Social Media

Benchmark Report

Fashion Industry

DASH SOCIAL

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 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 Fashion Industry

The fashion industry includes apparel, footwear, accessories and textiles, driven by trends and cultural influences.

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.
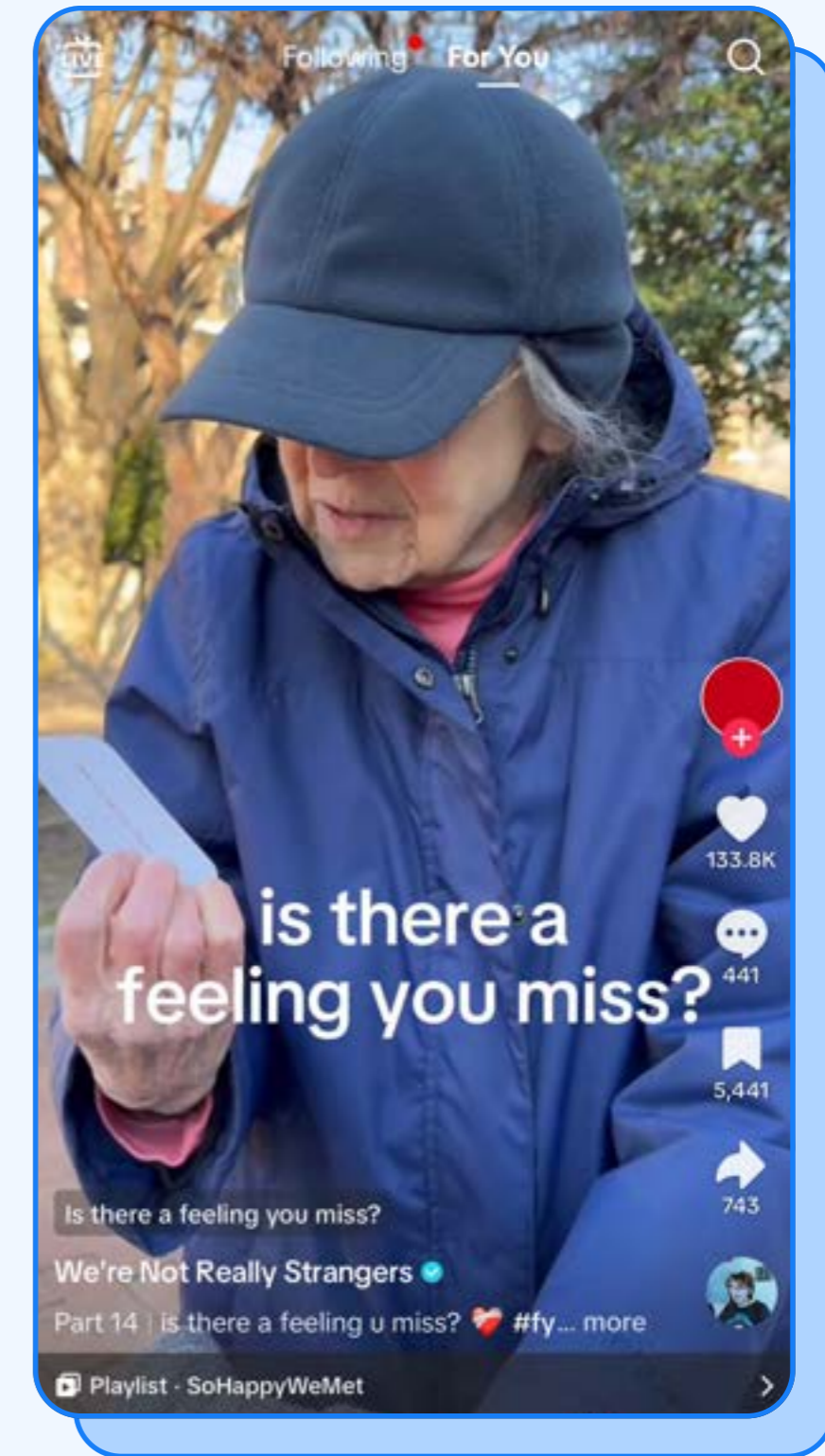
@werenotreallystrangers

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.
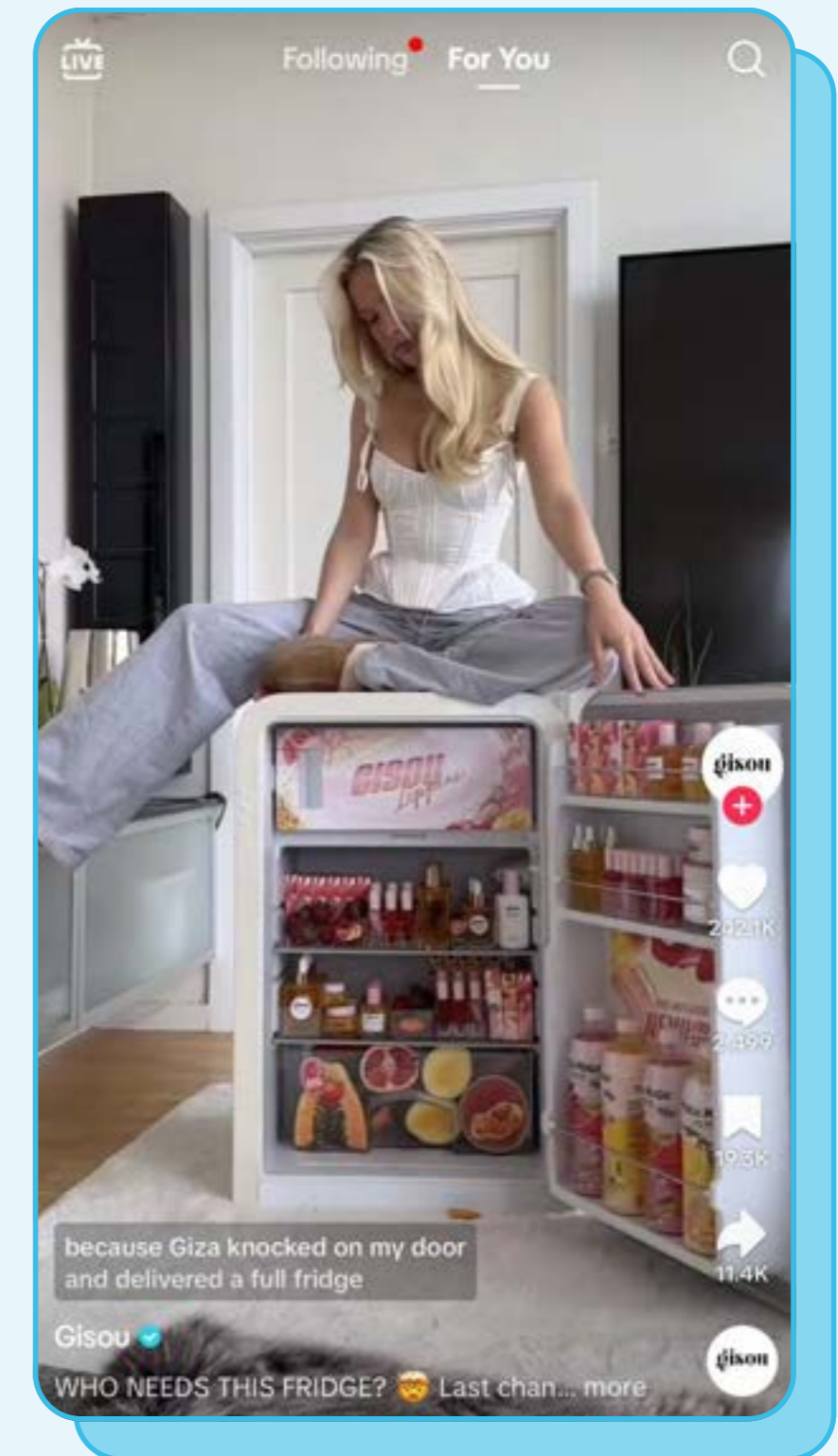
@gisou

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.
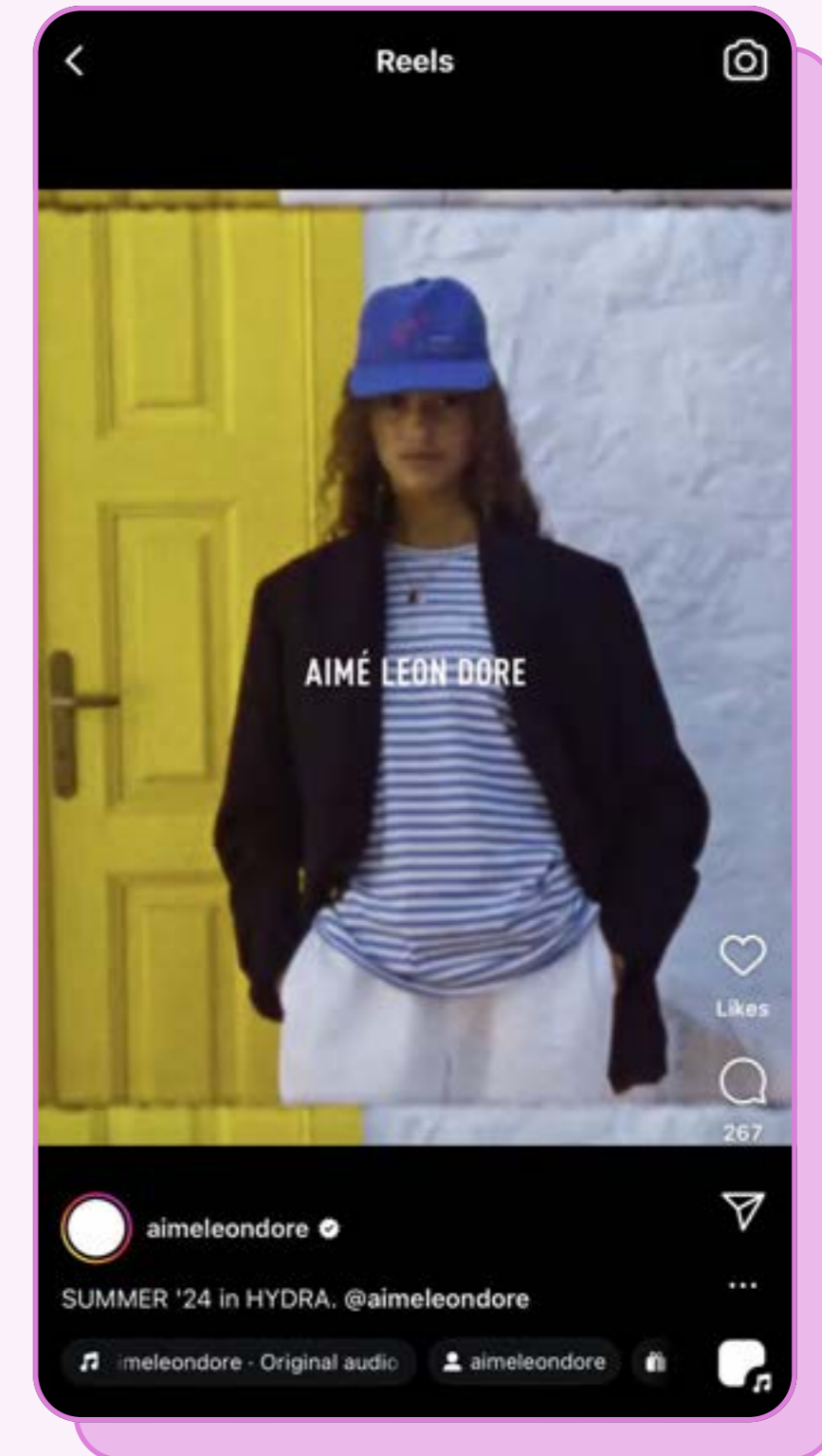
@aimeleondore

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.
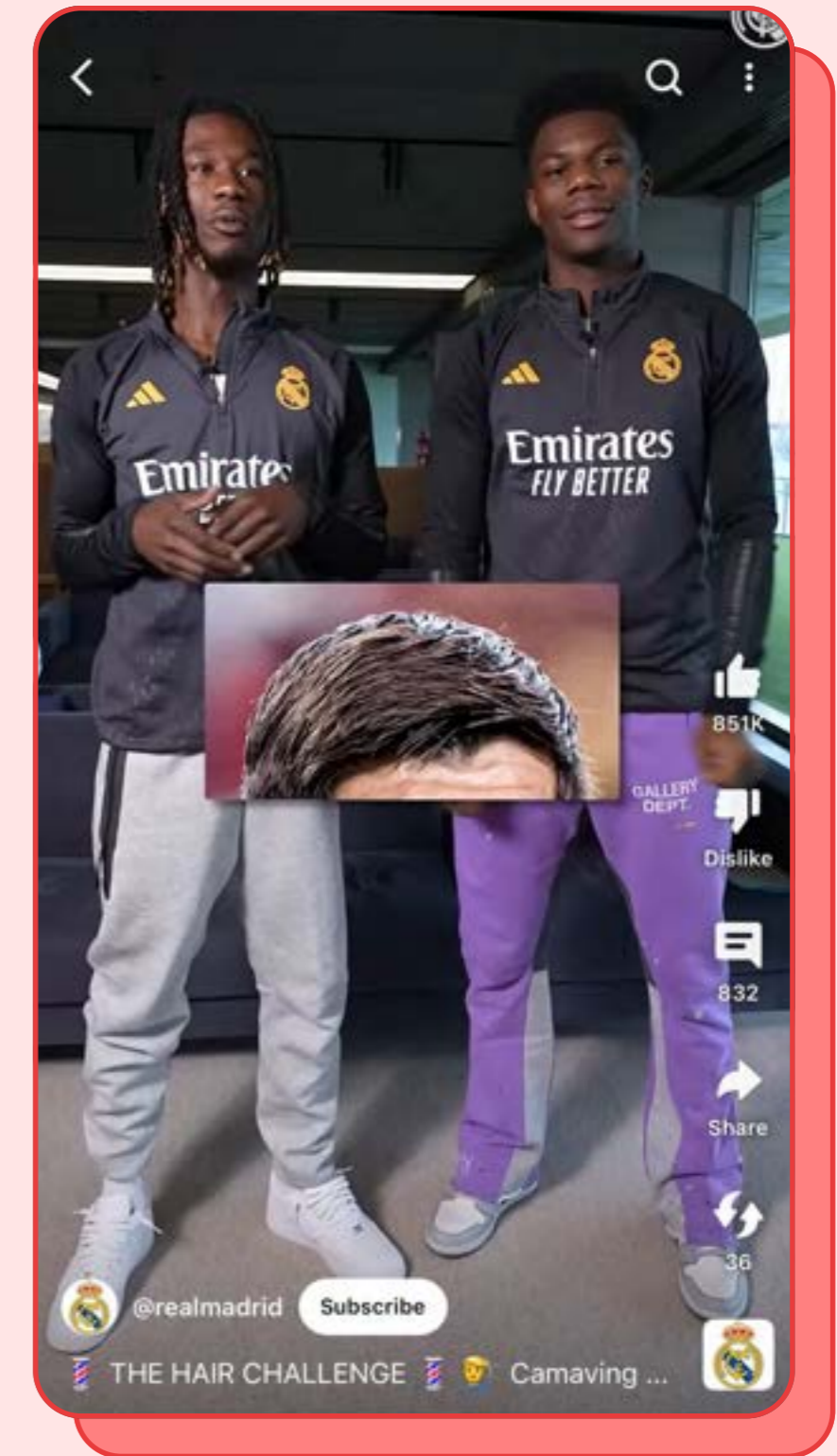
@realmadrid

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

Opportunity for Fashion Brands to Elevate Social Media Engagement

♪ TikTok Offers Opportunity for Brands To Amplify Entertainment and Engagement

Despite maintaining a consistent posting strategy with five posts a week, fashion brands have an opportunity to elevate their entertainment and engagement value further. With an Entertainment Score of 3.4, enhancing content creativity could significantly deepen audience connections on social media platforms. A.P.C., GANNI and UGG are three brands that experiment with different formats, trends, and creator collaborations and see high Entertainment Scores.

⊙ Fashion Faces Challenges in Maximizing Engagement on Instagram

Similar to TikTok, fashion brands on Instagram, despite large followings, show low engagement and Entertainment Scores. With modest shares and reach, these indicators highlight a clear need for more captivating content to enhance audience interaction and overall platform success.

▶ YouTube Shorts Opens New Growth Paths for Fashion Brands

Fashion brands have an exciting opportunity to capitalize on Shorts, which can complement their success with On-Demand content. Although On-Demand content averages 7 times more views, Shorts offers a chance to reach new audiences, especially when combined with effective SEO strategies.

Average Fashion Engagement Rate and Video Views

H2 2024

Engagement Rate

3.2%　　0.2%

Video Views

107.1K　　71K　　45.9K
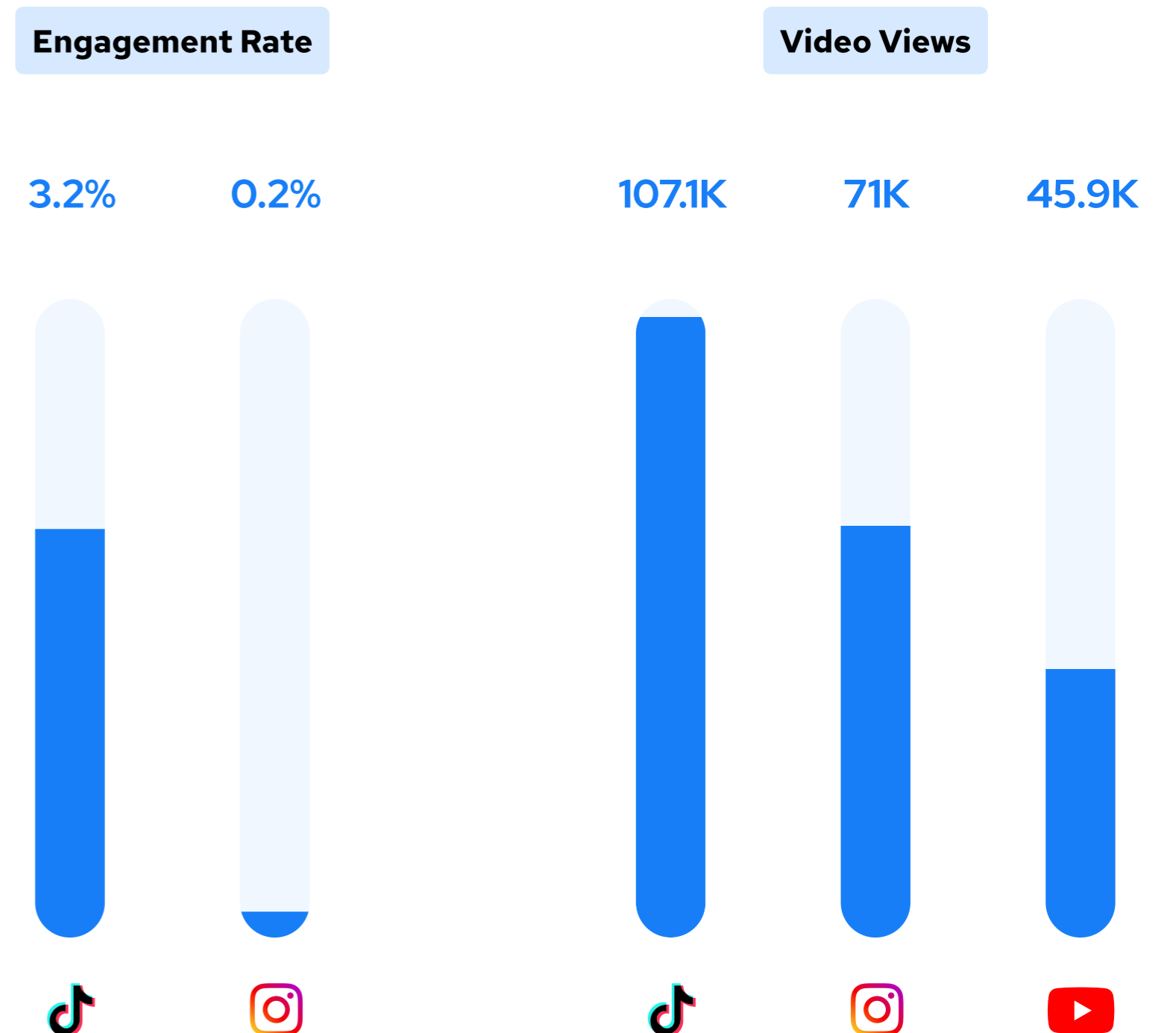
Percentage change compared to six prior

TikTok

Average TikTok Performance

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Overall	357K	6	5.8%	128.1K	142	105K	3.8
Growing Brands (0 – 11.5K Followers)	4.1K	3	7.6%	19.3K	9	12.9K	3.4
Established Brands (11.5K – 110K Followers)	44.7K	5	6.8%	61.8K	36	47.4K	3.6
Large Brands (110K+ Followers)	894.6K	9	3.5%	177.8K	216	145.6K	3.9

*Customer data only
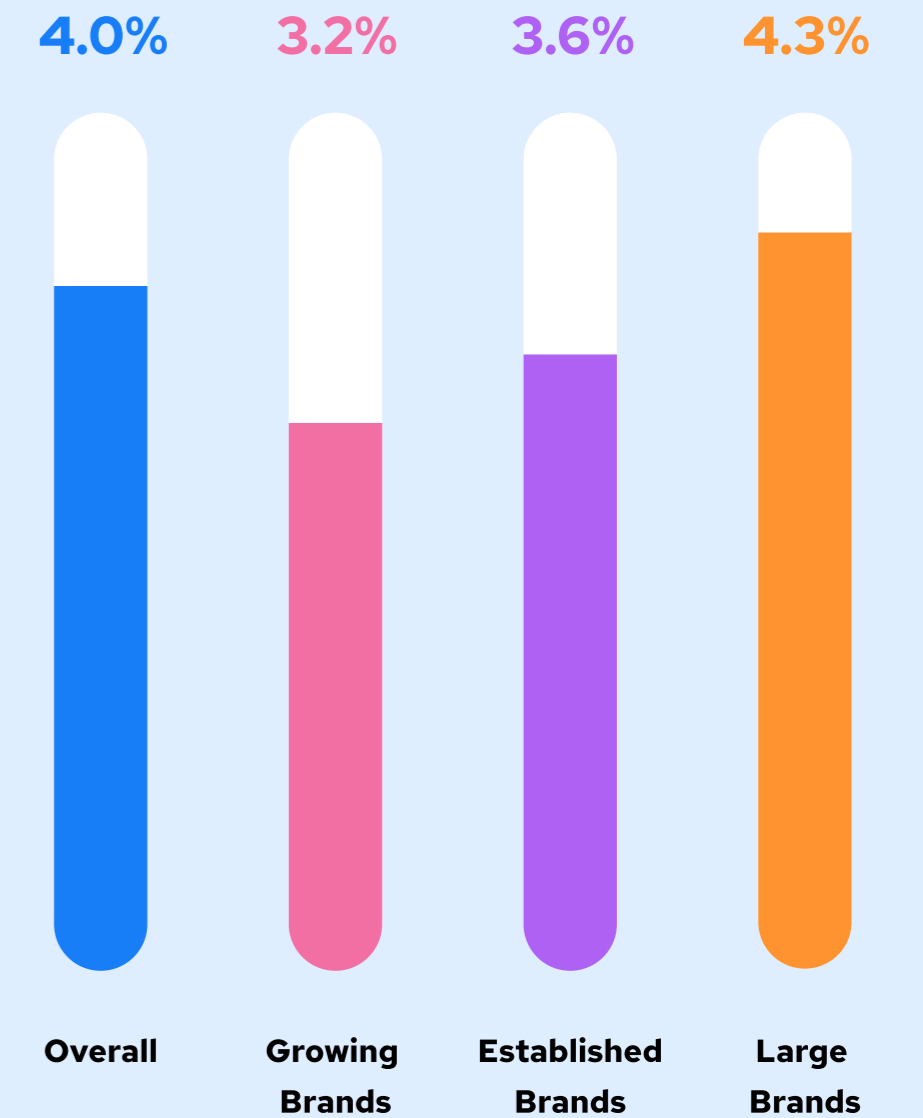
Engagement Rate

4.0%	3.2%	3.6%	4.3%
Overall	Growing Brands	Established Brands	Large Brands

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

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By Industry

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

*Customer data only
** Limited data available

Average TikTok Performance

Fashion Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Fashion Overall	200.6K	5	4.9%	107.1K	55	86.6K	3.4
Growing Brands (0 – 11.5K Followers)	3.9K	2	7.5%	10.8K	6	9.3K	3.1
Established Brands (11.5K – 110K Followers)	45.9K	5	5.0%	72.4K	19	55.1K	3.5
Large Brands (110K+ Followers)	654.4K	8	2.6%	160.9K	98	131.7K	3.5

*Customer data only

Engagement Rate

Overall	Growing Brands	Established Brands	Large Brands
3.2%	3.0%	3.1%	3.3%

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

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Top Fashion Industry Performers by Engagement Rate

Overall Industry Average: 3.2%

Browns Fashion

7.6%

Established Brand | ▶ 2.1K

PrettyLittleThing

6.4%

Large Brand | ▶ 152.1K

DH **Hurley**

6.2%

Established Brand | ▶ 1.7K

Everlane

5.9%

Established Brand | ▶ 7.4K

DH **Kendra Scott**

5.8%

Large Brand | ▶ 389.2K
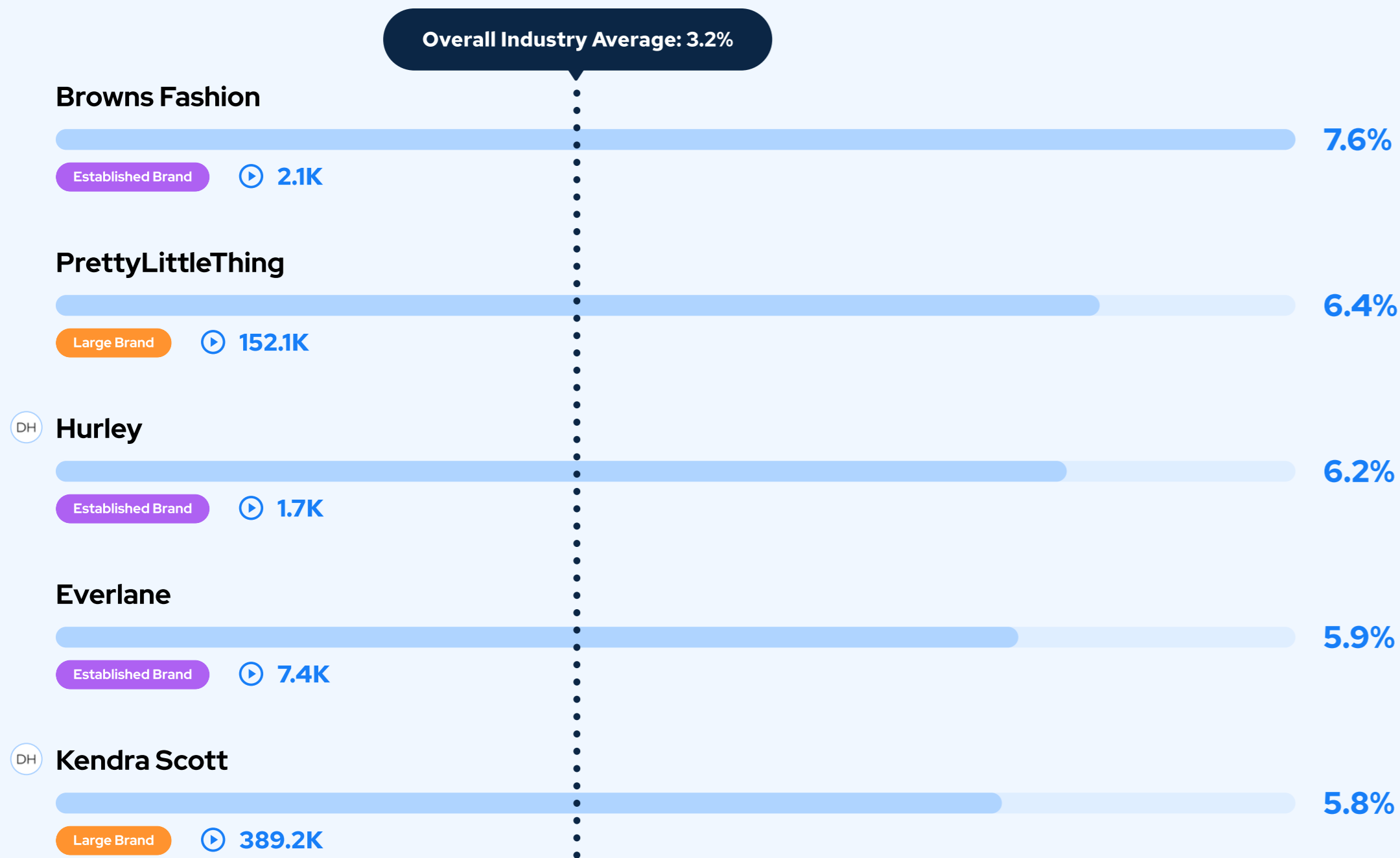
▶ Average Video Views   DH Dash Social User   ● Growing Brand: 0 – 11.5K Followers   ● Established Brand: 11.5K – 110K Followers   ● Large Brand: 110K+ Followers

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Deep Dive Into Top Performing Fashion Brand

KENDRA SCOTT

Kendra Scott's TikTok engagement rate thrives through a mix of sparkling product showcases and fun real-life displays of the brand's collections. Its content is always high-energy and approachable, effectively drawing in a community keen on style and artisanal charm.
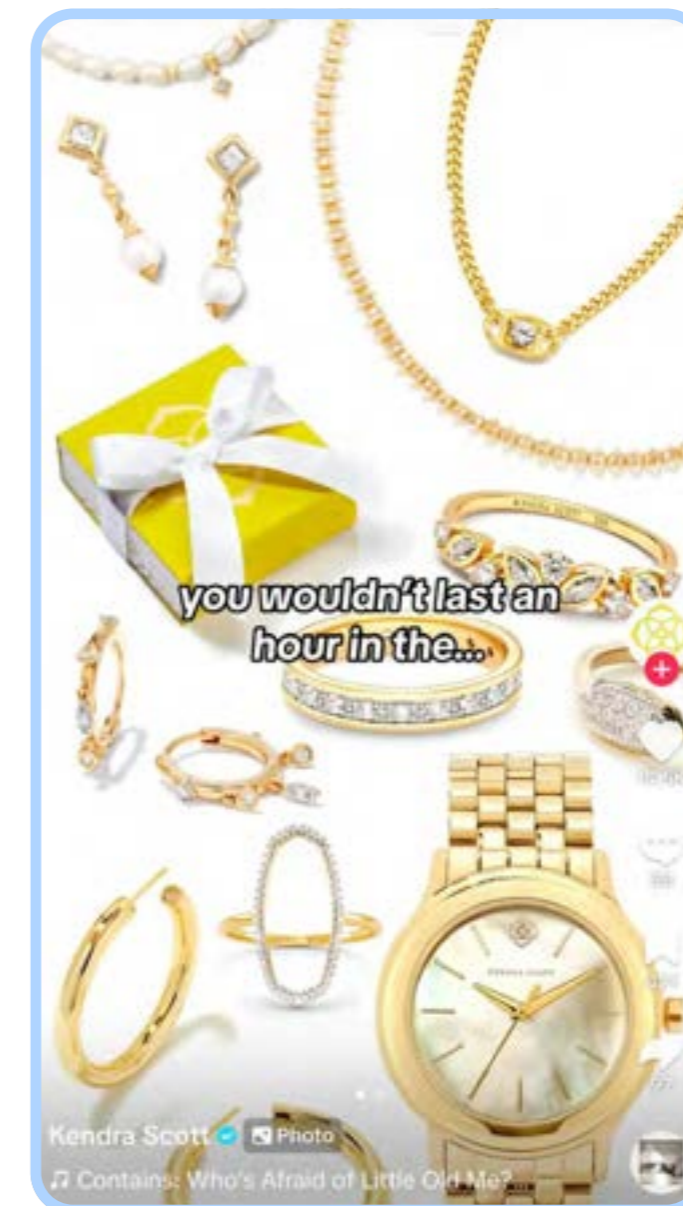
Kendra Scott outperforms the average Engagement Rate for fashion brands by 58%.

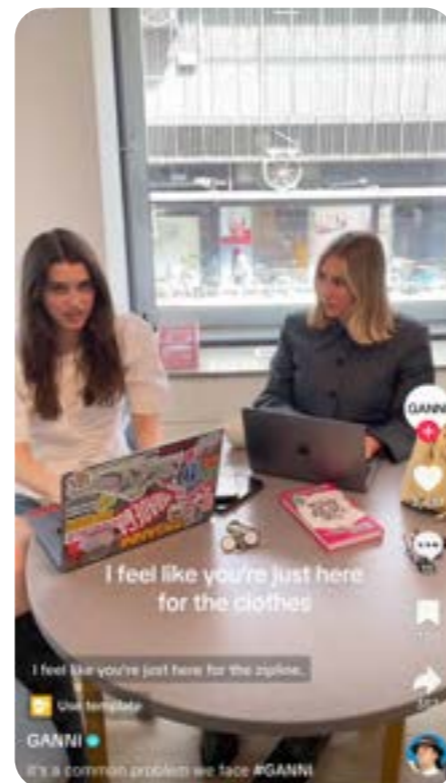# Winning Formulas for Creating Entertaining TikTok Content

GANNI

GANNI stands out on TikTok with bold fashion statements that feel ready-made for the TikTok algorithm. Its content blends humor with behind-the-scenes looks at new products, which helps its community feel like a part of the brand. These factors lead to it having one of the highest Entertainment Scores in fashion.

Entertainment Score: 7.1/10

Compared to the fashion industry average of 3.4, and Ganni's own average of 6.5.
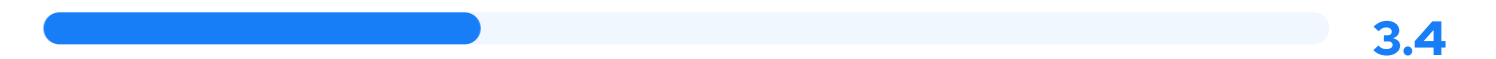
Retention Rate: 84%

Compared to the fashion industry average of 29%, and Ganni's own average of 38%.

I feel like you're just here for the clothes

I feel like you're just here for the zipline.

Use template

GANNI
It's a common problem we face #GANNI

Top Fashion Industry Performers by Entertainment Score

🕐 Average Retention Rate

Overall Average

3.4

🕐 **29%**

Browns Fashion

6.5
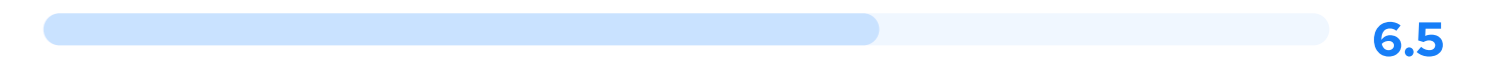
Established Brand   🕐 **38%**

DH **A.P.C.**

6.3
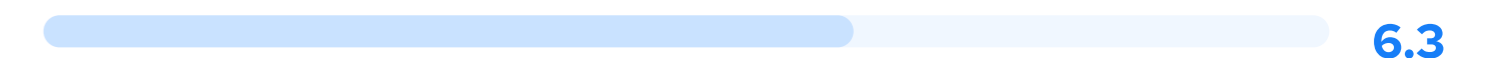
Established Brand   🕐 **34%**

DH **UGG**

6.3

Large Brand   🕐 **33%**

DH **GANNI**

5.7
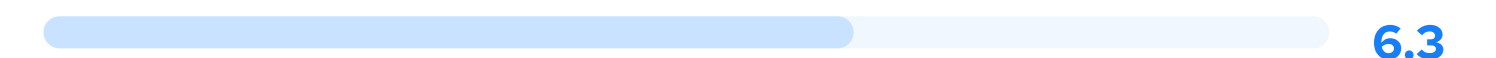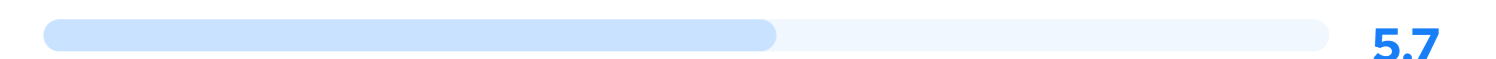
Established Brand   🕐 **28%**

DH **Keds**

5.6
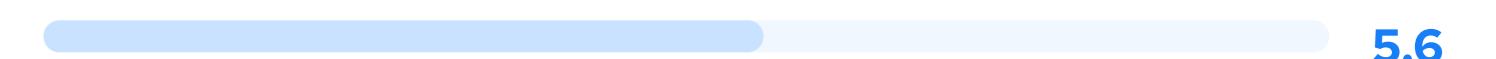
Established Brand   🕐 **25%**

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	2.1M	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

0.3%	0.3%	0.4%	0.3%
Overall	**Growing Brands**	**Established Brands**	**Large Brands**

Engagement Rate: (Likes+ Comments) / Followers

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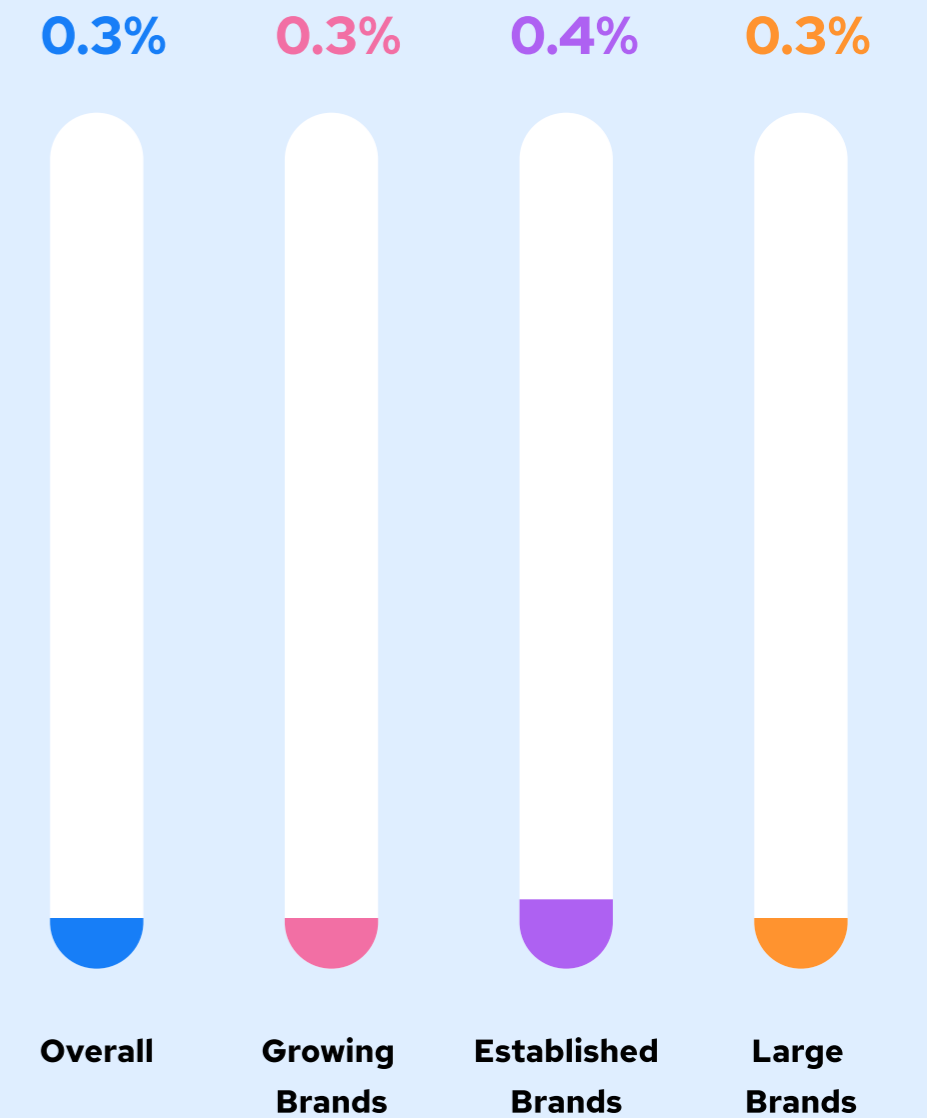
Across All Industries

	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
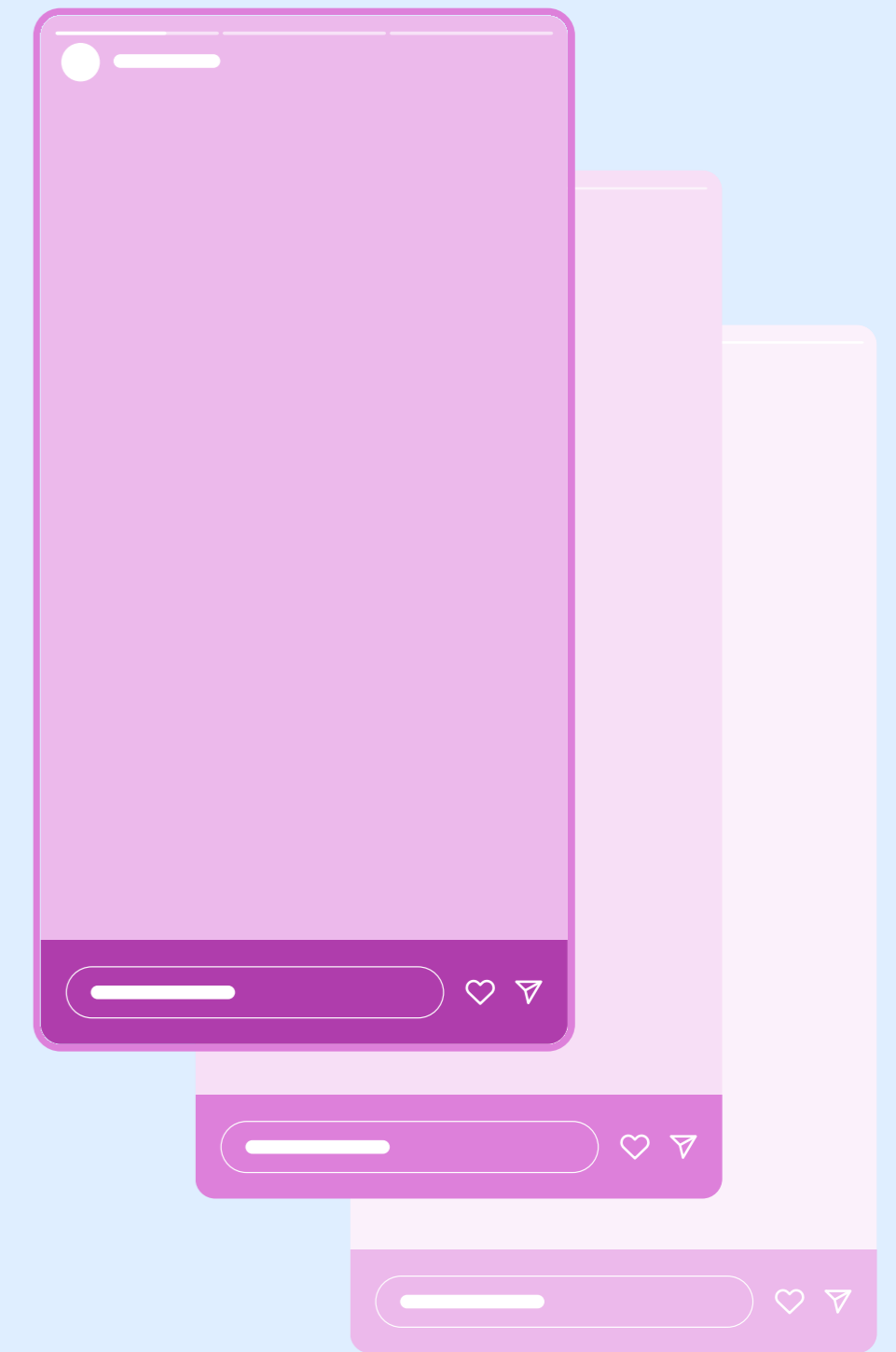
Average Instagram Performance

By Industry

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

*Customer data only
** Limited data available

Fashion 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 Overall	3.6M	3	6	0.6%	60	3.6	68.8K	9.4%
Growing Brands (0 – 190K Followers)	103.2K	2	4	1.0%	10	3.6	6.8K	13.3%
Established Brands (190K – 1.1M Followers)	516.2K	3	5	0.5%	40	3.2	29.2K	9.6%
Large Brands (1.1M+ Followers)	7.6M	5	8	0.4%	99	4.1	132.7K	7.9%

Customer data only

Engagement Rate

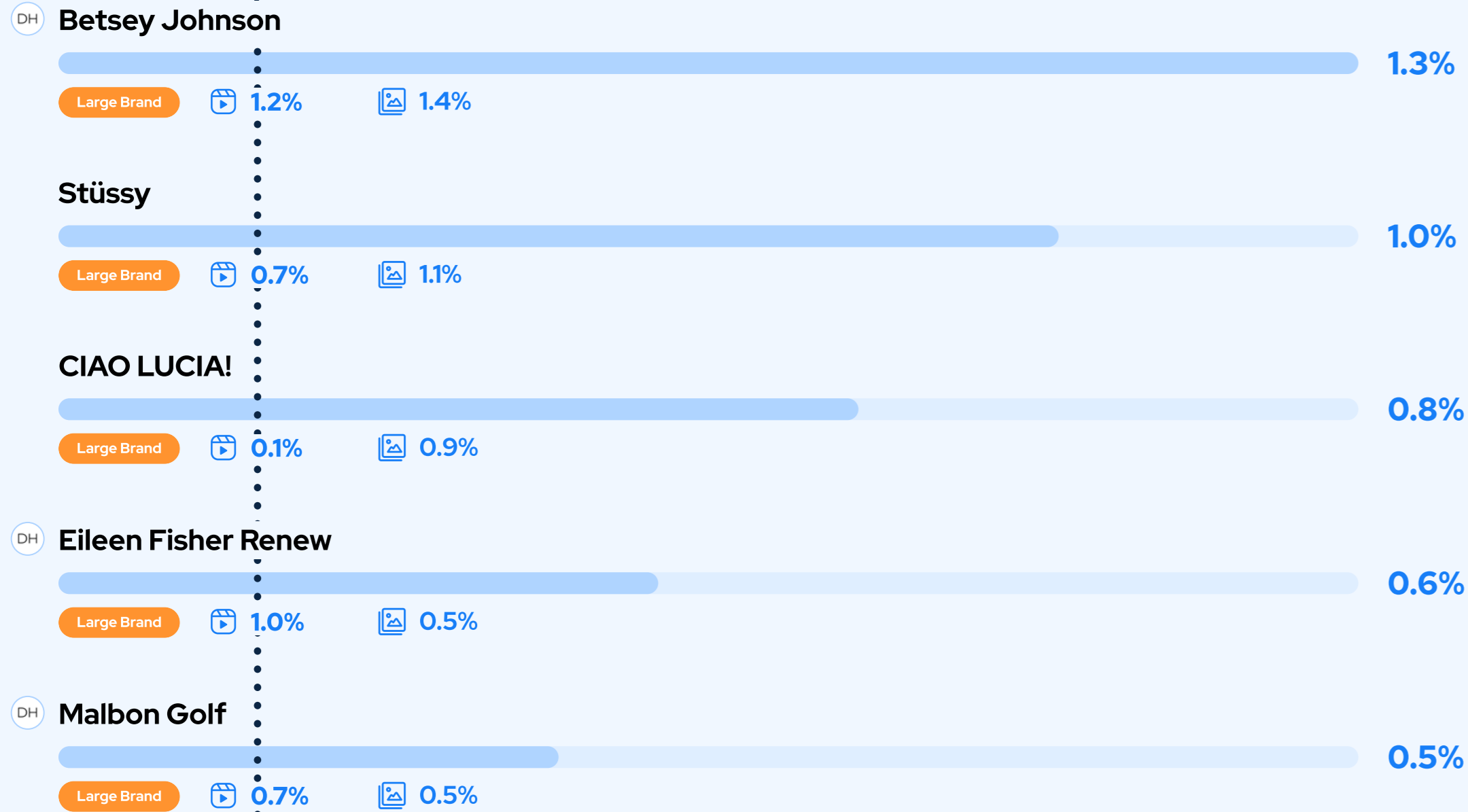| Overall	Growing Brands	Established Brands	Large Brands
0.2%	0.2%	0.2%	0.1%
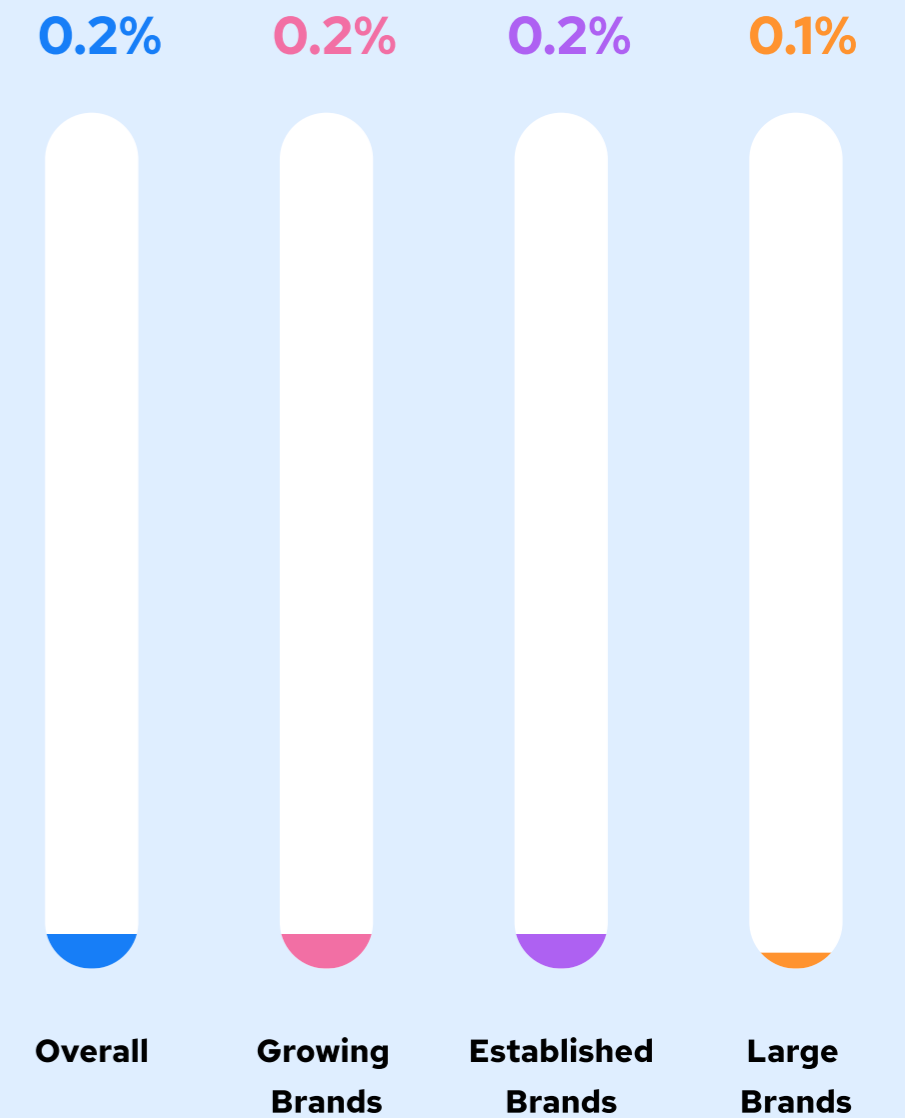
Engagement Rate: (Likes+ Comments) / Followers

Top Fashion Industry Performers by Engagement Rate

Overall Industry Average: 0.2%

DH **Betsey Johnson**
1.3%
Large Brand 1.2% 1.4%

Stüssy
1.0%
Large Brand 0.7% 1.1%

CIAO LUCIA!
0.8%
Large Brand 0.1% 0.9%

DH **Eileen Fisher Renew**
0.6%
Large Brand 1.0% 0.5%

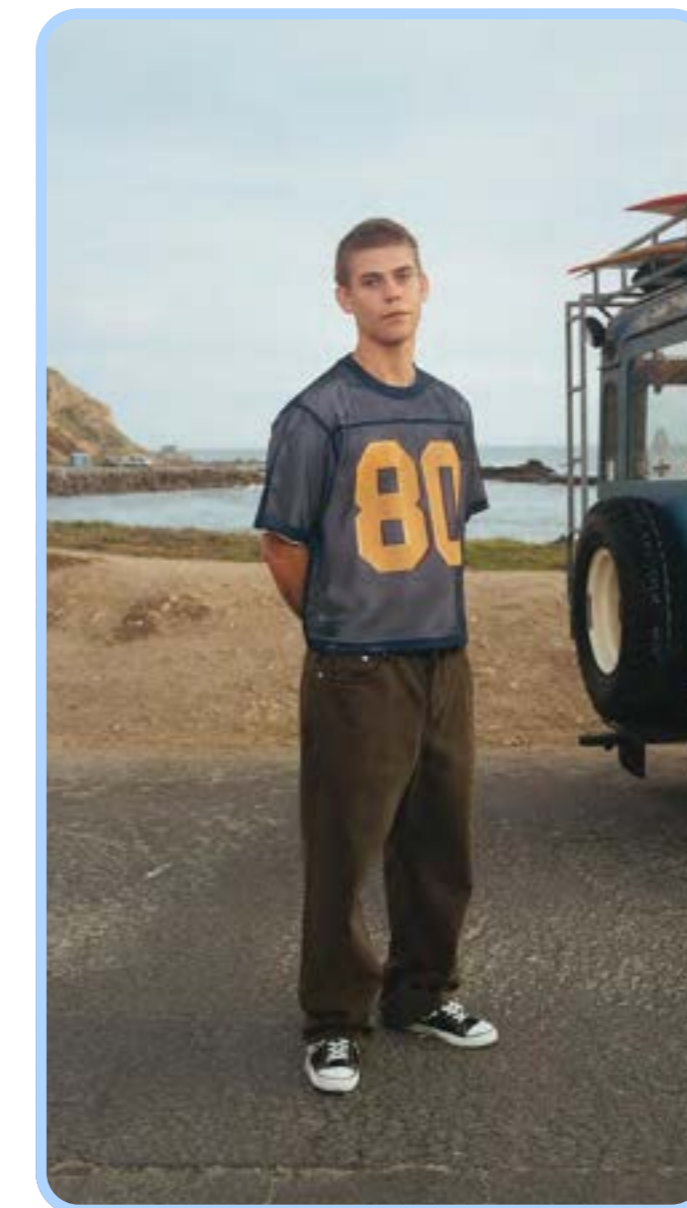**DH** **Malbon Golf**
0.5%
Large Brand 0.7% 0.5%

Average Engagement Rate (Reels) | *Industry Average: 0.1%*   Average Engagement Rate (Static and Carousel) | *Industry Average: 0.2%*   **DH** Dash Social User

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

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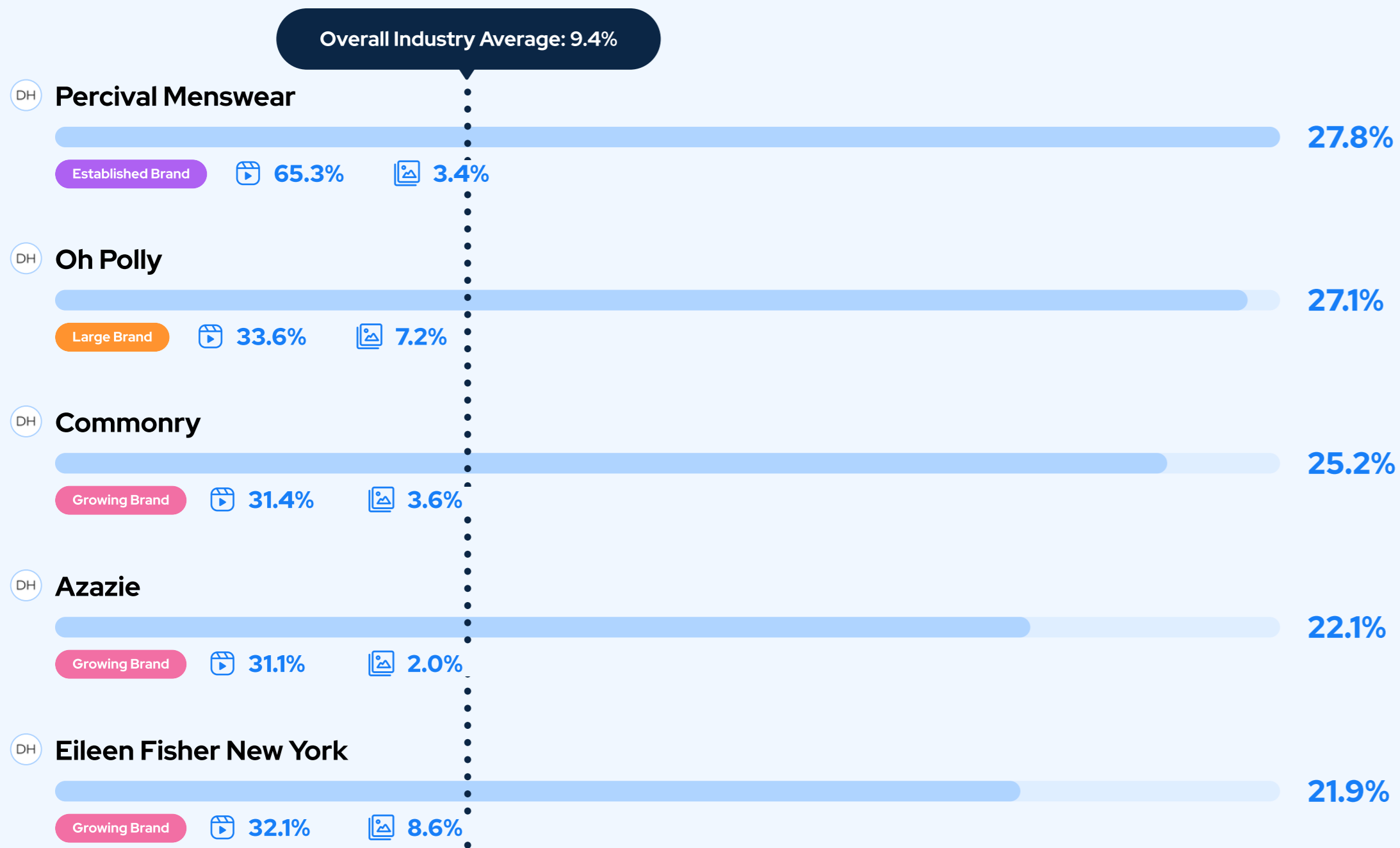## Deep Dive Into Top Performing Fashion Brand

Stüssy dominates in Instagram engagement by staying true to its roots in streetwear culture and athletics. Its content is made up of dynamic sports footage and authentic glimpses at the brand's latest products in action. The brand also has a strong focus on sustainability and environmental causes, using its platform for advocacy and change.

Stüssy outperforms the average Engagement Rate for fashion brands by 133%.

# Top Fashion Industry Performers by Effectiveness Rate

Overall Industry Average: 9.4%

Percival Menswear — DH
27.8%
Established Brand | 65.3% | 3.4%

Oh Polly — DH
27.1%
Large Brand | 33.6% | 7.2%

Commonry — DH
25.2%
Growing Brand | 31.4% | 3.6%

Azazie — DH
22.1%
Growing Brand | 31.1% | 2.0%

Eileen Fisher New York — DH
21.9%
Growing Brand | 32.1% | 8.6%

Average Effectiveness Rate (Reels) | *Industry Average: 17.8%*
Average Effectiveness Rate (Static and Carousel) | *Industry Average: 4.3%*
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 Fashion Brand

oh POLLY

OH POLLY stuns on the Instagram algorithm, with content that puts its sleek styles front and center. The brand has perfected the craft of creating aspirational content that lights up the feed without looking like campaign footage, which is a difficult balancing act for brands to accomplish. Its high Effectiveness Rate is a testament to the brand's strong vision for its social channels.
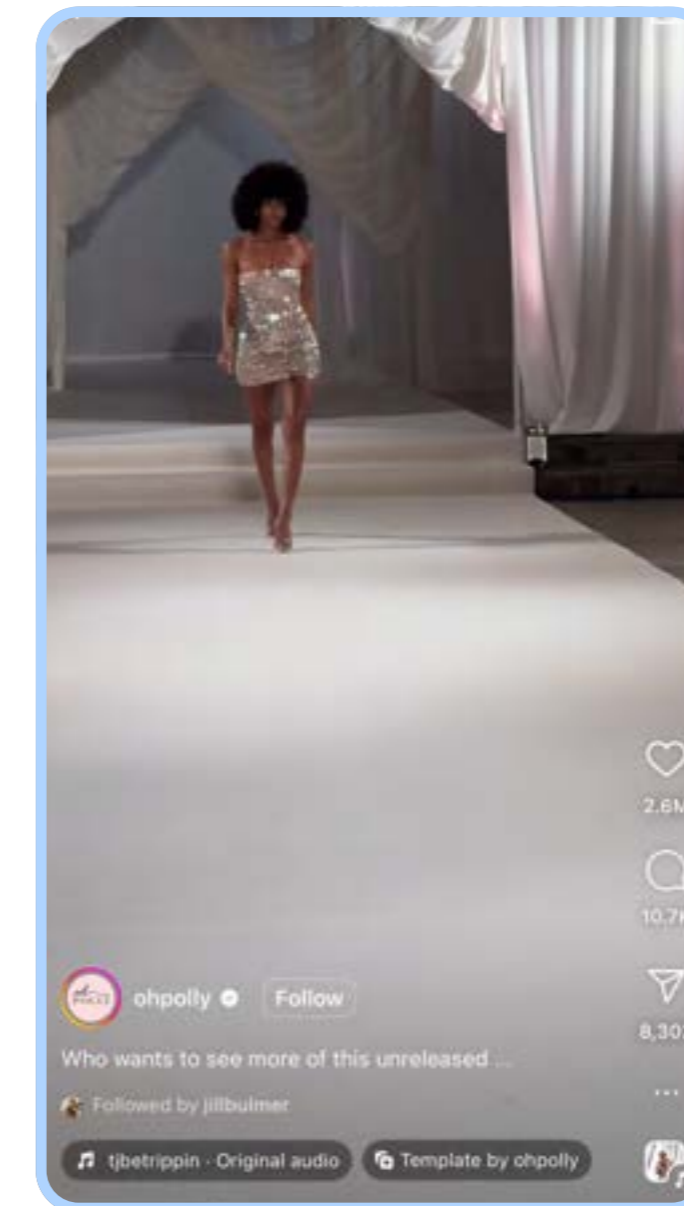
OH POLLY outperforms the average Effectiveness Rate for fashion brands by 97%.

Winning Formulas for Creating Entertaining Reels Content

HELMUT LANG

Helmut Lang excels in Instagram Entertainment Score with its standout styles and attention-grabbing content. The brand has a fine eye for how to market fashion in a way that appeals to scrollers on the algorithm, with fast-paced Reels that show pieces being mixed and matched.
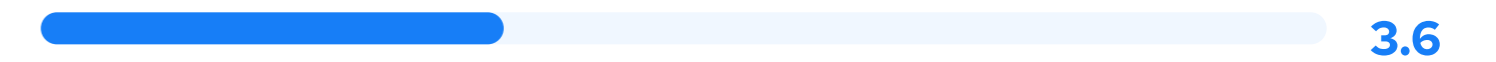
Entertainment Score: 9.9/10

Compared to the fashion industry average of 3.6, and Helmut Lang's own average of 7.1.
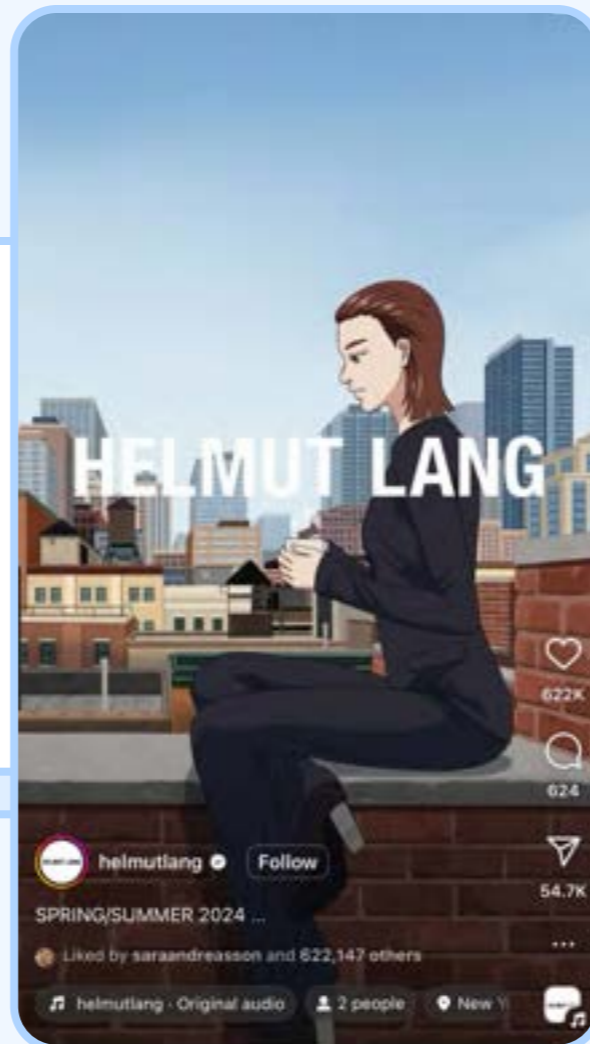
Top Fashion Industry Performers by Entertainment Score (Reels)

▶ Average Video Views

Overall Average
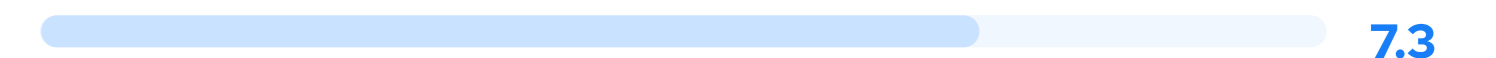3.6
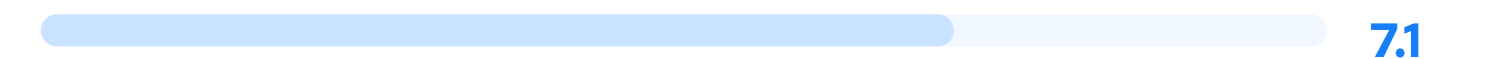▶ 71K

Betsey Johnson
8.5
Large Brand   ▶ 86.2K
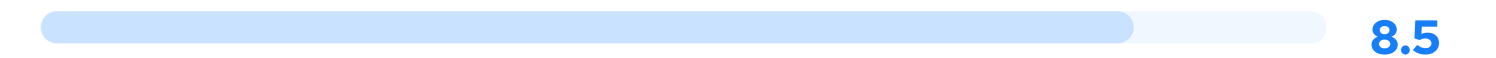
Scunci
7.3
Large Brand   ▶ 2.3K

DH **Helmut Lang**
7.1
Large Brand   ▶ 55.6K

DH **I.AM.GIA**
6.9
Large Brand   ▶ 117.4K

DH **JW Anderson**
6.6
Large Brand   ▶ 156.1K

YouTube

Average YouTube Performance
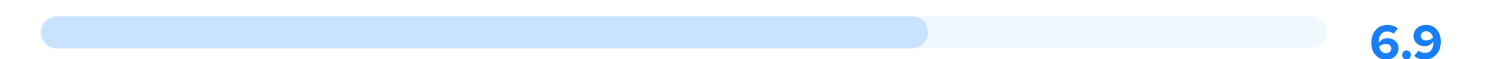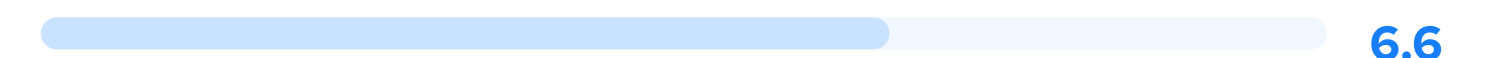
Across All Industries

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

Customer data only

Overall Video Views

Overall	Growing Brands	Established Brands	Large Brands
89.5K	37.4K	42.5K	112.7K

Average YouTube Performance

By Industry

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

*Customer data only
** Limited data available

Average YouTube Performance

Fashion Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes*	Shares*
Fashion Overall	48.2K	9	0.9%	247	4
Growing Brands (0 – 20K Followers)	5.4K	3	0.9%	278	6
Established Brands (20K – 150K Followers)	65.8K	14	1.1%	176	4
Large Brands (150K+ Followers)	330.8K	5	0.4%	1.2K	2

Customer data only

Overall Video Views

45.9K	33.1K	46.7K	86.4K

Overall	Growing Brands	Established Brands	Large Brands

DASH SOCIAL

Top Fashion Industry Performers by On-Demand Video Views

Overall Industry Average: 97.7K

Old Navy
452K
Large Brand ♡ 42

Michael Kors
417.3K
Large Brand ♡ 202

Ray-Ban
314.1K
Large Brand ♡ 534

Coach
293.3K
Large Brand ♡ 25

Stitch Fix
260.1K
Large Brand ♡ 1.2K
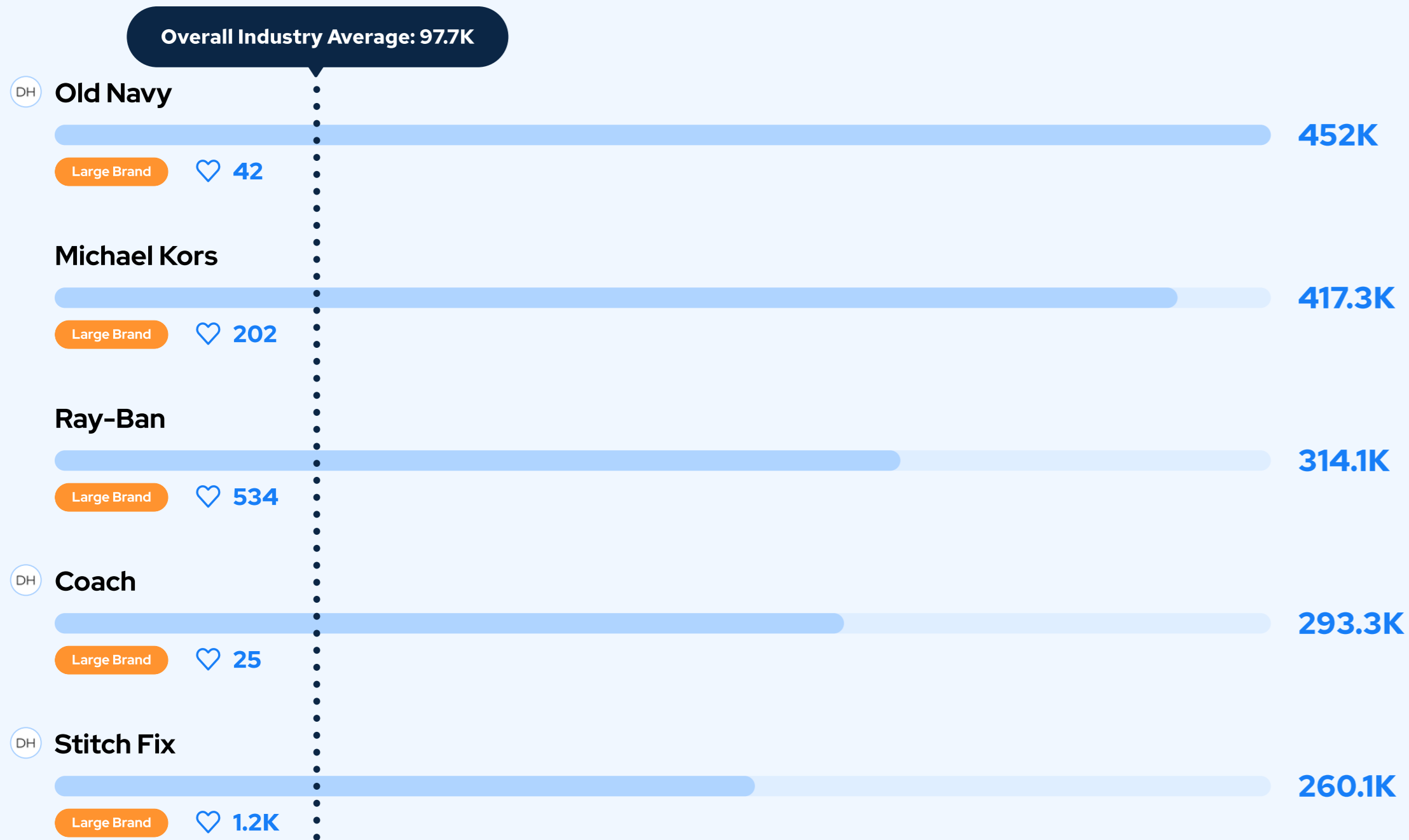
♡ Average Likes | *Industry Average: 150*   ⒹⒽ Dash Social User   ● Growing Brand: 0 – 20K Followers   ● Established Brand: 20K – 150K Followers   ● Large Brand: 150K+ Followers

◑ DASH SOCIAL

Deep Dive Into Top Performing Fashion Brand
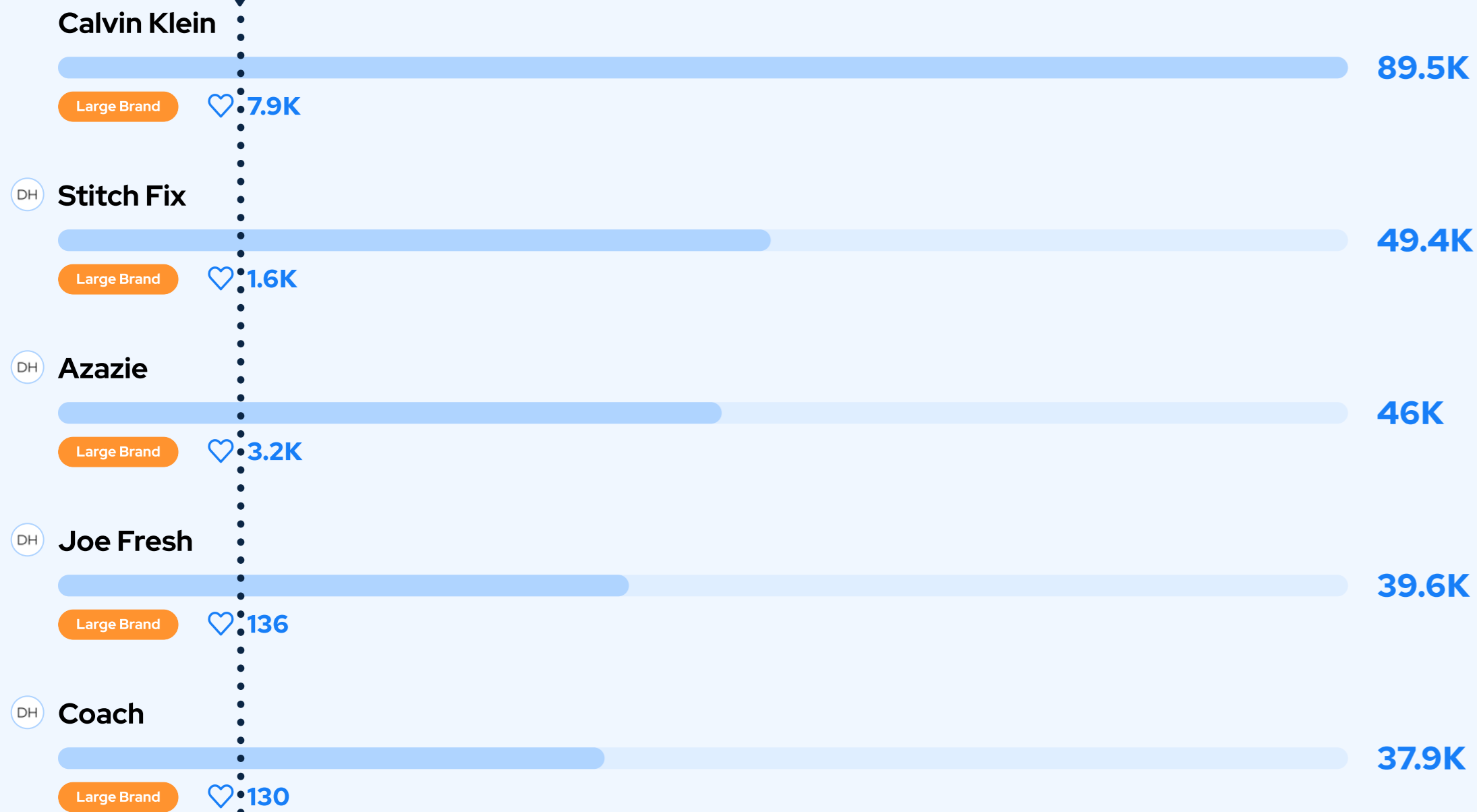
Ray-Ban
GENUINE SINCE 1937

Ray-Ban leads in YouTube video views with its iconic, timeless style captured in videos that blend classic cool with contemporary edge. Its videos featuring its smart glasses are a must-watch for tech enthusiasts, while its celebrity collaborations and spotlights on the fashion industry succeed at broadening the brand's appeal.

Ray-Ban outperforms the average Video Views for fashion brands by 105%.

IT IS A VERY SPECIAL JENGA

Top Fashion Industry Performers by Shorts Video Views

Overall Industry Average: 12.9K

Calvin Klein
Large Brand   ♡ 7.9K
89.5K

DH **Stitch Fix**
Large Brand   ♡ 1.6K
49.4K

DH **Azazie**
Large Brand   ♡ 3.2K
46K

DH **Joe Fresh**
Large Brand   ♡ 136
39.6K

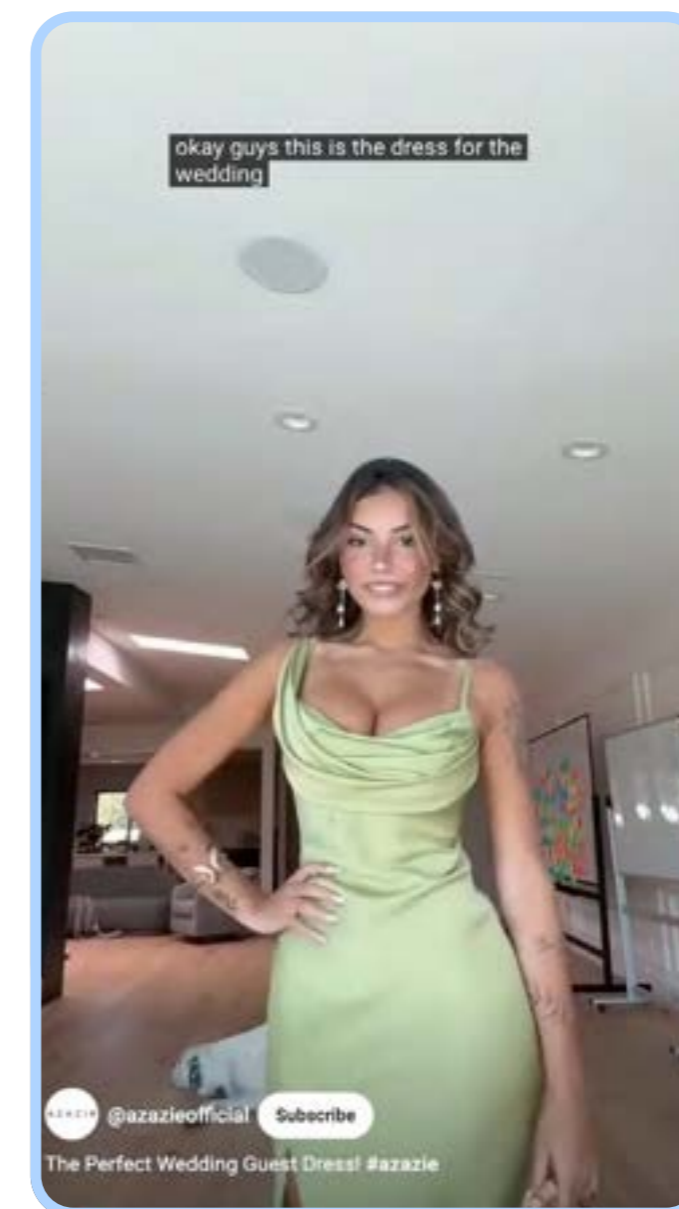DH **Coach**
Large Brand   ♡ 130
37.9K

♡ Average Likes | *Industry Average: 310*   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 Fashion Brand

A Z A Z I E

Azazie is fully invested in YouTube Shorts as a format, using them to build an audience of fashion and dress enthusiasts on YouTube. Its Shorts are fast-paced and effective, showcasing the best of its beautiful bridal and formal wear. When many brands are uncommitted to Shorts, Azazie proves that audiences are eager for fashion inspo on YouTube.

Azazie outperforms the average Shorts Video Views for fashion brands by 112%.

okay guys this is the dress for the wedding

@azazieofficial   Subscribe
The Perfect Wedding Guest Dress! #azazie

What We Can Learn From
Fashion Brands' Strategies

Engage With Dynamic Content

Utilize high-energy and visually captivating content to engage viewers, especially on platforms like TikTok and Instagram, where visual appeal drives community interaction.

Align Content With Brand Identity

Keep content true to the brand's roots and values, such as sustainability in fashion, which resonates well with the target audience and strengthens brand loyalty.

Experiment With Video Formats

Leverage different video formats like YouTube Shorts and Instagram Reels to capture attention quickly and showcase products effectively, appealing to both fashion enthusiasts and a broader audience.

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.
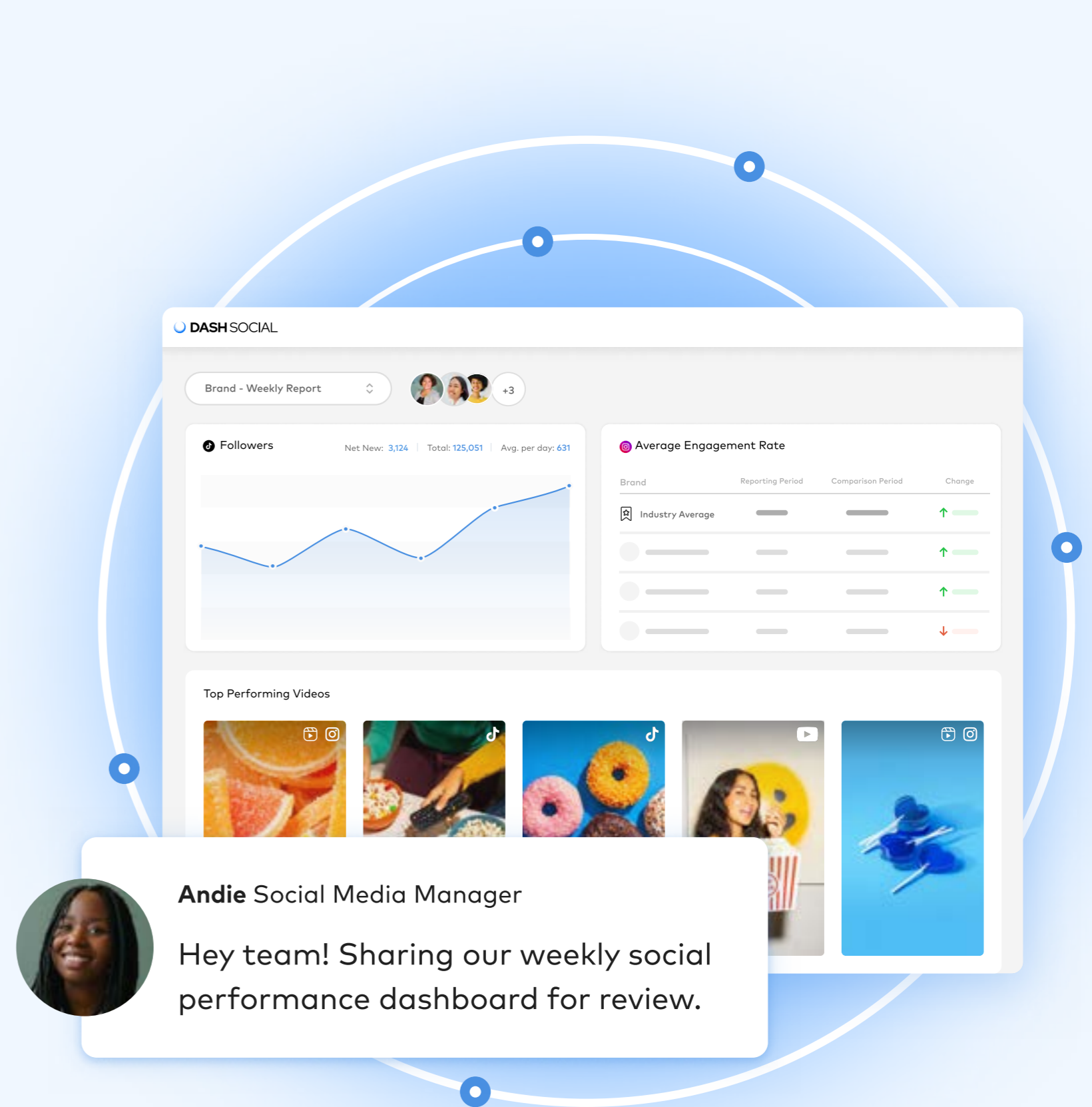
Facebook, Pinterest and X

Average Facebook Performance

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

4.0%	5.0%	4.2%	3.8%

Overall	Growing Brands	Established Brands	Large Brands
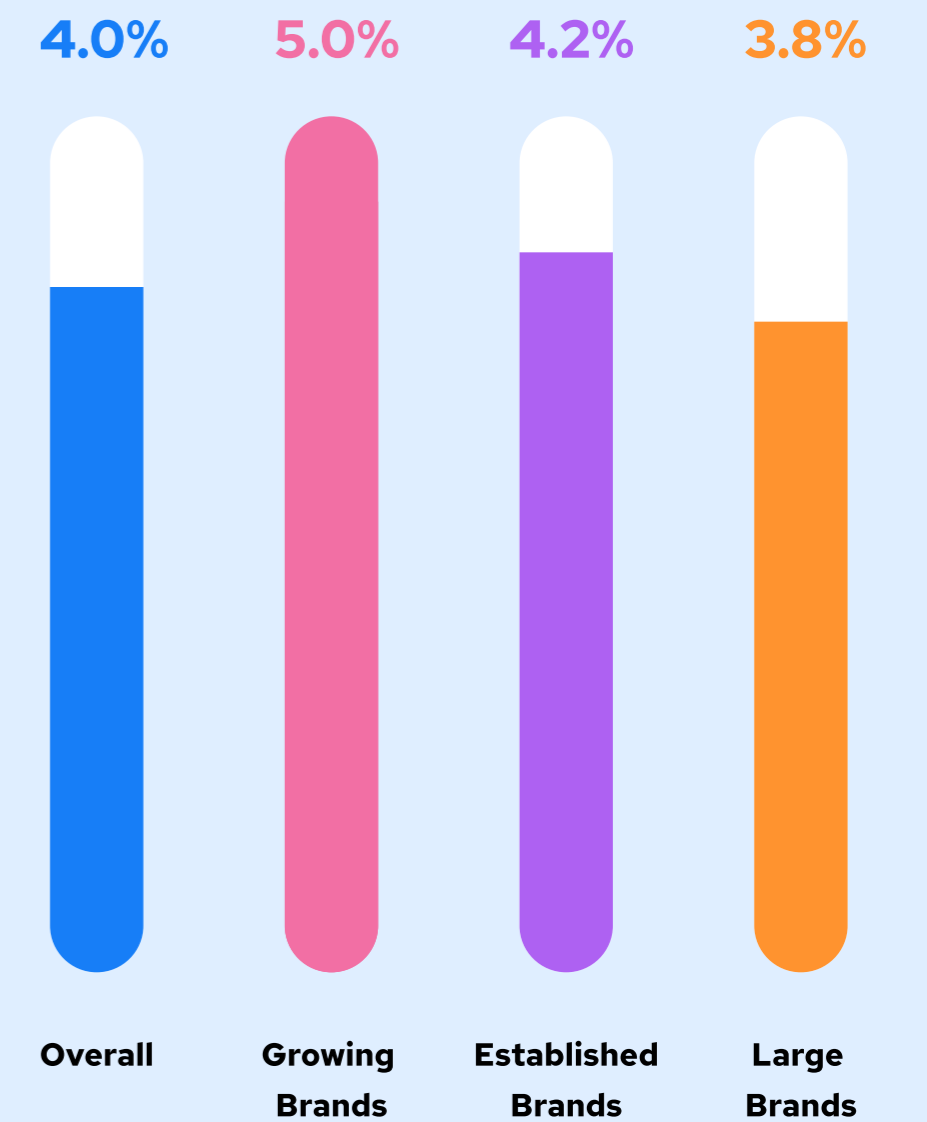
Engagement Rate: (Total Engagements) / Impressions

Pinterest Average Pinterest Performance

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

0.6%	1.2%	0.6%	0.3%
Overall	Growing Brands	Established Brands	Large Brands
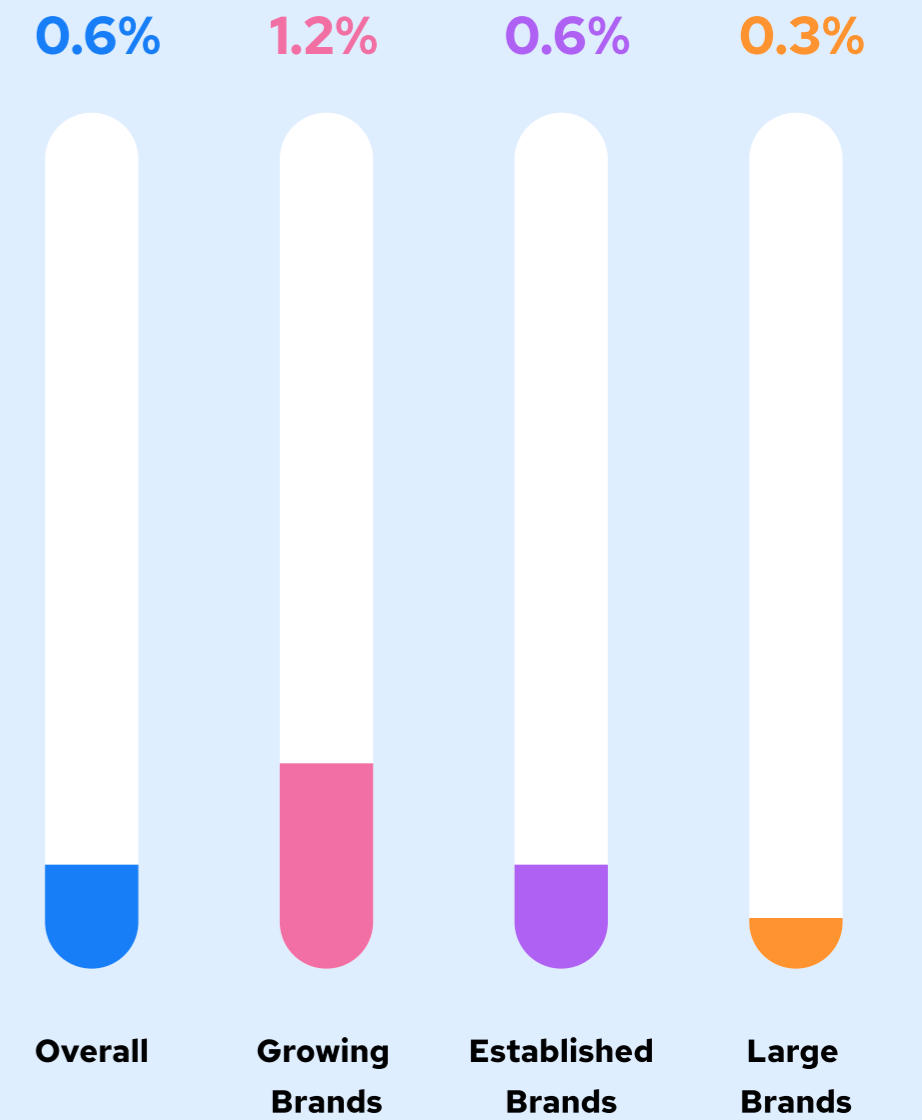
Engagement Rate: (Likes + Comments) / Followers

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