



# Social Media Benchmark Report

Beauty Industry



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# Benchmarking Performance

Understanding your brand's social media performance starts with knowing what's typical in your industry. This report explores comprehensive benchmarks across key metrics and social channels, including TikTok, Instagram and YouTube. These insights help set clear goals, strengthen content strategy and support faster audience growth.

## About the Data

For the H1 2025 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,170), Instagram (n=2,978), and YouTube (n=644), analyzing their activity between July 1, 2024 – December 31, 2024, to determine average performance against a predetermined set of KPIs. These benchmarks include organic, boosted, and promoted content but exclude paid ads. They apply to handles with at least 1K followers, covering both customers and non-customers. The results have been published in separate reports broken down into the following industries: beauty, fashion, luxury, media, publishing, CPG, food and beverage, retail, home, travel, wellness, and real estate.



## Defining the Beauty Industry

The beauty industry encompasses cosmetics, skincare, haircare, fragrance and services targeting aesthetic-driven consumers. We analyzed the following number of beauty brands per platform: TikTok (n=534), Instagram (n=257), and YouTube (n=117).

# 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.

## Average Reach Per Post

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

The average engagement each post receives. Each platform calculates engagement rate differently.

**Why It Matters:** It helps brands understand the rate at which the industry is growing and how they measure up.

## Average Effectiveness Rate (Instagram and Facebook)

A Dash Social metric that includes video views as a way to understand video performance.

**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 week.

**Why It Matters:** It helps determine the right cadence for posting.

## Average Video Views

The average number of views each video receives, this includes rewatches.

**Why It Matters:** Users watching video more often have a higher likelihood of remembering brand messages or products.

## Average Shares Per Post

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 Per Post

The average number of comments that each post receives.

**Why It Matters:** Comments signify community and suggest that users connect with the video.

# Cross-Channel Trends

## TikTok Is Still the Most Engaging Platform

When measured using the same calculation, TikTok (4.7%) leads Instagram (4.0%) and YouTube (3.6%) in engagement.

## Brands Prioritize TikTok for Short-Form Video, and It Drives Strong Views

With 6 posts a week, averaging 166.5K views, brands are prioritizing short-form video—surpassing Instagram Reels (4 posts, 108.9K views) and YouTube Shorts (3 posts, 45K views).

## Shares Continue to Increase on TikTok and Instagram

Shares have doubled on TikTok (142 to 289 avg. per post) and increased on Instagram (363 to 552) over six months, solidifying their role in engagement.



@allrecipes

# TikTok Trends

## Growth Continues Across All Brand Sizes

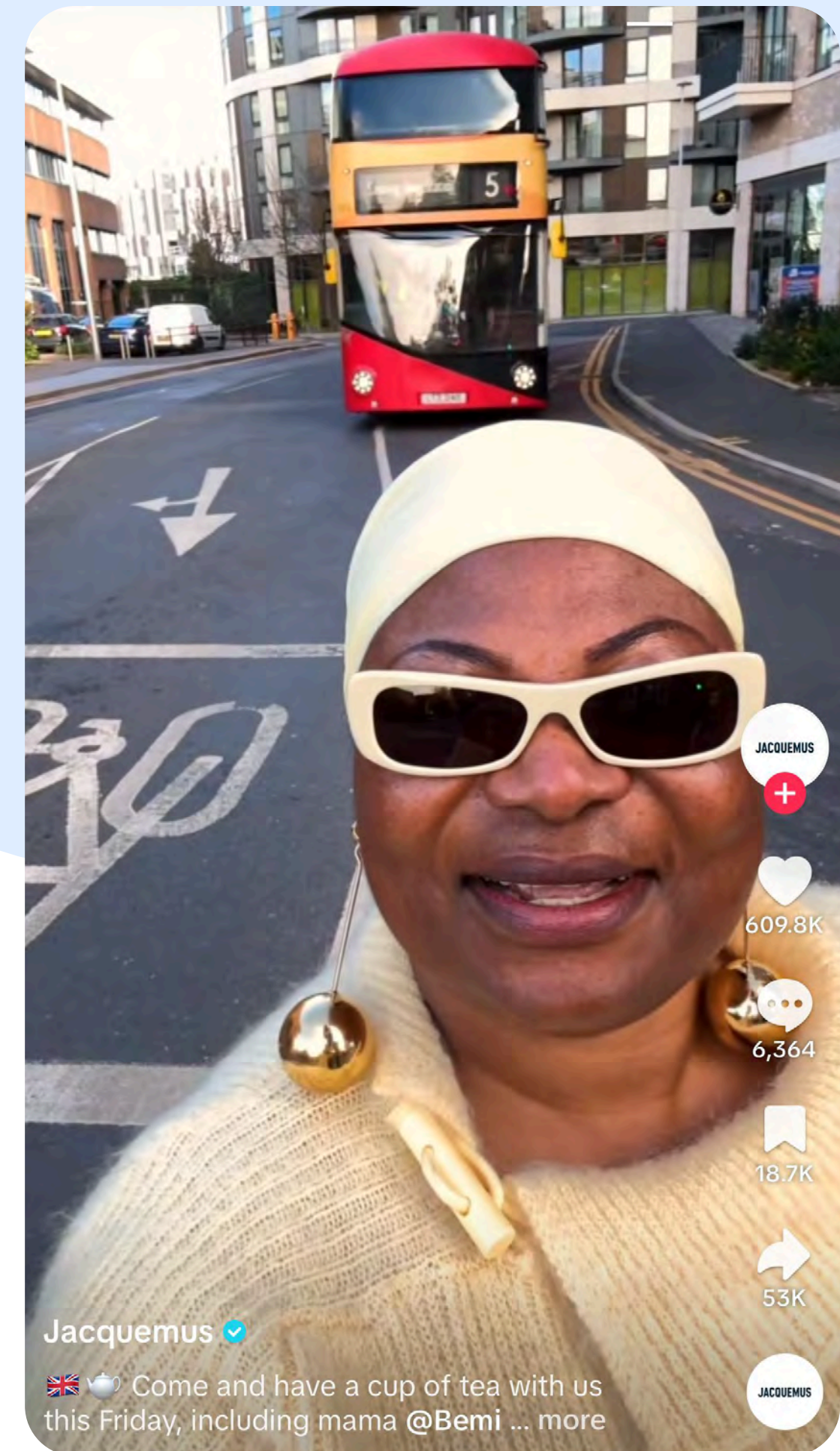
Brands grow an average of 4.7% per month. Growing brands lead with 9.2% monthly growth, while established (4.4%) and large brands (2.8%) expand at a slower rate.

## Brands Are Reaching More People

Compared to six months ago, brands see higher video views (+26%), increased reach (+10%) and more shares (+68%) on average.

## More Posts, Higher Engagement – Especially for Large Brands

Large brands post more frequently and see higher engagement rates. Smaller brands post less, which may impact their engagement. Consistent posting could be a key factor in driving interactions.



[@jacquemus](#)

# Instagram Trends

## Brands Post More Static Content Than Reels

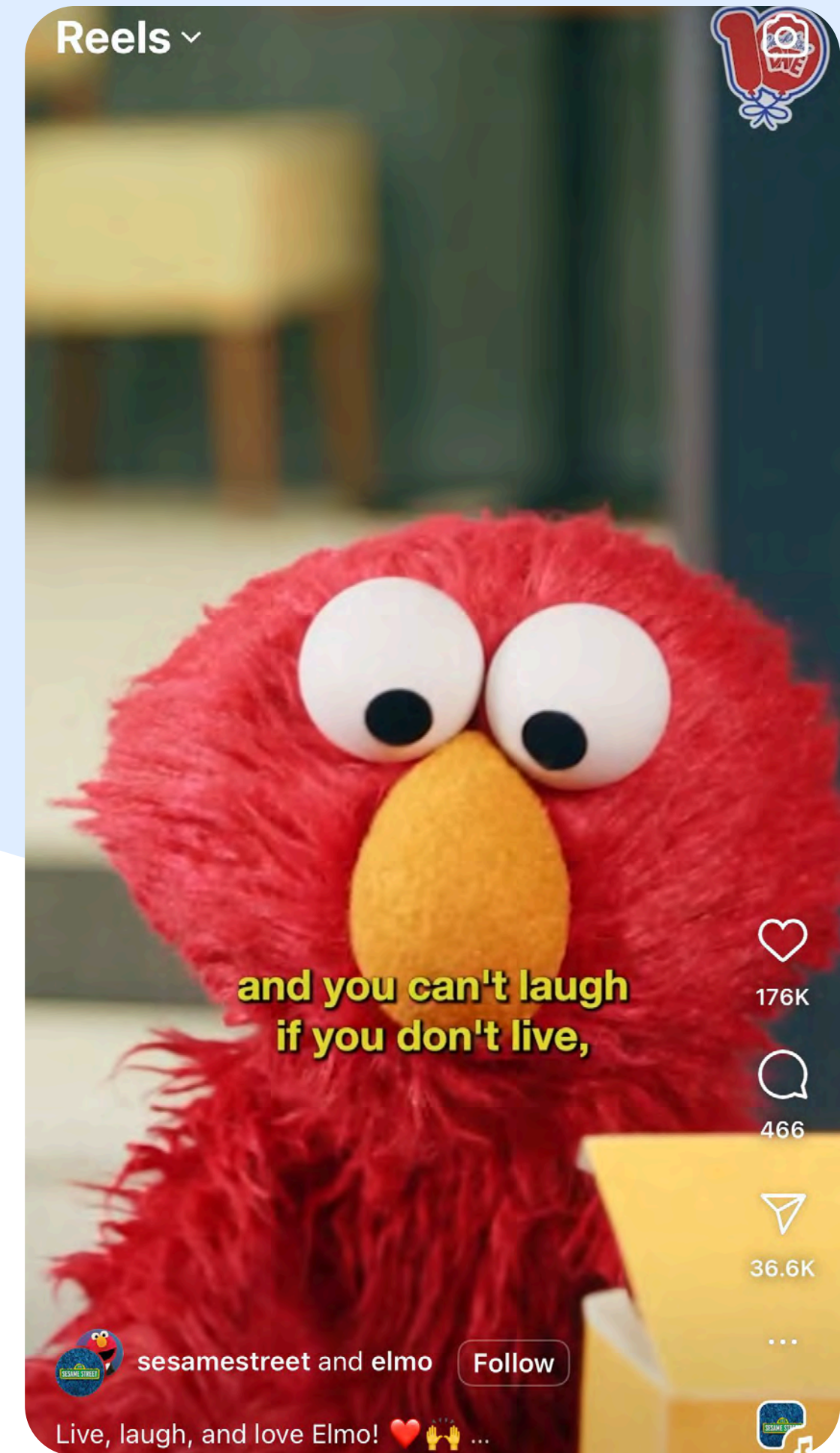
Brands favor static posts over Reels on Instagram, averaging five static posts for every four Reels per week.

## Follower Growth Stalls, Making Engagement Key

With brands seeing just 0.6% monthly follower growth – unchanged over the past year – engagement and impressions have come into focus as the metrics to optimize.

## Engagement Rate by Impressions Shows Platform Activity

Measuring engagement based on impressions (4.0%) rather than followers (0.3%) provides a clearer view of audience activity, highlighting an engaged and active platform.



[@elmo](#)

# YouTube Trends

## YouTube Video Views Have Declined Over the Past Six Months, Driven by Shorts

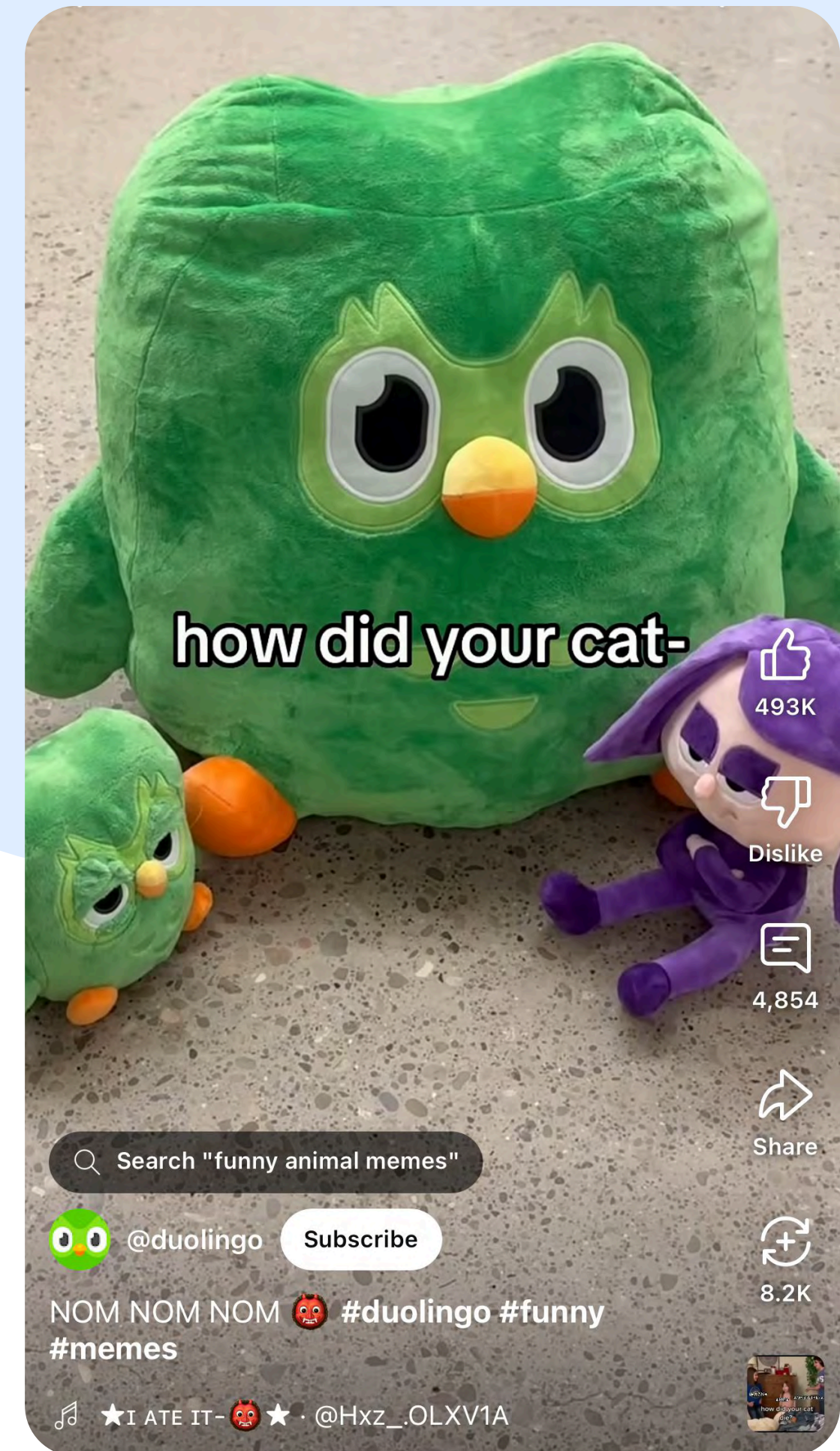
The average video views per post dropped from 89.5K in the first half of 2024 to 69.4K in second half of 2024. Shorts saw a significant decrease (45K vs. 81K), while On-Demand views remained steady (90.7K vs. 95.6K).

## Longform Content Continues To Receive More Views Than Shorts

Longform content drives more views than Shorts, with On-Demand videos averaging 90.7K views compared to 45K for Shorts.

## Media Brands Generate the Highest Video Views


Unsurprisingly, the top-ranking brands for video views belong to the media industry, reinforcing YouTube's role as an entertainment platform rather than a hub for brand communities.





@duolingo



# Beauty Brands See Strong Performance With Great Video Content




 Brands' average video views per post increased from 96.3K to 113.8K over the past year.

 Brands are prioritizing entertaining video content, posting more videos than static content and achieving a strong Entertainment Score (4.8).

 Audience retention remains high, with viewers watching 92% of videos on average.

## Average Beauty Engagement Rate and Video Views Per Post

H1 2025

|                 |  TikTok |  Instagram |  YouTube |
|-----------------|--|---|---|
| Engagement Rate | <b>3.9%</b><br>-2.5%   | <b>0.2%</b><br>no change  | -   |
| Video Views     | <b>113.8K</b><br>+18%  | <b>74.5K</b><br>-7%   | <b>30.9K</b><br>-57%  |

Compared to H2 2024 benchmark report



pov: you just learned that  
sol de janeiro is actually  
meant for your hair

SOL JANEIRO  
+  
421.9K  
3,773  
28.8K  
32.8K

Sol de Janeiro ✓  
HACK: Our perfume mists are for your body AND hair! 🤪 @cara #soldejaneiro #s... more

# Average TikTok Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Entertainment Score* | Engagement Rate |
|---|----------------|--------------|-------------------------------|----------------------|-----------------|-----------------|----------------------|-----------------|
| <b>Overall</b>  | <b>455.2K</b>  | <b>6</b>     | <b>4.7%</b>                   | <b>166.5K</b>        | <b>289</b>      | <b>116.6K</b>   | <b>3.6</b>           | <b>4.0%</b>     |
| <b>Growing Brands</b><br>(0 – 11.5K Followers)        | <b>4.3K</b>    | <b>2</b>     | <b>9.2%</b>                   | <b>14.9K</b>         | <b>11</b>       | <b>8.4K</b>     | <b>3.3</b>           | <b>3.3%</b>     |
| <b>Established Brands</b><br>(11.5K – 110K Followers) | <b>46.9K</b>   | <b>4</b>     | <b>4.4%</b>                   | <b>69.0K</b>         | <b>47</b>       | <b>40.0K</b>    | <b>3.3</b>           | <b>3.4%</b>     |
| <b>Large Brands</b><br>(110K+ Followers)              | <b>1.0M</b>    | <b>8</b>     | <b>2.8%</b>                   | <b>229.1K</b>        | <b>432</b>      | <b>164.4K</b>   | <b>3.7</b>           | <b>4.3%</b>     |

\*Customer data only  
Engagement Rate = (Likes + Comments + Shares) / Video Views

## Dash Social Insight

Brands are growing and reaching more people. Smaller brands grow faster, but large brands post more and see higher engagement. Consistent posting may drive visibility and interactions.

# Average TikTok Performance By Industry

|                                      | Beauty | CPG    | Fashion | Food and Beverage | Home   | Luxury | Media  | Publishing | Real Estate | Retail | Travel | Wellness |
|--------------------------------------|--------|--------|---------|-------------------|--------|--------|--------|------------|-------------|--------|--------|----------|
| <b>Follower Count</b>                | 435.7K | 451.9K | 235.5K  | 742.3K            | 153.8K | 605.2K | 1.2M   | 577.6K     | 52.4K       | 368.5K | 258.4K | 73.9K    |
| <b>Weekly Posts</b>                  | 6      | 4      | 5       | 2                 | 3      | 3      | 14     | 10         | 2           | 4      | 2      | 3        |
| <b>Monthly Follower Growth Rate*</b> | 3.0%   | 3.9%   | 3.6%    | 2.9%              | 10.4%  | 8.1%   | 6.6%   | 5.5%       | **          | 6.0%   | 4.1%   | 4.0%     |
| <b>Video Views Per Post</b>          | 113.8K | 131.2K | 126.4K  | 205.6K            | 96.2K  | 339.4K | 290.9K | 167.0K     | 99.8K       | 148.0K | 245.9K | 53.6K    |
| <b>Shares Per Post</b>               | 101    | 187    | 100     | 340               | 108    | 228    | 810    | 415        | 75          | 123    | 282    | 42       |
| <b>Reach Per Post*</b>               | 71.2K  | 73.5K  | 75.2K   | 117.1K            | 58.4K  | 154.5K | 250.5K | 141.5K     | **          | 85.0K  | 52.9K  | 33.5K    |
| <b>Entertainment Score*</b>          | 3.6    | 3.8    | 3.2     | 3.5               | 3.4    | 3.3    | 3.6    | 4.0        | **          | 3.0    | 3.6    | 3.3      |
| <b>Engagement Rate</b>               | 3.9%   | 3.4%   | 3.2%    | 3.7%              | 3.3%   | 3.7%   | 4.7%   | 5.1%       | 3.1%        | 3.1%   | 3.7%   | 3.1%     |

\*Customer data only

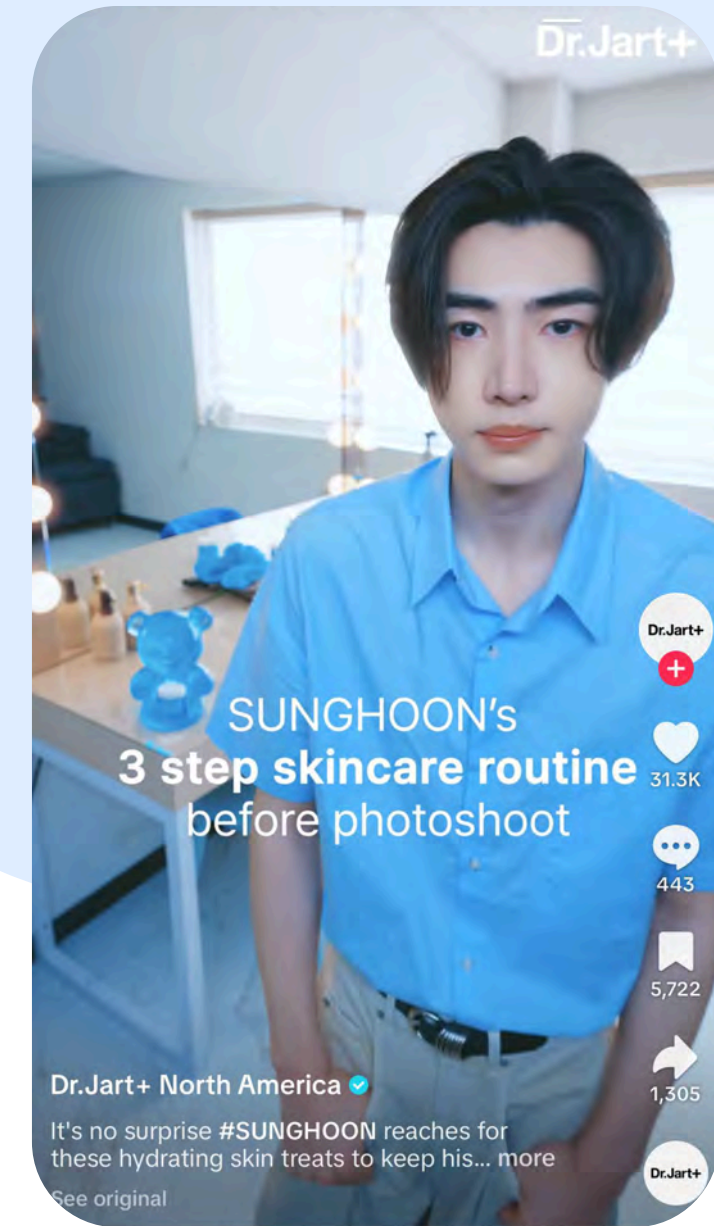
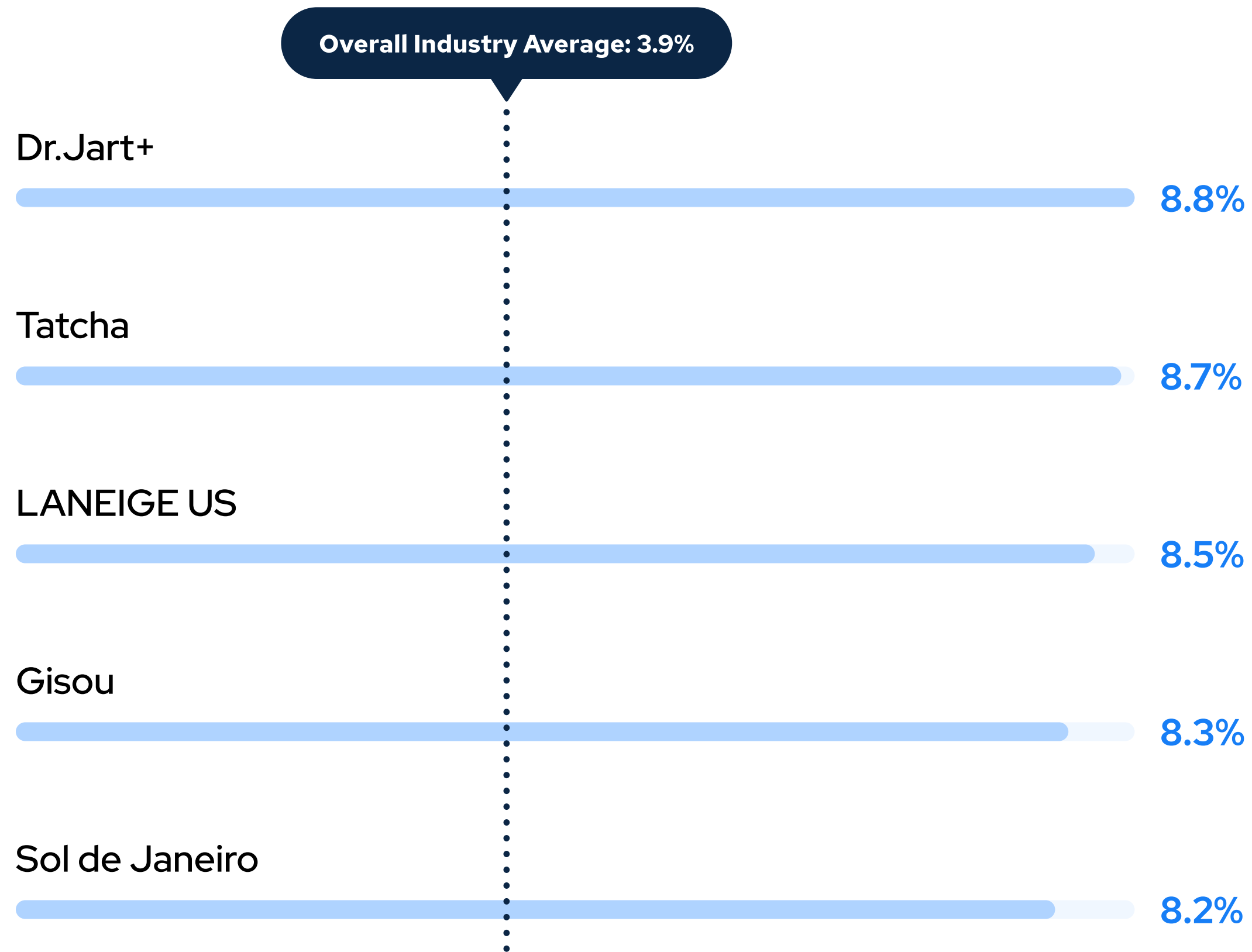
\*\*Limited data available

# Average TikTok Performance Across Beauty Industry

|  | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Entertainment Score* | Engagement Rate |
|--|----------------|--------------|-------------------------------|----------------------|-----------------|-----------------|----------------------|-----------------|
| <b>Overall</b>   | <b>435.7K</b>  | <b>6</b>     | <b>3.0%</b>                   | <b>113.8K</b>        | <b>101</b>      | <b>71.2K</b>    | <b>3.6</b>           | <b>3.9%</b>     |
| <b>Growing Brands</b><br><small>(0 – 11.5K Followers)</small>        | <b>5.1K</b>    | <b>2</b>     | <b>3.9%</b>                   | <b>7.6K</b>          | <b>4</b>        | <b>6.4K</b>     | <b>2.8</b>           | <b>3.1%</b>     |
| <b>Established Brands</b><br><small>(11.5K – 110K Followers)</small> | <b>49.6K</b>   | <b>5</b>     | <b>3.8%</b>                   | <b>63.1K</b>         | <b>14</b>       | <b>39.9K</b>    | <b>3.1</b>           | <b>3.9%</b>     |
| <b>Large Brands</b><br><small>(110K+ Followers)</small>              | <b>907.6K</b>  | <b>7</b>     | <b>2.1%</b>                   | <b>156.2K</b>        | <b>165</b>      | <b>97.3K</b>    | <b>4.0</b>           | <b>5.2%</b>     |

\*Customer data only

# Top Beauty Brands by Engagement Rate



## Dr.Jart+

Dr. Jart+ gains a high TikTok engagement rate by blending playful skincare routines with informative ingredient breakdowns. Quick product demos and comedic transitions turn routine face care into share-worthy content.

**Dr. Jart+ outperforms the average Engagement Rate for beauty brands by 126%.**

# Top Celebrity Beauty Brands by Engagement Rate

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Entertainment Score* | Engagement Rate |
|----------------|--------------|-------------------------------|----------------------|-----------------|-----------------|----------------------|-----------------|
| 1.5M           | 6            | 8.4%                          | 185.7K               | 556             | 147.6K          | 3.7                  | 5.5%            |

\*Customer data only

Overall Industry Average: 5.5%

florence by mills.

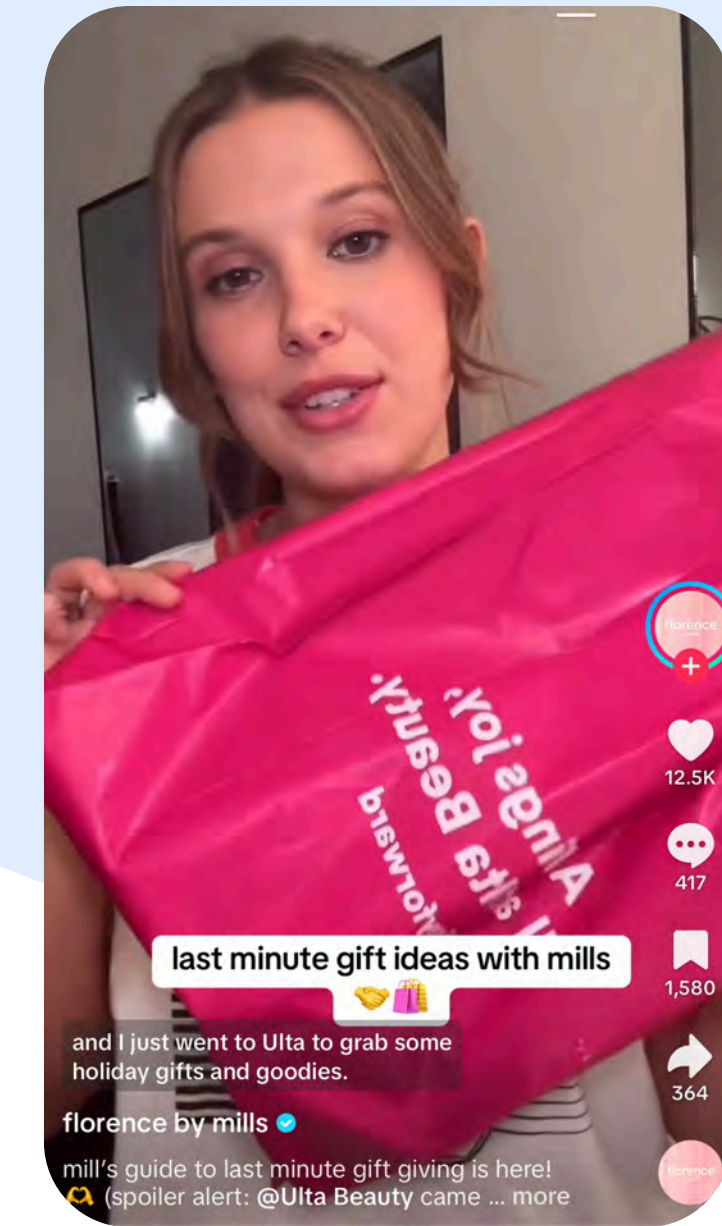
10.6%

rhode

7.7%

r.e.m.beauty

7.6%

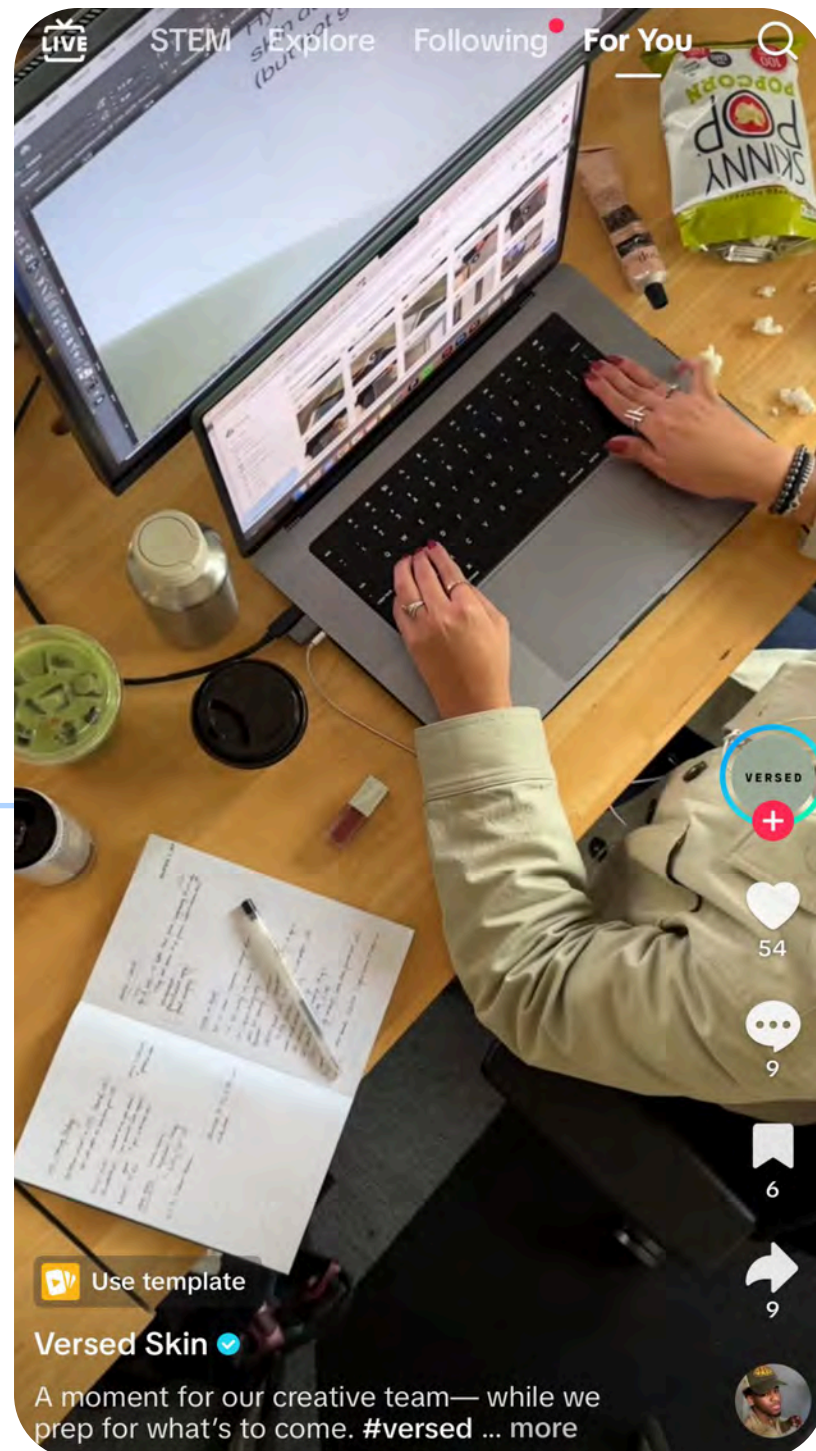


**florence**  
by mills

florence by mills wins hearts on TikTok by embracing a youthful, playful approach that resonates with Gen Z. Founder Millie Bobby Brown frequently appears in videos, revealing skincare routines and makeup hacks in an unfiltered manner. This candid style fosters an authentic vibe that secures high engagement, especially among younger fans.

**florence by mills outperforms the average Engagement Rate for beauty brands by 93%.**

# Winning Formulas for Creating Entertaining TikTok Content



## VERSED

Versed captivates TikTok's beauty crowd with its bright visuals and straightforward, relatable skincare tips. This human-centric, entertaining vibe translates into a consistently high Entertainment Score.

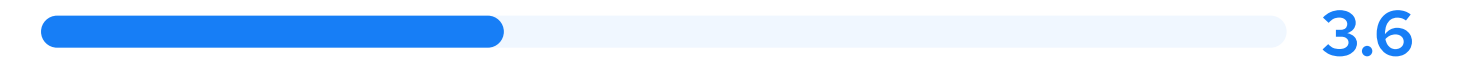
### Entertainment Score

**7.4/10**

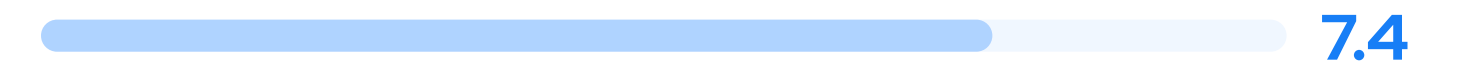
Compared to the beauty industry average of **3.6**, and Versed's own average of **6.6**.

## Top Beauty Brands by Entertainment Score

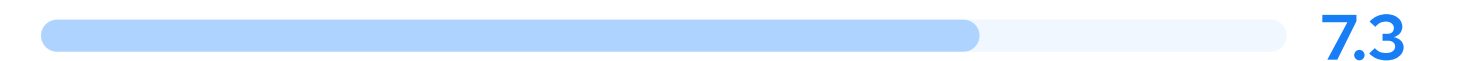
Overall Average



Sol de Janeiro



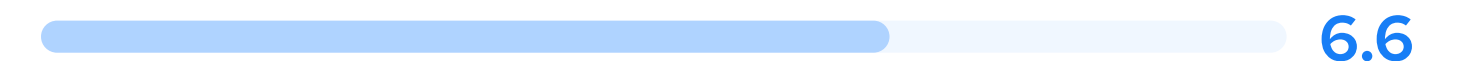
Gisou



Bubble



LANEIGE US



Versed







# Average Instagram Performance Across All Industries

|  | Follower Count | Weekly Posts<br>(Reels) | Weekly Posts<br>(Carousel and Image) | Monthly Follower<br>Growth Rate | Reach Per<br>Post* | Shares Per<br>Post* | Video View<br>Per Post*<br>(Reels) | Entertainment<br>Score*<br>(Reels) | Effectiveness<br>Rate* | Engagement<br>Rate |
|--|----------------|-------------------------|--------------------------------------|---------------------------------|--------------------|---------------------|------------------------------------|------------------------------------|------------------------|--------------------|
| <b>Overall</b>                                       | <b>2.2M</b>    | <b>4</b>                | <b>5</b>                             | <b>0.6%</b>                     | <b>172.9K</b>      | <b>552</b>          | <b>108.8K</b>                      | <b>4.6</b>                         | <b>11.6%</b>           | <b>0.3%</b>        |
| <b>Growing Brands</b><br>(0 - 190K Followers)        | <b>89.9K</b>   | <b>2</b>                | <b>2</b>                             | <b>0.8%</b>                     | <b>7.6K</b>        | <b>31</b>           | <b>7.6K</b>                        | <b>4.4</b>                         | <b>14.7%</b>           | <b>0.3%</b>        |
| <b>Established Brands</b><br>(190K - 1.1M Followers) | <b>497.9K</b>  | <b>3</b>                | <b>4</b>                             | <b>0.6%</b>                     | <b>37.9K</b>       | <b>153</b>          | <b>36.5K</b>                       | <b>4.2</b>                         | <b>13.6%</b>           | <b>0.3%</b>        |
| <b>Established Brands</b><br>(1.1M+ Followers)       | <b>7.3M</b>    | <b>7</b>                | <b>10</b>                            | <b>0.5%</b>                     | <b>326.6K</b>      | <b>1.0K</b>         | <b>207.5K</b>                      | <b>5.1</b>                         | <b>9.1%</b>            | <b>0.3%</b>        |

\*Customer data only

Engagement Rate = (Likes + Comments) / Followers

## Dash Social Insight

Building community is key as audience growth slows. Brands should prioritize content that sparks engagement.

# Average Instagram Performance By Industry

|   | Beauty | CPG   | Fashion | Food and Beverage | Home   | Luxury | Media  | Publishing | Real Estate | Retail | Travel | Wellness |
|---|--------|-------|---------|-------------------|--------|--------|--------|------------|-------------|--------|--------|----------|
| <b>Follower Count</b>                       | 2.4M   | 2.4M  | 3.6M    | 1.6M              | 998.9K | 7.4M   | 7.1M   | 5.5M       | 189.2K      | 3.4M   | 1.6M   | 715.6K   |
| <b>Weekly Posts</b><br>(Reels)              | 6      | 2     | 3       | 3                 | 2      | 2      | 15     | 7          | 3           | 4      | 2      | 2        |
| <b>Weekly Posts</b><br>(Carousel and Image) | 4      | 2     | 5       | 2                 | 4      | 4      | 16     | 17         | 4           | 4      | 3      | 3        |
| <b>Monthly Follower Growth Rate</b>         | 0.6%   | 0.6%  | 0.6%    | 0.6%              | 0.6%   | 0.6%   | 0.7%   | 0.5%       | 1.0%        | 0.6%   | 1.0%   | 0.8%     |
| <b>Shares Per Post*</b>                     | 141    | 177   | 87      | 326               | 153    | 165    | 1.6K   | 656        | **          | 102    | 301    | 269      |
| <b>Entertainment Score*</b><br>(Reels)      | 4.8    | 4.8   | 3.6     | 5.3               | 4.0    | 5.0    | 5.7    | 4.7        | **          | 3.5    | 5.3    | 3.8      |
| <b>Reach Per Post*</b>                      | 75.1K  | 53.2K | 52.9K   | 62.8K             | 50.4K  | 101.4K | 435.1K | 240.6K     | **          | 55.3K  | 56.5K  | 41.7K    |
| <b>Effectiveness Rate*</b>                  | 11.3%  | 13.4% | 8.0%    | 13.6%             | 9.4%   | 9.4%   | 15.7%  | 10.4%      | **          | 8.5%   | 14.6%  | 12.4%    |
| <b>Engagement Rate</b>                      | 0.2%   | 0.3%  | 0.1%    | 0.3%              | 0.1%   | 0.2%   | 0.4%   | 0.3%       | 0.3%        | 0.1%   | 0.4%   | 0.2%     |

\*Customer data only

\*\*Limited data available

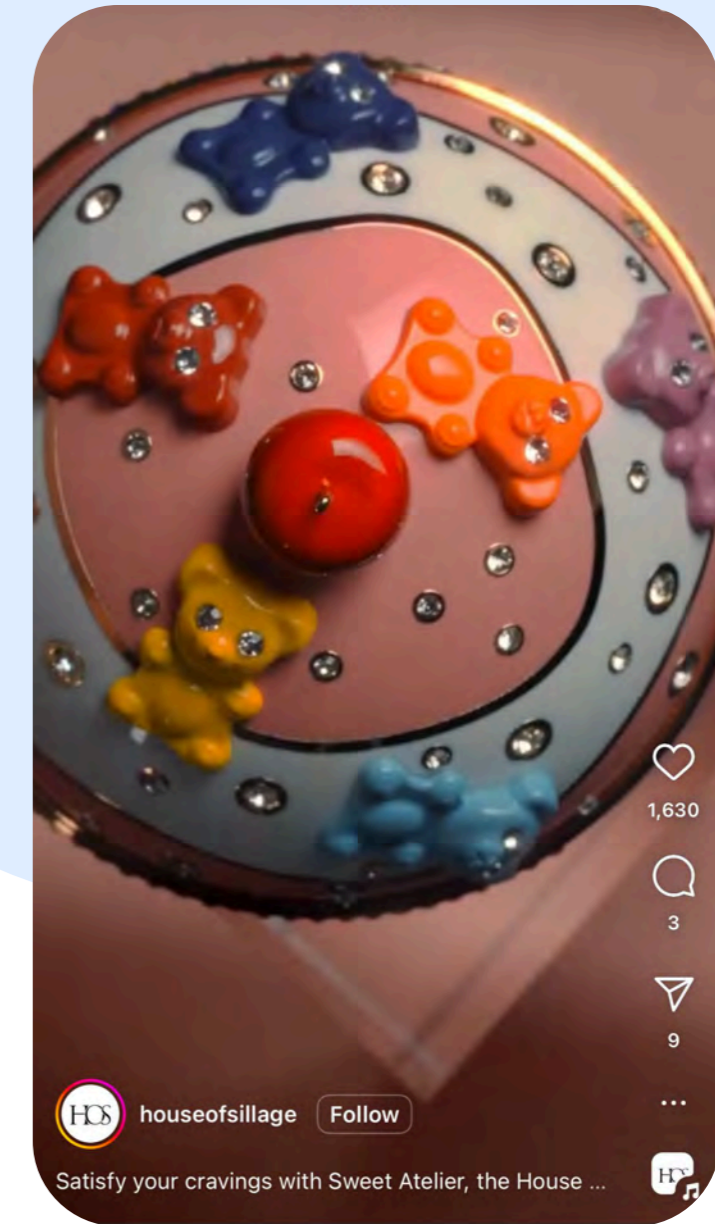
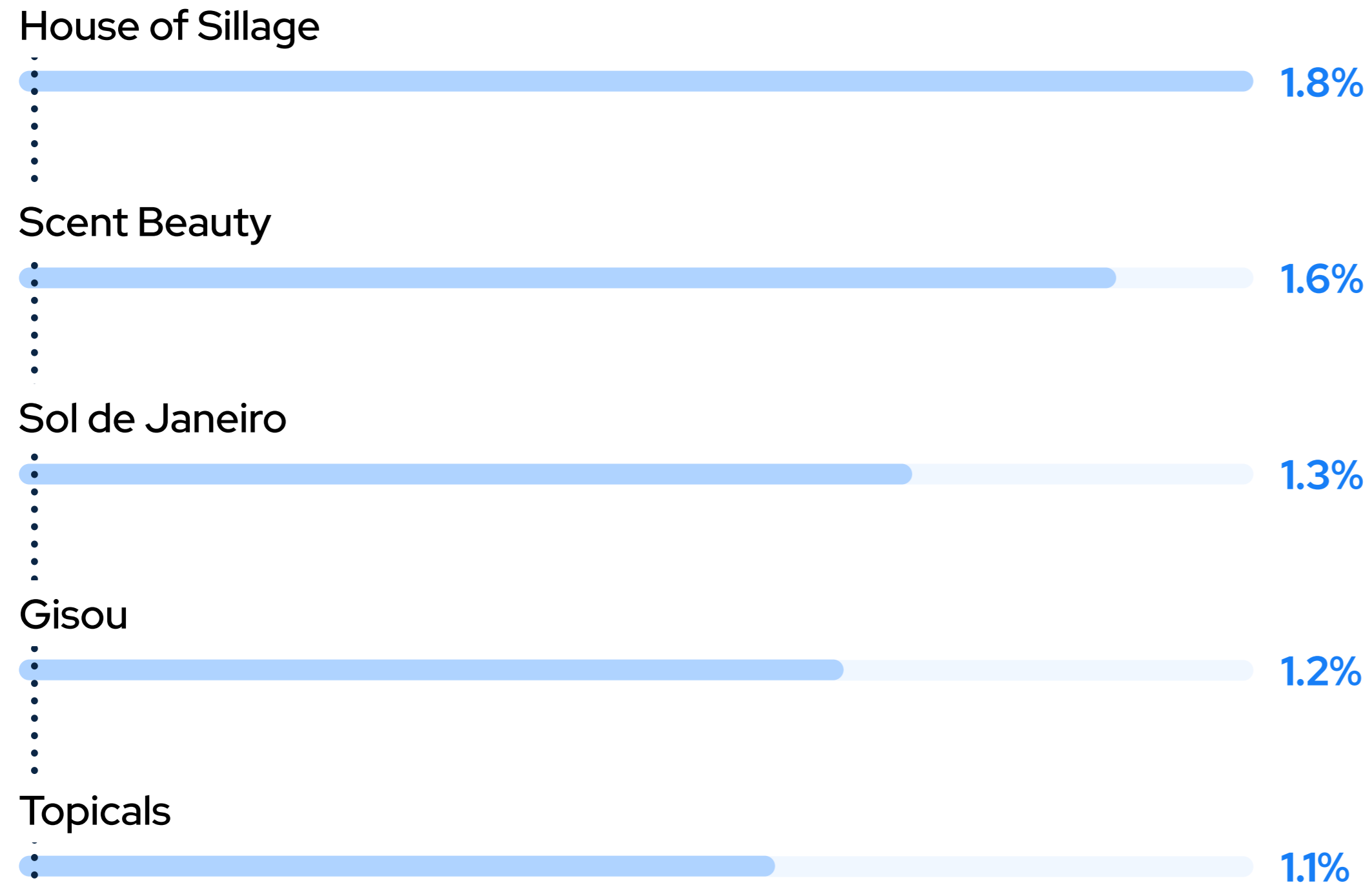
# Average Instagram Performance Across Beauty Industry

|   | Follower Count | Weekly Posts<br>(Reels) | Weekly Posts<br>(Carousel and<br>Image) | Monthly Follower<br>Growth Rate | Reach Per<br>Post* | Shares Per<br>Post*<br>(Reels) | Video View<br>Per Post*<br>(Reels) | Entertainment<br>Score*<br>(Reels) | Effectiveness<br>Rate | Engagement<br>Rate |
|---|----------------|-------------------------|---|---------------------------------|--------------------|--------------------------------|------------------------------------|------------------------------------|-----------------------|--------------------|
| <b>Overall</b>  | 2.4M           | 6                       | 4                                       | 0.6%                            | 75.1K              | 141                            | 74.5K                              | 4.8                                | 11.3%                 | 0.2%               |
| <b>Growing Brands</b><br><small>(0 - 190K Followers)</small>        | 105.2K         | 3                       | 3                                       | 0.7%                            | 5.7K               | 20                             | 6.3K                               | 4.7                                | 13.9%                 | 0.2%               |
| <b>Established Brands</b><br><small>(190K - 1.1M Followers)</small> | 519.2K         | 6                       | 4                                       | 0.6%                            | 22.9K              | 70                             | 25.1K                              | 4.6                                | 12.1%                 | 0.2%               |
| <b>Established Brands</b><br><small>(1.1M+ Followers)</small>       | 6.4M           | 9                       | 7                                       | 0.5%                            | 172.0K             | 288                            | 162.6K                             | 5.2                                | 9.0%                  | 0.2%               |

\*Customer data only

# Instagram Top Beauty Brands by Engagement Rate

Overall Industry Average: 0.2%



SILLAGE  
HOUSE OF

House of Sillage's Instagram feed is a feast for fragrance lovers, displaying ornate bottles and dreamy scent inspirations. Each post leans into luxury storytelling, helping followers imagine the experience of using the product. By encouraging fans to share their personal scent journeys, House of Sillage cultivates a strong engagement rate.

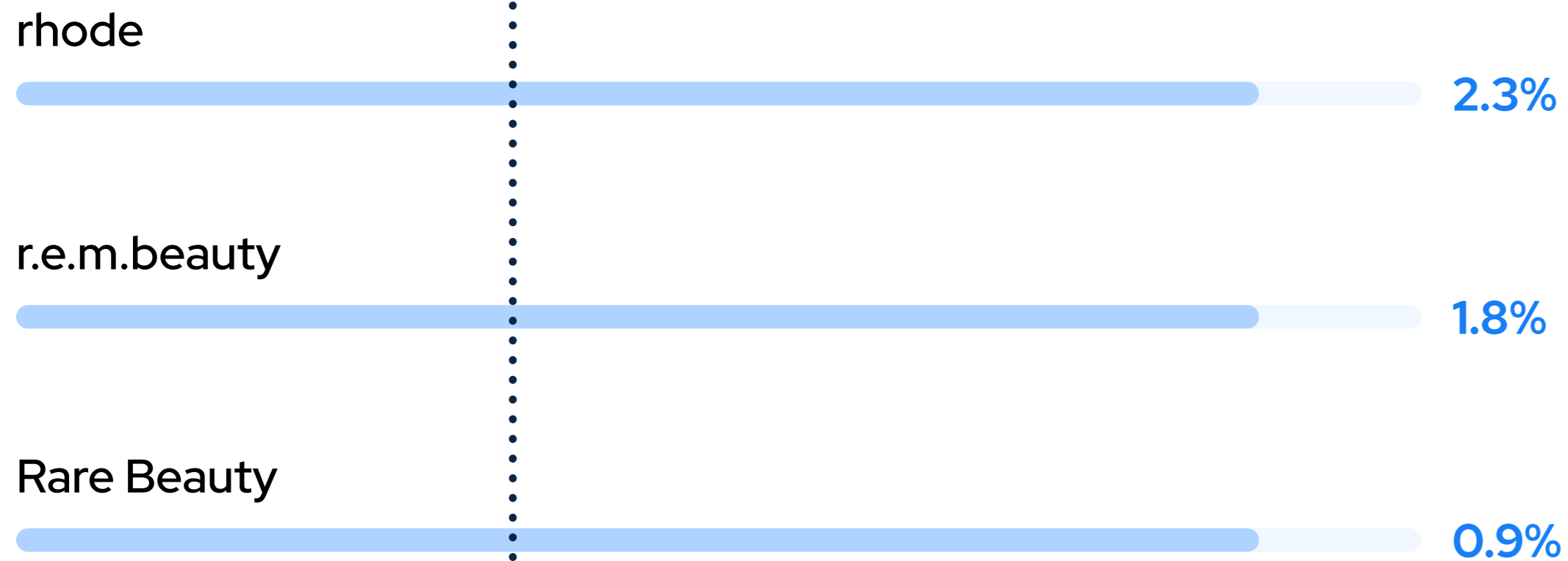
**House of Sillage outperforms the average Engagement Rate for beauty brands by 800%.**

# Instagram Top Celebrity Beauty Brands by Engagement Rate

| Followers Count | Weekly Posts (Reels) | Weekly Posts (Carousel and Image) | Monthly Follower Growth Rate* | Reach Per Post* | Entertainment Score* | Effectiveness Rate* | Engagement Rate |
|-----------------|----------------------|-----------------------------------|-------------------------------|-----------------|----------------------|---------------------|-----------------|
| 2.7M            | 5                    | 4                                 | 1.1%                          | 357.6K          | 6.2                  | 18.9%               | 0.8%            |

\*Customer data only

Overall Industry Average: 0.4%



## rhode

rhode maintains a sophisticated Instagram aesthetic with minimal branding, focusing on skincare results and user-friendly product details. Subtle endorsements from founder Hailey Bieber appear in relatable behind-the-scenes glimpses and glamorous lifestyle shots. The brand's polished feed and friendly interactions consistently drive impressive engagement rates.

**rhode outperforms the average Engagement Rate for beauty brands by 188%.**

# Winning Formulas for Creating Entertaining Reels Content



## gisou

Gisou dazzles Instagram with radiant, honey-infused haircare visuals. Each post weaves a sense of natural glamour, with bright, sunny aesthetics paired with stunning looks. This luxurious cohesion of brand story and lifestyle content results in a standout Entertainment Score.

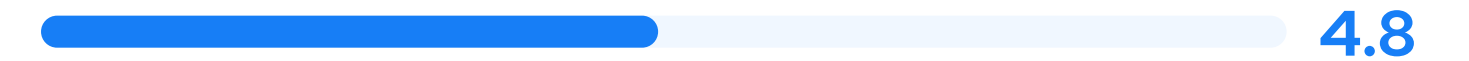
### Entertainment Score

**9.9/10**

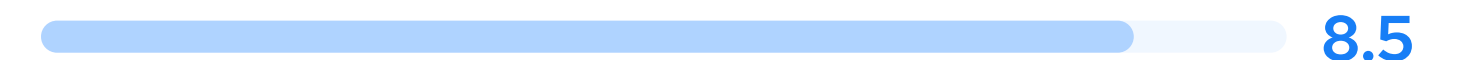
Compared to the beauty industry average of **4.8**, and Gisou's own average of **8.5**.

## Top Beauty Brands by Entertainment Score

Overall Average



Gisou



Sol de Janeiro



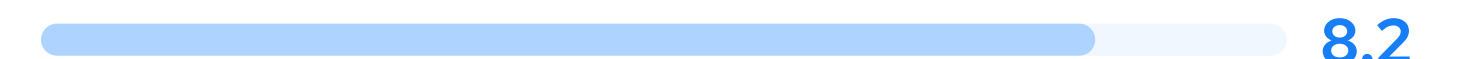
Bubble

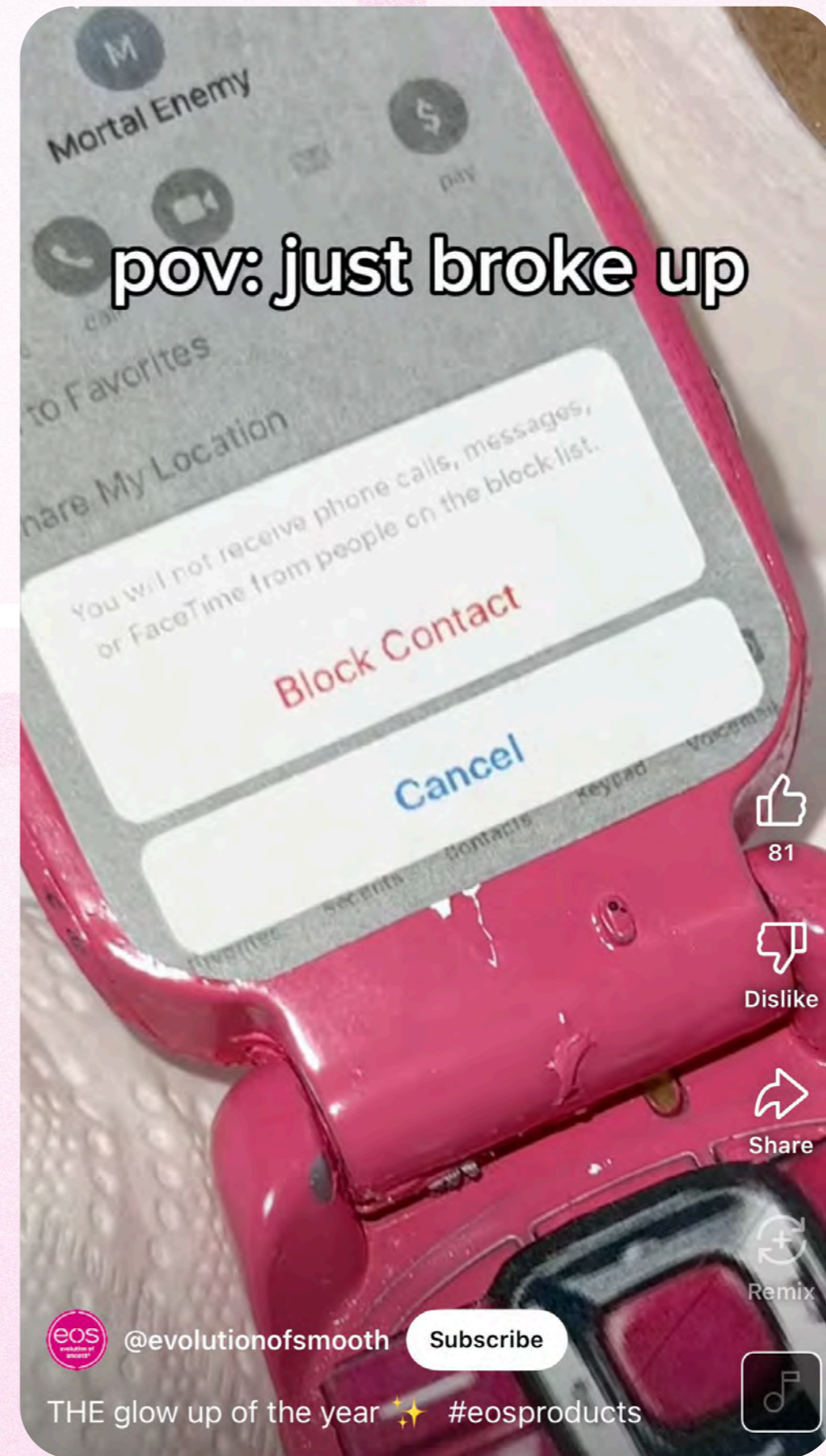
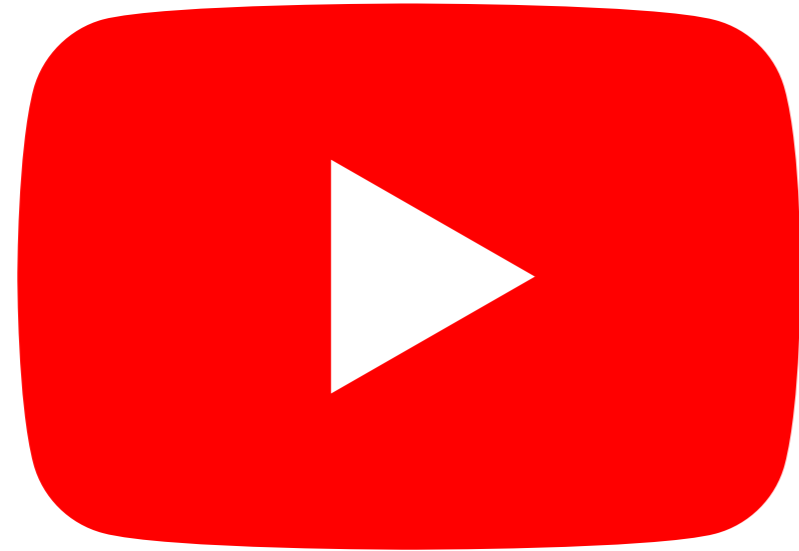


Creed Fragrances



The 7 Virtues







# Average YouTube Performance Across All Industries

|  | Subscriber Count | Weekly Videos | Monthly Follower Growth Rate* | Likes Per Post | Shares Per Post | Percentage Viewed* | Video Views Per Post |
|--|------------------|---------------|-------------------------------|----------------|-----------------|--------------------|----------------------|
| <b>Overall</b>   | <b>1.1M</b>      | <b>5</b>      | <b>1.9%</b>                   | <b>1.3K</b>    | <b>75</b>       | <b>64%</b>         | <b>69.4K</b>         |
| <b>Growing Brands</b><br><small>(0 – 20K Followers)</small>        | <b>6.1K</b>      | <b>2</b>      | <b>2.9%</b>                   | <b>95</b>      | <b>4</b>        | <b>83%</b>         | <b>26.4K</b>         |
| <b>Established Brands</b><br><small>(20K – 150K Followers)</small> | <b>68.8K</b>     | <b>4</b>      | <b>1.7%</b>                   | <b>190</b>     | <b>7</b>        | <b>59%</b>         | <b>35.7K</b>         |
| <b>Large Brands</b><br><small>(150K+ Followers)</small>            | <b>2.9M</b>      | <b>9</b>      | <b>1.2%</b>                   | <b>1.9K</b>    | <b>130</b>      | <b>61%</b>         | <b>91.9K</b>         |

\*Customer data only

### Dash Social Insight

Focus on creating high-quality content to maximize video views on YouTube, especially for brands outside the media industry looking to compete in an entertainment-driven platform.

# Average YouTube Performance By Industry

|                              | Beauty | CPG   | Fashion | Food and Beverage | Home  | Luxury | Media | Publishing | Real Estate | Retail | Travel | Wellness |
|------------------------------|--------|-------|---------|-------------------|-------|--------|-------|------------|-------------|--------|--------|----------|
| Subscriber Count             | 123.1K | 1.0M  | 59.4K   | 270.4K            | 99.1K | 465.4K | 5.9M  | 933.6K     | 33.0K       | 487.6K | 193.8K | 296.8K   |
| Weekly Videos                | 4      | 2     | 5       | 2                 | 2     | 2      | 19    | 13         | 1           | 4      | 7      | 2        |
| Monthly Follower Growth Rate | 1.9%   | 3.0%  | 1.4%    | 0.6%              | 3.8%  | 1.8%   | 1.2%  | 1.7%       | 2.8%        | 1.4%   | 1.2%   | 3.0%     |
| Likes Per Post*              | 872    | 791   | 175     | 299               | 156   | 701    | 1.8K  | 618        | 96          | 338    | 24     | 312      |
| Shares Per Post*             | 18     | 13    | 5       | 37                | 18    | 32     | 155   | 122        | 2           | 14     | 3      | 15       |
| Percentage Viewed*           | 92%    | 75%   | 82%     | **                | **    | **     | 50%   | 58%        | **          | 75%    | **     | **       |
| Video Views Per Post         | 54.1K  | 80.5K | 54.9K   | 49.5K             | 40.5K | 79.1K  | 84.7K | 28.0K      | 10.1K       | 113.0K | 16.6K  | 79.2K    |

\*Customer data only

\*\*Limited data available

# Average YouTube Performance Across Beauty Industry

|  | Subscriber Count | Weekly Videos | Monthly Follower Growth Rate | Likes Per Post | Shares Per Post | Video Views Per Post |
|--|------------------|---------------|------------------------------|----------------|-----------------|----------------------|
| <b>Overall</b>   | <b>123.1K</b>    | <b>4</b>      | <b>1.9%</b>                  | <b>872</b>     | <b>18</b>       | <b>54.1K</b>         |
| <b>Growing Brands</b><br><small>(0 – 20K Followers)</small>        | <b>6.0K</b>      | <b>3</b>      | <b>2.8%</b>                  | <b>91</b>      | <b>2</b>        | <b>17.0K</b>         |
| <b>Established Brands</b><br><small>(20K – 150K Followers)</small> | <b>59.4K</b>     | <b>4</b>      | <b>1.4%</b>                  | <b>290</b>     | <b>9</b>        | <b>44.4K</b>         |
| <b>Large Brands</b><br><small>(150K+ Followers)</small>            | <b>485.7K</b>    | <b>8</b>      | <b>1.1%</b>                  | <b>2.1K</b>    | <b>38</b>       | <b>94.5K</b>         |

\*Customer data only

# Top Beauty Brands by Shorts Video Views

Overall Industry Average: 30.9K

LANEIGE US

357.2K

EOS

286.8K

Truly Beauty

199.8K

Sephora

89.2K

Glow Recipe

74.7K



## LANEIGE

LANEIGE US charms YouTube Shorts viewers with fast-paced product demos and fresh-faced results that highlight dewy, hydrated skin. These snippets often showcase trending ingredients and skincare steps, staying in sync with the latest beauty buzz. The brand's concise, eye-catching approach garners strong repeat views.

**LANEIGE US outperforms the average video views for beauty brands by 1,055%.**

# What We Can Learn From Beauty Brands' Strategies

## Combine Education and Fun

Quick ingredient breakdowns or comedic transitions can make even technical skincare topics engaging.

## Highlight Sensory Appeal

Imagery of luxurious packaging or glowing complexions entices viewers to explore products further.

## Build a Lifestyle Narrative

Weave personal stories and brand heritage into content to foster deeper connections with audiences.

## Featured Dash Social Customers

SEPHORA

Rare Beauty

LANEIGE

 TATCHA

SOL DE JANEIRO

Dr.Jart+

GLOW RECIPE

rhode

r.e.m.beauty

florence  
by mills

gisou

TOPICALS

TRULY

BUBBLE  
SKINCARE

VERSED

 eos

THE 7 VIRTUES

SCENT BEAUTY®



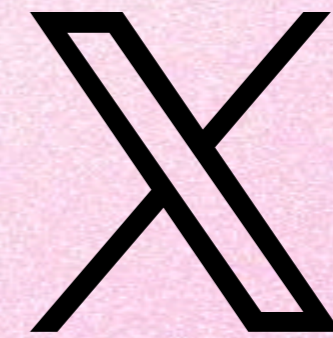
# Outsmart Social

The social media management platform for owned, earned and paid content, with insights and workflow tools that save time – so you and your team can get back to marketing.

- ✓ Manage multiple social media accounts across channels
- ✓ Easily discover, manage and measure influencer partnerships
- ✓ Leverage AI to increase speed and make better decisions
- ✓ Maximize the power of community

[Get a Demo](#)

The image displays a comprehensive social media management dashboard. The main section is titled 'Monthly Report' and features a grid of five video performance cards. Each card includes a video thumbnail, the creator's name, a timestamp, and a list of key performance indicators (KPIs) such as Engagement Rate, Effectiveness, Total Engagements, Reach, and Video Views. For example, the first card for 'ava' shows an engagement rate of 6.37% and 107,297 engagements. To the right, a 'Vision AI' chat window is open, displaying a question: 'What are my top performing videos for TikTok?' and three video thumbnails as potential answers. Below the report, a 'Video Views' line graph shows a fluctuating trend over time. In the foreground, an email notification is shown, addressed to three team members, with the subject 'Sharing Ava's monthly social performance dashboard for review.' and a 'View in Dash Social' button.



# Average Facebook Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Growth Rate | Reach        | Engagement Rate* | Effectiveness Rate |
|---|----------------|--------------|---------------------|--------------|------------------|--------------------|
| <b>Overall</b>  | <b>1.1M</b>    | <b>28</b>    | <b>0.3%</b>         | <b>34.8K</b> | <b>4.4%</b>      | <b>8.5%</b>        |
| <b>Growing Brands</b><br><small>(0 – 100K Followers)</small>        | <b>36.8K</b>   | <b>4</b>     | <b>0.7%</b>         | <b>4.0K</b>  | <b>3.9%</b>      | <b>12.2%</b>       |
| <b>Established Brands</b><br><small>(100K – 850K Followers)</small> | <b>346.3K</b>  | <b>21</b>    | <b>0.2%</b>         | <b>14.9K</b> | <b>4.2%</b>      | <b>8.0%</b>        |
| <b>Large Brands</b><br><small>(850K+ Followers)</small>             | <b>3.5M</b>    | <b>67</b>    | <b>0.03%</b>        | <b>45.9K</b> | <b>4.5%</b>      | <b>8.4%</b>        |

\*Calculation: (Reactions + Comments + Shares + Post Clicks) / Impressions

## Dash Social Insight

Smaller brands grow faster and achieve higher effectiveness with fewer posts, while larger brands maintain reach through higher posting frequency.



# Average Pinterest Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Growth Rate |
|---|----------------|--------------|---------------------|
| <b>Overall</b>  | <b>252.8K</b>  | <b>24</b>    | <b>0.7%</b>         |
| <b>Growing Brands</b><br><small>(0 – 8K Followers)</small>        | <b>2.7K</b>    | <b>8</b>     | <b>1.4%</b>         |
| <b>Established Brands</b><br><small>(8K – 105K Followers)</small> | <b>39.4K</b>   | <b>17</b>    | <b>0.5%</b>         |
| <b>Large Brands</b><br><small>(105K+ Followers)</small>           | <b>737.9K</b>  | <b>48</b>    | <b>0.2%</b>         |

\*Calculation: (Outbound Clicks + Saves + Pin Clicks) / Impressions

## Dash Social Insight

Smaller brands grow faster, while larger brands gain more video views but have lower engagement.

# Average LinkedIn Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Growth Rate | Impressions  | Likes      | Clicks      | Engagement Rate* |
|---|----------------|--------------|---------------------|--------------|------------|-------------|------------------|
| <b>Overall</b>  | <b>85.0K</b>   | <b>2</b>     | <b>2.4%</b>         | <b>10.7K</b> | <b>127</b> | <b>693</b>  | <b>6.0%</b>      |
| <b>Growing Brands</b><br><small>(0 – 12K Followers)</small>       | <b>4.7K</b>    | <b>1</b>     | <b>2.4%</b>         | <b>1.5K</b>  | <b>30</b>  | <b>117</b>  | <b>8.3%</b>      |
| <b>Established Brands</b><br><small>(12K – 50K Followers)</small> | <b>26.5K</b>   | <b>2</b>     | <b>1.4%</b>         | <b>3.2K</b>  | <b>46</b>  | <b>206</b>  | <b>6.3%</b>      |
| <b>Large Brands</b><br><small>(50K+ Followers)</small>            | <b>222.6K</b>  | <b>3</b>     | <b>0.9%</b>         | <b>16.9K</b> | <b>192</b> | <b>1.1K</b> | <b>5.3%</b>      |

\*Calculation: (Clicks + Reactions + Comments + Reposts) / Impressions

## Dash Social Insight

Large brands achieve greater reach on LinkedIn, while smaller brands see stronger engagement, indicating that audience size alone does not determine impact.

# X Average X Performance Across All Industries

|  | Follower Count | Weekly Posts | Monthly Growth Rate | Impressions  | Likes     | Total Engagements | Engagement Rate* |
|--|----------------|--------------|---------------------|--------------|-----------|-------------------|------------------|
| <b>Overall</b>   | <b>876.1K</b>  | <b>91</b>    | <b>-0.2%</b>        | <b>13.3K</b> | <b>32</b> | <b>198</b>        | <b>1.8%</b>      |
| <b>Growing Brands</b><br><small>(0 – 12.5K Followers)</small>        | <b>5.8K</b>    | <b>8</b>     | <b>-0.3%</b>        | <b>3.7K</b>  | <b>5</b>  | <b>16</b>         | <b>3.8%</b>      |
| <b>Established Brands</b><br><small>(12.5K – 200K Followers)</small> | <b>70.5K</b>   | <b>41</b>    | <b>-0.2%</b>        | <b>3.8K</b>  | <b>16</b> | <b>68</b>         | <b>2.7%</b>      |
| <b>Large Brands</b><br><small>(200K+ Followers)</small>              | <b>2.1M</b>    | <b>176</b>   | <b>-0.1%</b>        | <b>15.7K</b> | <b>36</b> | <b>231</b>        | <b>1.6%</b>      |

\*Calculation: (Reposts + Replies + Likes + Clicks) / Impressions

### Dash Social Insight

Brand growth is declining, and impressions remain low relative to audience size. However, engagement rates indicate that the audience reached is interacting with the content.