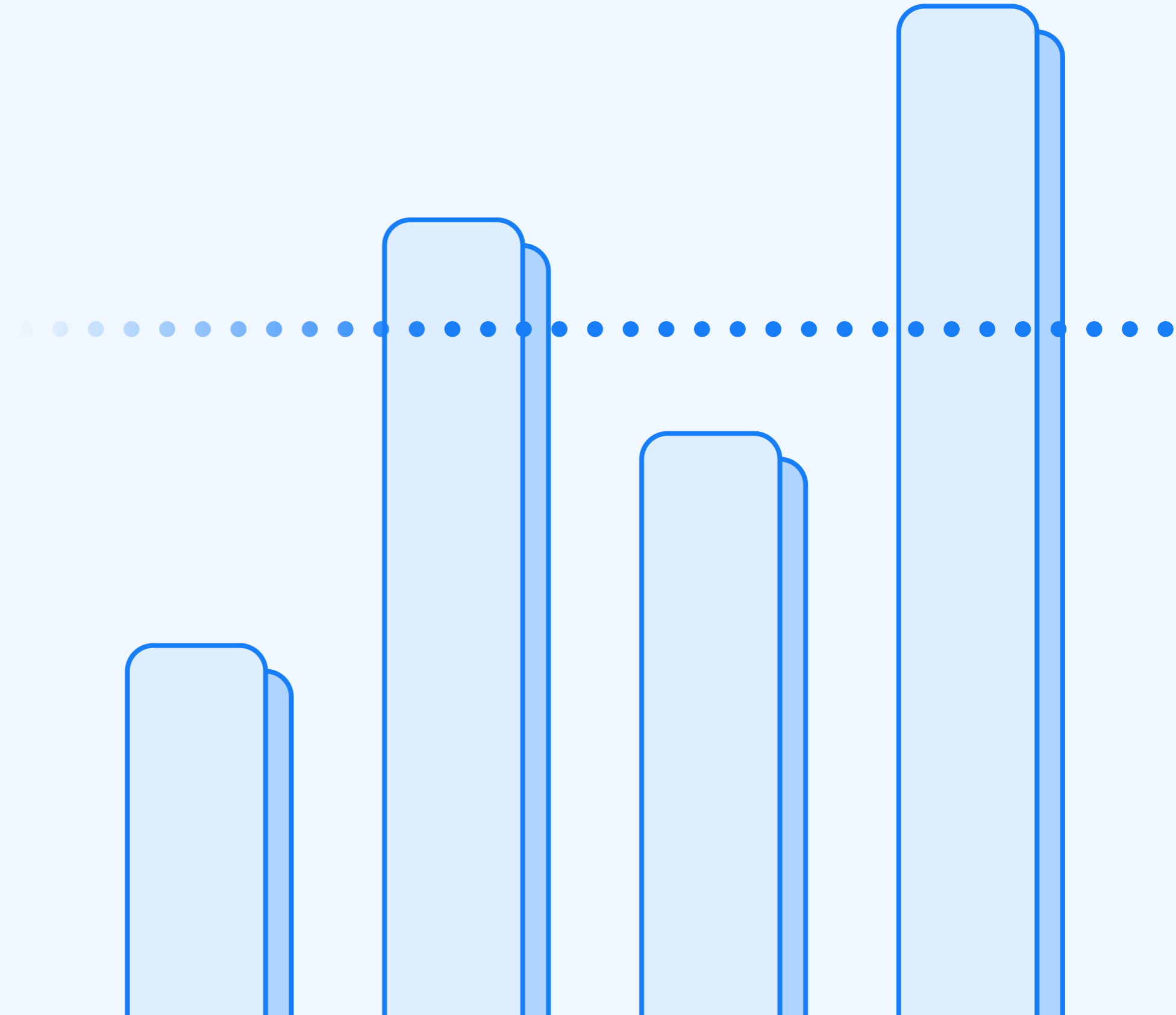
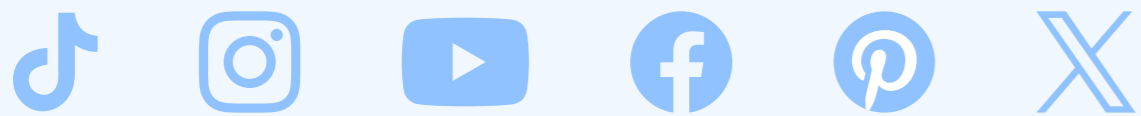


# 2024 Cross-Channel Benchmark Report

**Travel 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 Travel Industry

The Travel industry includes travel-related products and services, including airlines, accommodations, tourism, and various travel essentials.

# 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

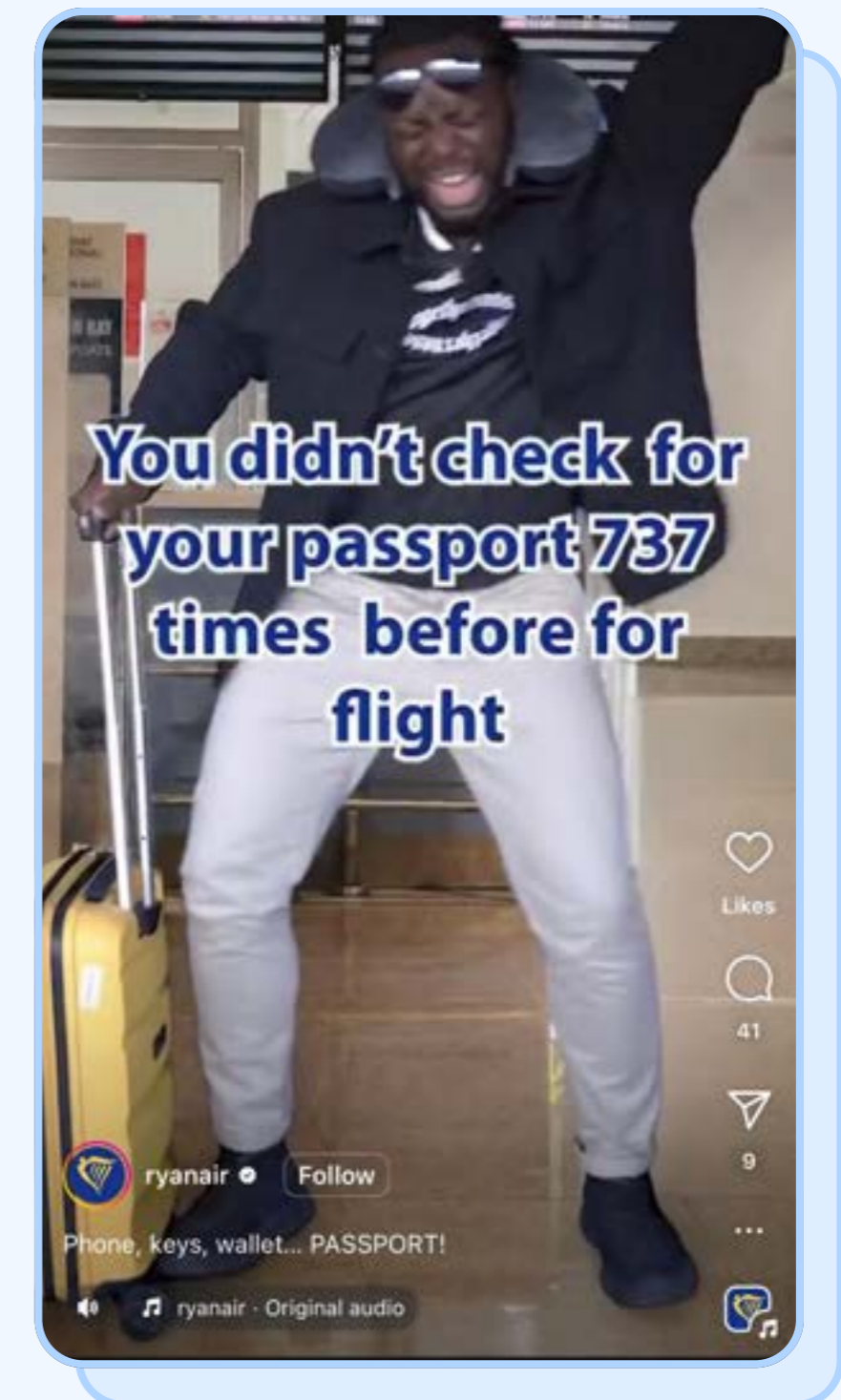
Using the Cross-Channel Engagement Rate for equal comparison, TikTok (4.6%) leads in engagement. This is followed by YouTube (3.9%) and Instagram (3.5%). Instagram continues to be the platform with the broadest reach, reaching +75% more users than TikTok.

## 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

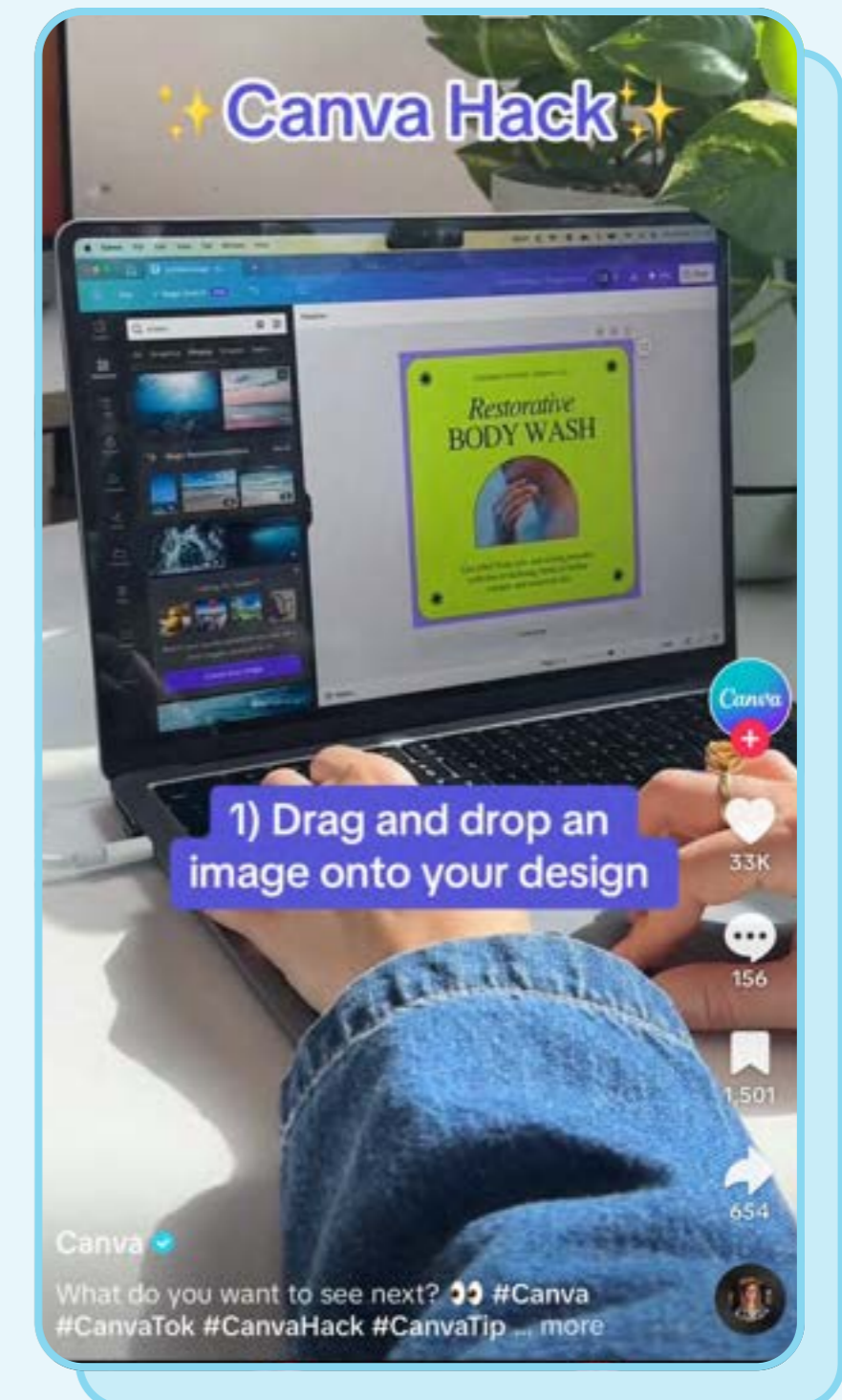
TikTok has been around for more than five years, but it is not slowing down. Brands continue to exhibit robust monthly growth (8%) and sustained engagement rate (4.1%), underscoring its lasting impact and efficacy as a marketing platform for connecting with and captivating audiences.

## 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

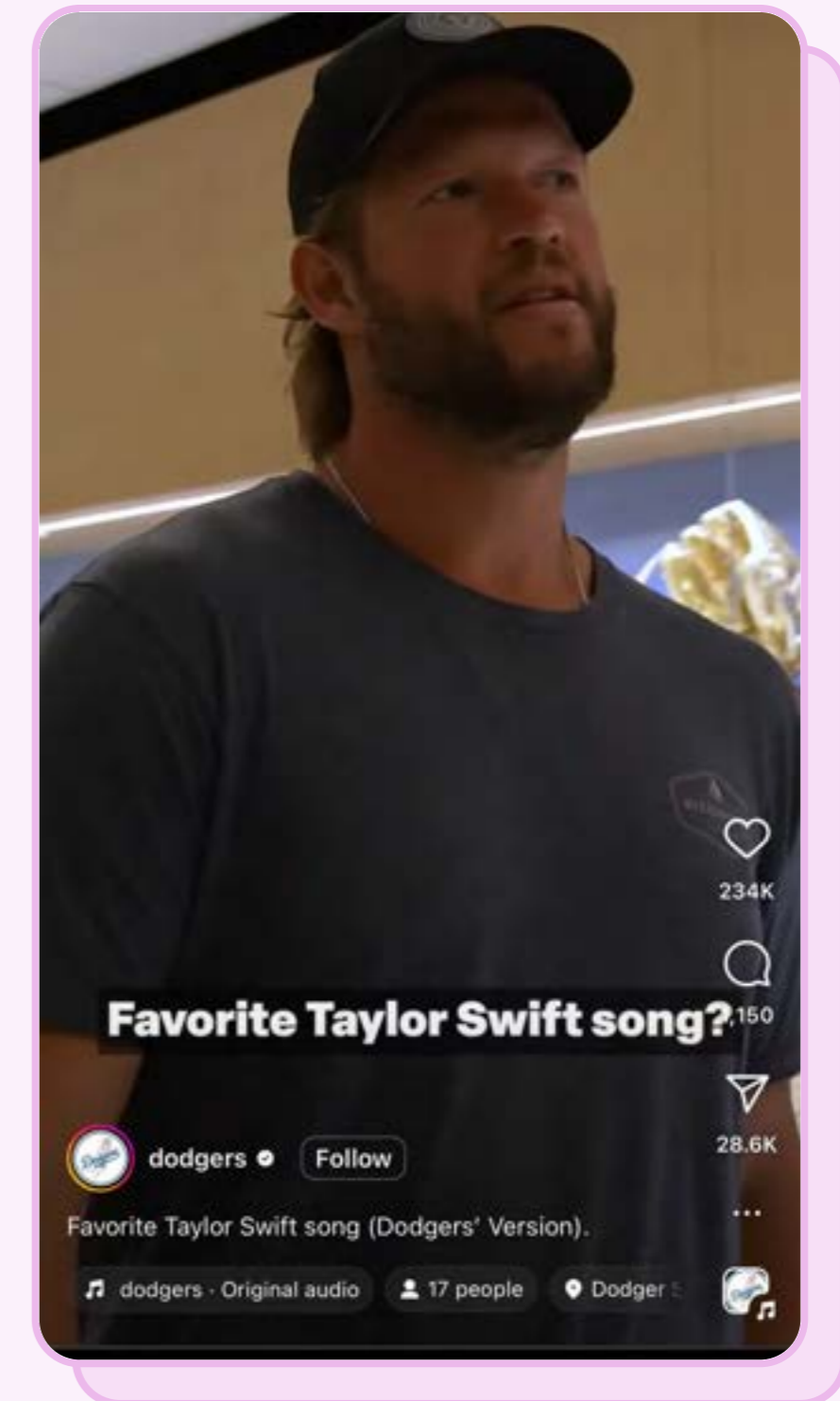
Effectiveness Rate, which captures saves, reach, and video views, reveals that user engagement remains robust, with a 4% increase compared to six months ago, even amidst slowing follower growth rates and engagement rates. The way that audiences engage with brands on Instagram is changing, rather than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

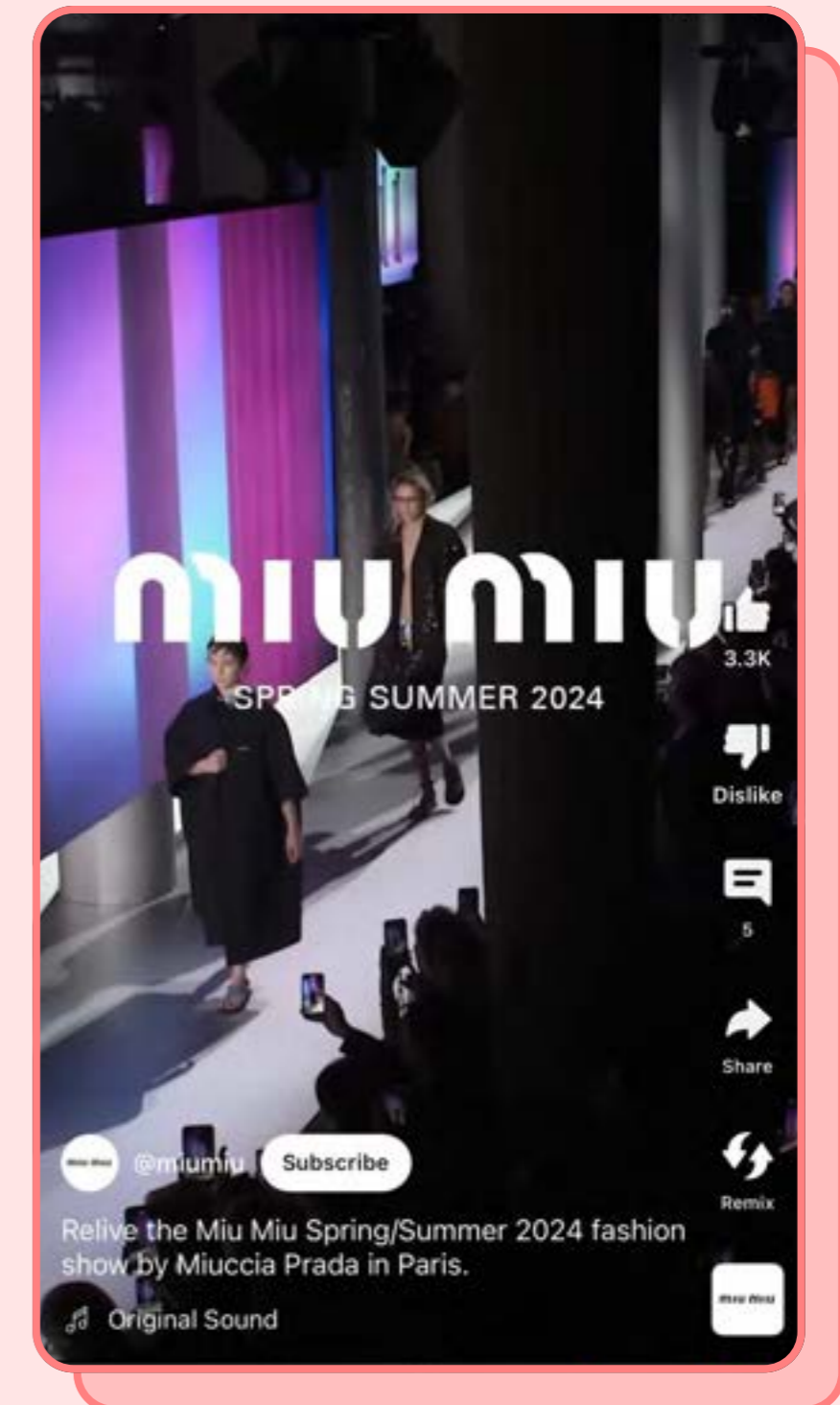
The brands with the highest subscriber counts post much more regularly than smaller brands. This emphasizes how YouTube audiences reward brands that engage with them regularly, and a regular cadence of content plays a key role in sustained growth.

## 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



# The Travel Industry Soars With Entertaining Content

## TikTok Success Indicates Audiences Want More Content

The Travel industry generates one of the highest video views (202K) and shares (161). Despite posting only three times a week, the industry achieves a strong engagement rate of 4.1%, highlighting the audience's appetite for this type of content. There is an opportunity for brands to ramp up their posting strategy to meet the demand for content, potentially increasing engagement and reach even further.

## Instagram Travel Content Aligns With Audience Interests

Travelers are passionate about the subject. This is clear as the industry boasts one of the highest engagement rates on Instagram, along with high Entertainment Scores (4.8) and Effectiveness Rates (18.6%). While Travel brands post an average of two Reels weekly, the significant impact of their video content presents to increase volume and potentially enhance audience engagement even further.

## On-Demand Generates Views, Shorts Drive Engagement

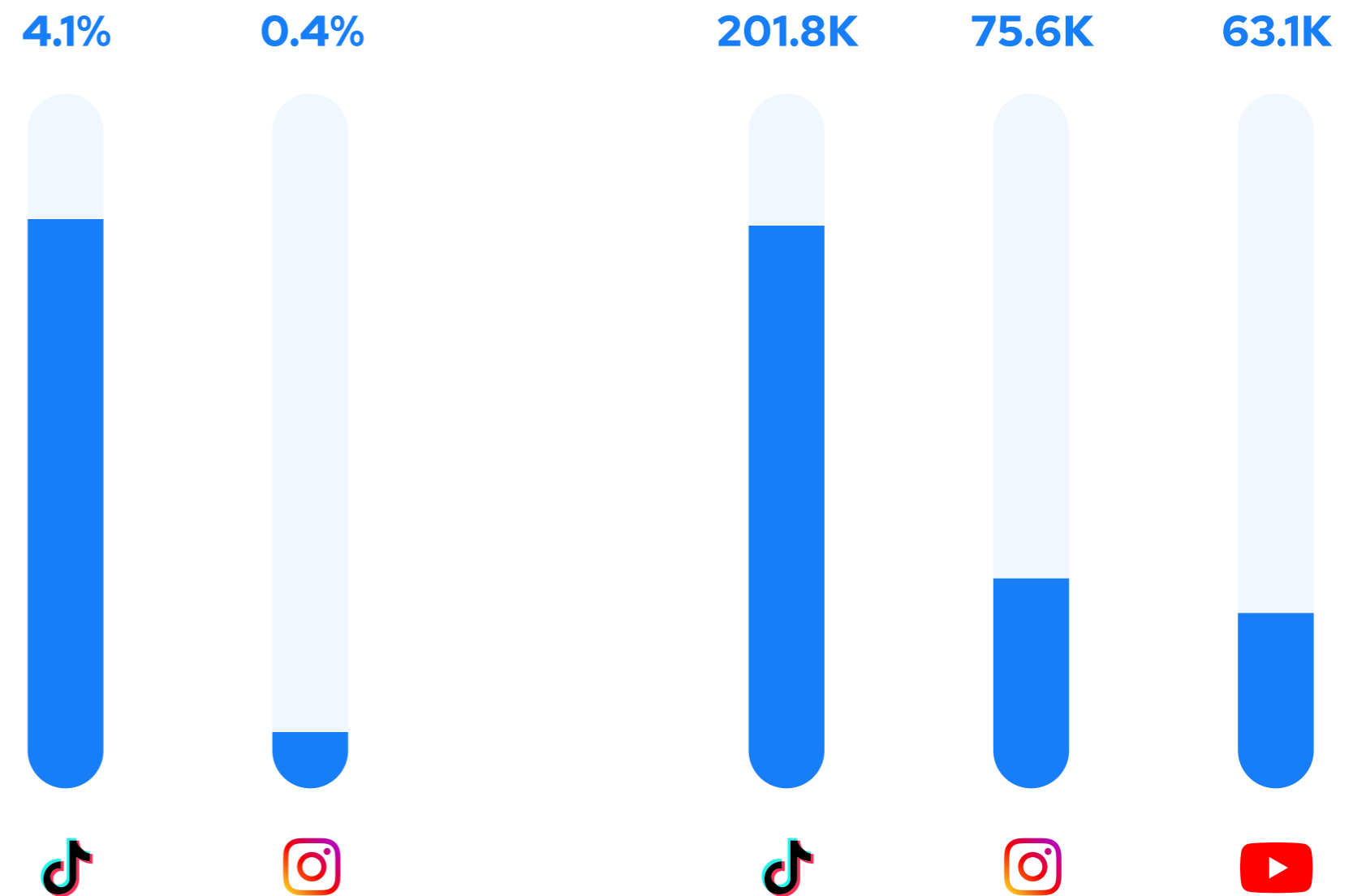
On-Demand content outperforms Shorts by 21x in video views yet garners fewer likes, indicating Shorts' potential for higher engagement and On-Demand's role in boosting visibility, akin to trends in other sectors. With a 60% average viewer retention, travel brands have room to enhance engagement further on this platform.

## Average Travel Engagement Rate and Video Views

H1 2024

### Engagement Rate

### Video Views



# TikTok

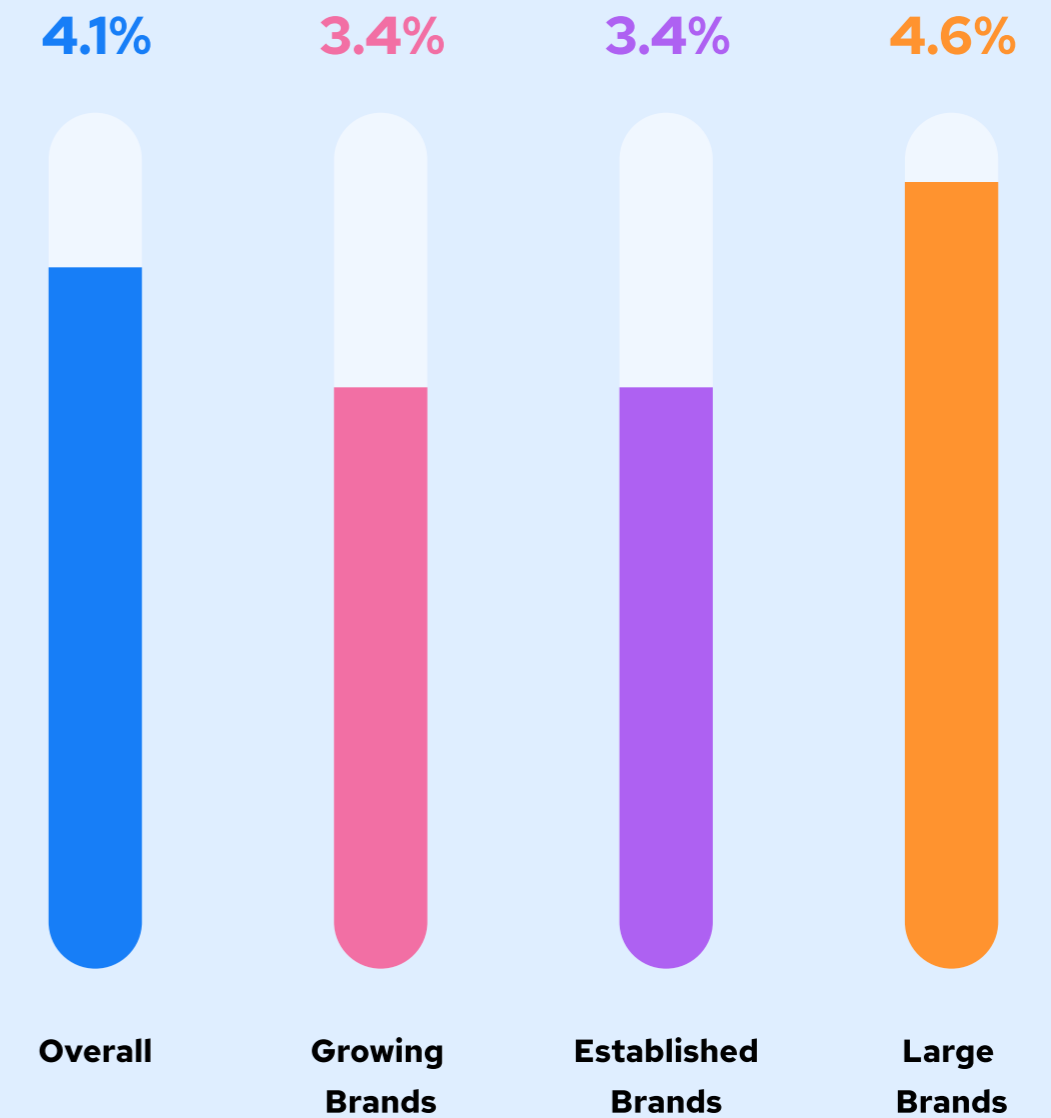


# Across All Industries

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

\*Customer data only

## Engagement Rate



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

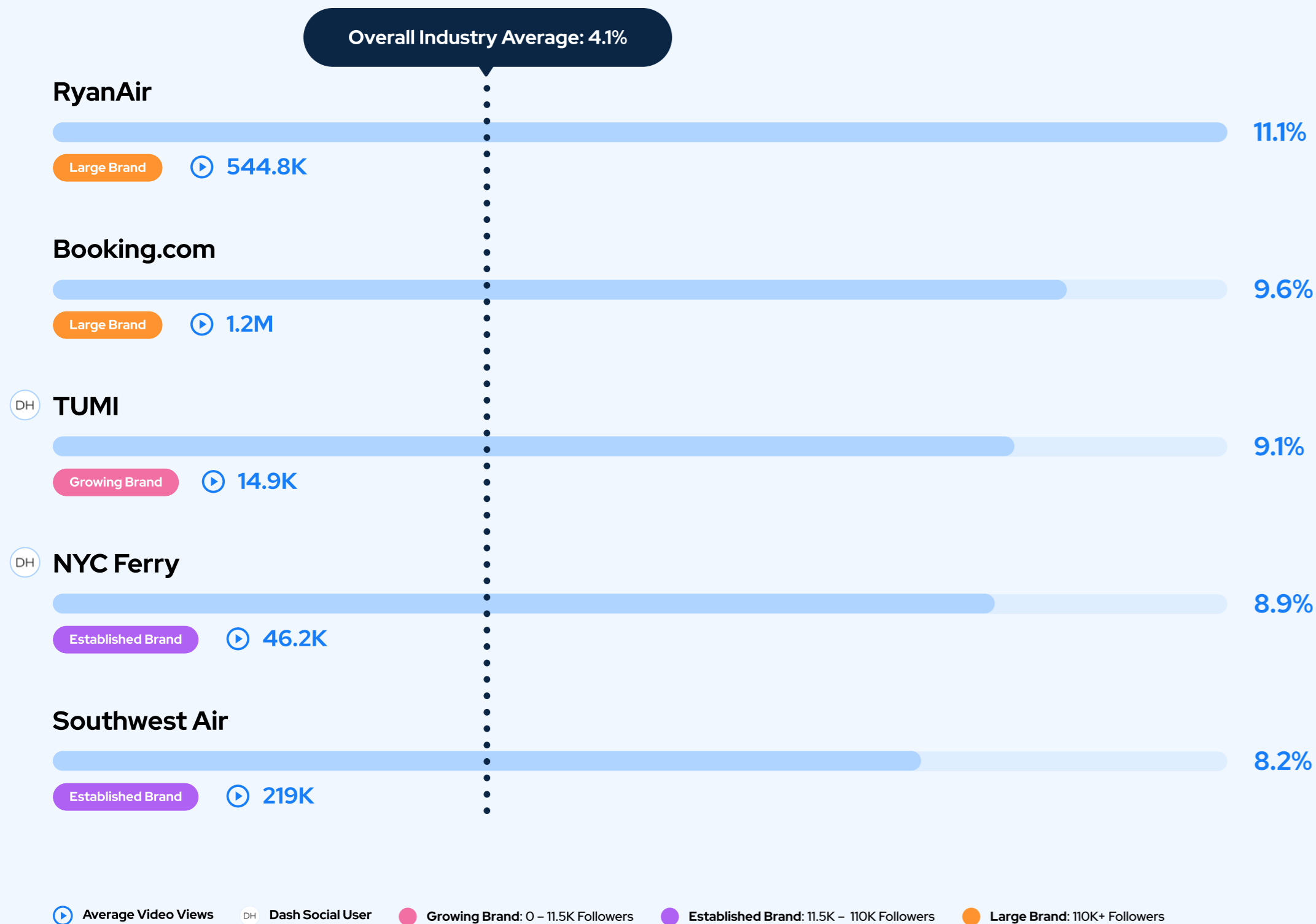
# Across All Industries

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

\*Customer data only

\*\* Limited data available

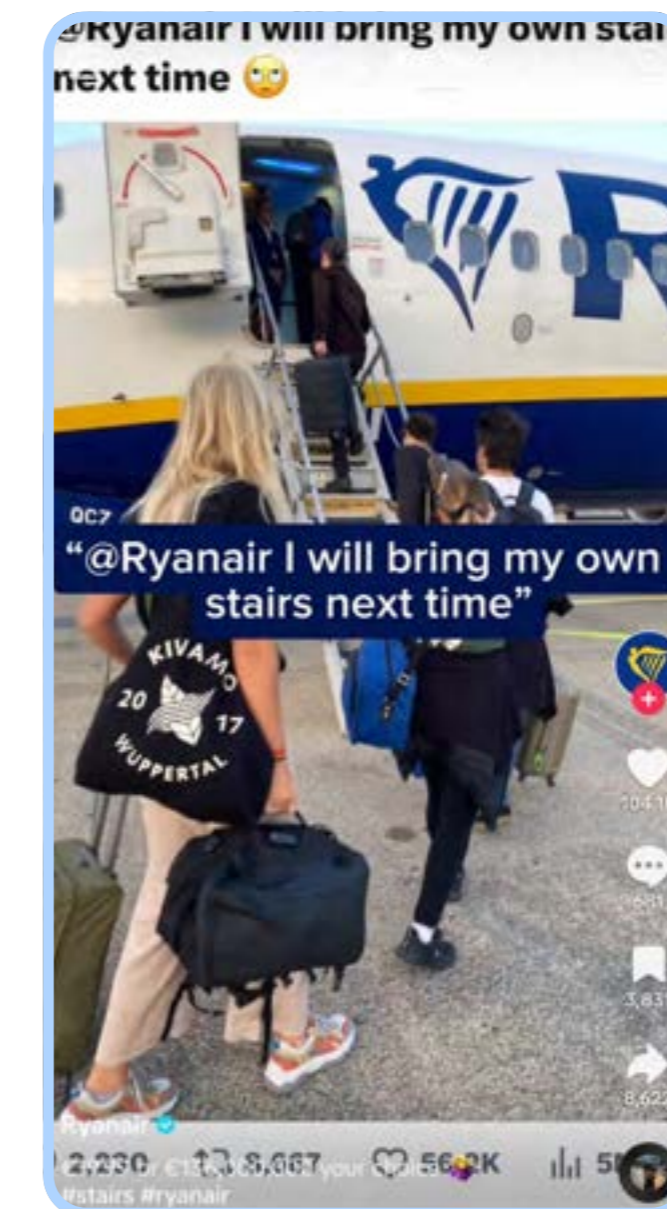
# Top Travel Industry Performers by Engagement Rate



## Deep Dive Into Top Performing Travel Brand



RyanAir earns high engagement on TikTok by adopting a playful and humorous approach to content, often featuring lighthearted skits and travel tips that resonate with TikTok's young, adventure-seeking audience.



RyanAir outperforms the average engagement rate for Travel industry brands by **+170.7%**.



# Instagram

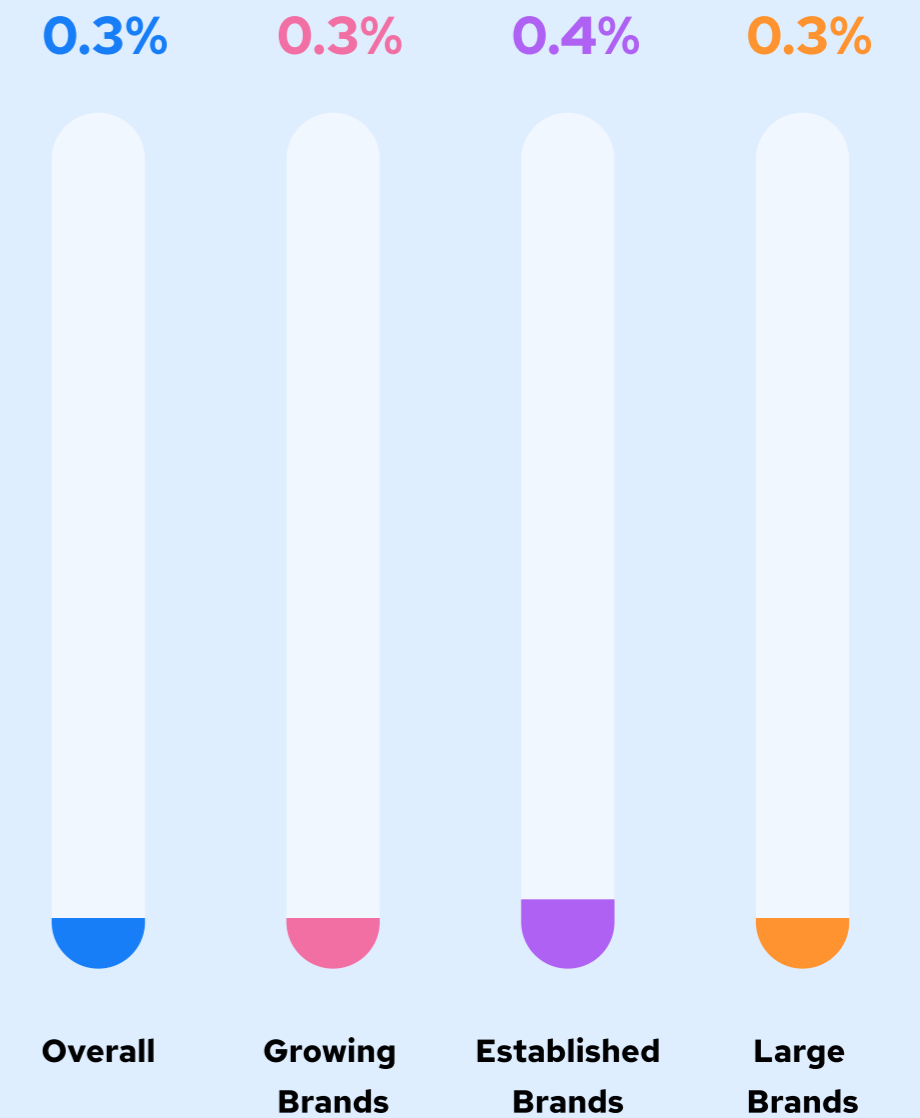


# Across All Industries

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

\*Customer data only

## Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

# Across All Industries

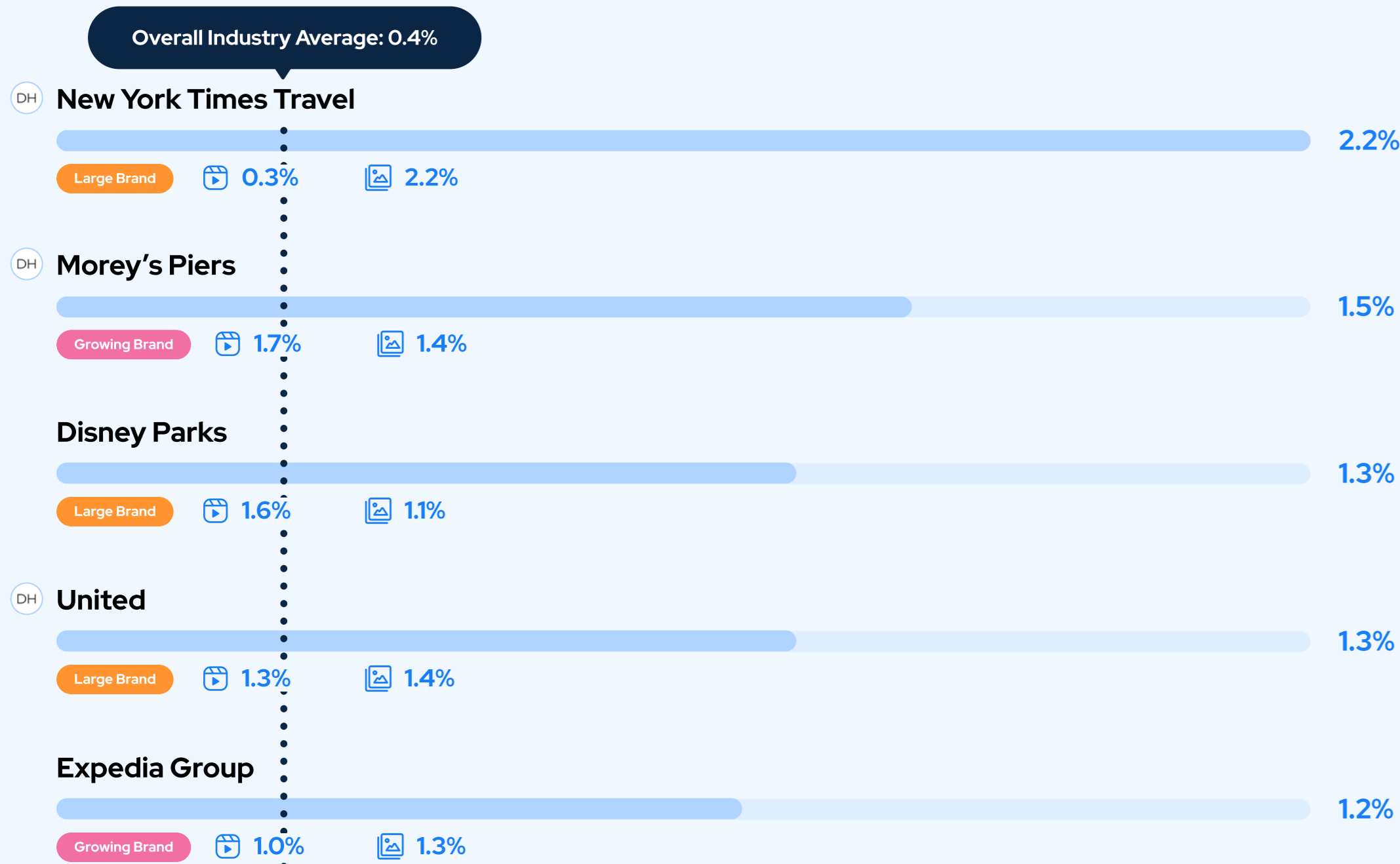
	Travel	Beauty	Retail	Fashion and Luxury	CPG	Home	Media and Publishing	Children and Baby	B2B	Wellness	Sports
<b>Follower Count</b>	1.6M	2.7M	3.8M	4M	1.8M	966K	6.3M	1.1M	416.7K	711.7K	25.2M
<b>Weekly Posts</b> (Reels)	2	7	4	3	2	2	9	2	2	3	6
<b>Weekly Posts</b> (Carousel and Image)	4	5	5	6	3	4	16	4	2	3	10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

\*Customer data only

\*\* Limited data available



# Top Travel Industry Performers by Engagement Rate



 Average Engagement Rate (Reels) | Industry Average: 0.5%  Average Engagement Rate (Static and Carousel) | Industry Average: 0.4%  Dash Social User

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

## Deep Dive Into Top Performing Travel Brand



United uses Instagram to engage with its community of travel enthusiasts, sharing a variety of content that includes relatable travel experiences, humor and visuals that inspire wanderlust.



United outperforms the average engagement rate for Travel industry brands by +225%.



# YouTube



# Across All Industries

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

\*Customer data only



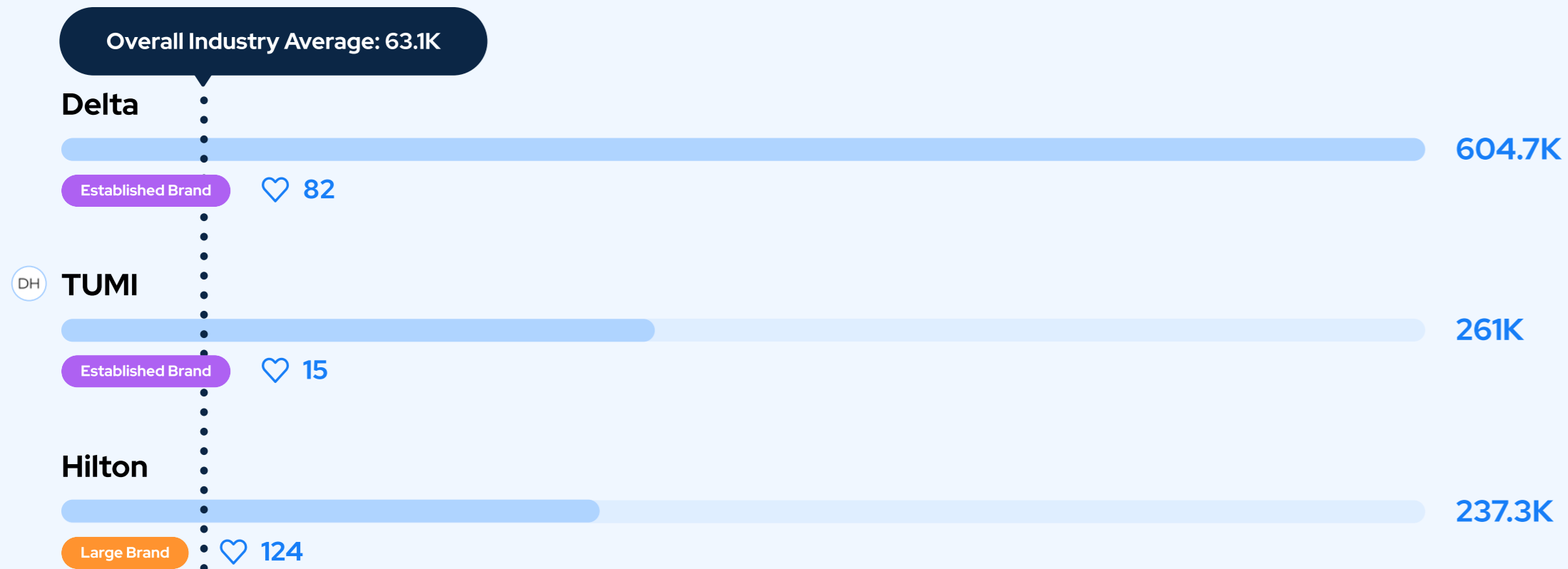
# Across All Industries

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

\*Customer data only

\*\* Limited data available

# Top Travel Industry Performers by Overall Video Views



 Average Likes | Industry Average: 115  Dash Social User  Growing Brand: 0 – 20K Followers  Established Brand: 20K – 150K Followers  Large Brand: 150K+ Followers

## Deep Dive Into Top Performing Travel Brand



Hilton successfully utilizes YouTube to provide a deeper look into its hospitality services, featuring videos that showcase its properties, customer service excellence and meaningful travel experiences.

Hilton outperforms the average video views for Travel industry brands by **+276%**.



# What We Can Learn From Travel Brands' Strategies

## Leverage the Power of Creators and Celebrities

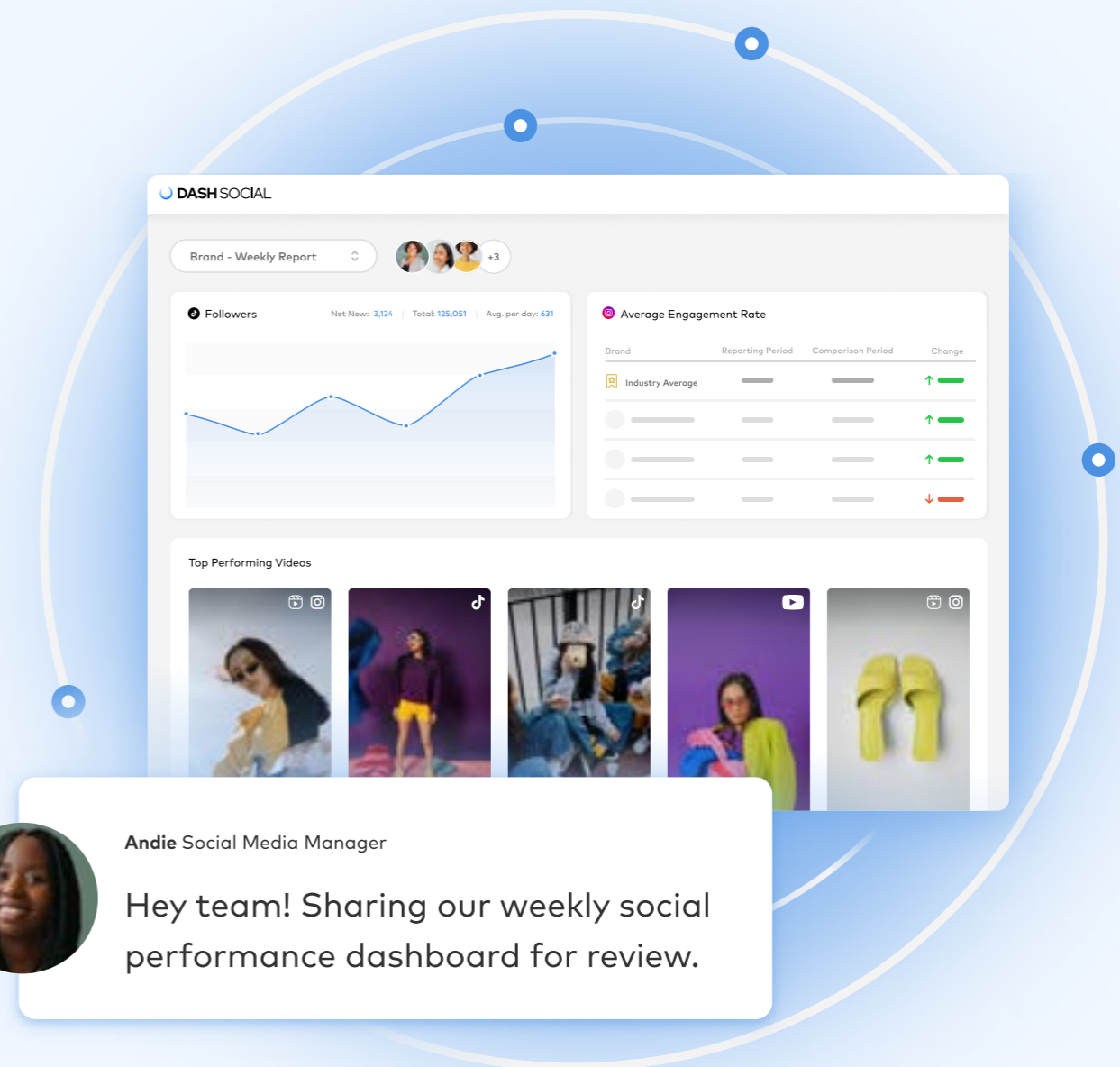
Social media users are far more likely to engage with content featuring trusted creators, particularly celebrities. UGC functions as both peer-to-peer entertainment and a testimonial, and it offers the opportunity for brands to expand their algorithmic reach when shared by creators.

## 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](https://dashsocial.com).

AT A GLANCE

# Facebook, Pinterest and X

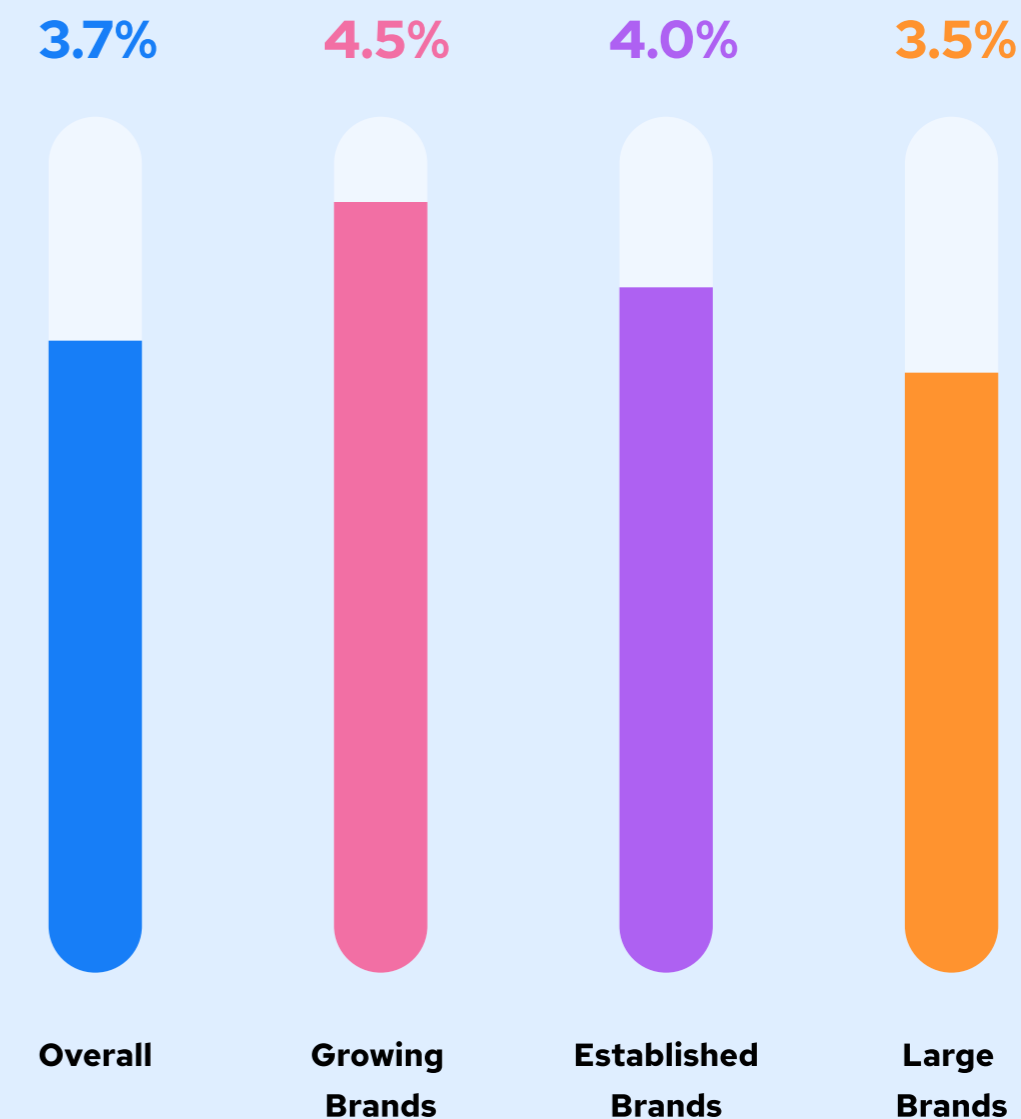


# Across All Industries

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

Customer data only

## Engagement Rate



Engagement Rate: (Total Engagements) / Impressions

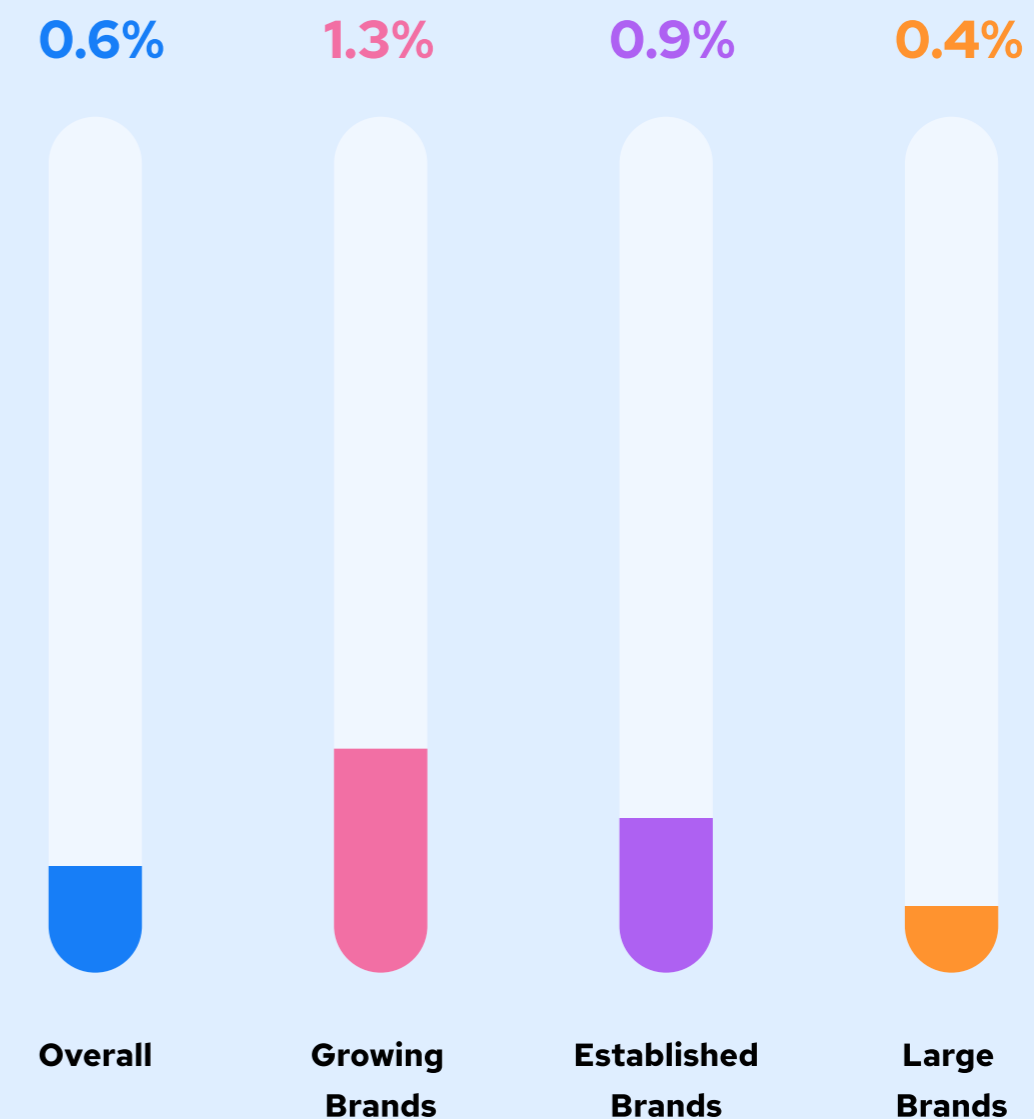


# Across All Industries

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

Customer data only

## Engagement Rate



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

# Across All Industries

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

Customer data only

