8% | No change |

**Video Views**

| 134.2K | 82K | 109.1K |
|---|---|---|
| ↑ 1% | ↓ 10% | ↑ 27% |
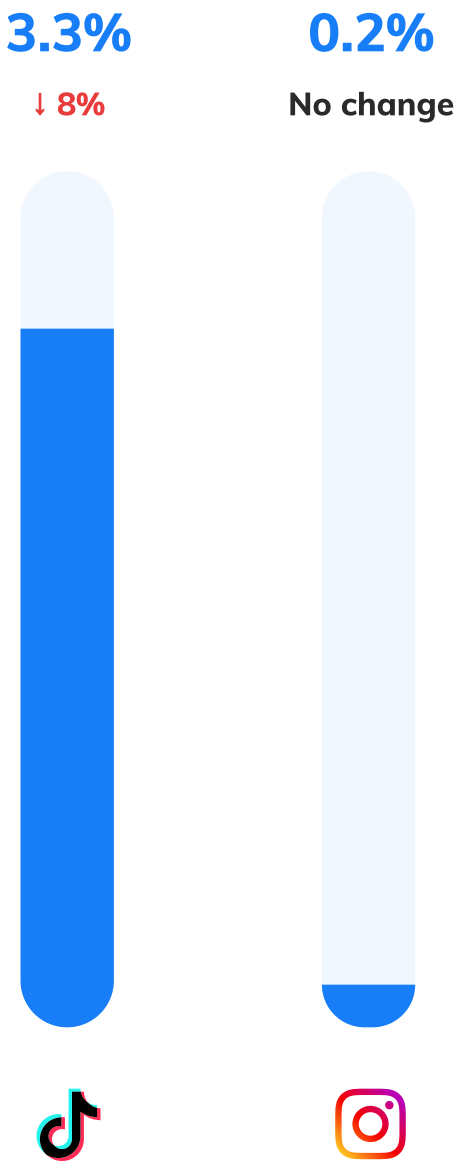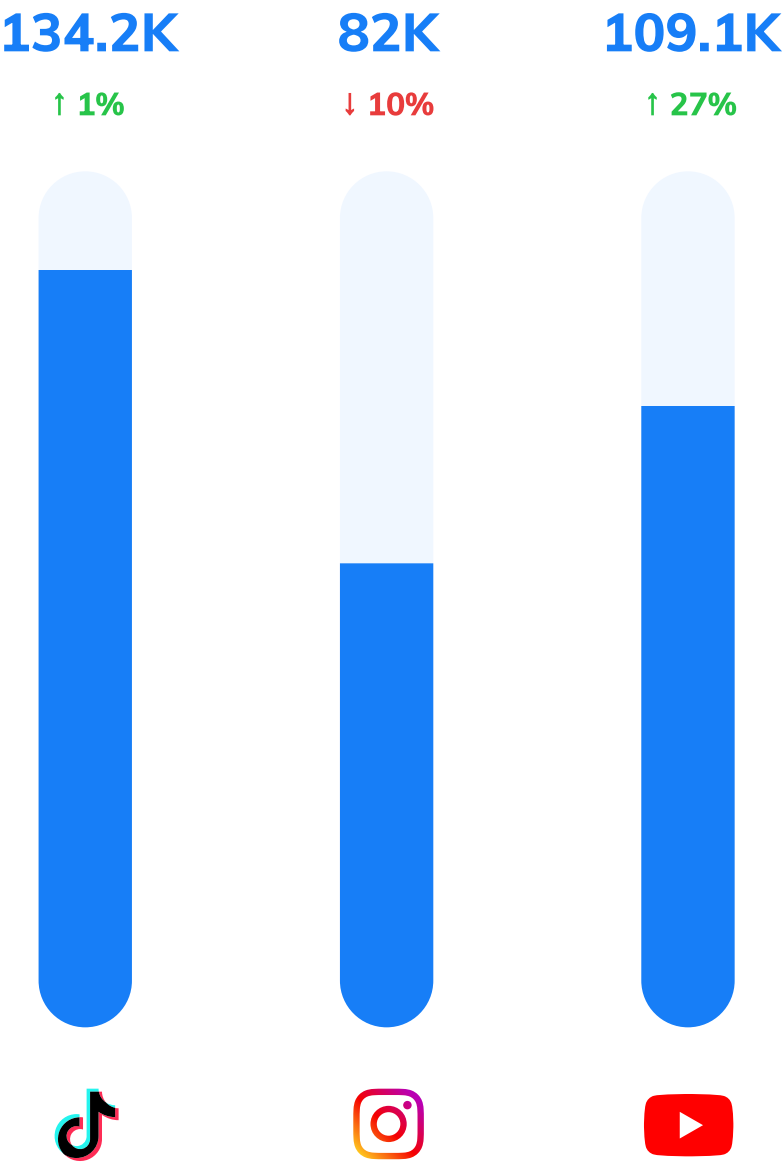
*Percentage change compared to six prior*

# TikTok

AVERAGE TIKTOK PERFORMANCE

# Across All Industries

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views | Shares | Reach* | Entertainment Score* |
|---|---|---|---|---|---|---|---|
| Overall | 335.3K | 5 | 7.7% | 130.9K | 111 | 99.9K | 3.6 |
| Growing Brands (0 – 11.5K Followers) | 4.1K | 3 | 13.1% | 12.7K | 9 | 9.7K | 3.4 |
| Established Brands (11.5K – 110K Followers) | 46.1K | 4 | 7.4% | 64.4K | 32 | 45.5K | 3.2 |
| Large Brands (110K+ Followers) | 804K | 7 | 4.1% | 189.1K | 172 | 148.1K | 3.9 |

*Customer data only
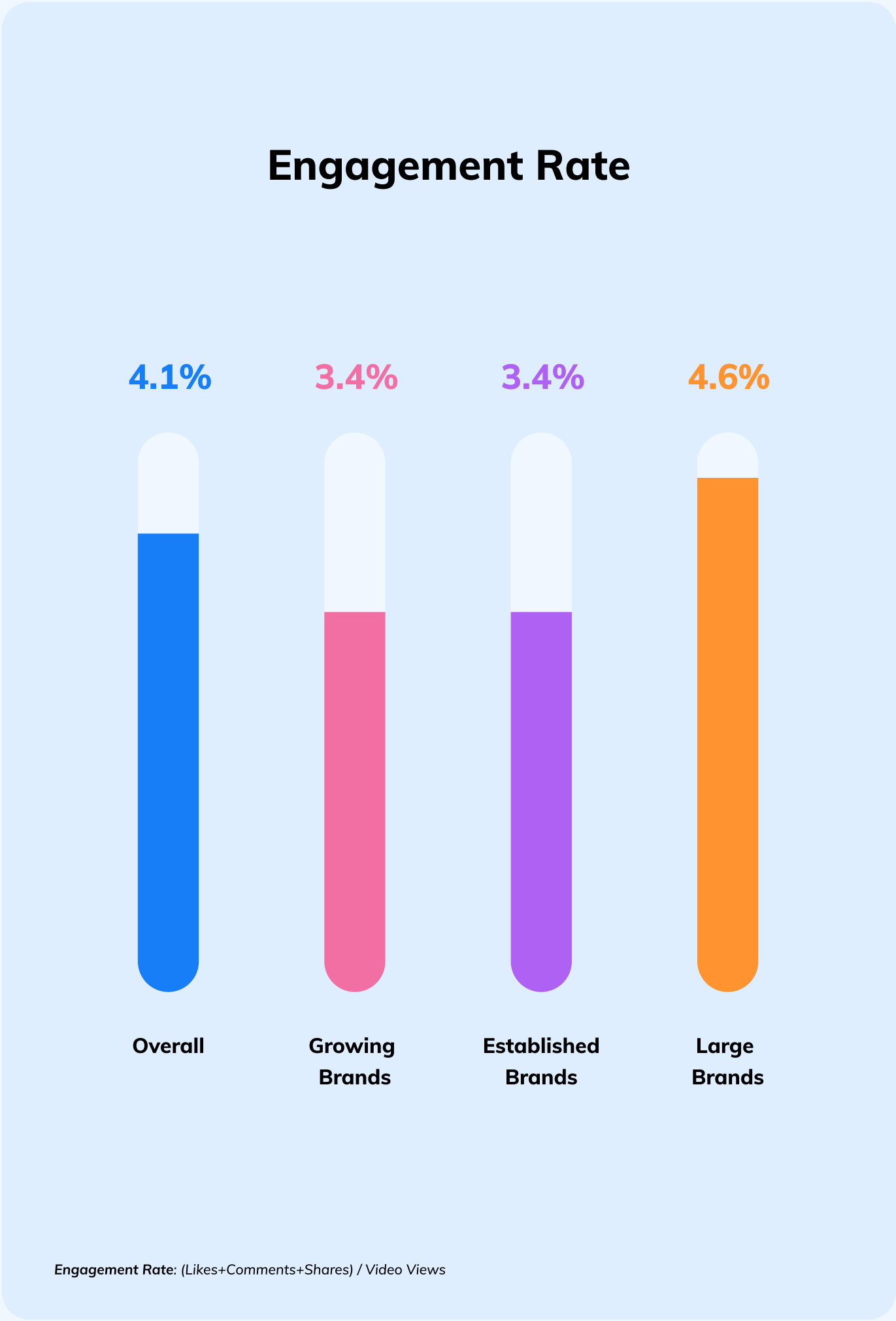
## Engagement Rate

| | | | |
|---|---|---|---|
| **4.1%** | **3.4%** | **3.4%** | **4.6%** |
| Overall | Growing Brands | Established Brands | Large Brands |

Engagement Rate: (Likes+Comments+Shares) / Video Views

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# Across All Industries

| | Retail | Beauty | Fashion and Luxury | CPG | Home | Media and Publishing | Children and Baby | B2B | Wellness | Sports | Travel |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Follower Count | 216.9K | 317.5K | 233.1K | 452.7K | 131.6K | 564.3K | 183.3K | 137.1K | 127.7K | 1.1M | 243.2K |
| Weekly Posts | 5 | 5 | 4 | 3 | 3 | 8 | 3 | 2 | 4 | 4 | 3 |
| Monthly Follower Growth Rate* | 6.1% | 7.3% | 6.0% | 6.0% | 5.9% | 11.3% | 8.2% | ** | 14.6% | ** | 7.9% |
| Video Views | 134.3K | 103.5K | 144.9K | 143.4K | 84.4K | 145.2K | 131.6K | 133.9K | 75.4K | 212.6K | 201.8K |
| Shares | 58 | 55 | 55 | 112 | 85 | 226 | 102 | 102 | 38 | 195 | 161 |
| Reach | 94.4K | 85.4K | 105.3K | 116.6K | 56.3K | 124K | 64.1K | ** | 36.4K | ** | 93.2K |
| Entertainment Score* | 3.3 | 3.7 | 3.3 | 3.7 | 3.5 | 3.9 | 3.4 | ** | 3.1 | ** | 3.5 |
| Engagement Rate | 3.3% | 4.1% | 3.3% | 4.4% | 4.1% | 4.9% | 3.5% | 4.4% | 3.3% | 5.7% | 4.1% |

*Customer data only
** Limited data available

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# Retail Brands Industry-Wide

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views | Shares | Reach* | Entertainment Score* |
|---|---|---|---|---|---|---|---|
| **Retail Overall** | 216.9K | 5 | 6.1% | 134.3K | 58 | 94.4K | 3.3 |
| **Growing Brands** (0 – 11.5K Followers) | 4.8K | 2 | 8.3% | 24K | 13 | 21.7K | 3.5 |
| **Established Brands** (11.5K – 110K Followers) | 40K | 5 | 7.1% | 61K | 30 | 39.4K | 3.3 |
| **Large Brands** (110K+ Followers) | 535.2K | 6 | 3.5% | 210.9K | 88 | 156.2K | 3.2 |

*Customer data only

## Engagement Rate

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 3.3% | 3.3% | 3.3% | 3.2% |

*Engagement Rate*: (Likes+Comments+Shares) / Video Views

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# Top Retail Industry Performers by Engagement Rate

**Overall Industry Average: 3.3%**

**DH** **Barnes & Noble**

**Large Brand** ▶ 24K
7.6%

**Patagonia**

**Large Brand** ▶ 46.3K
6.8%

**DH** **Selfridges**

**Large Brand** ▶ 34.8K
5.5%

**DH** **Revolve**

**Large Brand** ▶ 49.8K
5.4%

**Boots UK**

**Established Brand** ▶ 50.9K
5.0%

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

## Deep Dive Into Top Performing Retail Brand

# BARNES & NOBLE

Barnes & Noble excels on TikTok by tapping into BookTok's love for reading and literary trends. Its content is both relatable and helpful for those searching for recommendations, earning the brand incredibly high engagement.



**Barnes & Noble outperforms the average engagement rate for Retail brands by +130%.**

# Winning Formulas for Creating Entertaining TikTok Content

**THREDUP**

ThredUP's high Entertainment Score on TikTok is achieved through its focus on sustainable fashion and thrifted finds, catering to TikTok's sustainability-conscious and style-savvy audience.

**Entertainment Score: 6.8/10**

Compared to the Retail industry average of 3.3, and ThredUP's own average of 6.3.

**Retention Rate: 60%**

Compared to the Retail industry average of 28%, and ThredUP's own average of 32%.

## Top Retail Industry Performers by Entertainment Score

🕐 Average Retention Rate

**Overall Average**
3.3
🕐 **28%**

**thredUP**
6.3
Established Brand 🕐 **32%**

**Barnes & Noble**
5.8
Large Brand 🕐 **47%**

**Chatters Hair Salon**
5.4
Growing Brand 🕐 **15%**

**Aritzia**
5.3
Large Brand 🕐 **38%**
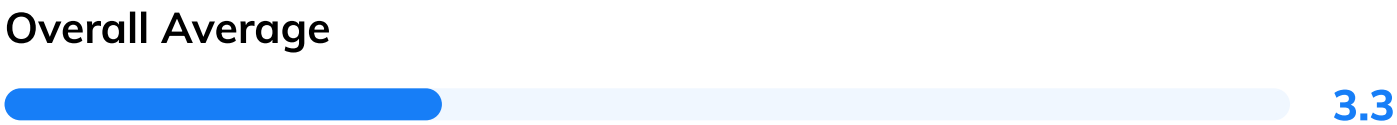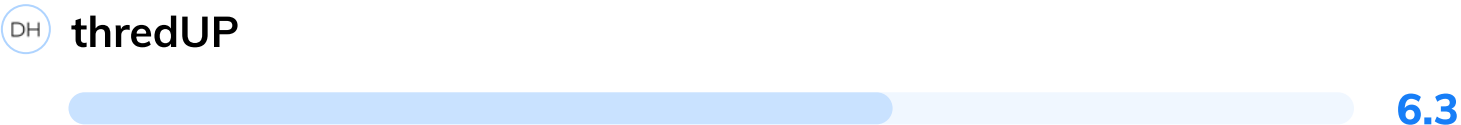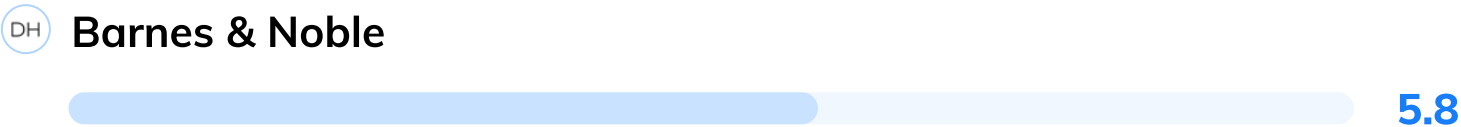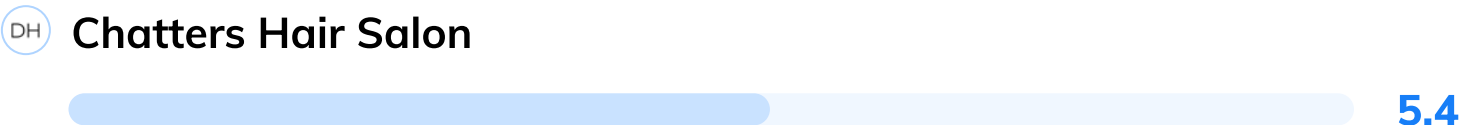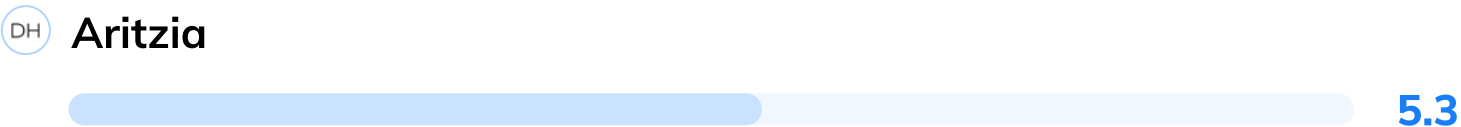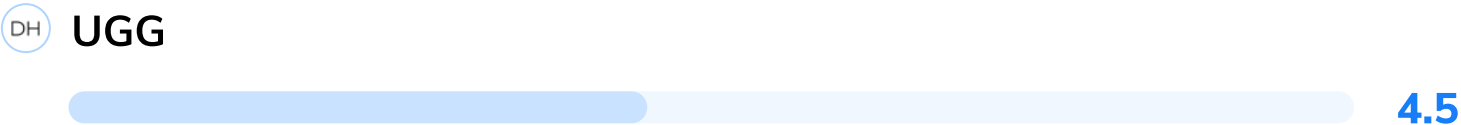
**UGG**
4.5
Large Brand 🕐 **40%**

# Instagram

# Across All Industries

| | Follower Count | Weekly Posts (Reels) | Weekly Posts (Carousel and Image) | Monthly Follower Growth Rate | Reach* | Entertainment Score* (Reels) | Effectiveness Rate* | Shares* |
|---|---|---|---|---|---|---|---|---|
| **Overall** | 2.2M | 4 | 5 | 0.7% | 174.8K | 3.9 | 15.3% | 301 |
| **Growing Brands** (0 – 190K Followers) | 87.5K | 2 | 3 | 0.9% | 10.2K | 3.8 | 20.4% | 34 |
| **Established Brands** (190K – 1.1M Followers) | 496.5K | 3 | 4 | 0.7% | 45K | 3.6 | 19.0% | 161 |
| **Large Brands** (1.1M+ Followers) | 7.6M | 6 | 9 | 0.6% | 359.7K | 4.4 | 9.9% | 578 |

*Customer data only

## Engagement Rate

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 0.3% | 0.3% | 0.4% | 0.3% |
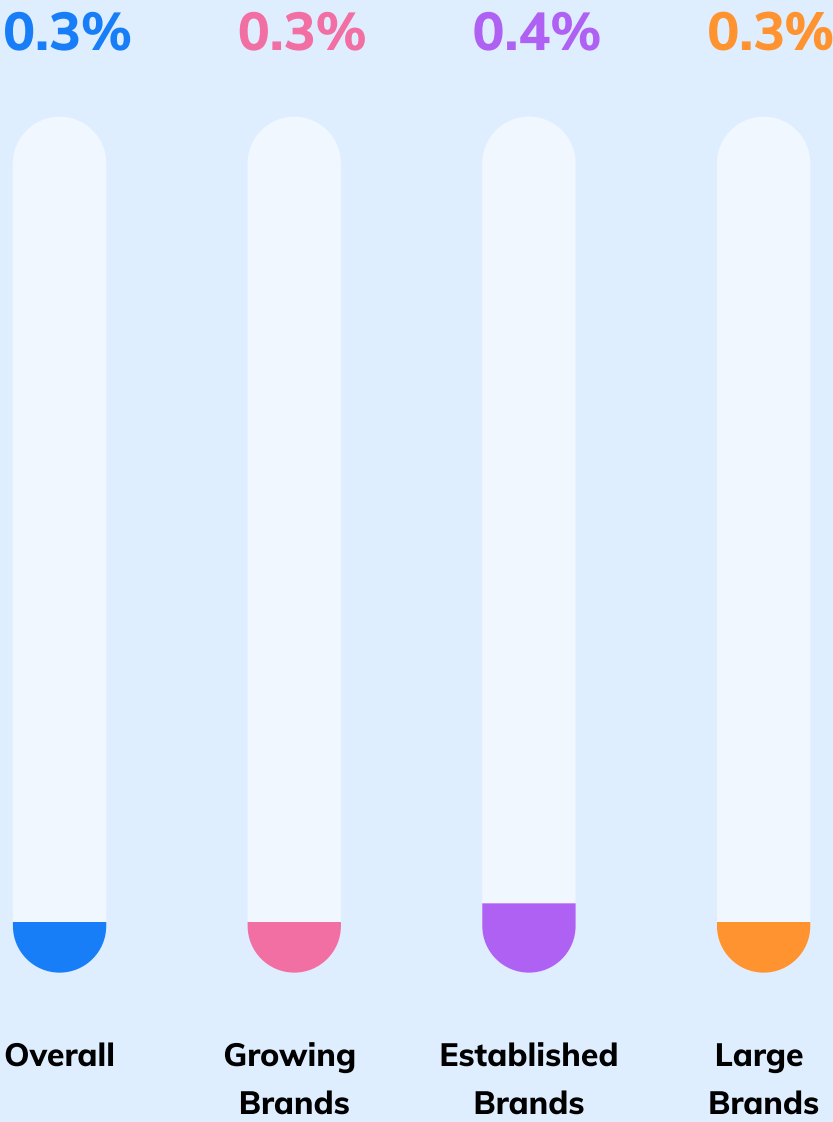
*Engagement Rate: (Likes+ Comments) / Followers*

# Across All Industries

| | Retail | Beauty | Fashion and Luxury | CPG | Home | Media and Publishing | Children and Baby | B2B | Wellness | Sports | Travel |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Follower Count** | 3.8M | 2.7M | 4M | 1.8M | 966K | 6.3M | 1.1M | 416.7K | 711.7K | 25.2M | 1.6M |
| **Weekly Posts** (Reels) | 4 | 7 | 3 | 2 | 2 | 9 | 2 | 2 | 3 | 6 | 2 |
| **Weekly Posts** (Carousel and Image) | 5 | 5 | 6 | 3 | 4 | 16 | 4 | 2 | 3 | 10 | 4 |
| **Monthly Follower Growth Rate** | 0.6% | 0.8% | 0.7% | 0.7% | 0.7% | 0.8% | 0.8% | 1.2% | 0.8% | 0.9% | 1.0% |
| **Shares*** (Reels) | 128 | 113 | 122 | 214 | 262 | 731 | 483 | ** | 236 | ** | 376 |
| **Entertainment Score*** (Reels) | 3.1 | 4.2 | 3.4 | 4.6 | 3.1 | 4.5 | 3.0 | ** | 2.9 | ** | 4.8 |
| **Reach*** | 67.9K | 83.2K | 81.2K | 63.9K | 74K | 341.6K | 46.1K | ** | 50.3K | ** | 75.6K |
| **Effectiveness Rate*** | 12.4% | 17.0% | 10.7% | 17.8% | 13.4% | 14.8% | 17.1% | ** | 18.3% | ** | 18.6% |
| **Engagement Rate** | 0.2% | 0.2% | 0.2% | 0.3% | 0.2% | 0.4% | 0.2% | 0.4% | 0.2% | 0.9% | 0.4% |

*Customer data only
** Limited data available

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# Retail Brands Industry-Wide

| | Follower Count | Weekly Posts (Reels) | Weekly Posts (Carousel and Image) | Monthly Follower Growth Rate | Shares* | Entertainment Score* (Reels) | Reach* | Effectiveness Rate* |
|---|---|---|---|---|---|---|---|---|
| **Retail Overall** | 3.8M | 4 | 5 | 0.6% | 128 | 3.1 | 67.9K | 12.4% |
| **Growing Brands** (0 – 190K Followers) | 107.7K | 3 | 3 | 0.8% | 37 | 3.1 | 8.2K | 20.7% |
| **Established Brands** (190K – 1.1M Followers) | 552.8K | 3 | 5 | 0.6% | 99 | 2.8 | 32.7K | 13.6% |
| **Large Brands** (1.1M+ Followers) | 7.5M | 5 | 6 | 0.4% | 196 | 3.3 | 127.7K | 7.9% |

*Customer data only

## Engagement Rate

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 0.2% | 0.2% | 0.2% | 0.1% |
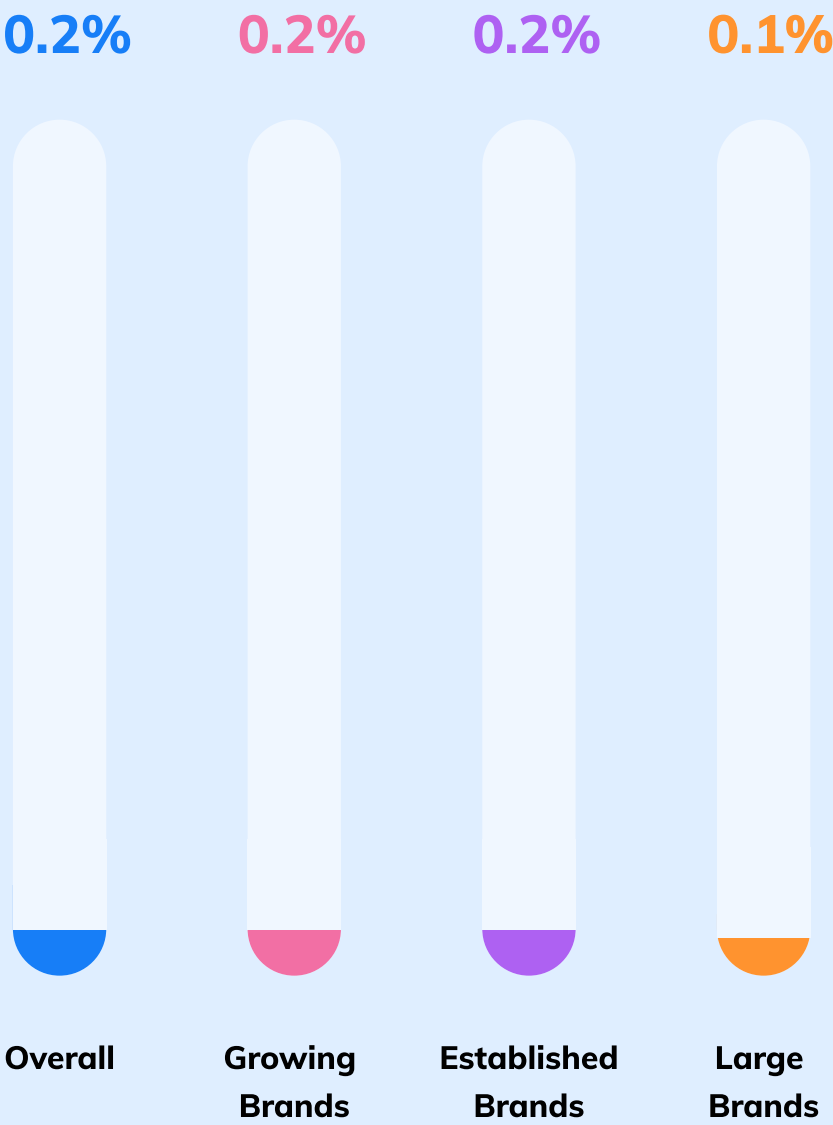
*Engagement Rate: (Likes+ Comments) / Followers*

# Top Retail Industry Performers by Engagement Rate

**Overall Industry Average: 0.2%**

**Spirit Halloween**
1.9%
`Established Brand` ▶ 1.6%  🖼 2.0%

**7-ELEVEN**
1.8%
`Established Brand` ▶ 1.1%  🖼 2.1%

**Stanley 1913**
1.6%
`Established Brand` ▶ 1.2%  🖼 2.2%

**Tecovas**
1.2%
`Established Brand` ▶ 1.5%  🖼 1.1%

**Shoppers Drugmart**
1.0%
`Growing Brand` ▶ 1.4%  🖼 0.1%
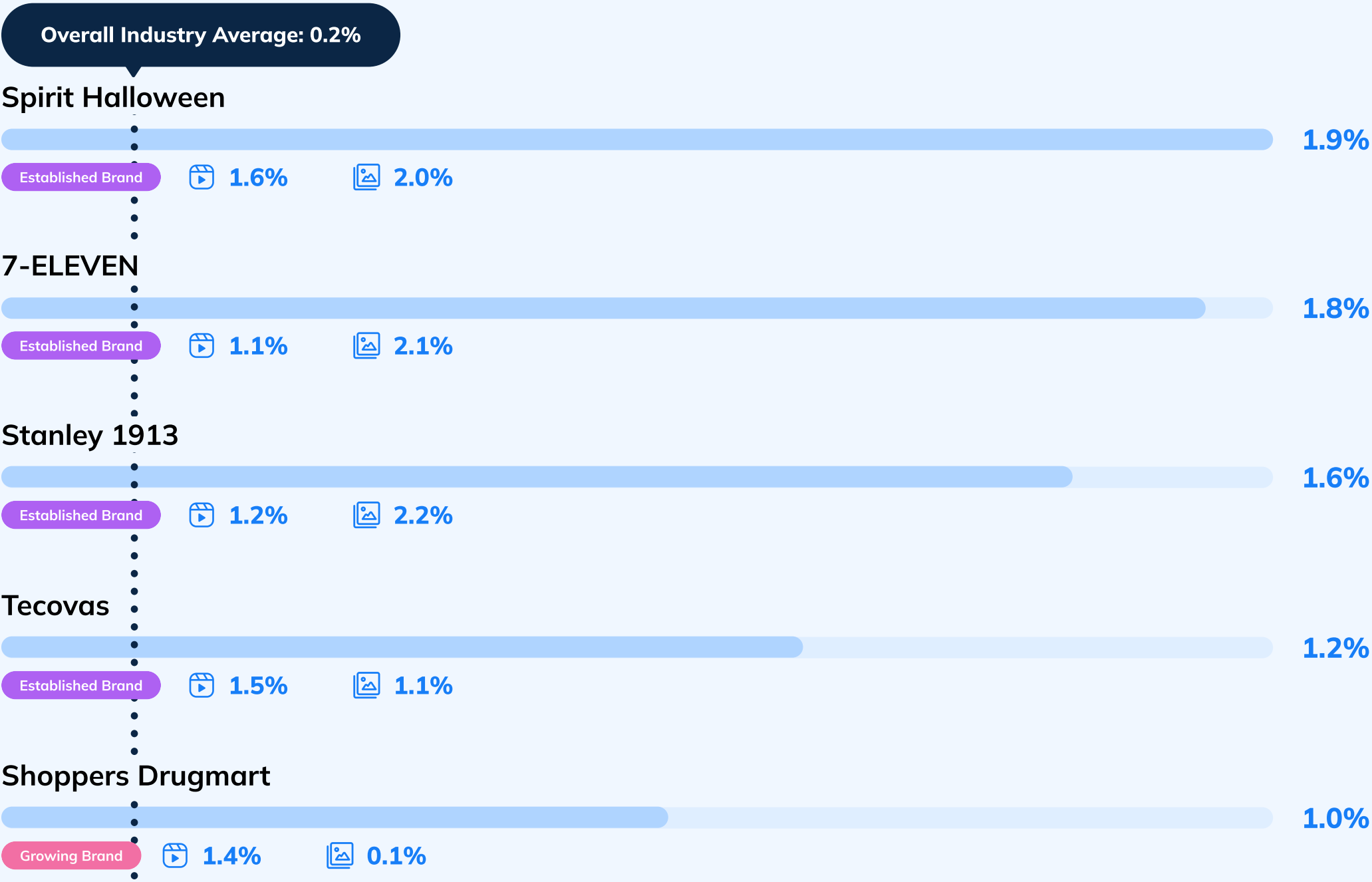
▶ Average Engagement Rate (Reels) | *Industry Average:* 0.2%     🖼 Average Engagement Rate (Static and Carousel) | *Industry Average:* 0.2%     DH Dash Hudson User

● Growing Brand: 0 – 190K Followers     ● Established Brand: 190K – 1.1M Followers     ● Large Brand: 1.1M+ Followers

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## Deep Dive Into Top Performing Retail Brand

7-ELEVEN uses Instagram to showcase its wide array of products and convenient services in a visually appealing and humorous way. By highlighting special products and recognizable brand elements, it strengthens the connection with its community.



162,646 likes
7eleven *Flies away with your girl*
🚗 @viglnte and @dmc_lou
#CarsOf7ELEVEn

**7-ELEVEN outperforms the average engagement rate for Retail brands by +800%.**

# Top Retail Industry Performers by Effectiveness Rate

**Overall Industry Average: 12.4%**

**Target Australia**                                                        **57.5%**
| Established Brand | 59.7% | 1.6% |

**Harrods Food**                                                            **51.3%**
| Growing Brand | 60.0% | 7.7% |

**Tecovas**                                                                 **48.5%**
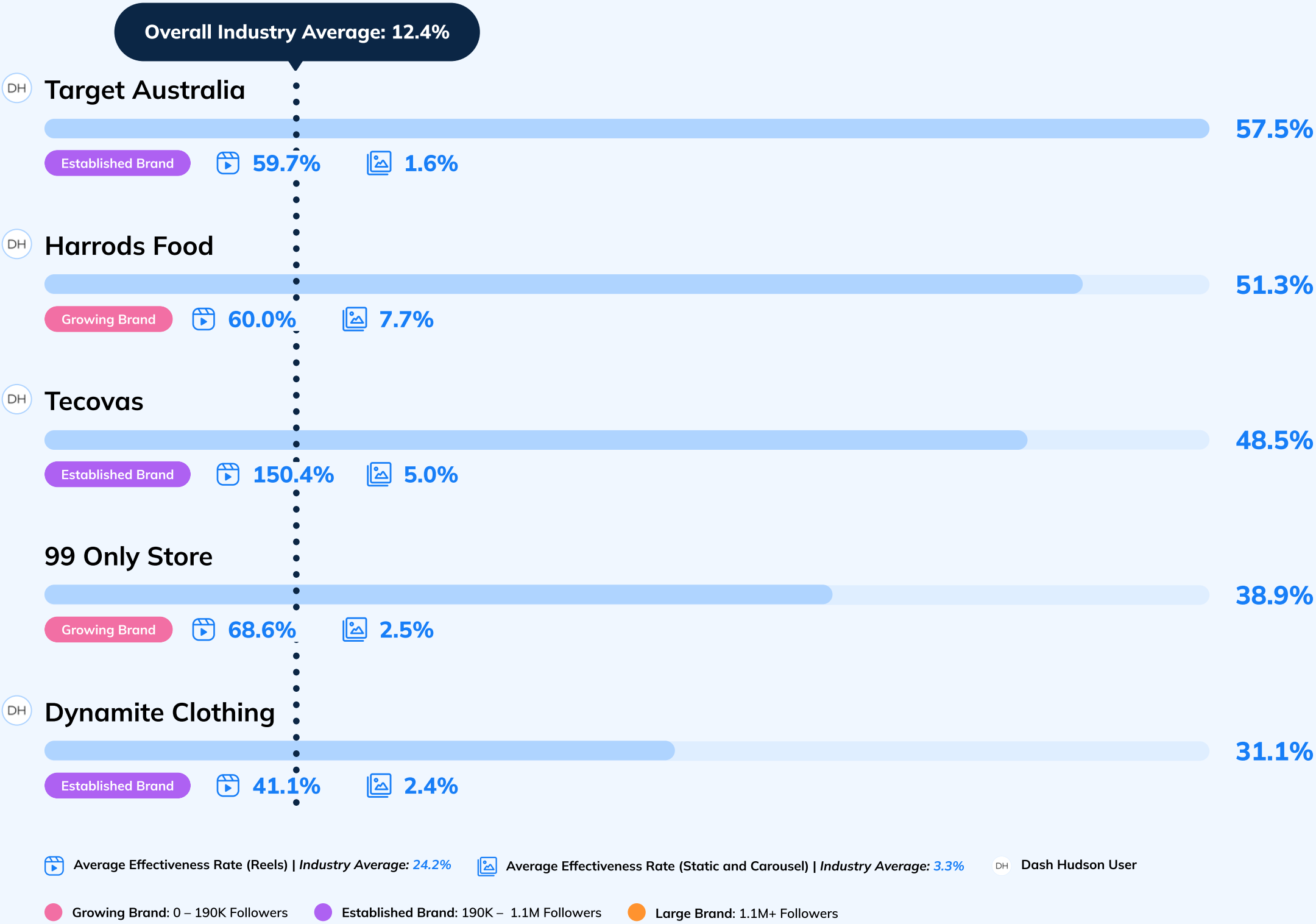| Established Brand | 150.4% | 5.0% |

**99 Only Store**                                                           **38.9%**
| Growing Brand | 68.6% | 2.5% |

**Dynamite Clothing**                                                       **31.1%**
| Established Brand | 41.1% | 2.4% |

Average Effectiveness Rate (Reels) | *Industry Average: 24.2%*    Average Effectiveness Rate (Static and Carousel) | *Industry Average: 3.3%*    DH Dash Hudson User

● Growing Brand: 0 – 190K Followers    ● Established Brand: 190K – 1.1M Followers    ● Large Brand: 1.1M+ Followers

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## Deep Dive Into Top Performing Retail Brand

### Harrods

Harrods Food achieves a high Effectiveness Rate on Instagram by showcasing its gourmet food offerings through mouth-watering imagery. This approach resonates well with Instagram's food-loving audience who appreciate the brand's allure.
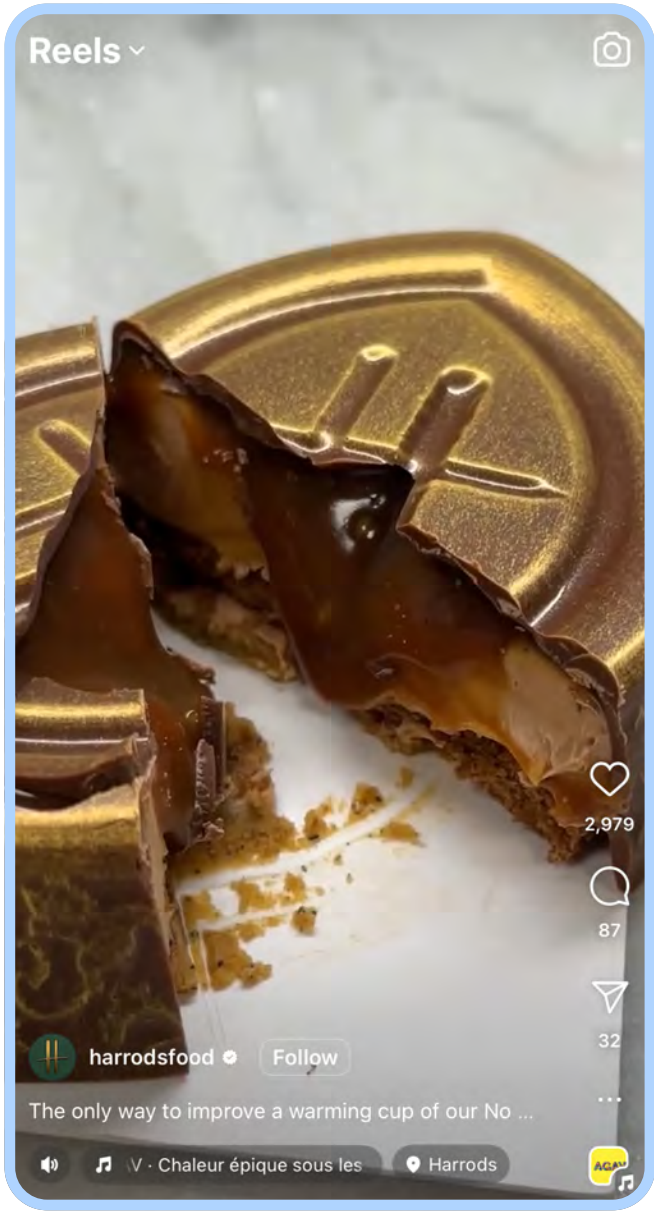
Reels

**Harrods Food outperforms the average Effectiveness Rate for Retail brands by +314%.**

harrodsfood  Follow

The only way to improve a warming cup of our No ...

2,979
87
32

♫ V · Chaleur épique sous les    ⦿ Harrods

# Winning Formulas for Creating Entertaining Reels Content

Spirit Halloween's high Entertainment Score on Instagram is driven by its dynamic showcasing of holidaycostumes and decorations. The brand leverages fun and engaging videos that align well with the seasonal excitement around Halloween.

**Entertainment Score: 9.2/10**

Compared to the *Retail industry* average of 3.1, and *Spirit Halloween's* own average of 8.2.

## Top Retail Industry Performers by Entertainment Score (Reels)

▶ Average Video Views

**Overall Average**
3.1
▶ 82K

**Spirit Halloween**
8.2
`Established Brand`  ▶ 151.1K

DH **Spencers**
7.5
`Established Brand`  ▶ 66.5K

**Flowerboy Project**
6.4
`Growing Brand`  ▶ 1.3K

DH **Tecovas**
6.4
`Established Brand`  ▶ 146.9K

DH **Harrods Food**
5.8
`Growing Brand`  ▶ 31.1K

# YouTube

**AVERAGE YOUTUBE PERFORMANCE**

# Across All Industries

| | Subscriber Count | Weekly Videos | Monthly Follower Growth Rate | Likes* | Shares* | Percentage Viewed* |
|---|---|---|---|---|---|---|
| **Overall** | 700.3K | 6 | 1.2% | 1.8K | 76 | 73% |
| **Growing Brands** (0 – 20K Followers) | 5.4K | 3 | 1.8% | 96 | 6 | 83% |
| **Established Brands** (20K – 150K Followers) | 67.5K | 4 | 0.6% | 318 | 21 | 79% |
| **Large Brands** (150K+ Followers) | 2.5M | 15 | 0.8% | 2.6K | 143 | 64% |

*Customer data only
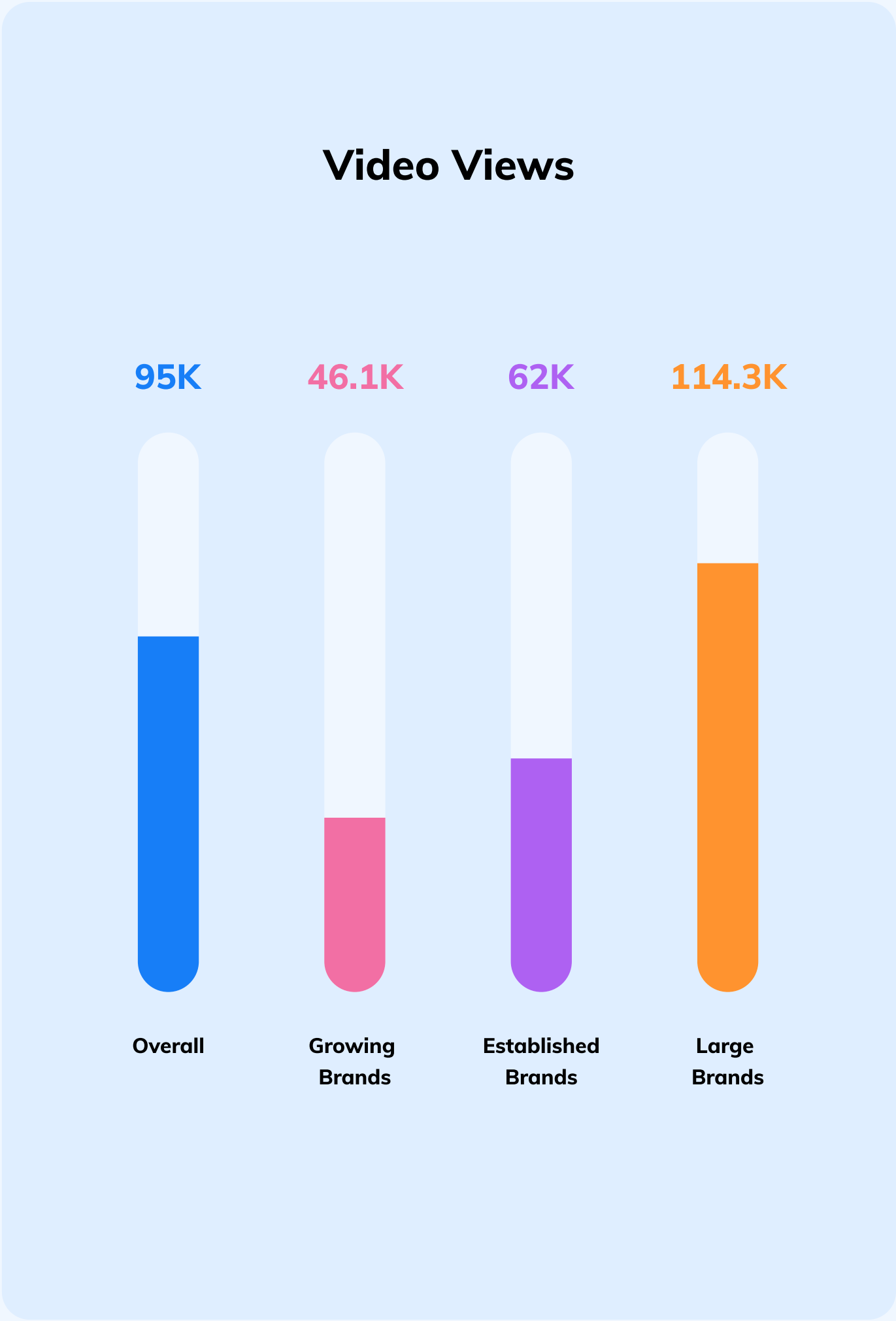
## Video Views

| Overall | Growing Brands | Established Brands | Large Brands |
|---|---|---|---|
| 95K | 46.1K | 62K | 114.3K |

# Across All Industries

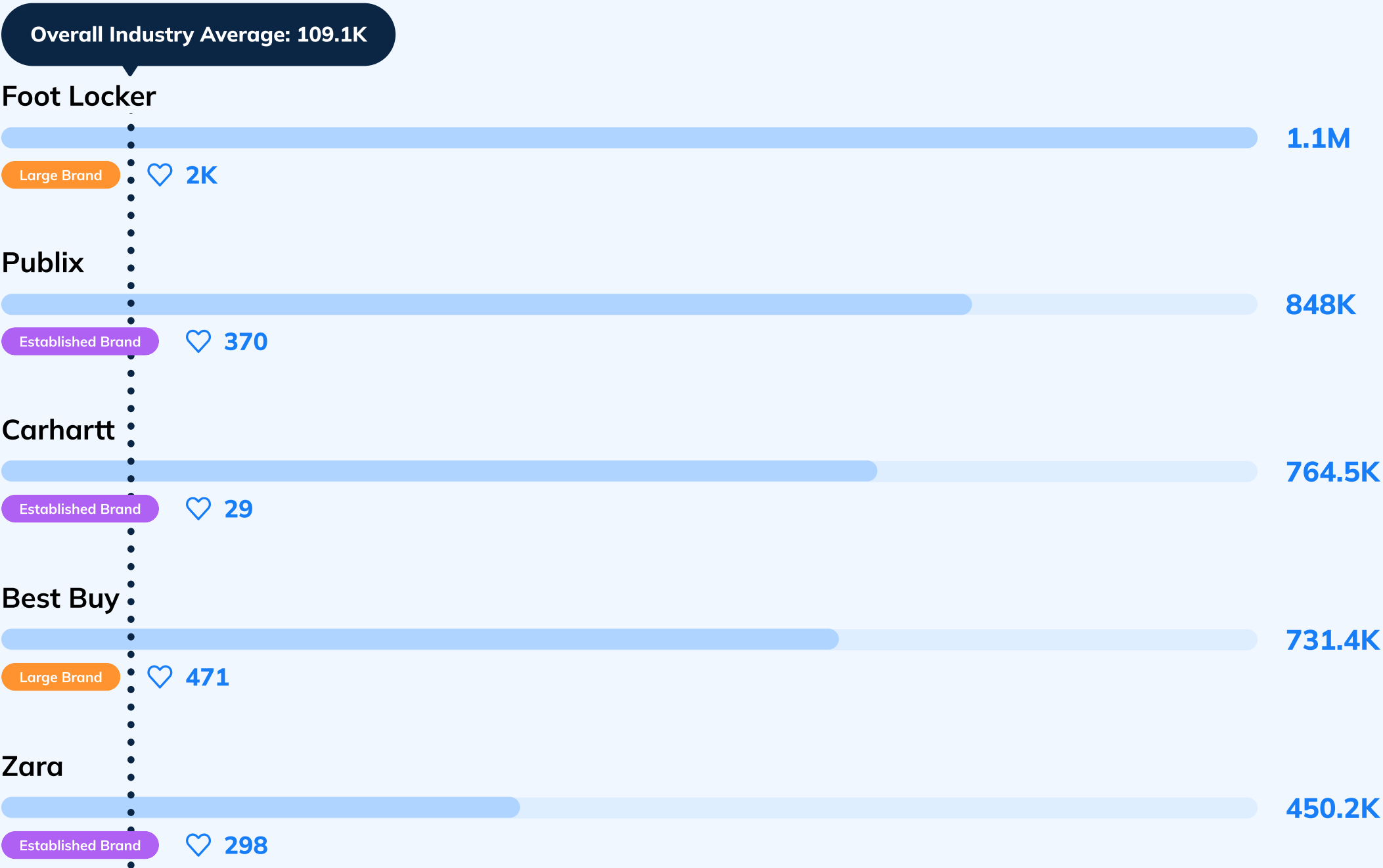| | Retail | Beauty | Fashion and Luxury | CPG | Home | Media and Publishing | Children and Baby | B2B | Wellness | Sports | Travel |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Subscriber Count** | 319.8K | 104.2K | 160.3K | 826.6K | 87.7K | 3.2M | 461.1K | 172.3K | 185.4K | 1.6M | 127K |
| **Weekly Videos** | 6 | 8 | 4 | 4 | 3 | 25 | 3 | 3 | 4 | 17 | 3 |
| **Monthly Follower Growth Rate** | 0.7% | 1.2% | 1.4% | 1.1% | 1.7% | 1.0% | 1.8% | 0.7% | 1.1% | 0.6% | 2.6% |
| **Likes*** | 342 | 565 | 425 | 2.9K | 159 | 2.2K | 370 | 211 | 145 | 3.9K | 115 |
| **Shares*** | 12 | 17 | 14 | 39 | 38 | 157 | 7 | 2 | 42 | 25 | 20 |
| **Percentage Viewed*** | 76% | 86% | 86% | 62% | 73% | 58% | 76% | ** | ** | ** | ** |
| **Video Views** | 109.1K | 49.7K | 87K | 180.4K | 70.8K | 96.8K | 55.3K | 56.2K | 43.8K | 110.5K | 63.1K |

*Customer data only
** Limited data available

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# Retail Brands Industry-Wide

| | Subscriber Count | Weekly Videos | Monthly Follower Growth Rate | Likes* | Shares* |
|---|---|---|---|---|---|
| **Retail Overall** | 319.8K | 6 | 0.7% | 342 | 12 |
| **Growing Brands** (0 – 20K Followers) | 6.1K | 3 | 0.9% | 123 | 7 |
| **Established Brands** (20K – 150K Followers) | 68K | 4 | 0.4% | 163 | 8 |
| **Large Brands** (150K+ Followers) | 1.2M | 6 | 0.6% | 616 | 18 |

*Customer data only

## Video Views

| 109.1K | 107K | 95.6K | 122.4K |
|---|---|---|---|
| Overall | Growing Brands | Established Brands | Large Brands |
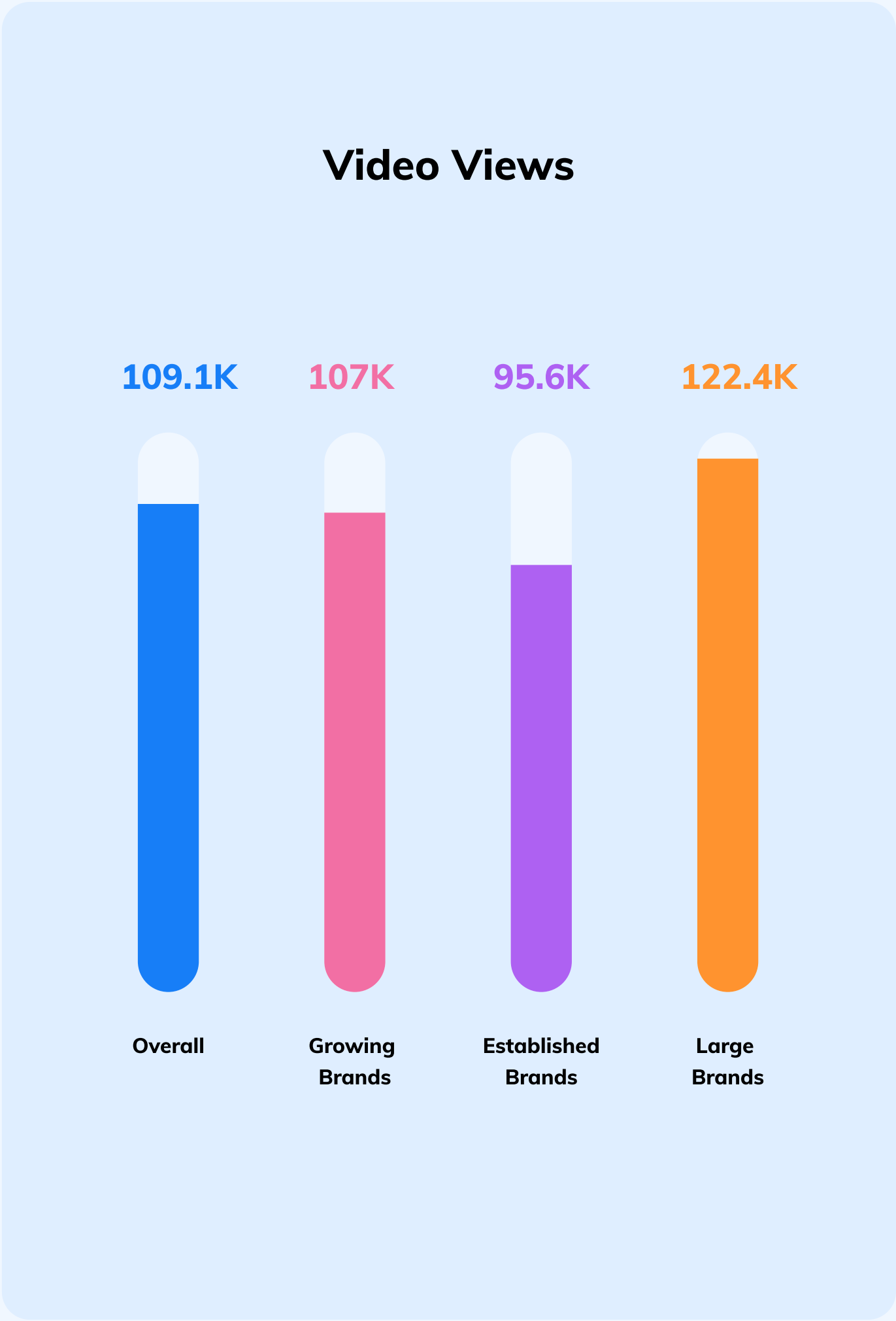
# Top Retail Industry Performers by Overall Video Views

**Overall Industry Average: 109.1K**

### Foot Locker
| Large Brand | ♡ 2K |

1.1M

### Publix
| Established Brand | ♡ 370 |

848K

### Carhartt
| Established Brand | ♡ 29 |

764.5K

### Best Buy
| Large Brand | ♡ 471 |

731.4K

### Zara
| Established Brand | ♡ 298 |

450.2K

♡ Average Likes | Industry Average: 342   🄳🄷 Dash Hudson User   ● Growing Brand: 0 – 20K Followers   ● Established Brand: 20K – 150K Followers   ● Large Brand: 150K+ Followers

## Deep Dive Into Top Performing Retail Brand

### Foot Locker

Foot Locker has a strong understanding of sneaker enthusiasts. By creating fun content around the latest releases, exclusive launches and the sneakerhead lifestyle, Foot Locker successful blends sports and fashion to maximize results.
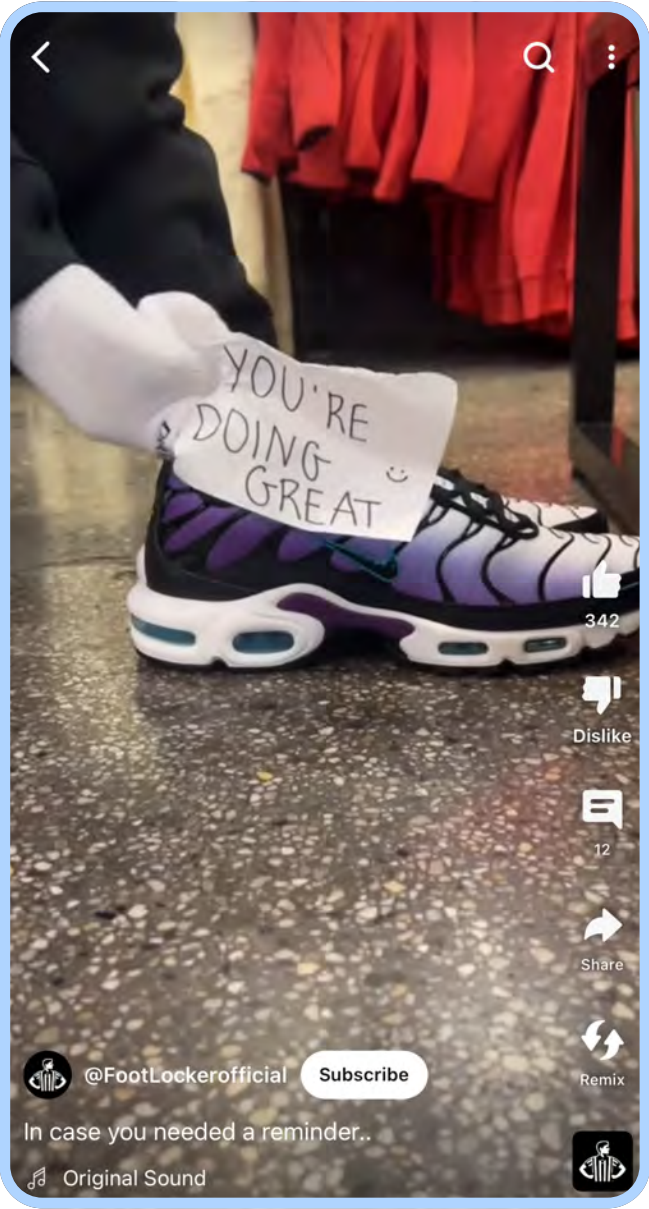
**Foot Locker outperforms the average video views for Retail brands by +908%.**



@FootLockerofficial   Subscribe
In case you needed a reminder..
♫ Original Sound

# Top Retail Industry Performers by Shorts Video Views

**Overall Industry Average: 27.3K**

**Carhartt**
125.9K
Established Brand  ♡ 44

**HOKA**
124.9K
Established Brand  ♡ 306

**Macy's**
110.6K
Large Brand  ♡ 139

**MR PORTER**
49.1K
Large Brand  ♡ 325

**Foot Locker**
32.2K
Large Brand  ♡ 3.8K

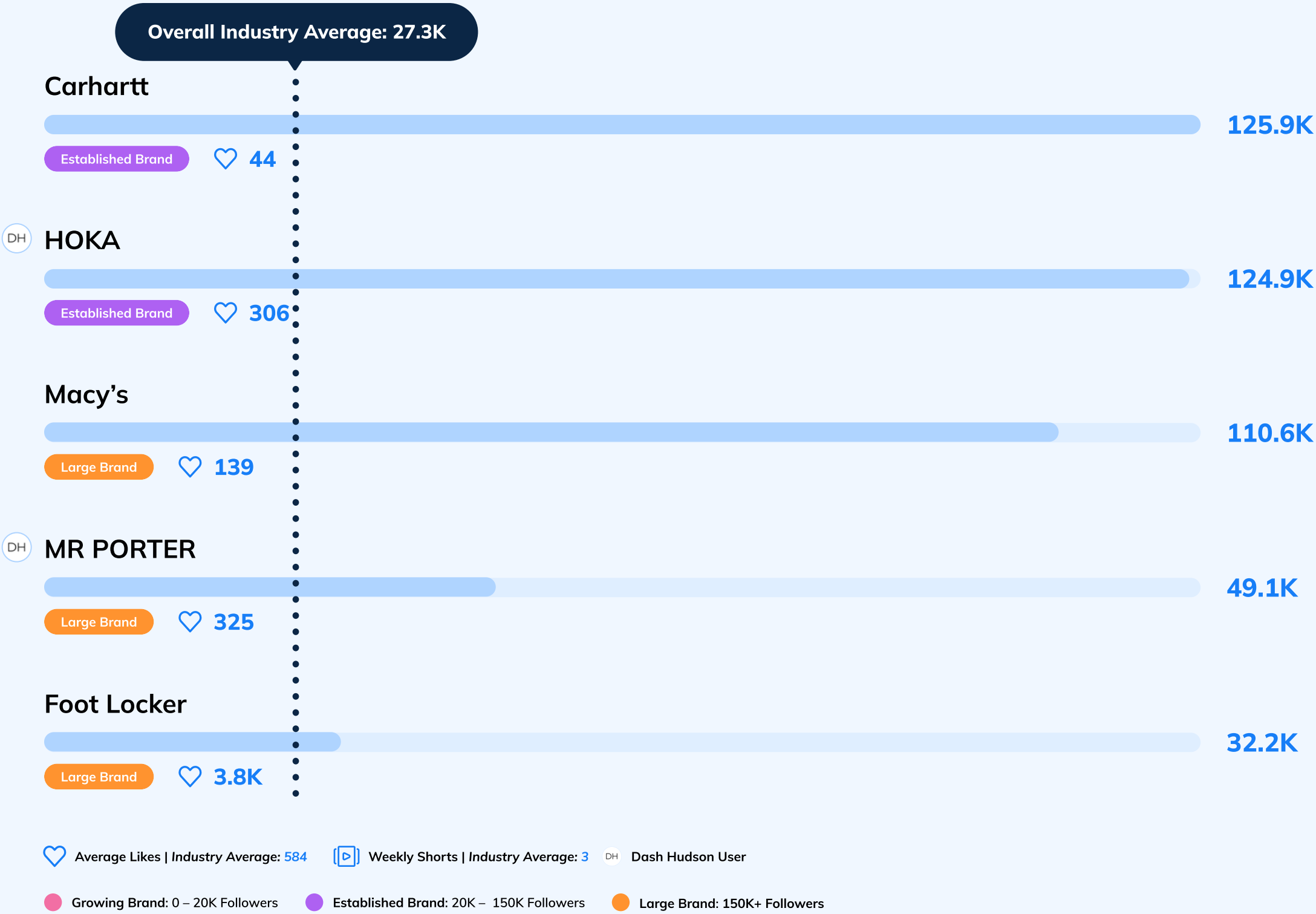♡ Average Likes | Industry Average: 584       ▶ Weekly Shorts | Industry Average: 3       DH Dash Hudson User

● Growing Brand: 0 – 20K Followers      ● Established Brand: 20K – 150K Followers      ● Large Brand: 150K+ Followers

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## Deep Dive Into Top Performing Retail Brand

★macy's

Macy's uses YouTube Shorts to highlight the latest fashion trends and seasonal collections in quick and easily digestible clips. Its content strategy garners high video views and engages YouTube's audience searching for fashion inspiration and shopping ideas.

**Macy's outperforms the average Shorts video views for Retail brands by +305%.**



Fall Outfits
I'm excited to wear

@macys  Subscribe
Boots, scarves, jeans, and layers... We're officially in our Fall Era 🍂
♪ Original Sound

# What We Can Learn From Retail 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.
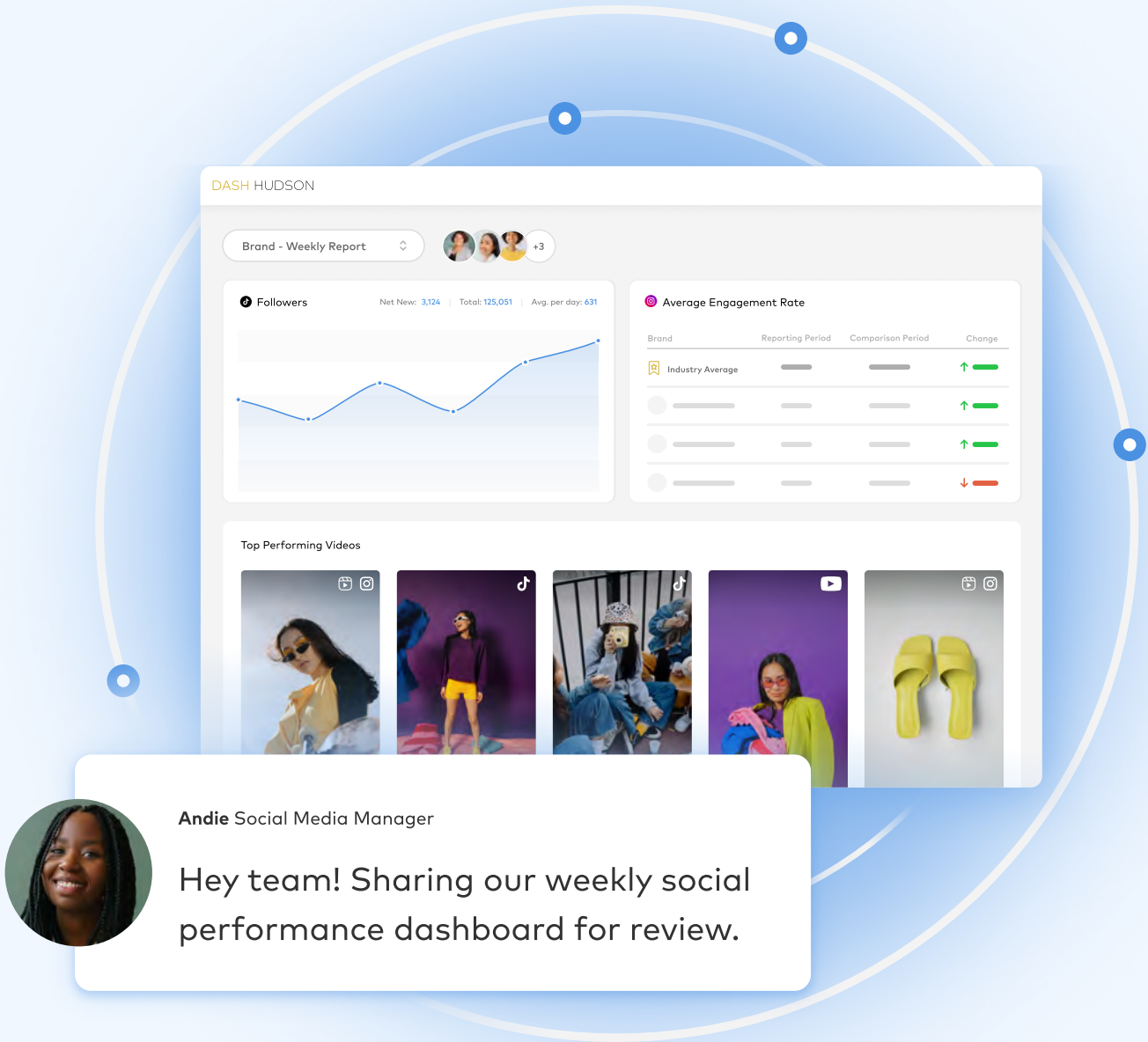
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# Outsmart Social

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.

# Facebook, Pinterest and X

# Across All Industries

| | Follower Count | Weekly Posts | Monthly Growth Rate | Reach | Effectiveness Rate |
|---|---|---|---|---|---|
| **Overall** | 956K | 9 | 0.5% | 65.2K | 8.3% |
| **Growing Brands** (0 – 100K Followers) | 31.1K | 3 | 1.1% | 6K | 12.3% |
| **Established Brands** (100K – 850K Followers) | 326.3K | 7 | 0.3% | 26.6K | 9.1% |
| **Large Brands** (850K+ Followers) | 3.6M | 22 | 0.1% | 91.1K | 7.4% |

*Customer data only*
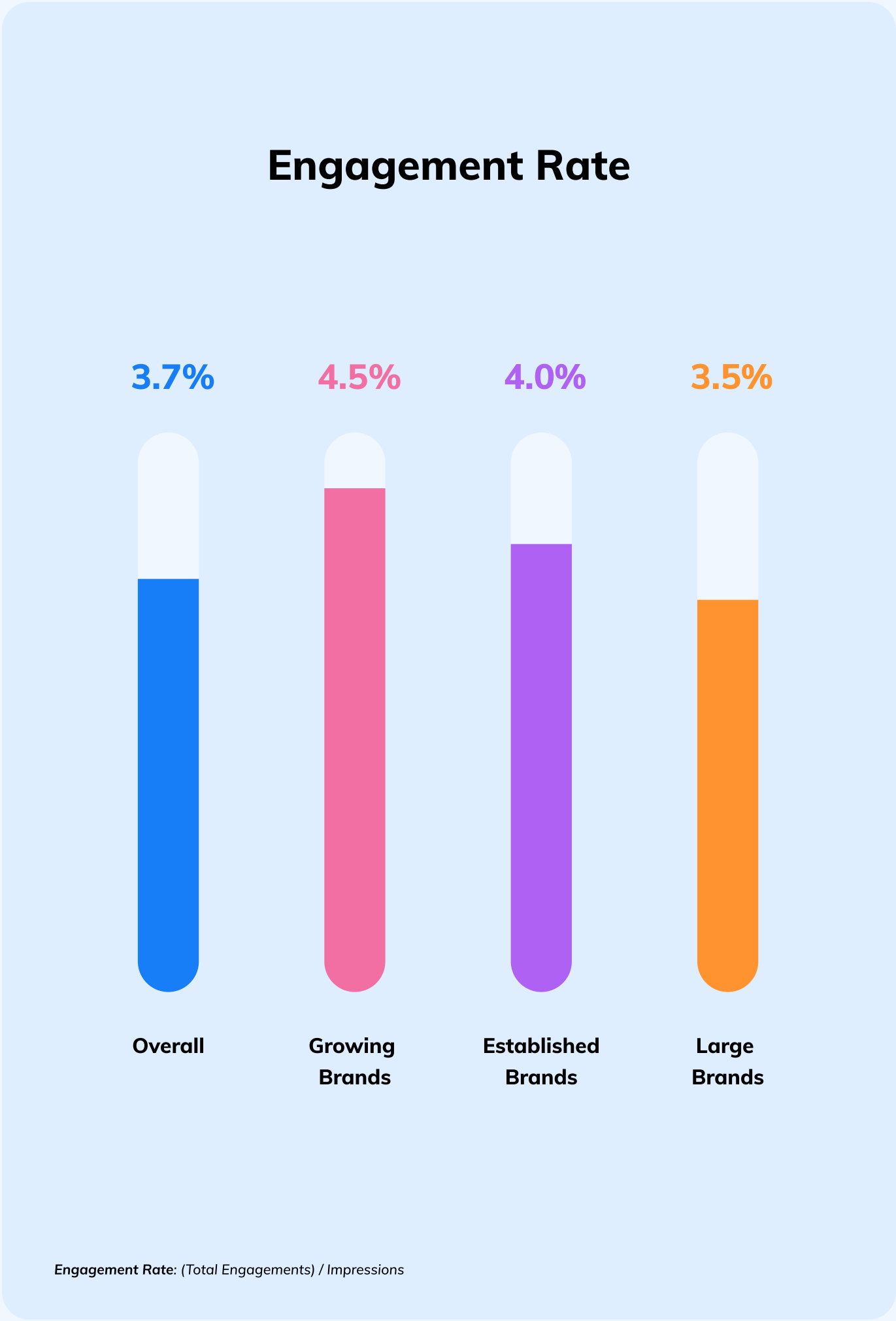
## Engagement Rate

| 3.7% | 4.5% | 4.0% | 3.5% |
|---|---|---|---|
| Overall | Growing Brands | Established Brands | Large Brands |

*Engagement Rate: (Total Engagements) / Impressions*

# Across All Industries

|  | Follower Count | Weekly Posts | Monthly Follower Growth Rate | Impressions | Video Views |
|---|---|---|---|---|---|
| **Overall** | **233.7K** | **22** | **1.8%** | **3.3K** | **2.7K** |
| **Growing Brands** (0 – 8K Followers) | **2.6K** | **7** | **4.3%** | **1.1K** | **1K** |
| **Established Brands** (8K – 105K Followers) | **36.3K** | **14** | **1.2%** | **2.4K** | **2.4K** |
| **Large Brands** (105K+ Followers) | **733.9K** | **40** | **0.4%** | **3.6K** | **3.9K** |

*Customer data only*
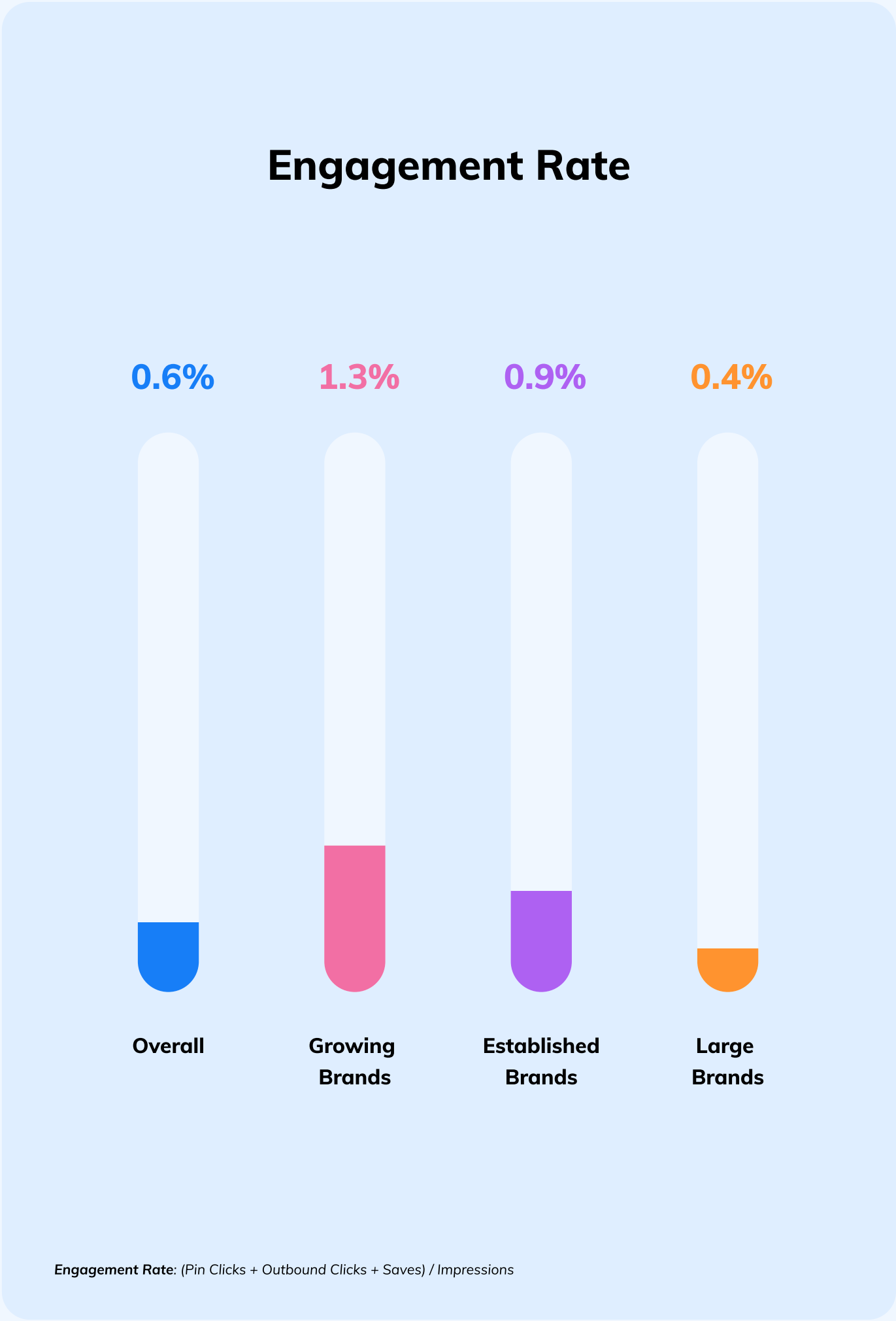
## Engagement Rate

| 0.6% | 1.3% | 0.9% | 0.4% |
|---|---|---|---|
| Overall | Growing Brands | Established Brands | Large Brands |

**Engagement Rate**: *(Pin Clicks + Outbound Clicks + Saves) / Impressions*

## AVERAGE X PERFORMANCE

# Across All Industries

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate | Impressions | Likes | Total Engagements | Retweets |
|---|---|---|---|---|---|---|---|
| **Overall** | 716.1K | 51 | 0.2% | 16.7K | 41 | 455 | 13 |
| **Growing Brands** (0 – 12.5K Followers) | 5K | 8 | 0.5% | 648 | 4 | 19 | 2 |
| **Established Brands** (12.5 – 200K Followers) | 68K | 23 | 0.1% | 4.4K | 27 | 154 | 12 |
| **Large Brands** (200K+ Followers) | 2.2M | 126 | 0.1% | 21.6K | 45 | 546 | 13 |

Customer data only

## Engagement Rate

| 2.5% | 4.2% | 3.3% | 2.2% |
|---|---|---|---|
| Overall | Growing Brands | Established Brands | Large Brands |

**Engagement Rate**: (Total Engagements) / Impressions

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