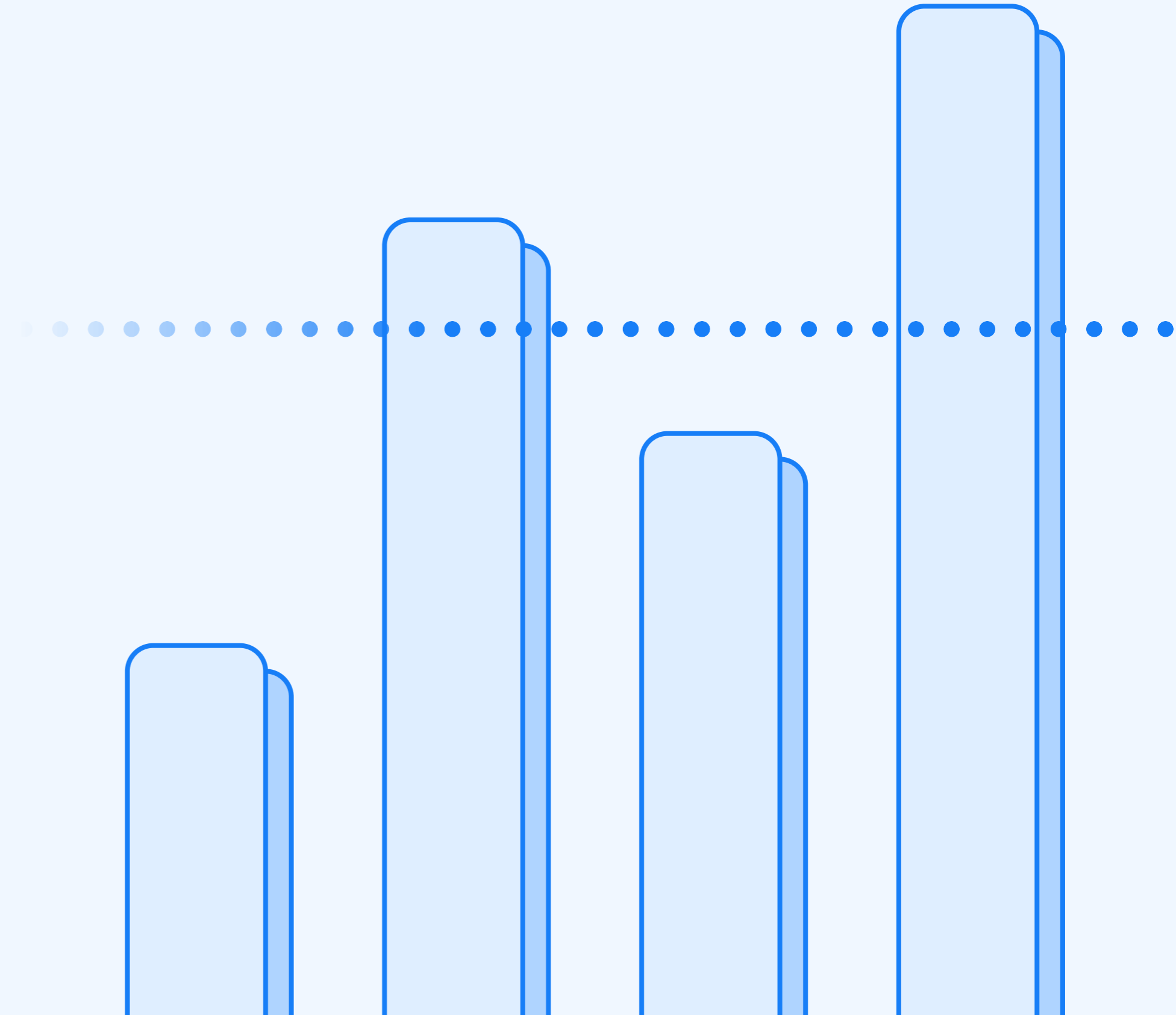
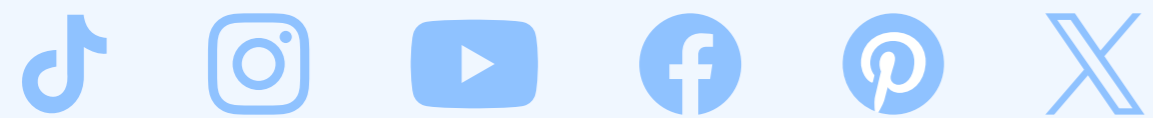


2024 Cross-Channel Benchmark Report

Fashion and Luxury Industry



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Benchmarking Performance

Given the expense and effort required to consistently produce high quality social content, it's critical that brands understand what truly resonates with their audiences to maximize ROI and achieve lasting success. While metrics like follower count and growth rate remain important, brands are looking to 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 Fashion and Luxury Industry

The Fashion and Luxury industry is the realm of style, including everything from affordable fashion staples to high-end luxury brands.

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

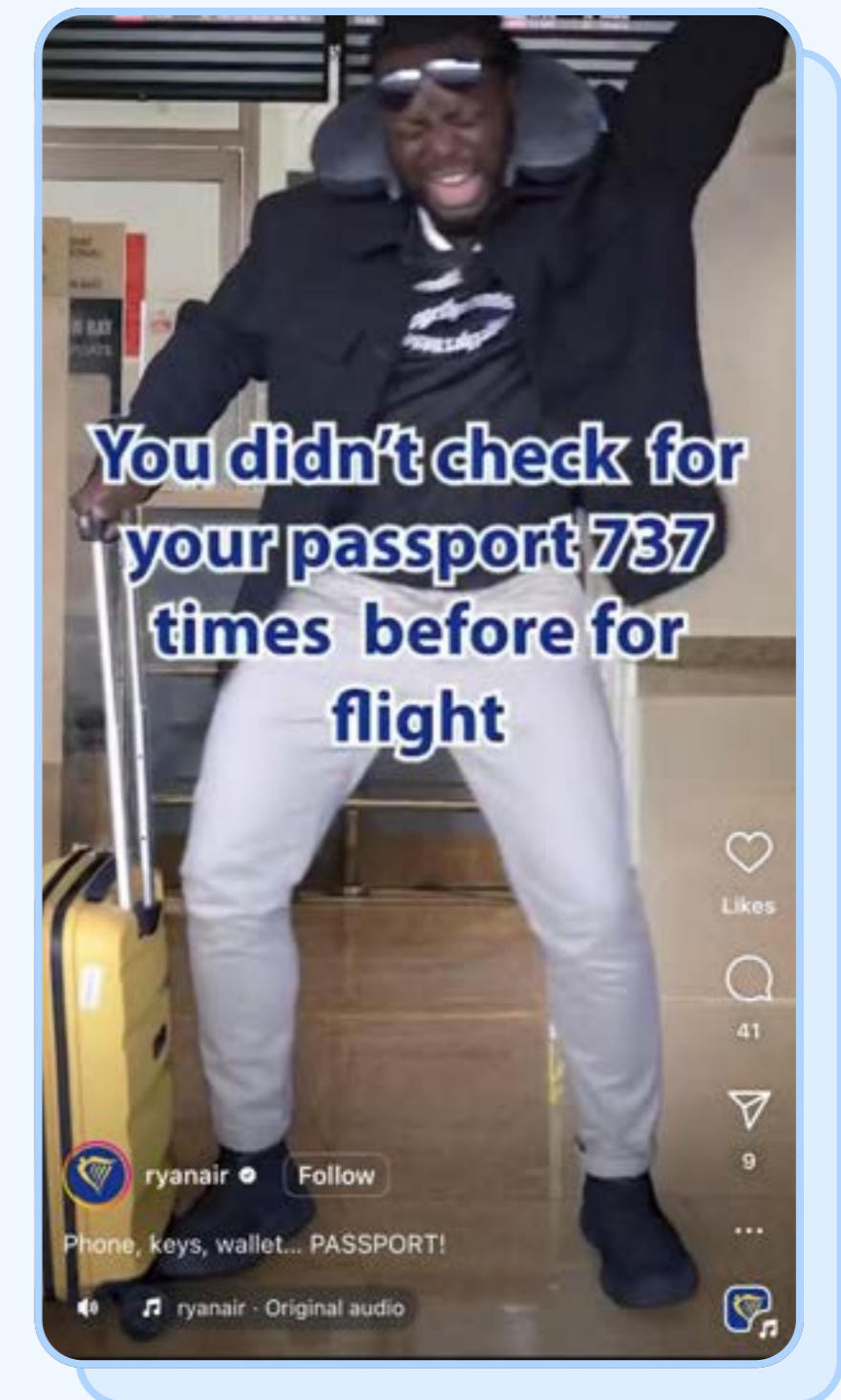
Using the Cross-Channel Engagement Rate for equal comparison, TikTok (4.6%) leads in engagement. This is followed by YouTube (3.9%) and Instagram (3.5%). Instagram continues to be the platform with the broadest reach, reaching +75% more users than TikTok.

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

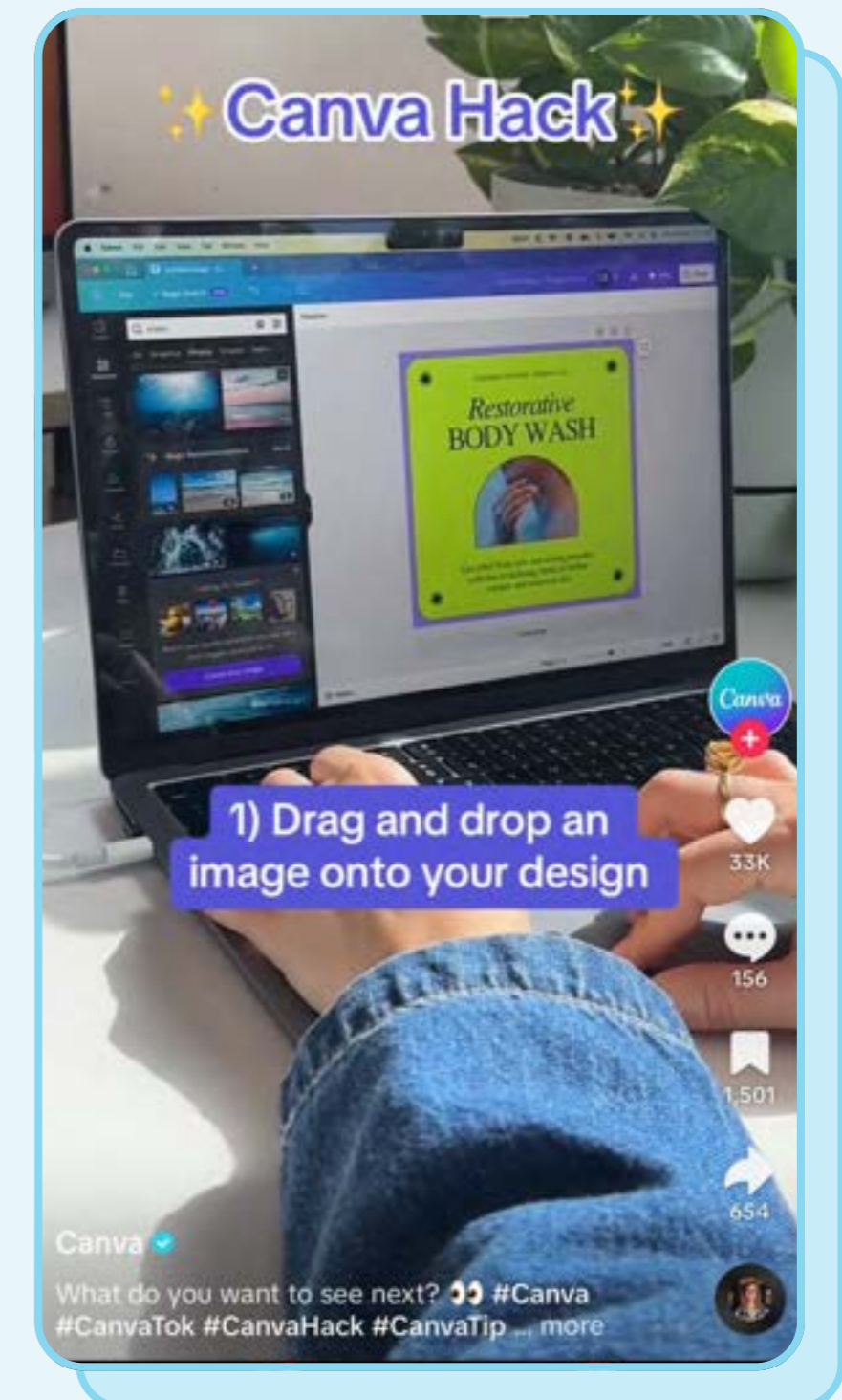
TikTok has been around for more than five years, but it is not slowing down. Brands continue to exhibit robust monthly growth (8%) and sustained engagement rate (4.1%), underscoring its lasting impact and efficacy as a marketing platform for connecting with and captivating audiences.

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

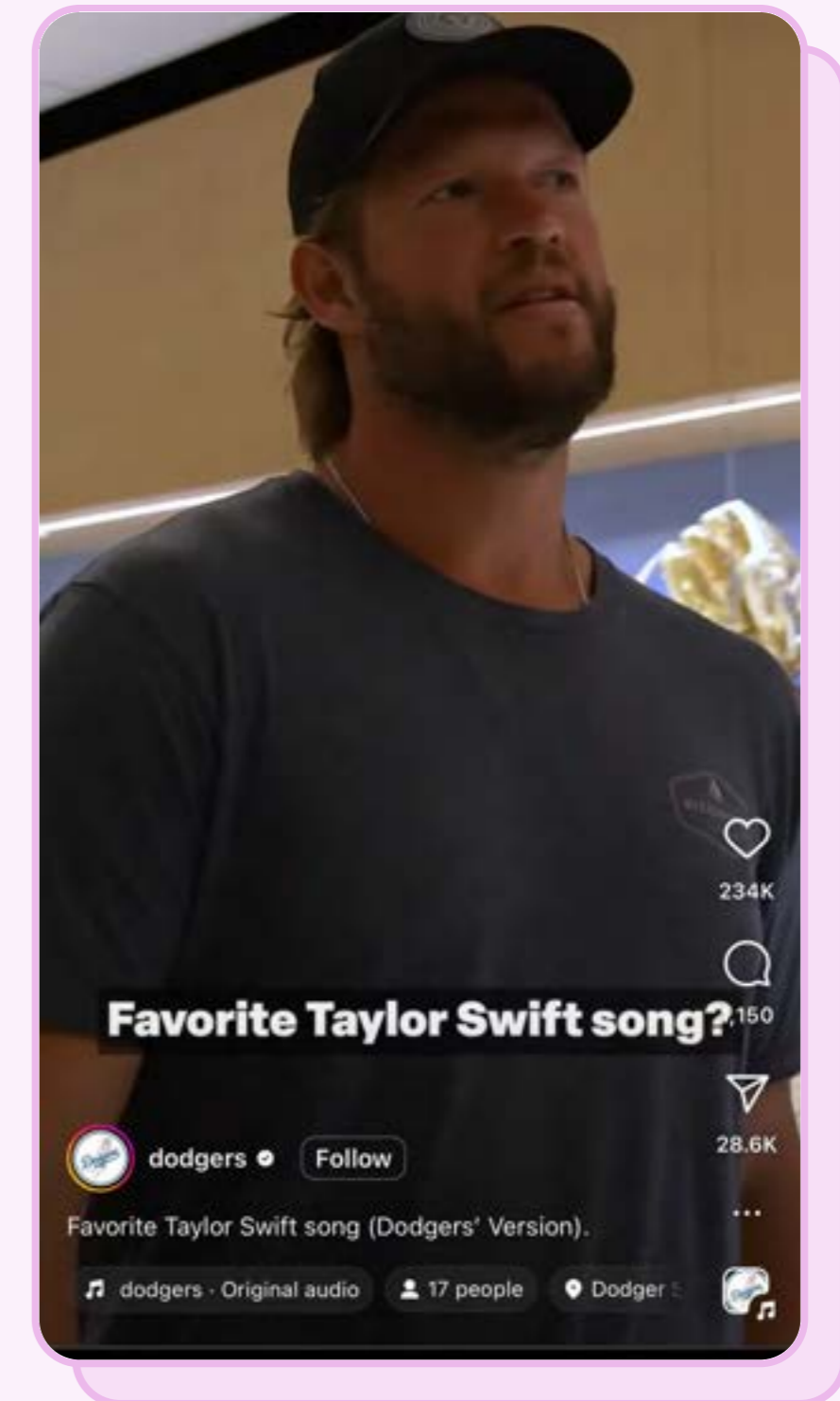
Effectiveness Rate, which captures saves, reach, and video views, reveals that user engagement remains robust, with a 4% increase compared to six months ago, even amidst slowing follower growth rates and engagement rates. The way that audiences engage with brands on Instagram is changing, rather than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

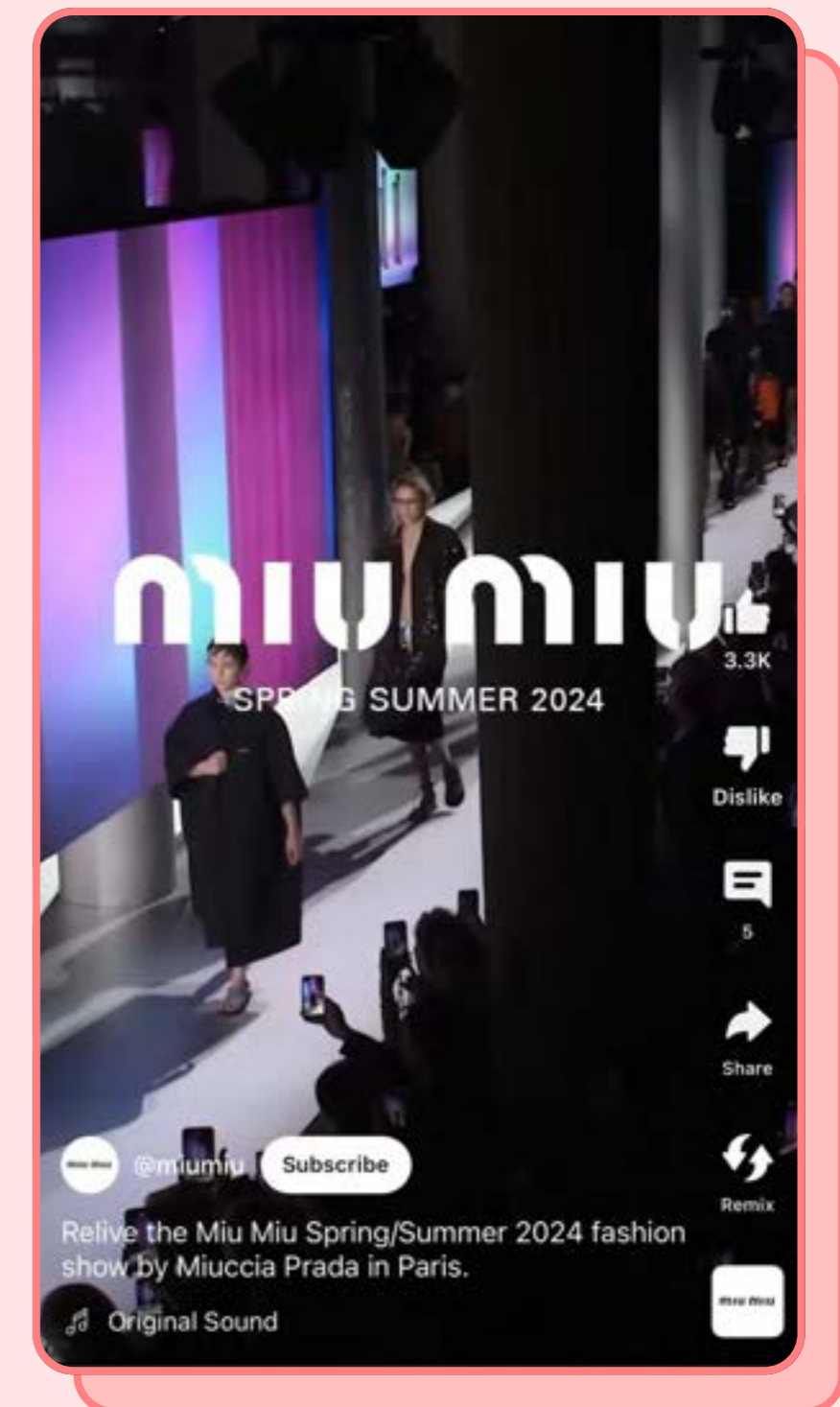
The brands with the highest subscriber counts post much more regularly than smaller brands. This emphasizes how YouTube audiences reward brands that engage with them regularly, and a regular cadence of content plays a key role in sustained growth.

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 |

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% |

*Customer data only
Compared to six months prior

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

Fashion Brands Poised for Strategic Social Media Evolution

The Fashion and Luxury industry has seen an increase in video views on TikTok and YouTube. Compared to six months ago, the Fashion and Luxury industry reveals a notable rise in video views on TikTok and YouTube. While the rise in TikTok views has caused a decline in the channel's engagement rates, Instagram has managed to maintain a stable level of engagement.

TikTok Presents an Opportunity for Increased Engagement

Brands maintain an active presence on TikTok, posting four times weekly. However, the content struggles to resonate despite reaching a broad audience (105K). With some of the lowest engagement rates (3.3%) and Entertainment Scores (3.3) among industries, there's an apparent disconnect between content delivery and audience engagement.

Balancing Legacy and Trends on Instagram

Although the Luxury and Fashion industry has a large audience (4M), lower Effectiveness Rate, Entertainment Score and shares suggest an opportunity for brands to adapt their content strategies – staying true to their brand while tapping into its loyal community and building connection with their audience.

Fashion and Luxury Drive Success on YouTube With Long-Form Content

Fashion and Luxury brands receive one of the highest video views for On-Demand content. While Shorts video views are low in comparison, they generate similar likes as On-Demand, underscoring the potential for engagement this format offers.

Average Fashion and Luxury Engagement Rate and Video Views

H1 2024

Engagement Rate

Video Views

3.3%

0.2%

144.9K

94.7K

87K

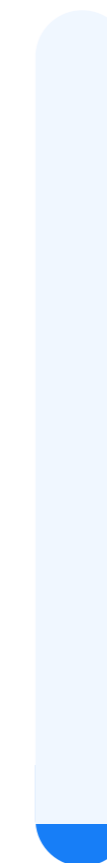
↓ 8%

No change

↑ 4%

↓ 16%

↑ 13%



Percentage change compared to six prior

TikTok

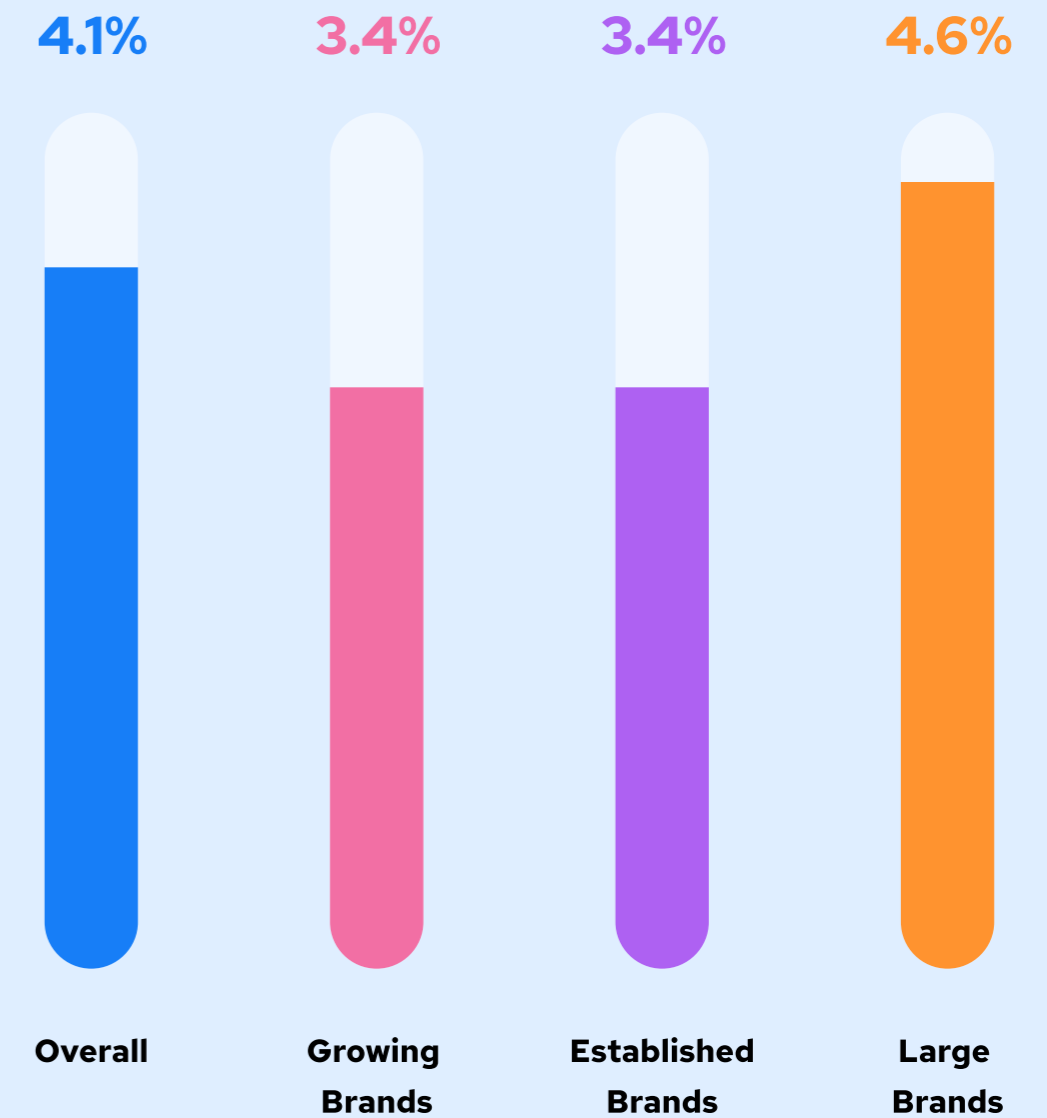


Across All Industries

| | 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 <small>(0 – 11.5K Followers)</small> | 4.1K | 3 | 13.1% | 12.7K | 9 | 9.7K | 3.4 |
| Established Brands <small>(11.5K – 110K Followers)</small> | 46.1K | 4 | 7.4% | 64.4K | 32 | 45.5K | 3.2 |
| Large Brands <small>(110K+ Followers)</small> | 804K | 7 | 4.1% | 189.1K | 172 | 148.1K | 3.9 |

*Customer data only

Engagement Rate



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

Across All Industries

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

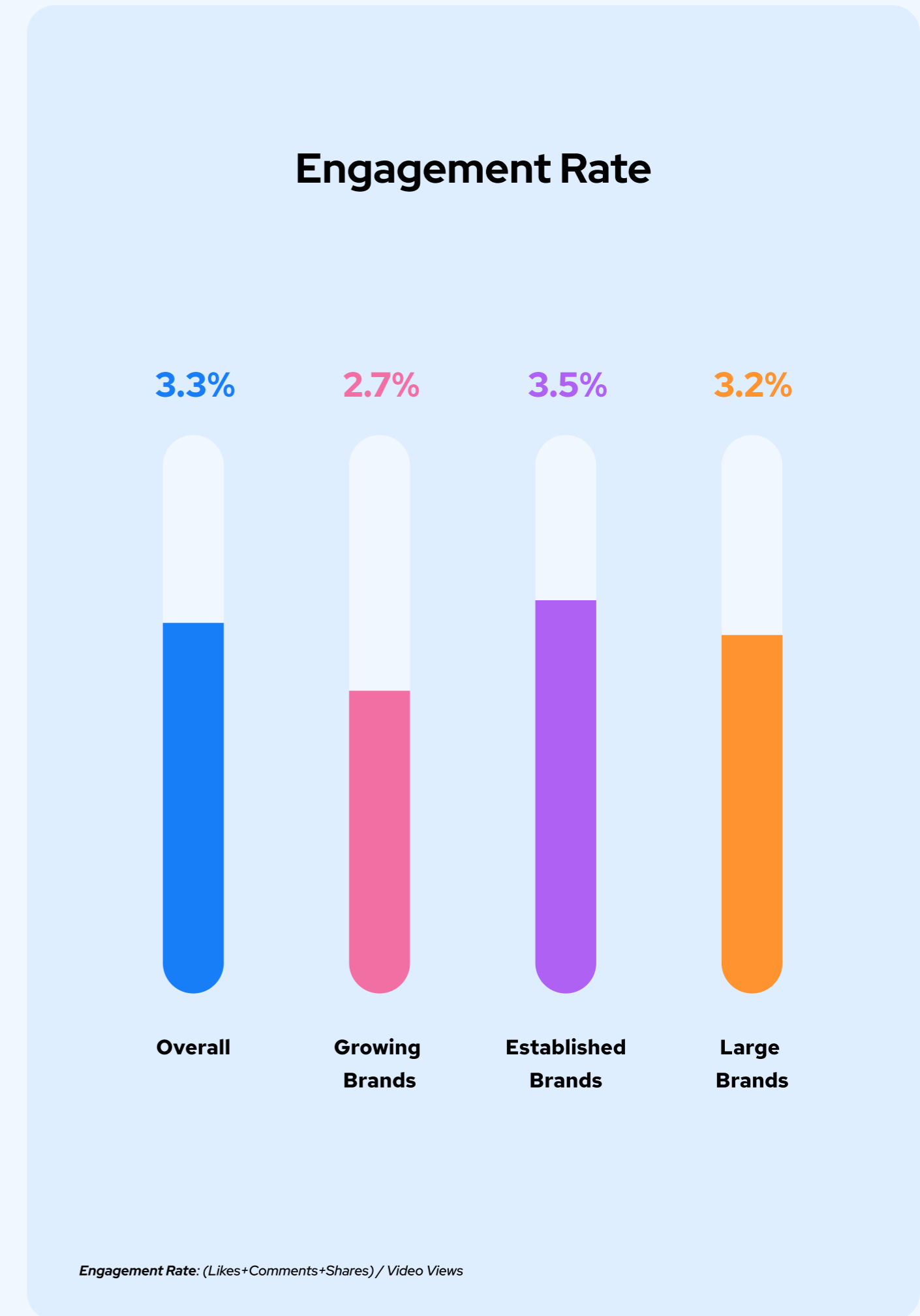
** Limited data available

Fashion and Luxury Brands

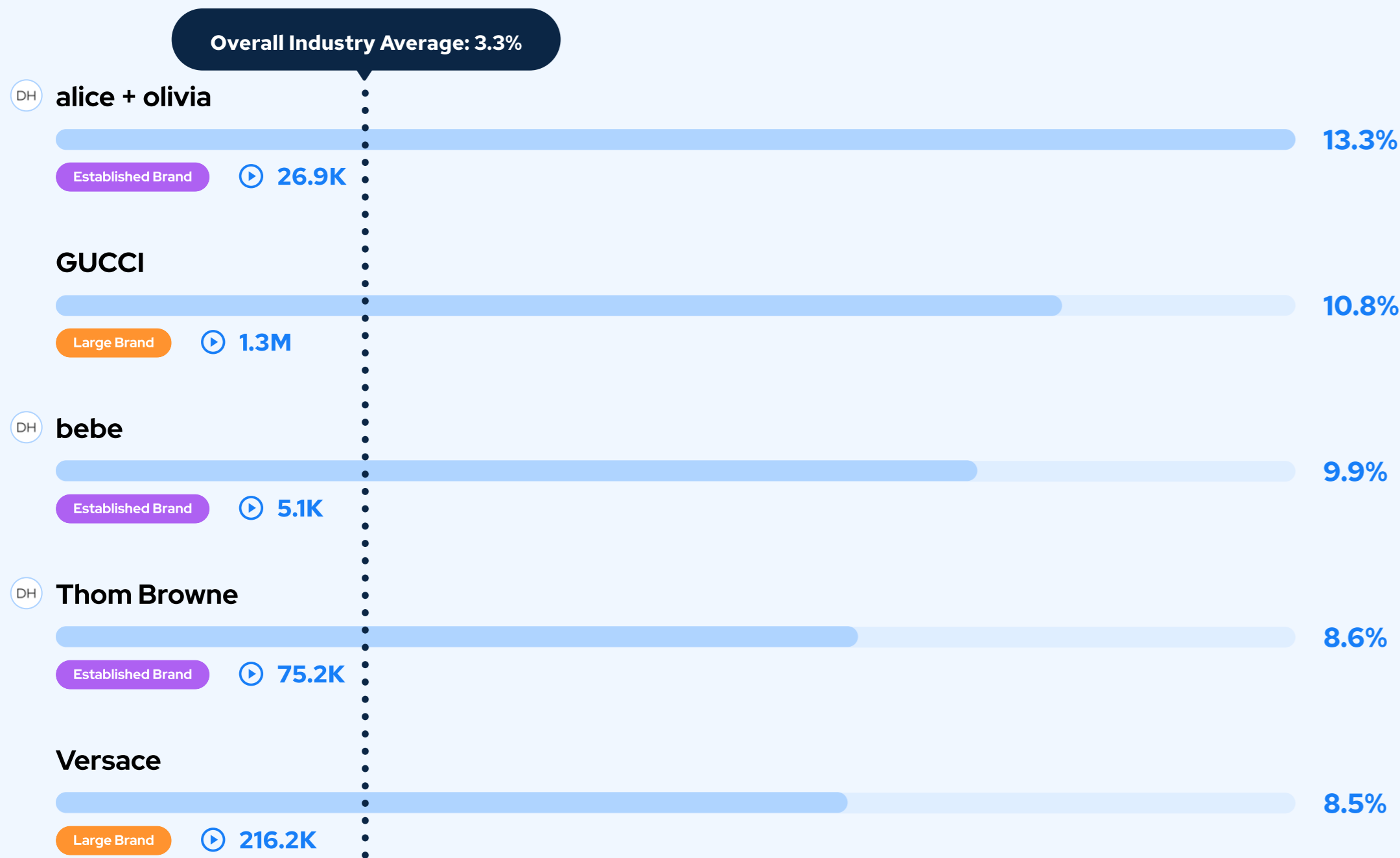
Industry-Wide

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views | Shares | Reach* | Entertainment Score* |
|---|----------------|--------------|-------------------------------|---------------|-----------|---------------|----------------------|
| Fashion and Luxury Overall | 233.1K | 4 | 6.0% | 144.9K | 55 | 105.3K | 3.3 |
| Growing Brands (0 - 11.5K Followers) | 3.4K | 2 | 8.1% | 19.5K | 5 | 10.5K | 3.5 |
| Established Brands (11.5K - 110K Followers) | 42.2K | 4 | 6.3% | 70.6K | 31 | 49.1K | 3.4 |
| Large Brands (110K+ Followers) | 659.5K | 6 | 3.6% | 237.7K | 87 | 178K | 3.3 |

*Customer data only



Top Fashion and Luxury Industry Performers by Engagement Rate

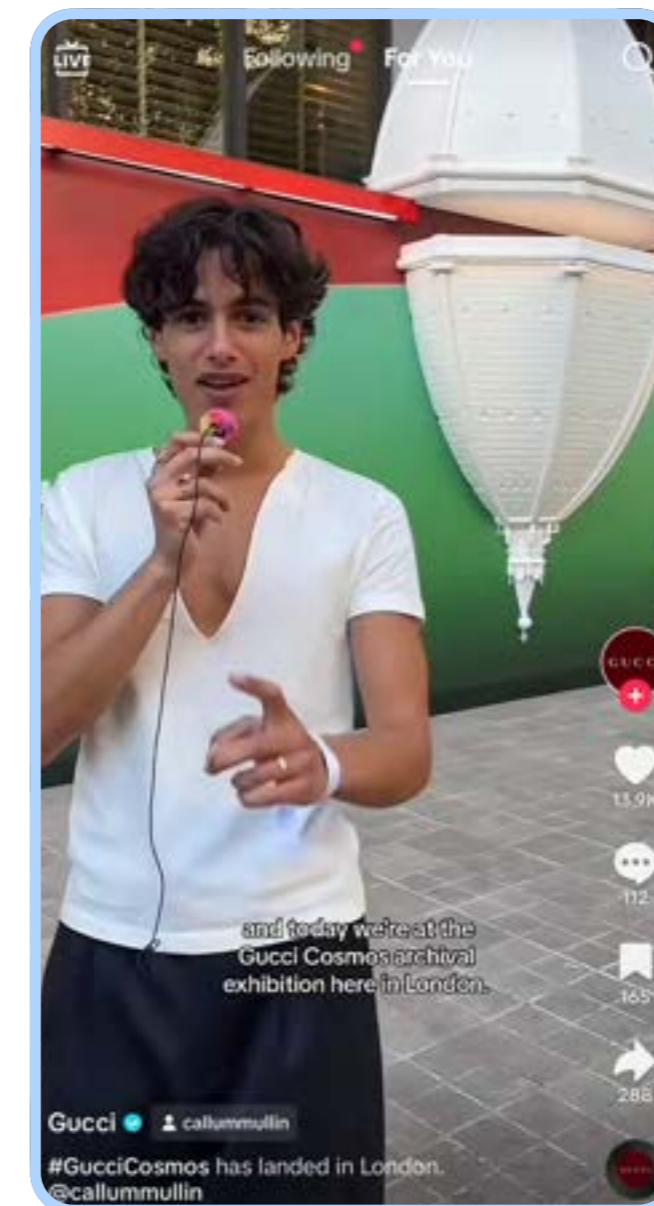


 Average Video Views  Dash Social User  Growing Brand: 0 – 11.5K Followers  Established Brand: 11.5K – 110K Followers  Large Brand: 110K+ Followers

Deep Dive Into Top Performing Fashion and Luxury Brand

GUCCI

Gucci has become one of the most engaging brands on TikTok, blending its iconic luxury fashion with the platform's love for creativity and individuality. The brand capitalizes on TikTok's desire for entertainment with behind-the-scenes footage, as well as celebrity highlights.



Gucci outperforms the average engagement rate for Fashion and Luxury brands by +227%.



Winning Formulas for Creating Entertaining TikTok Content

alice + olivia
BY STACEY BENDET

With playful fashion in dynamic videos, alice + olivia remains one of the most entertaining fashion brands on TikTok. Its use of bright colors and bold patterns aligns well with TikTok’s upbeat vibe, which allows it to captivate audiences and earn high Entertainment Scores as a result.

Entertainment Score: 9.4/10

Compared to the Fashion and Luxury industry average of 3.3, and alice + olivia’s own average of 7.1.

Retention Rate: 35%

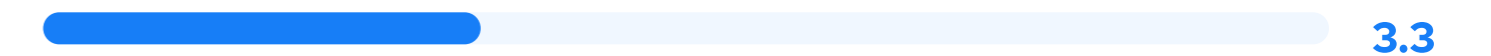
Compared to the Fashion and Luxury industry average of 29%, and alice + olivia’s own average of 30%.



Top Fashion and Luxury Industry Performers by Entertainment Score

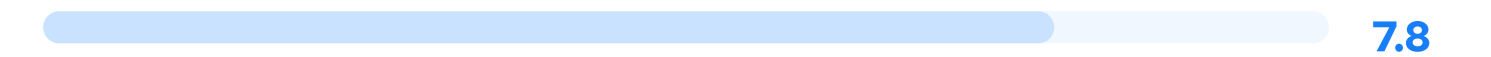
 Average Retention Rate

Overall Average



 29%

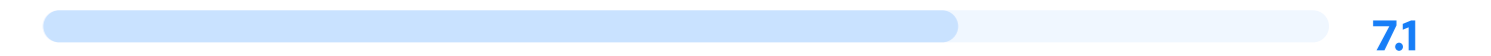
DH **L'AGENCE**



Growing Brand

 7%

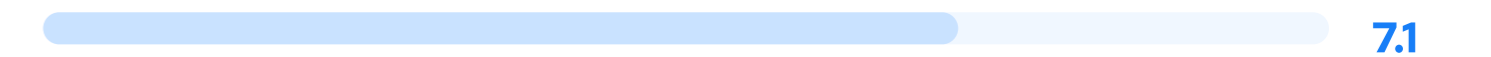
DH **alice + olivia**



Established Brand

 30%

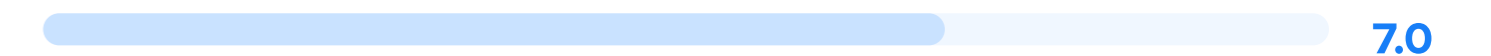
DH **Spanx**



Established Brand

 11%

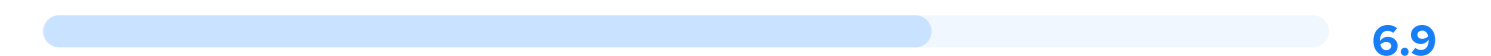
DH **Off-White**



Large Brand

 14%

DH **Balmain**



Large Brand

 8%

Instagram

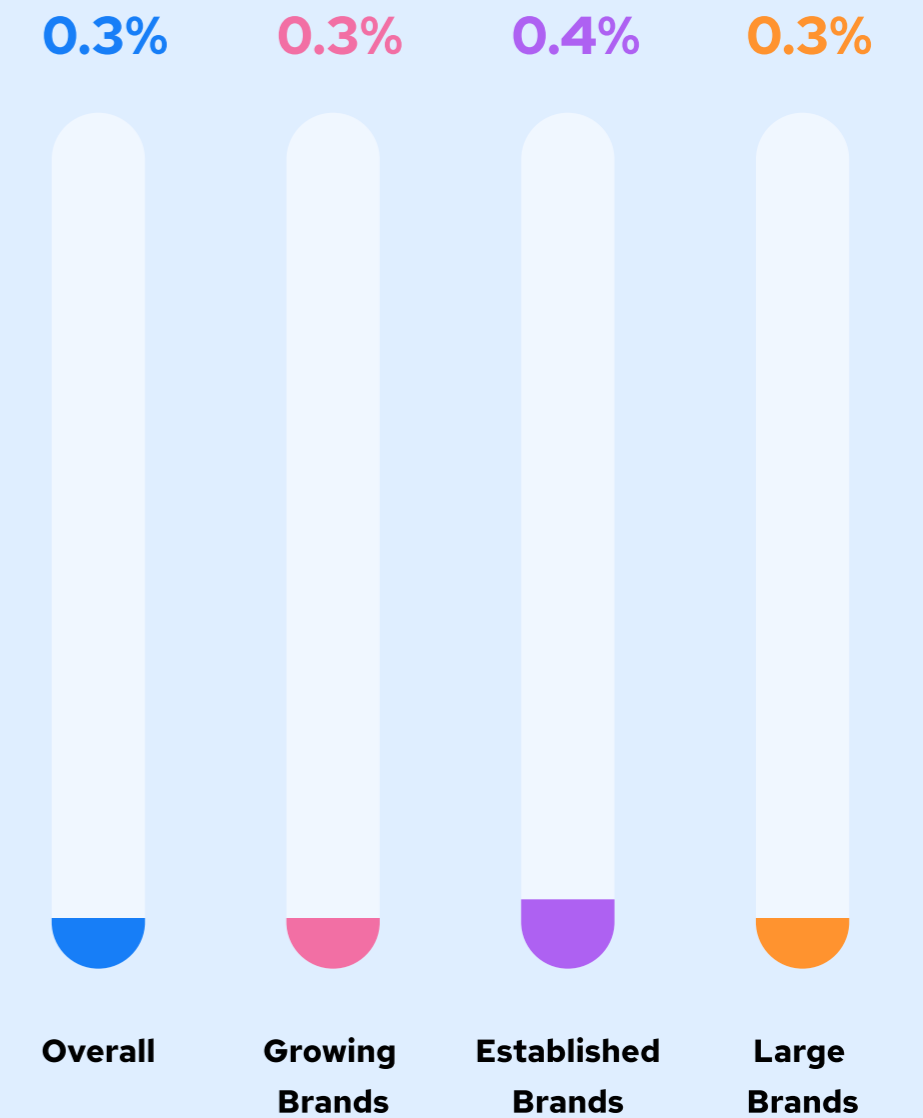


Across All Industries

| | 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



Engagement Rate: (Likes + Comments) / Followers

Across All Industries

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

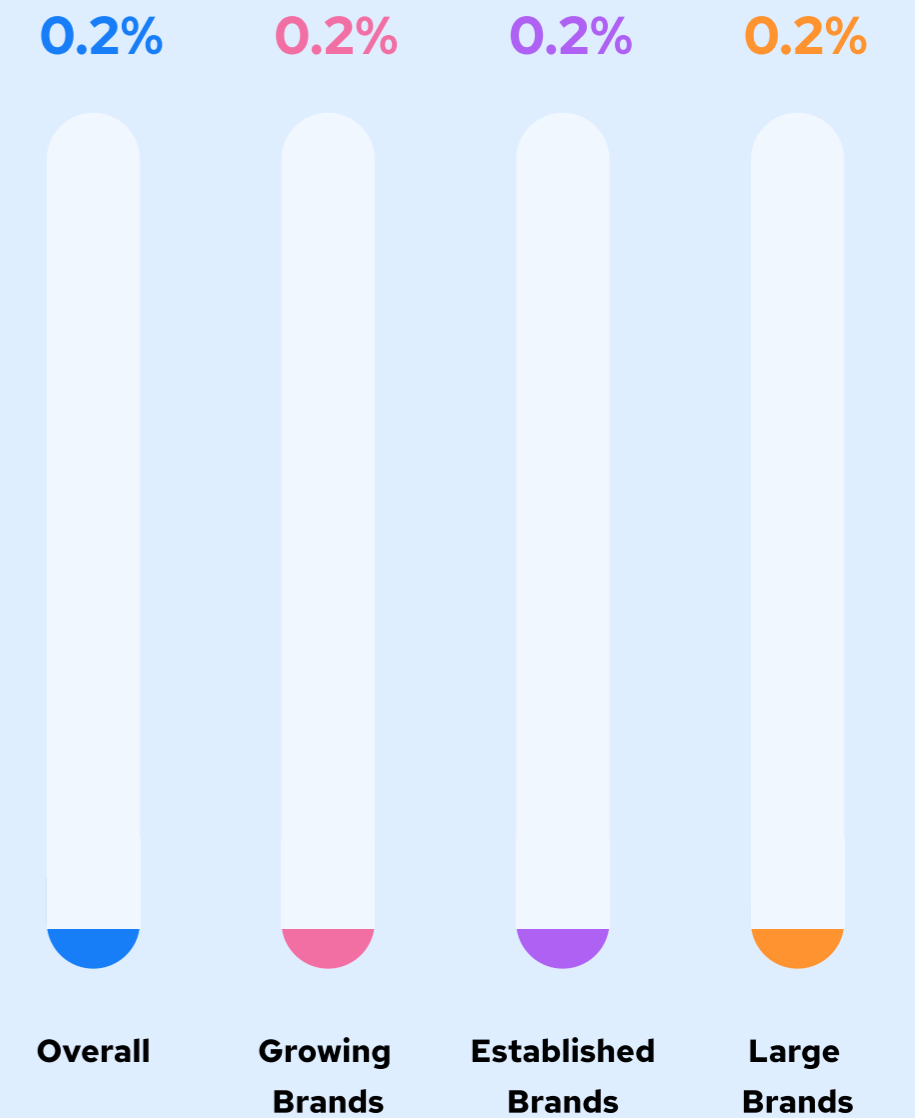
Fashion and Luxury Brands

Industry-Wide

| | Follower Count | Weekly Posts (Reels) | Weekly Posts (Carousel and Image) | Monthly Follower Growth Rate | Shares* | Entertainment Score* (Reels) | Reach* | Effectiveness Rate* |
|--|----------------|----------------------|-----------------------------------|------------------------------|------------|------------------------------|---------------|---------------------|
| Fashion and Luxury Overall | 4M | 3 | 6 | 0.7% | 122 | 3.4 | 81.2K | 10.7% |
| Growing Brands (0 - 190K Followers) | 102.2K | 2 | 4 | 0.9% | 16 | 3.3 | 7.9K | 14.7% |
| Established Brands (190K - 1.1M Followers) | 521.2K | 3 | 5 | 0.6% | 71 | 2.9 | 33.9K | 11.2% |
| Large Brands (1.1M+ Followers) | 8.2M | 4 | 7 | 0.6% | 197 | 3.8 | 148.5K | 8.9% |

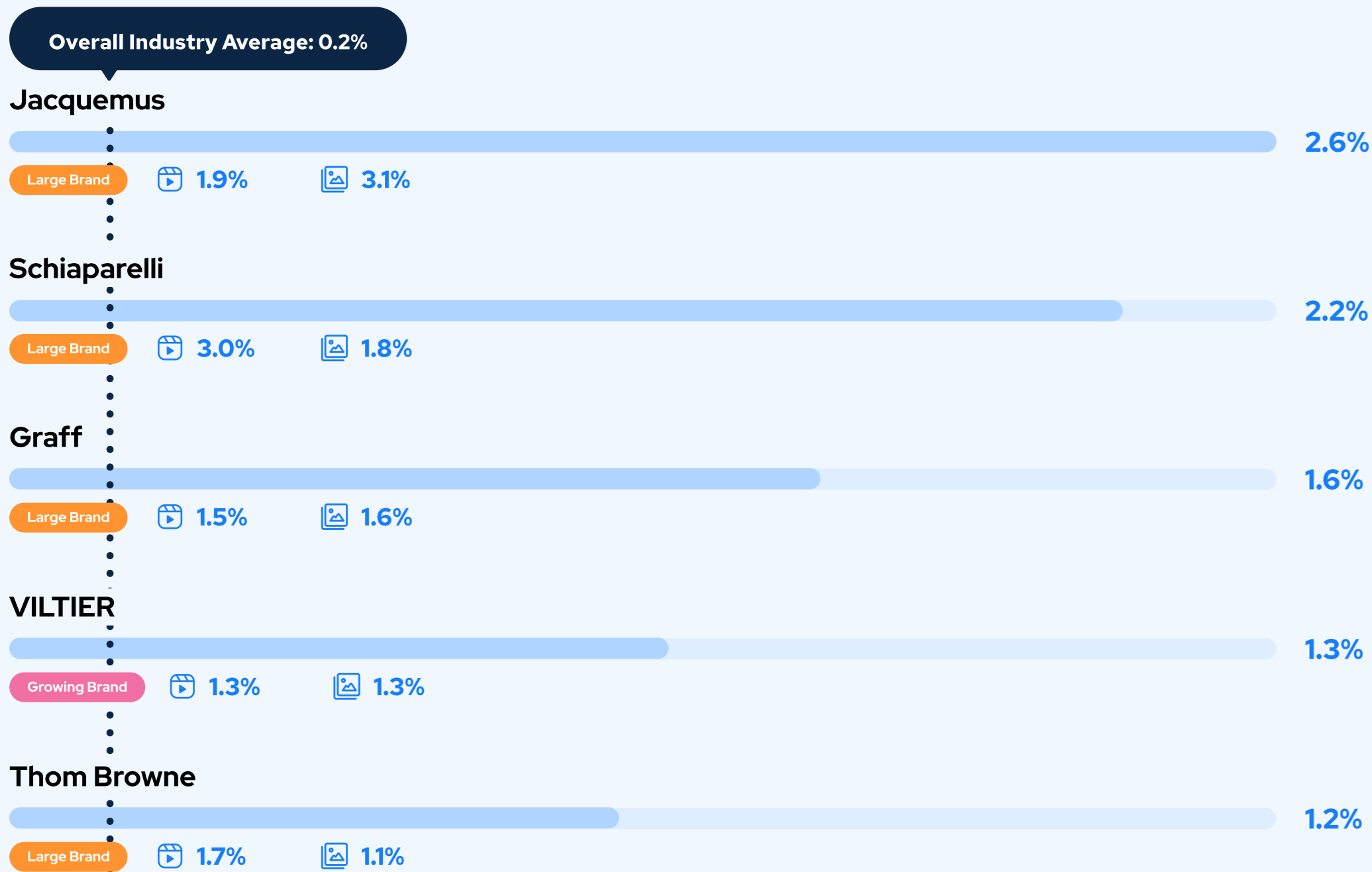
*Customer data only

Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

Top Fashion and Luxury Industry Performers by Engagement Rate



 Average Engagement Rate (Reels) | Industry Average: 0.2%  Average Engagement Rate (Static and Carousel) | Industry Average: 0.2%  Dash Social User

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

Deep Dive Into Top Performing Fashion and Luxury Brand

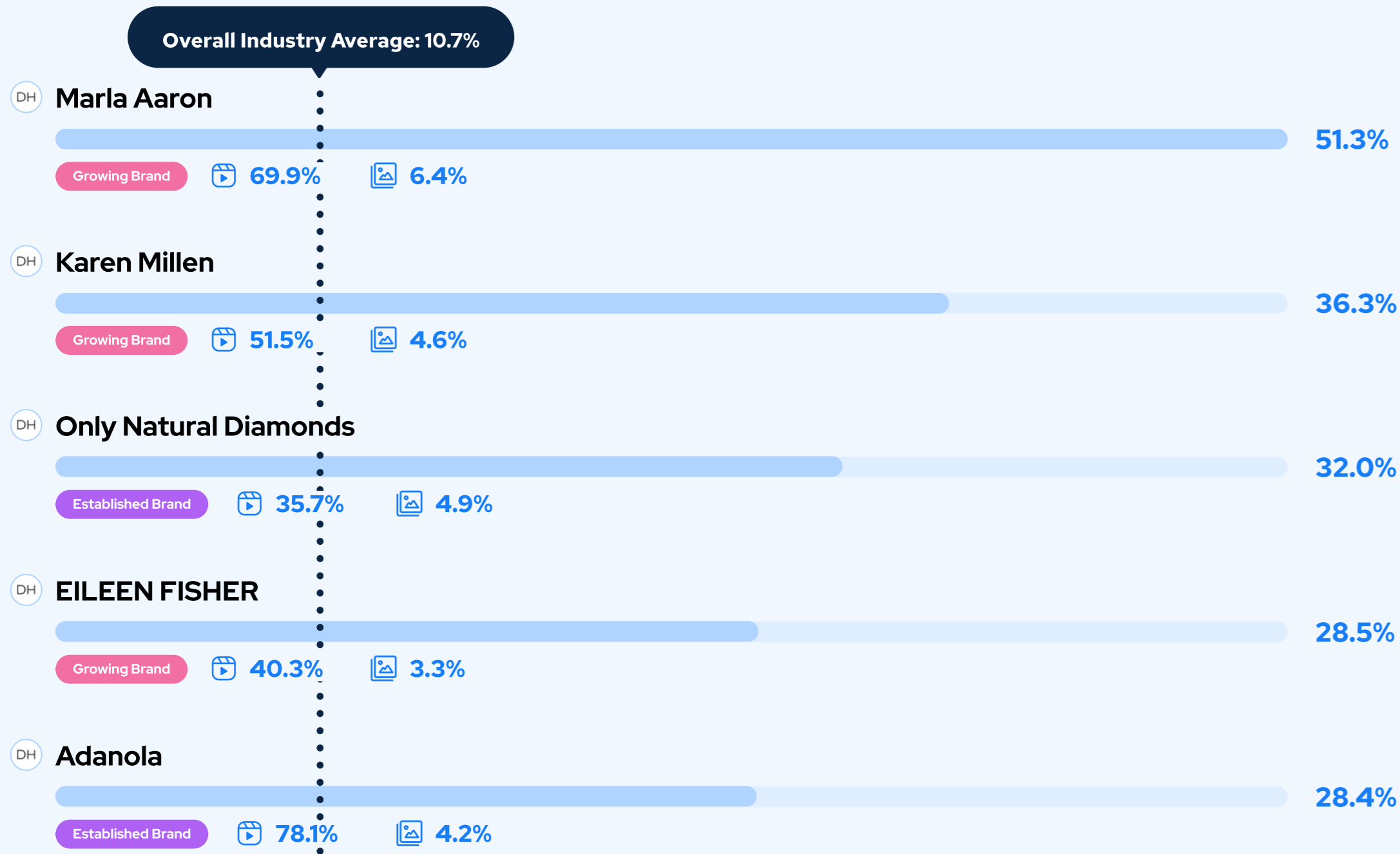
JACQUEMUS

Jacquemus leads on Instagram with striking visuals, blending minimalism with playful style. The brand often takes a social-first approach to its marketing, leveraging the format to its fullest extent for artistic expression, and audiences have taken notice.




Jacquemus outperforms the average engagement rate for Fashion and Luxury brands by +1,200%.

Top Fashion and Luxury Industry Performers by Effectiveness Rate



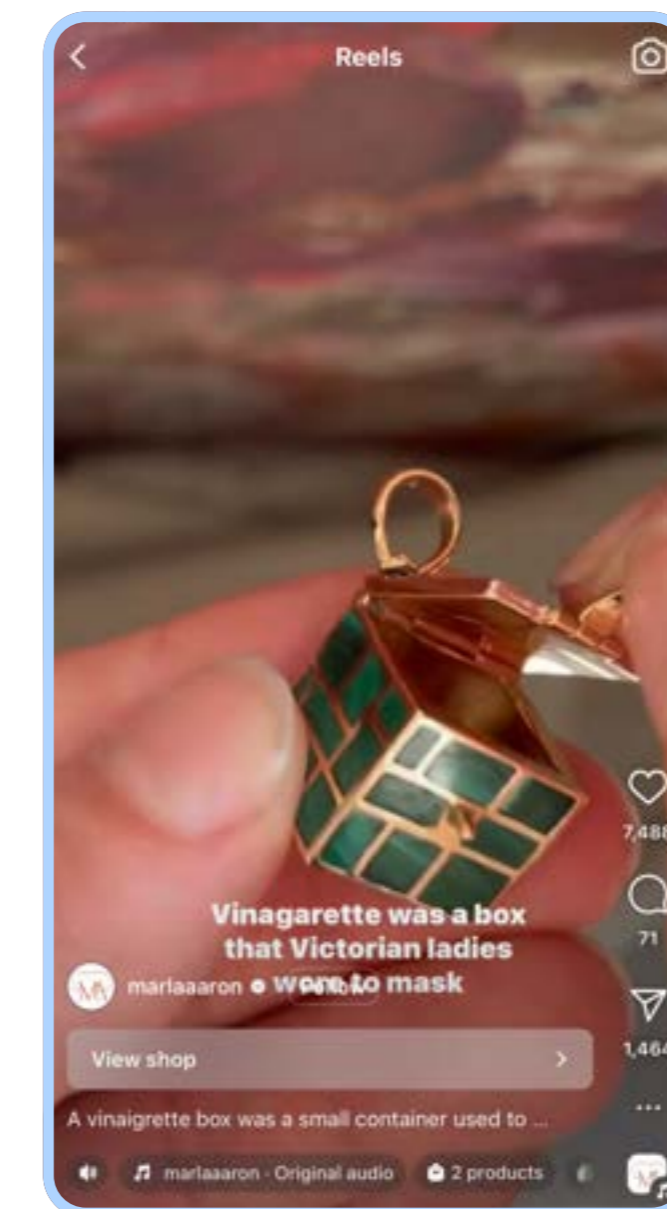
 Average Effectiveness Rate (Reels) | Industry Average: 22.0%  Average Effectiveness Rate (Static and Carousel) | Industry Average: 3.6%  Dash Social User

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

Deep Dive Into Top Performing Fashion and Luxury Brand

MARIA AARON

Marla Aaron pairs its unique jewelry with storytelling elements, inspiring viewers to engage in the comments. Its strategic pairing of aesthetics and the sentimental aspects of jewelry drives its high Effectiveness Rate.



Marla Aaron outperforms the average Effectiveness Rate for Fashion and Luxury brands by **+379%**.



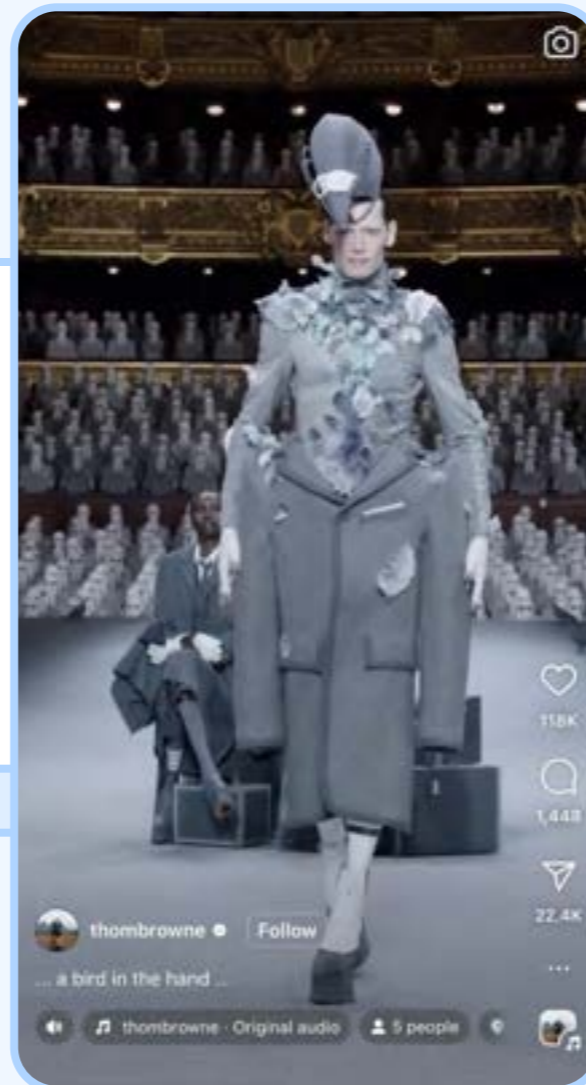
Winning Formulas for Creating Entertaining Reels Content



Thom Browne achieves the highest Entertainment Score in the industry with its distinctive fashion, turning its feed into a gallery of avant-garde photography and creativity.

Entertainment Score: 9.9/10

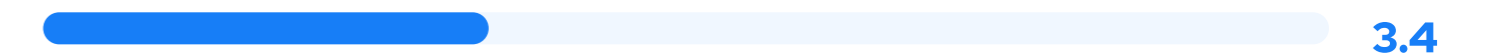
Compared to the Fashion and Luxury industry average of 3.4, and Thom Browne's own average of 8.4.
















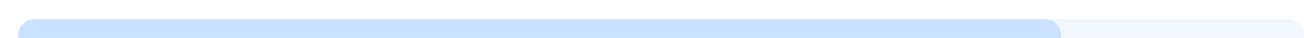



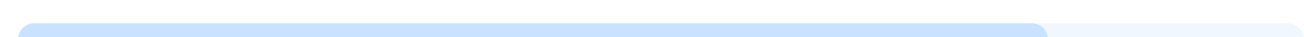


Top Fashion and Luxury Industry Performers by Entertainment Score (Reels)

 Average Video Views

Overall Average



 94.7K

| | | |
|--|---|-----|
|  Thom Browne |  | 8.4 |
|   340.7K | | |
|  JACOB & CO. |  | 8.3 |
|   483.7K | | |
|  Tiffany & Co. |  | 8.2 |
|   617.1K | | |
|  Harry Winston |  | 8.1 |
|   135.4K | | |
|  Graff |  | 8.0 |
|   185.7K | | |

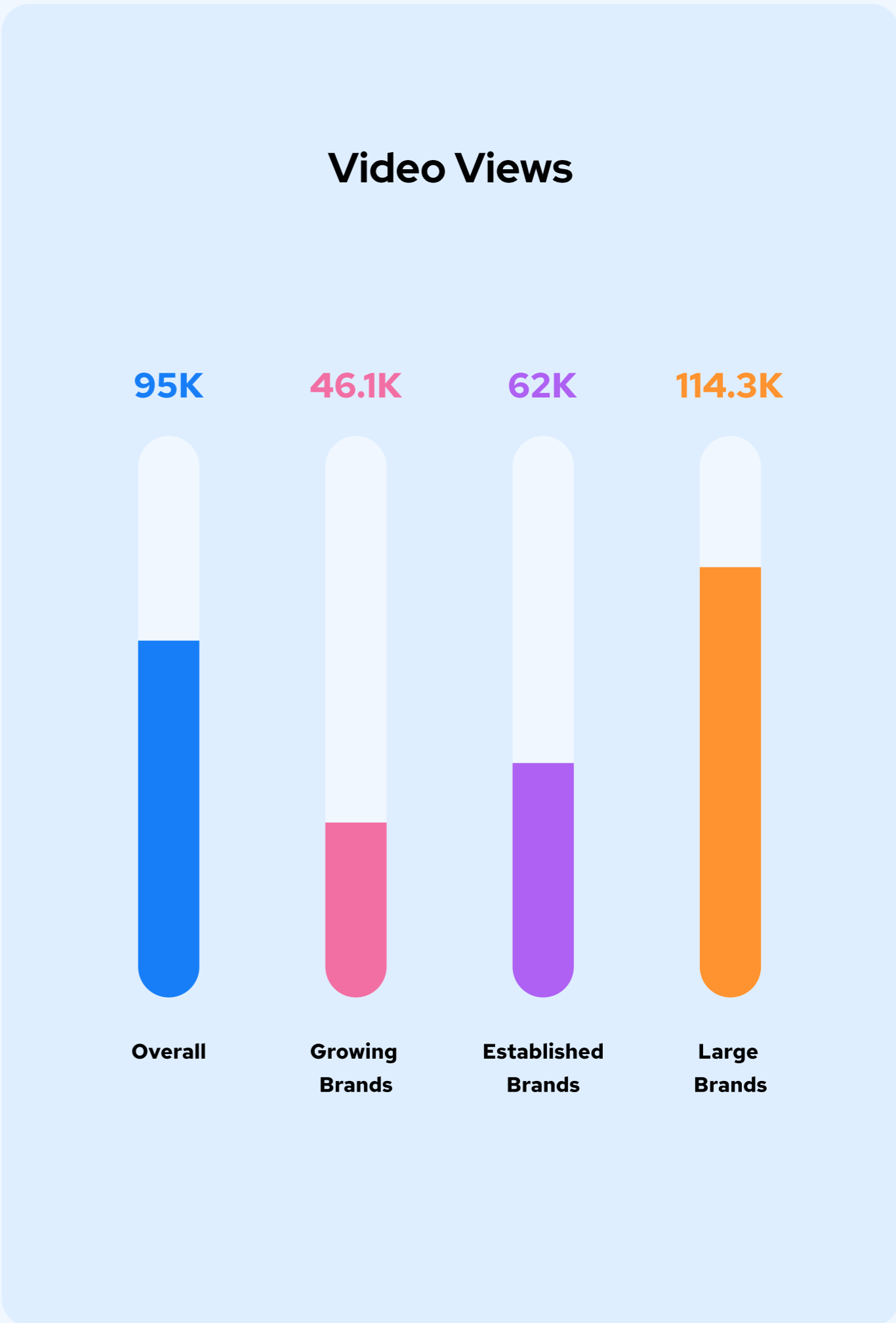
YouTube



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 <small>(0 – 20K Followers)</small> | 5.4K | 3 | 1.8% | 96 | 6 | 83% |
| Established Brands <small>(20K – 150K Followers)</small> | 67.5K | 4 | 0.6% | 318 | 21 | 79% |
| Large Brands <small>(150K+ Followers)</small> | 2.5M | 15 | 0.8% | 2.6K | 143 | 64% |

*Customer data only



Across All Industries

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

*Customer data only

** Limited data available

Fashion and Luxury Brands

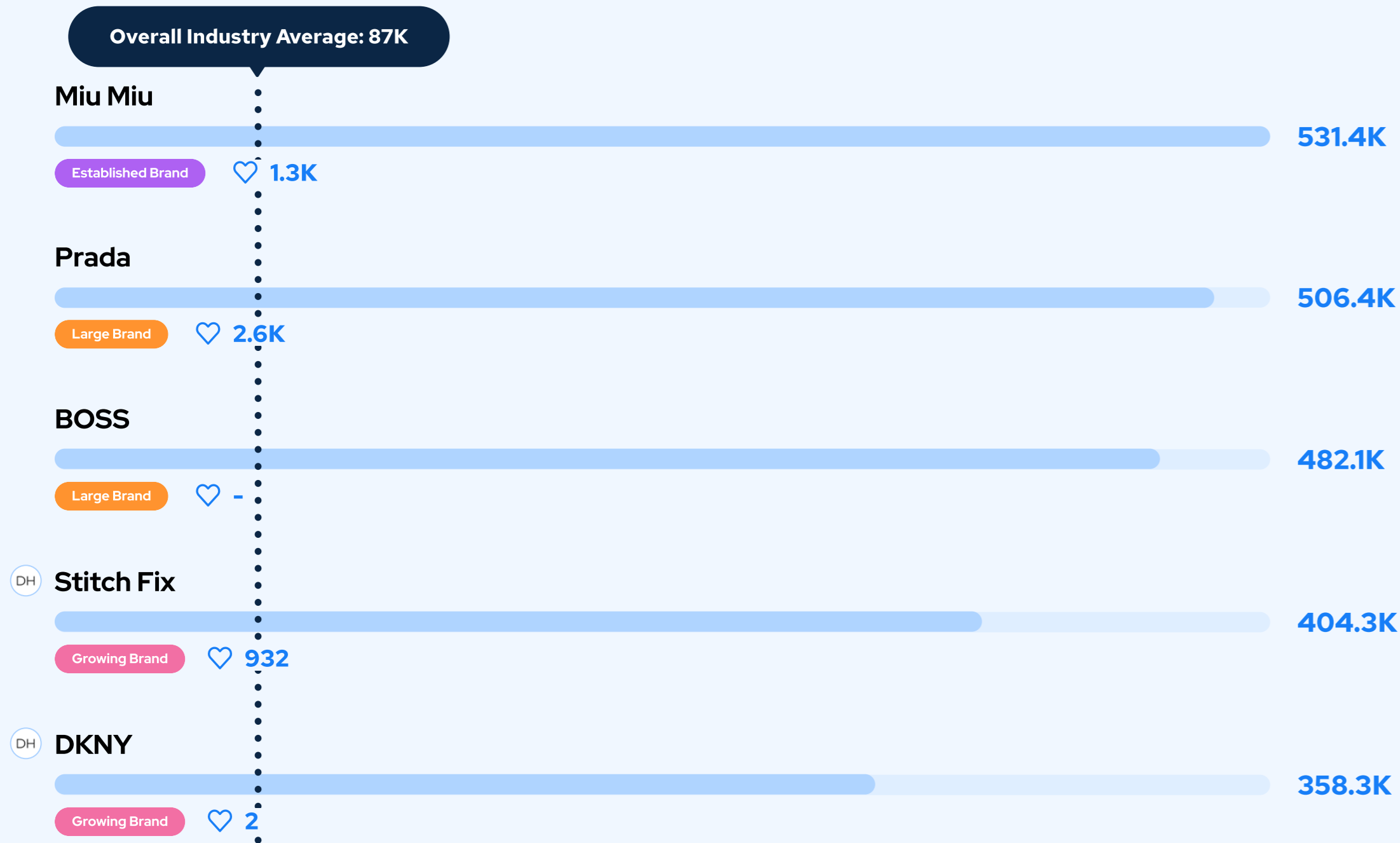
Industry-Wide

| | Subscriber Count | Weekly Videos | Monthly Follower Growth Rate | Likes* | Shares* |
|---|------------------|---------------|------------------------------|-------------|-----------|
| Fashion and Luxury Overall | 160.3K | 4 | 1.4% | 425 | 14 |
| Growing Brands (0 - 20K Followers) | 5.7K | 3 | 1.6% | 99 | 5 |
| Established Brands (20K - 150K Followers) | 68.2K | 4 | 0.6% | 157 | 16 |
| Large Brands (150K+ Followers) | 796.8K | 3 | 2.2% | 1.7K | 52 |

*Customer data only



Top Fashion and Luxury Industry Performers by Overall Video Views



 Average Likes | Industry Average: 425  Dash Social User  Growing Brand: 0 – 20K Followers  Established Brand: 20K – 150K Followers  Large Brand: 150K+ Followers

Deep Dive Into Top Performing Fashion and Luxury Brand

PRADA

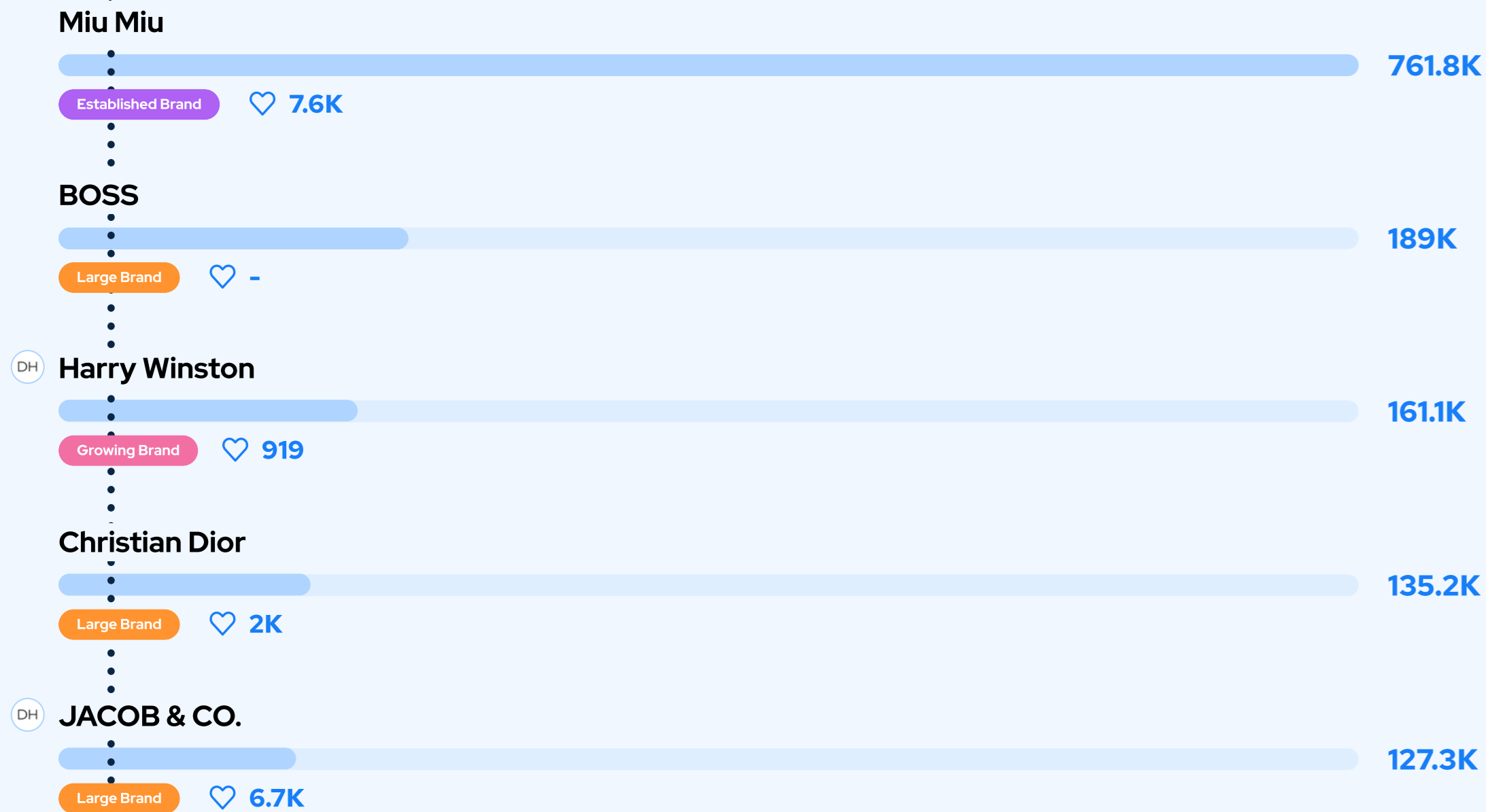
Prada uses YouTube for a variety of content, including high-fashion collections, event showcases, nature documentaries and sports. Taking advantage of YouTube's long-form storytelling, this video-first approach emphasizes the brand's craftsmanship and artistic vision.

Prada outperforms the average video views for Fashion and Luxury brands by +482%.



Top Fashion and Luxury Industry Performers by Shorts Video Views

Overall Industry Average: 25.3K



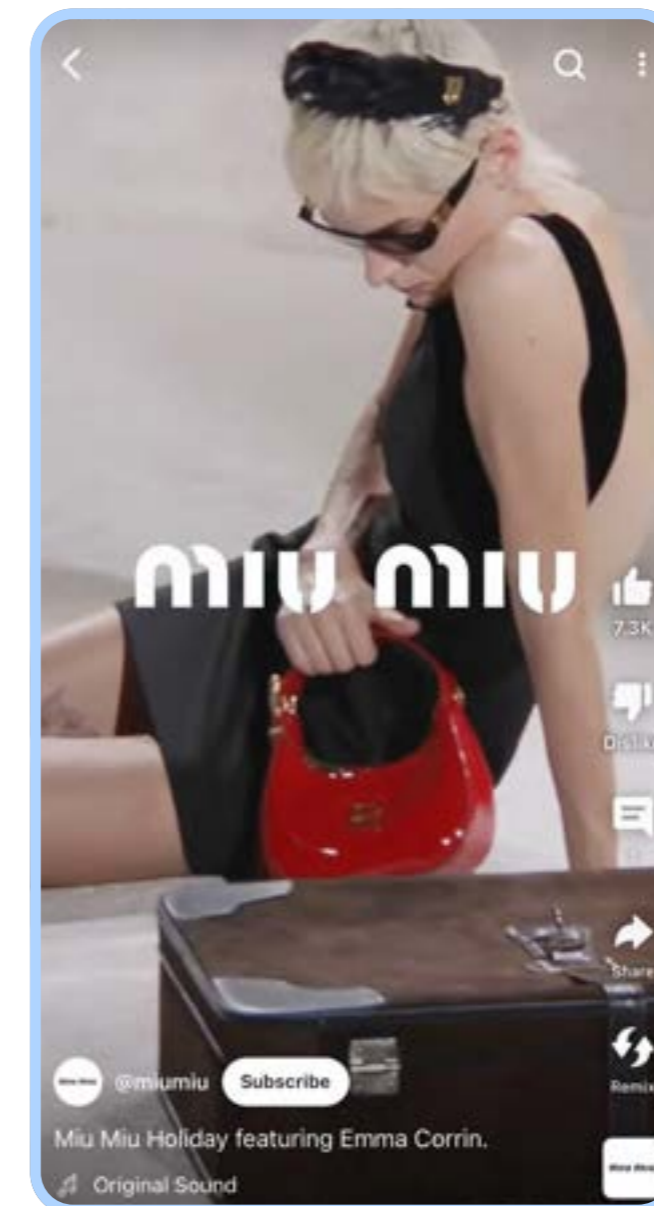
♥ Average Likes | Industry Average: 421
📺 Weekly Shorts | Industry Average: 4
DH Dash Social User

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

Deep Dive Into Top Performing Fashion and Luxury Brand

MIU MIU

Miu Miu uses YouTube Shorts to engage audiences with quick, stylish snippets that capture their attention. These videos feature highlights from collections and trendy accessories in the brand's unmistakable style.



Miu Miu outperforms the average Shorts video views for Fashion and Luxury brands by **+2,911%**.

What We Can Learn From Fashion and Luxury Brands' Strategies

Leverage the Power of Creators and Celebrities

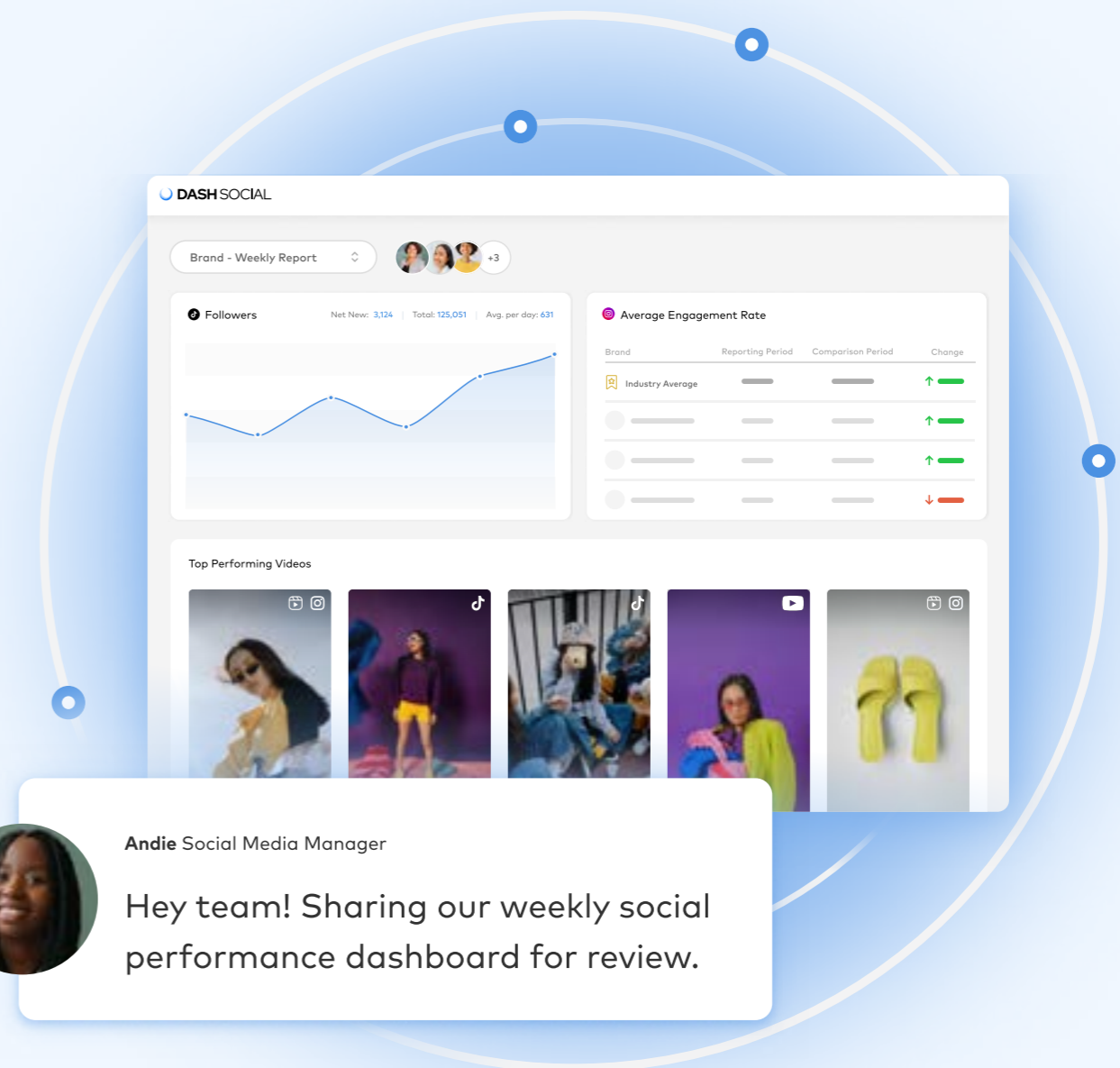
Social media users are far more likely to engage with content featuring trusted creators, particularly celebrities. UGC functions as both peer-to-peer entertainment and a testimonial, and it offers the opportunity for brands to expand their algorithmic reach when shared by creators.

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.



 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

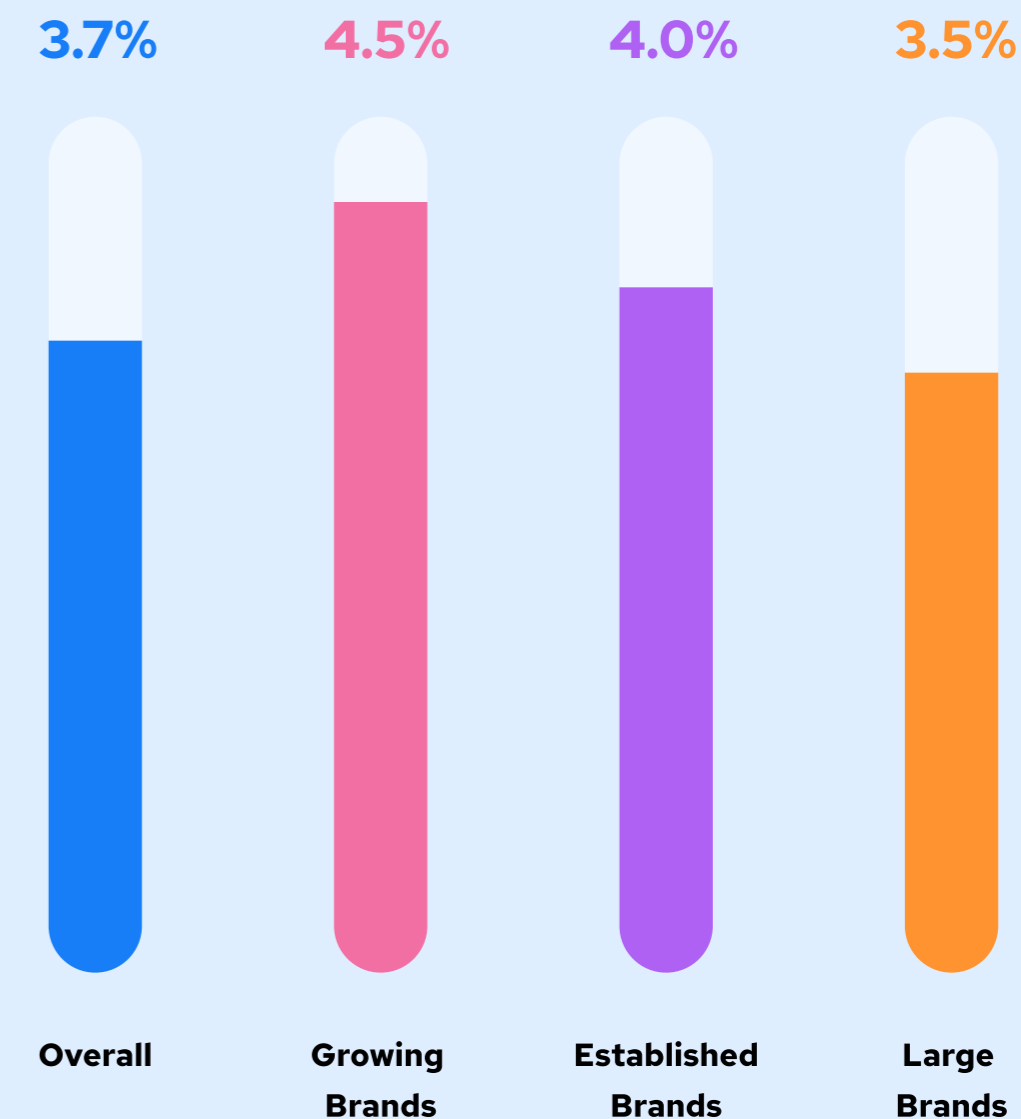


Across All Industries

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

Customer data only

Engagement Rate

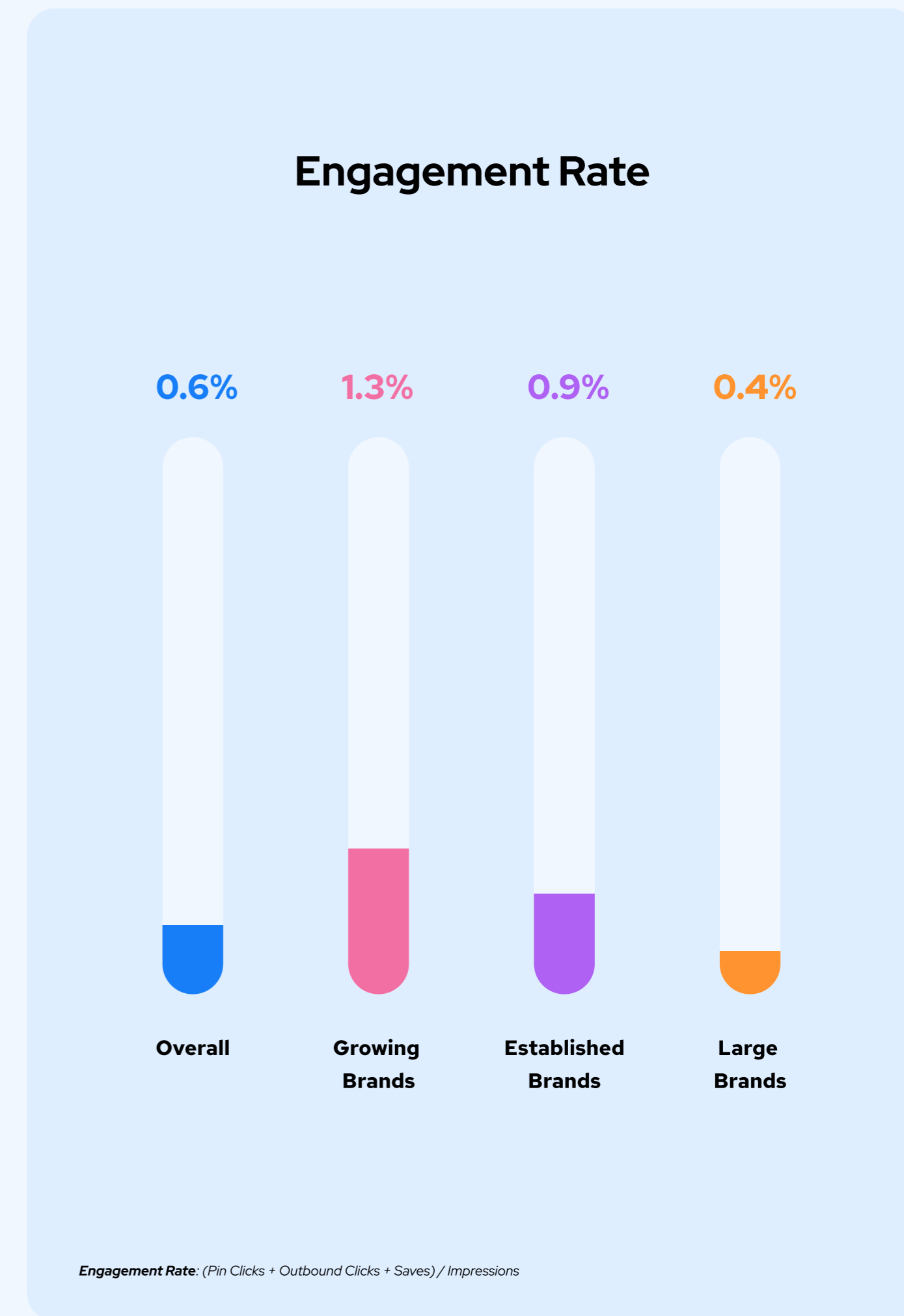


Engagement Rate: (Total Engagements) / Impressions

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



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

