DASH SOCIAL

2024 Cross-Channel Benchmark Report

Home 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 Home Industry

The Home industry is the sector for lifestyle products and decor for consumers looking for inspiration to transform their living space.

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.
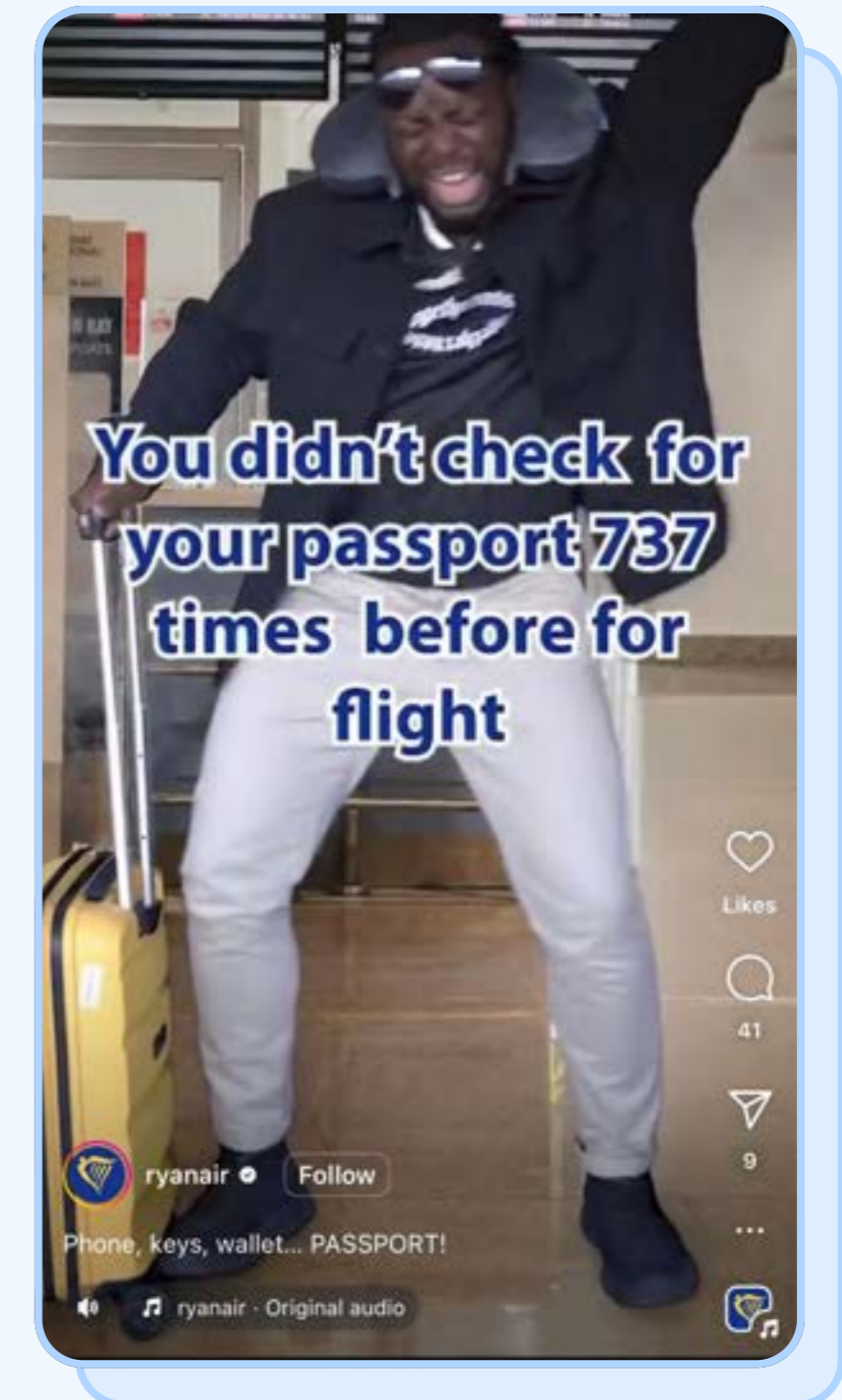
@ryanair

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.
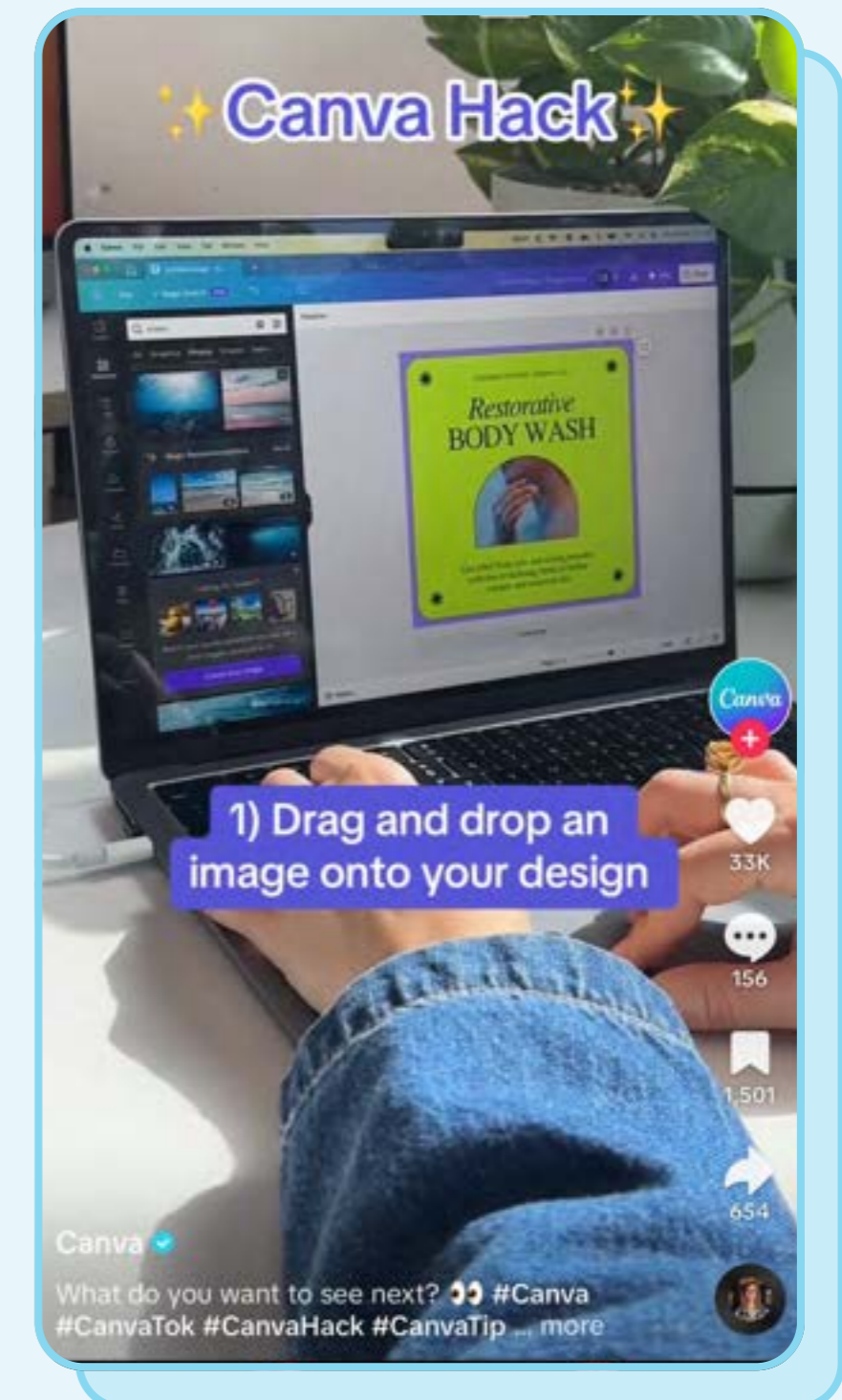
@canva

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

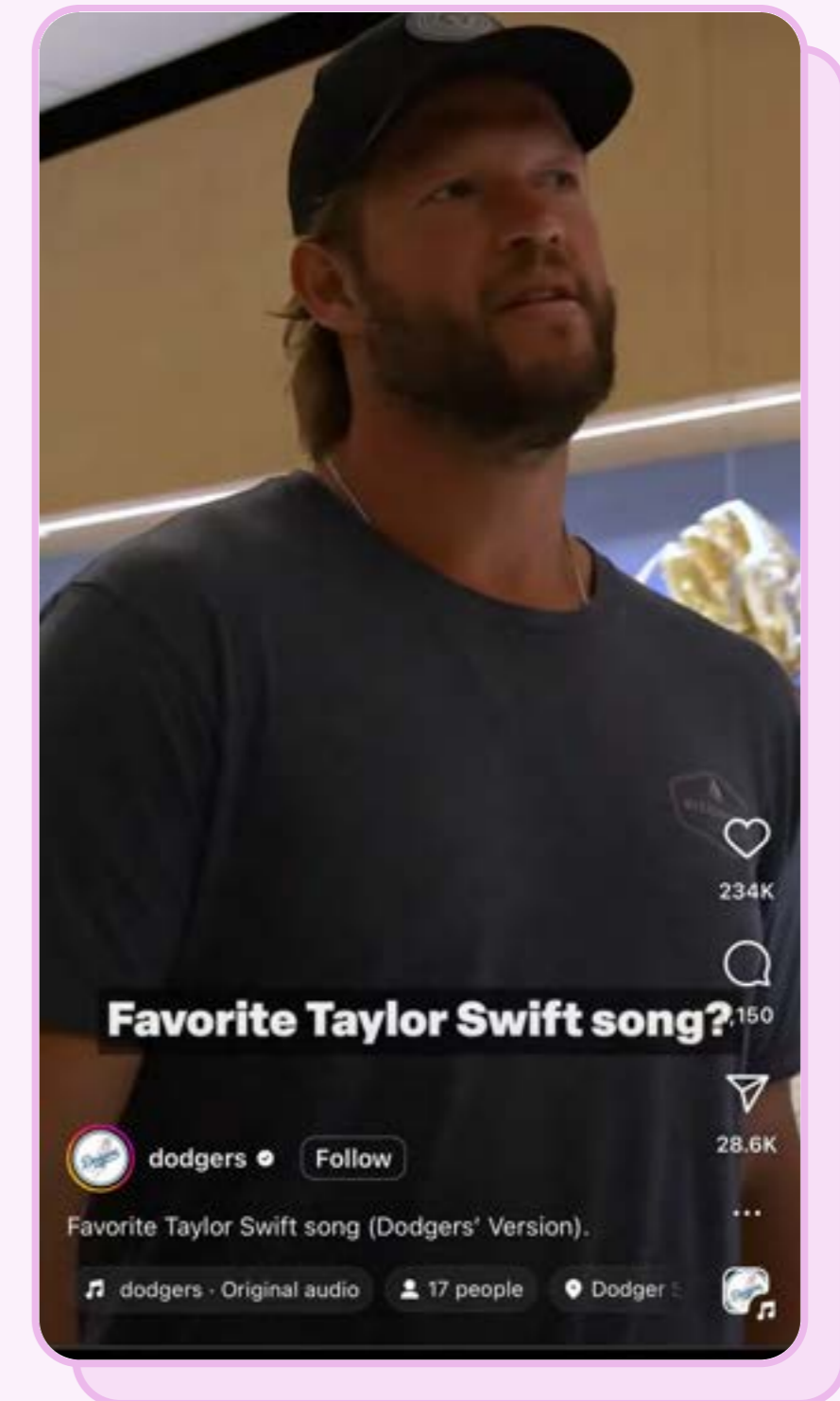## Effectiveness Rate Highlights Brands' Opportunity on Instagram

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.

234K

150

28.6K

dodgers Follow

Favorite Taylor Swift song (Dodgers' Version).

♫ dodgers · Original audio   👤 17 people   📍 Dodger

@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.
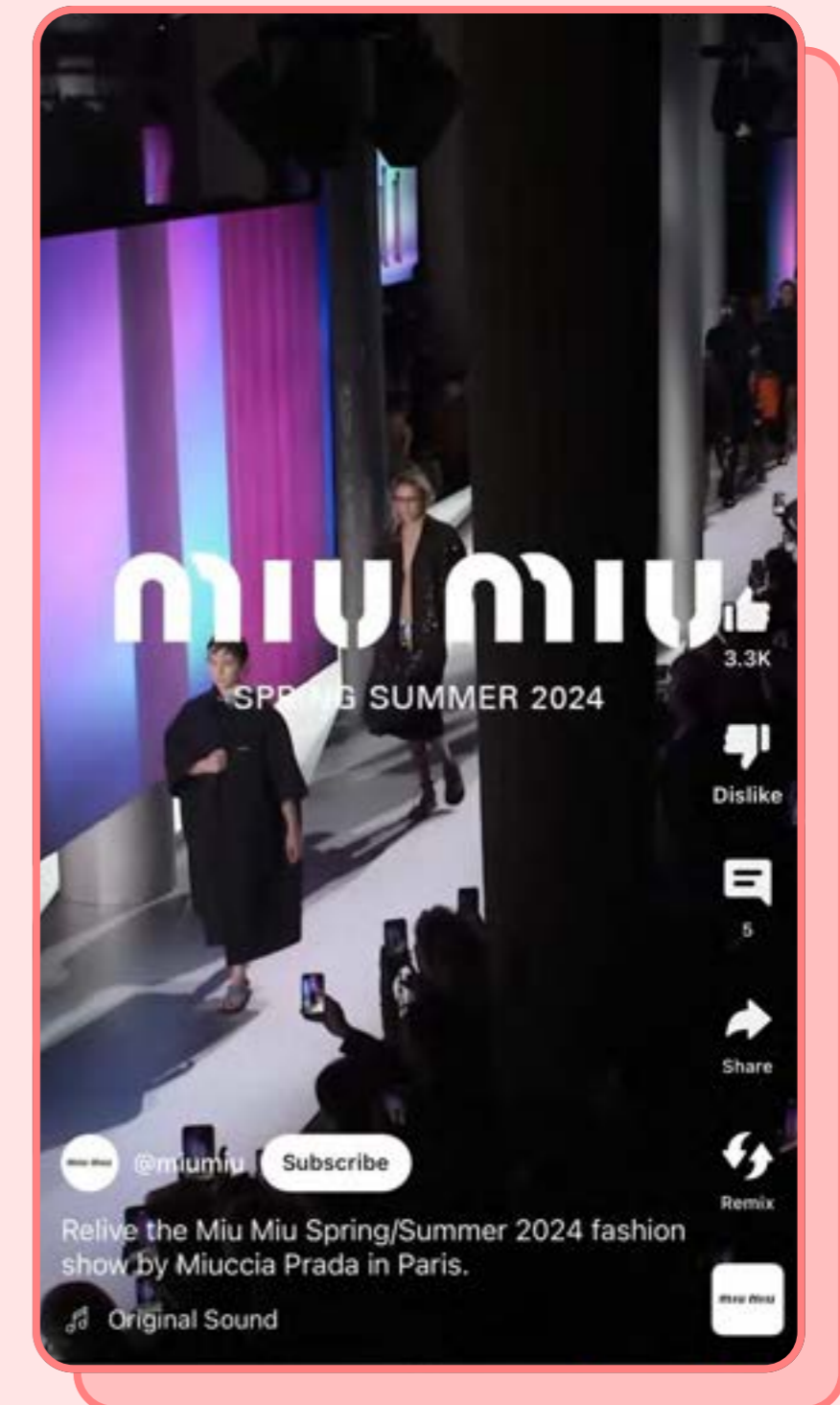
@miumiu

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

Home Brands' Opportunity Lies in Entertainment and Consistency

The Home industry has seen an increase in engagement rate on TikTok. Compared to six months prior, the Home industry reveals a notable rise in engagement rate. While engagement rate has improved, video views have seen a slight dip on TikTok and Instagram, and a more prominent drop on YouTube.

Engaged Audience Awaits More Content on TikTok

The Home industry has a smaller reach (56K) on TikTok, but based on engagement rate (4.1%), it successfully engages its audience, indicating a targeted and resonant content strategy. While the industry connects with its current viewers, optimizing content (Entertainment Score) and increasing video output from three weekly posts could unlock the potential to attract and engage a larger audience.

Content Achieves Views But Lacks Entertainment Value on Instagram

Posting on average two Reels a week and obtaining a 3.1 Entertainment Score suggests an opportunity for Home brands to improve their video strategy to resonate with their audience. With the third-highest video views (111.7K) on average, there is a clear appetite for this type of content. Increasing video production and understanding what your audience likes could significantly enhance engagement, reach, and overall growth.

High Retention Despite Smaller Follower Base; Shorts Present Untapped Potential

The Home industry has a smaller follower base on YouTube (88K), but still manages to generate a notable number of video views from On-Demand (128K) content. Short content remains an untapped opportunity for this industry, with limited video views (7K). With an average viewer retention rate of 73%, it is clear that content is retaining its audience.

Average Home Engagement Rate and Video Views

H1 2024

Engagement Rate

4.1%	0.2%
↑ 17%	No change

Video Views

84.4K	111.7K	70.8K
↓ 7%	↓ 3%	↓ 22%
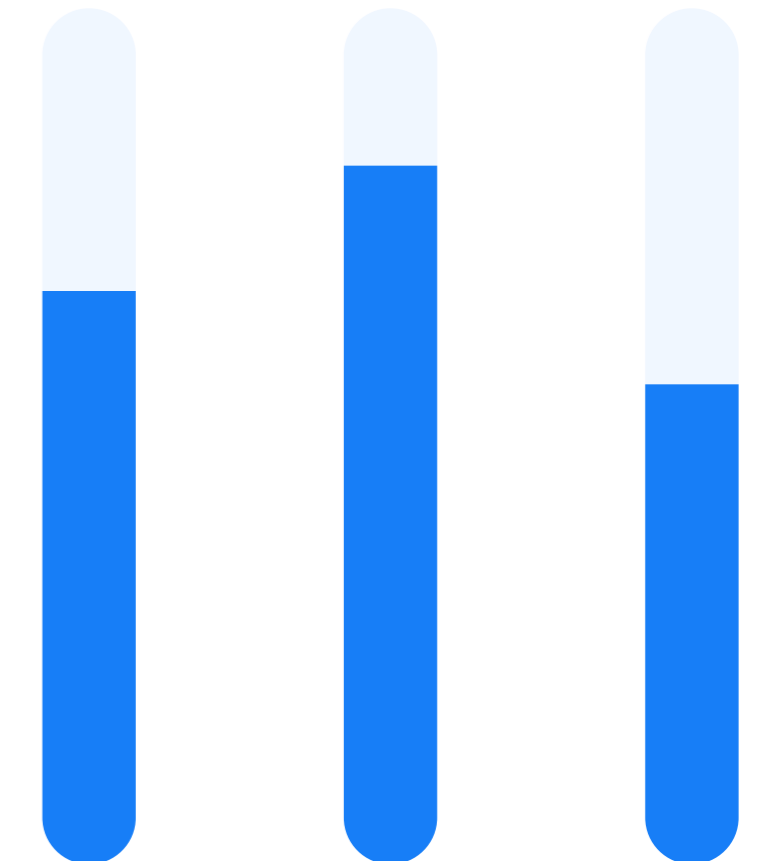
Percentage change compared to six prior

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
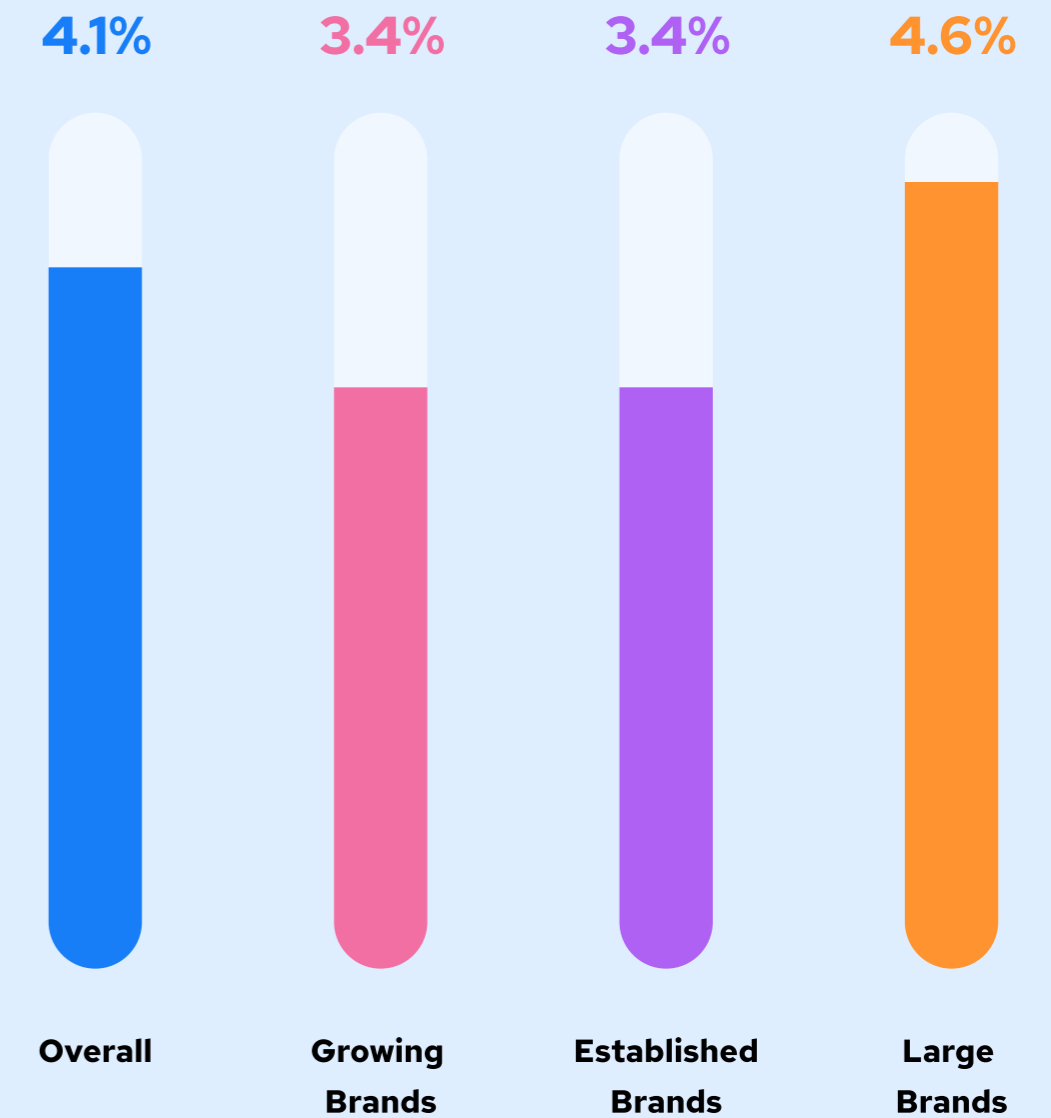
Engagement Rate

Overall	Growing Brands	Established Brands	Large Brands
4.1%	3.4%	3.4%	4.6%

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

DASH SOCIAL

Across All Industries

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

*Customer data only
** Limited data available
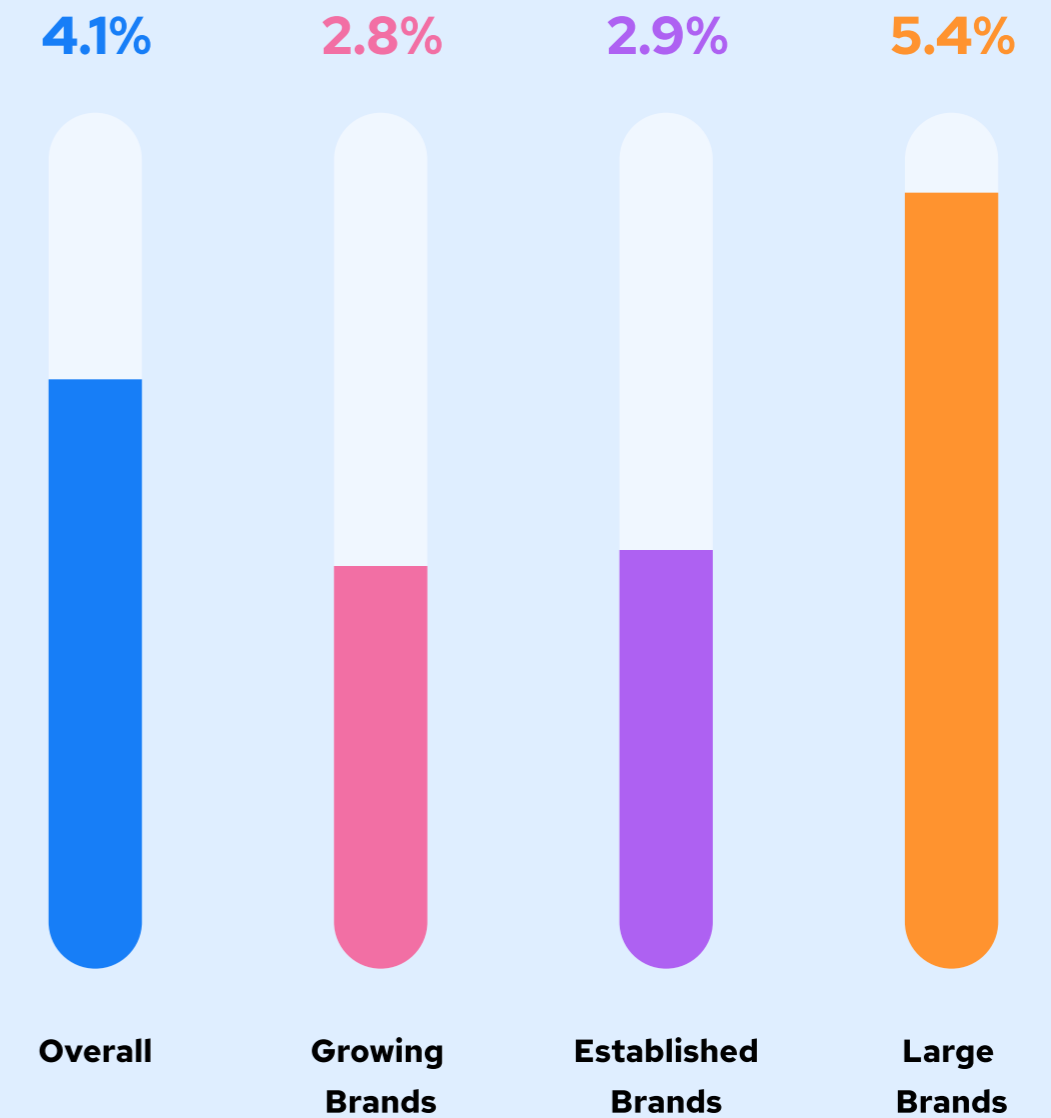
DASH SOCIAL

AVERAGE TikTok Performance

Home Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Home Overall	131.6K	3	5.9%	84.4K	85	56.3K	3.5
Growing Brands (0 – 11.5K Followers)	3.1K	2	8.0%	3.6K	13	2.1K	3.6
Established Brands (11.5K – 110K Followers)	56.9K	3	4.3%	81.4K	28	57.8K	3.2
Large Brands (110K+ Followers)	390.6K	4	2.8%	128.5K	156	91.4K	3.5

Customer data only

Engagement Rate

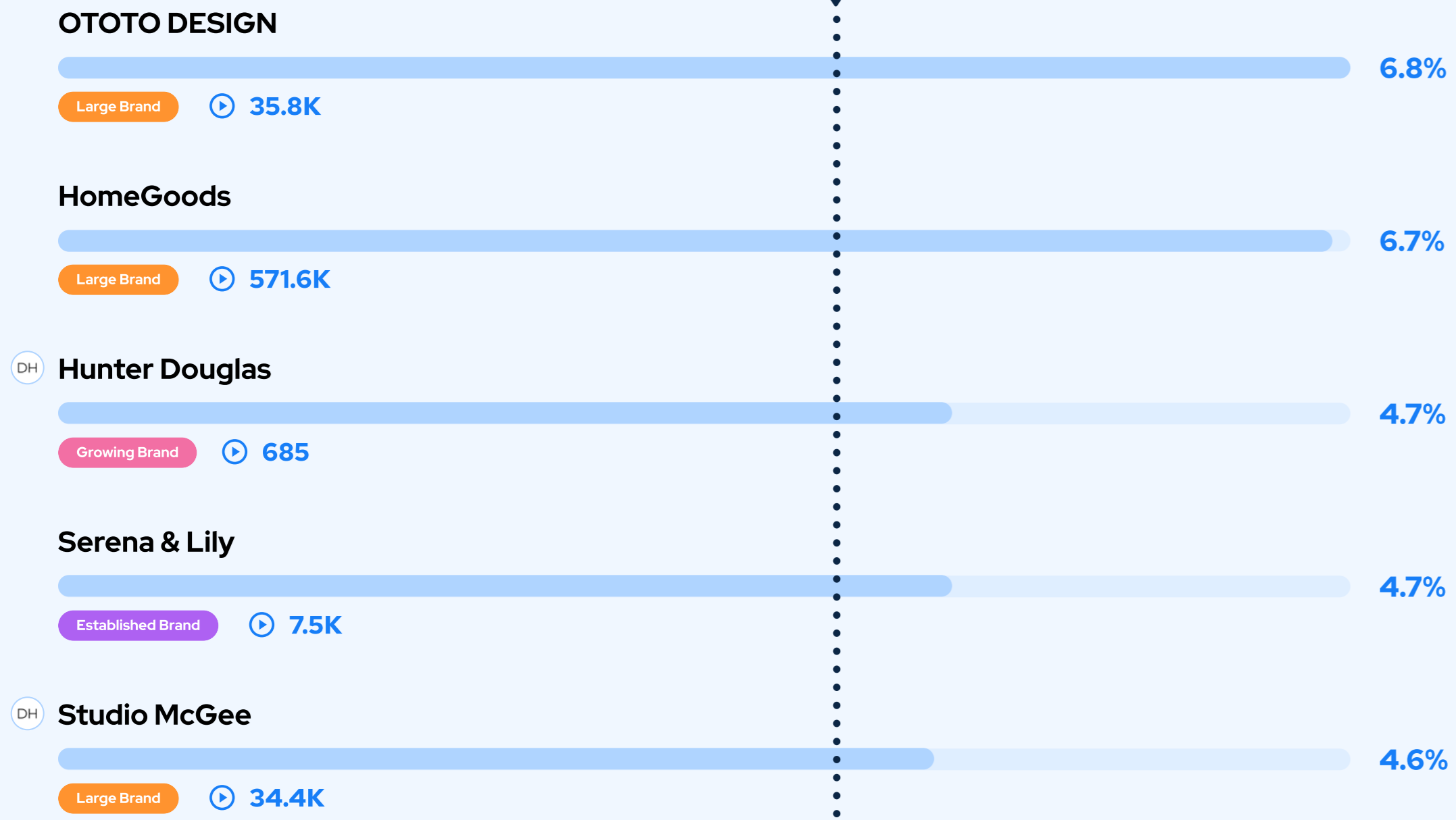| Overall	Growing Brands	Established Brands	Large Brands
4.1%	2.8%	2.9%	5.4%

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

Top Home Industry Performers by Engagement Rate

Overall Industry Average: 4.1%

OTOTO DESIGN

Large Brand ▶ 35.8K   **6.8%**

HomeGoods

Large Brand ▶ 571.6K   **6.7%**

Hunter Douglas (DH)

Growing Brand ▶ 685   **4.7%**

Serena & Lily

Established Brand ▶ 7.5K   **4.7%**

Studio McGee (DH)

Large Brand ▶ 34.4K   **4.6%**

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

DASH SOCIAL

Deep Dive Into Top Performing Home Brand

OTOTO

Ototo Design stands out on social with its unique and playful approach to everyday household items. Its products' visual appeal, which range from kitchen gadgets to home accessories, receive high engagement.

Ototo Design outperforms the average engagement rate for Home brands by +66%.

Winning Formulas for Creating Entertaining TikTok Content

Mecox Gardens' focus on its most unique and elegant home decor earns high Entertainment Score on TikTok. The brand's strategy of panning from one object to another or pairing them in slideshows almost guarantees prospective buyers engage.

Entertainment Score: 8.2/10

Compared to the Home industry average of 3.5, and Mecox Gardens' own average of 7.9.
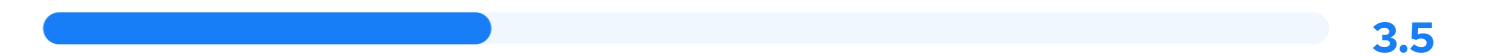
Retention Rate: 103%

Compared to the Home industry average of 29%, and Mecox Gardens' own average of 10%.

Top Home Industry Performers by Entertainment Score

🕐 Average Retention Rate

Overall Average

3.5

🕐 **29%**

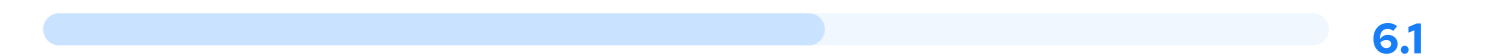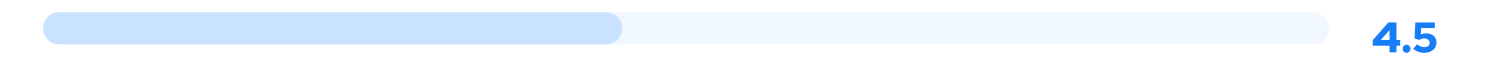**Mecox Gardens**

7.9
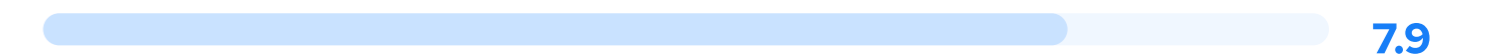
Growing Brand 🕐 **10%**

Lick

6.1

Large Brand 🕐 **39%**

Hunter Douglas

4.5

Growing Brand 🕐 **52%**

Bearaby

4.4
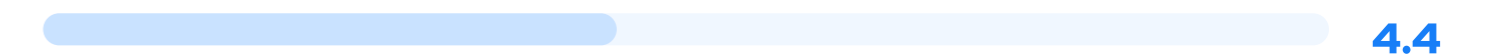
Growing Brand 🕐 **35%**

Jordan's Furniture

4.4
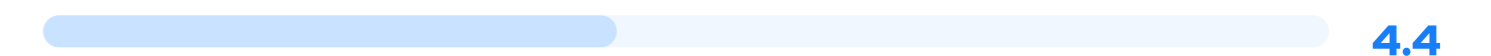
Growing Brand 🕐 **11%**

Instagram

AVERAGE instagram PERFORMANCE

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

DASH SOCIAL

Across All Industries

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

*Customer data only
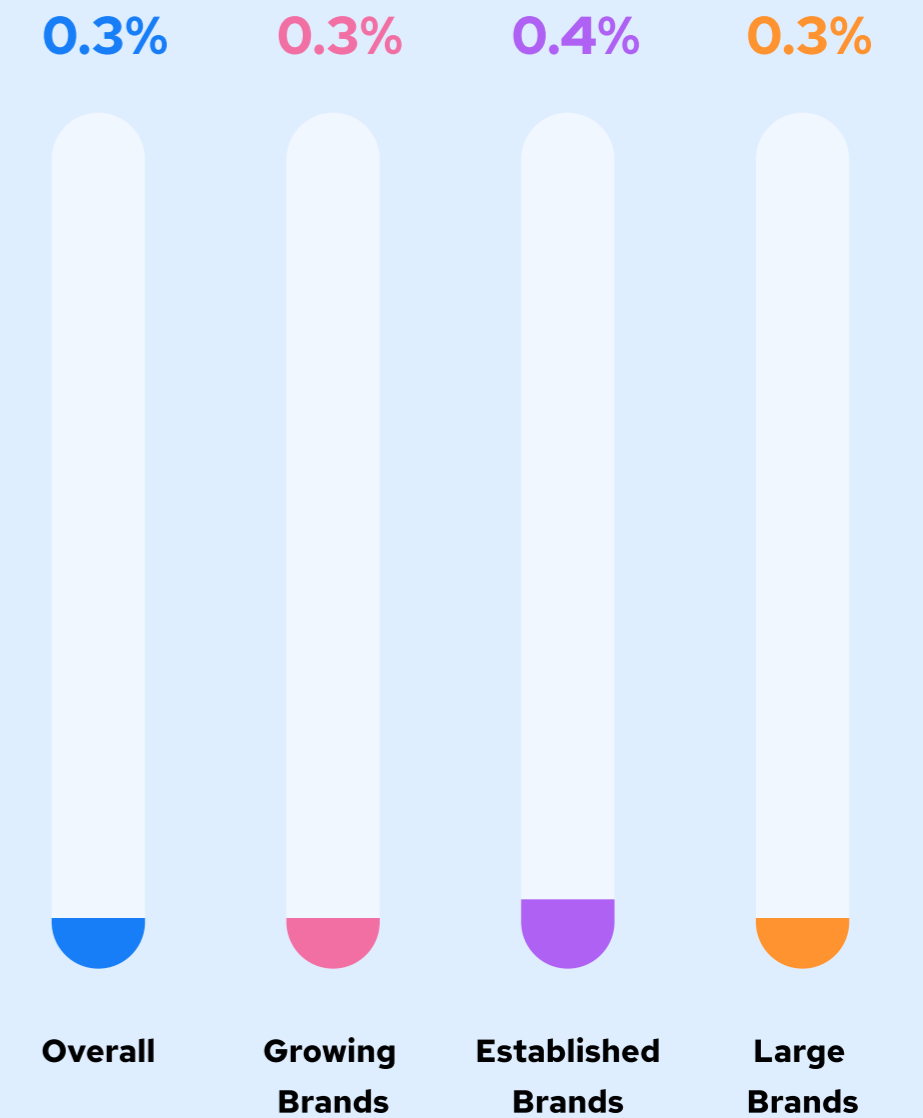** Limited data available

DASH SOCIAL

Home Brands Industry-Wide

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Shares*	Entertainment Score* (Reels)	Reach*	Effectiveness Rate*
Home Overall	966K	2	4	0.7%	262	3.1	74K	13.4%
Growing Brands (0 – 190K Followers)	99.1K	2	3	0.8%	16	3.1	3.8K	12.7%
Established Brands (190K – 1.1M Followers)	496.2K	2	4	0.6%	95	2.3	37.8K	12.8%
Large Brands (1.1M+ Followers)	2.6M	3	6	0.5%	687	4.5	200.7K	15.1%

Customer data only

Engagement Rate

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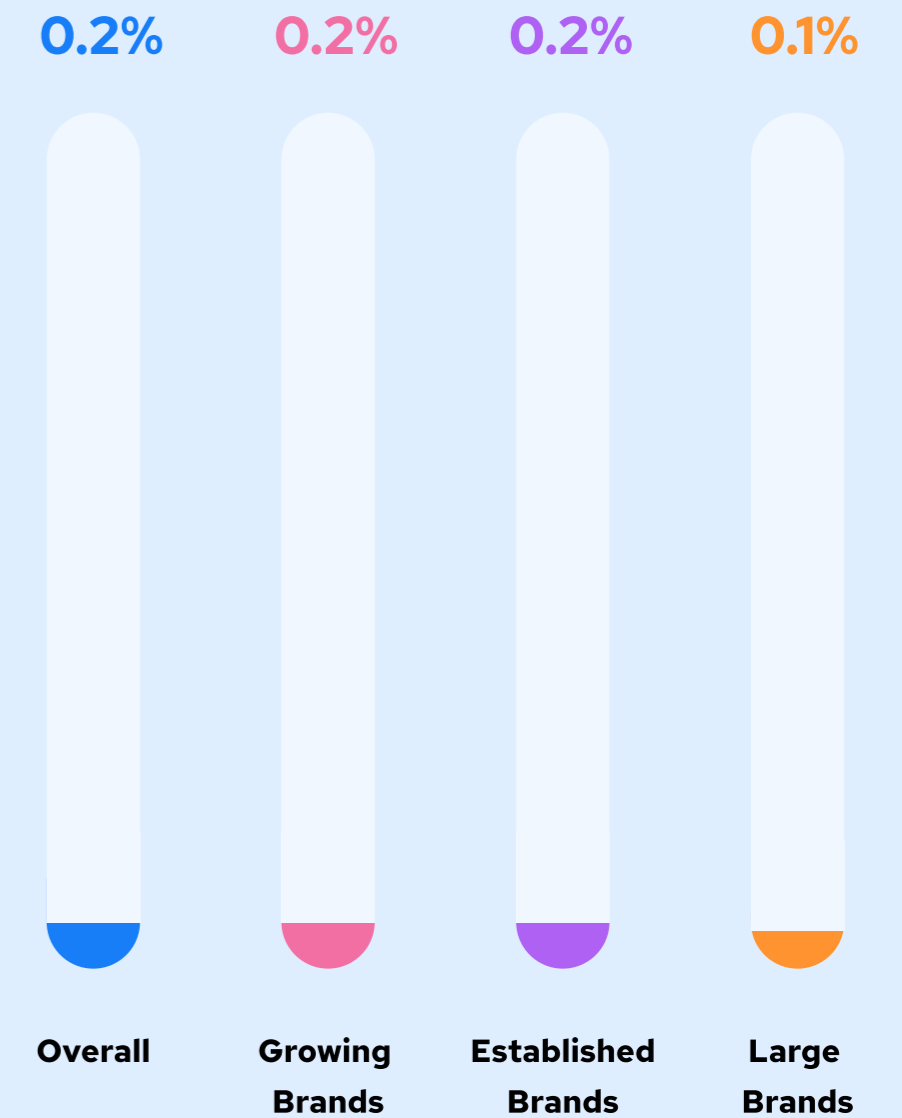
Engagement Rate: (Likes+ Comments) / Followers

Top Home Industry Performers by Engagement Rate

Overall Industry Average: 0.2%

Tekla Fabrics
1.2%

`Established Brand` 2.6%   1.0%

Nourison Home
1.0%

`Growing Brand` 1.0%   0.9%

Kathy Kuo Home
1.0%

`Established Brand` 1.0%   1.0%

Carl Hansen & Søn Japan
0.9%

`Growing Brand` 0.5%   0.9%

Matilda Goad
0.8%

`Established Brand` 1.1%   0.8%
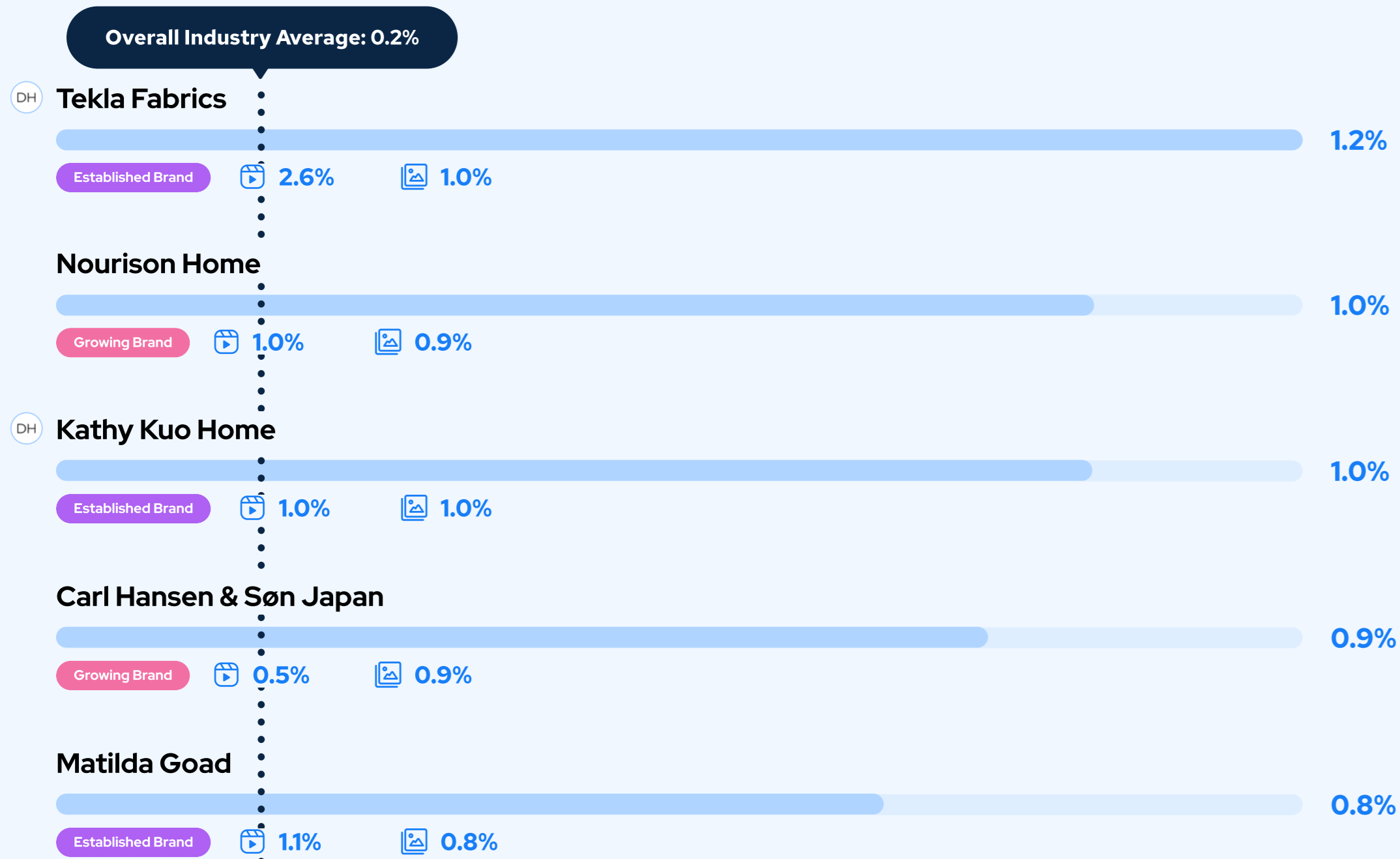
Average Engagement Rate (Reels) | *Industry Average: 0.2%*   Average Engagement Rate (Static and Carousel) | *Industry Average: 0.3%*   DH Dash Social User

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

DASH SOCIAL
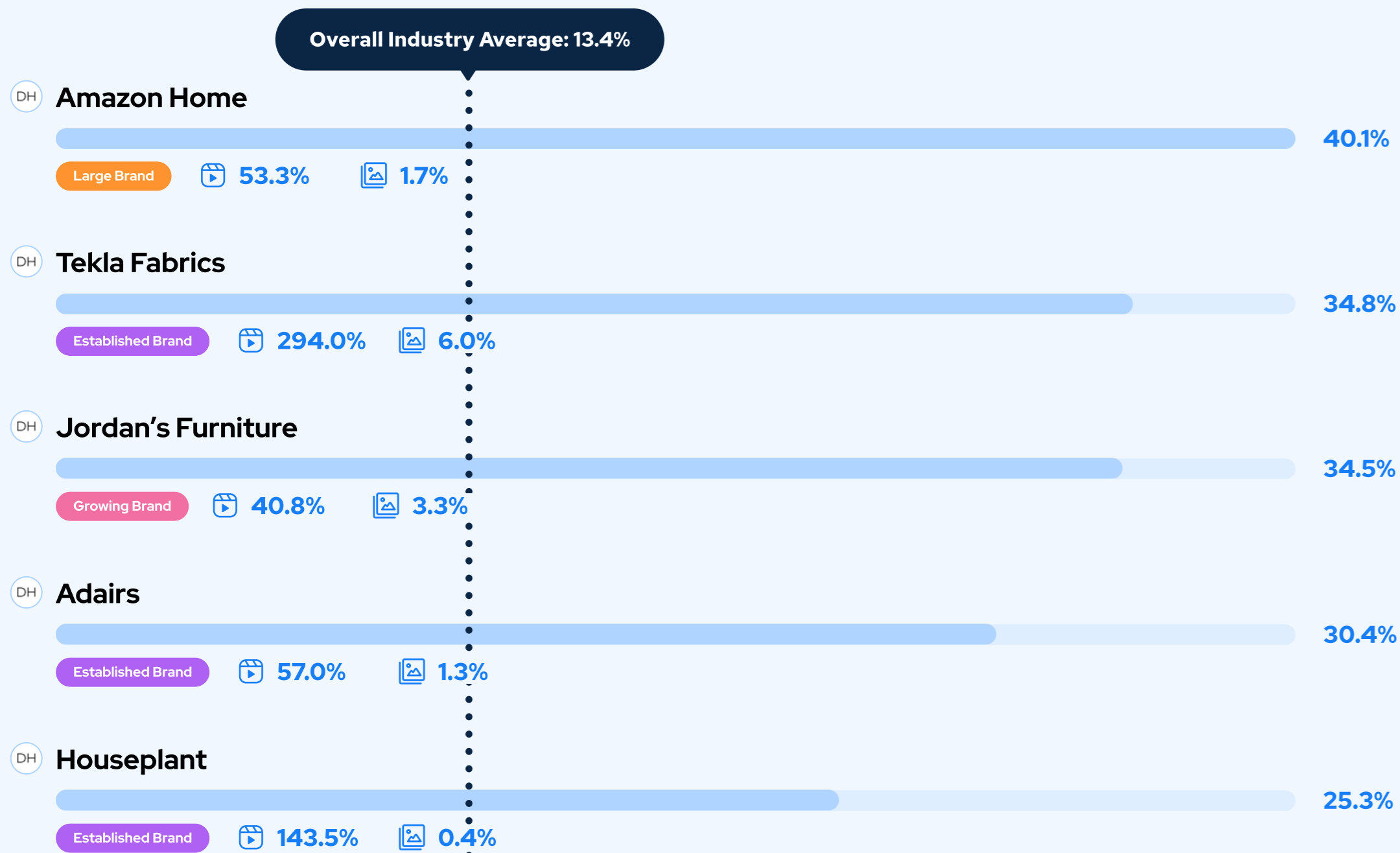

Deep Dive Into Top Performing Home Brand

TEKLA

Tekla Fabrics effectively uses Instagram to highlight its minimalist and sustainable home textiles and bedding. The strategy focuses on simple, yet high-quality imagery with an aura of comfort around its products. Thisresonates with Instagram's audiences who value aesthetics and environmental consciousness.

teklafabrics ✔

1/4

♡ ♀ ◁   🔖

8,537 likes

teklafabrics Stüssy / Tekla bedding in vibrant Lime energises spaces for morning routines with zest.

Tekla outperforms the average engagement rate for Home brands by +500%.

Top Home Industry Performers by Effectiveness Rate

Overall Industry Average: 13.4%

Amazon Home
Large Brand | 53.3% | 1.7% | **40.1%**

Tekla Fabrics
Established Brand | 294.0% | 6.0% | **34.8%**

Jordan's Furniture
Growing Brand | 40.8% | 3.3% | **34.5%**

Adairs
Established Brand | 57.0% | 1.3% | **30.4%**

Houseplant
Established Brand | 143.5% | 0.4% | **25.3%**

Average Effectiveness Rate (Reels) | *Industry Average: 29.8%*   Average Effectiveness Rate (Static and Carousel) | *Industry Average: 3.4%*   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 Home Brand

amazon

Amazon Home achieves a high effectiveness rate on Instagram by displaying its wide range of home products in the context of real living spaces. These hands-on looks at products in action appeal to Instagram users who are looking for inspiration and an easy shopping experience.
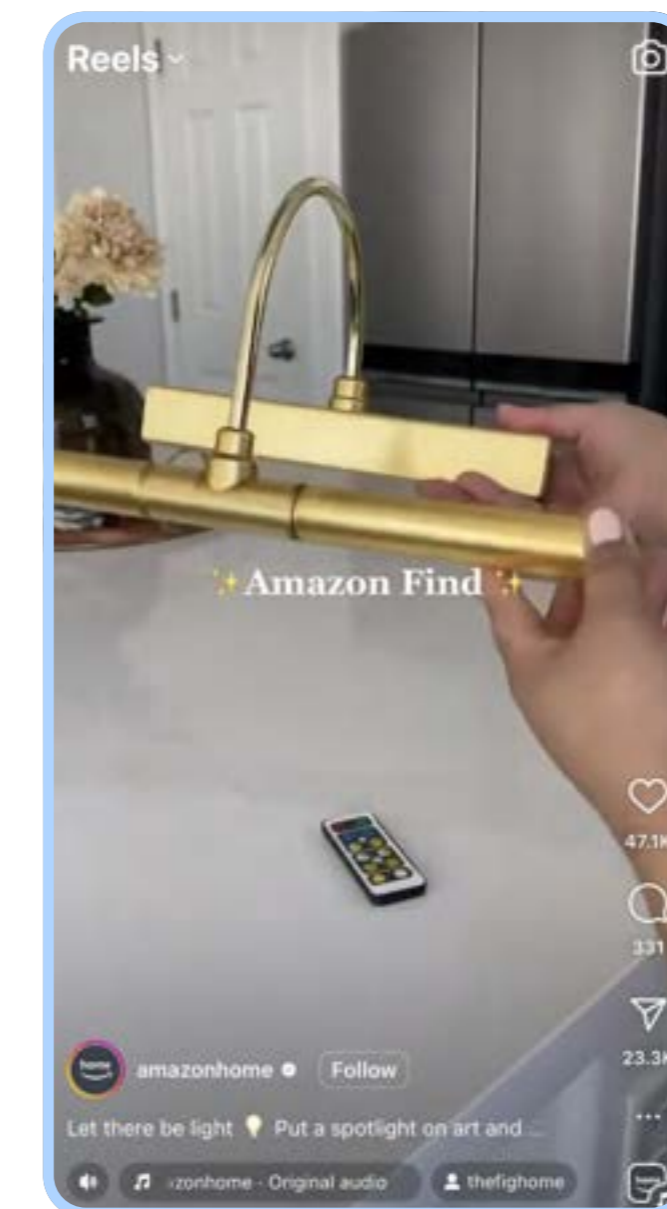
Amazon Home outperforms the average Effectiveness Rate for Home brands by +199%.

Winning Formulas for Creating Entertaining Reels Content

HOUSEPLANT.

Houseplant, founded by Seth Rogen, excels in entertainment on Instagram by combining its unique smoking goods and vases with the celebrity's distinctive personality. Its content is the perfect balance of style and humor, a perfect pairing for the channel.
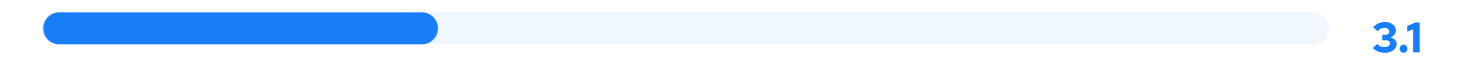
Entertainment Score: 9/10

Compared to the Home industry average of 3.1, and Houseplant's own average of 6.7.
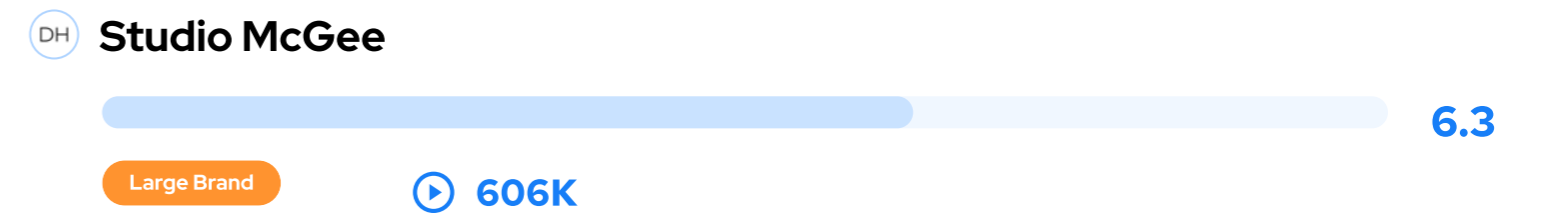
Top Home Industry Performers by Entertainment Score (Reels)

▶ Average Video Views

Overall Average
3.1
▶ 111.7K

Tekla Fabrics
7.0
`Established Brand` ▶ 205.4K

Houseplant
6.7
`Established Brand` ▶ 286.8K

Studio McGee
6.3
`Large Brand` ▶ 606K

Amazon Home
6.1
`Large Brand` ▶ 574.7K

Kirsch
5.9
`Large Brand` ▶ 1.1K

YouTube

AVERAGE youtube Performance
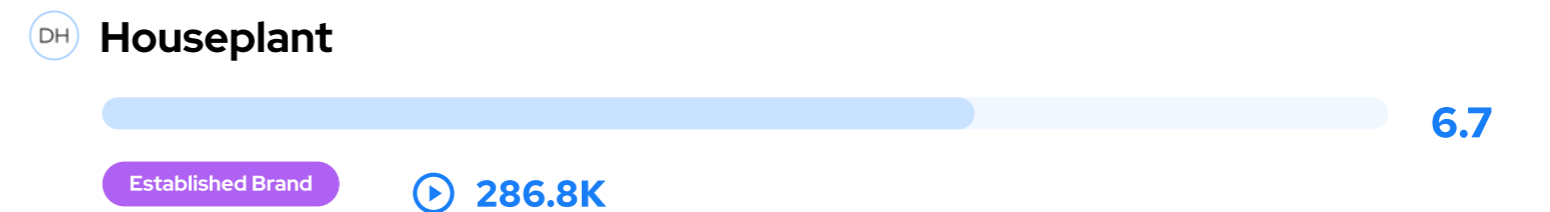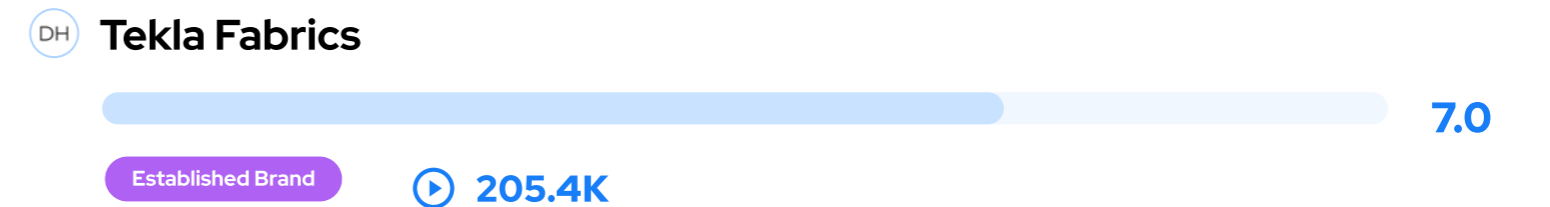
Across All Industries

	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
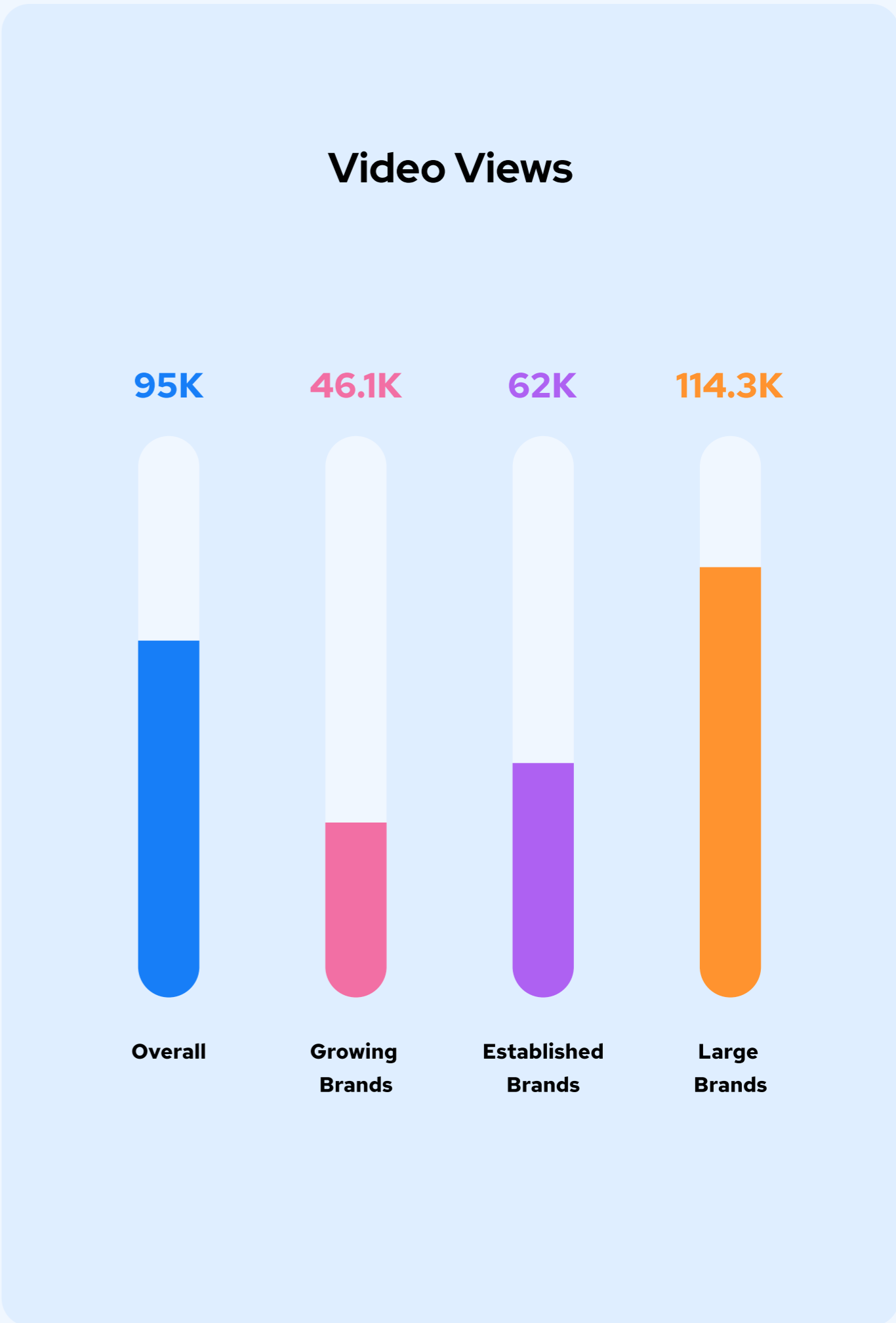
Video Views

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

DASH SOCIAL

Across All Industries

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

*Customer data only
** Limited data available

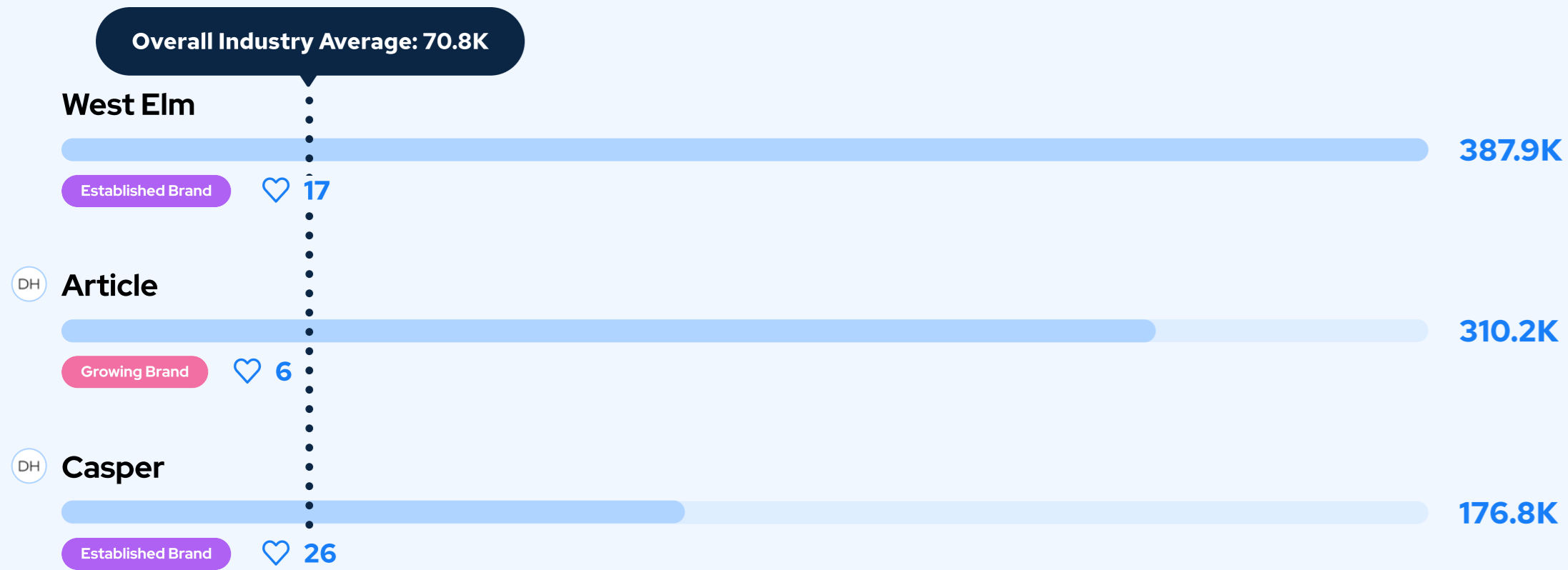DASH SOCIAL

▶ **AVERAGE youtube Performance**

Home Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes*	Shares*
Home Overall	87.7K	3	1.7%	159	38
Growing Brands (0 – 20K Followers)	4.4K	2	2.7%	30	11
Established Brands (20K – 150K Followers)	70.2K	2	0.5%	108	19
Large Brands (150K+ Followers)	672K	5	0.2%	341	75

Customer data only

Video Views

	70.8K	90.3K	49.9K	52.4K
	Overall	Growing Brands	Established Brands	Large Brands
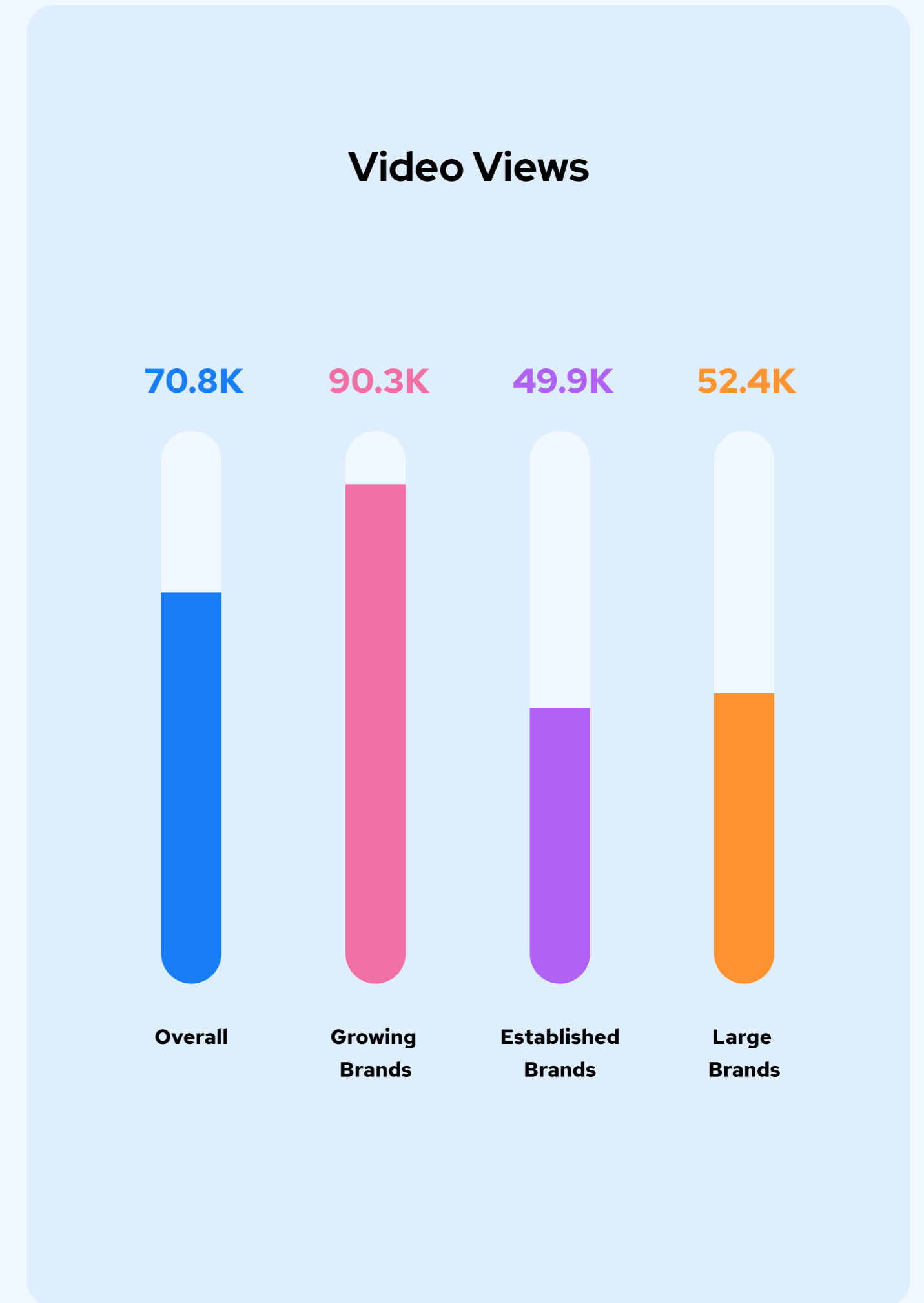
Top Home Industry Performers by Overall Video Views

Overall Industry Average: 70.8K

West Elm

387.9K

`Established Brand` ♡ 17

Article
`DH`

310.2K

`Growing Brand` ♡ 6

Casper
`DH`

176.8K

`Established Brand` ♡ 26

♡ Average Likes | *Industry Average: 159*   `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 Home Brand

west elm

West Elm innovates with its informative commercials, which act as how to tutorials. Everything from how to decorate guest rooms to how to fold napkins, this educational approach appeals to viewers interested in upping their home aesthetics game.

West Elm outperforms the average video views for Home brands by +144%.

Top Home Industry Performers by Shorts Video Views

Overall Industry Average: 6.9K

Bed Threads
46K
Growing Brand ♡ 969

Lamps Plus
35.5K
Growing Brand ♡ 1

West Elm
11.9K
Established Brand ♡ 11

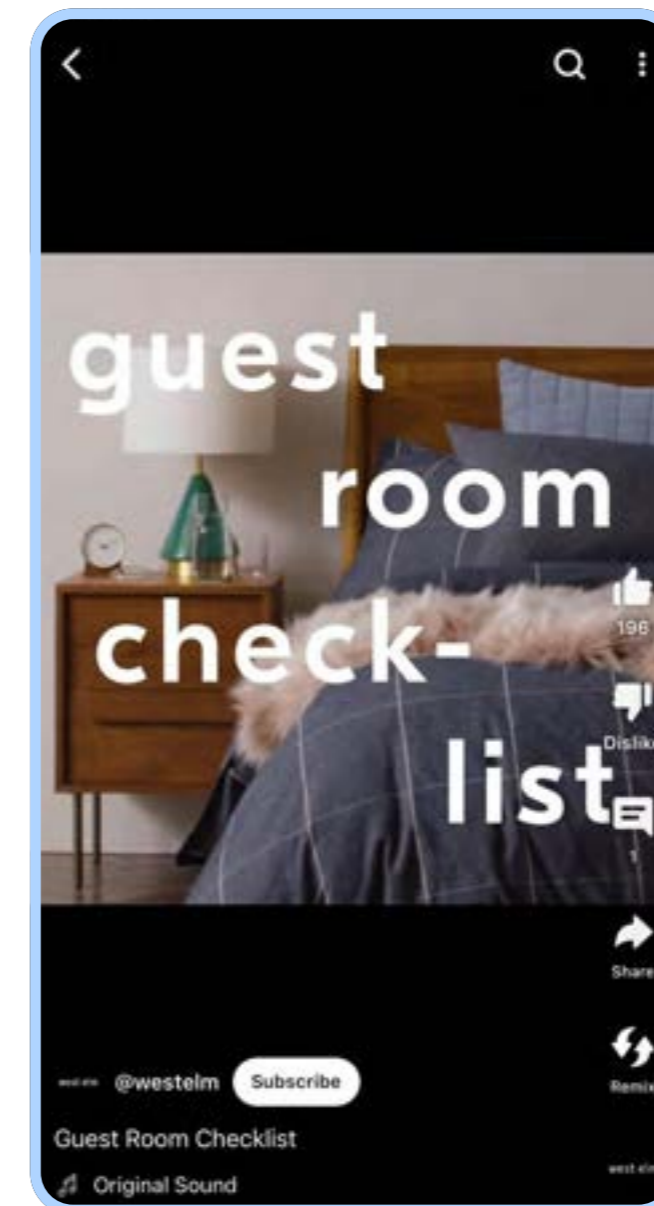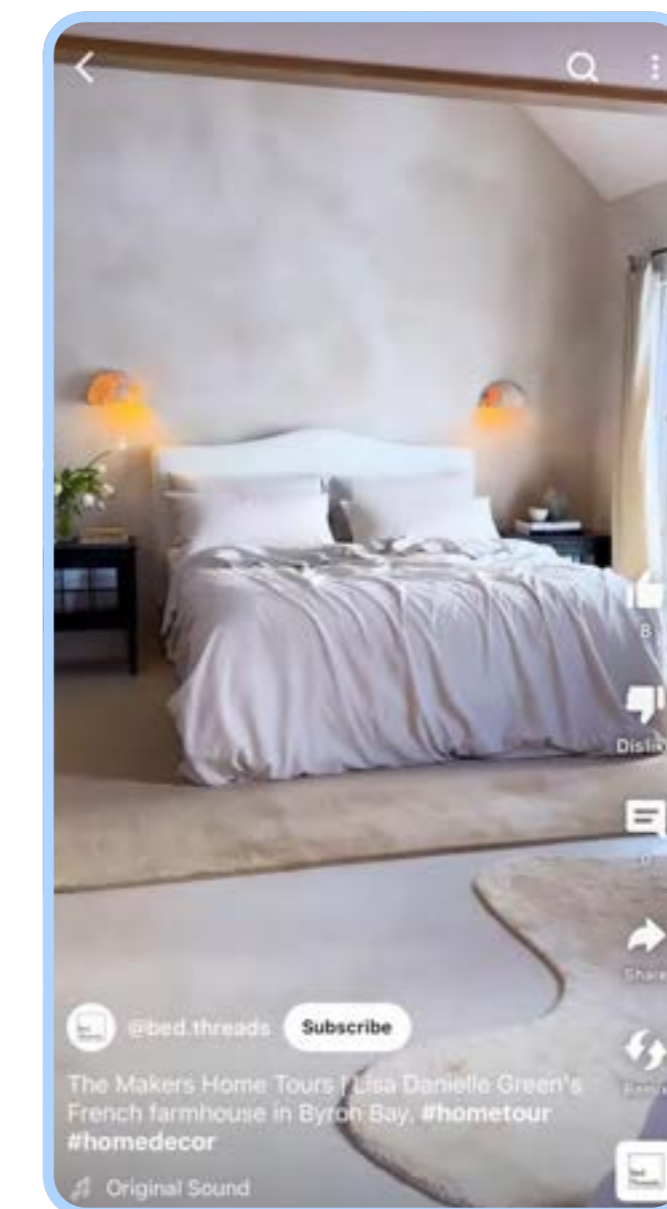♡ Average Likes | *Industry Average: 211*   ▷ Weekly Shorts | *Industry Average: 3*   DH Dash Social User

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

DASH SOCIAL

Deep Dive Into Top Performing Home Brand

Bed Threads.

Bed Threads brilliantly uses the short-form video format, paired with trendy songs, to give audiences real home and bedroom tours — seeing its products in action. This authentic content strategy resonates better with viewers than studio footage.

Bed Threads outperforms the average Shorts video views for Home brands by +567%.

@bed.threads Subscribe

The Makers Home Tours | Lisa Danielle Green's French farmhouse in Byron Bay. #hometour #homedecor

♪ Original Sound

What We Can Learn From Home 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.
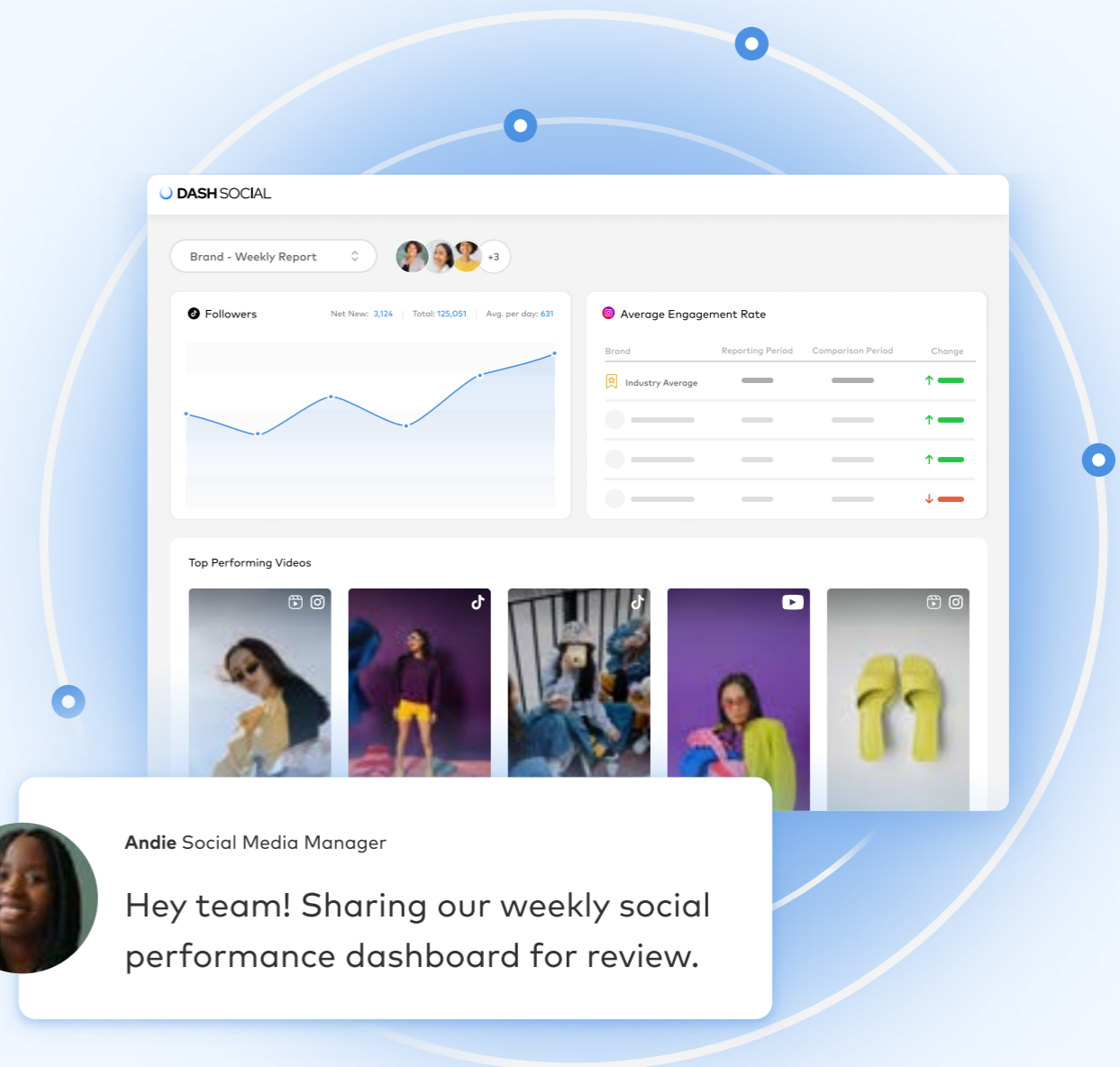
Andie Social Media Manager

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.
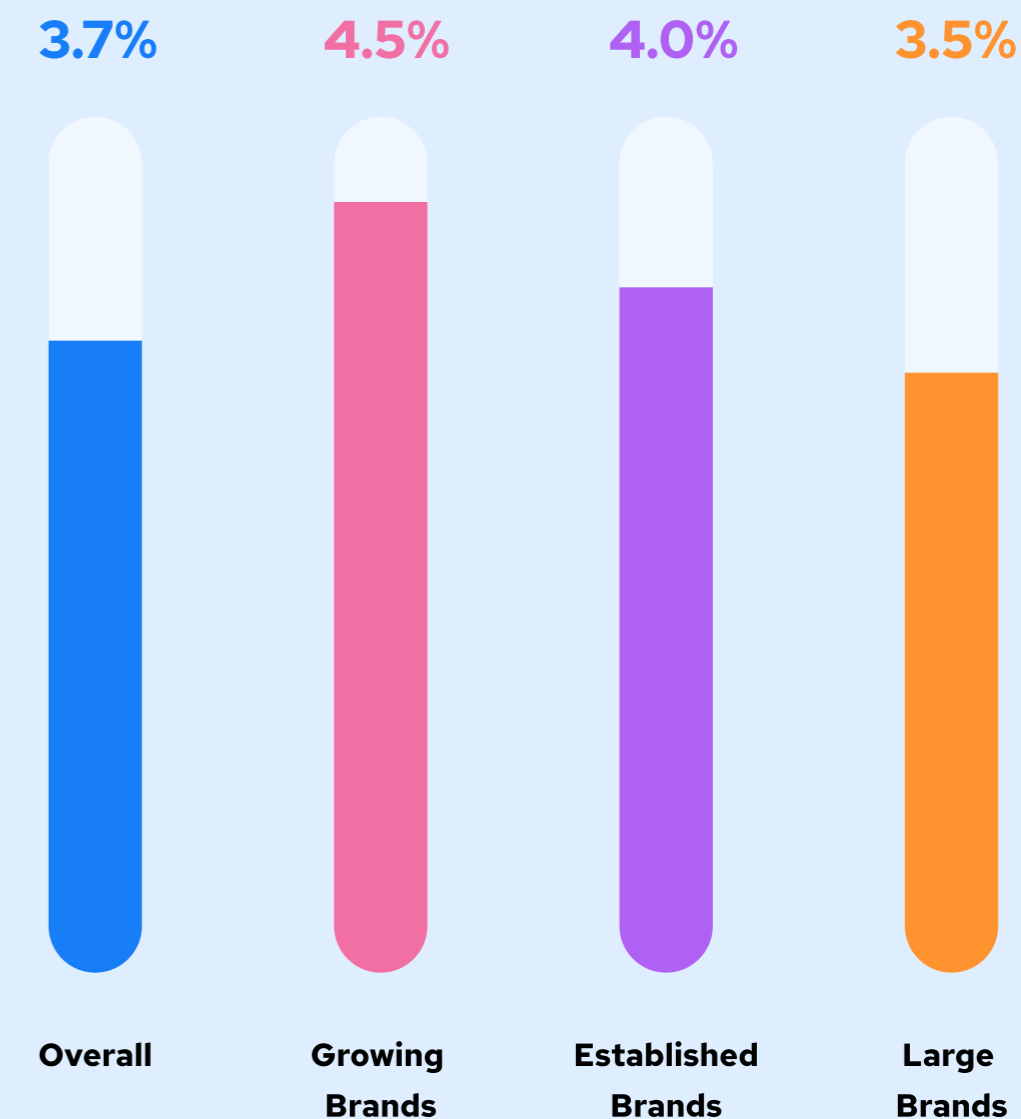
Across All Industries

	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
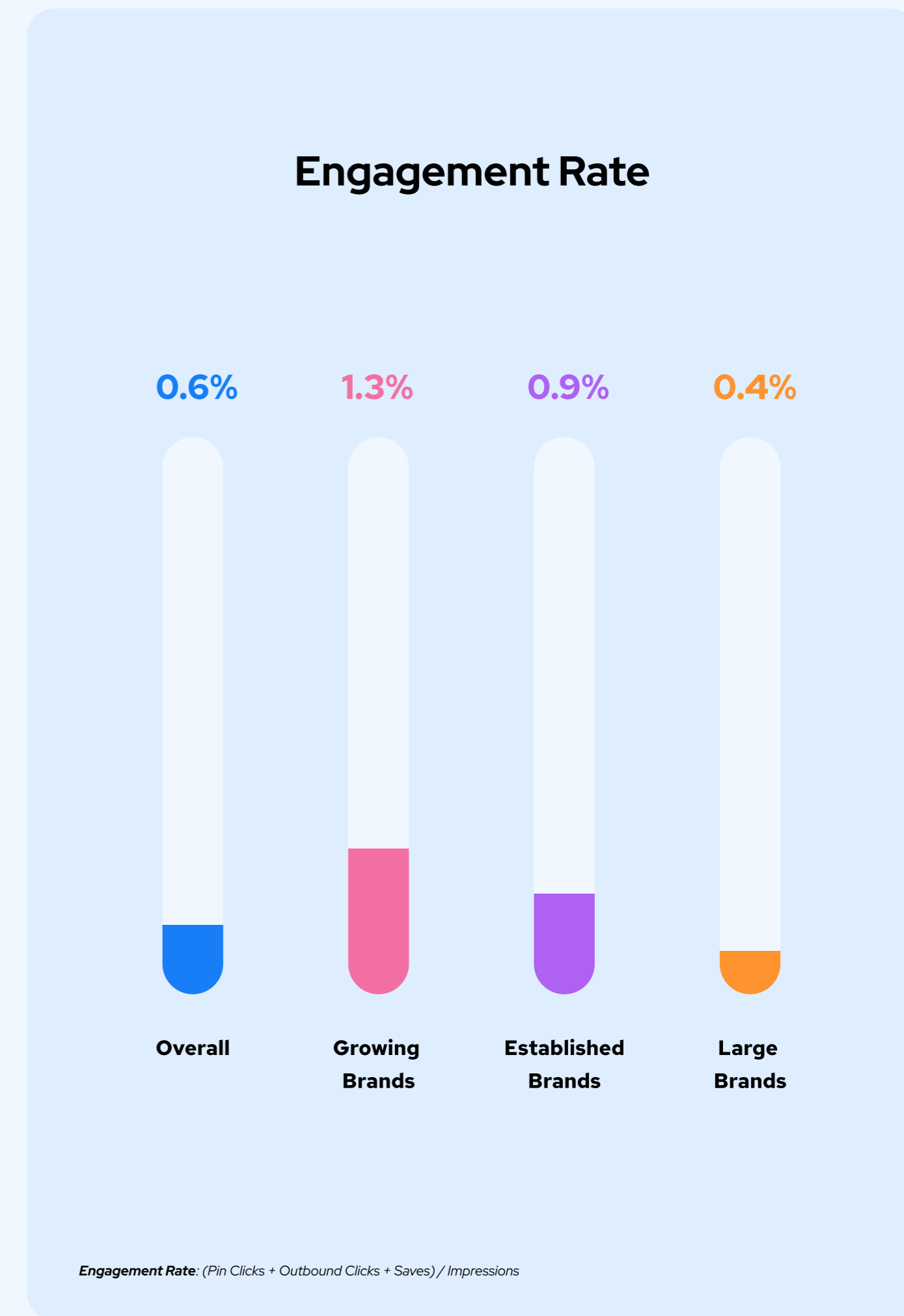
Engagement Rate

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