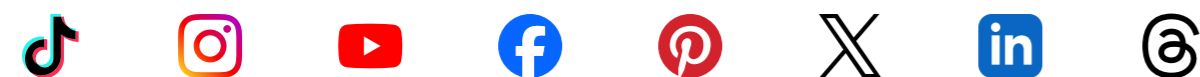




# Social Media Benchmark Report

CPG Industry



# Contents

|   |           |
|---|-----------|
| <b>Benchmark Performance, Methodology and KPIs</b>              | <b>2</b>  |
| <b>Trends</b>   | <b>4</b>  |
| Cross-Channel   |           |
| TikTok  |           |
| Instagram   |           |
| YouTube   |           |
| <b>CPG Industry Overview</b>                                    | <b>8</b>  |
| <b>Total Social Impact Overview</b>                             | <b>9</b>  |
| <b>Deep Dives</b>   | <b>11</b> |
| TikTok  |           |
| Instagram   |           |
| YouTube   |           |
| <b>What We Can Learn From the CPG Industry</b>                  | <b>27</b> |
| <b>Facebook, Pinterest, LinkedIn, Threads and X at a Glance</b> | <b>29</b> |

Cover image: [@axe\\_us](#)

# 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 Issue 1 2026 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,361), Instagram (n=3,363), and YouTube (n=616), analyzing their activity between July 1, 2025 – December 31, 2025, 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, CPG, children and baby, fashion, food and beverage, health and wellness, home goods, luxury, media and entertainment, publishing, retail, and travel and hospitality.



## Defining the CPG Industry

The CPG industry covers everyday goods that consumers buy and replace frequently, including food, beverages, household items, personal care, and over-the-counter healthcare.

# 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.

## Total Social Impact

Total Social Impact Score (TSI) is Dash Social's proprietary metric that measures your brand's full presence across modern social.

**Why It Matters:** Identify which content and channels have the biggest impact.

## 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 / 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

## Every Platform Has a Strategic Role

TikTok leads in engagement rate, Instagram is becoming a stronger discovery channel with 25% more reach per post than TikTok, and YouTube continues to lead in sustained attention, with an average view rate of 90%. For brands, performance isn't driven by showing up everywhere, it's done by leveraging each platform for what it does best.

## Discovery Is Growing Faster than Engagement

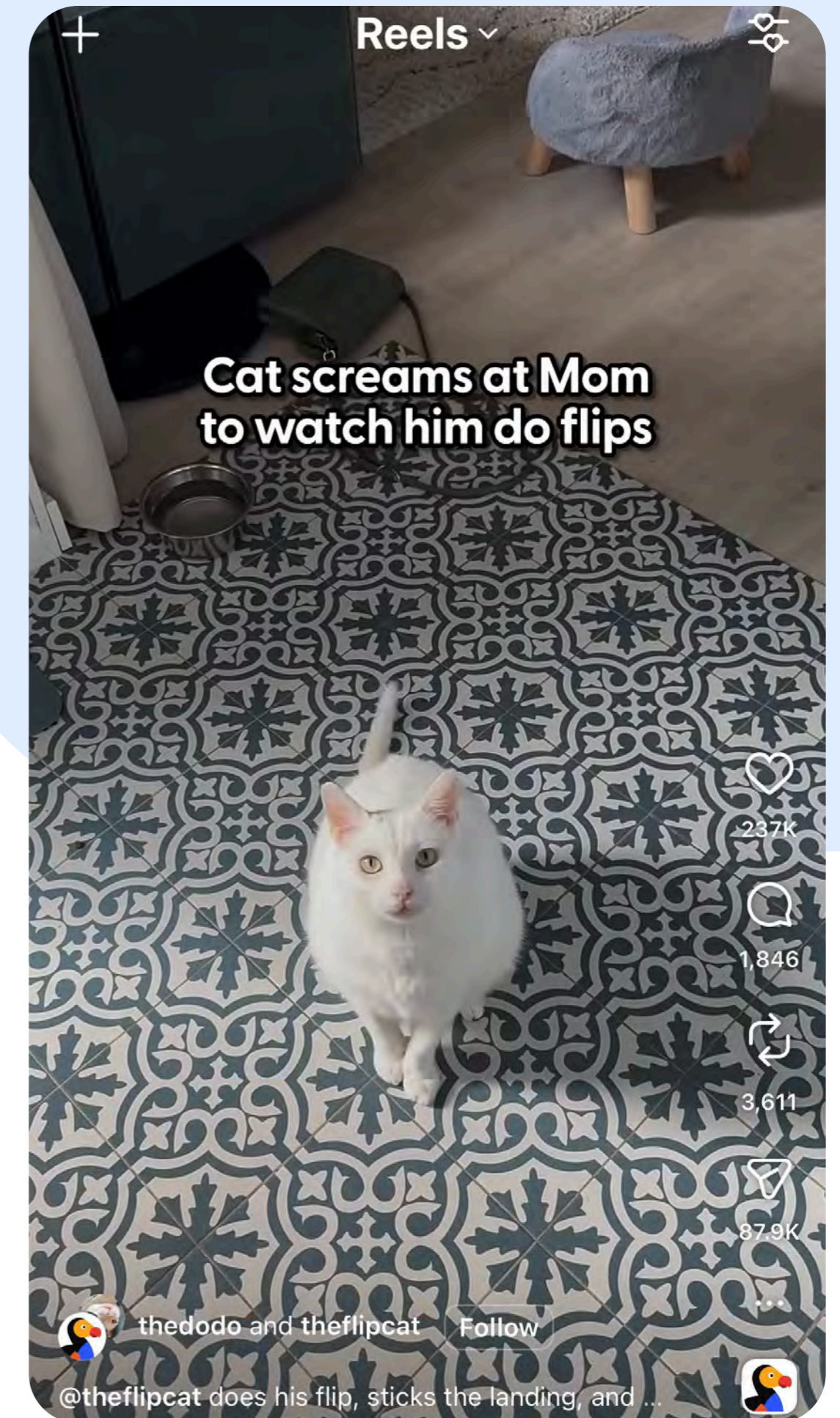
Views are growing on TikTok (+3%) and Instagram (+27%), putting more content in front of more people than ever before. When that happens, engagement rates dip, and that's okay. Wider reach doesn't always lead to a deeper connection. The key is being more intentional as your audience grows. Focus on making content that resonates. The brands winning right now aren't chasing engagement rates, they're creating content that earns attention at scale.

## Measuring Success on Each Platform is not Apples-to-Apples

On TikTok, likes, comments, shares, and watch time indicate if content is resonating. On Instagram, engagement shows up in shares and saves, which extend reach. On YouTube, views and watch time are the clearest signs that content is holding attention. What works on one platform will not always work on another, and content should feel native to each channel.

### Dash Social Insight

Platform strategies aren't interchangeable. TikTok sparks conversation and visible engagement. Instagram is becoming a stronger engine to extend reach and drive shares. YouTube is where attention lasts longer. Build your strategy around what each platform does best.



@thedodo

# TikTok Trends

## Viewership Is Trending Up.

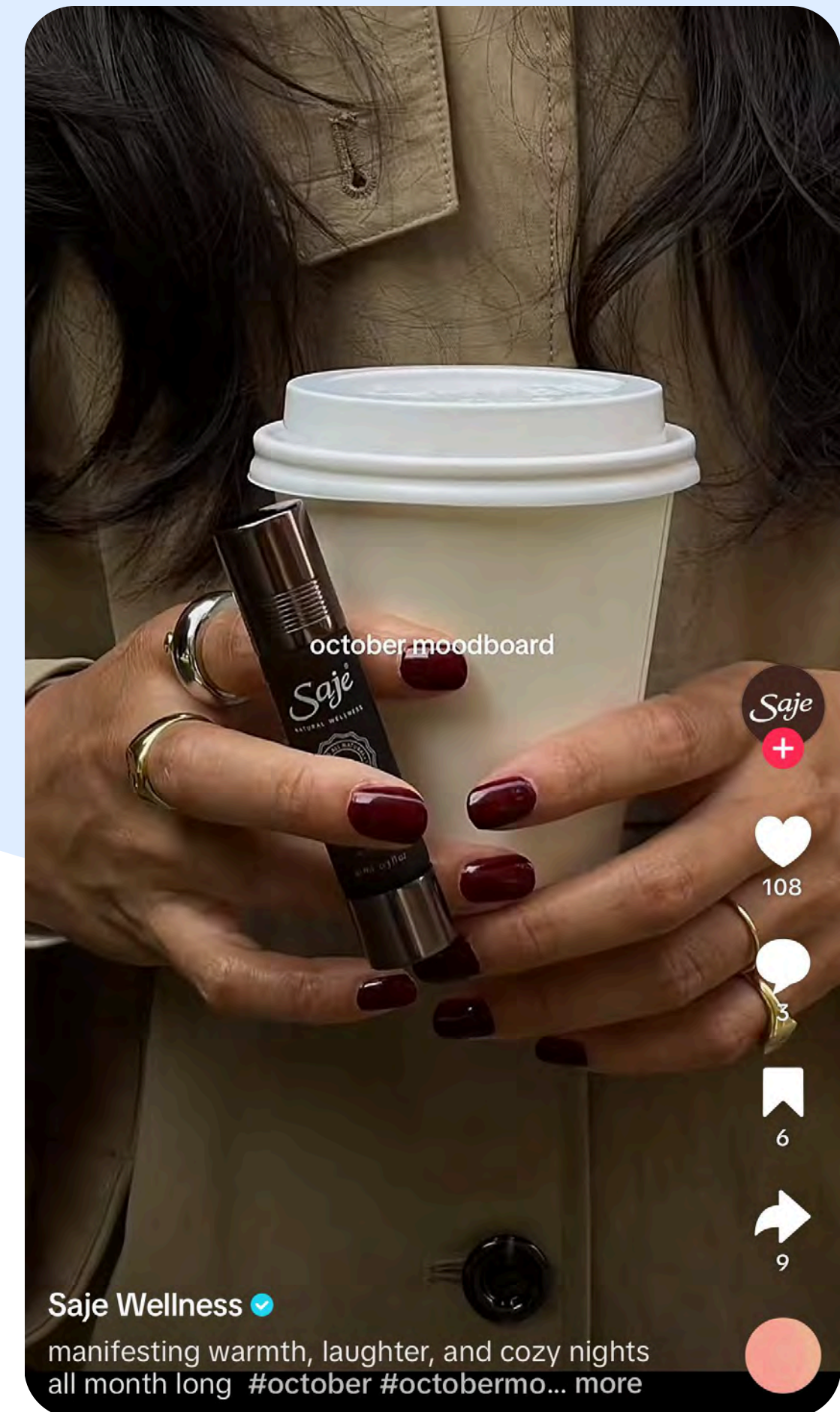
Even with a dip from 3.9% to 3.4%, TikTok remains the strongest platform for engagement across channels. This shift aligns with a 3% increase in views. Pointing to the fact that as content reaches a larger audience, maintaining the same level of connection becomes harder

## Follower Growth Slows, Indicating Shift in Behavior.

Brands now post eight times per week on average, the highest level on record. But our latest Social Media Trends report shows that brands posting fewer than six times per week see 93% higher engagement. More posting does not drive better results. Intentional posting does.

## Most Users Do Not Finish Videos.

Top performers show that it's possible to drive awareness and connection at the same time. The data shows that large brands lead in reach, engagement, and Entertainment Score. Prioritizing all three metrics together drives better results.



@sajewellness

# Instagram Trends

## Reels Drive the Strongest Performance

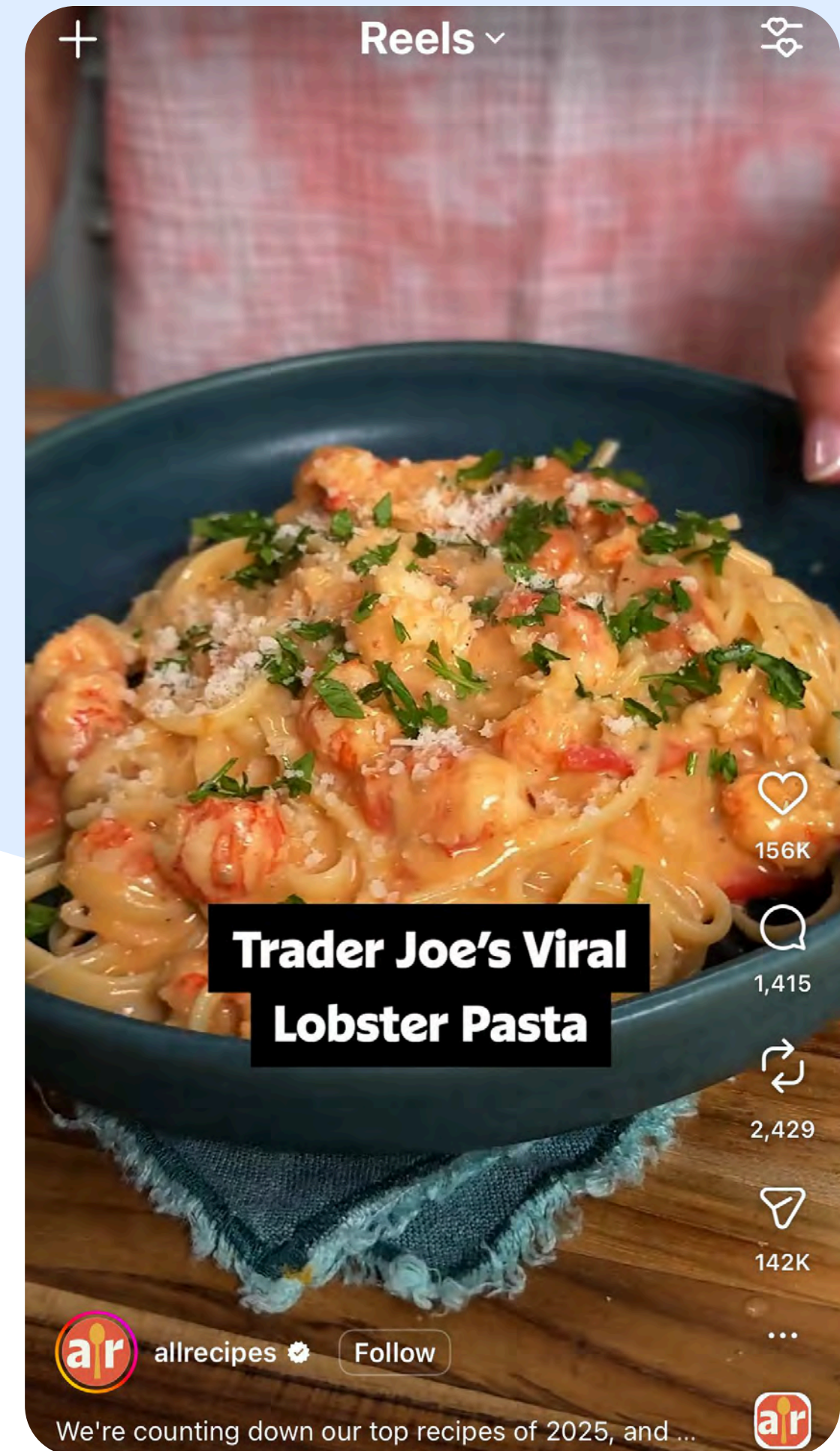
With a 2.7% engagement rate, Reels generate nearly double the performance of carousel posts (1.4%) and static images (1.3%). For brands looking to drive deeper connection, Reels are the clearest format to prioritize.

## The Best Content Travels Beyond the Feed

On average, brand posts generate 1.1K shares (+9%), showing that strong content keeps working after it's published. Instagram is more discoverable than ever, and posts aren't limited to a single moment. They build momentum over time.

## Attention is Won in the First 4 Seconds

Users watch a Reel for an average of four seconds before they move on. Open with a clear hook to keep them watching.



[@allrecipes](#)

# YouTube Trends

## More People are Watching, and They're Watching Longer

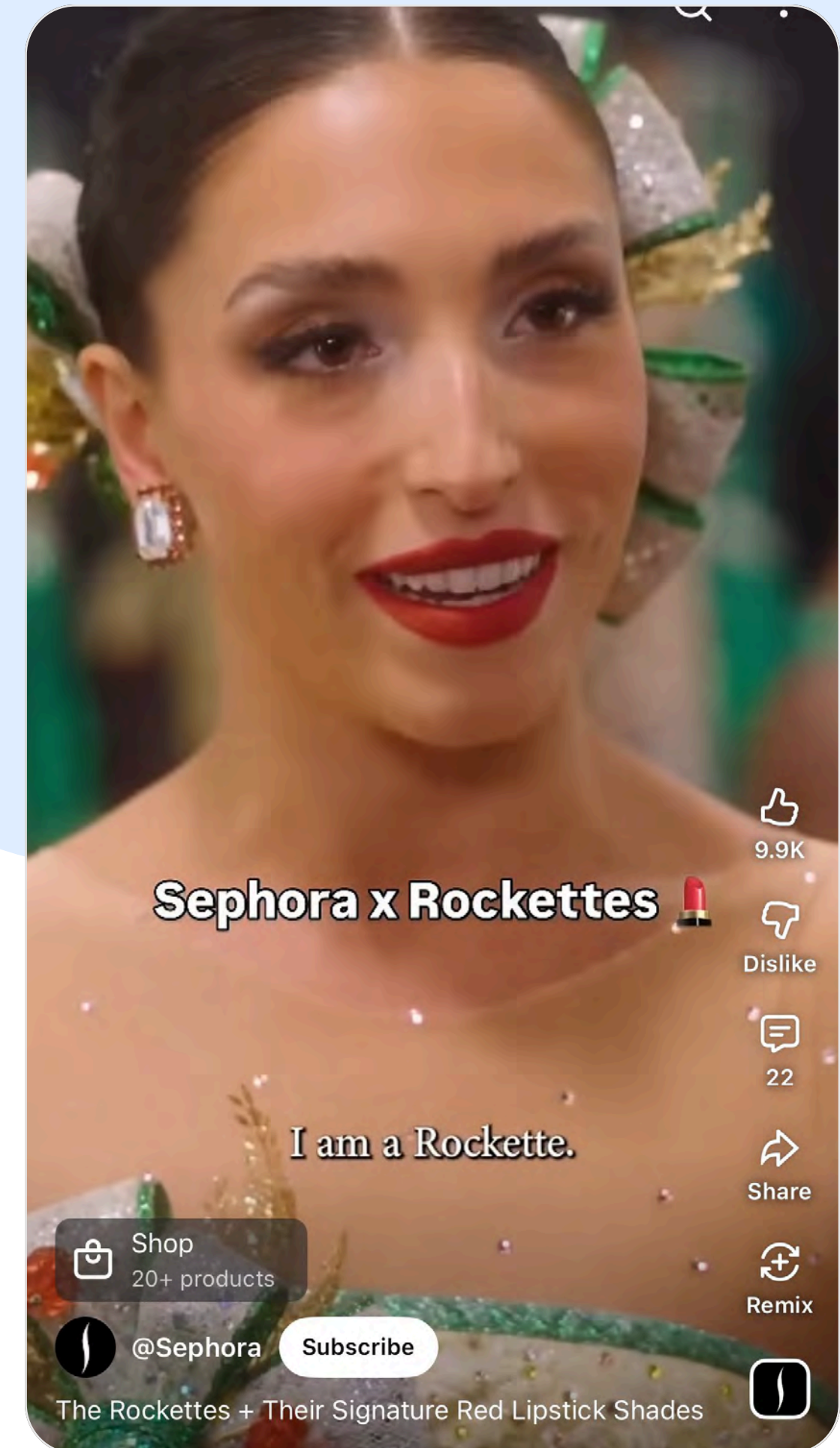
Across formats, video views are up 30%, with an average completion rate of 90% highlight that YouTube is built for retention. Success is less about interaction and more about watch time, and keeping people on the platform.

## Shorts Accelerates Viewership

Shorts views have jumped 109%, but on-demand videos are up just 14%. This shows a growing preference for short-form content on the platform, and a clear opportunity for brands looking to grow their YouTube strategy.


## Shorts and On-Demand Play Distinct Roles in Capturing Attention


Shorts are driving more engagement, averaging 502 interactions per video compared to 402 for on-demand. On-demand leads in reach, with 229.4K views per video versus 75.9K for Shorts. Success on YouTube doesn't hinge on one format. Each plays its own role in earning attention.




[@sephora](#)

# Video is Fueling Reach, Creative Will Drive Engagement

 Video views are up 66%, while engagement rate held steady from 3.2% to 3.0%. Because engagement often dips as reach expands, this suggests the content is resonating well with new audiences.

 Views are up 20%, but engagement rate dropped from 3.2% to 2.6%. Reels continue to drive stronger reach and engagement, pointing to video as a clear growth lever.




 On average, CPG brands post twice a week and generate about 153K views per post. On-Demand videos drive the most views, which suggests audiences are more interested in longer form content.

## Dash Social Insight

Video is driving the strongest performance, particularly Reels and longer-form content. As reach scales without a major drop in engagement, brands have an opportunity to lean into more distinctive, personality-led storytelling to sustain momentum.

## Average CPG Engagement Rate and Video Views Per Post

H1 2026

|                 |  |  |  |
|-----------------|---|---|---|
| Engagement Rate | <b>3.0%</b><br>-6%  | <b>2.6%</b><br>-19%   | -<br>N/A  |
| Video Views     | <b>281.5K</b><br>+66%   | <b>131.0K</b><br>+20%   | <b>154.0K</b><br>-36%   |

Compared to six months prior

### Engagement Rate Formulas

TikTok: Engagements/Video Views | Instagram: Engagements/Views

# Social Is Not One-Size-Fits-All

Every channel, format, and metric tells a different story, making the full picture harder to see.

There's no universal playbook, only diverse paths to impact. As this shift accelerates, performance becomes harder to read, with impact spread across fragmented KPIs.

Total Social Impact (TSI) brings clarity to that complexity by showing which channels drive the largest share of overall impact and revealing what's accelerating performance and what's slowing it down.

TSI is Dash Social's proprietary metric that quantifies cross-channel performance by weighting and balancing dozens of data points into one consistent, normalized score.



# Top CPG Brands by Total Social Impact

Overall Industry Average: 614.8M

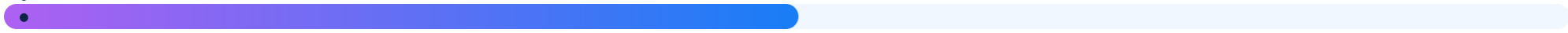
The Farmer's Dog



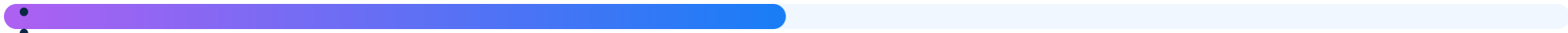
Vital Farms



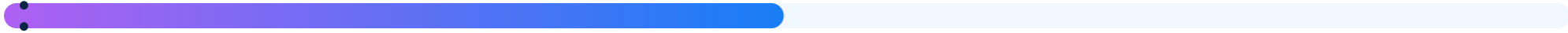
TRESemmé



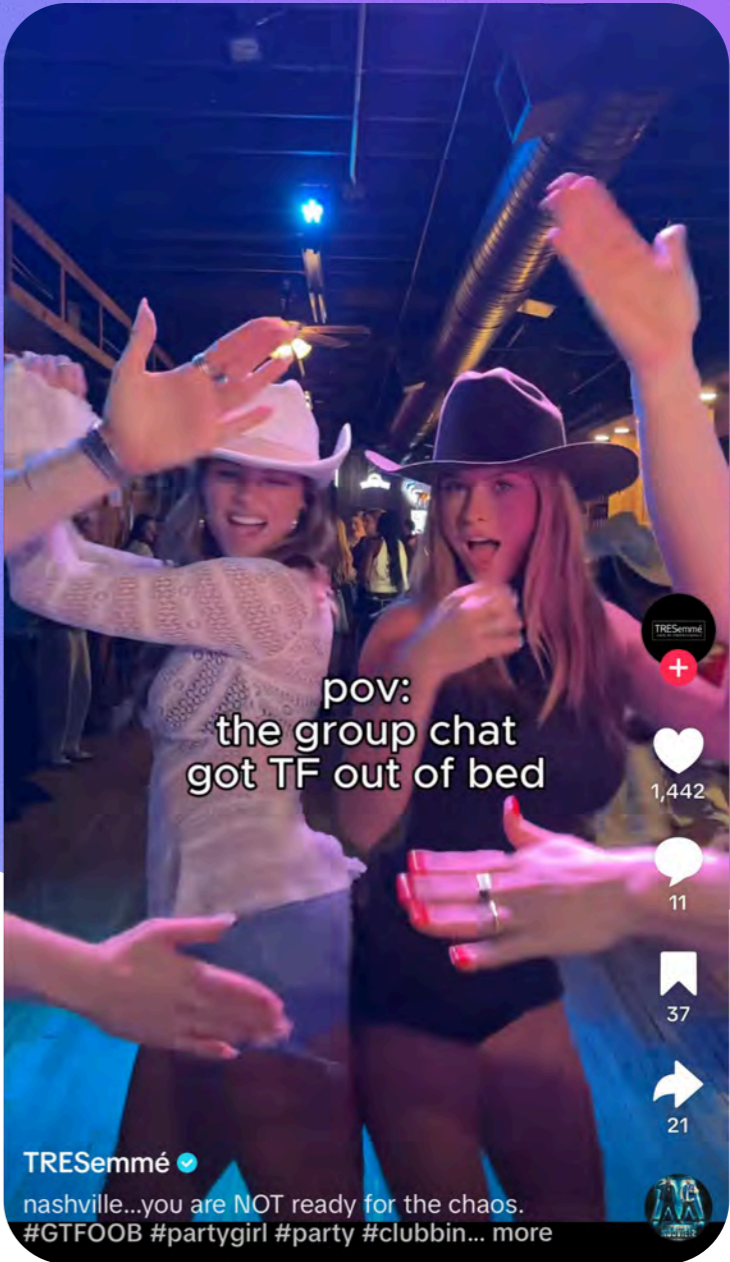
Vaseline



Garette Popcorn



\*Customer data only



Creators and UGC help TRESemmé drive balanced Total Social Impact (TSI). Personalities like Paige DeSorbo strengthen brand identity and build awareness, while micro-influencers help the brand reach its haircare niche audience.



# Average TikTok Performance Across All Industries

|  | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Engagements Per Post | Entertainment Score* | Engagement Rate (Views) | Engagement Rate (Reach)* |
|--|----------------|--------------|-------------------------------|----------------------|-----------------|-----------------|----------------------|----------------------|-------------------------|--------------------------|
| <b>Overall</b>   | <b>559.4K</b>  | <b>8</b>     | <b>5.0%</b>                   | <b>231.5K</b>        | <b>305</b>      | <b>150.4K</b>   | <b>6.3K</b>          | <b>3.3</b>           | <b>3.4%</b>             | <b>4.4%</b>              |
| <b>Growing Brands</b><br><small>(0 – 40K Followers)</small>        | <b>13.8K</b>   | <b>4</b>     | <b>10.2%</b>                  | <b>62.1K</b>         | <b>25</b>       | <b>32.2K</b>    | <b>313</b>           | <b>3.0</b>           | <b>2.9%</b>             | <b>4.9%</b>              |
| <b>Established Brands</b><br><small>(40K – 230K Followers)</small> | <b>111.6K</b>  | <b>7</b>     | <b>2.6%</b>                   | <b>143.5K</b>        | <b>78</b>       | <b>83.0K</b>    | <b>1.5K</b>          | <b>2.8</b>           | <b>2.7%</b>             | <b>3.1%</b>              |
| <b>Large Brands</b><br><small>(230K+ Followers)</small>            | <b>1.5M</b>    | <b>13</b>    | <b>1.9%</b>                   | <b>327.5K</b>        | <b>509</b>      | <b>224.1K</b>   | <b>10.7K</b>         | <b>3.7</b>           | <b>4.0%</b>             | <b>4.9%</b>              |

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

## Dash Social Insight

TikTok is the strongest lever for engagement. Track metrics like Entertainment Score, shares, and retention rate to learn what connects with your audience, then build from there.

# Average TikTok Performance By Industry

|                                      | Beauty | Children and Baby | CPG           | Fashion | Food and Beverage | Health and Wellness | Home Goods | Luxury | Media and Entertainment | Publishing | Retail | Travel and Hospitality |
|--------------------------------------|--------|-------------------|---------------|---------|-------------------|---------------------|------------|--------|-------------------------|------------|--------|------------------------|
| <b>Follower Count</b>                | 411.9K | 165.0K            | <b>540.7K</b> | 362.3K  | 647.4K            | 133.7K              | 154.0K     | 714.7K | 1.8M                    | 582.5K     | 366.1K | 415.5K                 |
| <b>Weekly Posts</b>                  | 8      | 6                 | <b>5</b>      | 8       | 4                 | 6                   | 7          | 4      | 18                      | 11         | 7      | 4                      |
| <b>Monthly Follower Growth Rate*</b> | 3.3%   | 3.8%              | <b>3.5%</b>   | 7.1%    | 7.6%              | 4.3%                | 4.8%       | 3.6%   | 4.1%                    | 6.5%       | 6.1%   | 12.5%                  |
| <b>Video Views Per Post</b>          | 228.9K | 120.6K            | <b>281.5K</b> | 214.1K  | 326.8K            | 219.2K              | 119.4K     | 538.6K | 267.3K                  | 211.3K     | 243.3K | 233.8K                 |
| <b>Shares Per Post</b>               | 75     | 81                | <b>132</b>    | 81      | 298               | 46                  | 50         | 130    | 796                     | 553        | 101    | 285                    |
| <b>Reach Per Post*</b>               | 122.7K | 64.7K             | <b>190.7K</b> | 113.3K  | 193.9K            | 111.6K              | 60.2K      | 260.2K | 231.8K                  | 173.5K     | 136.5K | 88.2K                  |
| <b>Engagements Per Post</b>          | 2.0K   | 1.1K              | <b>2.0K</b>   | 1.7K    | 3.0K              | 760                 | 580        | 3.1K   | 15.3K                   | 13.4K      | 2.6K   | 3.8K                   |
| <b>Entertainment Score*</b>          | 2.9    | 2.8               | <b>3.1</b>    | 2.7     | 2.9               | 2.7                 | 2.0        | 2.6    | 4.0                     | 4.5        | 2.7    | 3.5                    |
| <b>Engagement Rate (Views)</b>       | 2.8%   | 2.3%              | <b>3.0%</b>   | 2.4%    | 3.1%              | 2.3%                | 1.4%       | 2.2%   | 4.8%                    | 5.3%       | 2.6%   | 3.7%                   |
| <b>Engagement Rate (Reach)*</b>      | 4.1%   | 2.7%              | <b>3.4%</b>   | 4.0%    | 3.4%              | 2.9%                | 1.5%       | 2.3%   | 5.1%                    | 6.1%       | 3.5%   | 4.2%                   |

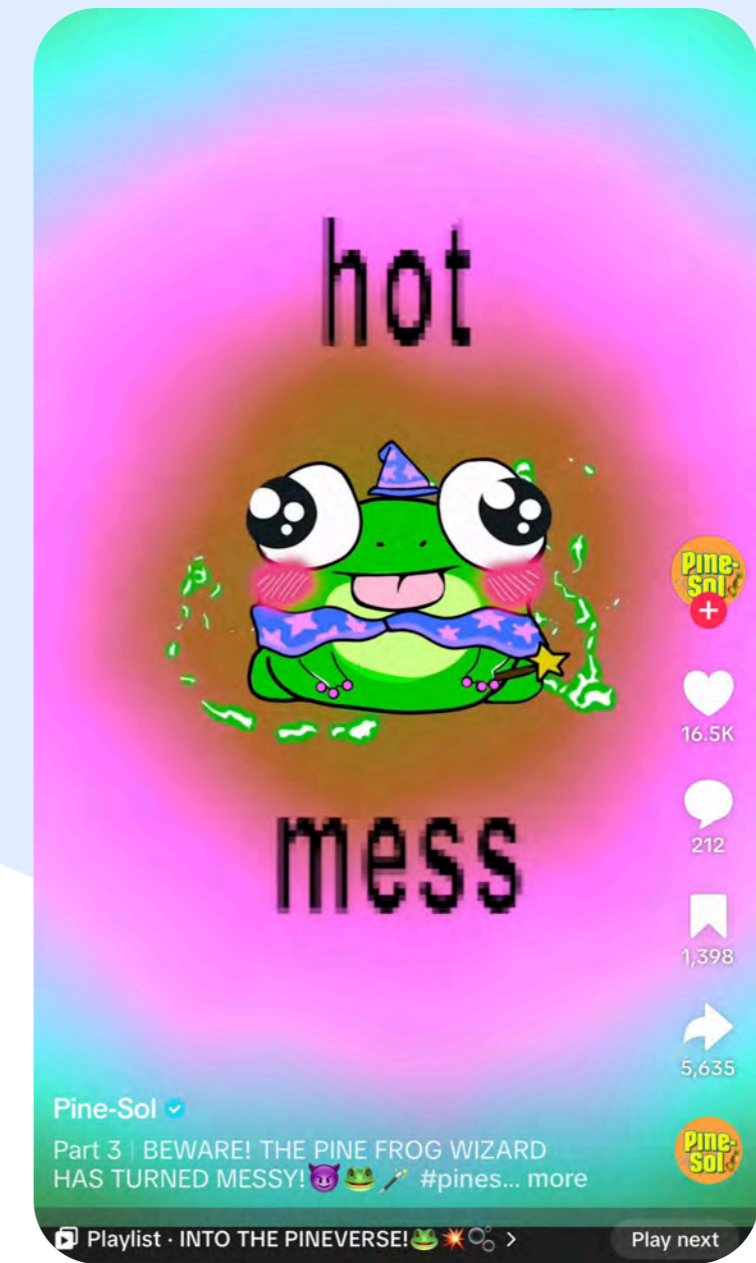
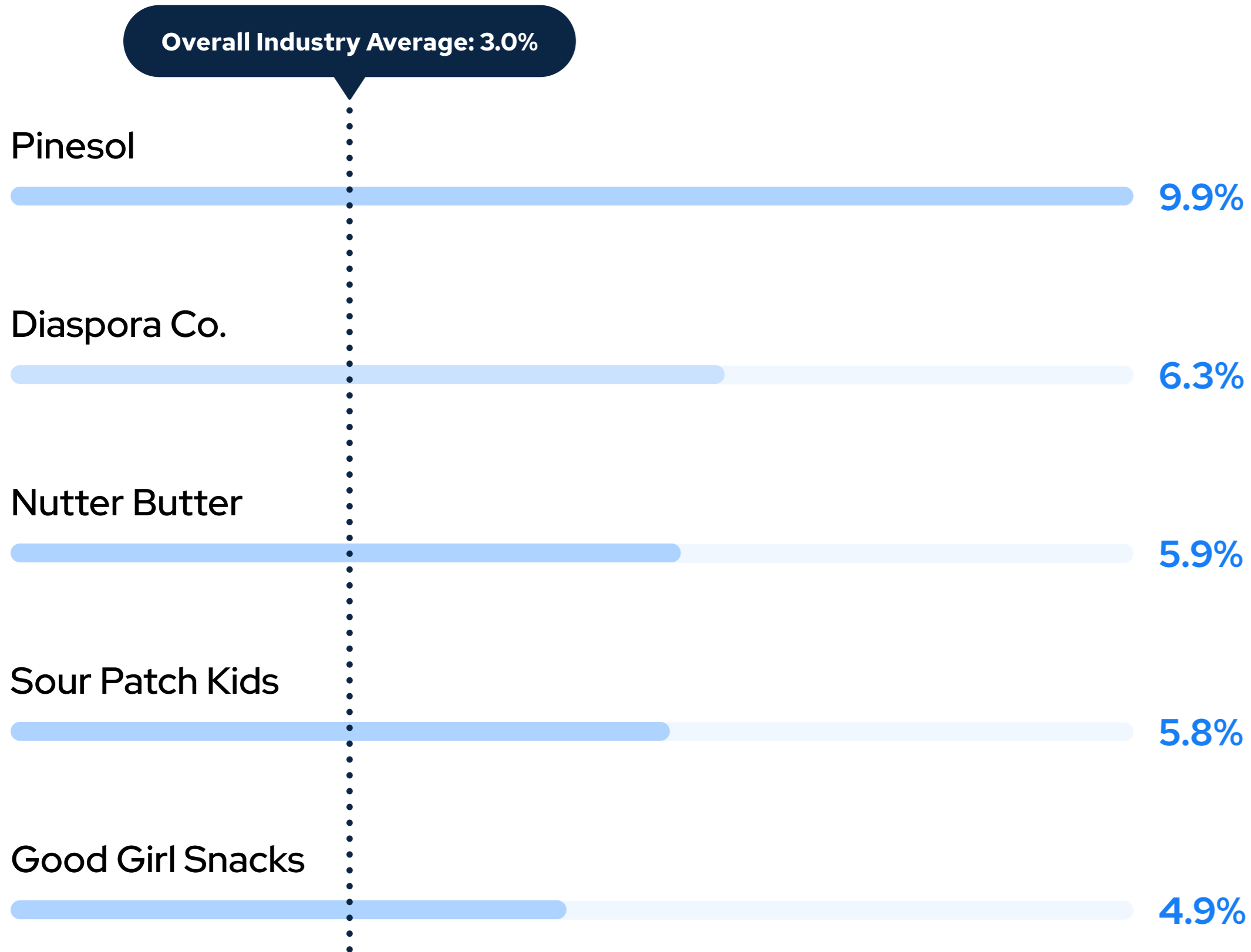
\*Customer data only

# Average TikTok Performance Across CPG Industry

|  | Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Entertainment Score* | Engagement Rate (Views) | Engagement Rate (Reach)* | Engagements Per Post |
|--|----------------|--------------|-------------------------------|----------------------|-----------------|-----------------|----------------------|-------------------------|--------------------------|----------------------|
| <b>Overall</b>   | 540.7K         | 5            | 3.5%                          | 281.5K               | 132             | 190.7K          | 3.1                  | 3.0%                    | 3.4%                     | 2.0K                 |
| <b>Growing Brands</b><br><small>(0 - 40K Followers)</small>        | 15.3K          | 4            | 6.2%                          | 87.6K                | 31              | 65.5K           | 3.8                  | 3.2%                    | 3.7%                     | 699                  |
| <b>Established Brands</b><br><small>(40K - 230K Followers)</small> | 104.4K         | 5            | 2.4%                          | 290.5K               | 70              | 172.9K          | 2.6                  | 2.7%                    | 2.9%                     | 972                  |
| <b>Large Brands</b><br><small>(230K+ Followers)</small>            | 1.8M           | 6            | 1.5%                          | 420.2K               | 303             | 334.7K          | 3.5                  | 3.3%                    | 3.9%                     | 4.4K                 |

\*Customer data only

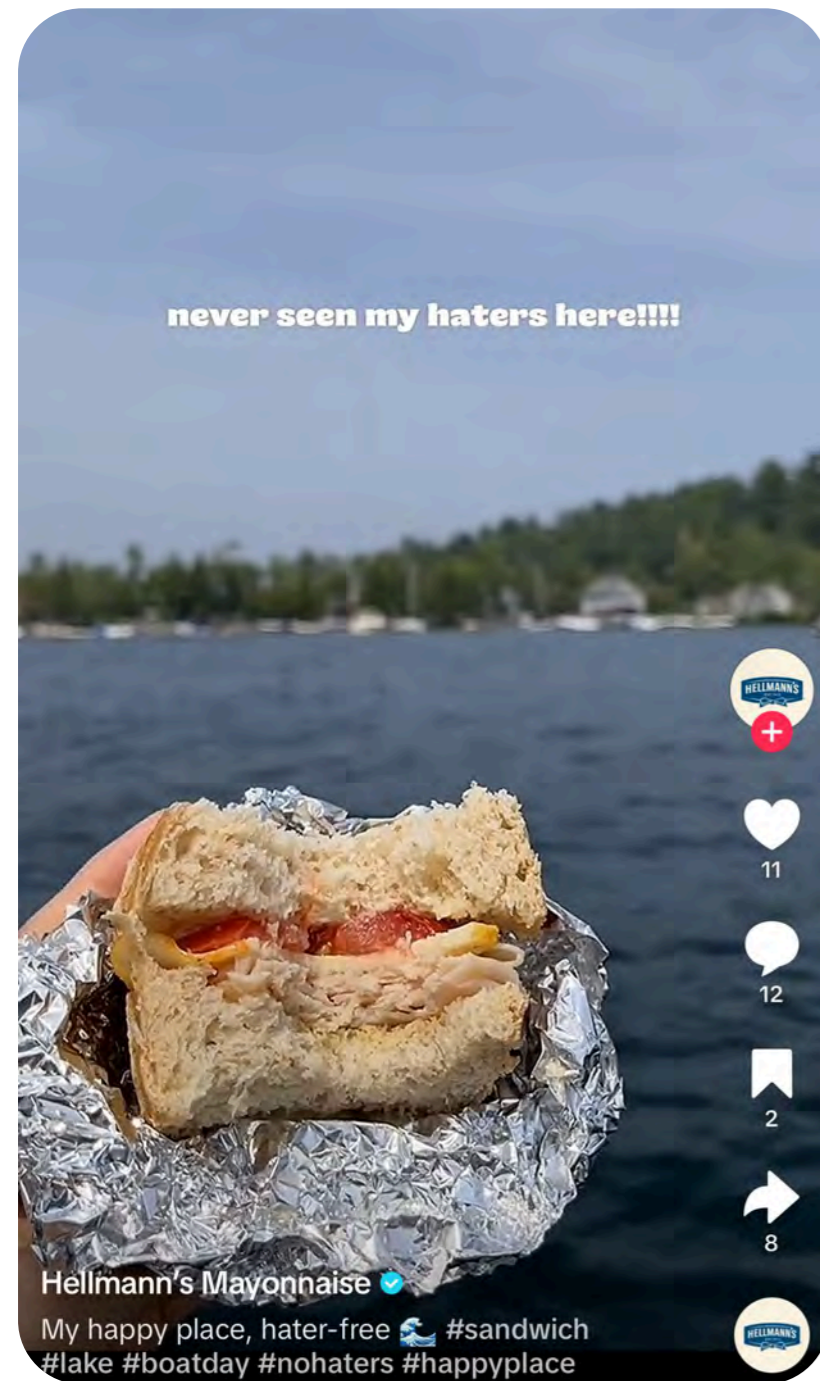
# Top CPG Brands by Engagement Rate



## Pine-Sol™

Pine-Sol leans into a hilariously distinct brand personality that makes people do a double take and wonder, "Is this really the official Pine-Sol account?" Colorful visuals, quirky ideas, and moments of surprise and delight keep audiences entertained and engaged.

# 🎵 Winning Formulas for Creating Entertaining TikTok Content



Hellmann's takes product promotion a step further by showing the best ways to use mayonnaise. Food creators bring recipes, unexpected pairings, and fresh spins on "what I eat in a day" content that keep viewers coming back for more.

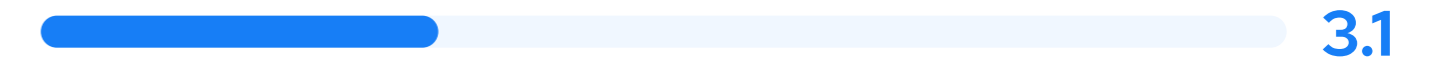
## Entertainment Score

**9.9/10**

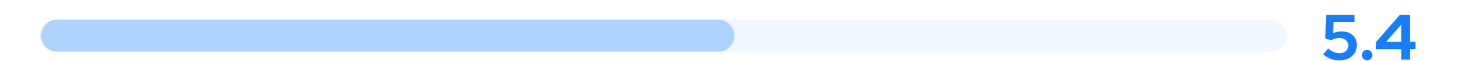
Compared to the CPG industry average of **3.1**, and Hellmann's Mayonnaise own average of **5.4**.

## Top CPG Brands by Entertainment Score

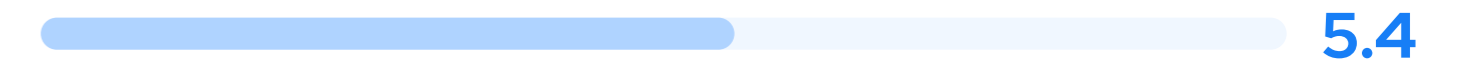
Overall Average



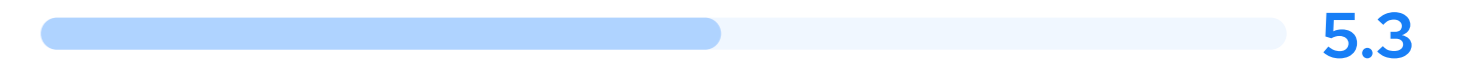
Knorr



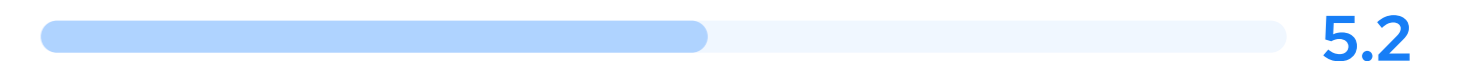
Hellmann's Mayonnaise



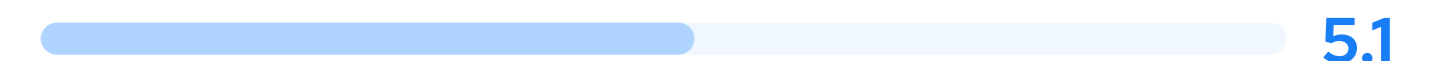
Skinny Dipped



Kettle & Fire



AXE





# Average Instagram Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Follower Growth Rate | Reach Per Post* | Views Per Post* | Shares Per Post* | Saves Per Post* | Entertainment Score* (Reels) | Engagement Rate (Views)* | Engagement Rate (Followers) |
|---|----------------|--------------|------------------------------|-----------------|-----------------|------------------|-----------------|------------------------------|--------------------------|-----------------------------|
| <b>Overall</b>  | 2.2M           | 9            | 0.7%                         | 188.8K          | 388.1K          | 1.1K             | 480             | 4.4                          | 1.9%                     | 0.4%                        |
| <b>Growing Brands</b><br><small>(0 - 190K Followers)</small>        | 90.5K          | 4            | 1.0%                         | 13.4K           | 32.9K           | 128              | 46              | 3.9                          | 2.0%                     | 0.5%                        |
| <b>Established Brands</b><br><small>(190K - 1.1M Followers)</small> | 500.4K         | 7            | 0.6%                         | 44.5K           | 102.1K          | 343              | 160             | 3.7                          | 1.8%                     | 0.4%                        |
| <b>Established Brands</b><br><small>(1.1M+ Followers)</small>       | 7.2M           | 17           | 0.4%                         | 333.8K          | 677.8K          | 1.8K             | 814             | 5.0                          | 1.9%                     | 0.3%                        |

\*Customer data only  
Engagement Rate (Followers) = (Likes + Comments) / Followers  
Engagement Rate (Views) = (Likes + Comments + Saves + Shares) - (Unlikes + Unsaves + Deleted Comments) / Views

## Content Format Performance

|                 | Engagement Rate / Views* | Average Reach Per Post* |
|-----------------|--------------------------|-------------------------|
| <b>Image</b>    | 1.3%                     | 215.7K                  |
| <b>Reels</b>    | 2.7%                     | 181.8K                  |
| <b>Carousel</b> | 1.4%                     | 177.0K                  |

### Dash Social Insight

Reels drive performance, and for brands, they're the biggest opportunity to boost it. Start strong in the first four seconds, then deliver something worth sharing. Create content that makes people say, "I've got to show you this."

# Average Instagram Performance By Industry

|  | Beauty | Children and Baby | CPG           | Fashion | Food and Beverage | Health and Wellness | Home Goods | Luxury | Media and Entertainment | Publishing | Retail | Travel and Hospitality |
|--|--------|-------------------|---------------|---------|-------------------|---------------------|------------|--------|-------------------------|------------|--------|------------------------|
| <b>Follower Count</b>                  | 2.2M   | 1.2M              | <b>2.6M</b>   | 3.4M    | 1.9M              | 761.7K              | 1.1M       | 6.7M   | 7.4M                    | 6.5M       | 3.1M   | 1.7M                   |
| <b>Weekly Posts</b>                    | 5      | 5                 | <b>4</b>      | 8       | 5                 | 5                   | 5          | 6      | 31                      | 25         | 8      | 5                      |
| <b>Monthly Follower Growth Rate</b>    | 0.7%   | 0.6%              | <b>0.7%</b>   | 0.5%    | 0.5%              | 0.8%                | 0.6%       | 0.5%   | 1.3%                    | 0.8%       | 0.5%   | 1.3%                   |
| <b>Reach Per Post*</b>                 | 74.0K  | 38.4K             | <b>57.0K</b>  | 48.6K   | 70.7K             | 39.8K               | 46.2K      | 128.8K | 393.1K                  | 275.7K     | 61.9K  | 58.4K                  |
| <b>Views Per Post*</b>                 | 171.0K | 77.6K             | <b>131.0K</b> | 139.9K  | 158.1K            | 89.6K               | 104.3K     | 360.3K | 772.8K                  | 529.8K     | 152.6K | 114.2K                 |
| <b>Shares Per Post*</b>                | 256    | 572               | <b>473</b>    | 212     | 679               | 306                 | 256        | 470    | 2.5K                    | 1.4K       | 267    | 489                    |
| <b>Saves Per Post*</b>                 | 202    | 126               | <b>202</b>    | 161     | 290               | 201                 | 235        | 290    | 922                     | 669        | 143    | 256                    |
| <b>Entertainment Score*</b><br>(Reels) | 4.3    | 3.3               | <b>4.7</b>    | 3.1     | 5.0               | 3.7                 | 3.6        | 4.7    | 5.3                     | 4.9        | 3.2    | 4.7                    |
| <b>Engagement Rate (Views)*</b>        | 2.1%   | 1.6%              | <b>2.6%</b>   | 1.3%    | 2.5%              | 1.8%                | 1.5%       | 1.8%   | 2.3%                    | 1.9%       | 1.5%   | 2.1%                   |
| <b>Engagement Rate (Followers)</b>     | 0.2%   | 0.2%              | <b>0.4%</b>   | 0.1%    | 0.4%              | 0.2%                | 0.1%       | 0.2%   | 0.5%                    | 0.4%       | 0.2%   | 0.4%                   |

\*Customer data only

# Average Instagram Performance Across CPG Industry

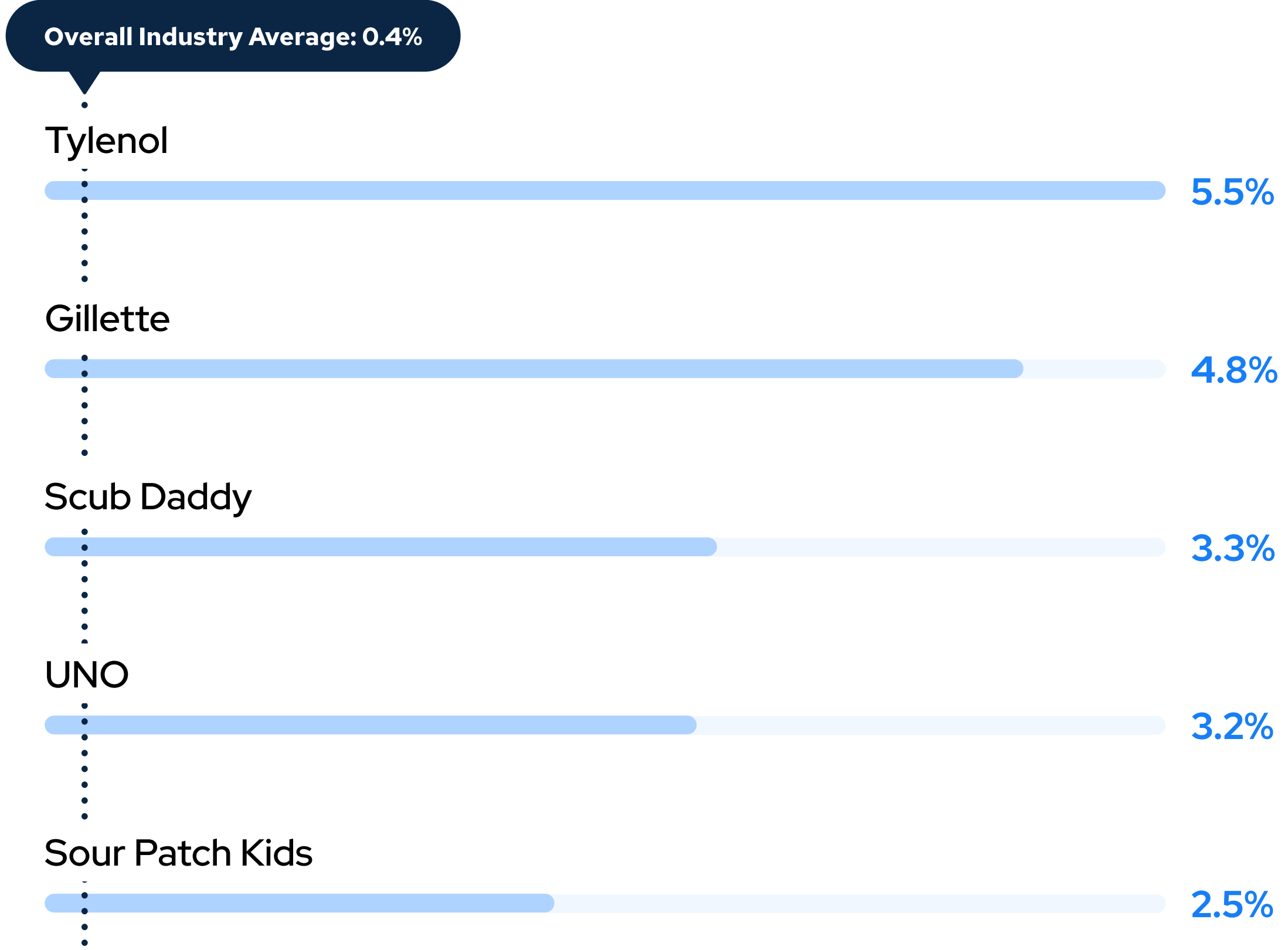
|   | Follower Count | Weekly Posts | Monthly Follower Growth Rate | Reach Per Post* | Views Per Post* | Shares Per Post* | Saves Per Post* | Entertainment Score* (Reels) | Engagement Rate / Views | Engagement Rate / Followers |
|---|----------------|--------------|------------------------------|-----------------|-----------------|------------------|-----------------|------------------------------|-------------------------|-----------------------------|
| <b>Overall</b>  | 2.6M           | 4            | 0.7%                         | 57.0K           | 131.0K          | 473              | 202             | 4.7                          | 2.6%                    | 0.4%                        |
| <b>Growing Brands</b><br><small>(0 - 190K Followers)</small>        | 100.9K         | 3            | 0.9%                         | 5.5K            | 14.7K           | 75               | 31              | 4.7                          | 2.9%                    | 0.4%                        |
| <b>Established Brands</b><br><small>(190K - 1.1M Followers)</small> | 475.4K         | 4            | 0.6%                         | 64.6K           | 94.0K           | 506              | 120             | 4.2                          | 2.4%                    | 0.3%                        |
| <b>Established Brands</b><br><small>(1.1M+ Followers)</small>       | 7.4M           | 7            | 0.7%                         | 190.8K          | 654.8K          | 1.7K             | 1.1K            | 6.2                          | 2.6%                    | 0.5%                        |

\*Customer data only

## Content Format Performance

|                 | Engagement Rate / Views | Average Reach Per Post |
|-----------------|-------------------------|------------------------|
| <b>Static</b>   | 1.6%                    | 47.0K                  |
| <b>Reels</b>    | 3.4%                    | 61.9K                  |
| <b>Carousel</b> | 1.7%                    | 54.2K                  |

# Top CPG Brands by Engagement Rate (Followers)



**TYLENOL**<sup>®</sup>

An educational approach helps Tylenol show up in the cultural moments its audience already lives through. Back to school, the day after the Super Bowl, and everyday health questions all become authentic ways to keep the product in view. Credible medical professionals add authority-backed UGC that help keep Tylenol top of mind in daily routines.

# Winning Formulas for Creating Entertaining Reels Content



## KEWPIE

A century after its founding, Kewpie still knows how to show up in modern ways. The feed spotlights food creators, recipe tips, and creator-led trends like mayo on soup dumplings to keep audiences engaged and Kewpie part of foodie conversations.

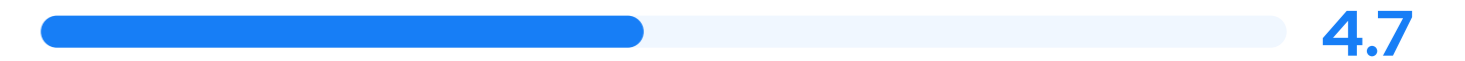
### Entertainment Score

**7.6/10**

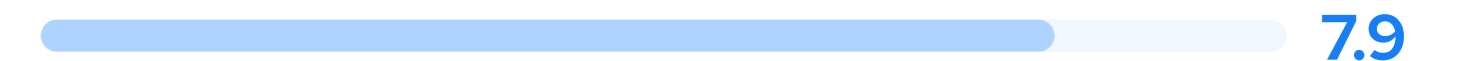
Compared to the CPG industry average of **4.7**, and Kewpie USA's own average of **7.0**.

## Top CPG Brands by Entertainment Score

Overall Average



Chapstick



Back to Nature



Chocolove



OLIPOP



Kewpie USA





# Average YouTube Performance Across All Industries

|  | Subscriber Count | Weekly Videos | Monthly Follower Growth Rate* | Likes Per Post | Comments Per Post | Percentage Viewed* | Video Views Per Post |
|--|------------------|---------------|-------------------------------|----------------|-------------------|--------------------|----------------------|
| <b>Overall</b>   | <b>1.2M</b>      | <b>6</b>      | <b>1.3%</b>                   | <b>629</b>     | <b>24</b>         | <b>90%</b>         | <b>126.7K</b>        |
| <b>Growing Brands</b><br><small>(0 – 20K Followers)</small>        | 6.7K             | 3             | 1.4%                          | 58             | 1                 | 97%                | 80.4K                |
| <b>Established Brands</b><br><small>(20K – 150K Followers)</small> | 70.1K            | 5             | 1.4%                          | 185            | 4                 | 95%                | 141.7K               |
| <b>Large Brands</b><br><small>(150K+ Followers)</small>            | 3.2M             | 8             | 1.0%                          | 1.5K           | 60                | 75%                | 155.3K               |

\*Customer data only

## Content Format Performance

|                  | Video Views Per Post | Engagements Per Post |
|------------------|----------------------|----------------------|
| <b>Shorts</b>    | 75.6K                | 502                  |
| <b>On-Demand</b> | 229.4K               | 400                  |

### Dash Social Insight

YouTube keeps users watching longer than any other platform. Use Shorts to build connections, and on-demand content to reach more viewers. You don't win on YouTube by picking a format. Growth comes from using both together.

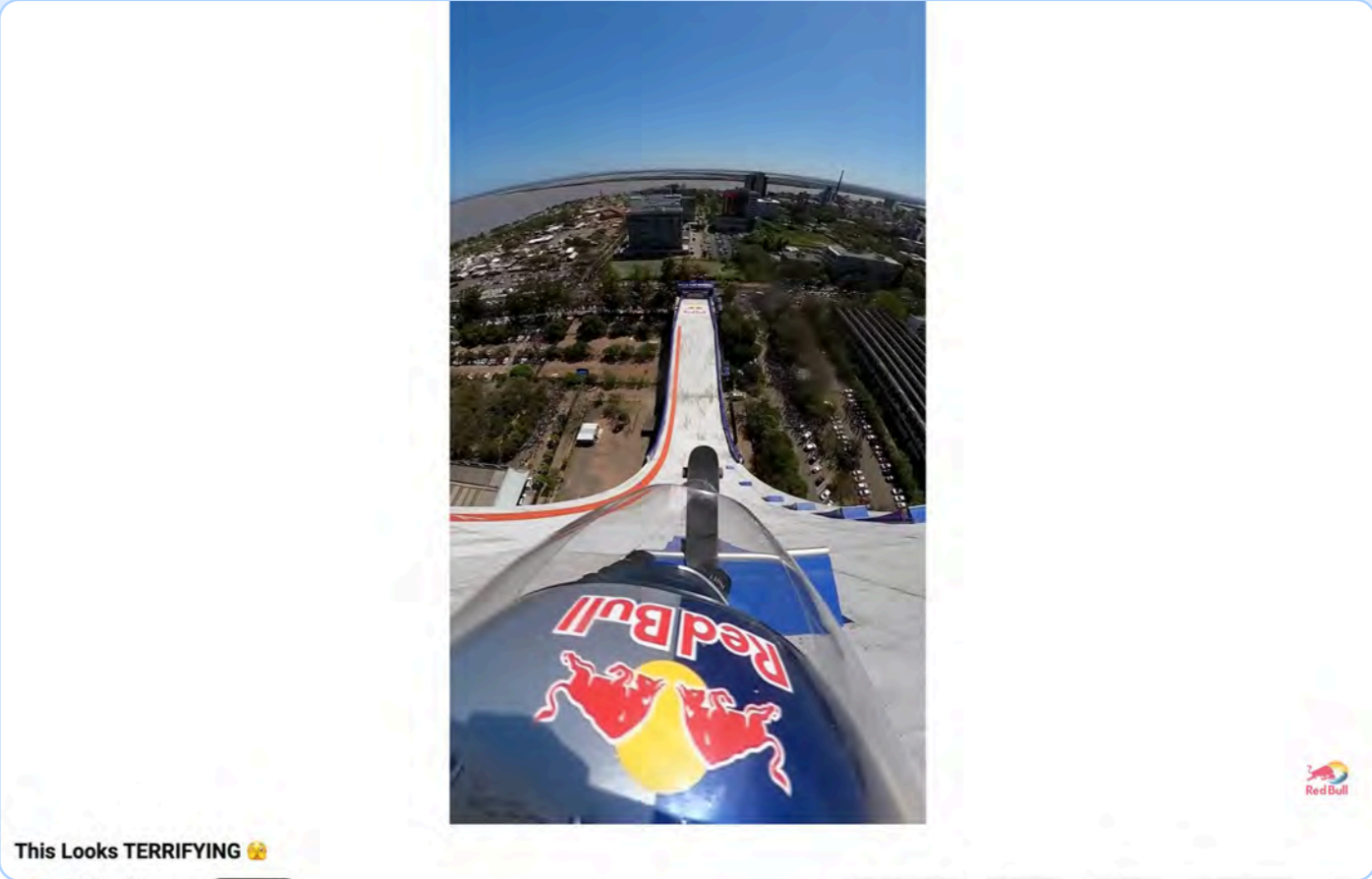
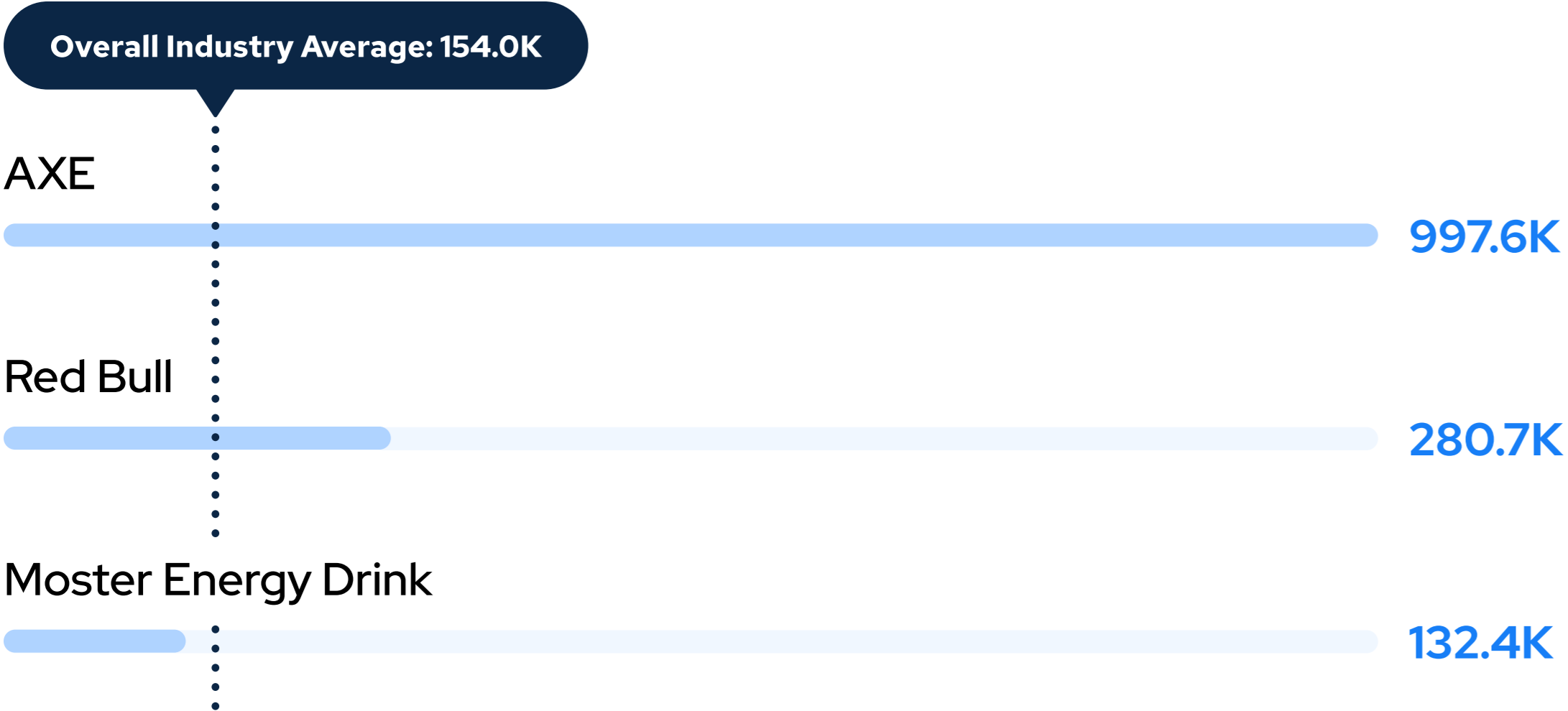
# Average YouTube Performance By Industry

|                                      | Beauty | Children and Baby | CPG    | Fashion | Food and Beverage | Health and Wellness | Home Goods | Luxury | Media and Entertainment | Publishing | Retail | Travel and Hospitality |
|--------------------------------------|--------|-------------------|--------|---------|-------------------|---------------------|------------|--------|-------------------------|------------|--------|------------------------|
| <b>Subscriber Count</b>              | 143.5K | 603.8K            | 1.7M   | 71.1K   | 302.3K            | 285.4K              | 115.6K     | 487.0K | 6.1M                    | 1.2M       | 556.0K | 228.8K                 |
| <b>Weekly Videos</b>                 | 5      | 4                 | 2      | 8       | 3                 | 3                   | 2          | 3      | 16                      | 14         | 6      | 3                      |
| <b>Monthly Follower Growth Rate*</b> | 1.0%   | 2.2%              | 1.1%   | 0.8%    | 0.4%              | 2.0%                | 1.2%       | 1.0%   | 0.8%                    | 1.6%       | 1.5%   | 1.7%                   |
| <b>Likes Per Post</b>                | 265    | 49                | 532    | 133     | 376               | 117                 | 120        | 434    | 1.7K                    | 926        | 391    | 599                    |
| <b>Comments Per Post</b>             | 5      | 1                 | 14     | 3       | 8                 | 2                   | 3          | 12     | 95                      | 41         | 3      | 7                      |
| <b>Percentage Viewed*</b>            | 102%   | 70%               | 87%    | 106%    | **                | **                  | 78%        | **     | **                      | 54%        | **     | **                     |
| <b>Video Views Per Post</b>          | 145.0K | 58.9K             | 154.0K | 156.8K  | 313.1K            | 136.6K              | 53.2K      | 143.8K | 110.5K                  | 36.2K      | 242.4K | 186.4K                 |

\*Customer data only

\*\*Limited data available

# Top CPG Brands by Video Views



A masterclass in niche marketing, Red Bull shows up across extreme sports, street dance, F1, and other high-octane worlds that fit its “gives you wings” identity. Curated video playlists help the brand speak to distinct audiences with adrenaline-fueled content.

# What We Can Learn From CPG Brands' Strategies

## Develop a Sense of Humor

Nothing funny about household goods? Think again. Try on funny trends, jokes, and silly quips in the comment section to develop a brand voice that speaks your audience's language.

## Build Education Content Pillars

Educate users about your products beyond a value proposition. Work with creators, build carousels to tell a complete story, and use short-form video to create tutorials.

## Work with Niche Communities

Whether it's extreme sports or home cooks, align your brand with niche communities that reflect your values.

### Featured Dash Social Customers





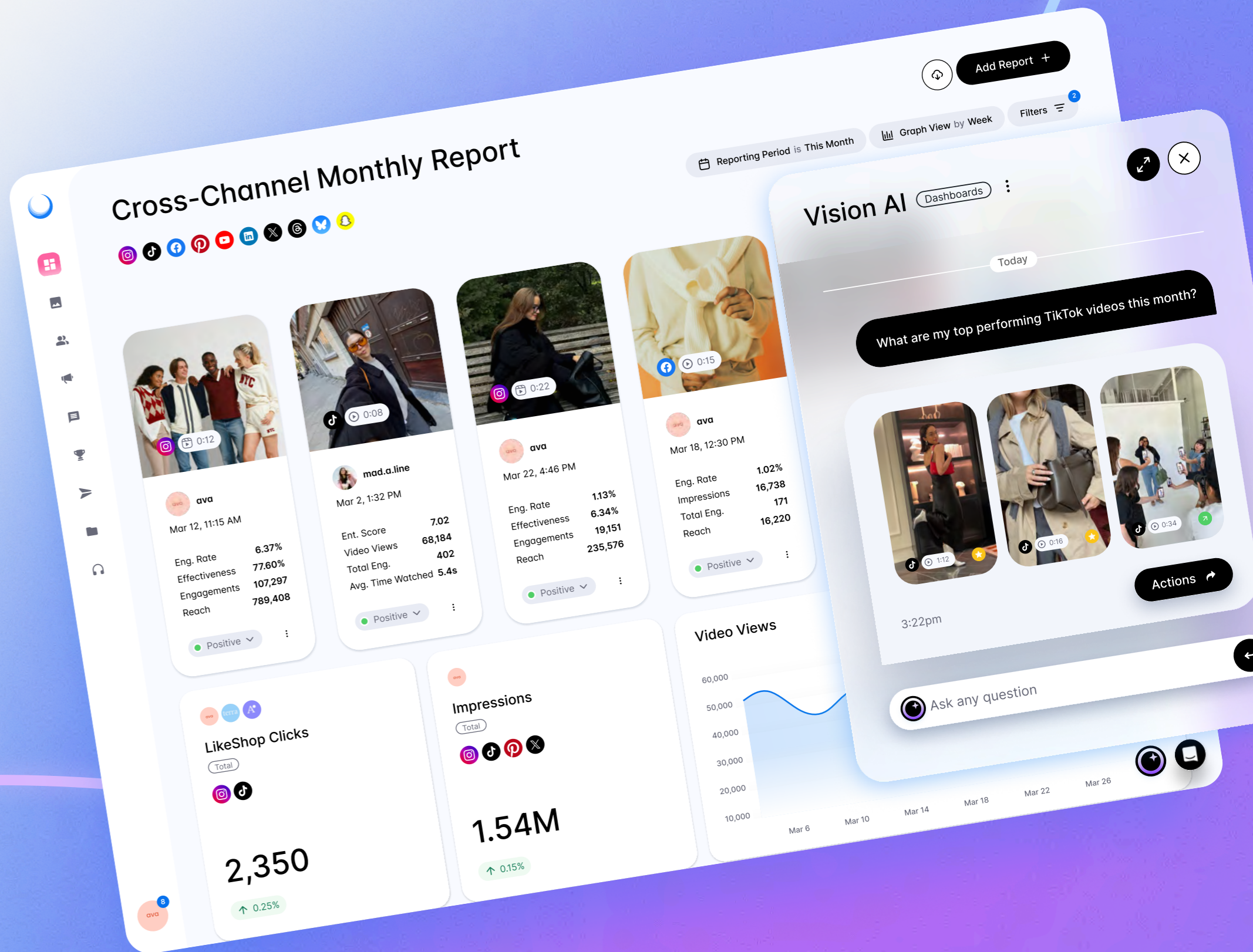
# Outsmart Social

A social media management platform built for how social works today, uniting your full footprint across owned, creator, and paid with real-time intelligence and streamlined workflows.

THE BEST BRANDS ON SOCIAL. POWERED BY DASH.



Get a Demo



## Cross-Channel Monthly Report

| Post                        | Eng. Rate | Effectiveness | Engagements | Reach   |
|-----------------------------|-----------|---------------|-------------|---------|
| ava (Mar 12, 11:15 AM)      | 6.37%     | 77.60%        | 107,297     | 789,408 |
| mad.a.line (Mar 2, 1:32 PM) | 7.02      | 68,184        | 402         | 5.4s    |
| ava (Mar 22, 4:46 PM)       | 1.13%     | 6.34%         | 19,151      | 235,576 |
| ava (Mar 18, 12:30 PM)      | 1.02%     | 16,738        | 171         | 16,220  |

## Vision AI

What are my top performing TikTok videos this month?



LikeShop Clicks

Total

2,350

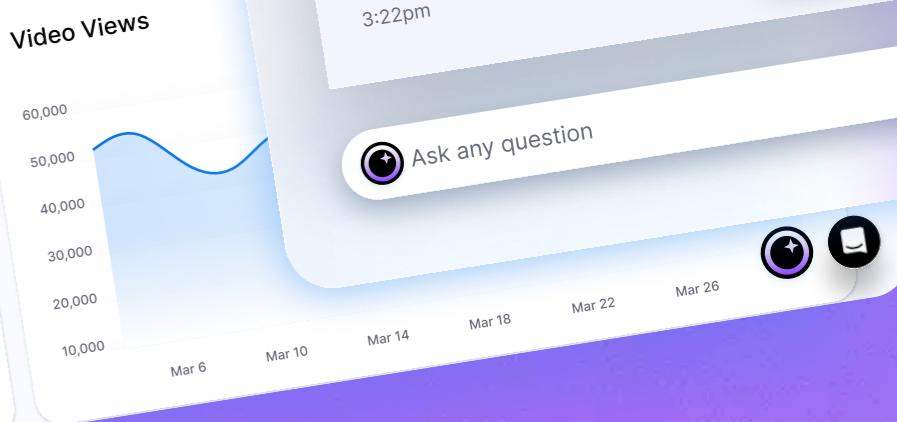
↑ 0.25%

Impressions

Total

1.54M

↑ 0.15%





# Average Facebook Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Growth Rate | Reach Per Post | Reactions Per Post | Engagement Rate |
|---|----------------|--------------|---------------------|----------------|--------------------|-----------------|
| <b>Overall</b>  | <b>1.1M</b>    | <b>26</b>    | <b>0.6%</b>         | <b>21.6K</b>   | <b>265</b>         | <b>1.0%</b>     |
| <b>Growing Brands</b><br><small>(0 – 100K Followers)</small>        | <b>30.3K</b>   | <b>9</b>     | <b>1.2%</b>         | <b>5.6K</b>    | <b>97</b>          | <b>1.2%</b>     |
| <b>Established Brands</b><br><small>(100K – 850K Followers)</small> | <b>364.7K</b>  | <b>19</b>    | <b>0.4%</b>         | <b>13.9K</b>   | <b>184</b>         | <b>0.9%</b>     |
| <b>Large Brands</b><br><small>(850K+ Followers)</small>             | <b>3.8M</b>    | <b>67</b>    | <b>0.04%</b>        | <b>57.0K</b>   | <b>638</b>         | <b>0.8%</b>     |

\*Calculation: (Reactions + Comments + Shares + Post Clicks) / Views  
Based on customer data

## Dash Social Insight

Facebook is a high-volume channel, with brands posting 26 times per week on average, largely driven by large brands. Reach remains modest relative to audience size, showing that a large follower count does not guarantee strong reach, as seen on other platforms.

# Average Pinterest Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Growth Rate | Impressions Per Post | Engagement Rate | Pin Clicks Per Post | Video Views Per Post |
|---|----------------|--------------|---------------------|----------------------|-----------------|---------------------|----------------------|
| <b>Overall</b>  | <b>279.4K</b>  | <b>31</b>    | <b>0.3%</b>         | <b>1.2K</b>          | <b>1.6%</b>     | <b>25</b>           | <b>762</b>           |
| <b>Growing Brands</b><br><small>(0 – 8K Followers)</small>        | <b>3.0K</b>    | <b>15</b>    | <b>0.9%</b>         | <b>725</b>           | <b>2.4%</b>     | <b>31</b>           | <b>274</b>           |
| <b>Established Brands</b><br><small>(8K – 105K Followers)</small> | <b>39.7K</b>   | <b>25</b>    | <b>0.1%</b>         | <b>792</b>           | <b>1.8%</b>     | <b>26</b>           | <b>553</b>           |
| <b>Large Brands</b><br><small>(105K+ Followers)</small>           | <b>831.1K</b>  | <b>51</b>    | <b>0.01%</b>        | <b>1.5K</b>          | <b>1.3%</b>     | <b>22</b>           | <b>1.1K</b>          |

\*Calculation: (Outbound Clicks + Saves + Pin Clicks) / Impressions  
Based on customer data

## Dash Social Insight

Pinterest is a high-output channel, with brands posting 31 times per week on average. That volume may contribute to lower impressions per post, but users are engaging with the content they do see.

# Average LinkedIn Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Growth Rate | Impressions Per Post | Engagements Per Post | Likes Per Posts | Engagement Rate |
|---|----------------|--------------|---------------------|----------------------|----------------------|-----------------|-----------------|
| <b>Overall</b>  | <b>99.2K</b>   | <b>2</b>     | <b>1.4%</b>         | <b>9.2K</b>          | <b>728</b>           | <b>106</b>      | <b>6.2%</b>     |
| <b>Growing Brands</b><br><small>(0 – 12K Followers)</small>       | <b>5.9K</b>    | <b>2</b>     | <b>2.4%</b>         | <b>859</b>           | <b>95</b>            | <b>18</b>       | <b>5.5%</b>     |
| <b>Established Brands</b><br><small>(12K – 50K Followers)</small> | <b>26.5K</b>   | <b>1</b>     | <b>1.6%</b>         | <b>3.5K</b>          | <b>331</b>           | <b>65</b>       | <b>8.7%</b>     |
| <b>Large Brands</b><br><small>(50K+ Followers)</small>            | <b>246.8K</b>  | <b>4</b>     | <b>0.9%</b>         | <b>14.0K</b>         | <b>1.1K</b>          | <b>153</b>      | <b>5.8%</b>     |

\*Calculation: (Clicks + Reactions + Comments + Reposts) / Impressions  
Based on customer data

## Dash Social Insight

LinkedIn remains a lower-volume channel, with brands tailoring content to a more professionally focused audience. Even with fewer posts, engagement stays strong, showing that the content resonates.

# X Average X Performance Across All Industries

|  | Follower Count | Weekly Posts | Monthly Growth Rate | Impressions Per Post | Engagements Per Post | Likes Per Post | Engagement Rate* |
|--|----------------|--------------|---------------------|----------------------|----------------------|----------------|------------------|
| <b>Overall</b>   | <b>985.2K</b>  | <b>85</b>    | <b>-0.3%</b>        | <b>11.9K</b>         | <b>299</b>           | <b>37</b>      | <b>2.3%</b>      |
| <b>Growing Brands</b><br><small>(0 – 12.5K Followers)</small>        | <b>5.7K</b>    | <b>3</b>     | <b>0.3%</b>         | <b>862</b>           | <b>16</b>            | <b>3</b>       | <b>6.0%</b>      |
| <b>Established Brands</b><br><small>(12.5K – 200K Followers)</small> | <b>72.7K</b>   | <b>37</b>    | <b>-0.2%</b>        | <b>3.9K</b>          | <b>60</b>            | <b>11</b>      | <b>2.9%</b>      |
| <b>Large Brands</b><br><small>(200K+ Followers)</small>              | <b>2.2M</b>    | <b>155</b>   | <b>-0.7%</b>        | <b>13.8K</b>         | <b>352</b>           | <b>33</b>      | <b>2.1%</b>      |

\*Calculation: (Reposts + Replies + Likes + Clicks) / Impressions  
Based on customer data

## Dash Social Insight

X remains a high-volume channel for the brands still active there, with frequent posting driving steady visibility. But audience growth continues to decline, and impressions remain low relative to follower count.

# @ Average Threads Performance Across All Industries

|  | Followers     | Weekly Posts | Monthly Growth Rate | Weekly Profile Views | Engagements Per Post | Likes Per Post | Replies Per Post |
|--|---------------|--------------|---------------------|----------------------|----------------------|----------------|------------------|
| <b>Overall</b>                                       | <b>494.3K</b> | <b>18</b>    | <b>1.1%</b>         | <b>618.2K</b>        | <b>76</b>            | <b>68</b>      | <b>4</b>         |
| <b>Growing Brands</b><br>(0 – 100K Followers)        | <b>44.7K</b>  | <b>13</b>    | <b>1.2%</b>         | <b>36.7K</b>         | <b>19</b>            | <b>17</b>      | <b>1</b>         |
| <b>Established Brands</b><br>(100K – 300K Followers) | <b>179.6K</b> | <b>14</b>    | <b>0.9%</b>         | <b>103.0K</b>        | <b>69</b>            | <b>63</b>      | <b>3</b>         |
| <b>Large Brands</b><br>(300K+ Followers)             | <b>1.2M</b>   | <b>27</b>    | <b>1.0%</b>         | <b>1.7M</b>          | <b>143</b>           | <b>128</b>     | <b>8</b>         |

\*Calculation: (Reposts + Replies + Likes + Clicks) / Impressions  
Based on customer data

## Dash Social Insight

Threads remains an active channel, with brands posting consistently and continuing to grow their followings. It also stands out as a strong awareness driver, generating high profile views across brand sizes.