

# Social Media Benchmark Report

Retail Industry



# Contents

<b>Benchmark Performance, Methodology and KPIs</b>	<b>2</b>
<b>Trends</b>	<b>4</b>
Cross-Channel	
TikTok	
Instagram	
YouTube	
<b>Overall Comparison</b>	<b>8</b>
<b>Retail Industry Overview</b>	<b>9</b>
<b>Deep Dives</b>	<b>10</b>
TikTok	
Instagram	
YouTube	
<b>What We Can Learn From the Retail Industry</b>	<b>30</b>
<b>Pinterest, Facebook and X at a Glance</b>	<b>32</b>

# 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 Retail Industry

The retail industry is the bustling sector of retail experiences, including brick and mortar stores and e-commerce destinations from a variety of industries.

# 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

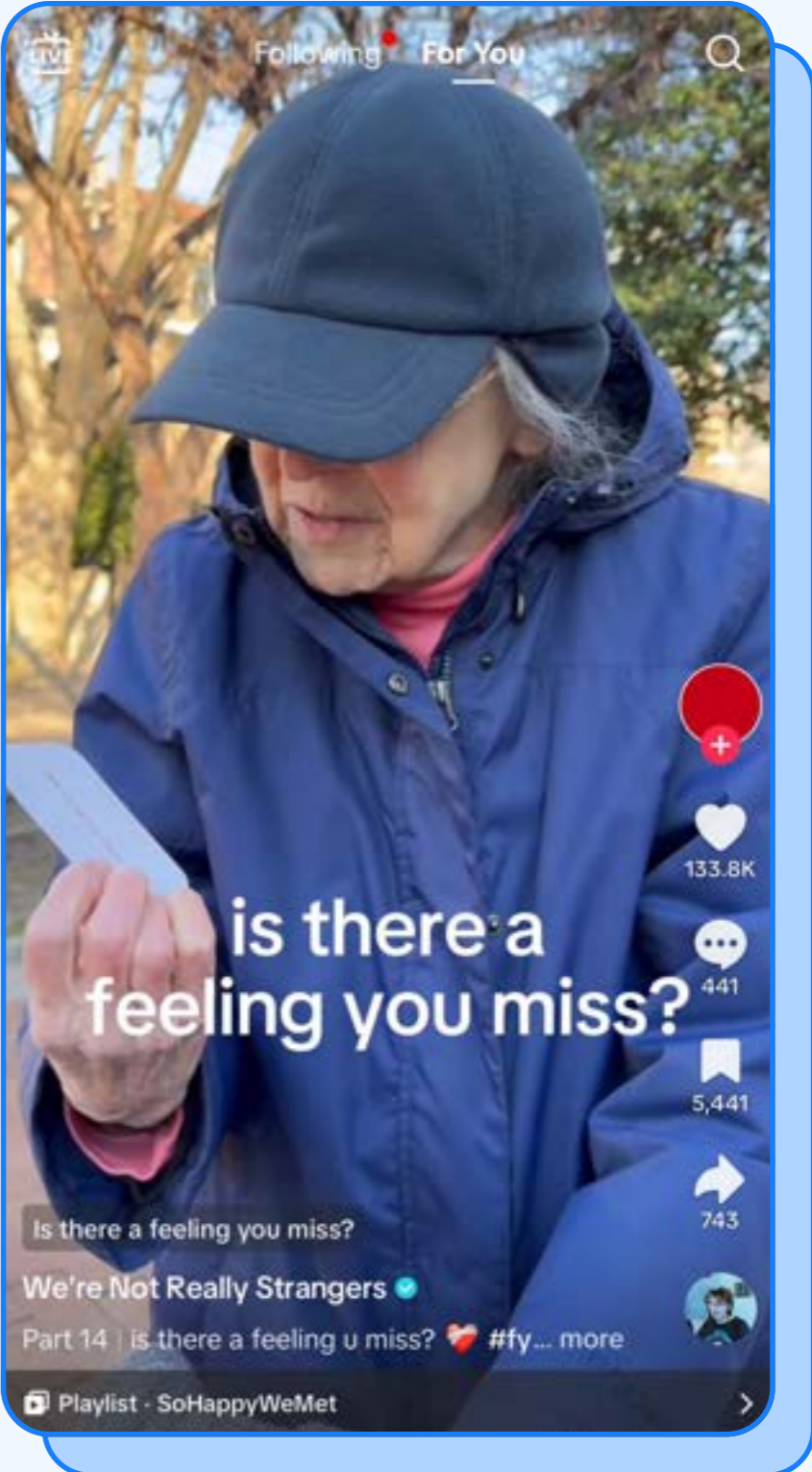
When using a common metric to compare engagement across all channels (cross-channel engagement rate), TikTok leads with 4.5%, followed by Instagram with 4.0% and YouTube with 2.8%. This indicates that TikTok has superior user interaction. This trend continues in short-form content, with TikTok leading 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

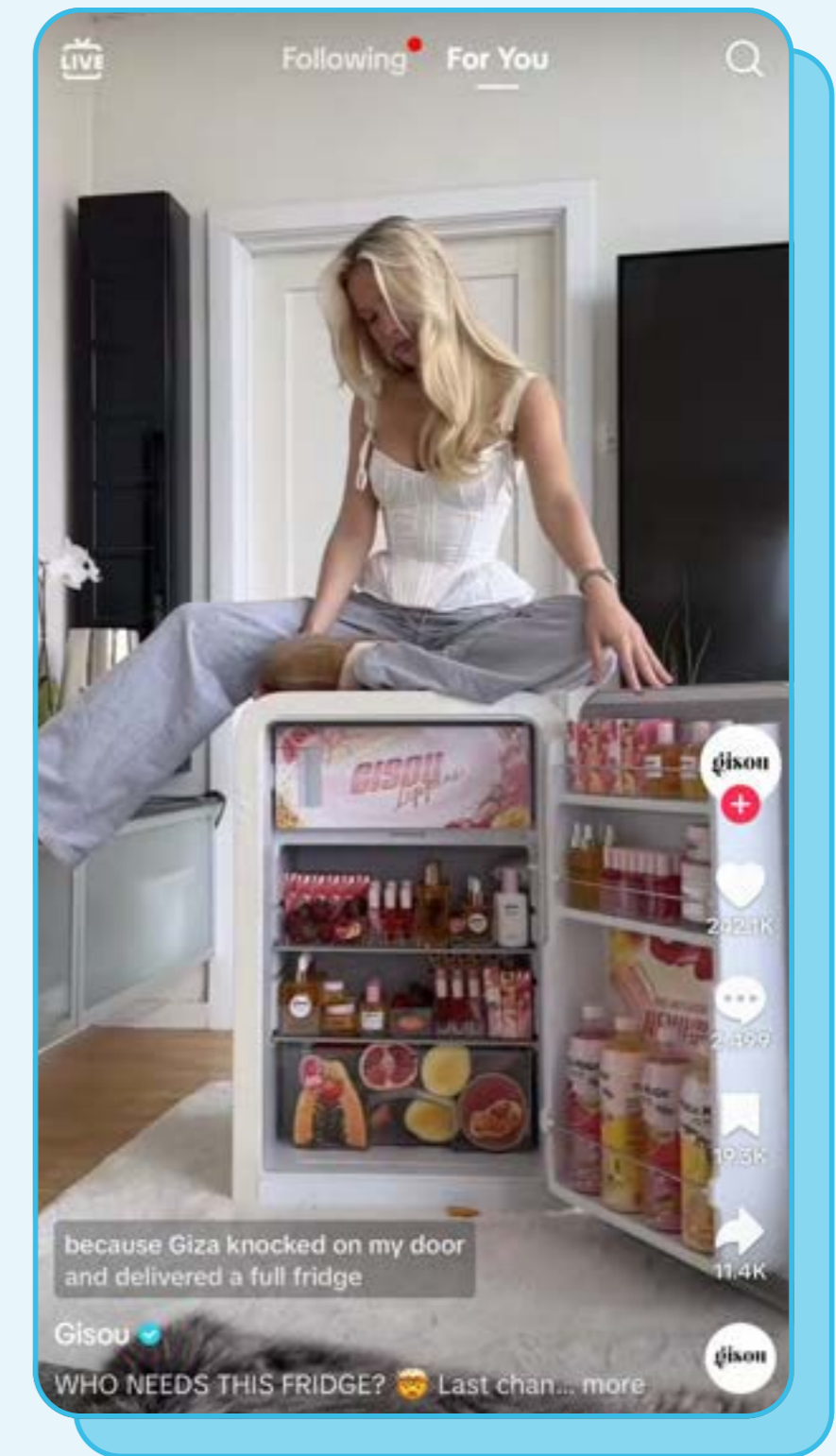
Brands on TikTok still see momentum, with 6% monthly follower growth. Brands are more invested in the channel than ever, increasing their posting cadence to 6 times a week, up from 5 times a week over the past year. This consistent growth and increased posting frequency highlight how TikTok is a key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

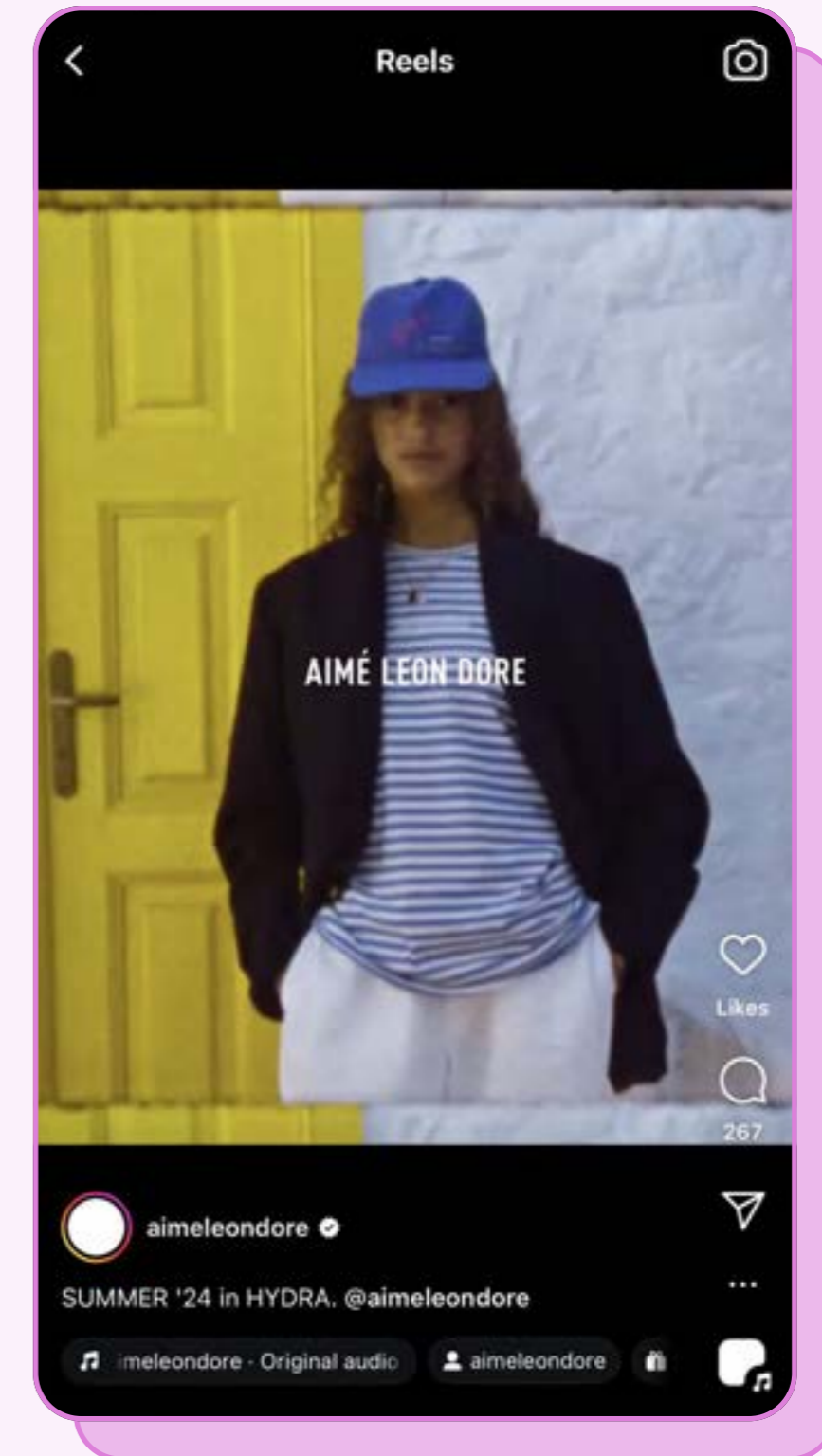
The cross-channel engagement rate has seen an increase in the second half of 2024 for Instagram, while overall brand reach remains flat.

## 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	<b>357K</b> +7%	<b>2.1M</b> -2%	<b>791K</b> +13%
Monthly Follower/Subscriber Growth Rate	<b>5.8%*</b> -25%	<b>0.8%</b> +14%	<b>1.2%</b> No change
Weekly Posts	<b>6</b> +20%	<b>9</b> No change	<b>7</b> +17%
Cross-Channel Engagement Rate	<b>4.5%*</b> -2%	<b>4.0%*</b> +14%	<b>2.8%*</b> -28%
Reach	<b>105K*</b> +5%	<b>158K*</b> -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	<b>6</b> +20%	<b>4</b> No change	<b>4</b> No change
Cross-Channel Engagement Rate	<b>4.5%*</b> -2%	<b>3.6%*</b> +20%	<b>3.4%*</b> -15%
Video Views	<b>128K</b> -2%	<b>117K*</b> -5%	<b>81K</b> +17%
Reach	<b>105K</b> +5%	<b>109K</b> -7%	Reach is not available through Dash Social
Shares	<b>142</b> +28%	<b>408</b> +36%	<b>51</b> +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

# Retail Industry Grows on TikTok and Instagram by Focusing on Entertainment

## Retail Experiences Significant Growth on TikTok With Improved Content Strategies

Retail brands have seen considerable improvement on TikTok over the past six months, marked by higher reach and a surge in video views and shares. With a more consistent content strategy, these brands have also boosted their Entertainment Scores, reflecting their ability to better engage with their audiences and adapt to the platform's dynamic environment.

## Brands Maintain Effectiveness on Instagram

Retail brands are leveraging consistent posting strategies, including Reels and carousel images, contributing to a 9.4% Effectiveness Rate on Instagram. Despite TikTok's growing dominance in reach, Instagram remains a valuable platform for maintaining strong, consistent engagement.

## Brands Use On-Demand for Awareness, Shorts for Engagement

In the Retail industry, On-Demand content on YouTube drives brand awareness, with 5x more views than Shorts, while Shorts excel in driving engagement, with 3x more likes than On-Demand. This strategic use of both formats allows retail brands to maximize visibility and interactive opportunities with their audience.

## Average Retail Engagement Rate and Video Views

H2 2024

### Engagement Rate

3.2%  
↓ 3%

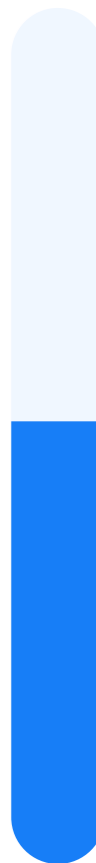
0.1%  
↓ 50%

### Video Views

141K  
↑ 5%

60.2K  
↓ 27%

77.7K  
↓ 29%



Percentage change compared to six prior

# TikTok

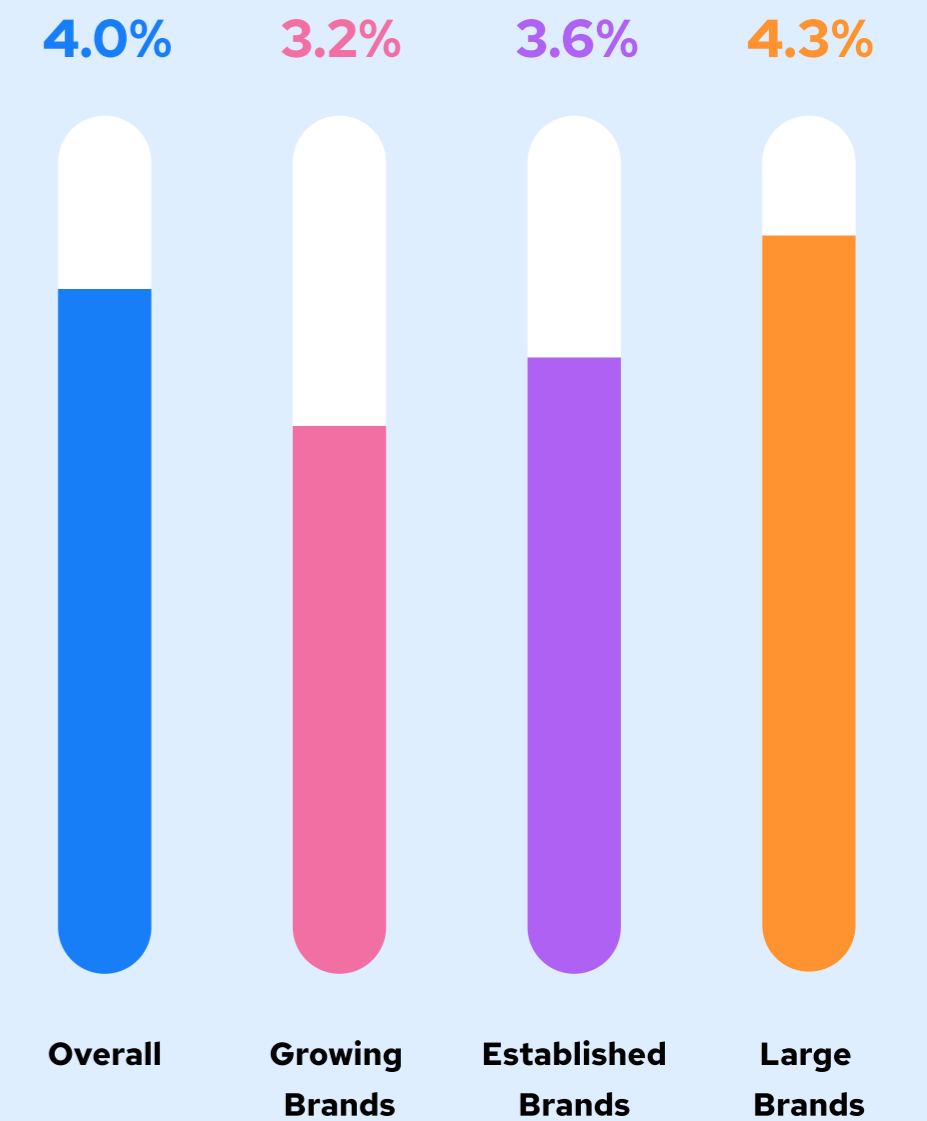


# Across All Industries

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

\*Customer data only

## Engagement Rate



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

# By Industry

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

# Retail Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
<b>Retail Overall</b>	<b>252.3K</b>	<b>4</b>	<b>4.0%</b>	<b>141K</b>	<b>71</b>	<b>107K</b>	<b>3.4</b>
<b>Growing Brands</b> (0 - 11.5K Followers)	<b>4.4K</b>	<b>2</b>	<b>5.4%</b>	<b>15.5K</b>	<b>11</b>	<b>12.3K</b>	<b>3.1</b>
<b>Established Brands</b> (11.5K - 110K Followers)	<b>46K</b>	<b>4</b>	<b>5.0%</b>	<b>82.1K</b>	<b>30</b>	<b>64K</b>	<b>3.6</b>
<b>Large Brands</b> (110K+ Followers)	<b>649.5K</b>	<b>5</b>	<b>2.1%</b>	<b>214.1K</b>	<b>116</b>	<b>163.1K</b>	<b>3.3</b>

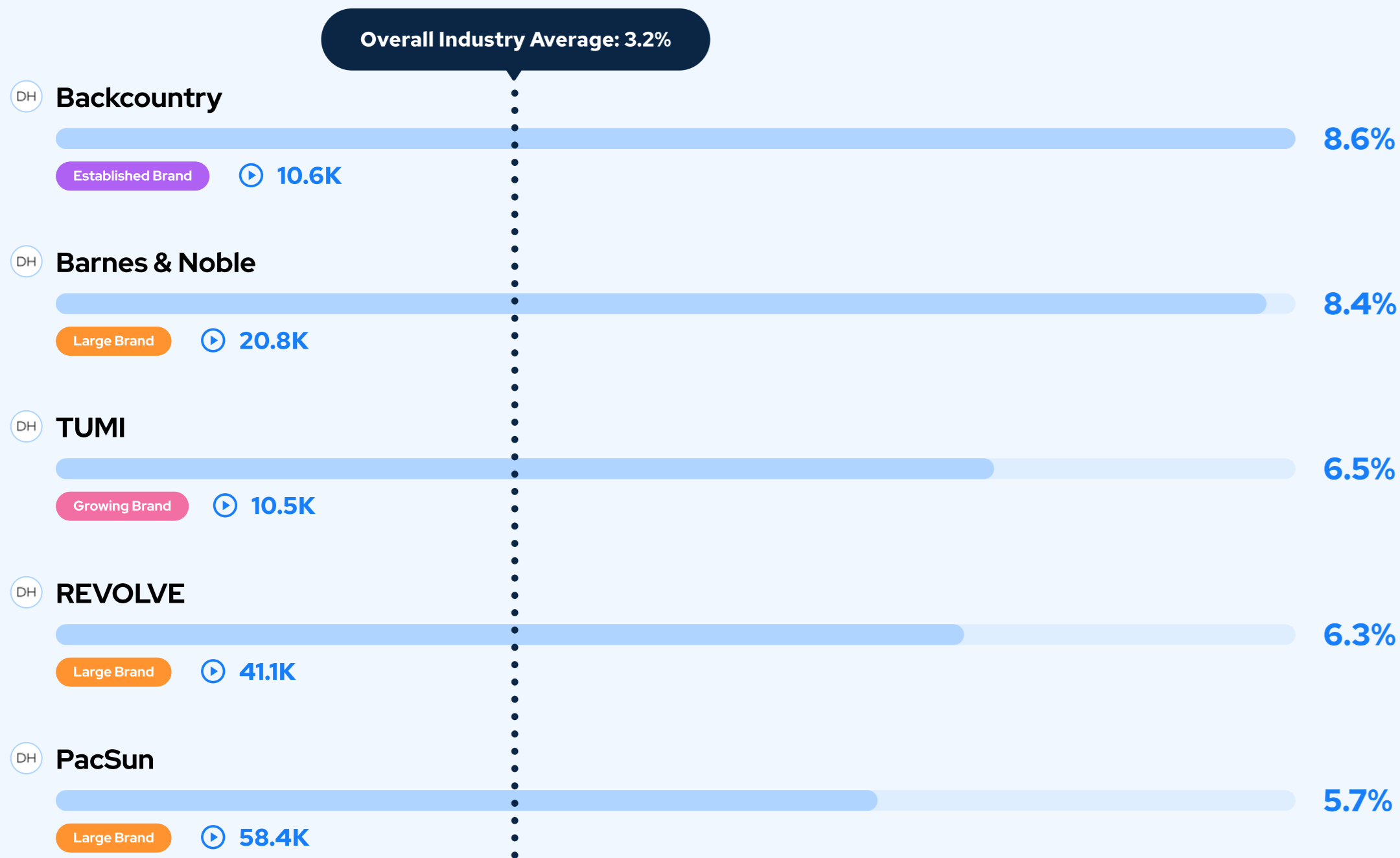
\*Customer data only

## Engagement Rate



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

# Top Retail Industry Performers by Engagement Rate

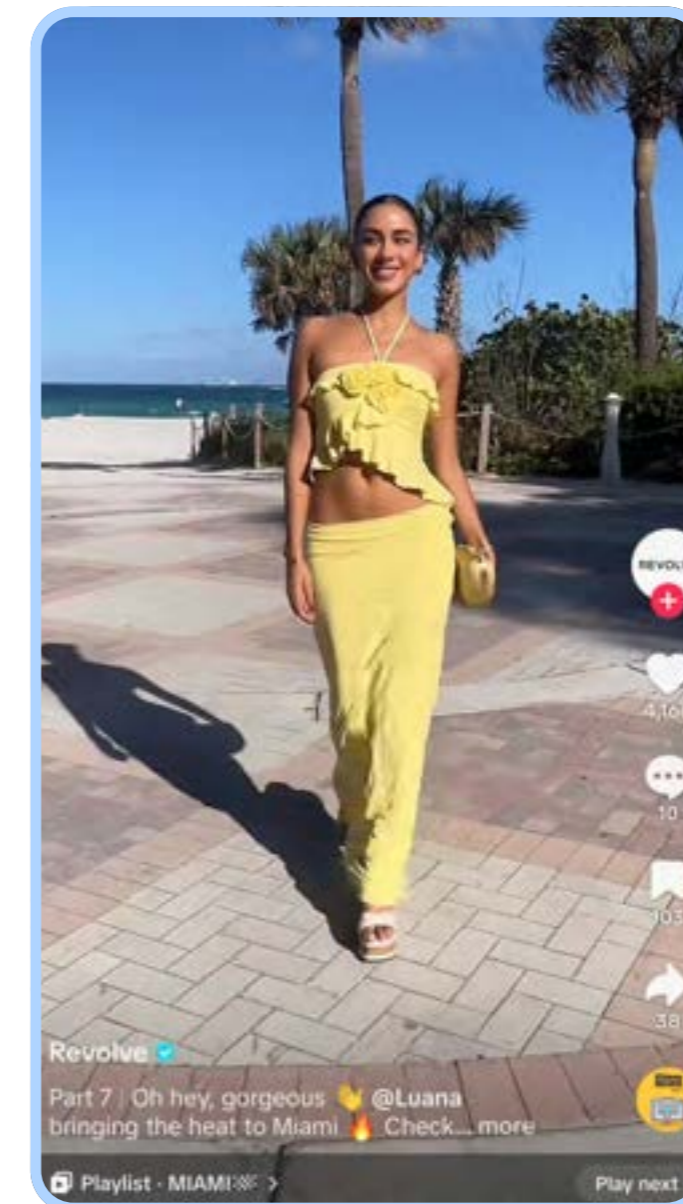


 Average Video Views 
  Dash Social User 
  Growing Brand: 0 – 11.5K Followers 
  Established Brand: 11.5K – 110K Followers 
  Large Brand: 110K+ Followers

## Deep Dive Into Top Performing Retail Brand

# REVOLVE

Revolve receives a high TikTok engagement rate with its trendy, creator-led content that showcases the latest in fashion and lifestyle. Its TikToks are always topical, the brand doesn't take itself too seriously, and its social team succeeds at keeping up with the demands of the TikTok algorithm, posting up to five times per day.



Revolve outperforms the average Engagement Rate for retail brands by **65%**.



# Winning Formulas for Creating Entertaining TikTok Content



VS Pink excels in TikTok entertainment, engaging viewers with fun, spirited content that highlights its vibrant apparel and lifestyle products. Its playful and ultra-relatable videos foster a strong community feel, appealing directly to young and trendy-savvy audiences.

## Entertainment Score: 6.3/10

Compared to the retail industry average of 3.4, and VS Pink's own average of 4.9.

## Retention Rate: 49%

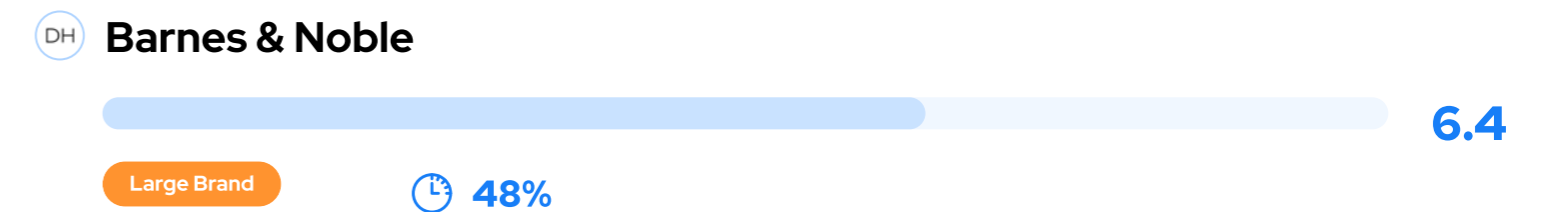
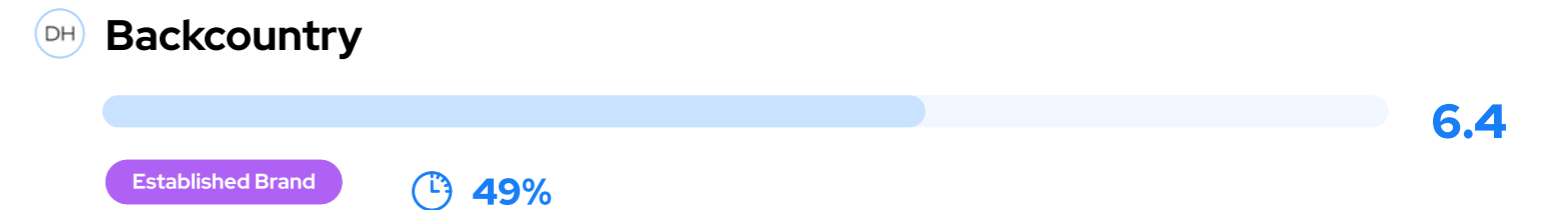
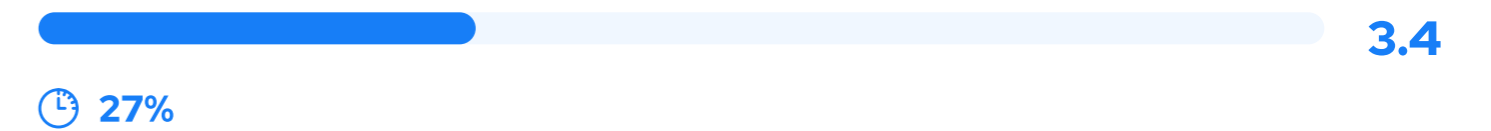
Compared to the retail industry average of 27%, and VS Pink's own average of 33%.



## Top Retail Industry Performers by Entertainment Score

 Average Retention Rate

### Overall Average





# Instagram

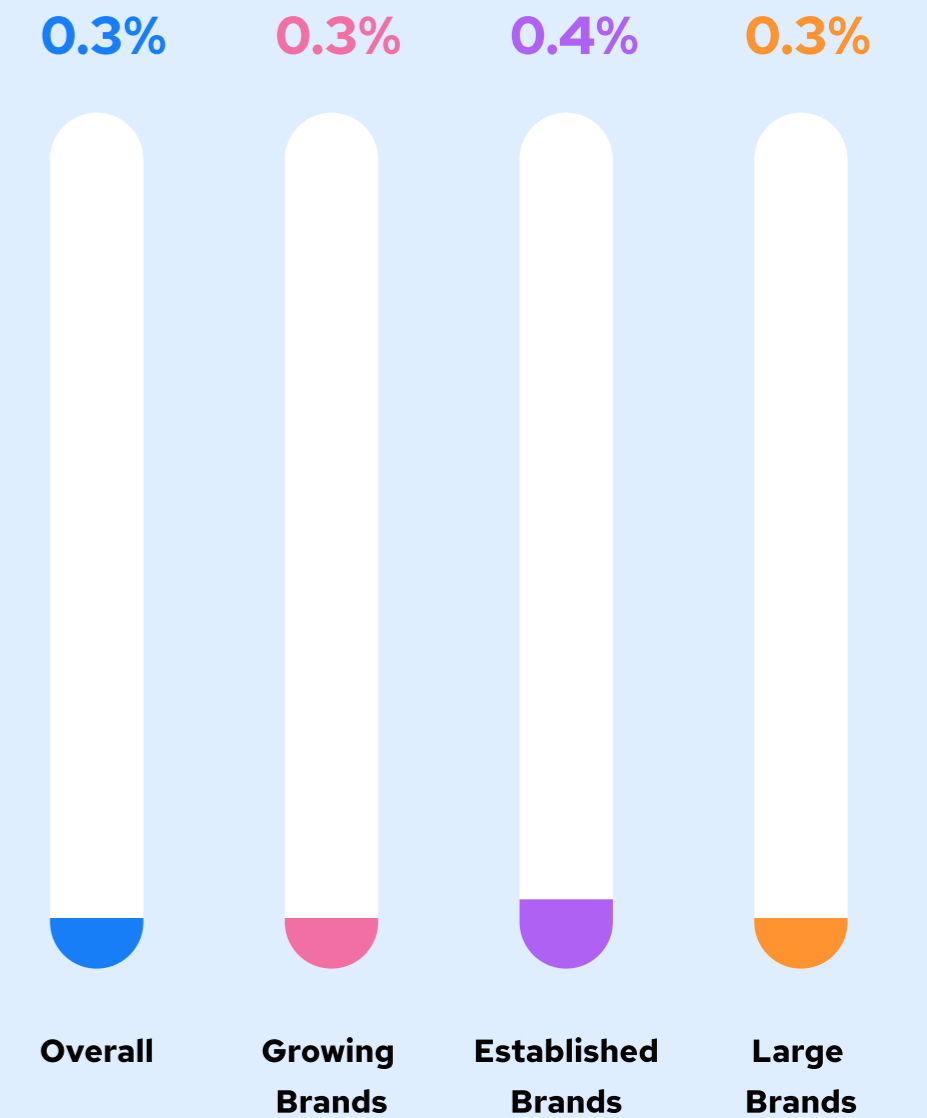


# Across All Industries

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

\*Customer data only

## Engagement Rate

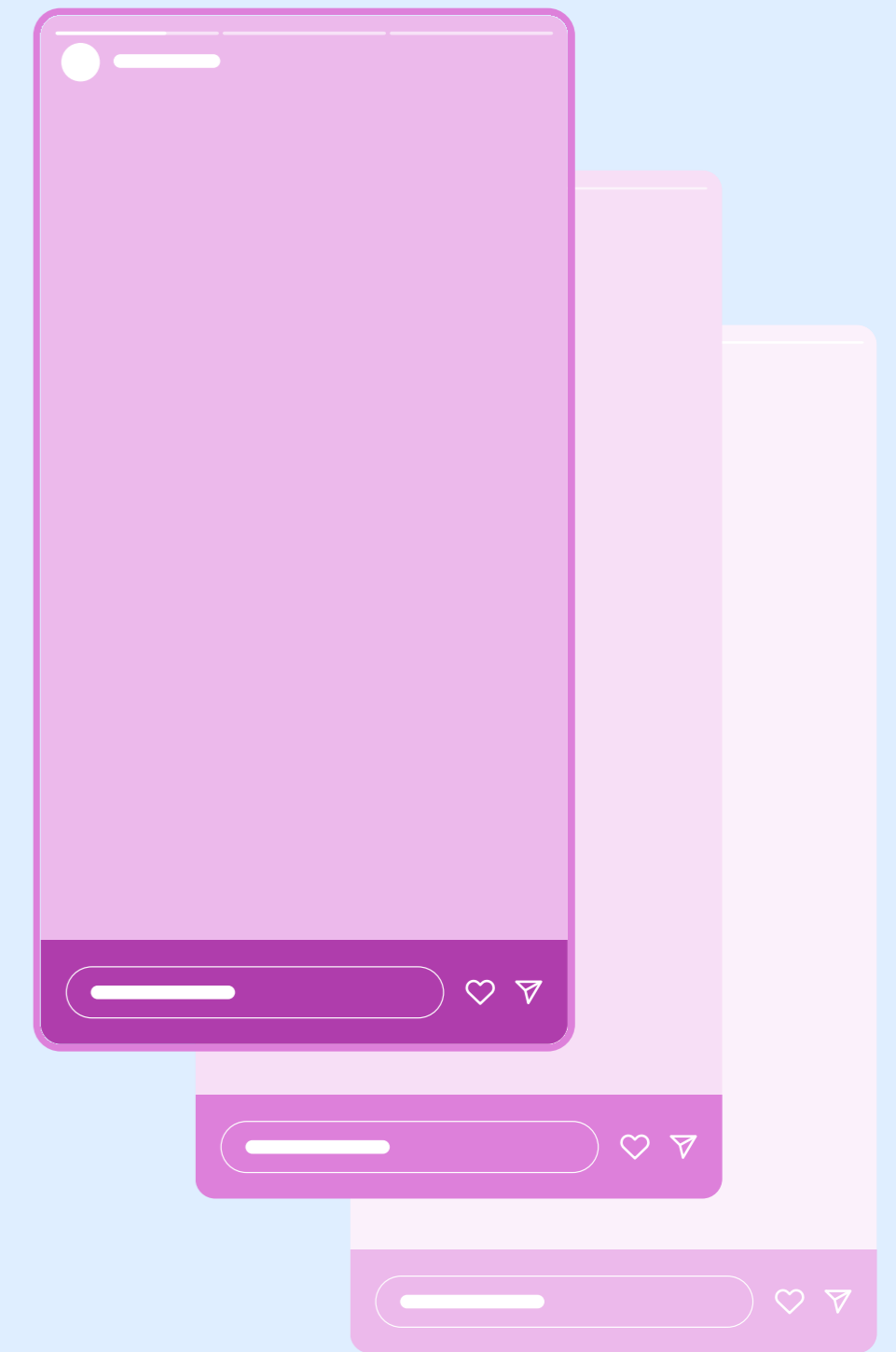


Engagement Rate: (Likes + Comments) / Followers

# Across All Industries

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

*\*Customer data only*



# By Industry

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

\*Customer data only

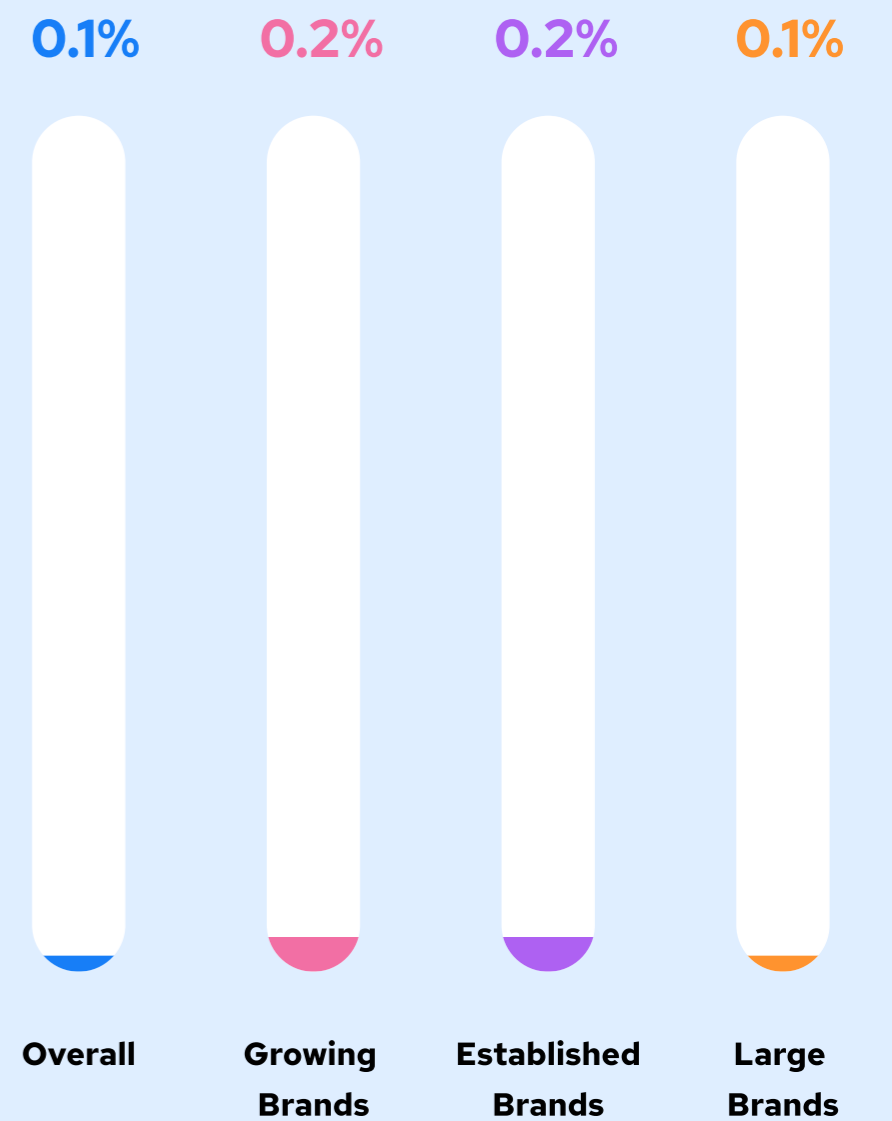
\*\* Limited data available

# Retail Brands Industry-Wide

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Shares*	Entertainment Score* (Reels)	Reach*	Effectiveness Rate*
<b>Retail Overall</b>	<b>3.2M</b>	<b>4</b>	<b>5</b>	<b>0.5%</b>	<b>79</b>	<b>3.4</b>	<b>64K</b>	<b>9.8%</b>
<b>Growing Brands</b> (0 - 190K Followers)	<b>116.1K</b>	<b>3</b>	<b>4</b>	<b>0.7%</b>	<b>22</b>	<b>3.7</b>	<b>7K</b>	<b>16.2%</b>
<b>Established Brands</b> (190K - 1.1M Followers)	<b>563.9K</b>	<b>3</b>	<b>4</b>	<b>0.6%</b>	<b>56</b>	<b>2.9</b>	<b>27.2K</b>	<b>9.7%</b>
<b>Large Brands</b> (1.1M+ Followers)	<b>6.3M</b>	<b>5</b>	<b>6</b>	<b>0.3%</b>	<b>127</b>	<b>3.8</b>	<b>125.3K</b>	<b>7.3%</b>

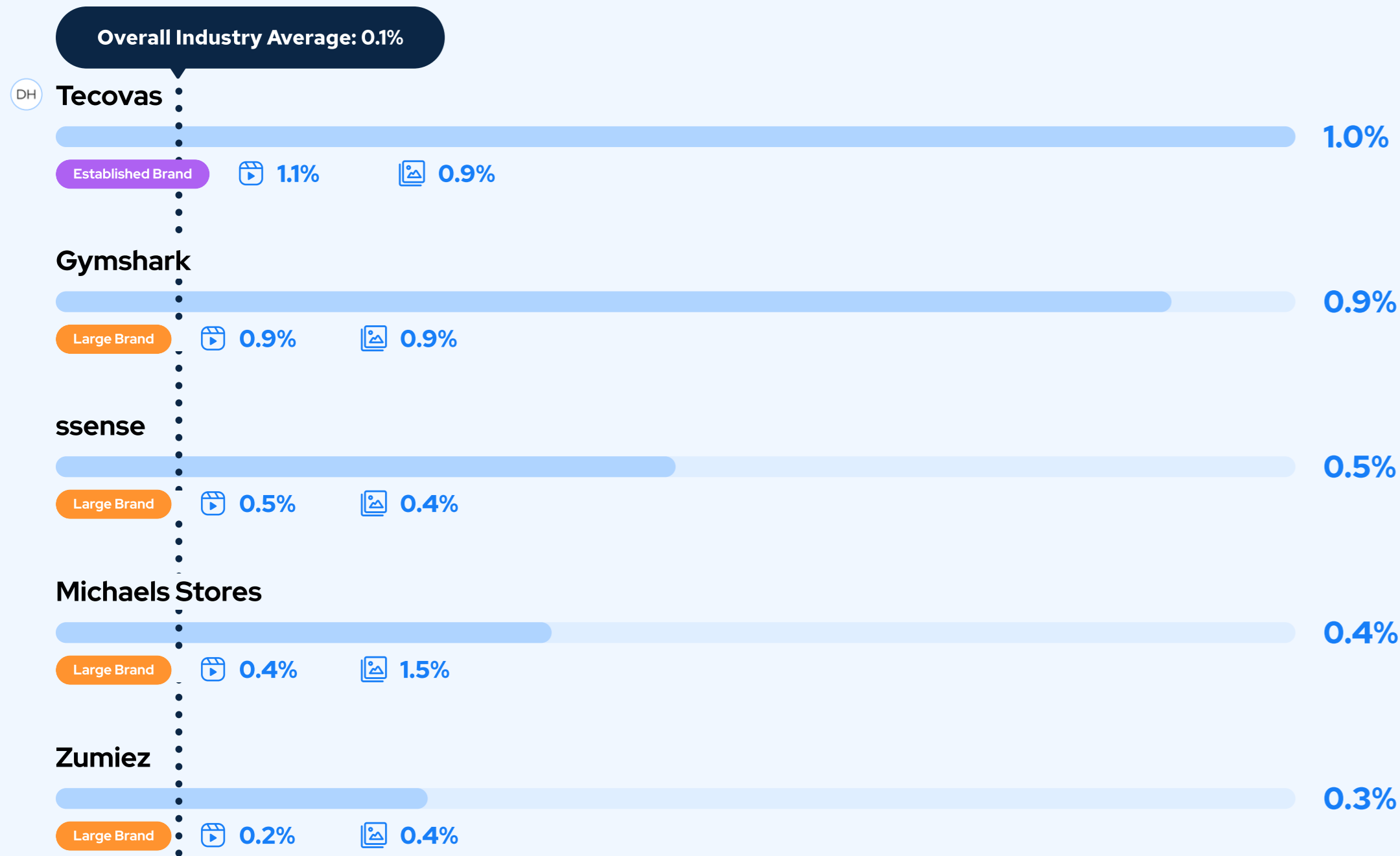
\*Customer data only

## Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

# Top Retail Industry Performers by Engagement Rate



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

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

## Deep Dive Into Top Performing Retail Brand

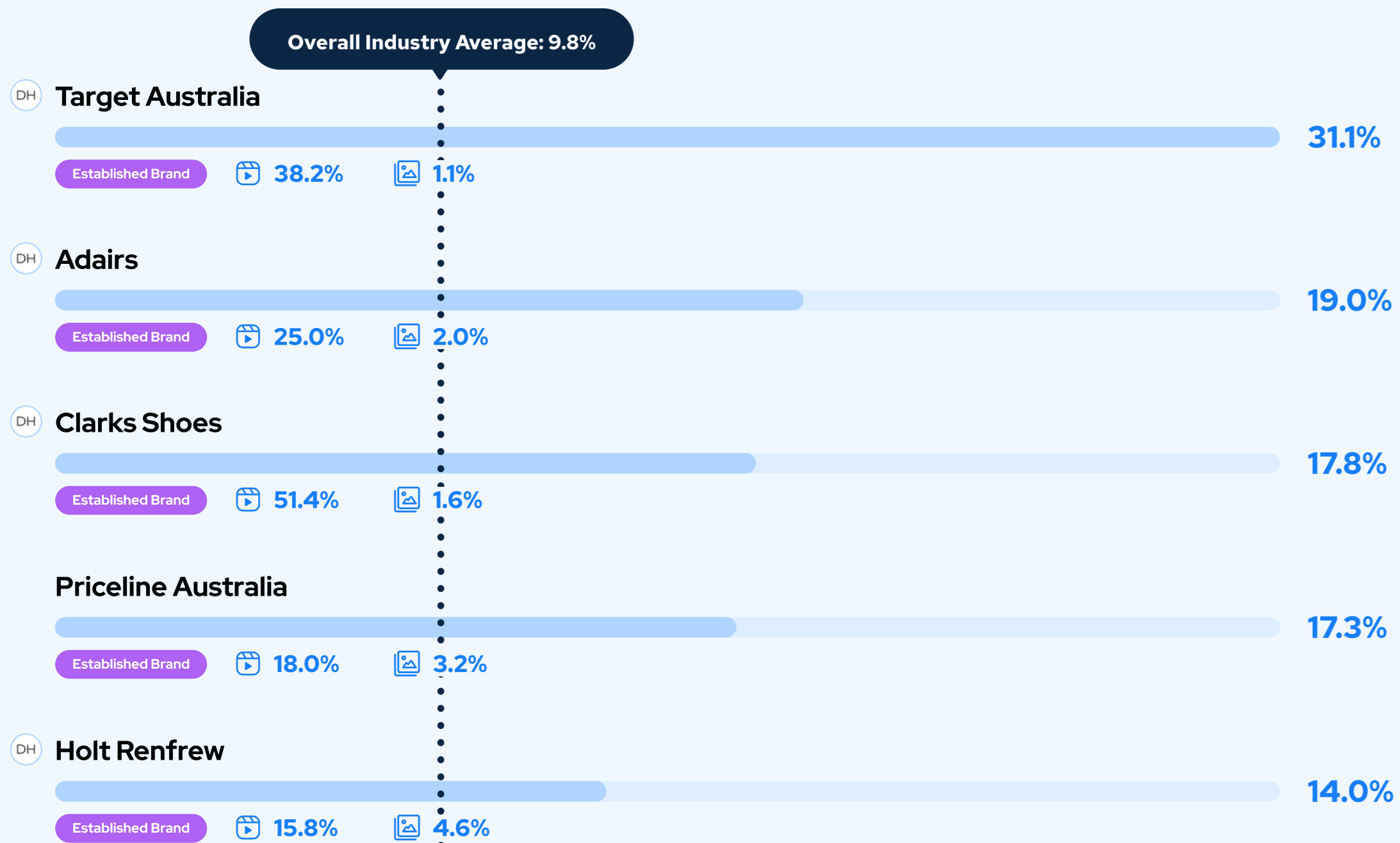
# SSENSE

ssense maintains a high Instagram engagement rate by featuring cutting-edge fashion and pop culture commentary, appealing to a cultured, fashion-forward audience. Its content is stylish, yet fun and relatable, inviting audience interaction and discussion.



**ssense outperforms the average Engagement Rate for retail brands by 133%.**

# Top Retail Industry Performers by Effectiveness Rate



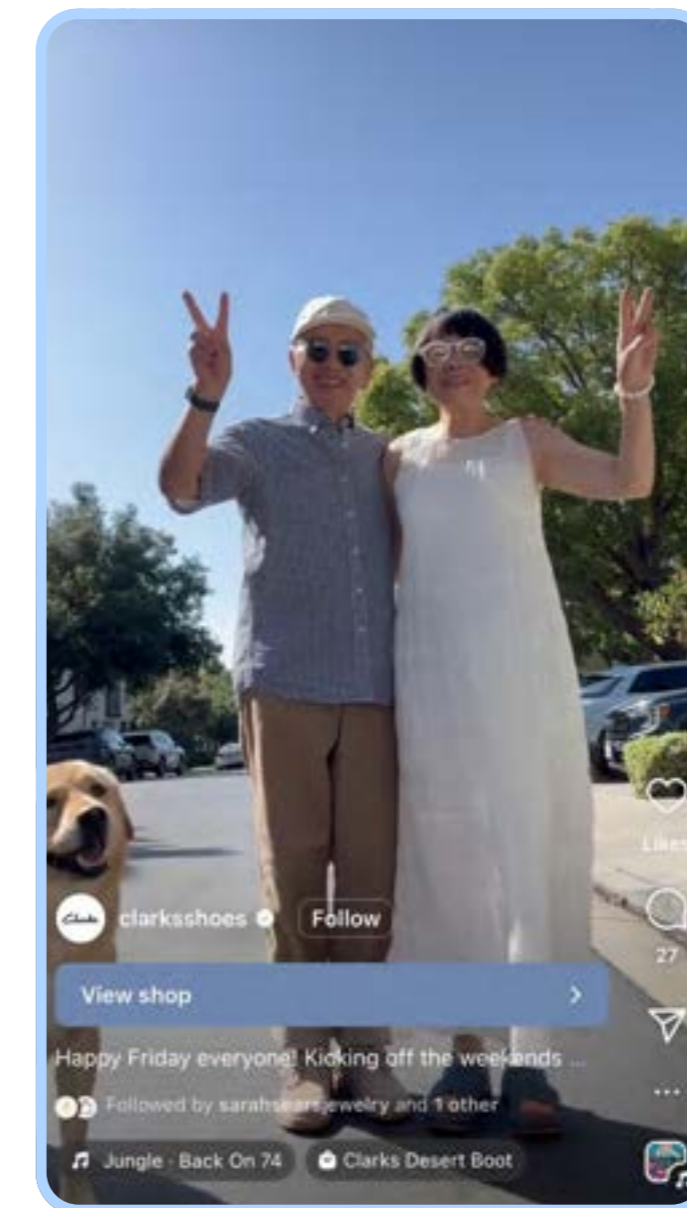
 Average Effectiveness Rate (Reels) | Industry Average: 18.3%  Average Effectiveness Rate (Static and Carousel) | Industry Average: 4.2%  Dash Social User

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

## Deep Dive Into Top Performing Retail Brand

*Clarks*

Clarks Shoes achieves an impressive Instagram Effectiveness Rate by focusing on its shoes in relatable real-world scenarios. Its lo-fi video has premium style, and its bold shoes are always the standout, driving high customer interest.



Clarks Shoes outperforms the average Effectiveness Rate for retail brands by 58%.

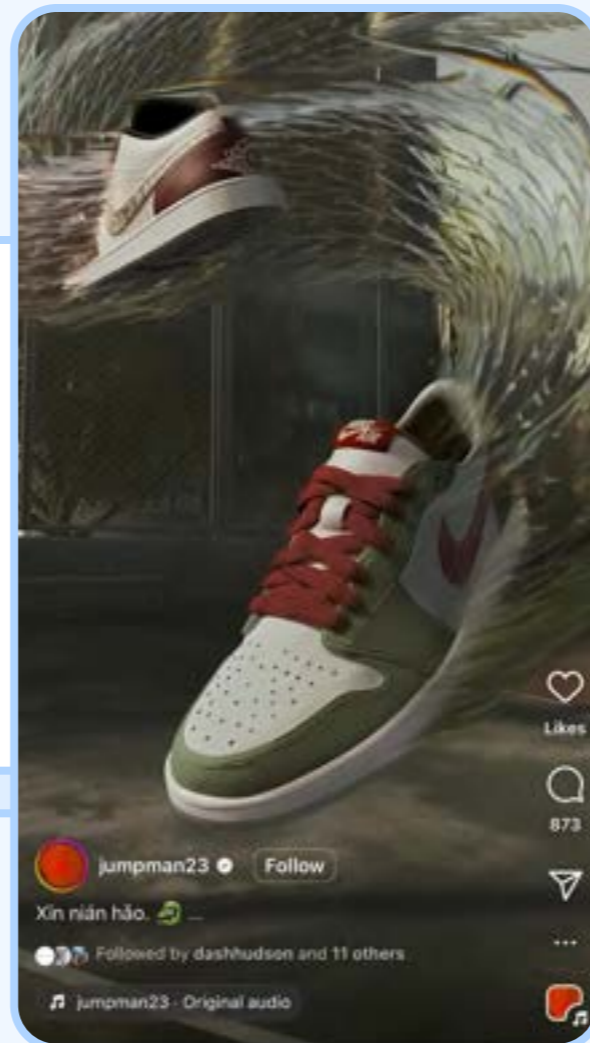
# Winning Formulas for Creating Entertaining Reels Content



Air Jordan has a keen sense of how to thrill audiences. Its top Entertainment Score is a reflection of its high-energy posts and iconic imagery. The brand naturally uses Instagram to tease highly anticipated product launches, but it also uses the channel for meaningful storytelling, which distinguishes it in the market and on feeds.

**Entertainment Score: 9.9/10**

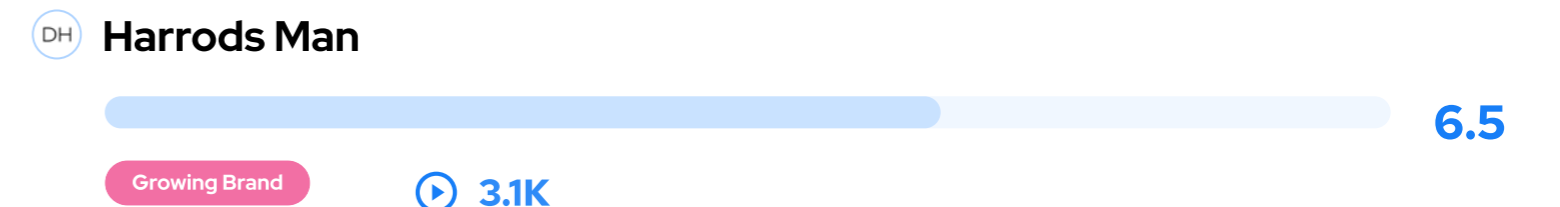
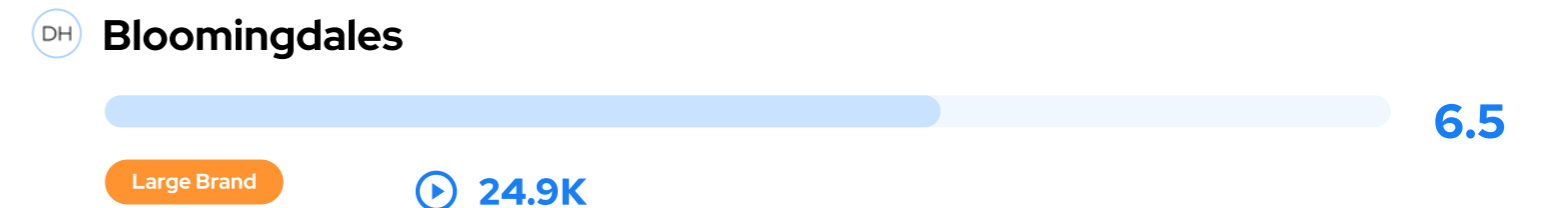
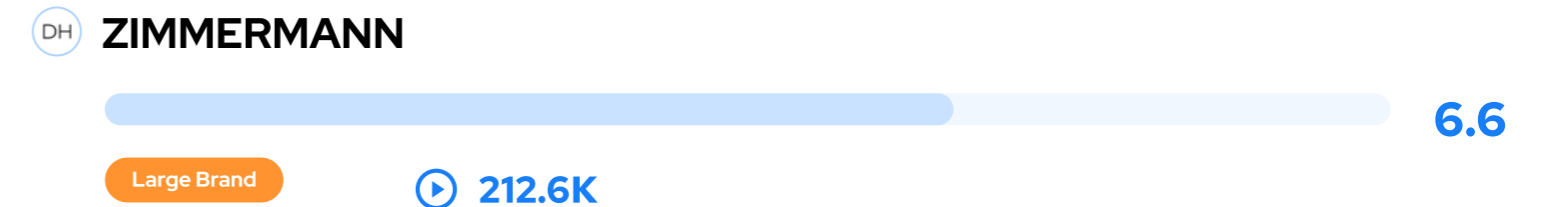
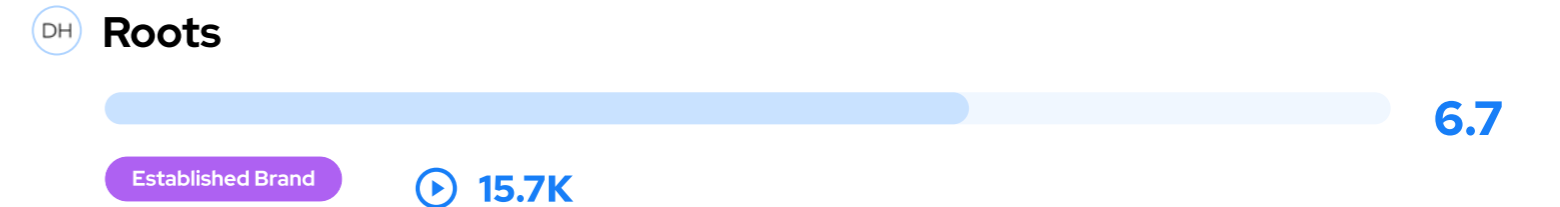
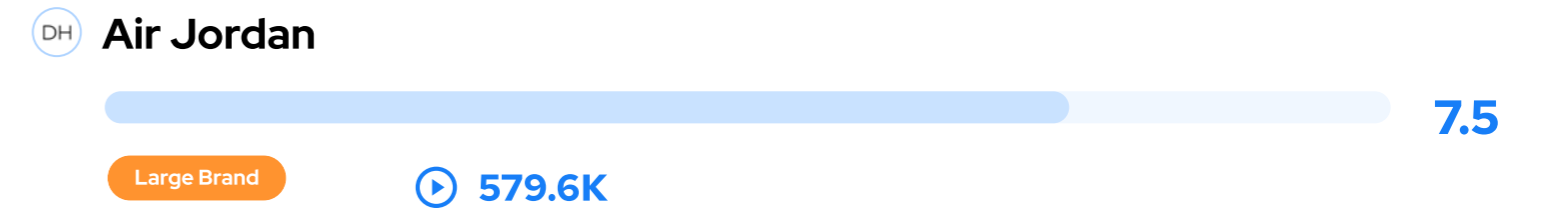
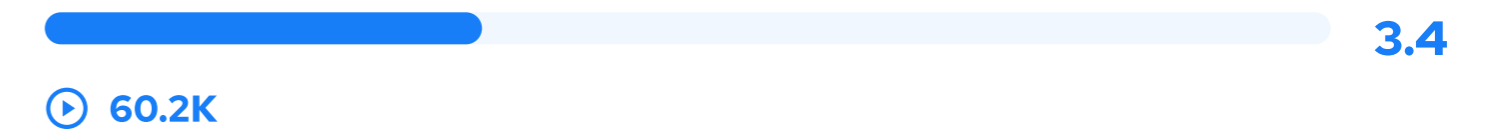
Compared to the retail industry average of **3.4**, and Air Jordan's own average of **7.5**.



## Top Retail Industry Performers by Entertainment Score (Reels)

 Average Video Views

Overall Average





# YouTube



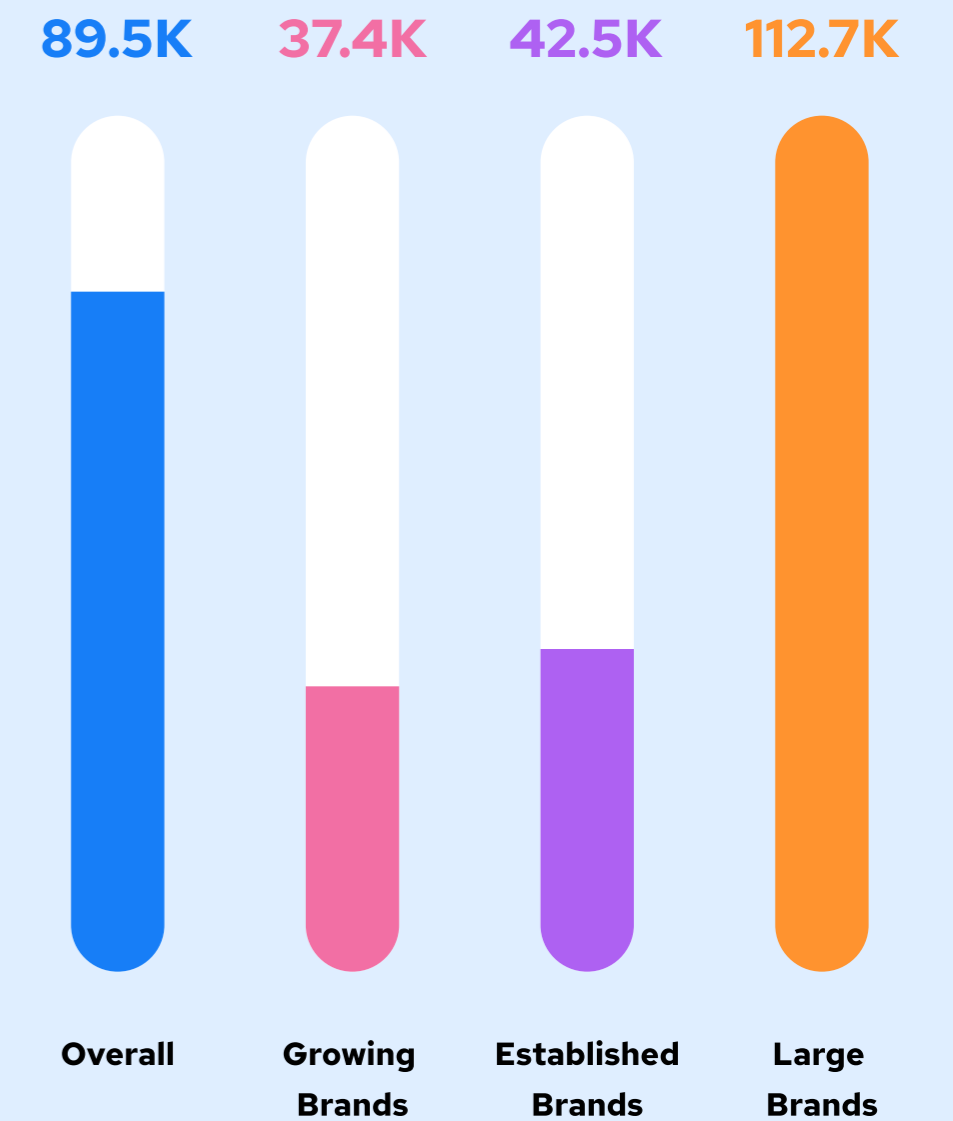
 Average YouTube Performance

# Across All Industries

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

\*Customer data only

## Overall Video Views



# By Industry

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

# Retail Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes*	Shares*
<b>Retail Overall</b>	<b>343.4K</b>	<b>7</b>	<b>0.5%</b>	<b>368</b>	<b>6</b>
<b>Growing Brands</b> (0 - 20K Followers)	<b>6.7K</b>	<b>2</b>	<b>0.8%</b>	<b>439</b>	<b>9</b>
<b>Established Brands</b> (20K - 150K Followers)	<b>70.9K</b>	<b>4</b>	<b>0.5%</b>	<b>110</b>	<b>3</b>
<b>Large Brands</b> (150K+ Followers)	<b>1.3M</b>	<b>7</b>	<b>0.2%</b>	<b>882</b>	<b>2</b>

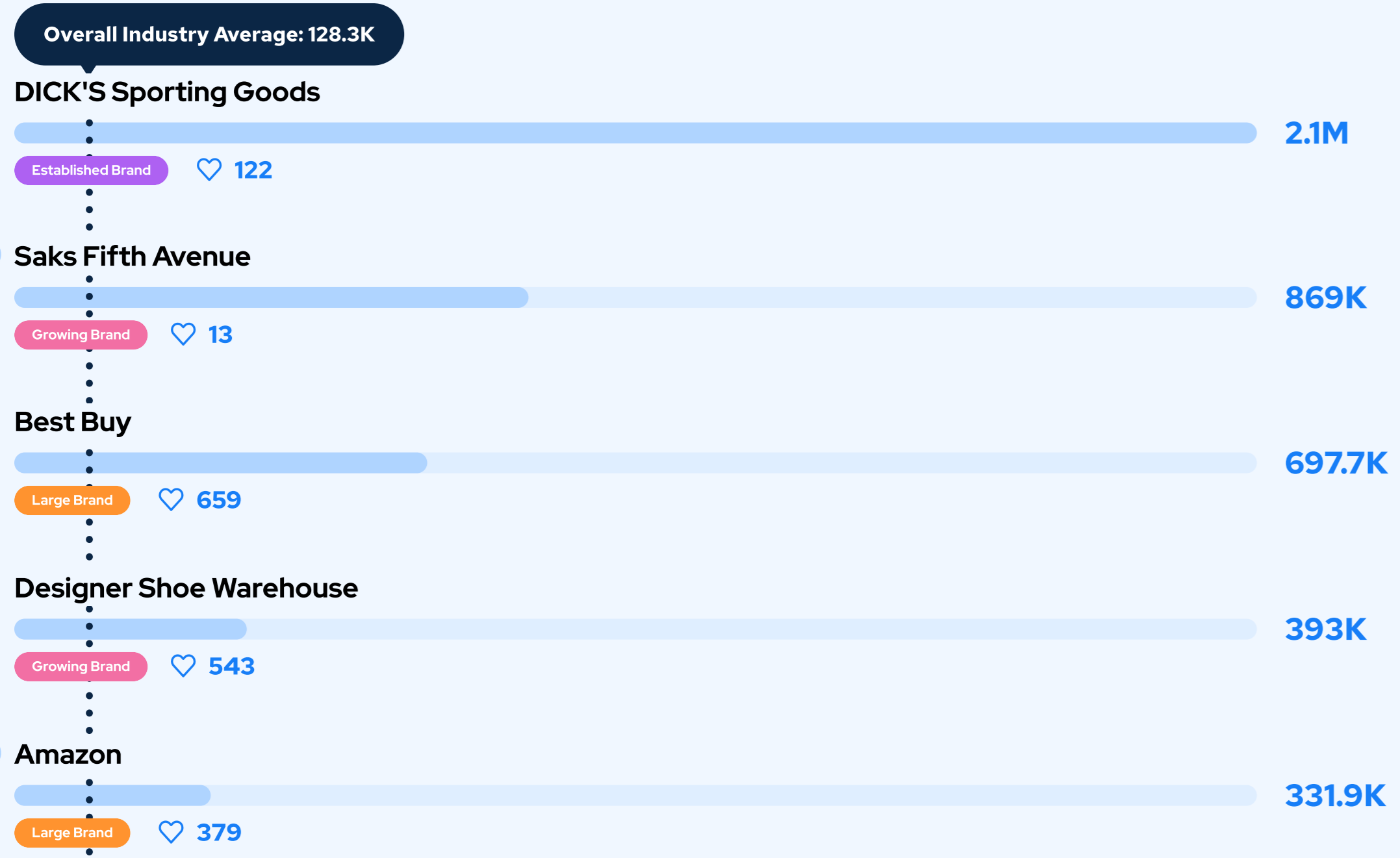
\*Customer data only

## Overall Video Views



 Average On-Demand Video Views and Industry Leaders

# Top Retail Industry Performers by On-Demand Video Views



 Average Likes | Industry Average: 183 |  Dash Social User |  Growing Brand: 0 – 20K Followers |  Established Brand: 20K – 150K Followers |  Large Brand: 150K+ Followers

## Deep Dive Into Top Performing Retail Brand



DICK'S Sporting Goods leads in YouTube video views by offering a wide variety of sports-related content, from training tips to unboxing videos and reviews – particularly in the Shorts format. Its content is always positive and affirmative, supporting and resonating with athletes at all levels.

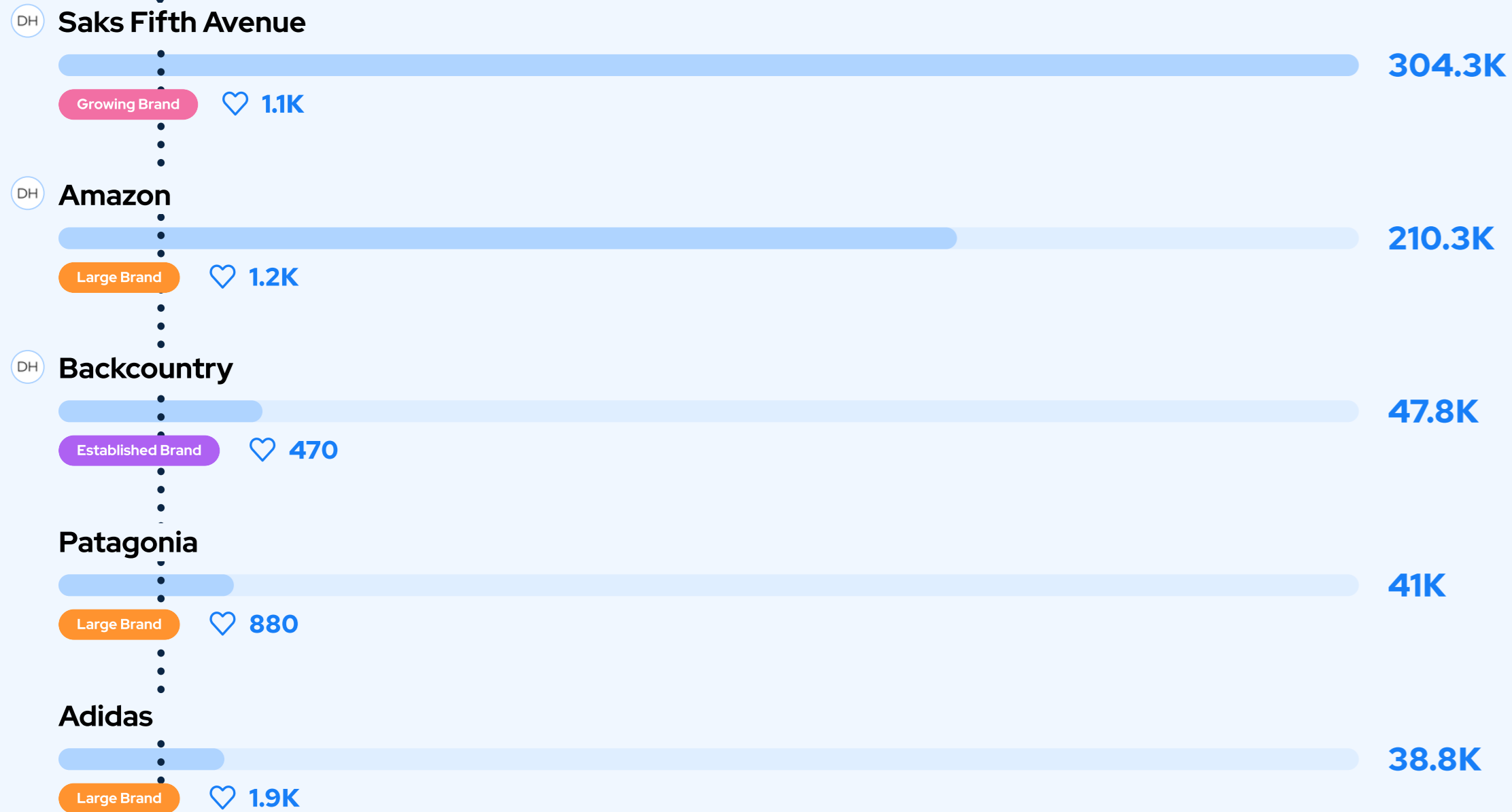
**DICK'S Sporting Goods outperforms the average Video Views for retail brands by 177%.**



 Average YouTube Shorts Performance and Industry Leaders

# Top Retail Industry Performers by Shorts Video Views

Overall Industry Average: 24.2K



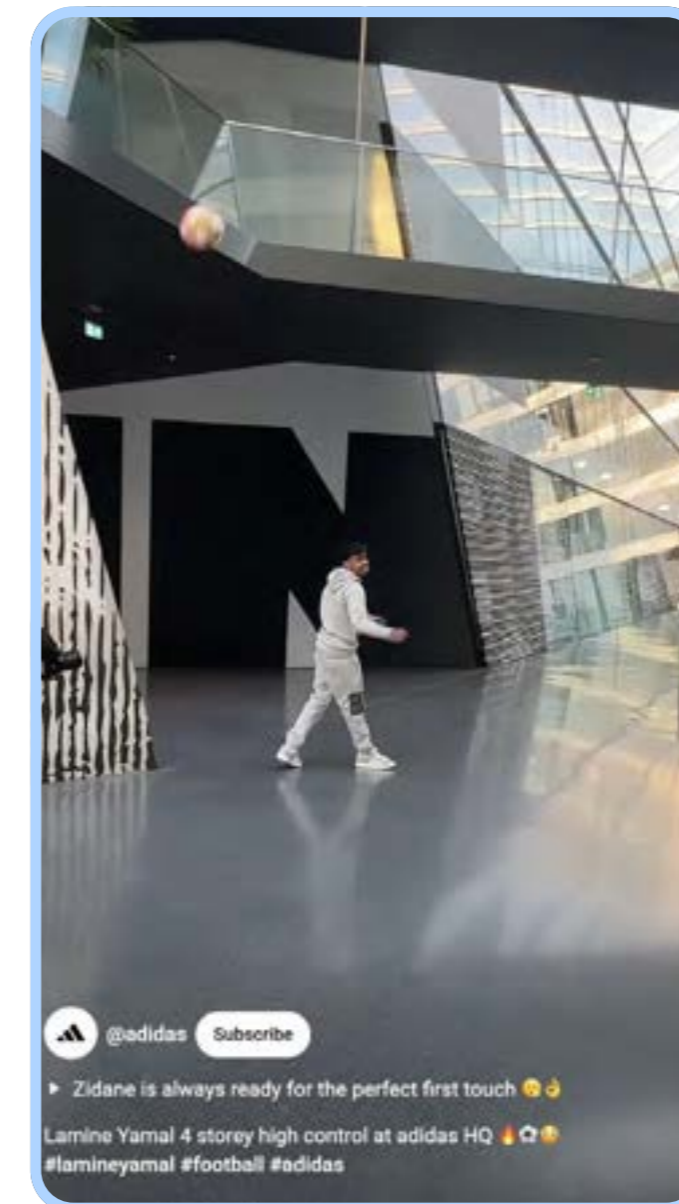
 Average Likes | Industry Average: 564 DH Dash Social User

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

## Deep Dive Into Top Performing Retail Brand



Adidas excels in YouTube Shorts video views with its high volume of quick, impactful and timely clips that showcase athletic fetes and star-studded endorsements. The brand captures the full spectrum of sports and lifestyle, offering helpful guides and on-the-ground coverage of big events.



Adidas outperforms the average Shorts Video Views for retail brands by **46%**.

# What We Can Learn From Retail Brands' Strategies



## Leverage Creator-Led Content

Use trendy, creator-led content that aligns with current social trends to drive high engagement on platforms like TikTok, where frequent, topical posts can significantly boost visibility.

## Highlight Brand Personality

Showcase your brand's unique personality through fun and spirited content, which can foster a strong community feel and appeal to targeted demographics such as young, trend-savvy audiences.

## Show Products in Action

Focus on displaying products in relatable real-world scenarios to increase effectiveness and engagement, making content more relatable and directly tied to consumer experiences and aspirations.

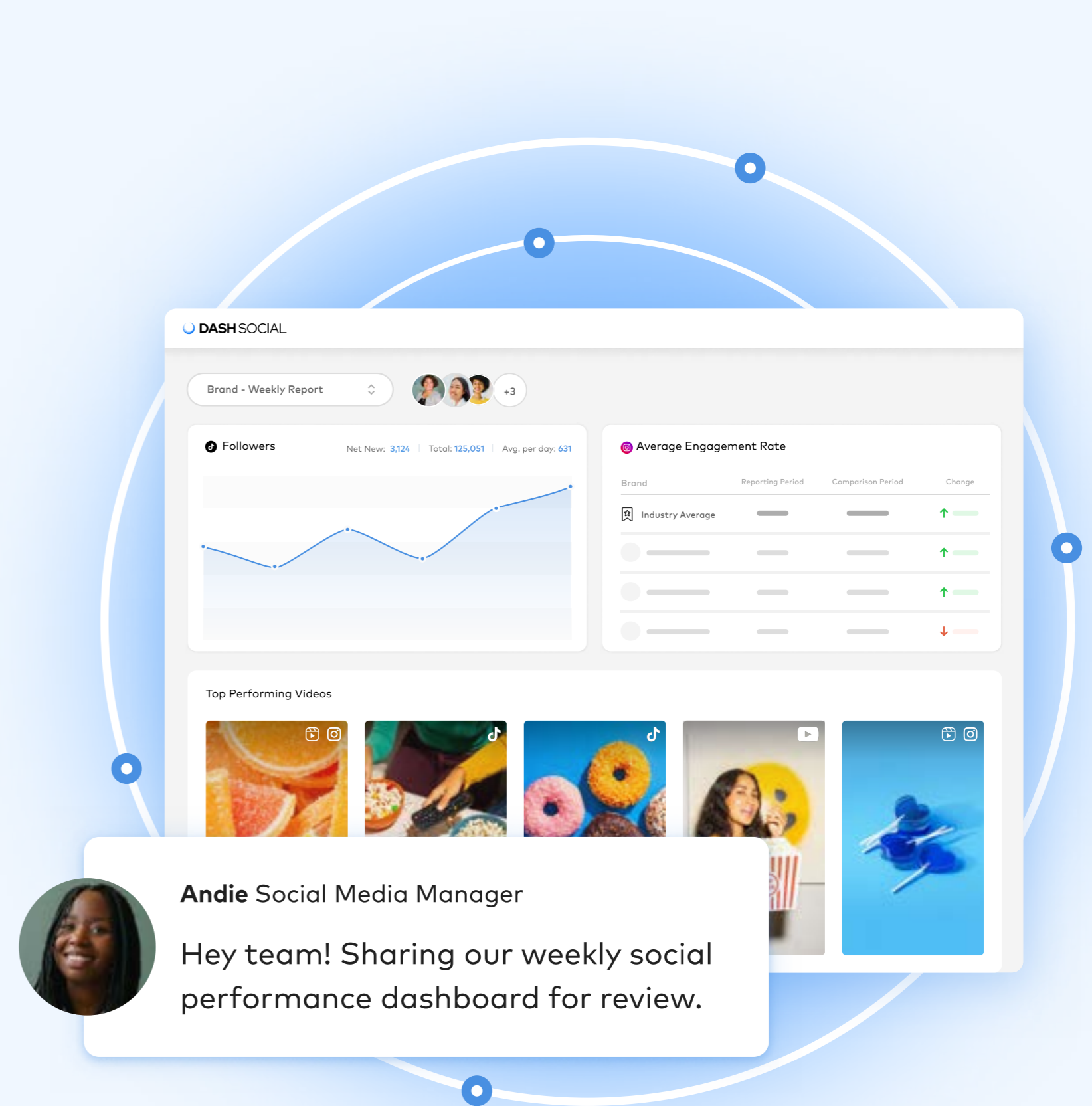


# Outsmart Social

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](https://dashsocial.com).



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





At a Glance

# Facebook, Pinterest and X

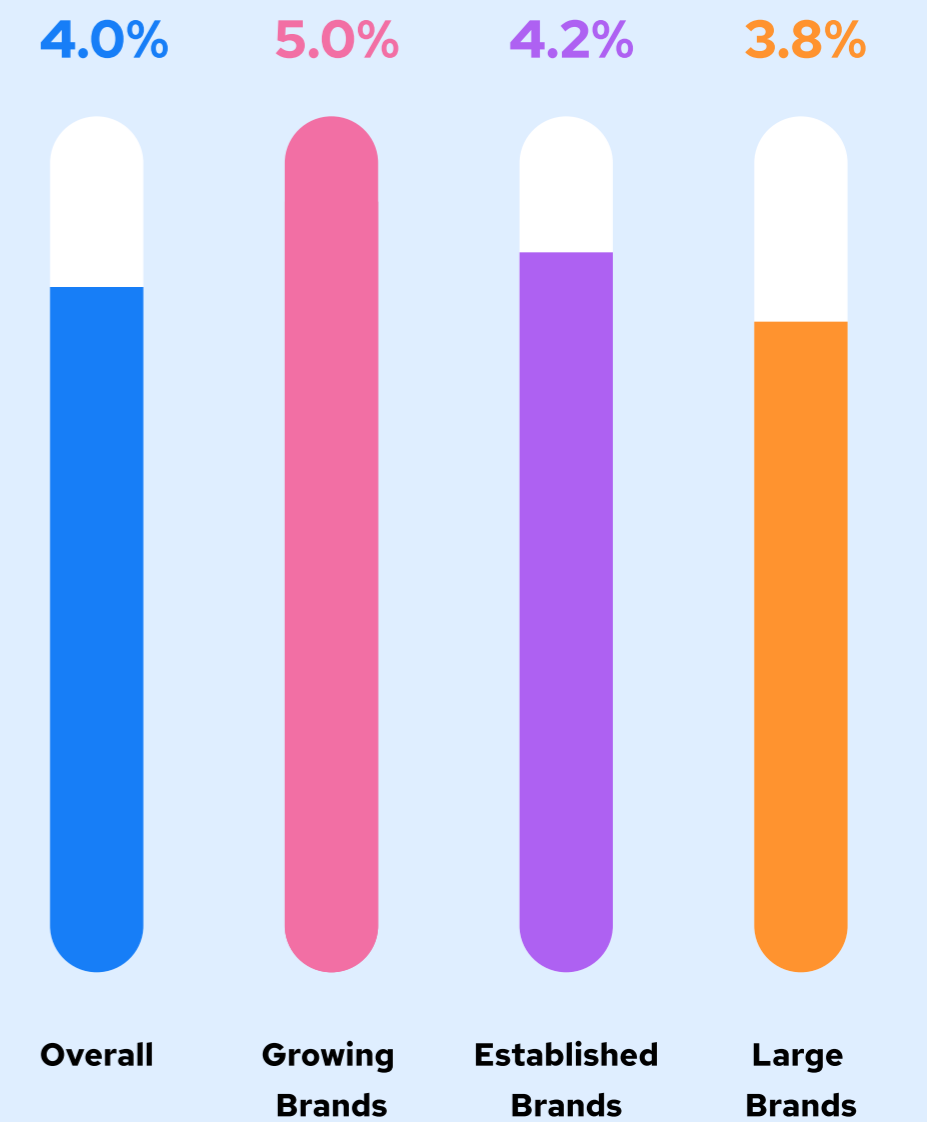


# Across All Industries

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

Customer data only

## Engagement Rate



Engagement Rate:  $(\text{Total Engagements}) / \text{Impressions}$

# Across All Industries

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

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
<b>Overall</b>	<b>813.1K</b>	<b>48</b>	<b>0.1%</b>	<b>16.4K</b>	<b>38</b>	<b>258</b>	<b>8</b>
<b>Growing Brands</b> (0 – 12.5K Followers)	<b>5.1K</b>	<b>6</b>	<b>0.2%</b>	<b>818</b>	<b>7</b>	<b>23</b>	<b>5</b>
<b>Established Brands</b> (12.5K – 200K Followers)	<b>70K</b>	<b>21</b>	<b>0.04%</b>	<b>3.3K</b>	<b>18</b>	<b>90</b>	<b>6</b>
<b>Large Brands</b> (200K+ Followers)	<b>2.0M</b>	<b>100</b>	<b>-0.03%</b>	<b>17.9K</b>	<b>40</b>	<b>284</b>	<b>10</b>

Customer data only