DASH SOCIAL

2024 Cross-Channel Benchmark Report

Beauty 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 Social 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 Beauty Industry

The Beauty industry encompasses cosmetics, skincare, haircare, fragrance and services targeting aesthetic-driven consumers.

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 Social 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 Social'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 Social 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.
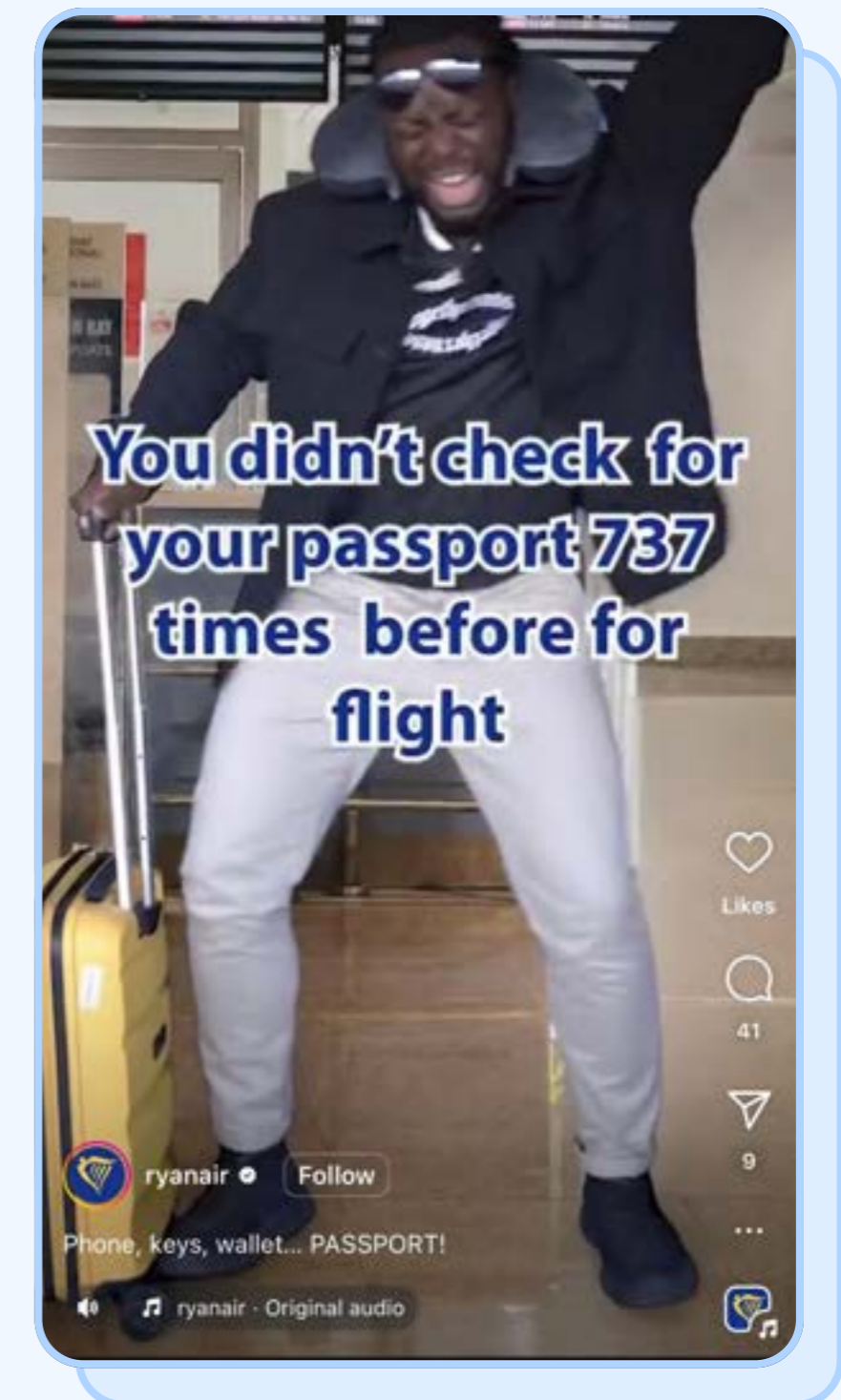
@ryanair

Dash Social 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.
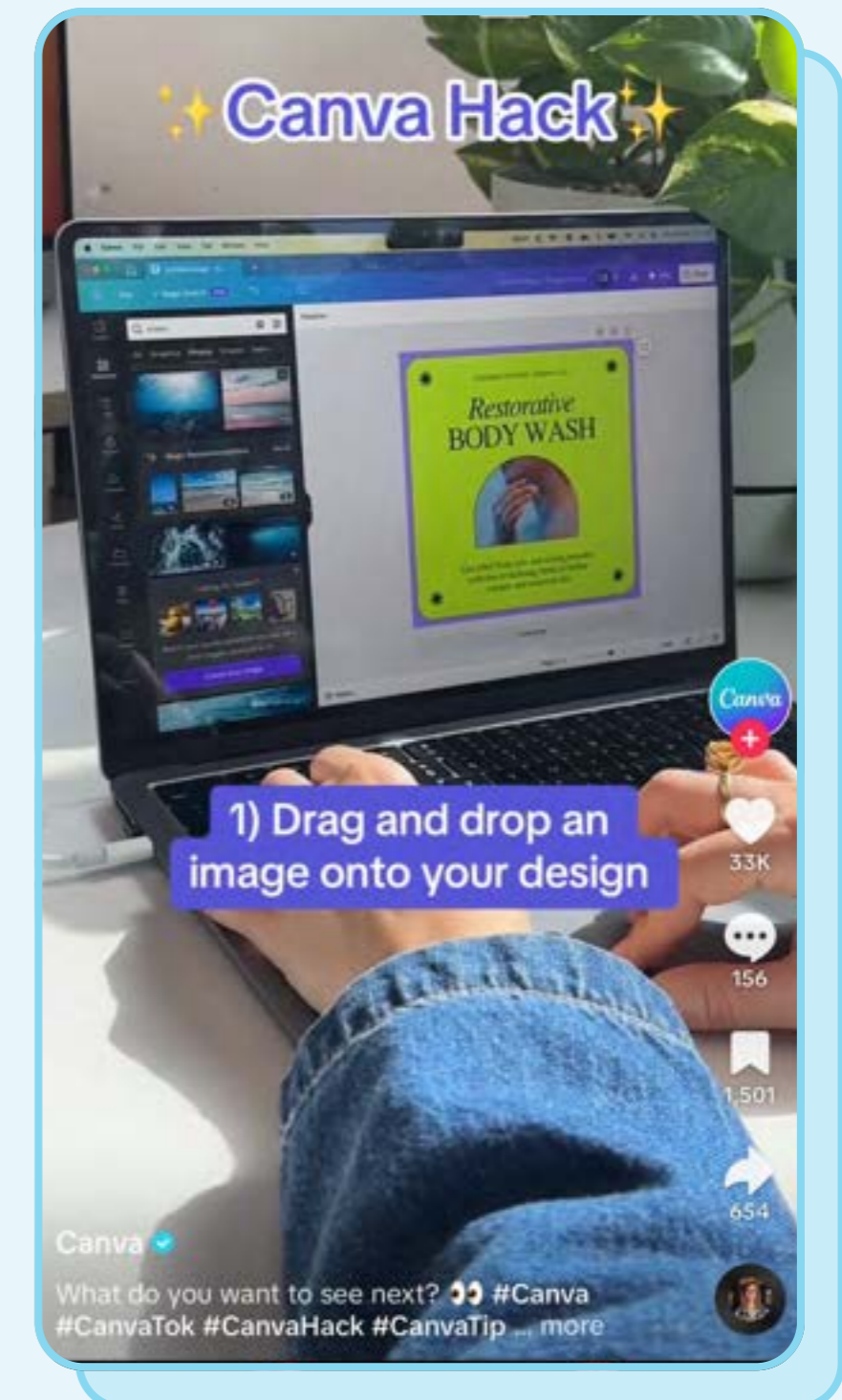
@canva

Dash Social 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 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.
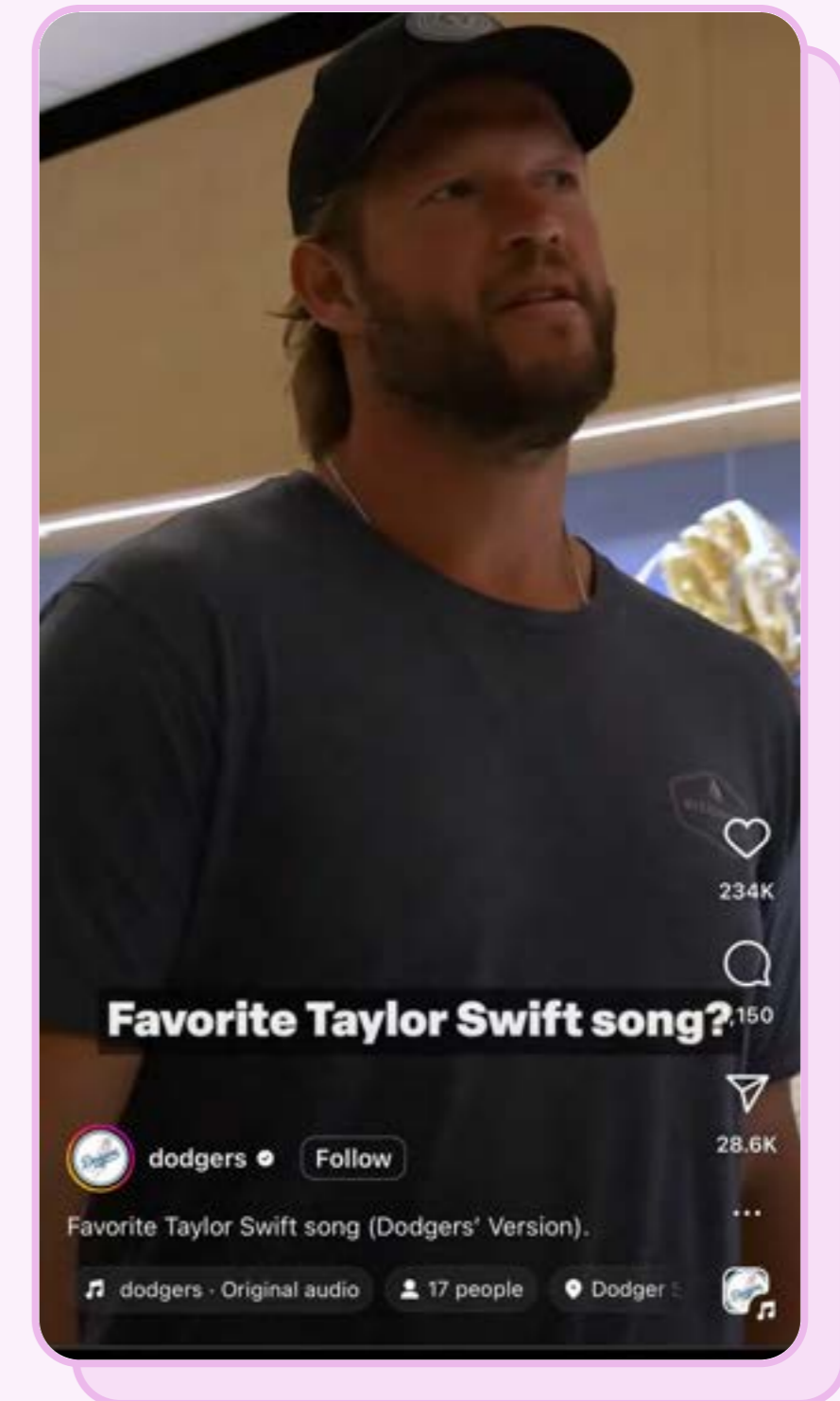
@canva

Dash Social INSIGHT

Dash Social'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.
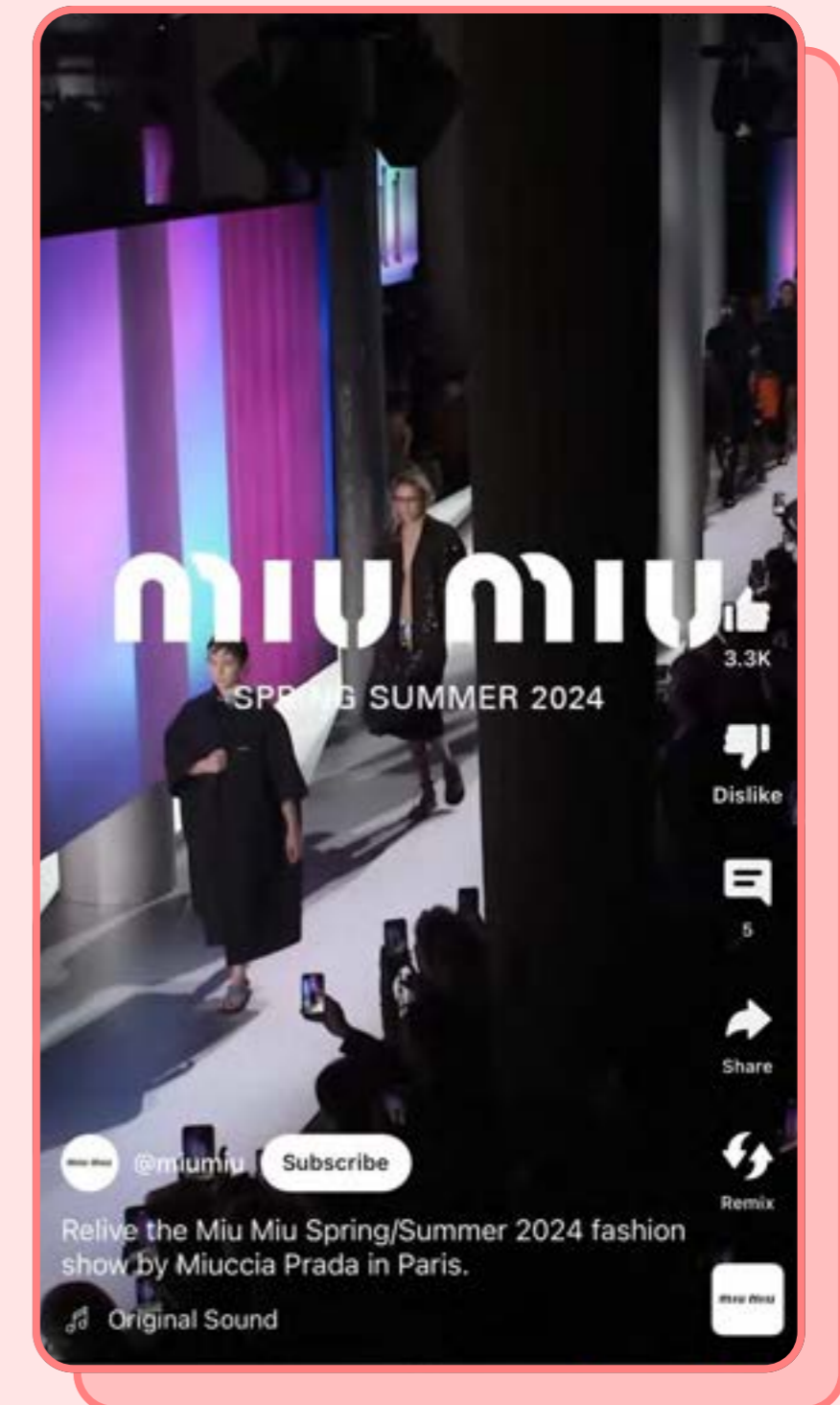
@miumiu

Dash Social 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%* –32%	0.7% –13%	1.2% –52%
Avg. Weekly Posts	5 5	9 9	6 6
Avg. Cross-Channel Engagement Rate	4.6%* –6%	3.5%* +6%	3.9%* +14%
Avg. Reach	99.9K* –11%	174.8K* –4%	Reach is not available through Dash Social

*Customer data only
Compared to six months prior

Overall Comparison of TikTok, Reels and Shorts

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

Beauty Brands Excel with Video Content Strategy

Despite downturns, the Beauty industry innovates and engages users effectively. There's been a dip in engagement and views compared to six months ago. Despite this, strong engagement rates and Entertainment Scores demonstrate that beauty brands produce content that continues to engage users.

Entertaining Content Battles for Views in TikTok's Saturated Market

The Beauty industry on TikTok has one of the highest Entertainment Scores (3.7) and Retention Rates (32%). Despite its strong video strategy, the beauty industry is saturated — resulting in challenges in expanding video views (103K) and reach (86K).

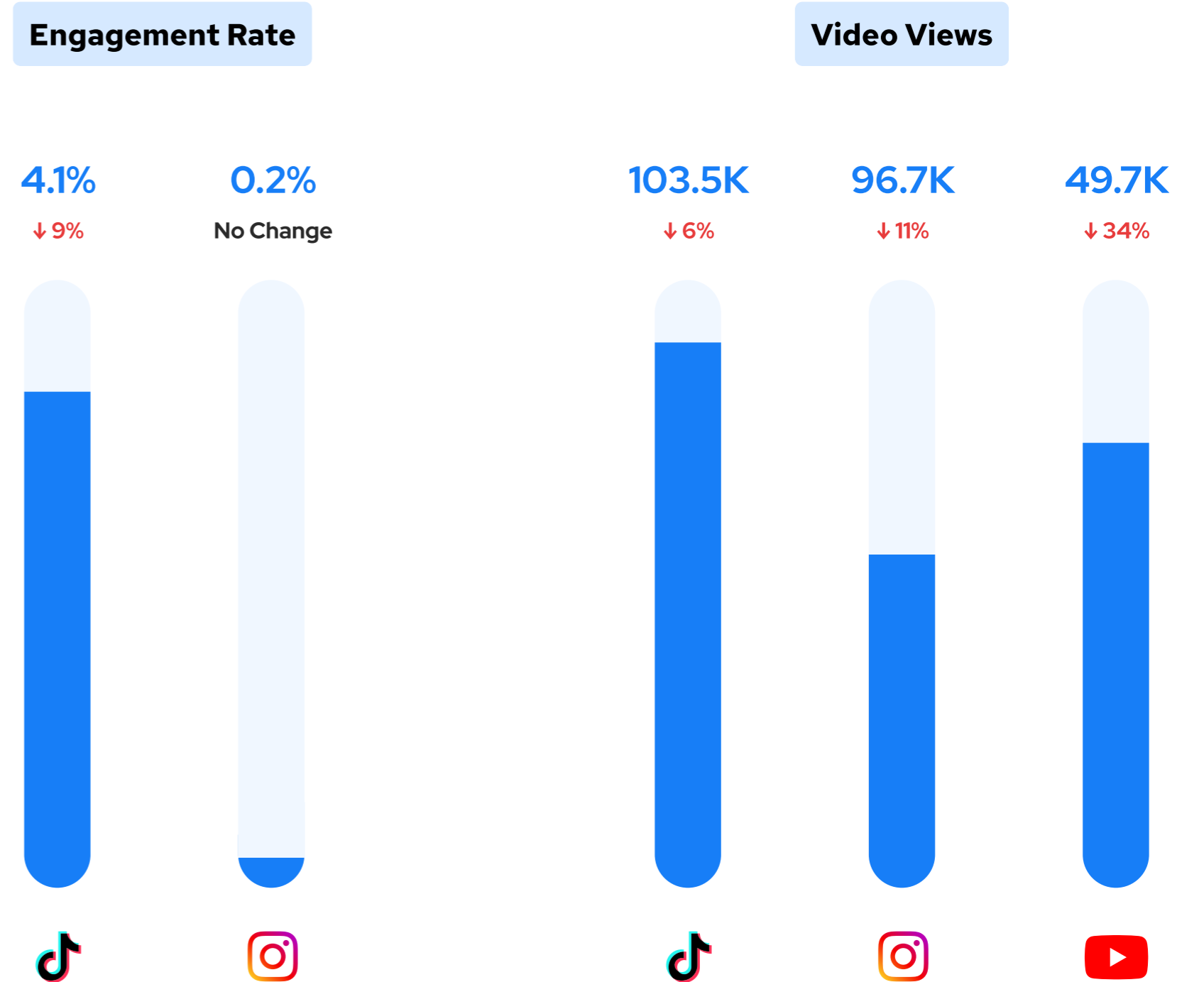### Reels Has Fueled Growth on Instagram

The Beauty industry has gone all in on video, posting more Reels (7) than static content (5) on average each week. This pivot in strategy has paid off, as the industry has some of the highest video views and reach, with its average Entertainment Score on the rise compared to six months ago (4.2 vs 3.9).

Shorts Boost Engagement, On-Demand Expands Reach

In the Beauty industry, YouTube Shorts receive fewer video views but more likes than On-Demand (long-form) video, which receives higher video views but fewer likes. This insight helps tailor content to the platform's strengths and audience preferences. For instance, Shorts might be more effective for engaging, while On-Demand videos could be better suited for increasing brand visibility.

Average Beauty Engagement Rate and Video Views

H1 2024

Engagement Rate

4.1%	0.2%
↓ 9%	No Change
TikTok	Instagram

Video Views

103.5K	96.7K	49.7K
↓ 6%	↓ 11%	↓ 34%
TikTok	Instagram	YouTube

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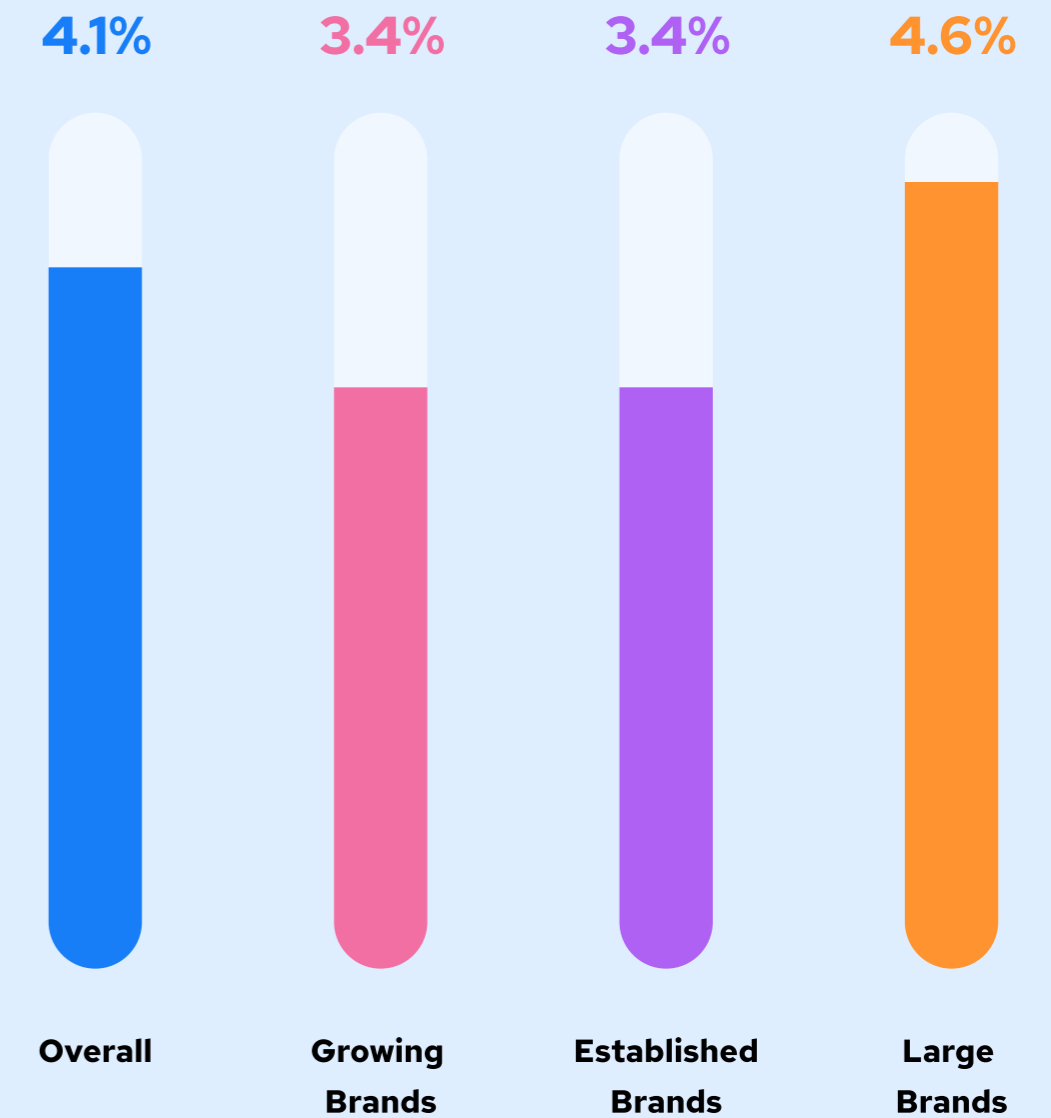
Engagement Rate: (Likes+Comments+Shares) / Video Views

Across All Industries

|	Beauty	Retail	Fashion and Luxury	CPG	Home	Media and Publishing	Children and Baby	B2B	Wellness	Sports	Travel
Follower Count	317.5K	216.9K	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*	7.3%	6.1%	6.0%	6.0%	5.9%	11.3%	8.2%	**	14.6%	**	7.9%
Video Views	103.5K	134.3K	144.9K	143.4K	84.4K	145.2K	131.6K	133.9K	75.4K	212.6K	201.8K
Shares	55	58	55	112	85	226	102	102	38	195	161
Reach*	85.4K	94.4K	105.3K	116.6K	56.3K	124K	64.1K	**	36.4K	**	93.2K
Entertainment Score*	3.7	3.3	3.3	3.7	3.5	3.9	3.4	**	3.1	**	3.5
Engagement Rate	4.1%	3.3%	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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Beauty Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Beauty Overall	317.5K	5	7.3%	103.5K	55	85.4K	3.7
Growing Brands (0 – 11.5K Followers)	5K	3	18.0%	5.5K	3	4.7K	3.1
Established Brands (11.5K – 110K Followers)	47.7K	5	5.3%	44.2K	12	34.5K	3.1
Large Brands (110K+ Followers)	793.4K	7	3.6%	163.7K	95	137K	4.3

Customer data only

Engagement Rate

Overall	Growing Brands	Established Brands	Large Brands
4.1%	3.5%	3.4%	4.6%
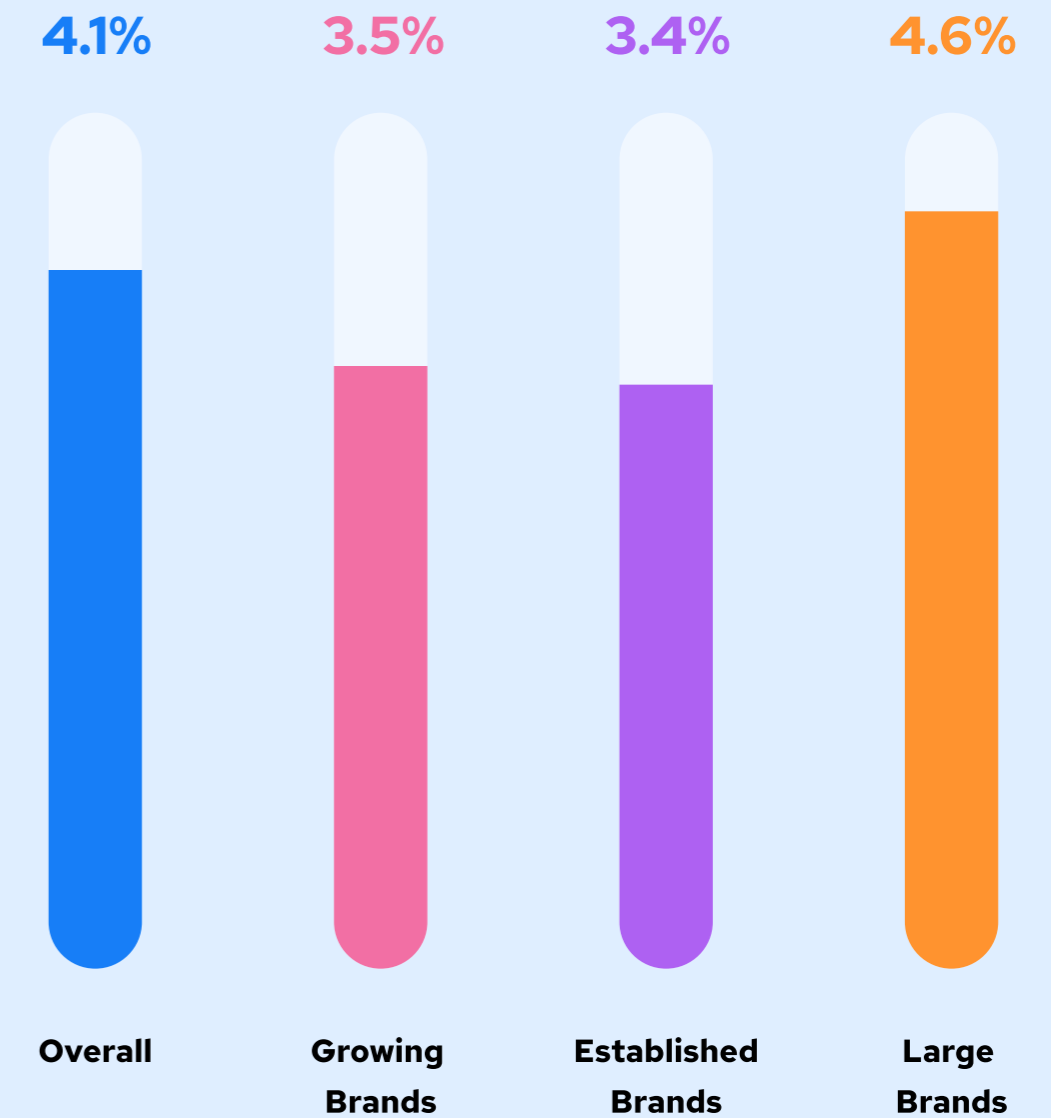
Engagement Rate: (Likes+Comments+Shares) / Video Views

Top Beauty Industry Performers by Engagement Rate

Overall Industry Average: 4.1%

DH **florence by mills**
13.7%
Large Brand ▶ 283.6K

DH **r.e.m. beauty**
9.7%
Large Brand ▶ 434.6K

DH **Sol de Janerio**
8.6%
Large Brand ▶ 669.6K

DH **Gisou**
8.4%
Large Brand ▶ 311.1K

The 7 Virtues
8.2%
Growing Brand ▶ 2.4K
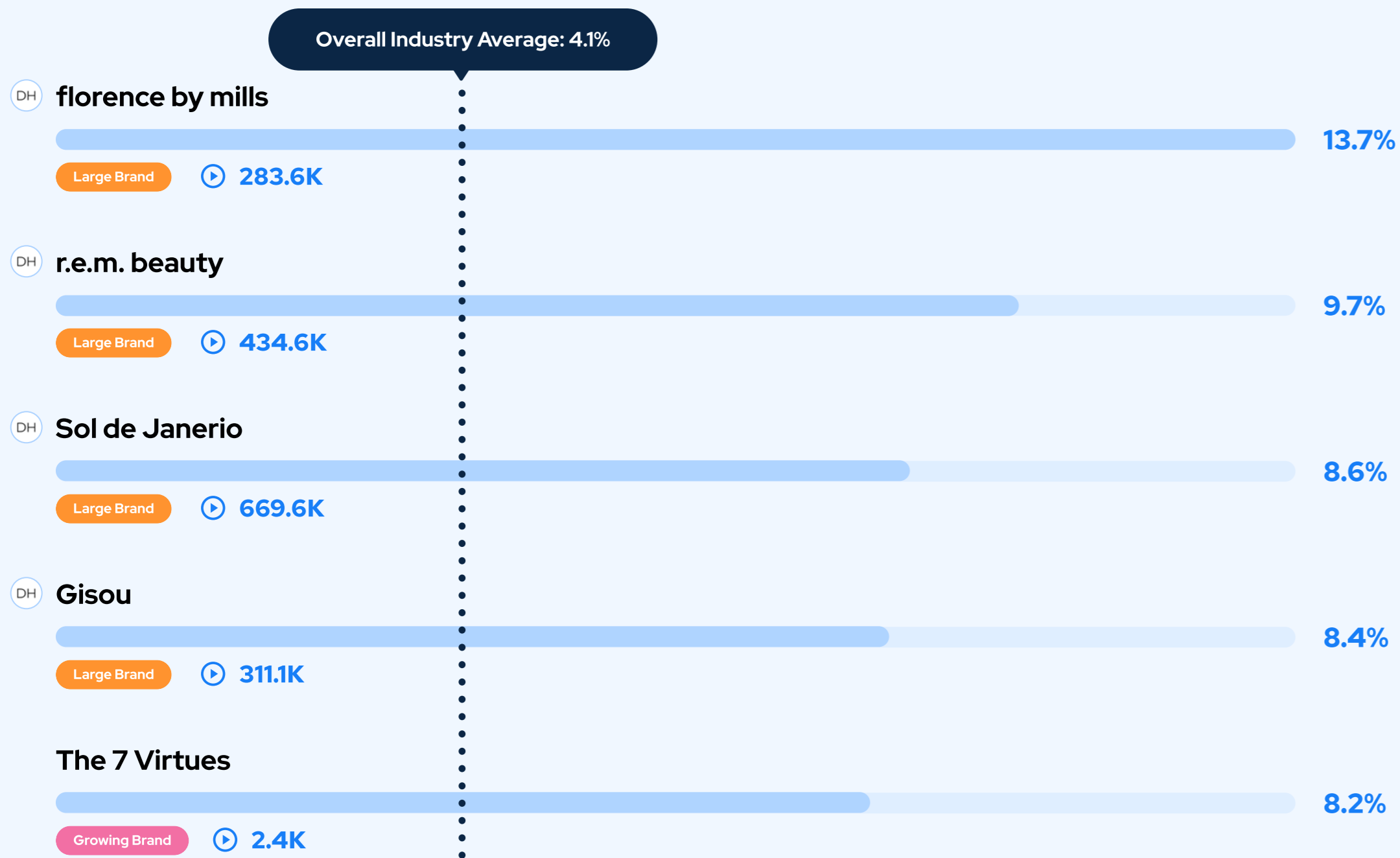
▶ Average Video Views   DH Dash Social User   ● **Growing Brand:** 0 – 11.5K Followers   ● **Established Brand:** 11.5K – 110K Followers   ● **Large Brand:** 110K+ Followers

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Deep Dive Into Top Performing Beauty Brand

florence
by mills

florence by mills continues its streak as the most engaging Beauty brand on TikTok. By leveraging playful and authentic content paired with founder Millie Bobby Brown's relatable energy, the brand understands what resonates with Gen Z.
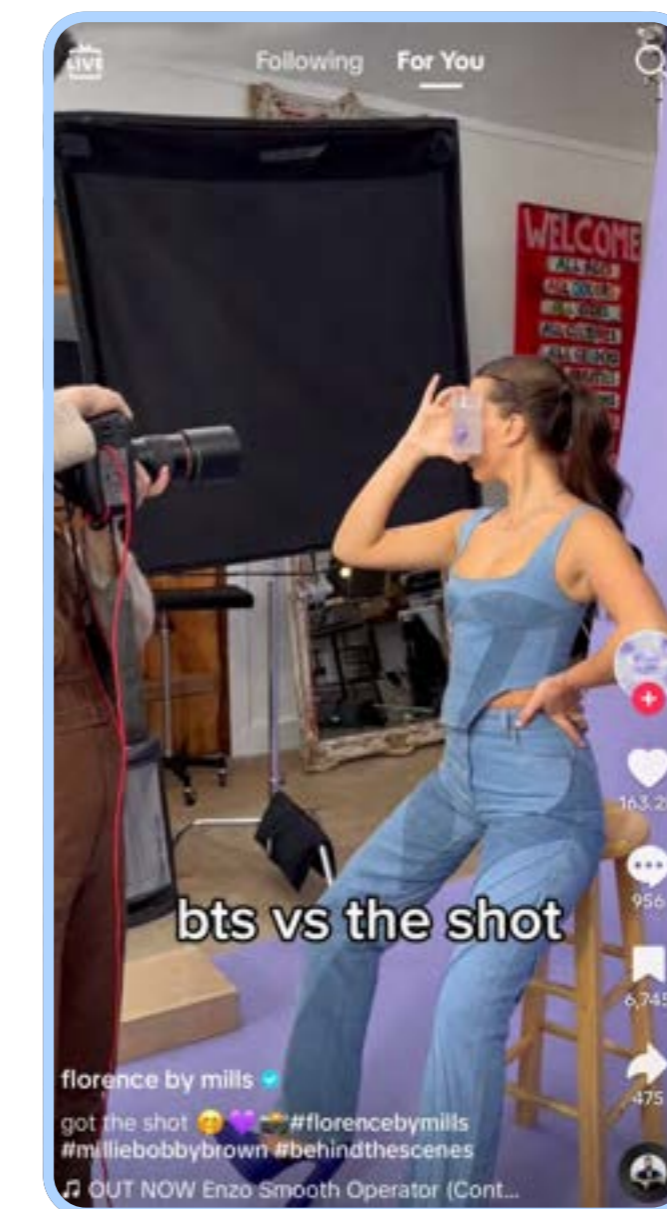
florence by mills outperforms the average engagement rate for Beauty brands by 234%.

# Winning Formulas for Creating Entertaining TikTok Content

TRULY

Truly excels on TikTok by creating visually stunning and sensory-pleasing content with its skincare products. Its signature use of vibrant colors and swirls, tailored to every holiday and occasion, captivates audiences— earning top marks for Entertainment Score as a result.

Entertainment Score: 7.9/10

Compared to the Beauty industry average of 3.7, and Truly's own average of 7.
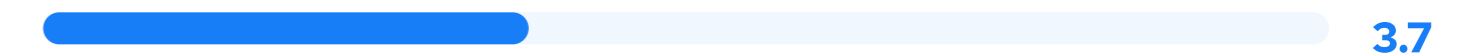
Retention Rate: 30%

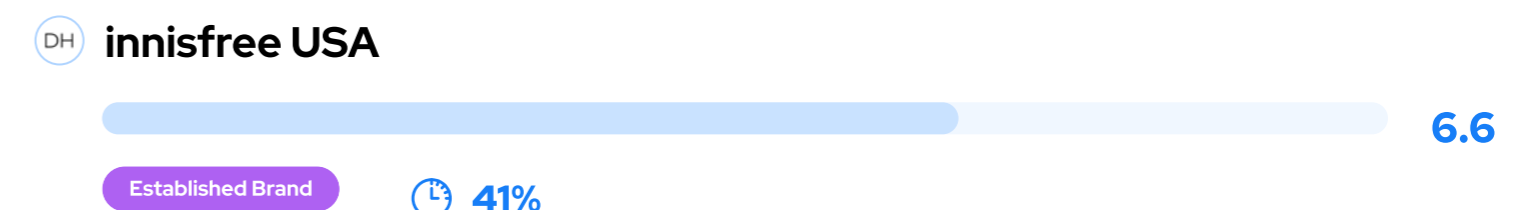*Compared to the Beauty industry average of 32%, and Truly's own average of 14%.*
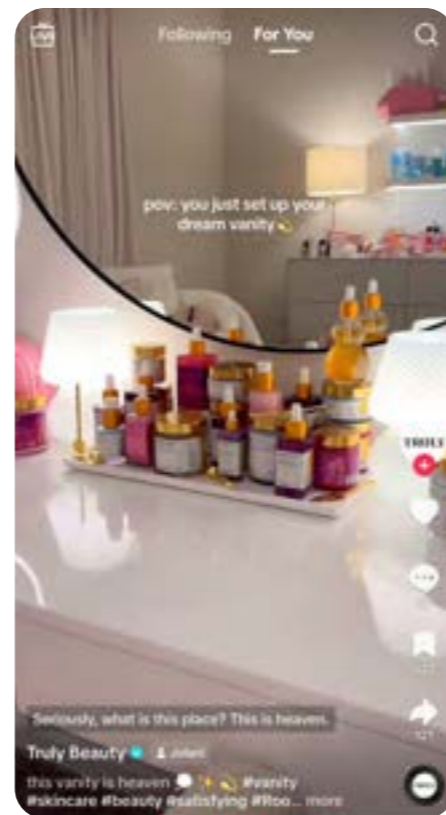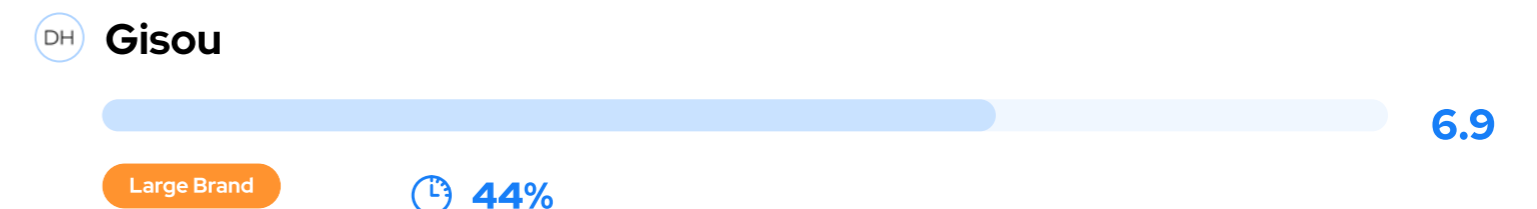

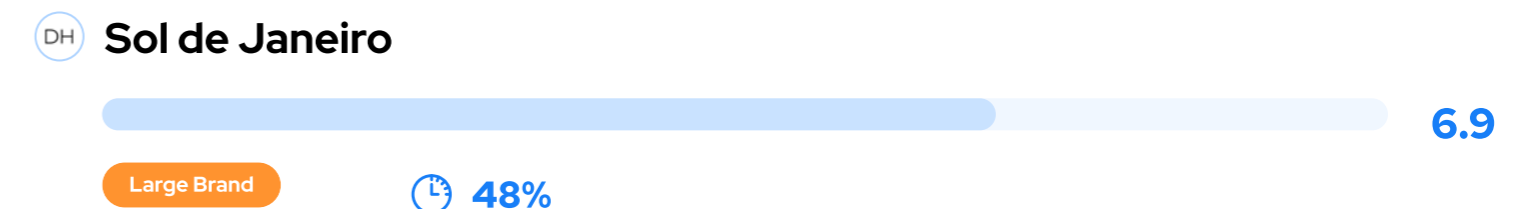## Top Beauty Industry Performers by Entertainment Score

🕐 Average Retention Rate

Overall Average

3.7

🕐 **32%**

DH **Truly Beauty**

7.0

Large Brand   🕐 **14%**

DH **LANEIGE CA**

6.9

Large Brand   🕐 **48%**

DH **Sol de Janeiro**

6.9

Large Brand   🕐 **48%**

DH **Gisou**

6.9

Large Brand   🕐 **44%**

DH **innisfree USA**

6.6

Established Brand   🕐 **41%**
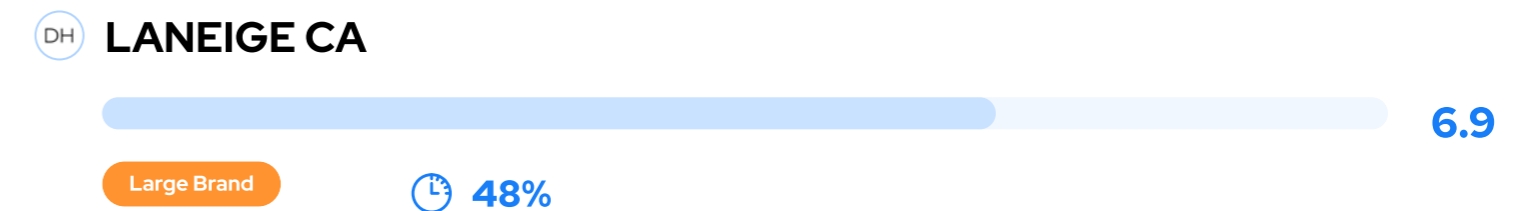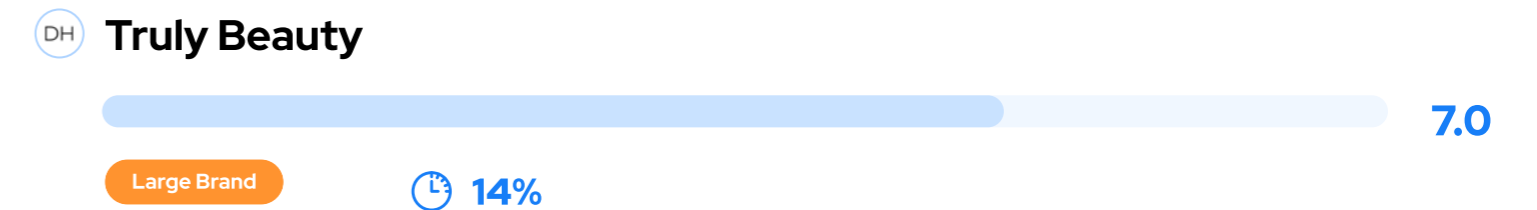
Instagram

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

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Across All Industries

	Beauty	Retail	Fashion and Luxury	CPG	Home	Media and Publishing	Children and Baby	B2B	Wellness	Sports	Travel
Follower Count	2.7M	3.8M	4M	1.8M	966K	6.3M	1.1M	416.7K	711.7K	25.2M	1.6M
Weekly Posts (Reels)	7	4	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	0.8%	0.6%	0.7%	0.7%	0.7%	0.8%	0.8%	1.2%	0.8%	0.9%	1.0%
Shares* (Reels)	113	128	122	214	262	731	483	**	236	**	376
Entertainment Score* (Reels)	4.2	3.1	3.4	4.6	3.1	4.5	3.0	**	2.9	**	4.8
Reach*	83.2K	67.9K	81.2K	63.9K	74K	341.6K	46.1K	**	50.3K	**	75.6K
Effectiveness Rate*	17.0%	12.4%	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
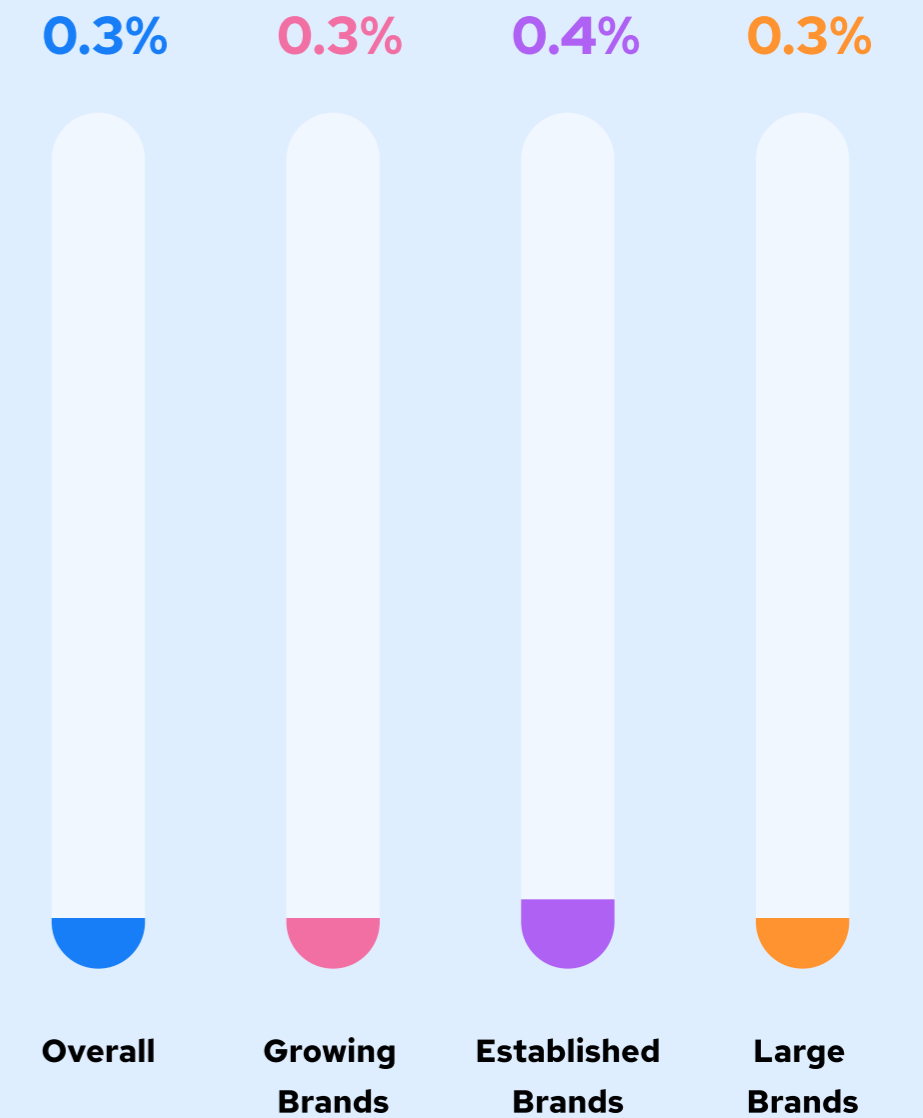** Limited data available

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Beauty Brands Industry-Wide

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Shares*	Entertainment Score* (Reels)	Reach*	Effectiveness Rate*
Beauty Overall	2.7M	7	5	0.8%	113	4.2	83.2K	17.0%
Growing Brands (0 – 190K Followers)	105K	4	4	0.8%	24	4.1	8.5K	21.7%
Established Brands (190K – 1.1M Followers)	520.4K	7	5	0.8%	76	3.9	35.7K	18.6%
Large Brands (1.1M+ Followers)	7.2M	11	7	0.6%	214	4.5	191.8K	12.0%

Customer data only

Engagement Rate

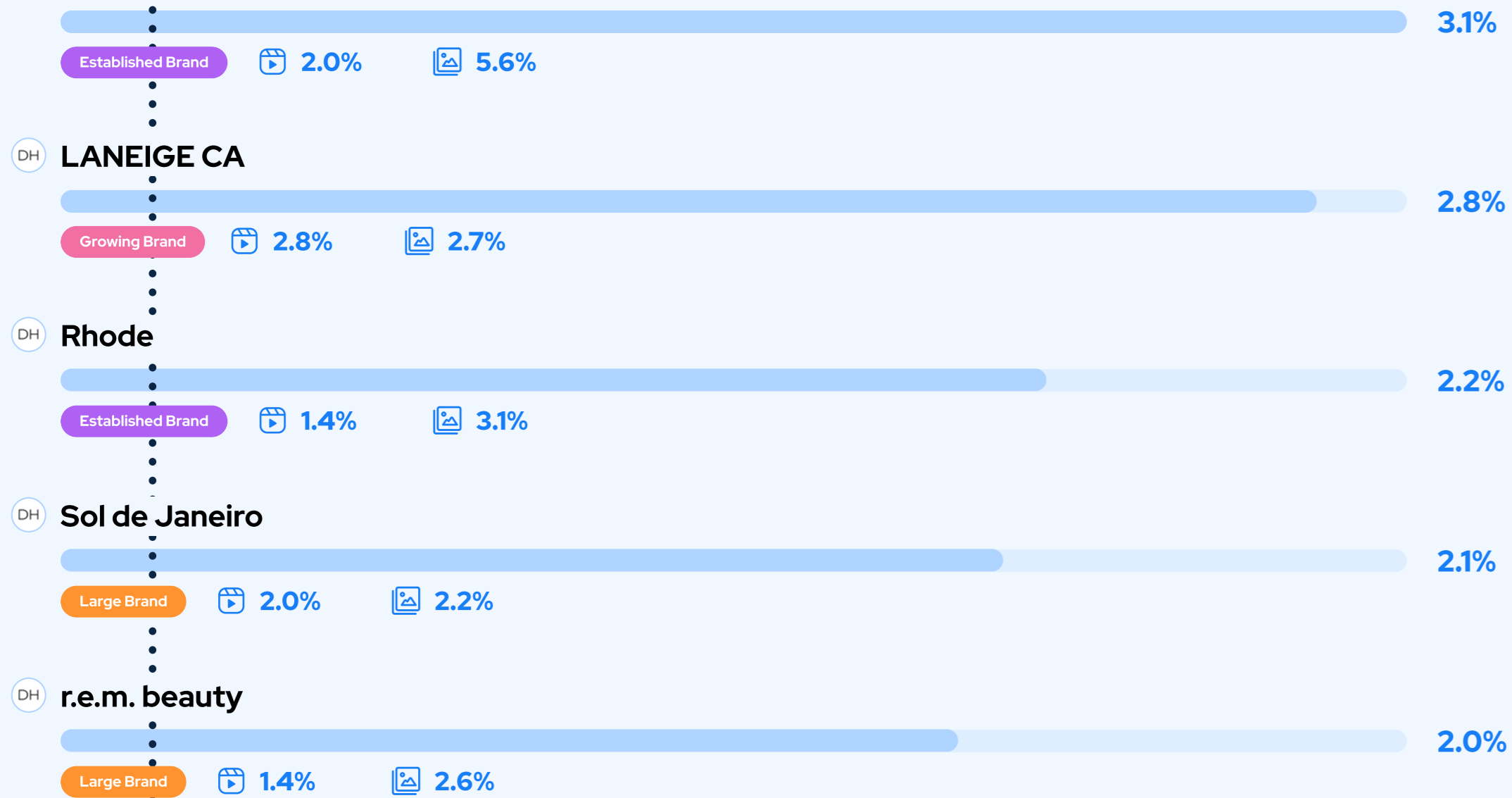| Overall	Growing Brands	Established Brands	Large Brands
0.2%	0.3%	0.3%	0.2%
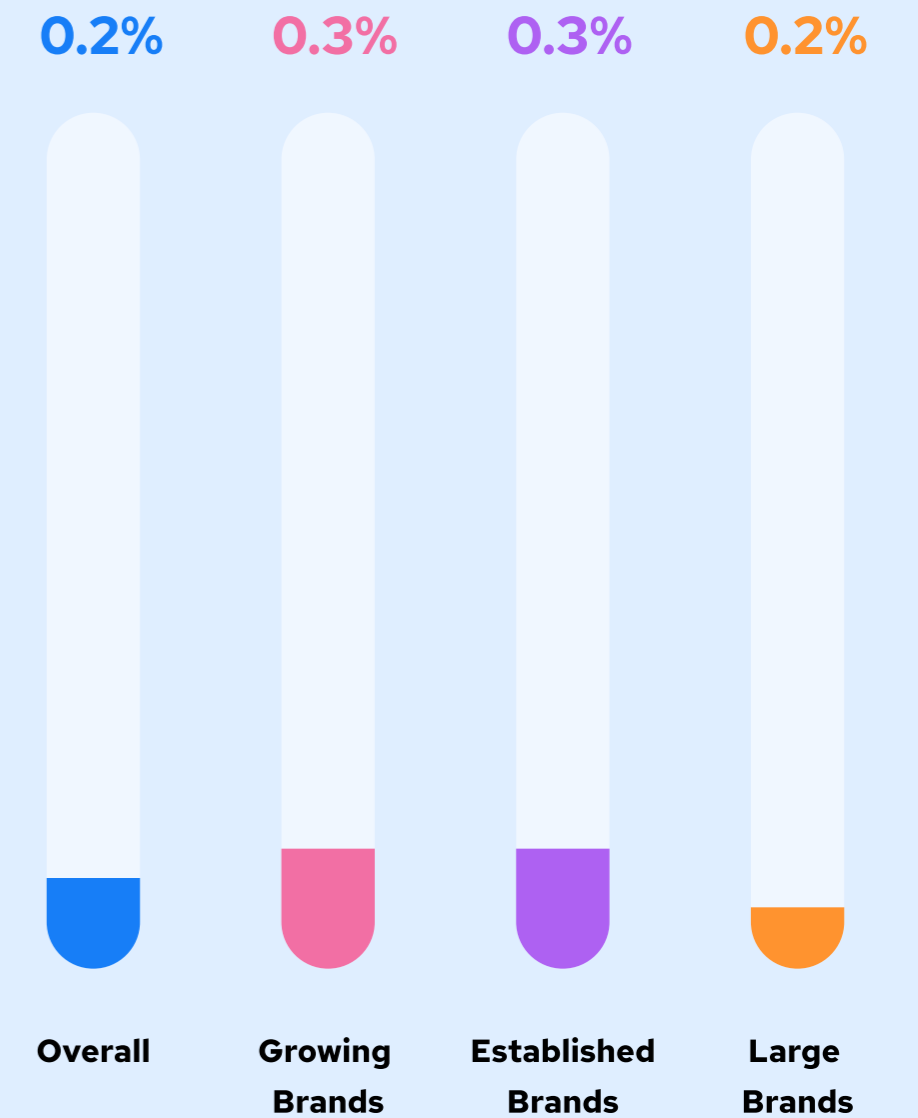
Engagement Rate: (Likes+ Comments) / Followers

Top Beauty Industry Performers by Engagement Rate

Overall Industry Average: 0.2%

The Outset
3.1%
Established Brand | 📹 **2.0%** | 🖼️ **5.6%**

DH LANEIGE CA
2.8%
Growing Brand | 📹 **2.8%** | 🖼️ **2.7%**

DH Rhode
2.2%
Established Brand | 📹 **1.4%** | 🖼️ **3.1%**

DH Sol de Janeiro
2.1%
Large Brand | 📹 **2.0%** | 🖼️ **2.2%**

DH r.e.m. beauty
2.0%
Large Brand | 📹 **1.4%** | 🖼️ **2.6%**

📹 Average Engagement Rate (Reels) | *Industry Average: 0.2%*   🖼️ Average Engagement Rate (Static and Carousel) | *Industry Average: 0.3%*   DH Dash Social User

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

DASH SOCIAL

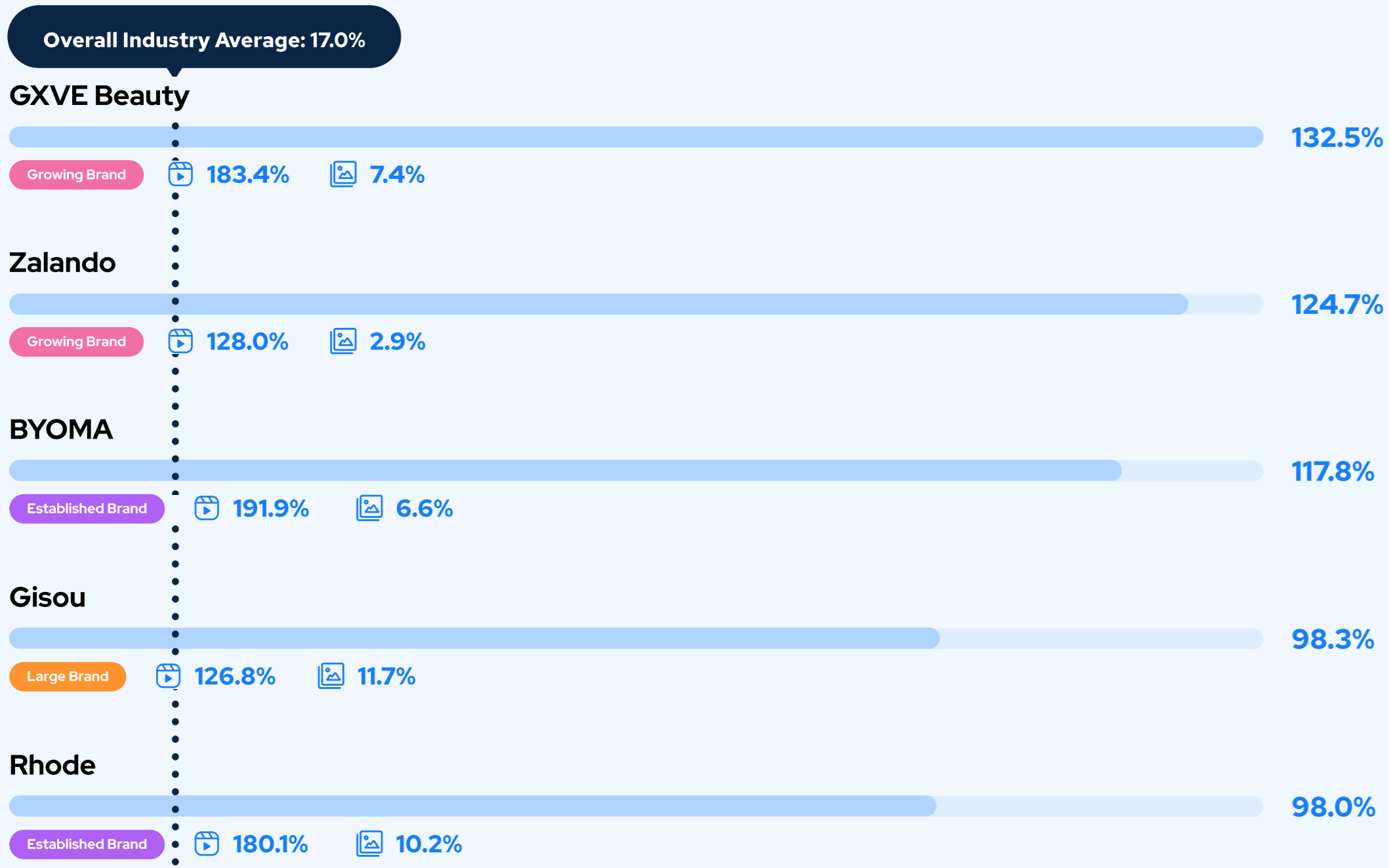## Deep Dive Into Top Performing Beauty Brand

rhode

Rhode has risen as a standout Beauty brand on Instagram with its minimalist and clean aesthetic. On a platform saturated with beauty content, Rhode distinguishes itself by focusing on authenticity and setting a new standard for engagement.

Rhode outperforms the average engagement rate for Beauty brands by +1,000%.

# Top Beauty Industry Performers by Effectiveness Rate

Overall Industry Average: 17.0%

GXVE Beauty
132.5%
Growing Brand · 183.4% · 7.4%

Zalando (DH)
124.7%
Growing Brand · 128.0% · 2.9%

BYOMA (DH)
117.8%
Established Brand · 191.9% · 6.6%

Gisou (DH)
98.3%
Large Brand · 126.8% · 11.7%

Rhode (DH)
98.0%
Established Brand · 180.1% · 10.2%

Average Effectiveness Rate (Reels) | *Industry Average: 25.0%*   Average Effectiveness Rate (Static and Carousel) | *Industry Average: 5.1%*   DH Dash Social User

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

DASH SOCIAL

Deep Dive Into Top Performing Beauty Brand

GXVE BY GWEN STEFANI

GXVE Beauty, founded by Gwen Stefani, leverages its founder's iconic style and strong personal brand to achieve a high effectiveness rate on Instagram.
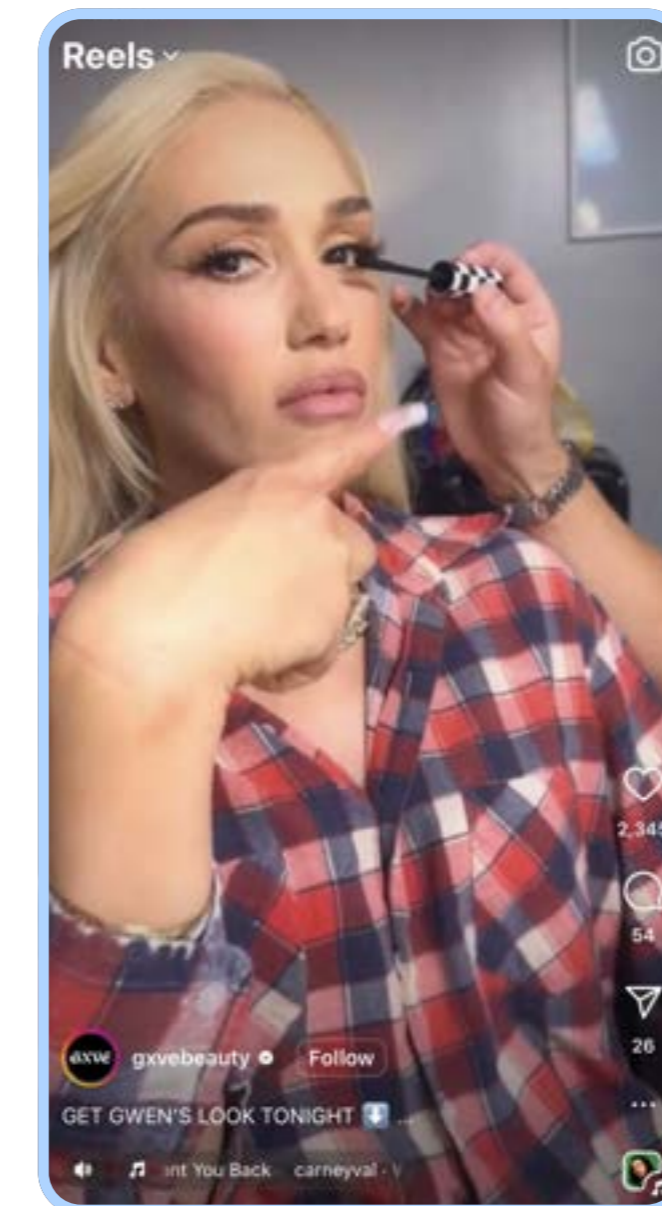
GXVE Beauty outperforms the Average Effectiveness Rate for Beauty brands by +679%.

Winning Formulas for Creating Entertaining Reels Content

SOL DE JANEIRO

Sol de Janeiro captivates users with its vibrant Brazilian-inspired visuals and joyful, humorous Reels, which stand out in a saturated algorithm.
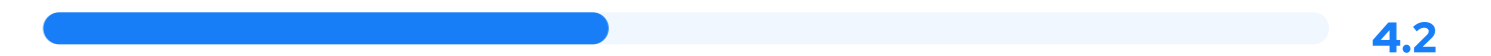
Entertainment Score: 9/10

Compared to the Beauty industry average of 4.2, and Sol de Janeiro's own average of 8.5.

Top Beauty Industry Performers by Entertainment Score (Reels)

▶ Average Video Views

Overall Average

4.2

▶ **96.7K**

DH **florence by mills**

9.0
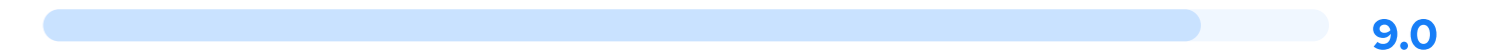
Large Brand   ▶ **419.7K**

The Outset

8.8
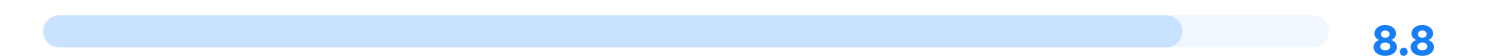
Established Brand   ▶ **79.5K**

DH **Eva NYC**

8.5
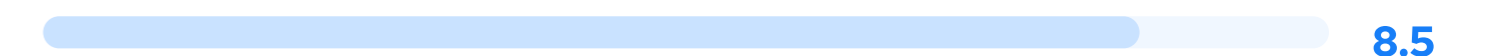
Established Brand   ▶ **17.4K**

DH **Sol de Janeiro**

8.5

Large Brand   ▶ **508.3K**

DH **Bubble**

8.4
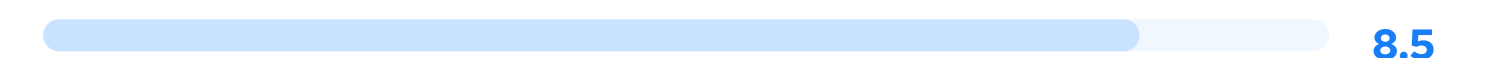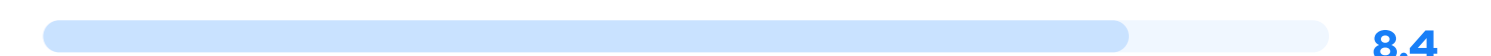
Established Brand   ▶ **94K**

YouTube

DASH SOCIAL

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%
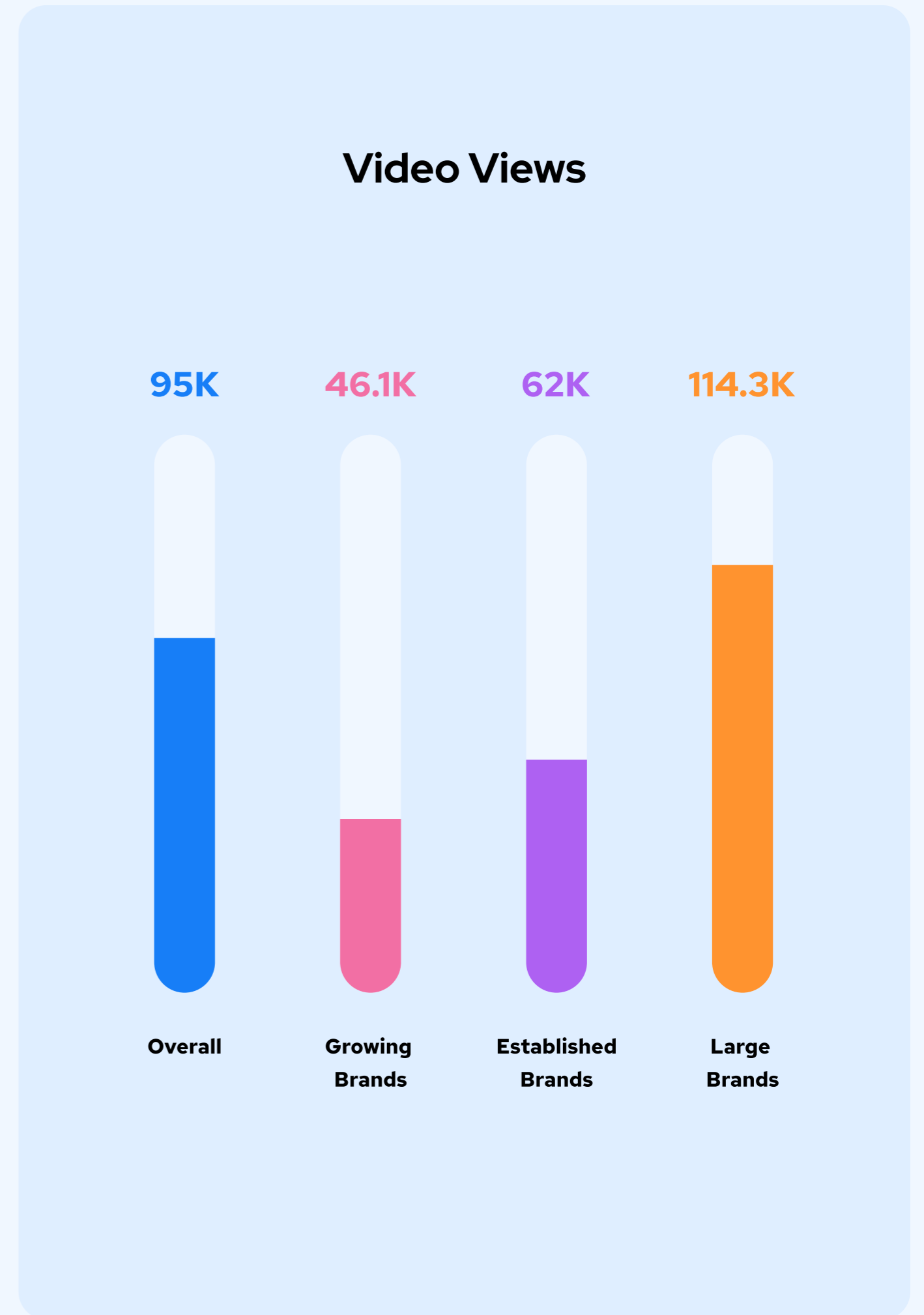
*Customer data only

DASH SOCIAL

Video Views

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

Across All Industries

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

*Customer data only
** Limited data available

DASH SOCIAL

Beauty Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes*	Shares*
Beauty Overall	**104.2K**	**8**	**1.2%**	**565**	**17**
Growing Brands (0 – 20K Followers)	**5K**	**3**	**1.6%**	**65**	**3**
Established Brands (20K – 150K Followers)	**58K**	**3**	**0.7%**	**381**	**21**
Large Brands (150K+ Followers)	**498.6K**	**8**	**0.8%**	**1.2K**	**27**

*Customer data only

Video Views

49.7K	10.9K	79.3K	60.6K
Overall	Growing Brands	Established Brands	Large Brands
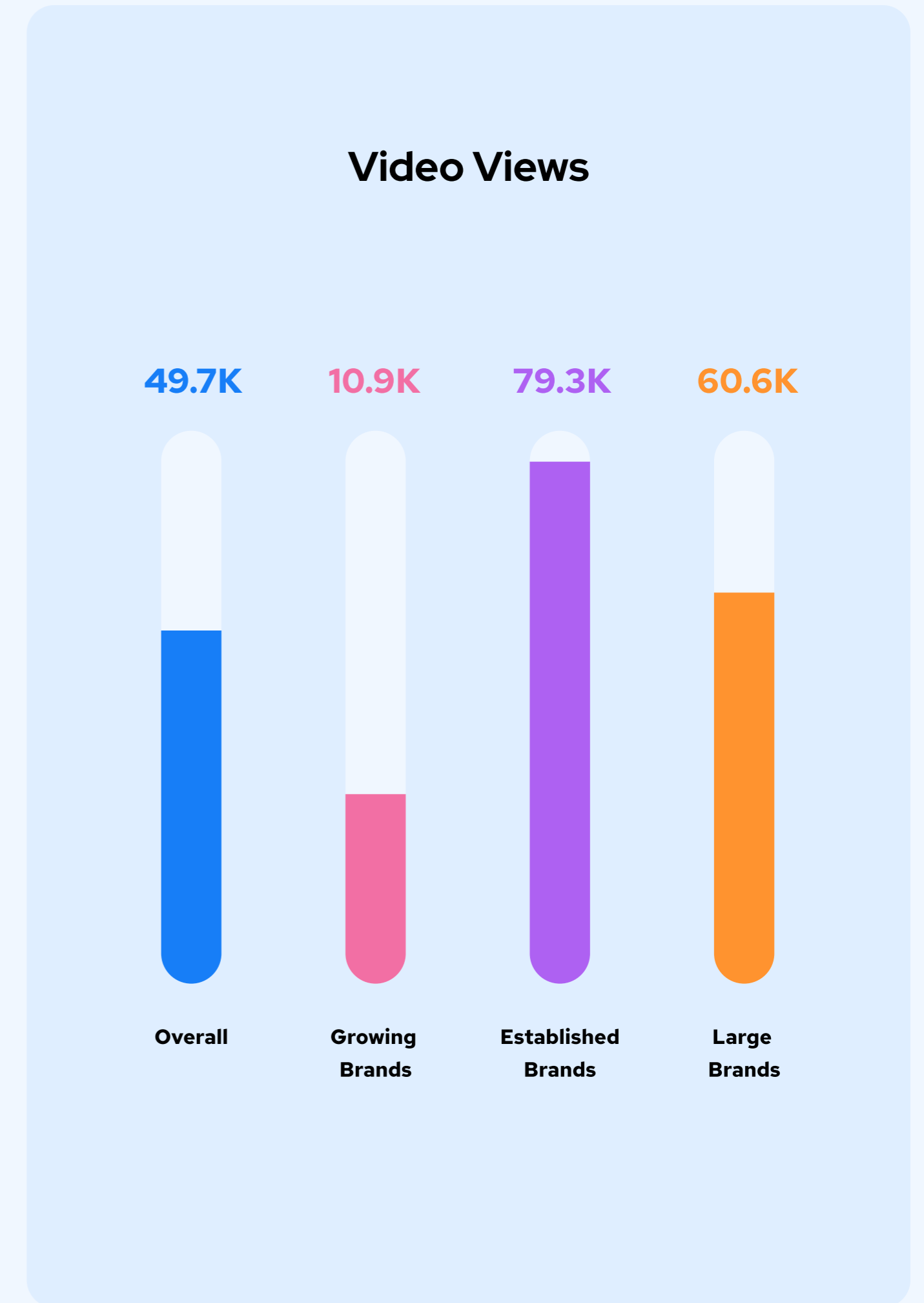
Top Beauty Industry Performers by Overall Video Views

Overall Industry Average: 49.7K

Ulta Beauty
`Established Brand` ♡ 1.2K
692.8K

DH Sol de Janeiro
`Established Brand` ♡ 621
669K

L'Oréal Paris USA
`Large Brand` ♡ -
347.5K

DH BOTOX® Cosmetic
`Growing Brand` ♡ 27
338K

GarnierUSA
`Established Brand` ♡ 14
295.9K
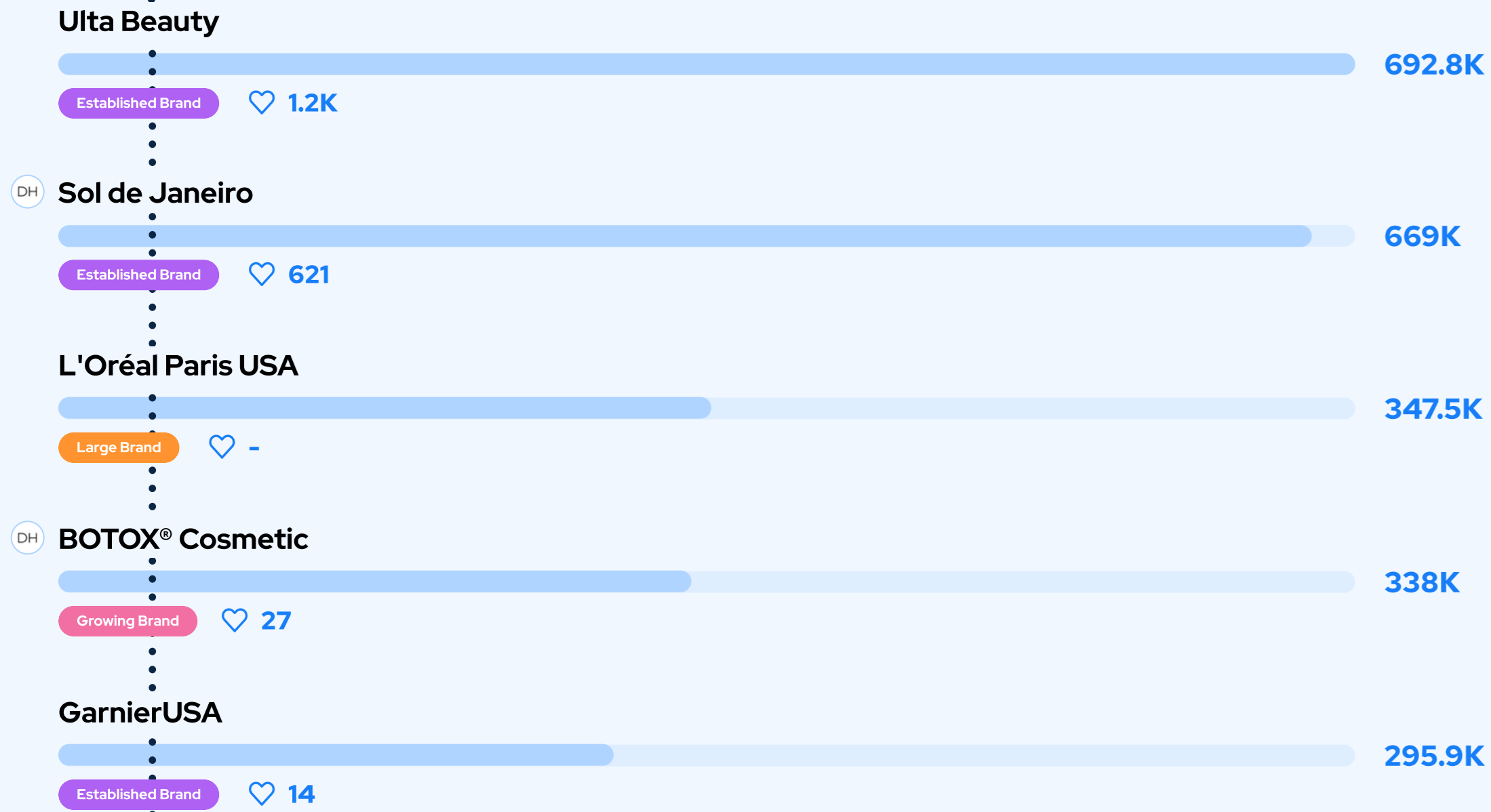
♡ **Average Likes | Industry Average:** *565*   DH Dash Social User   ● **Growing Brand:** 0 – 20K Followers   ● **Established Brand:** 20K – 150K Followers   ● **Large Brand:** 150K+ Followers

◐ DASH SOCIAL

Deep Dive Into Top Performing Beauty Brand
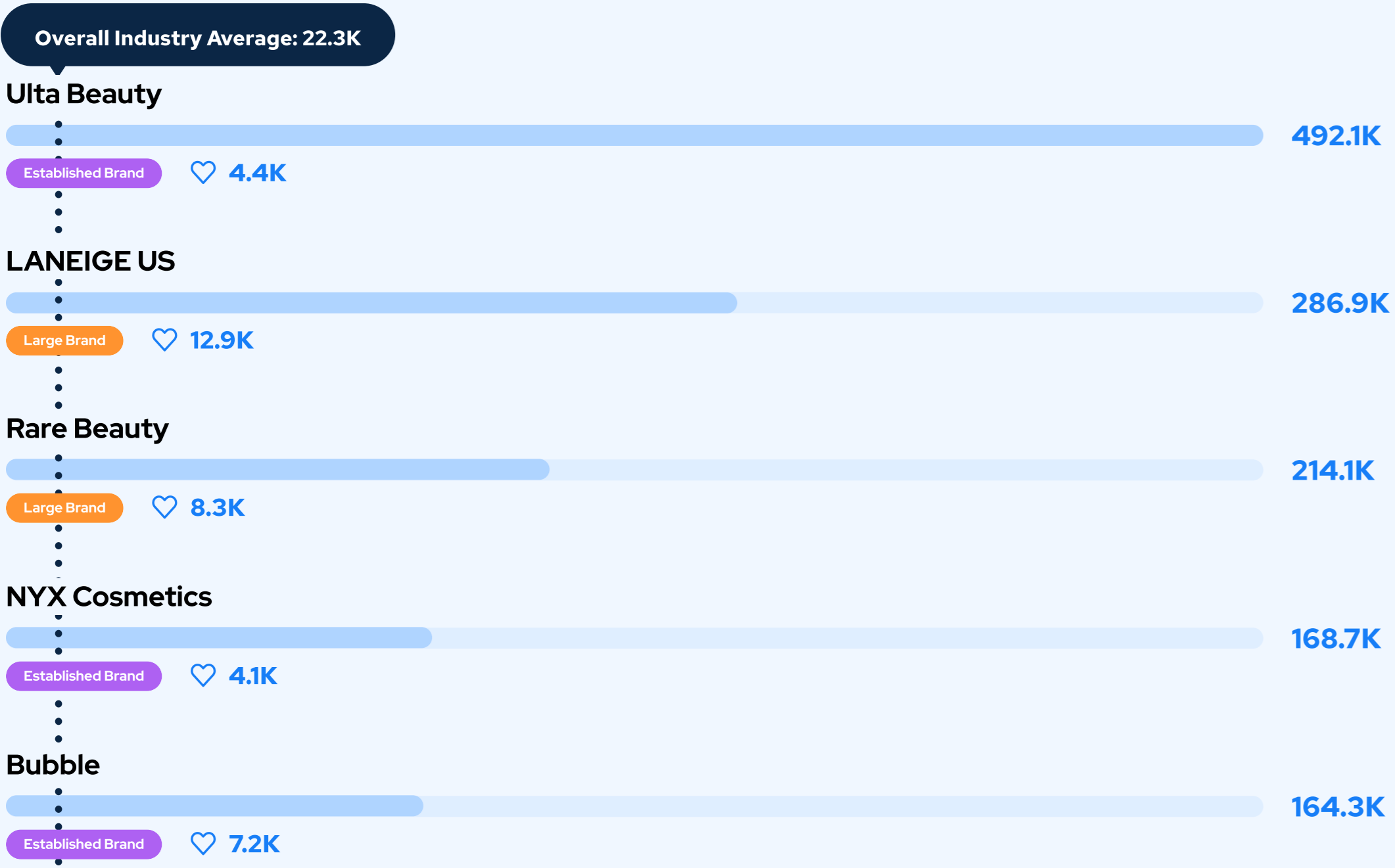
ULTA BEAUTY

Ulta Beauty has an extensive approach to YouTube, catering to broad audiences with diverse content, including makeup tutorials, interviews and beauty tips from industry experts. This has led to the brand achieving high video views and engagement.

Ulta Beauty outperforms the average video views for Beauty brands by +1,294%.

Top Beauty Industry Performers by Shorts Video Views

Overall Industry Average: 22.3K

Ulta Beauty

492.1K

Established Brand ♡ **4.4K**

DH **LANEIGE US**

286.9K

Large Brand ♡ **12.9K**

DH **Rare Beauty**

214.1K

Large Brand ♡ **8.3K**

NYX Cosmetics

168.7K

Established Brand ♡ **4.1K**

DH **Bubble**

164.3K

Established Brand ♡ **7.2K**

♡ Average Likes | *Industry Average: 793*   ▶ Weekly Shorts | *Industry Average: 7*   DH Dash Social User

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

◉ DASH SOCIAL

Deep Dive Into Top Performing Beauty Brand

LANEIGE

LANEIGE US has fully embraced the power of YouTube Shorts, regularly sharing captivating content that results in high video views and engagement.The brand shares quick, visually appealing content focused on the benefits of its skincare, which aligns with the platform's preference for educational content.
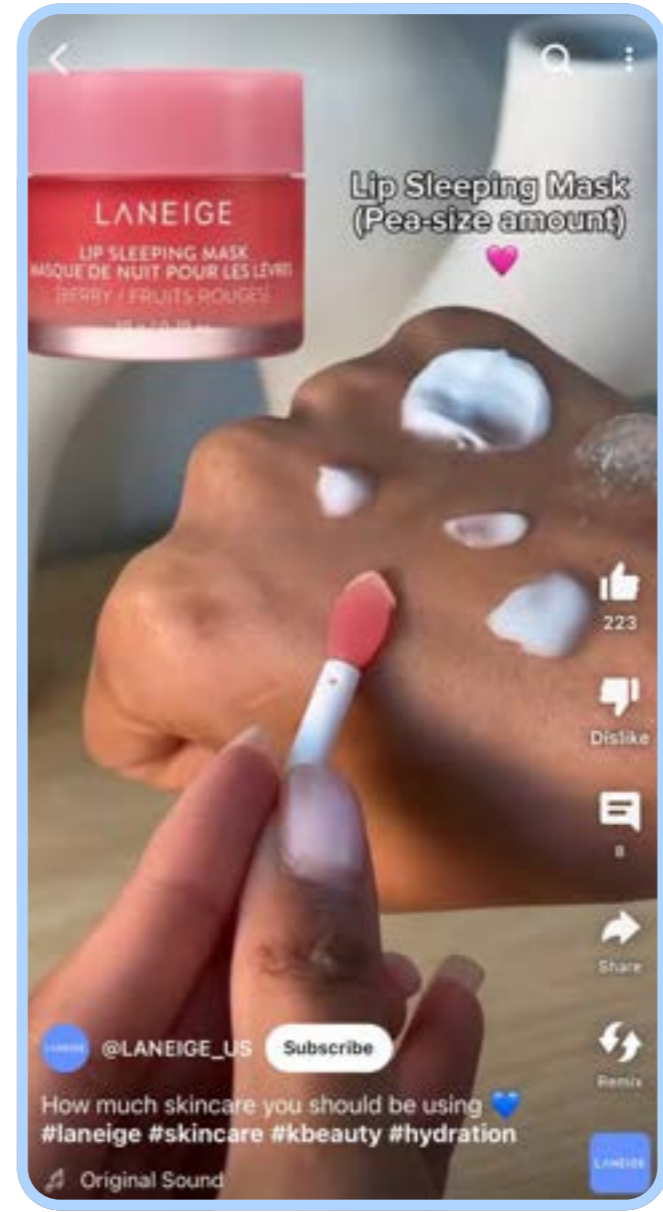
LANEIGE US outperforms the average Shorts video views for Beauty brands by +1,187%.

What We Can Learn From Beauty 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.
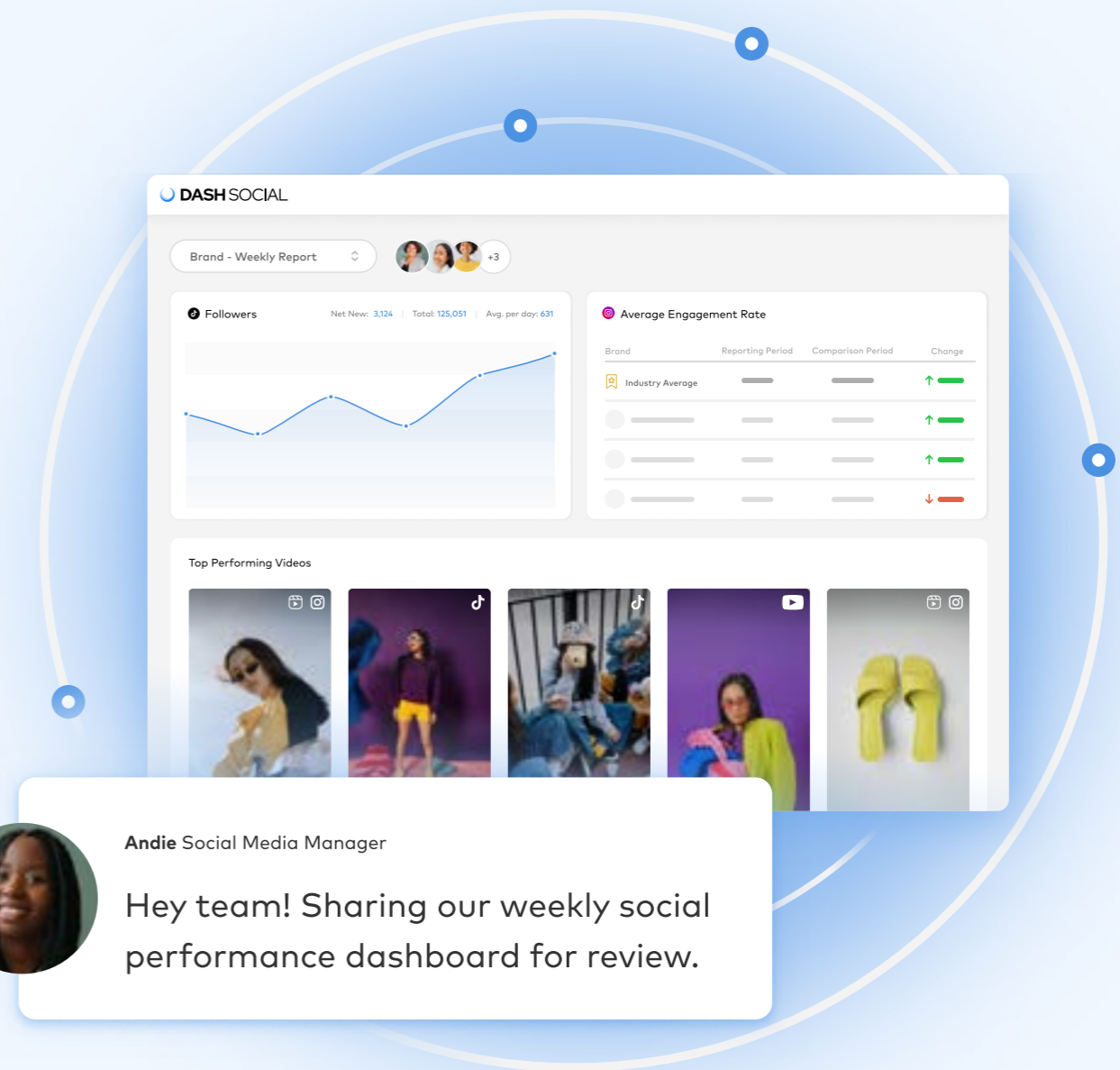
Andie Social Media Manager

Hey team! Sharing our weekly social performance dashboard for review.

DASH SOCIAL

Outsmart Social

Dash Social 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 Social enables brands to create content that entertains, engages and drives consistent business results. To discover how Dash Social is empowering brands to outsmart social, visit dashsocial.com.

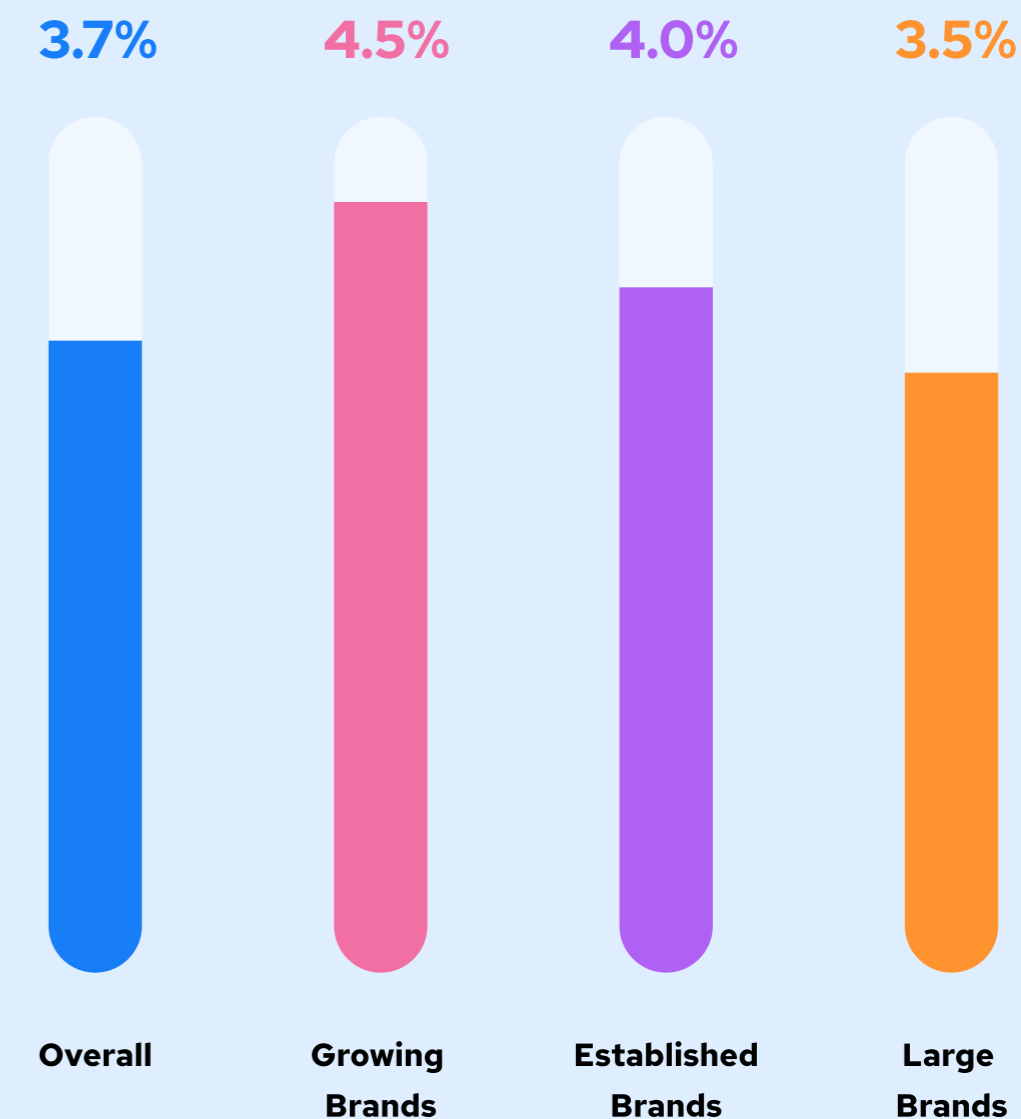At a Glance

Facebook, Pinterest and X

AVERAGE Facebook PERFORMANCE

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

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

Engagement Rate: (Total Engagements) / Impressions

AVERAGE Pinterest PERFORMANCE

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
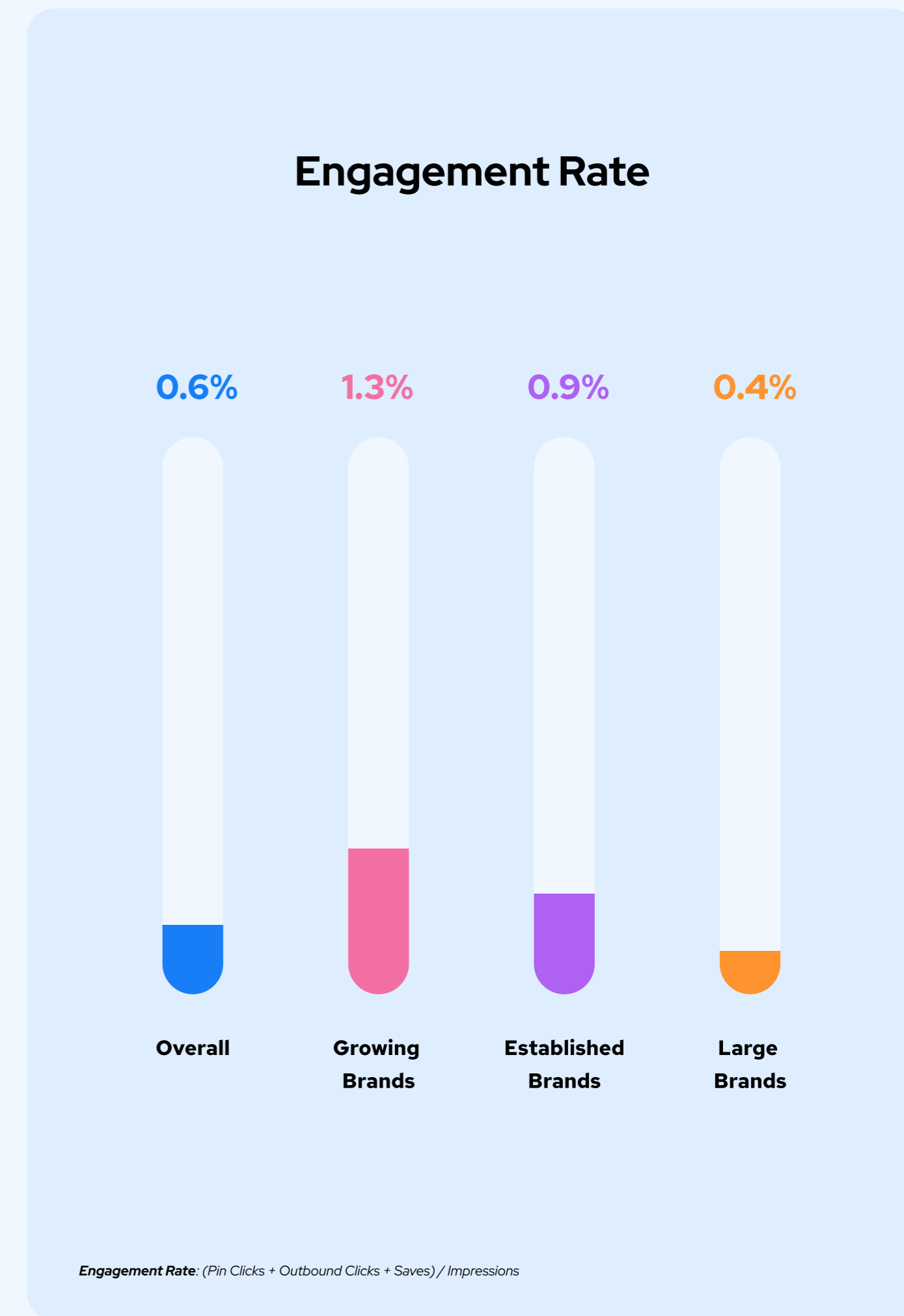
Engagement Rate

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

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 (12.5K – 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