

Social Media Benchmark Report

CPG 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 2H 2024 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,150), Instagram (n=2,956), and YouTube (n=631), analyzing their activity between January 1, 2024 – June 30, 2024, to determine average performance against a predetermined set of KPIs. These benchmarks include handles with a minimum of 1K followers, from both customers and non-customers. The results have been published in separate reports broken down into the following industries: beauty, fashion, luxury, media and publishing, CPG, food and beverage, retail, home, baby and children, wellness, B2B and sports.



Defining the CPG Industry

CPG is the broad landscape of consumer-packaged products.

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 helps brands understand the rate at which the industry is growing and how they measure 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 helps brands understand the rate at which the industry is growing and how they measure up.

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)

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 Is Still the Best Platform for Engagement

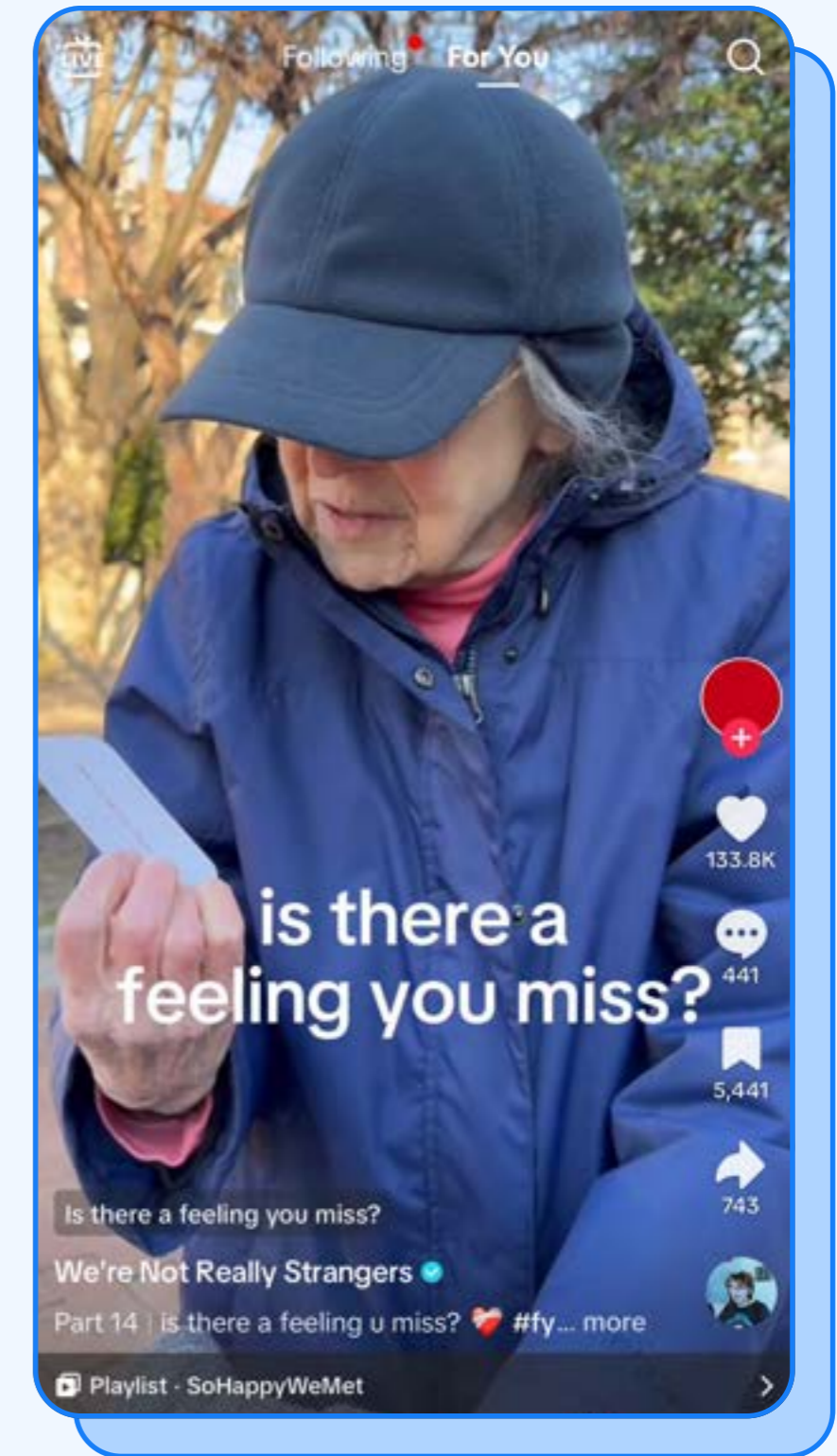
When using a common metric to compare engagement across all channels (cross-channel engagement rate), TikTok leads with 4.5%, followed by Instagram with 4.0% and YouTube with 2.8%. This indicates that TikTok has superior user interaction. This trend continues in short-form content, with TikTok leading at 4.5%, followed by Instagram Reels at 3.6% and YouTube Shorts at 3.4%. These figures underscore TikTok's effectiveness in captivating and engaging its audience, while brands see lower engagement in Reels than Instagram overall.

TikTok Has Caught up to Instagram Reels in Reach

Historically, Instagram Reels has outperformed TikTok due to its seniority and built-in user base. However, this recent analysis shows the gap is narrowing. Instagram now only leads by 4%. This highlights TikTok's growing influence and the strength of its algorithm, especially considering how brands often have fewer followers on TikTok than Instagram.

"Shares" Become the Metric To Watch

All three platforms have seen a significant increase in shares compared to six months ago. This trend underscores the growing importance of creating shareable content as more conversations are moving into direct messages. The rise in shares highlights that regardless of user behavior changing, share-worthy content from brands still sees meaningful engagement.



@werenotreallystrangers

Dash Social Insight

Create highly engaging, shareable content across TikTok, Instagram and YouTube to boost interaction, reach and conversations. Take advantage of each platform's growing engagement and capitalize on trendy content to grow your community.

TikTok Trends

TikTok Continues to Experience Rapid Growth and Widespread Popularity

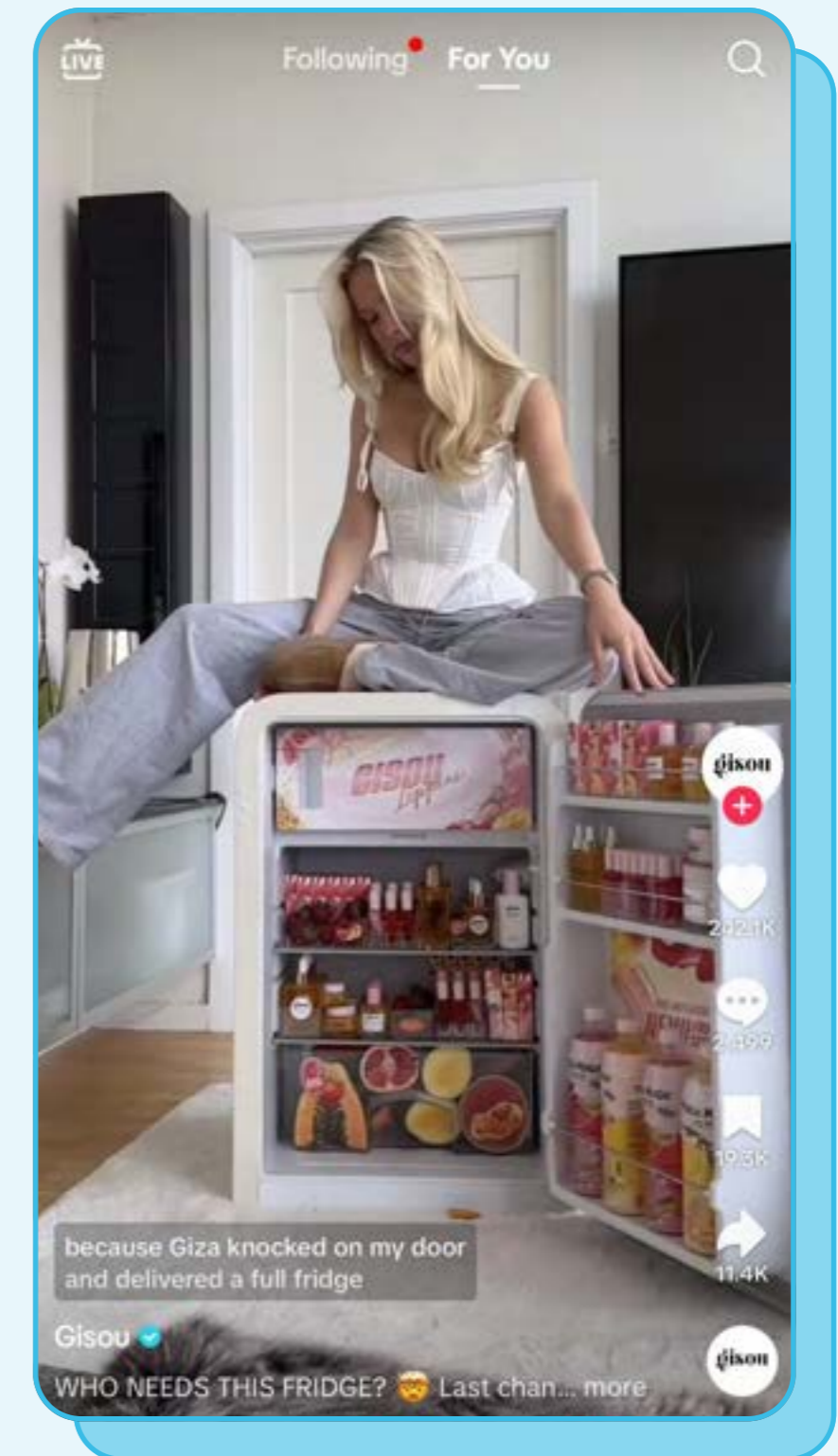
Brands on TikTok still see momentum, with 6% monthly follower growth. Brands are more invested in the channel than ever, increasing their posting cadence to 6 times a week, up from 5 times a week over the past year. This consistent growth and increased posting frequency highlight how TikTok is a key focus for both brands and users.

Brands Are Producing Better Content and Seeing Better Results

Average Entertainment Scores have grown from 3.6 to 3.8, shares from 111 to 146 and overall reach by 5%. Brands have gotten better at creating the entertaining, highly shareable content that users are most likely to engage with, and the algorithm is rewarding them. This also highlights how competition for creating great content is heating up, and brands need to get good at becoming entertainers to grow their social channels.

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 (4.3%) outperform established (3.6%) and growing (3.3%) brands in engagement rate.



@gisou

Dash Social Insight

Brands that post more often have increased Entertainment Scores and shares. Focus on creativity and consistency to maximize reach and audience engagement.

Instagram Trends

Engagement Sees an Uptick While Reach Remains Flat

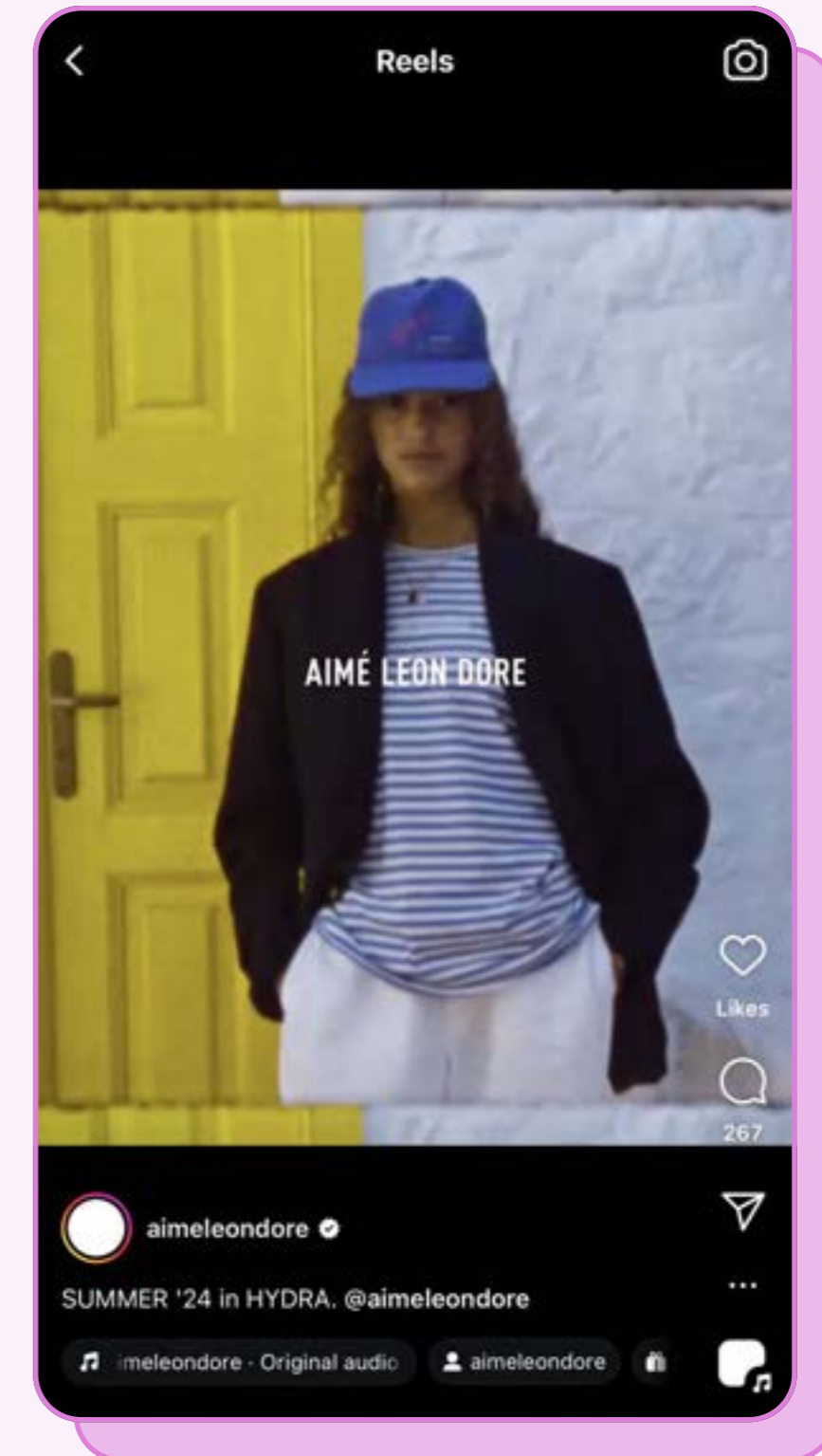
The cross-channel engagement rate has seen an increase in the second half of 2024 for Instagram, while overall brand reach remains flat.

Images and Carousels Drive Greater Reach Than Reels

On average, single images (188.6K average reach) and carousel content (149.9K average reach) achieve greater reach than Reels (109.4K average reach).

Instagram Stories Continue to Drive Strong User Engagement

Instagram Stories continue to be a powerful tool for engagement, as demonstrated by impressive reach (14.1K) and completion rates (92%) that are high regardless of follower count. These metrics highlight the effectiveness of Stories in connecting with audiences and driving forward momentum, making them an essential part of any social media strategy.



@aimeleondore

Dash Social Insight

Single images and carousels can drive higher reach, yet Reels and Stories remain crucial tools for brand engagement and visibility.

YouTube Trends

Shorts See Substantial Increase in Views, While On-Demand Declines

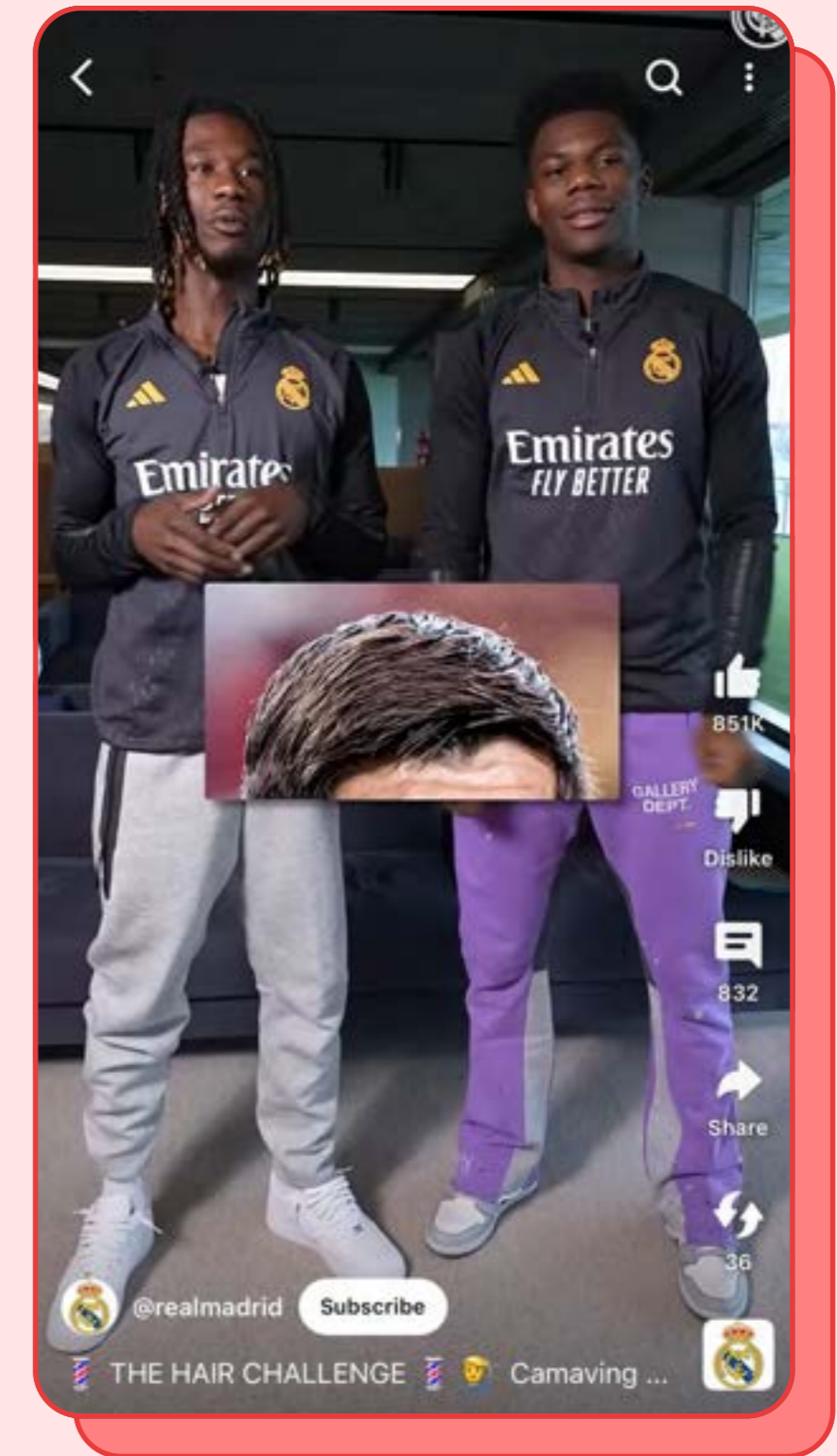
Compared to six months ago, YouTube Shorts video views have increased by 153%, suggesting that the short-form offering continues to gain traction. Meanwhile, On-Demand video views dropped by 15%.

Shorts Drive Higher Engagement Compared to On-Demand

YouTube Shorts receive three times more likes than On-Demand, differentiating the format as more engagement-driven. Users' tendency to comment on and participate in whatever they're watching is beneficial to brands looking to build community.

YouTube Has Higher Viewer Retention Compared to TikTok

YouTube's role as a search engine significantly contributes to its higher viewer retention rates, with users completing an average of 67% of videos, compared to TikTok's 25%-30%. Unlike TikTok's infinite scroll, YouTube leverages Google's advanced discoverability tools to help users find content tailored to their interests. For brands, optimizing YouTube content like blog posts ensures it reaches and engages the right audience effectively.






@realmadrid

Dash Social Insight

YouTube Shorts has experienced significant growth in video views yet remains a largely untapped opportunity for brands.




Across All Industries

TikTok, Instagram and YouTube (Average)

	 TikTok	 Instagram	 YouTube
Followers/Subscribers	357K +7%	2.1M -2%	791K +13%
Monthly Follower/Subscriber Growth Rate	5.8%* -25%	0.8% +14%	1.2% No change
Weekly Posts	6 +20%	9 No change	7 +17%
Cross-Channel Engagement Rate	4.5%* -2%	4.0%* +14%	2.8%* -28%
Reach	105K* +5%	158K* -10%	Reach is not available through Dash Social

*Customer data only
Compared to six months prior

TikTok, Reels and Shorts (Average)

	 TikTok	 Instagram Reels	 YouTube Shorts
Weekly Posts	6 +20%	4 No change	4 No change
Cross-Channel Engagement Rate	4.5%* -2%	3.6%* +20%	3.4%* -15%
Video Views	128K -2%	117K* -5%	81K +17%
Reach	105K +5%	109K -7%	Reach is not available through Dash Social
Shares	142 +28%	408 +36%	51 +9%

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

Legacy CPG Brands Embrace Social Media to Modernize and Build Authentic Connections

Legacy Brands Thrive on TikTok by Embracing Viral Trends and Creator Content

Brands like Dove and Hellmann’s Mayonnaise achieve significant engagement by actively listening to and participating in platform conversations. Their success on TikTok demonstrates their ability to adapt to the evolving digital landscape, ensuring continued relevance and strong audience connections in the TikTok era.

Brands Excel on Instagram With Highly Entertaining and Effective Content

CPG brands are excelling on Instagram by producing highly entertaining and compelling content, achieving a 19.8% Effectiveness Rate. With a strong focus on engaging Reels and innovative campaigns, these brands capture audience attention and drive meaningful interactions. Their ability to consistently create compelling content ensures they remain competitive and relevant in the crowded social media landscape.

Brands Lead in Video Views With On-Demand Content

CPG brands on YouTube achieve the highest video views among all industries with On-Demand content, reaching 223.7K views. This success highlights the effectiveness of detailed content in attracting large audiences, underscoring the importance of On-Demand strategies in the CPG sector for maximum reach and impact.

Average CPG Engagement Rate and Video Views

H2 2024

Engagement Rate

3.6%
↓ 18%

0.4%
↑ 33%

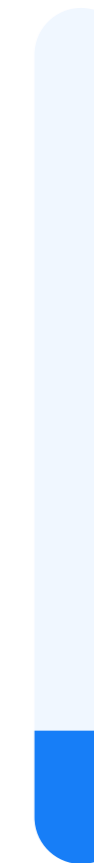


Video Views

146.6K
↑ 2%

27.4K
↓ 50%

163.2K
↓ 10%



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	357K	6	5.8%	128.1K	142	105K	3.8
Growing Brands <small>(0 - 11.5K Followers)</small>	4.1K	3	7.6%	19.3K	9	12.9K	3.4
Established Brands <small>(11.5K - 110K Followers)</small>	44.7K	5	6.8%	61.8K	36	47.4K	3.6
Large Brands <small>(110K+ Followers)</small>	894.6K	9	3.5%	177.8K	216	145.6K	3.9

*Customer data only

Engagement Rate



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

By Industry

	CPG	Beauty	Retail	Fashion	Luxury	Food and Beverage	Home	Media and Publishing	Baby and Children	B2B	Wellness	Sports	Travel
Follower Count	329.9K	339.7K	252.3K	200.6K	514.9K	564.5K	121.3K	676.9K	208.2K	193.9K	110K	604.6K	139K
Weekly Posts	4	6	4	5	4	3	3	11	3	8	4	5	3
Monthly Follower Growth Rate*	5.1%	4.7%	4.0%	4.9%	5.8%	5.0%	7.5%	9.3%	4.1%	**	6.8%	**	5.6%
Video Views	146.6K	96.3K	141K	107.1K	207.2K	161.5K	60.7K	159.9K	99.9K	125.3K	66.7K	168.3K	151.7K
Shares	121	66	71	55	127	164	50	269	98	105	47	178	128
Reach	121.4K	79.3K	107K	86.6K	154.7K	120.8K	48.8K	138K	54.9K	**	54K	**	96.3K
Entertainment Score*	3.9	3.9	3.4	3.4	3.8	3.8	3.7	4.0	3.6	**	3.3	**	3.4
Engagement Rate	3.6%	4.0%	3.3%	3.2%	4.2%	3.5%	3.4%	4.7%	3.9%	2.4%	3.3%	5.6%	3.7%

*Customer data only

** Limited data available

CPG Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
CPG Overall	329.9K	4	5.1%	46.6K	121	121.4K	3.9
Growing Brands (0 - 11.5K Followers)	4.9K	3	5.7%	61.4K	7	**	**
Established Brands (11.5K - 110K Followers)	47.5K	4	5.7%	112.1K	27	82.5K	3.3
Large Brands (110K+ Followers)	1.2M	6	3.4%	232.1K	309	**	**

*Customer data only
**Limited data available

Engagement Rate



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

Top CPG Industry Performers by Engagement Rate

Overall Industry Average: 3.6%

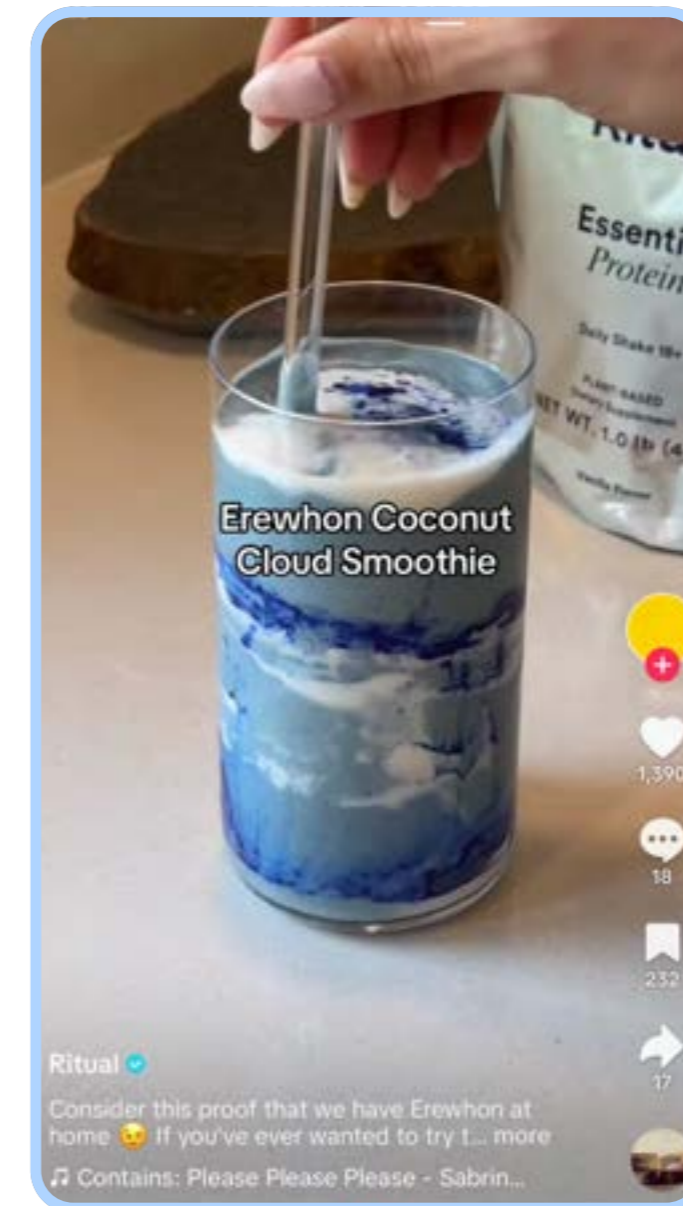


▶ Average Video Views
DH Dash Social User
● Growing Brand: 0 – 11.5K Followers
● Established Brand: 11.5K – 110K Followers
● Large Brand: 110K+ Followers

Deep Dive Into Top Performing CPG Brand

Ritual

Ritual thrives on TikTok by mixing health education with a dash of humor, creating content that feels both approachable and informative. Its videos, which range from simplifying wellness concepts to showcasing behind-the-scenes moments, consistently engage audiences. By pinning key posts, Ritual keeps its most important messages front and center and its wellness wisdom top of mind.



Ritual outperforms the average Engagement Rate for CPG brands by 38%.



Winning Formulas for Creating Entertaining TikTok Content



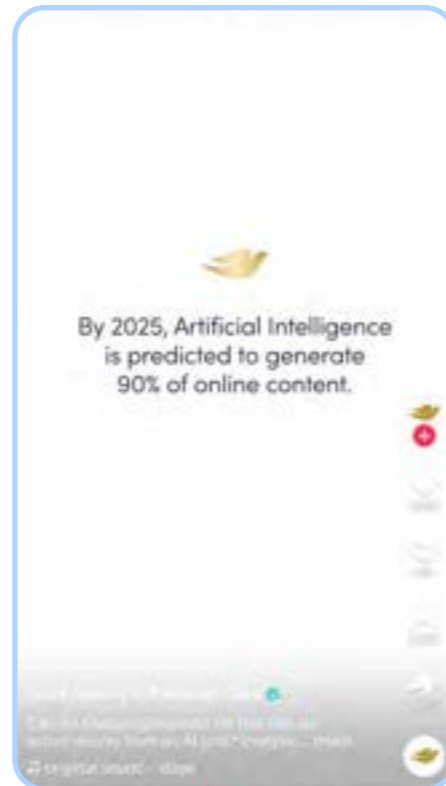
Dove captivates its TikTok audience by blending personal storytelling with entertaining and educational spotlights on its products. Its high Entertainment Score is a hallmark of its focus on relatable self-care moments and everyday beauty routines that appeal to TikTok’s wellness-focused audiences.

Entertainment Score: 8.5/10

Compared to the CPG industry average of 3.9, and Dove’s own average of 5.2.

Retention Rate: 16.2%

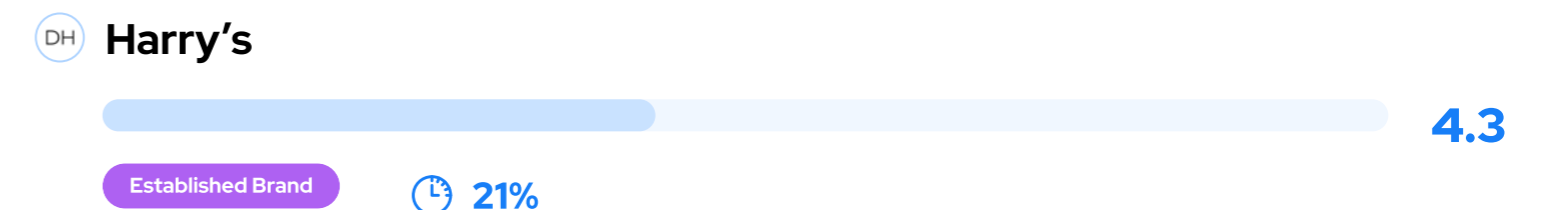
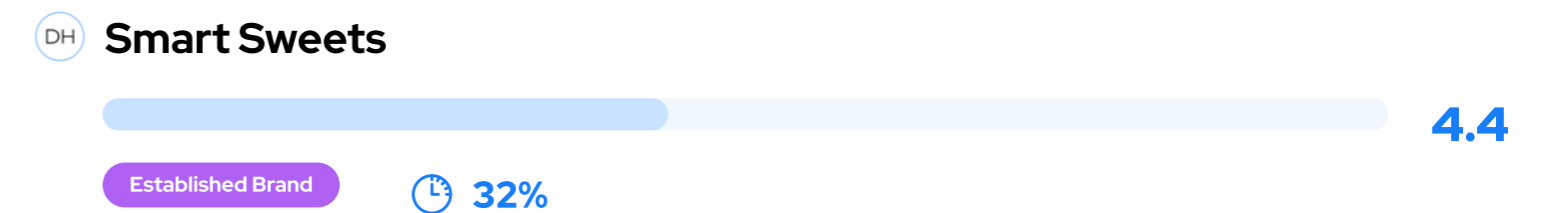
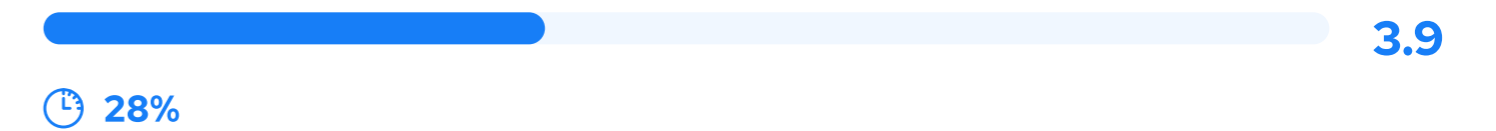
Compared to the CPG industry average of 28%, and Dove’s own average of 41%.



Top CPG Industry Performers by Entertainment Score

 Average Retention Rate

Overall Average



Instagram

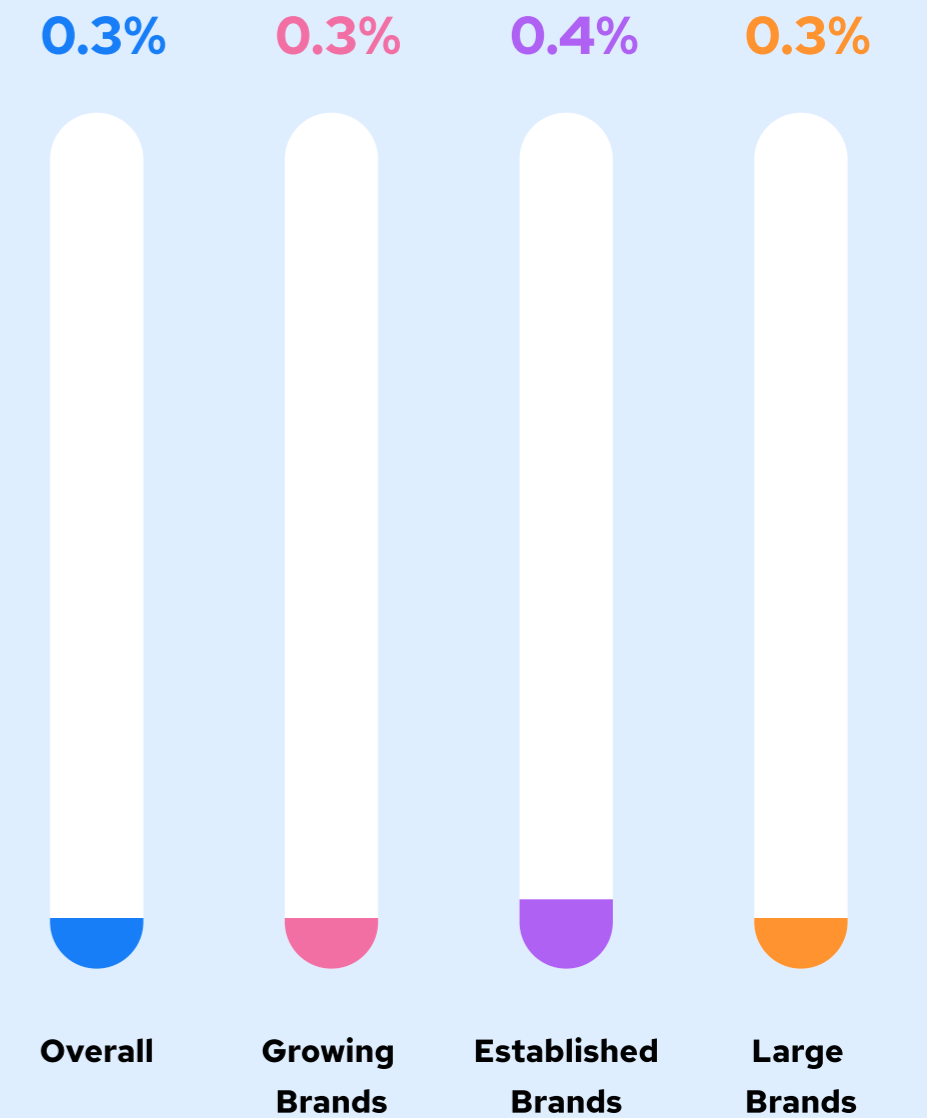


Across All Industries

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels)	Effectiveness Rate*	Shares
Overall	2.1M	4	5	0.8%	158.2K	4.6	14.7%	363
Growing Brands (0 - 190K Followers)	87.5K	2	3	1.1%	9.9K	4.5	21.1%	34
Established Brands (190K - 1.1M Followers)	497.3K	3	4	0.7%	40.5K	4.1	16.6%	140
Large Brands (1.1M+ Followers)	7.4M	7	10	0.5%	304.8K	5.1	10.9%	658

*Customer data only

Engagement Rate

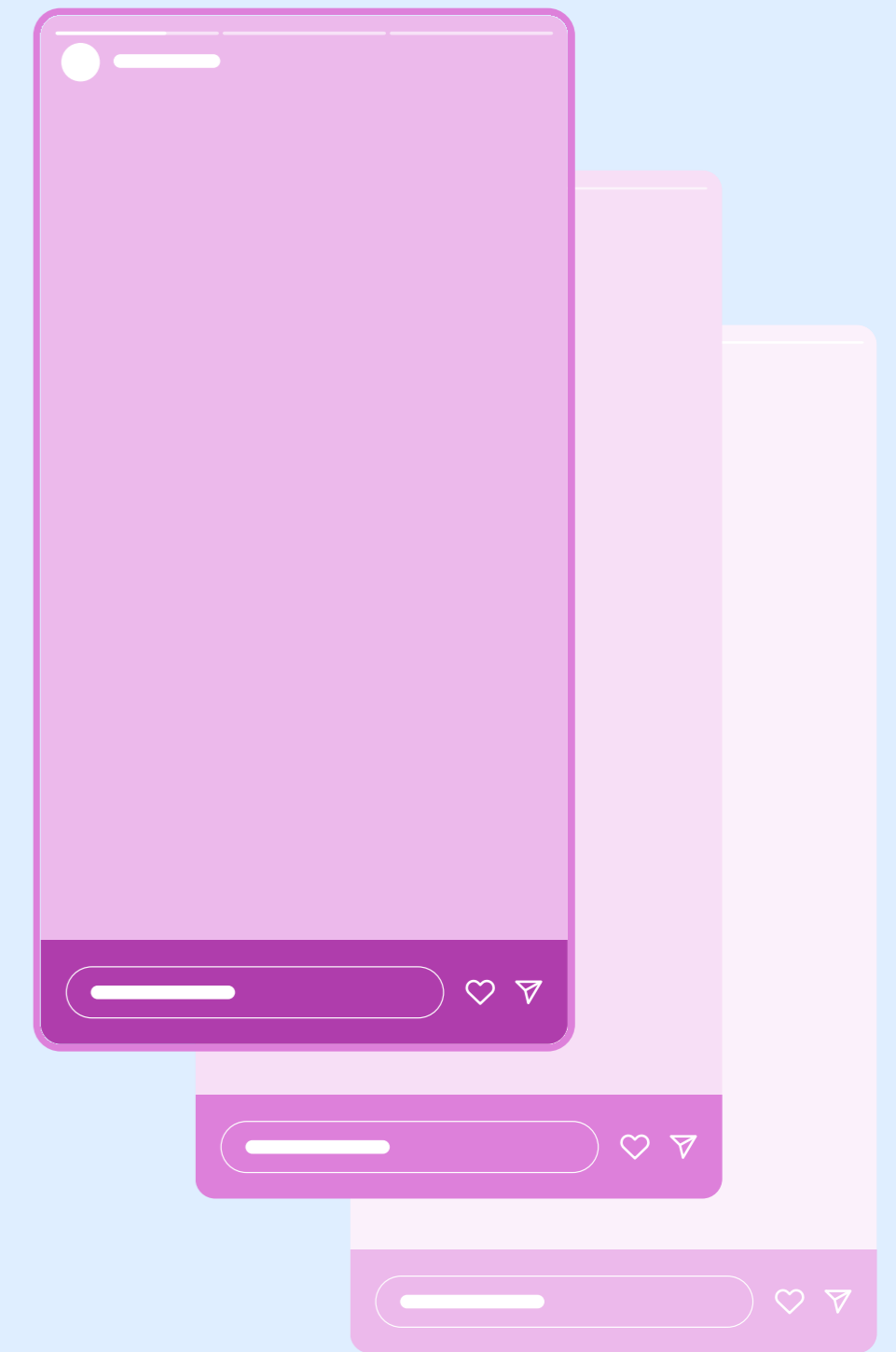


Engagement Rate: (Likes + Comments) / Followers

Across All Industries

	Daily Posts	Post Completion Rate	Post Exit Rate	Reach	Impressions	Tap Forwards	Tap Backwards
Overall	3	92%	8%	14.1K	14.3K	11.9K	632
Growing Brands (0 – 190K Followers)	2	91%	8%	903	914	772	39
Established Brands (190K – 1.1M Followers)	3	92%	7%	4.1K	4.1K	3.6K	171
Large Brands (1.1M+ Followers)	4	93%	6%	35.8K	35.8K	29.6K	1.6K

*Customer data only



By Industry

	CPG	Beauty	Retail	Fashion	Luxury	Food and Beverage	Home	Media and Publishing	Baby and Children	B2B	Wellness	Sports	Travel
Follower Count	1.5M	2.5M	3.2M	3.6M	8M	1.6M	1M	6.2M	989.6K	418.1K	680.8K	28.2M	1.5M
Weekly Posts (Reels)	2	6	4	3	2	2	2	12	2	2	3	6	2
Weekly Posts (Carousel and Image)	2	5	5	6	5	3	4	19	3	2	3	12	4
Monthly Follower Growth Rate	0.9%	0.8%	0.5%	0.6%	0.7%	0.9%	0.6%	0.8%	0.7%	1.6%	1.0%	1.1%	1.0%
Shares*	165	119	79	60	127	313	109	688	257	**	198	**	213
Entertainment Score* (Reels)	4.9	4.9	3.4	3.6	4.9	5.4	3.7	5.1	3.6	**	3.6	**	5.3
Reach*	31.3K	81.2K	64K	68.8K	136.6K	72.6K	58K	284.7K	40.5K	**	47.4K	**	60.8K
Effectiveness Rate*	19.8%	15.6%	9.8%	9.4%	11.4%	17.8%	10.2%	15.3%	14.4%	**	16.2%	**	17.5%
Engagement Rate	0.4%	0.2%	0.1%	0.2%	0.3%	0.3%	0.2%	0.4%	0.2%	0.4%	0.2%	0.9%	0.4%

*Customer data only

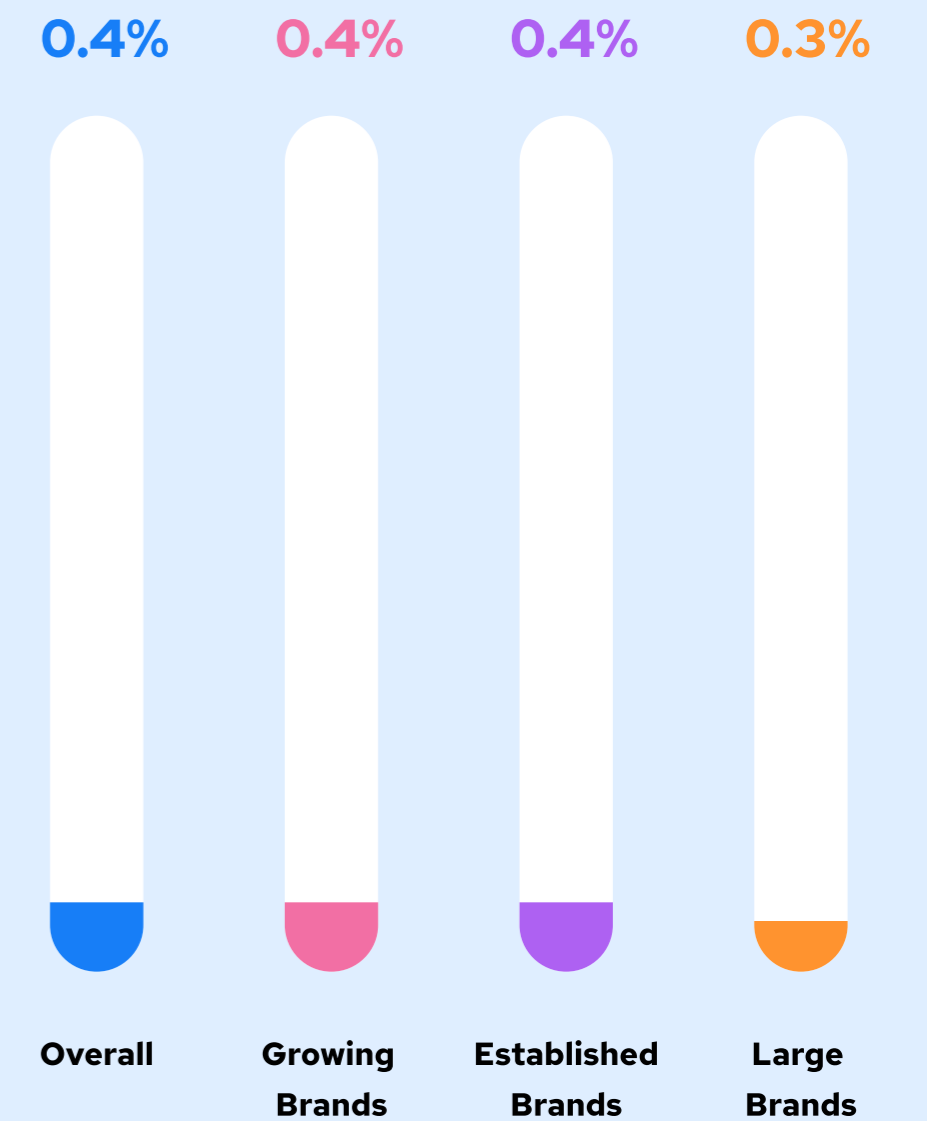
** Limited data available

CPG Brands Industry-Wide

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Shares*	Entertainment Score* (Reels)	Reach*	Effectiveness Rate*
CPG Overall	1.5M	2	2	0.9%	165	4.9	31.3K	19.8%
Growing Brands (0 - 190K Followers)	101K	2	1	1.1%	42	5.8	5.7K	20.6%
Established Brands (190K - 1.1M Followers)	510.8K	2	2	0.8%	182	4.4	33.4K	19.2%
Large Brands (1.1M+ Followers)	6.8M	5	4	1.2%	**	**	**	**

*Customer data only
**Limited data available

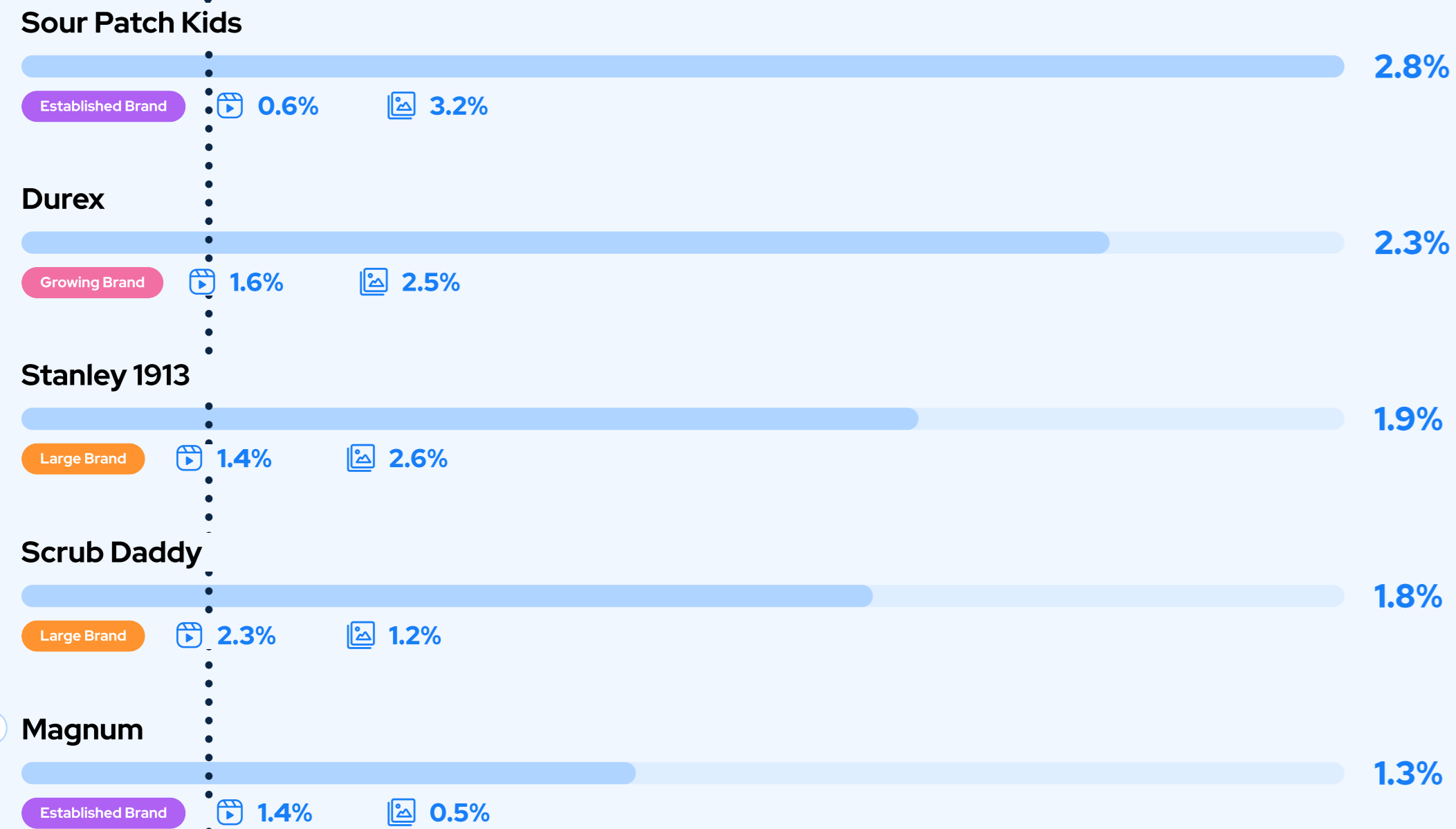
Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

Top CPG Industry Performers by Engagement Rate

Overall Industry Average: 0.4%



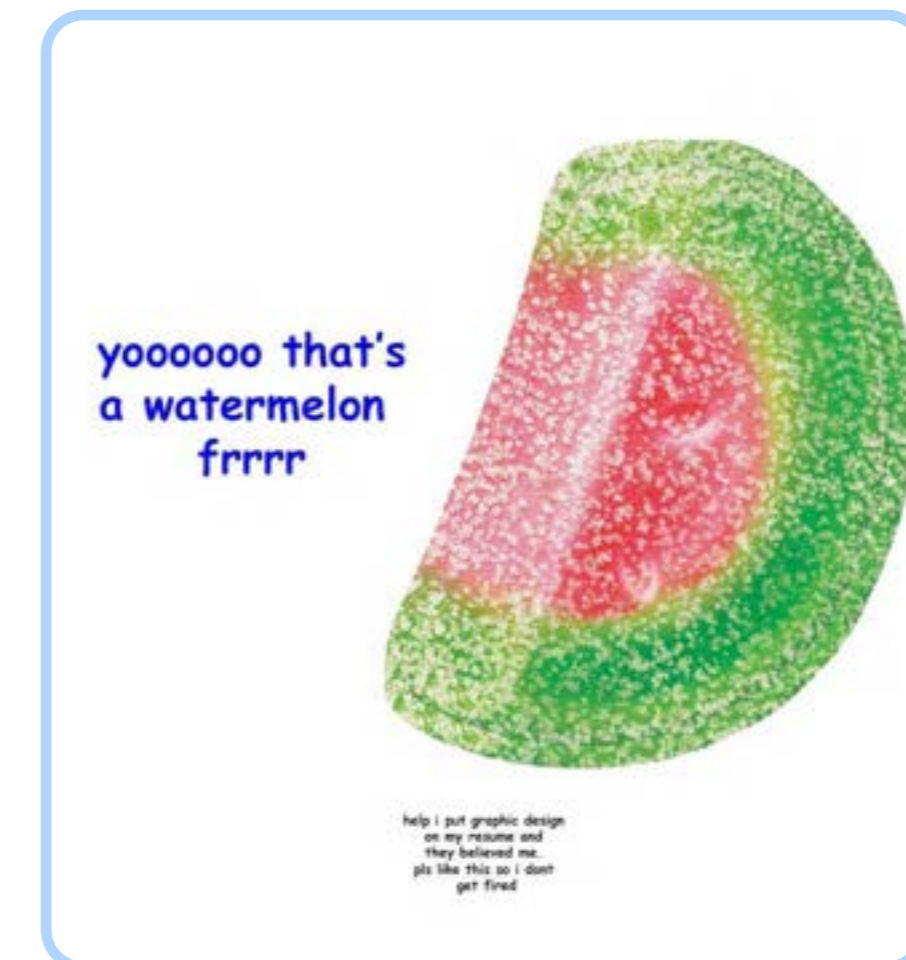
 Average Engagement Rate (Reels) | Industry Average: 0.3%  Average Engagement Rate (Static and Carousel) | Industry Average: 0.4%  Dash Social User

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

Deep Dive Into Top Performing CPG Brand

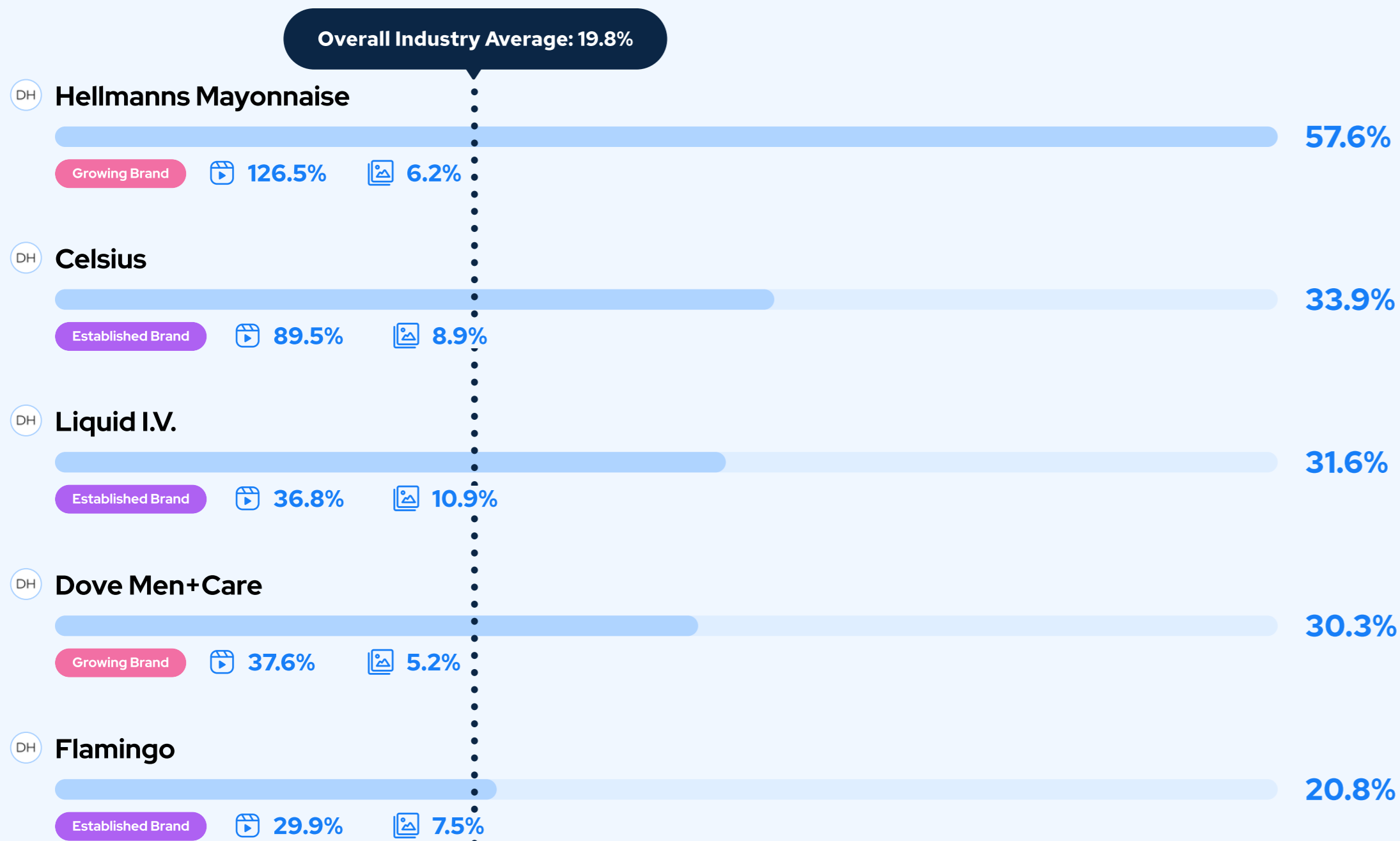


Sour Patch Kids earns a high Instagram engagement rate thanks to its playful, vibrant content. The brand uses memes and text overlays to their fullest potential, making its posts memorable and instantly shareable amongst Gen Z. The mischievous persona the candy brand has taken on, including personalizing the candy itself, helps it to stand out.



Sour Patch Kids outperforms the average Engagement Rate for CPG brands by 150%.

Top CPG Industry Performers by Effectiveness Rate



 Average Effectiveness Rate (Reels) | Industry Average: 28.7%  Average Effectiveness Rate (Static and Carousel) | Industry Average: 7.8%  Dash Social User

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

Deep Dive Into Top Performing CPG Brand

flamingo

Flamingo's Instagram Effectiveness Rate is unmatched, fueled by its clear, relatable content that makes body hair and care accessible. Flamingo blends practical information with lifestyle content and the occasional comedic post, driving maximum impact with the full spectrum of Instagram audiences.



Flamingo outperforms the average Effectiveness Rate for CPG brands by 5%.

Winning Formulas for Creating Entertaining Reels Content

Goody

Goody Hair's high Entertainment Score reflects its wide range of fun, trend-savvy content. The brand has recently taken on a relatable, unmistakably Gen Z voice, broadening its appeal. It employs playful tutorials, stylish hair inspiration and shopping hauls that succeed at capturing audiences' attention.

Entertainment Score: 7.8/10

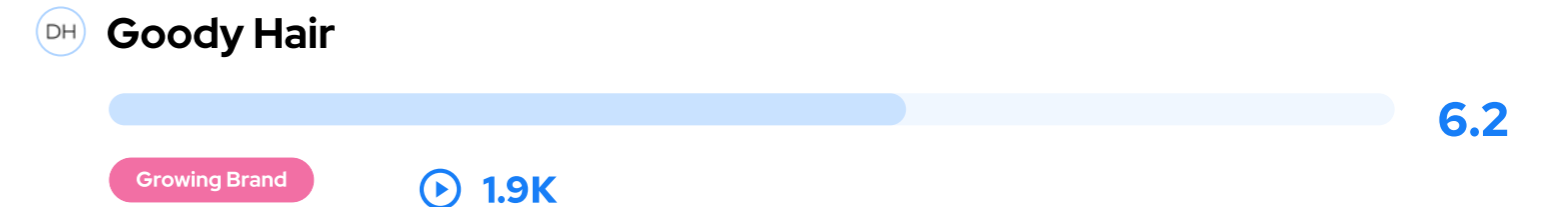
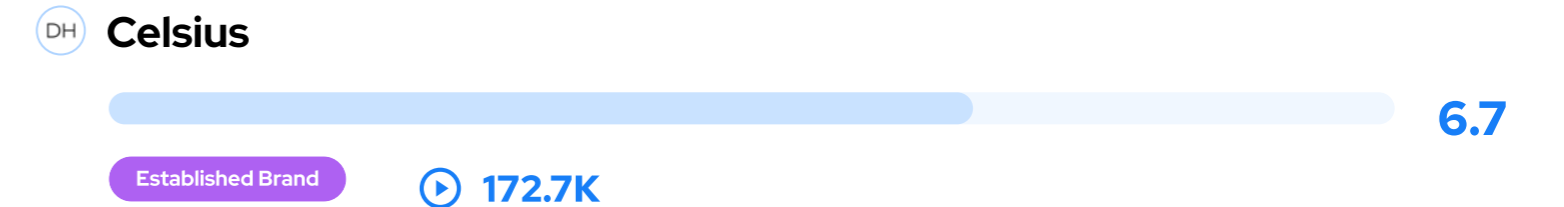
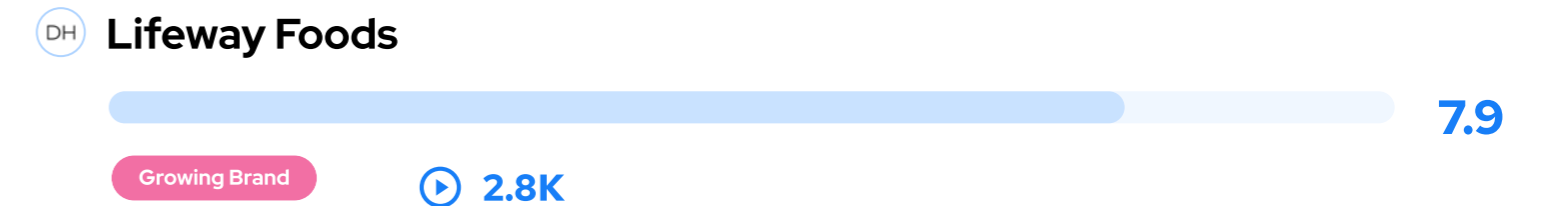
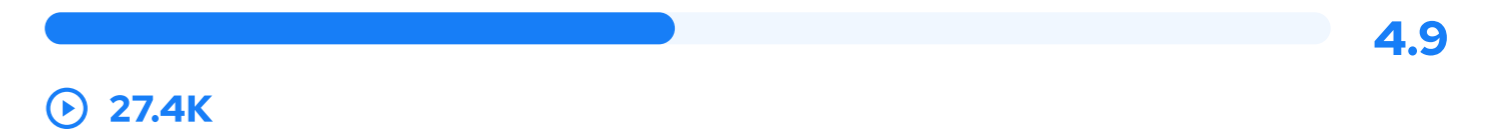
Compared to the CPG industry average of **4.9**, and Goody Hair's own average of **6.2**.



Top CPG Industry Performers by Entertainment Score (Reels)

 Average Video Views

Overall Average



YouTube

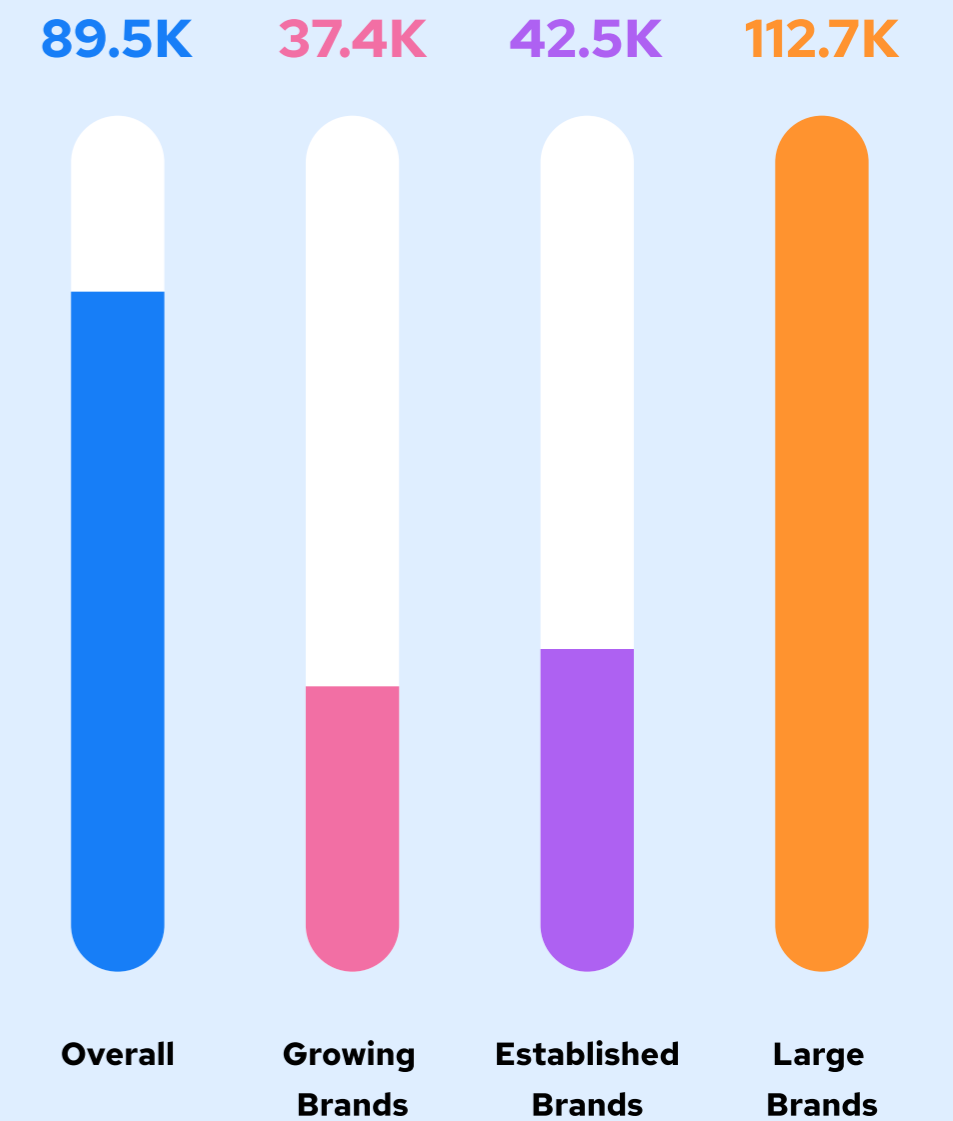


Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares	Percentage Viewed
Overall	791.2K	7	1.2%	2.1K	84	67%
Growing Brands <small>(0 - 20K Followers)</small>	5.8K	3	1.6%	201	7	86%
Established Brands <small>(20K - 150K Followers)</small>	70K	5	0.9%	236	8	68%
Large Brands <small>(150K+ Followers)</small>	2.7M	17	0.9%	3K	156	60%

*Customer data only

Overall Video Views



By Industry

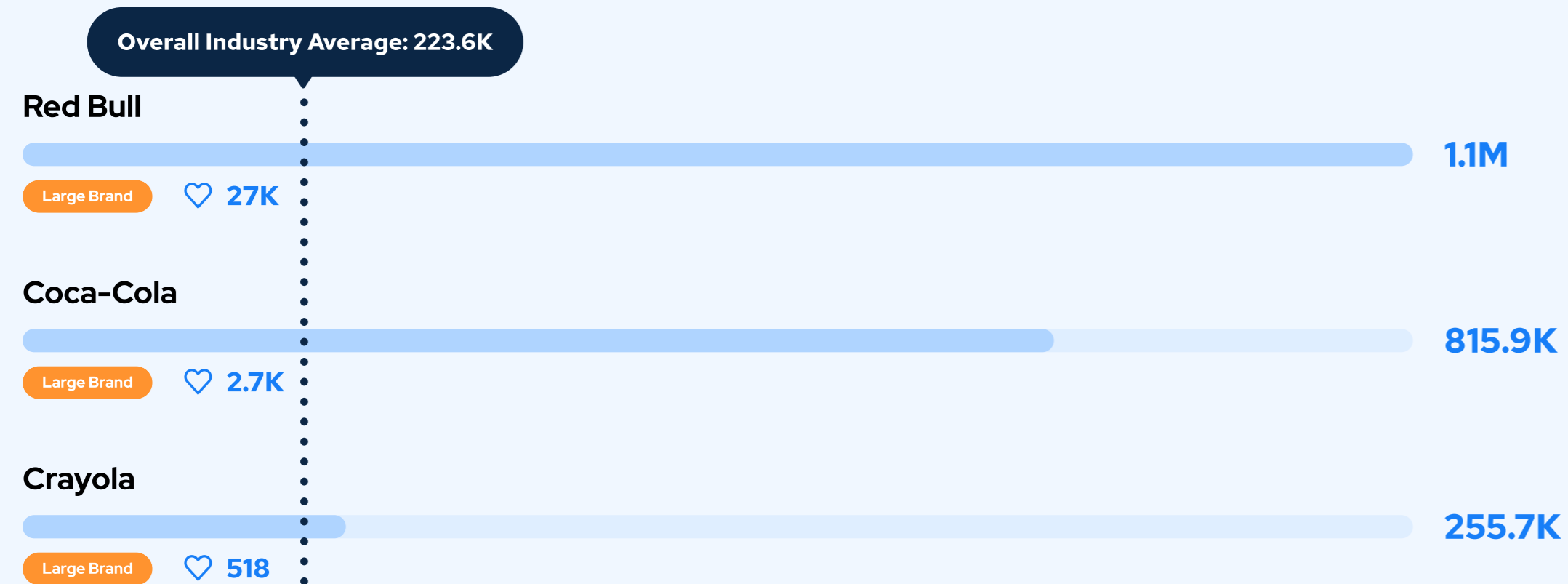
	CPG	Beauty	Retail	Fashion	Luxury	Food and Beverage	Home	Media and Publishing	Baby and Children	B2B	Wellness	Sports	Travel
Subscriber Count	714.3K	98.2K	343.4K	48.2K	312.6K	622.2K	94K	3.7M	335.4K	192.3K	200.1K	1.6M	132.8K
Weekly Videos	4	8	7	9	4	3	3	35	4	3	5	15	6
Monthly Follower Growth Rate	1.1%	1.3%	0.5%	0.9%	1.1%	1.0%	1.4%	1.5%	0.8%	1.4%	1.4%	1.4%	1.6%
Likes*	3.2K	1.3K	368	247	1.3K	3.6K	151	2.4K	592	135	355	4.5K	146
Shares*	12	34	6	4	36	24	15	188	17	2	34	35	6
Percentage Viewed*	64%	88%	59%	68%	100%	64%	74%	57%	73%	**	**	**	**
Overall Video Views	163.2K	72.5K	77.7K	45.9K	118.8K	163.7K	56.8K	90K	55.9K	33.9K	55.8K	135.2K	30.3K


*Customer data only

** Limited data available

 Average On-Demand Video Views and Industry Leaders

Top CPG Industry Performers by On-Demand Video Views



 Average Likes | Industry Average: 3.2K  Dash Social User  Growing Brand: 0 - 20K Followers  Established Brand: 20K - 150K Followers  Large Brand: 150K+ Followers

Deep Dive Into Top Performing CPG Brand

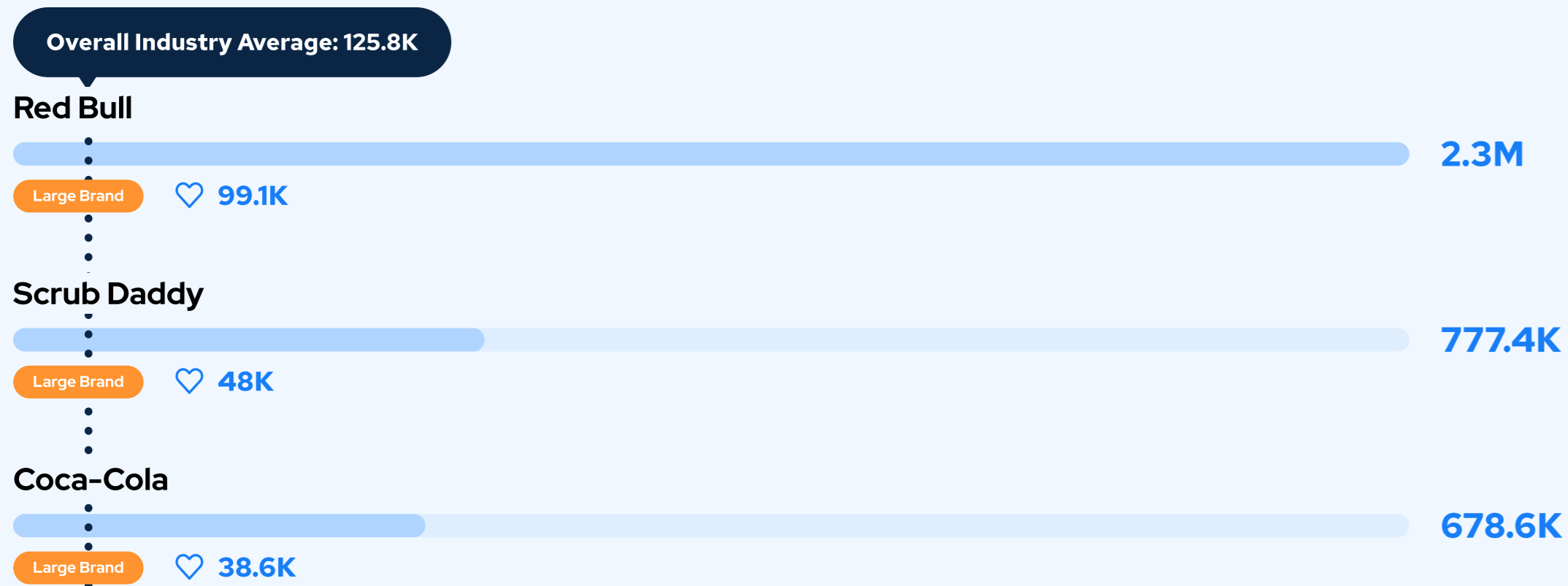


Crayola leads in YouTube video views by crafting engaging, colorful content that sparks creativity in its audience. Its videos are a go-to resource for DIY projects and education plans for parents and teachers. Crayola also ensures that its content is appealing to children as well, maximizing its viewership.

Crayola outperforms the average Video Views for CPG brands by 44%.



Top CPG Industry Performers by Shorts Video Views



Average Likes | Industry Average: 4.8K | DH Dash Social User

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

Deep Dive Into Top Performing CPG Brand



Scrub Daddy captures attention on YouTube Shorts with its quirky, high-energy videos, using the brand's signature sponge as an anthropomorphic comedian. Its inventive product demonstrations and hilarious tone make its content a hit with audiences.



Scrub Daddy outperforms the average Shorts Video Views for CPG brands by 144%.

What We Can Learn From CPG Brands' Strategies



Blend Education and Entertainment

Utilize educational content with an entertaining twist to keep engagement high and content memorable across platforms like TikTok.

Tailor Strategies to Platforms

Optimize content with platform-specific strategies, such as memes and text overlays for Instagram, to enhance engagement and effectiveness.

Diversify Content Types

Offer a variety of content, from tutorials to DIY projects, to cater to diverse audiences and maximize reach across platforms like Instagram and YouTube.

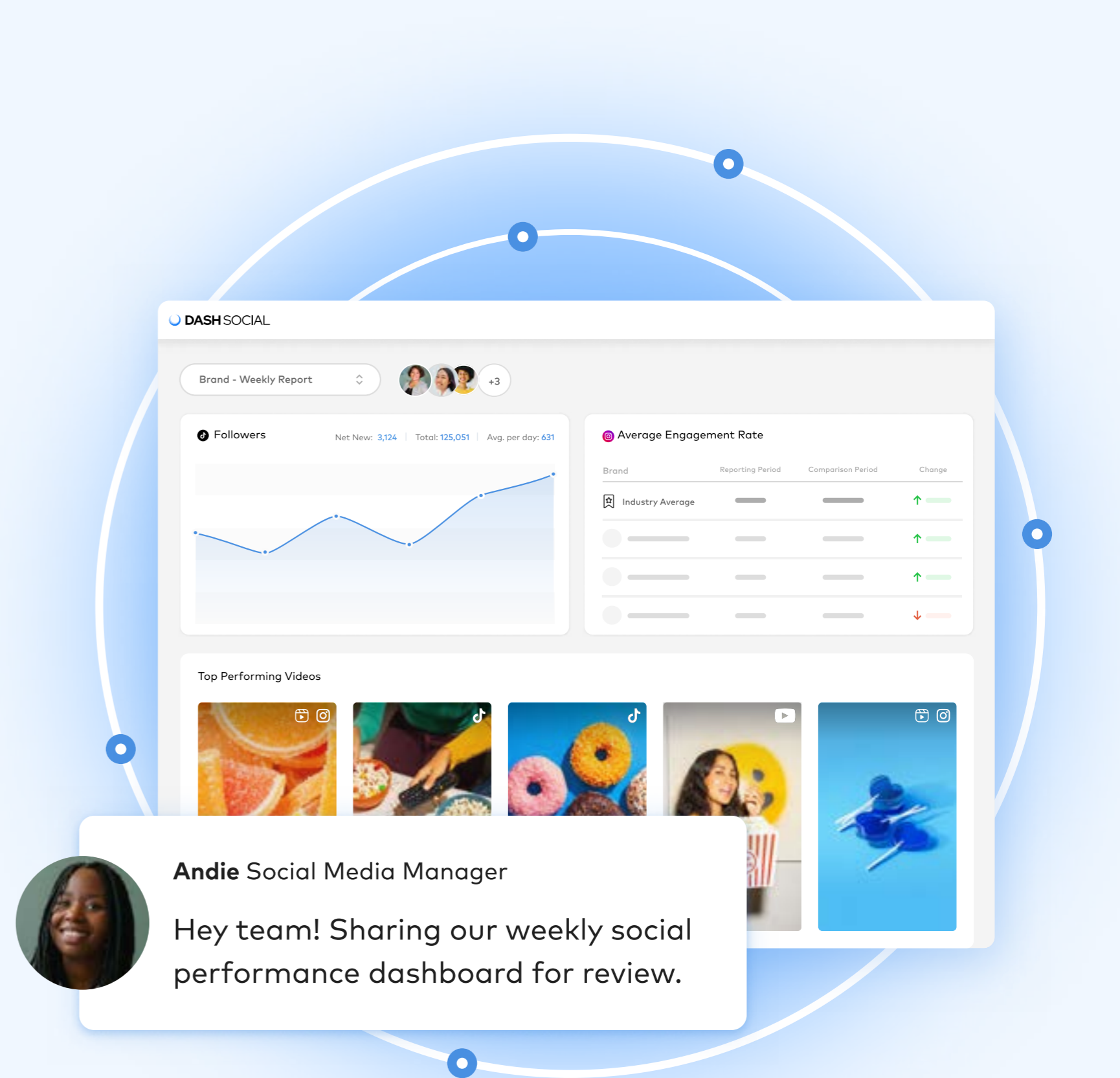


Outsmart Social

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 empowers brands to outsmart social, visit dashsocial.com.



Scan the QR code to sign up for a free demo of Dash Social.



At a Glance

Facebook, Pinterest and X

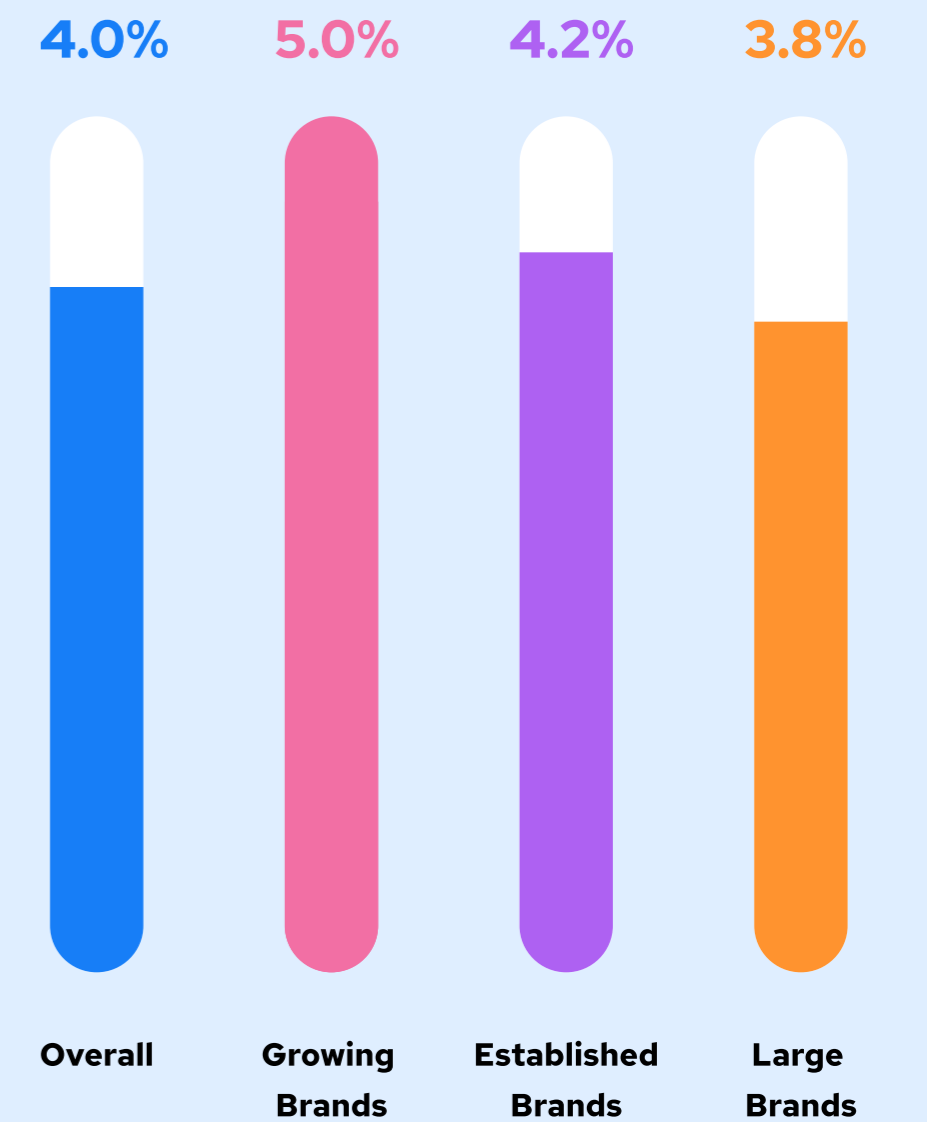


Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Effectiveness Rate
Overall	927.1K	8	0.5%	63.5K	9.7%
Growing Brands (0 - 100K Followers)	29.3K	2	1.0%	5.1K	12.3%
Established Brands (100K - 850K Followers)	337.3K	7	0.2%	26.6K	9.1%
Large Brands (850K+ Followers)	3.5M	20	0.1%	89.8K	7.4%

Customer data only

Engagement Rate



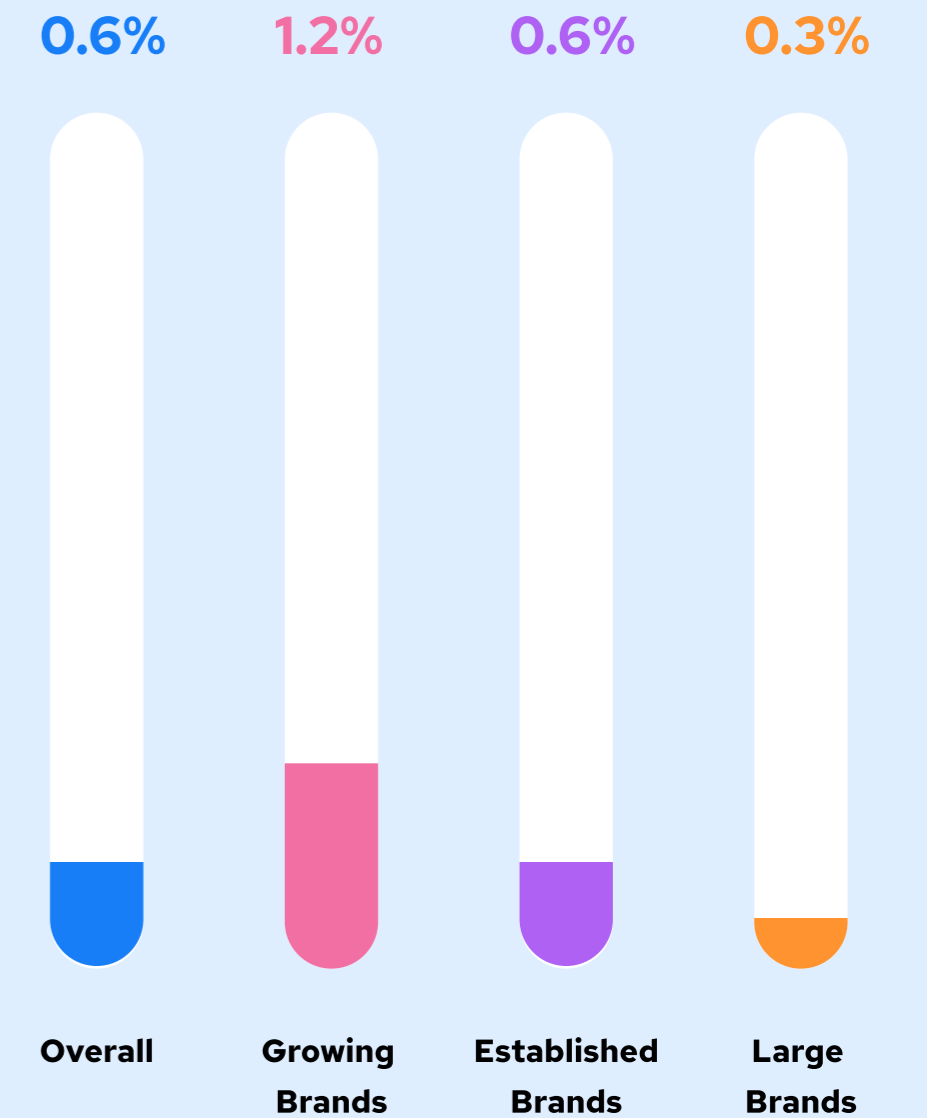
Engagement Rate: (Total Engagements) / Impressions

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Video Views
Overall	235.4K	22	1.3%	845
Growing Brands (0 – 8K Followers)	2.7K	9	2.5%	285
Established Brands (8K – 105K Followers)	37.9K	18	1.1%	850
Large Brands (105K+ Followers)	769.5K	43	0.3%	4.4K

Customer data only

Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Likes	Total Engagements	Retweets
Overall	813.1K	48	0.1%	16.4K	38	258	8
Growing Brands (0 – 12.5K Followers)	5.1K	6	0.2%	818	7	23	5
Established Brands (12.5K – 200K Followers)	70K	21	0.04%	3.3K	18	90	6
Large Brands (200K+ Followers)	2.0M	100	-0.03%	17.9K	40	284	10

Customer data only