DASH SOCIAL

# Social Media Benchmark Report

## Beauty Industry



# Contents


Benchmark Performance, Methodology and KPIs 2

Trends 4
- Cross-Channel
- TikTok
- Instagram

Total Social Impact Overview 2

Deep Dives 11
- TikTok
- Instagram

What We Can Learn From the Beauty Industry 33

Facebook, Pinterest, LinkedIn, Threads, X and YouTube at a Glance 35


Cover image: @rhode

# Benchmarking Performance

Understanding your brand's social media performance starts with knowing what's typical in your industry. This report benchmarks performance across TikTok and Instagram, giving marketers the data to know where performance stands, set clearer goals, and identify opportunities for growth.

## About the Data

For the Issue 2 2026 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,343) and Instagram (n=3,313), analyzing their activity between January 1, 2026 – June 30, 2026, 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, fashion, food and beverage, health and wellness, luxury, media and entertainment, publishing, retail, and travel and hospitality.



## Defining the Beauty Industry

The beauty industry encompasses cosmetics, skincare, haircare, fragrance and services targeting aesthetic-driven consumers.

# KPIs

## Average Monthly Growth Rate

The average rate that an account's follower growth grows each month.

**Why It Matters**: It helps brands understand how quickly followers are growing and compare their growth with industry benchmarks.

## Average Reach Per Post

The average number of unique accounts that see your post.

**Why It Matters**: It shows how broadly content is being distributed and provides insight into brand awareness.

## Average Entertainment Score (TikTok and Instagram Reels)

Entertainment Score is a proprietary Dash Social metric scored against a global database of industry benchmarks.

**Why It Matters**: It helps brands understand how effectively content captures and holds audience attention.

## Average Engagement Rate

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

**Why It Matters**: It helps brands understand how actively audiences interact with content relative to its distribution.

## 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, including rewatches.

**Why It Matters**: Views show how often video content is being watched and provide insight into its ability to capture attention.

## Average Shares Per Post

The average number of times each piece of content is shared.

**Why It Matters**: Shares signal that content resonates enough for audiences to pass it along, extending its impact beyond the original viewer.

## Total Social Impact

A single metric that measures performance across formats and platforms to show which content and channels have the greatest impact.

**Why It Matters**: Fragmented metrics can't capture social's full impact. TSI provides one trusted way to measure, compare, and plan with confidence.

# Cross-Channel Trends

## Similar Reach, Different Audience Response

TikTok and Instagram each reach about 78K people per post, with engagement by views averaging 3.9% and 2.6%, respectively. Similar reach doesn't guarantee the same impact. Audiences watch, share, and interact with content differently, reinforcing the importance of evaluating performance by platform.

## Short-Form Video Performs Differently Across Platforms

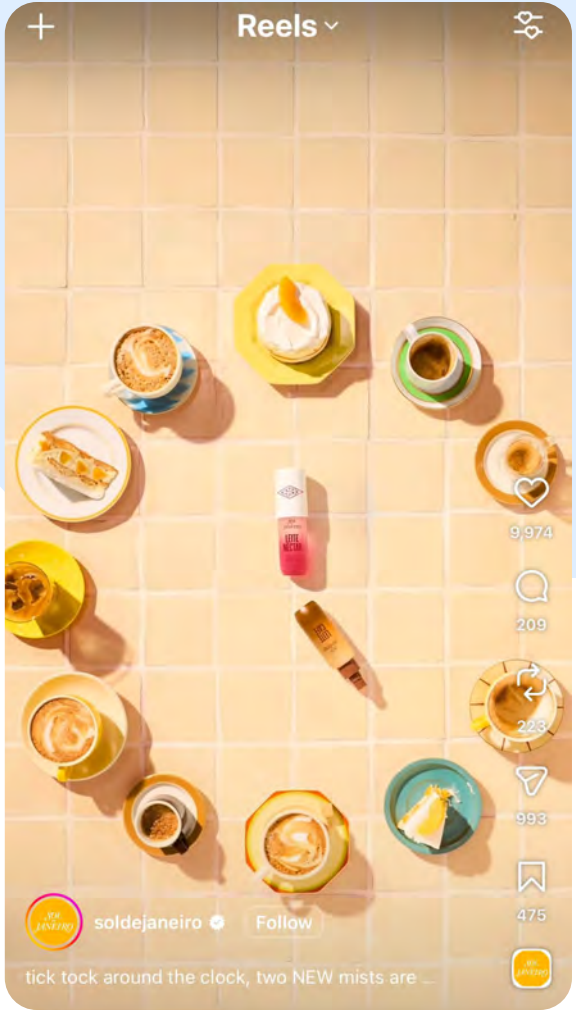
TikTok earns 150K views, while Instagram Reels receive 126K views on average. Despite lower views, Instagram Reels generate 711 shares per post, the highest of any platform. This highlights differences in viewing and sharing behavior across short-form video formats.

## Each Platform Leads on a Different Metric

TikTok leads cross-channel engagement at 4.2%, while Instagram follows closely at 4.0%. Instagram carousels average 156K views per post, ahead of TikTok's 150K and Reels' 126K. Carousels outperform short-form video on views, challenging the assumption that video should always be the priority for maximizing visibility.

**DASH INSIGHT**

Similar reach across platforms can mask meaningful differences in audience response. TikTok drives stronger engagement, while Instagram Reels lead in sharing. Use these differences to set platform-specific goals and allocate creative resources based on where each format performs strongest, rather than applying the same creative strategy across channels.



# TikTok Trends

## TikTok Stands Out for Audience Interaction

TikTok leads in engagement with a 3.9% engagement by views, and a 4.2% engagement rate by reach. TikTok's discovery-driven feed turns more views into interactions than any other platform.

## TikTok Views Outpace Reach

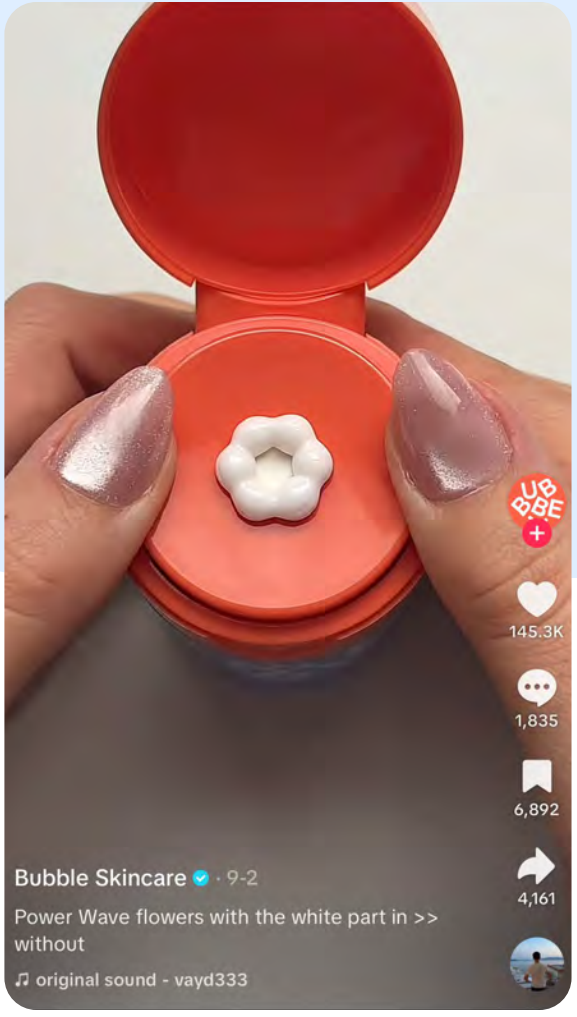
TikTok videos generate 150K views per post, 19% more than Reels, while reaching nearly 78K users on average. Views measure how often content is watched, while reach shows how many unique users it connects with. Together, these metrics reveal the scale of content visibility, while engagement shows which creative approaches turn that attention into audience response.

## Frequency Benchmarks Are a Starting Point, Not a Rule

Brands publish an average of eight TikTok posts weekly, but industry cadences range from three for luxury to 21 for media and entertainment. There's no single schedule to follow; choose a pace that supports content with a strong brand identity, your marketing goals, and fits your team's capacity.

**DASH INSIGHT**

TikTok's strong engagement makes it a useful place to test which ideas deserve a bigger role in your content strategy. Identify posts that earn shares and interactions alongside views, and invest in these concepts. Let repeatable performance guide your cadence, with industry averages providing context.



# Instagram Trends

## Sharing is a Core Instagram Behavior

Instagram generates 562 shares per post, while Reels average 711. That makes sharing an important creative goal for short-form video. Build Reels around something audiences want to pass along, like a useful answer, an interesting perspective, or relatable moment.

## Reels Are Instagram's Most Well-Rounded Format

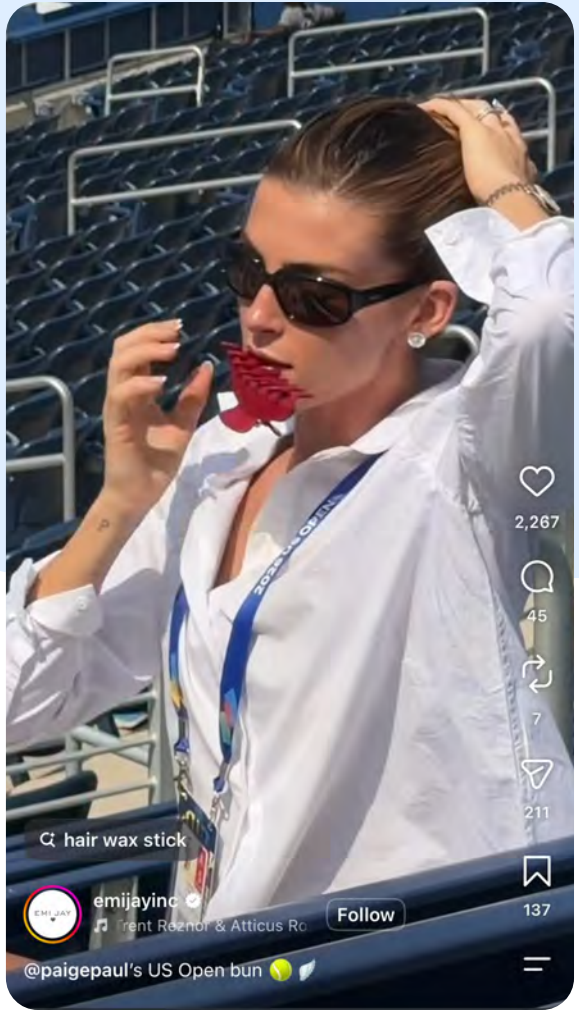
Reels reach 87K accounts per post and lead all Instagram formats in interactions, shares, and saves. They also earn the highest engagement rate by views at 2.9%. Meanwhile, carousels still earn the most views per post, so they're worth keeping in the mix.

## Audience Size Doesn't Tell the Whole Story

Instagram averages 0.4% engagement by followers and a 2.6% engagement rate by views. Each measures response differently, so look beyond follower count to understand how people interact with the content they actually see.

**DASH INSIGHT**

Instagram's role in discovery makes every post an opportunity to reach audiences beyond existing followers. Prioritize Reels for driving interactions, shares, and saves, while testing carousels for views. Use these signals to identify which creative earns attention and which motivates audiences to take action.



BEAUTY INDUSTRY INSIGHTS

# Smaller Reach, Sharper Resonance

Beauty brands publish an average of eight times per week on TikTok and reach 51K users per post. While distribution remains limited, a 4.3% average reach-based engagement rate and a 2.6 Entertainment Score show that the content connects with the audience it reaches.

On Instagram, beauty content reaches 54K users and generates 93K views per post on average. A 4.6 Entertainment Score and 2.9% engagement rate per view show that the content earns a strong response from viewers.

**DASH INSIGHT**

Beauty brands are earning strong audience engagement, but reach remains relatively modest on TikTok and Instagram. Rather than increasing posting frequency, brands should identify which creative approaches drive the strongest response and test how to extend their reach to new audiences.

# Measure Momentum, Not Just Moments

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, understanding performance requires looking beyond individual KPIs.

Total Social Impact (TSI) brings clarity by showing which channels contribute most to overall impact, 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 Beauty Brands by Total Social Impact

Overall Industry Average: 668M

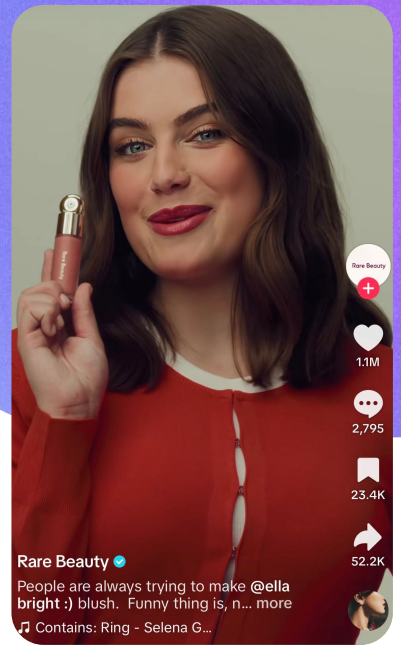
Sephora

Rare Beauty

ColourPop Cosmetics

Fenty Beauty

Huda Beauty




## Rare Beauty

TikTok and TikTok UGC drive most of Rare Beauty's TSI. Their top-performing TikTok post celebrates Off-Campus' Ella Bright as the brand's first ambassador, turning an existing audience connection into a moment for the brand.

`Video Views: 8.3M`

# Top Beauty Brands by Total Social Impact

| Industry | Overall Industry Average | Leading Brands |
|---|---|---|
| Celebrity | N/A** | Rare Beauty, FENTY BEAUTY, rhode, r.e.m.beauty, HAUS LABS |
| Luxury | N/A** | CAROLINA HERRERA, KÉRASTASE PARIS, NARS, ANASTASIA BEVERLY HILLS, MAKEUP BY MARIO |
| Fragrance | 112M | SCENTBIRD NEW YORK, dusk, dossier, APIVITA NATURAL PRODUCTS, PHLUR |
| Skincare | 676M | rhode, CeraVe, Dr. Squatch, SOL DE JANEIRO, LANEIGE |
| Cosmetics | 2.5B | SEPHORA, Rare Beauty, COLOURPOP, hudabeauty, CharlotteTilbury |
| Haircare | 550M | KÉRASTASE PARIS, GARNIER, Living proof., MOROCCANOIL, COCO & EVE |

*Customer data only
**Limited data available


Why are Ffern's fragrances made only once?
Ffern
13.8K
61
1,661
421
Ffern · 7-29
Years ago, when we started Ffern, we began with just one idea: that fine fragrance... 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* | Avg. Engagements | Entertainment Score* | Engagement Rate (Views) | Engagement Rate (Reach) |
|---|---|---|---|---|---|---|---|---|---|---|
| **Overall** | **327.3K** | **8** | **3.4%** | **149.8K** | **237** | **77.9K** | **4.3K** | **2.5** | **3.9%** | **4.2%** |
| **Growing Brands** (0 – 40K Followers) | 14.8K | 4 | 5.4% | 37.9K | 19 | 17.1K | 323 | 2.2 | 3.2% | 3.7% |
| **Established Brands** (40K – 230K Followers) | 111.0K | 7 | 2.9% | 94.0K | 96 | 58.5K | 1.9K | 2.4 | 3.5% | 3.8% |
| **Large Brands** (230K+ Followers) | 1.7M | 13 | 1.8% | 286.9K | 530 | 158.5K | 9.5K | 3.0 | 4.7% | 5.1% |

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

**DASH INSIGHT**

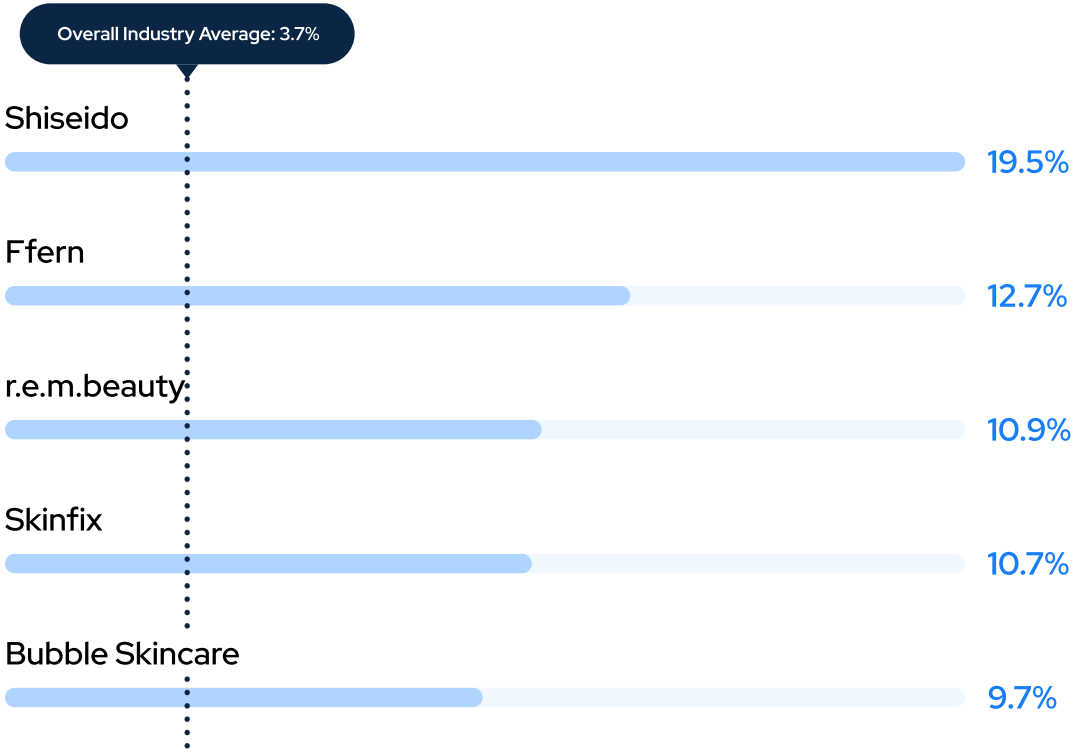
TikTok leads in engagement. Use Entertainment Score, engagement, and shares to identify what resonates, then build on the creative that earns the strongest response.

# Average TikTok Performance By Industry

| | Beauty | CPG | Fashion | Food and Beverage | Health and Wellness | Luxury | Media and Entertainment | Publishing | Retail | Travel and Hospitality |
|---|---|---|---|---|---|---|---|---|---|---|
| Follower Count | 457.7K | 552.4K | 446.2K | 688.8K | 154.5K | 748.7K | 2.7M | 819.3K | 346.6K | 502.3K |
| Weekly Posts | 8 | 6 | 7 | 4 | 10 | 3 | 21 | 13 | 5 | 4 |
| Monthly Follower Growth Rate* | 3.2% | 8.9% | 2.5% | 4.2% | 3.0% | 2.0% | 3.4% | 2.6% | 3.7% | 2.5% |
| Video Views Per Post | 91.7K | 218.4K | 109.2K | 135.7K | 59.1K | 381.3K | 259.9K | 109.0K | 130.9K | 226.6K |
| Shares Per Post | 68 | 326 | 71 | 315 | 35 | 222 | 974 | 386 | 70 | 271 |
| Reach Per Post* | 50.8K | 113.8K | 64.1K | 64.2K | 37.3K | 132.7K | 209.5K | 93.0K | 69.1K | 22.4K |
| Avg. Engagements | 1.8K | 3.6K | 1.6K | 3.5K | 701 | 6.1K | 16.9K | 8.5K | 1.3K | 4.0K |
| Entertainment Score* | 2.7 | 2.2 | 1.8 | 2.5 | 2.3 | 2.4 | 3.4 | 3.5 | 2.0 | 3.0 |
| Engagement Rate (Views) | 3.7% | 3.1% | 2.9% | 3.5% | 2.5% | 4.2% | 6.0% | 5.5% | 3.0% | 4.5% |
| Engagement Rate (Reach)* | 4.3% | 3.4% | 3.2% | 3.5% | 2.9% | 4.3% | 6.1% | 6.1% | 3.4% | 4.9% |

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

# Top Beauty Brands by Engagement Rate (Views)







r.e.m. beauty builds TikTok content around founder Ariana Grande, focusing on the products she uses on tour and in her day-to-day. Seeing a founder rely on her own products makes each post feel personal and gives fans a reason to engage.

`Engagement Rate: 14.8%` `Video Views: 8.3M`

# Winning Formulas for Creating Entertaining TikTok Content




BUBBLE SKINCARE

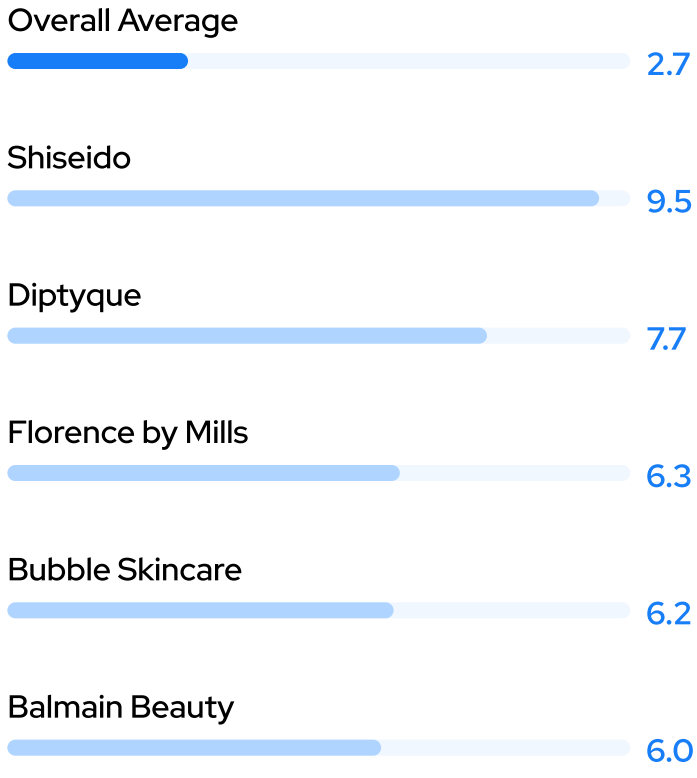
Bubble Skincare taps into relatable UGC partnerships, product demonstrations, and fun trends to appeal to its Gen Z audience. Their most engaging post taps into a culturally relevant, timely trend to spark humor while keeping the product part of the story.

**Entertainment Score**

**9.6/10**

Compared to the beauty industry average of **2.9**, and Bubble's own average of **6.2**.

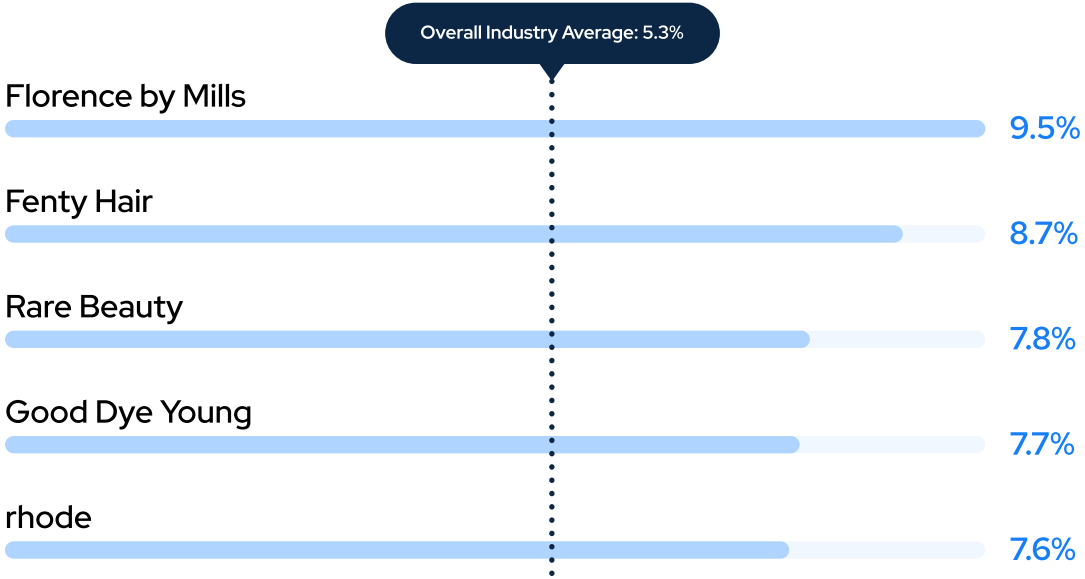
## Top Beauty Brands by Entertainment Score

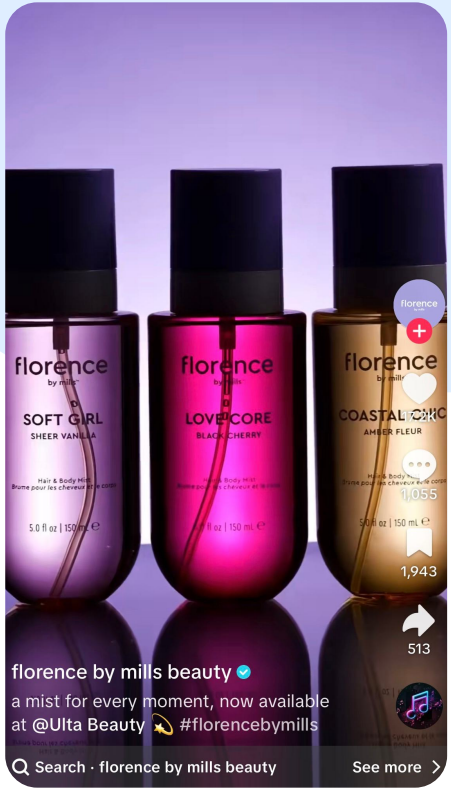


# Top Celebrity Beauty Brands by Engagement Rate (Views)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Average Engagements | Entertainment Score* | Engagement Rate (Video Views) | Engagement Rate (Reach) |
|---|---|---|---|---|---|---|---|---|---|
| 1.4M | - | 1.7% | 82.9K | 165 | 65.2K | 6.1K | 3.7 | 5.3% | 6.2% |

Averages are per post
*Customer data only



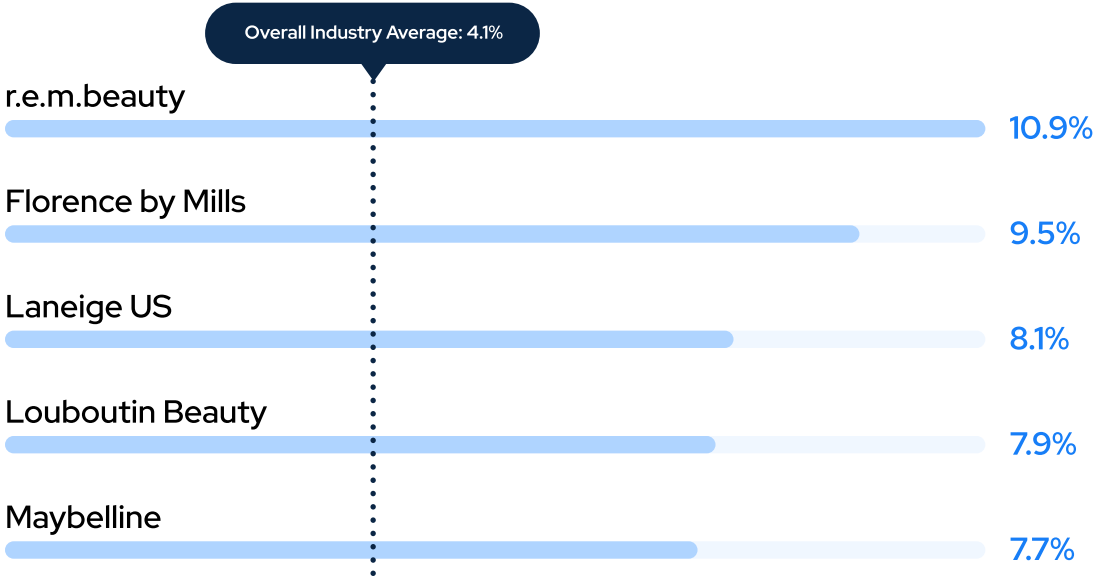




florence
by mills

# Top Cosmetics Brands by Engagement Rate (Views)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Average Engagements | Entertainment Score* | Engagement Rate (Video Views) | Engagement Rate (Reach) |
|---|---|---|---|---|---|---|---|---|---|
| 804.5K | 13 | 4.4% | 88.8K | 118 | 58.6K | 3.1K | 2.9 | 4.1% | 4.8% |

Averages are per post
*Customer data only





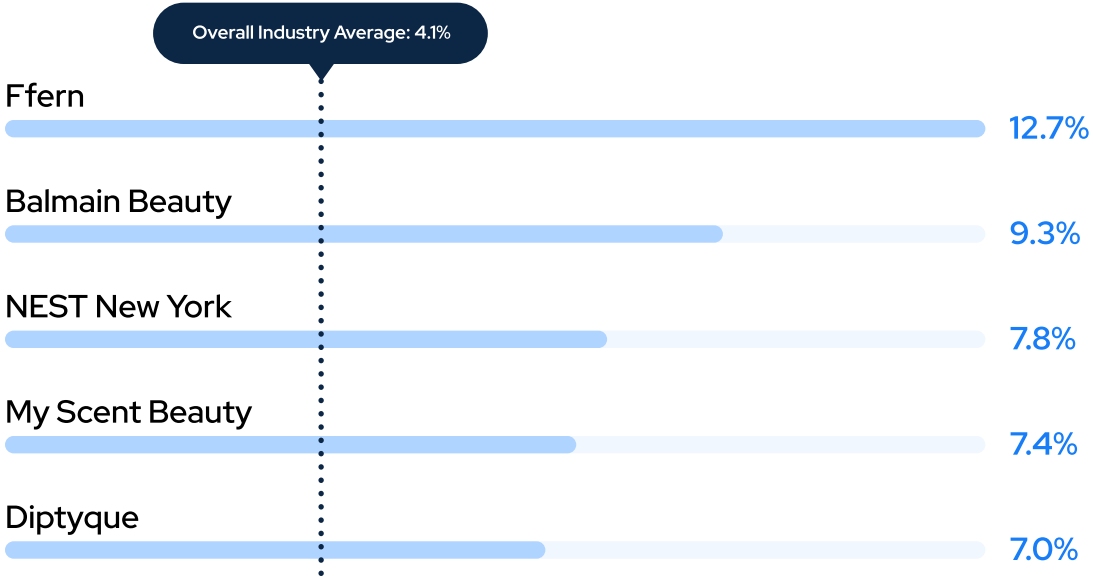


LANEIGE

# Top Fragrance Brands by Engagement Rate (Views)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Average Engagements | Entertainment Score* | Engagement Rate (Video Views) | Engagement Rate (Reach) |
|---|---|---|---|---|---|---|---|---|---|
| 241.1K | 2 | 4.3% | 162.8K | 89 | 99.8K | 1.4K | 2.0 | 4.1% | 4.7% |

Averages are per post
*Customer data only





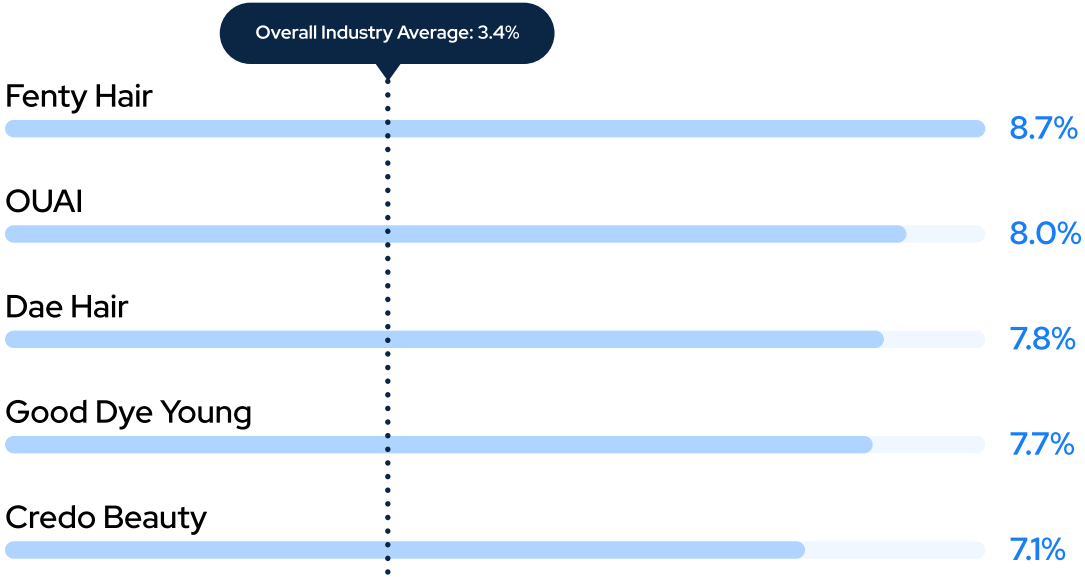


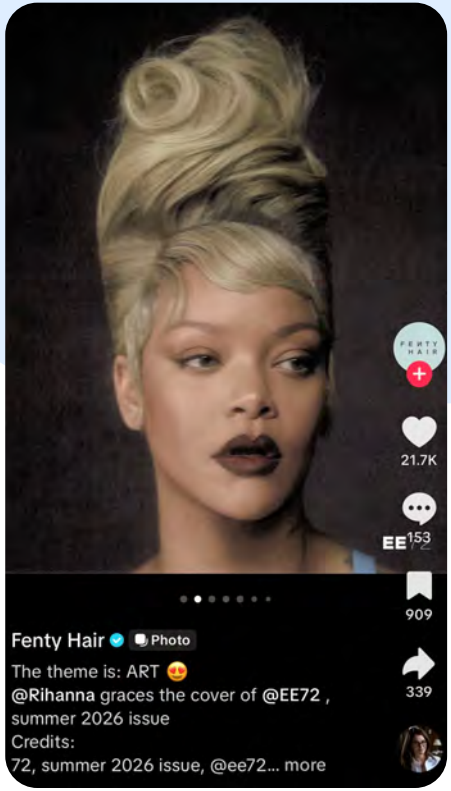
NEST
NEW YORK

# Top Haircare Brands by Engagement Rate (Views)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Average Engagements | Entertainment Score* | Engagement Rate (Video Views) | Engagement Rate (Reach) |
|---|---|---|---|---|---|---|---|---|---|
| 177.9K | 6 | 3.2% | 49.6K | 45 | 30.0K | 1.2K | 2.3 | 3.4% | 3.8% |

Averages are per post
*Customer data only



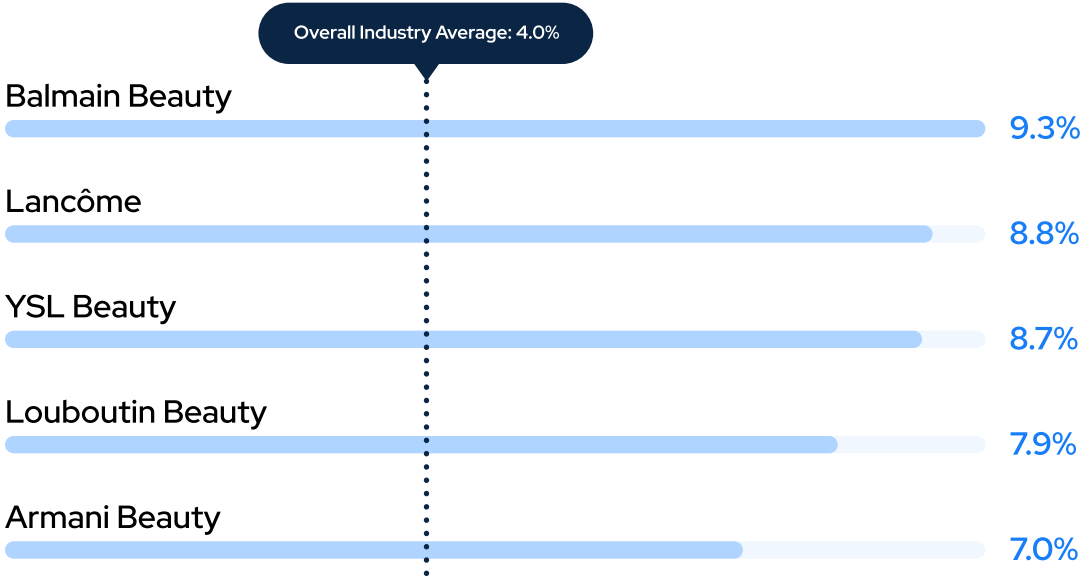



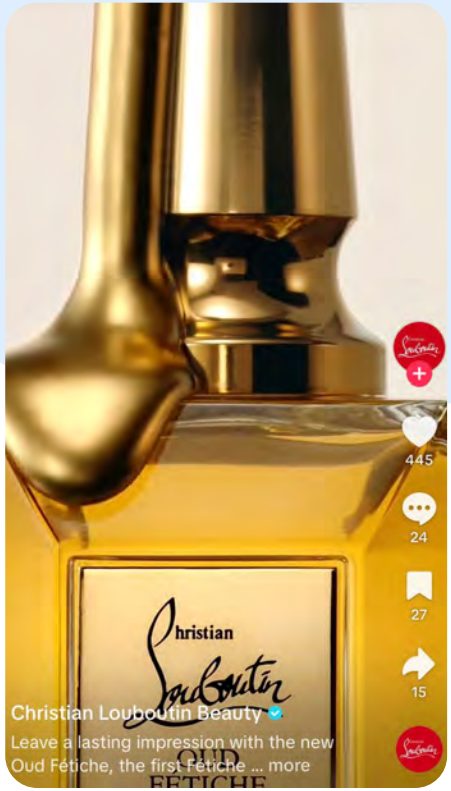

FENTY HAIR

# Top Luxury Beauty Brands by Engagement Rate (Views)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Average Engagements | Entertainment Score* | Engagement Rate (Video Views) | Engagement Rate (Reach) |
|---|---|---|---|---|---|---|---|---|---|
| 508.1K | 3 | 4.2% | 320.7K | 97 | 201.2K | 2.9K | 2.9 | 4.0% | 5.0% |

Averages are per post
*Customer data only

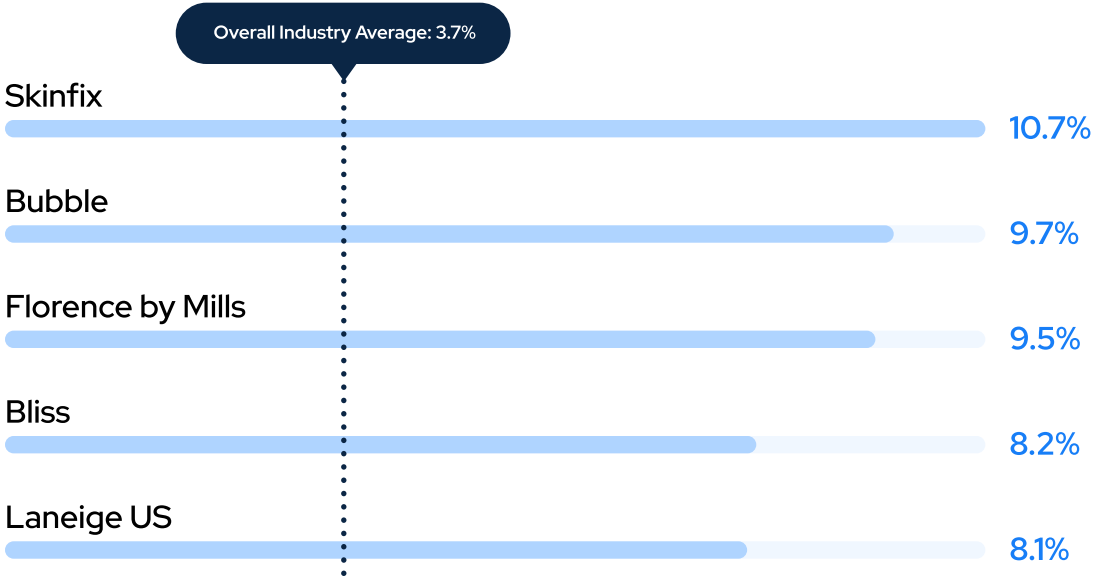


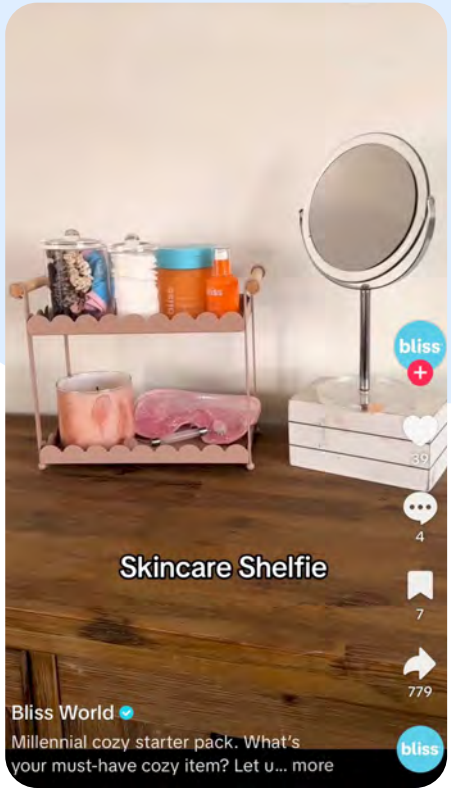



# Top Skincare Brands by Engagement Rate (Views)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Video Views Per Post | Shares Per Post | Reach Per Post* | Average Engagements | Entertainment Score* | Engagement Rate (Video Views) | Engagement Rate (Reach) |
|---|---|---|---|---|---|---|---|---|---|
| 484.0K | 2 | 2.1% | 75.2K | 52 | 46.6K | 1.4K | 2.8 | 3.7% | 4.3% |

Averages are per post
*Customer data only




bliss®


1M
3,231
41.7K
12.4K
20.6K
r.e.m.beauty and arianagrande
Follow
the eternal sunshine glow ⋆ ˚ ｡ cheek combo ...

# Average Instagram Performance Across All Industries

| | Follower Count | Weekly Posts | Monthly Follower Growth Rate | Reach Per Post* | Views Per Post | Entertainment Score (Reels)* | Shares Per Post* | Saves Per Post* | Effectiveness Rate* | Engagement Rate (Likes + Comments) / Followers | Engagement Rate (Engagements) / Views |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Overall** | 2.2M | 9 | 0.6% | 78.4K | 135.6K | 4.3 | 562 | 163 | 4.3% | 0.4% | 2.6% |
| **Growing Brands** (0–190K Followers) | 93.0K | 4 | 0.9% | 11.3K | 18.6K | 4.4 | 111 | 44 | 4.8% | 0.6% | 2.9% |
| **Established Brands** (190K–1.1M Followers) | 503.7K | 7 | 0.6% | 35.5K | 59.9K | 3.8 | 325 | 151 | 4.0% | 0.3% | 2.4% |
| **Large Brands** (1.1M+ Followers) | 7.1M | 17 | 0.3% | 219.6K | 383.5K | 4.9 | 1.4K | 679 | 4.3% | 0.3% | 2.5% |

*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 Shares Per Post |
|---|---|---|
| **Image** | 2.5% | 557 |
| **Reels** | 2.9% | 711 |
| **Carousel** | 2.3% | 456 |

**DASH INSIGHT**

Instagram supports non-follower discovery. Make posts recognizable and worth sharing or saving. Track reach, engagement, shares, and saves to understand audience response.

# Average Instagram Performance By Industry

| | Beauty | CPG | Fashion | Food and Beverage | Health and Wellness | Luxury | Media and Entertainment | Publishing | Retail | Travel and Hospitality |
|---|---|---|---|---|---|---|---|---|---|---|
| Follower Count | 1.3M | 1.3M | 1.8M | 959.3K | 553.2K | 4.9M | 5.0M | 3.7M | 3.0M | 928.4K |
| Weekly Posts | 5 | 4 | 8 | 5 | 5 | 6 | 32 | 26 | 7 | 5 |
| Monthly Follower Growth Rate | 0.6% | 0.8% | 0.4% | 0.6% | 0.8% | 0.4% | 0.9% | 0.6% | 0.4% | 1.1% |
| Reach Per Post* | 53.8K | 53.4K | 48.6K | 39.7K | 32.0K | 110.0K | 284.3K | 155.8K | 39.1K | 25.6K |
| Views Per Post* | 93.5K | 91.7K | 90.1K | 67.6K | 54.5K | 205.6K | 469.3K | 265.0K | 68.0K | 45.3K |
| Entertainment Score* | 4.6 | 5.0 | 3.1 | 4.9 | 3.7 | 5.0 | 5.5 | 4.8 | 3.3 | 4.9 |
| Shares Per Post* | 231 | 621 | 275 | 436 | 208 | 525 | 2.7K | 1.1K | 236 | 272 |
| Saves Per Post* | 162 | 189 | 144 | 142 | 124 | 284 | 918 | 611 | 108 | 129 |
| Effectiveness Rate* | 4.8% | 5.6% | 3.1% | 5.2% | 3.9% | 4.4% | 5.1% | 4.5% | 3.3% | 4.8% |
| Engagement Rate (likes + comments) / followers | 0.3% | 0.5% | 0.2% | 0.5% | 0.3% | 0.3% | 1.1% | 0.6% | 0.2% | 0.7% |
| Engagement Rate (engagements) / views | 2.9% | 3.5% | 1.8% | 3.2% | 2.3% | 2.5% | 3.2% | 2.6% | 2.0% | 2.9% |

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

# Top Beauty Brands by Engagement Rate (Followers)

Overall Industry Average: 0.3%

- Diesel Fragrances — 16.6%
- Scent Beauty — 6.1%
- r.e.m beauty — 4.3%
- Em Cosmetics — 4.3%
- Ralph Lauren Fragrances — 4.2%

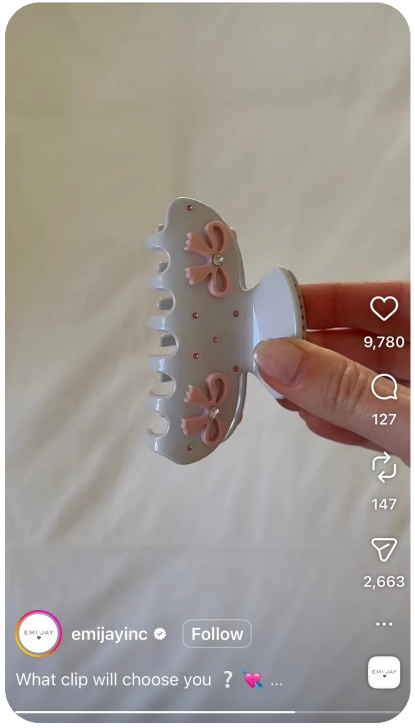



BALMAIN
PARIS

Balmain Beauty brings the runway to its fragrance launches, connecting each scent to the house's fashion heritage and archival design. These details give audiences more to discover and discuss beyond the product itself.

`Engagement Rate: 4.1%`

# Winning Formulas for Creating Entertaining Reels Content




EMI JAY

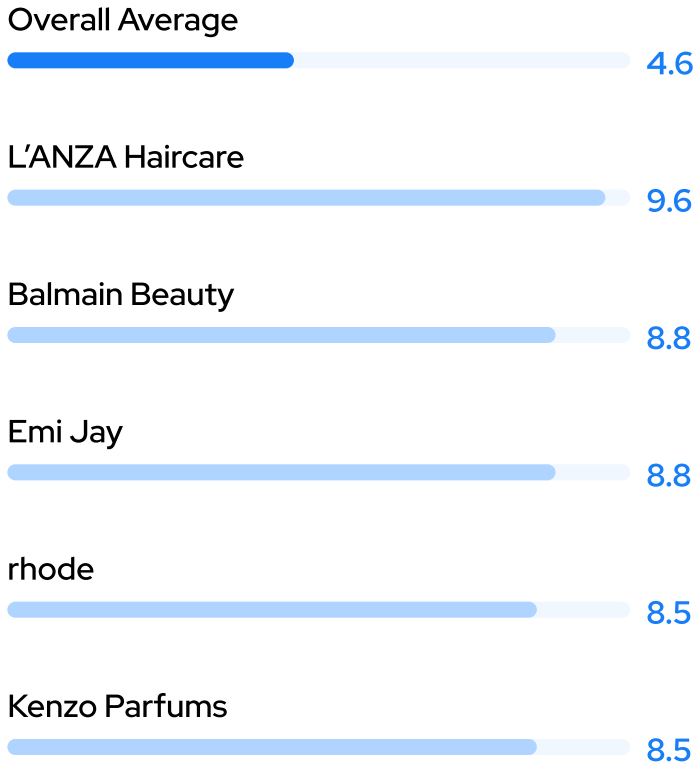
Emi Jay's soft, romantic styling makes its products recognizable at a glance. Its top post brings that look to a blind box reveal, showing how brands can tap into a timely trend while still feeling distinctly their own.

**Entertainment Score**

**9.3/10**

Compared to the beauty industry average of **1.6**, and Emi Jay's own average of **8.8**.

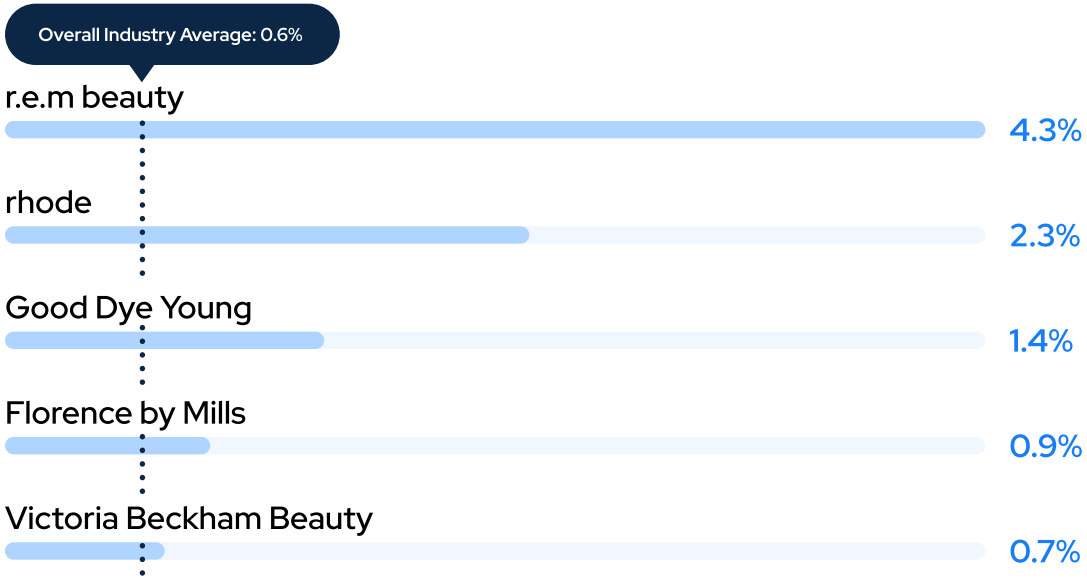
## Top Beauty Brands by Entertainment Score

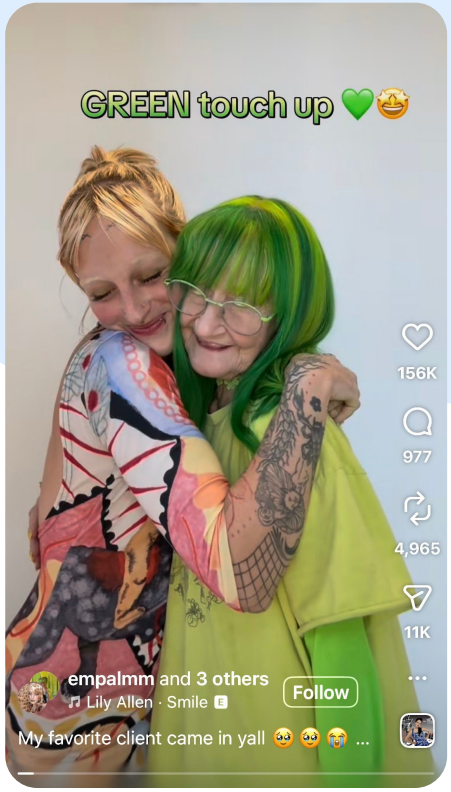


# Top Celebrity Beauty Brands by Engagement Rate (Followers)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Average Reach* | Average Views | Entertainment Score Reels* | Shares* | Saves* | Effectiveness Rate* | Engagement Rate (followers) | Engagement Rate (views) |
|---|---|---|---|---|---|---|---|---|---|---|
| 3.0M | 6 | 0.5% | 345.2K | 643.5K | 5.6 | 795 | 645 | 5.8% | 0.6% | 3.3% |

Averages are per post
*Customer data only



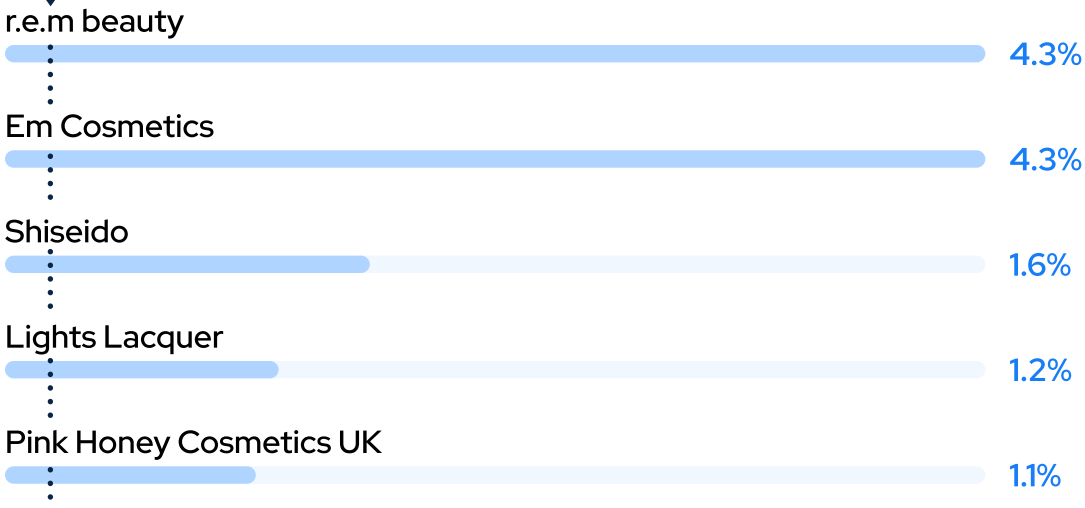

GOOD DYE YOUNG

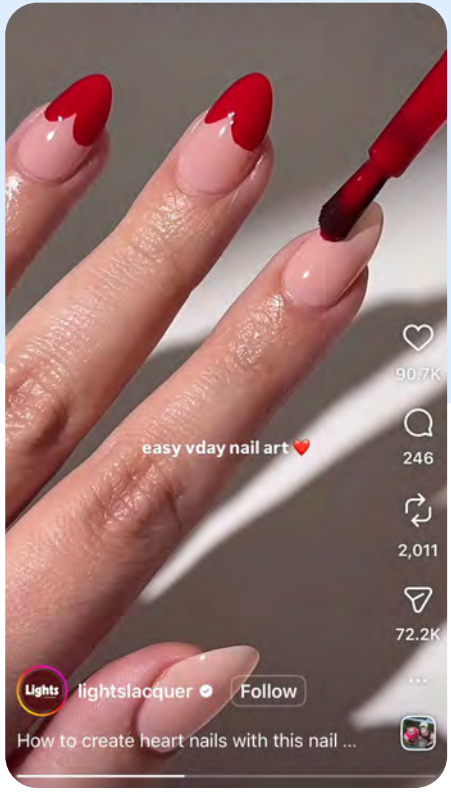
# Top Cosmetics Brands by Engagement Rate (Followers)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Average Reach* | Average Views | Entertainment Score Reels* | Shares* | Saves* | Effectiveness Rate* | Engagement Rate (followers) | Engagement Rate (views) |
|---|---|---|---|---|---|---|---|---|---|---|
| 2.9M | 6 | 0.3% | 113.5K | 193.4K | 4.3 | 413 | 302 | 4.4% | 0.2% | 2.7% |

Averages are per post
*Customer data only

Overall Industry Average: 0.2%



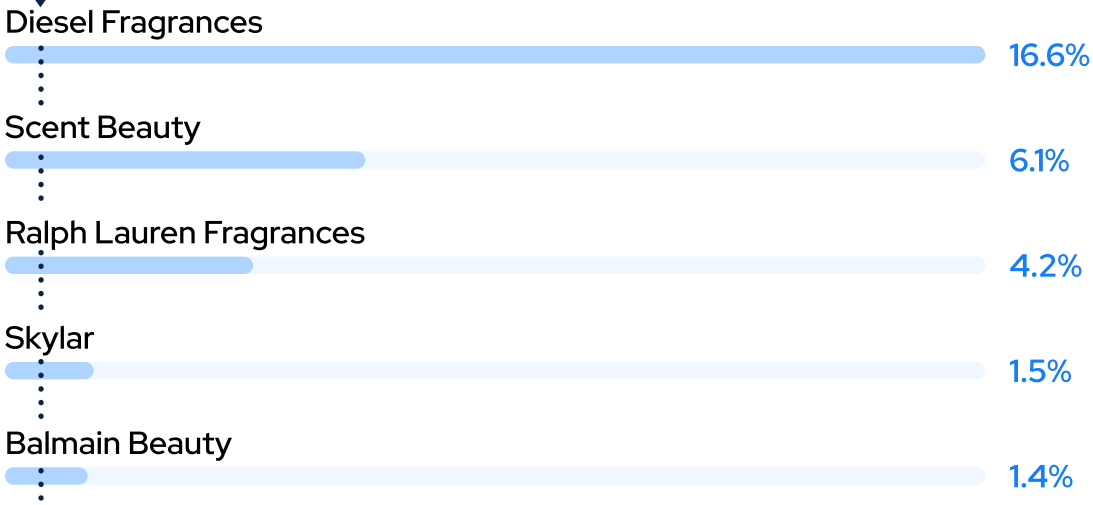

**Lights Lacquer**

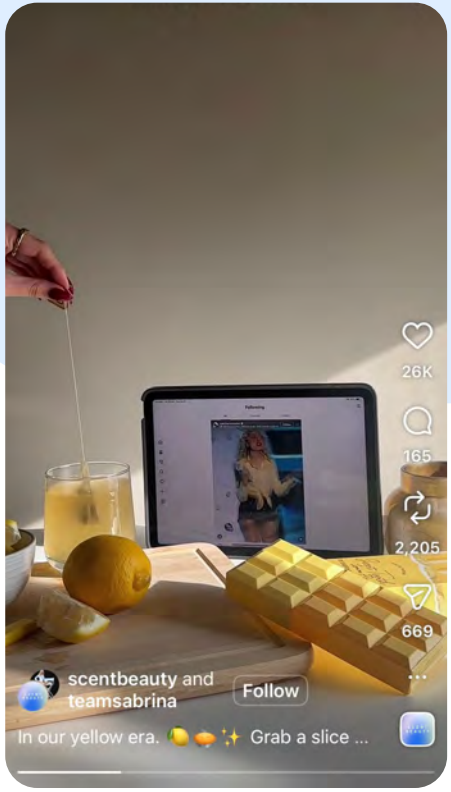
# Top Fragrance Brands by Engagement Rate (Followers)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Average Reach* | Average Views | Entertainment Score Reels* | Shares* | Saves* | Effectiveness Rate* | Engagement Rate (followers) | Engagement Rate (views) |
|---|---|---|---|---|---|---|---|---|---|---|
| 1.1M | 4 | 1.0% | 34.4K | 61.5K | 6.1 | 138 | 126 | 6.3% | 0.6% | 3.7% |

Averages are per post
*Customer data only

Overall Industry Average: 0.6%



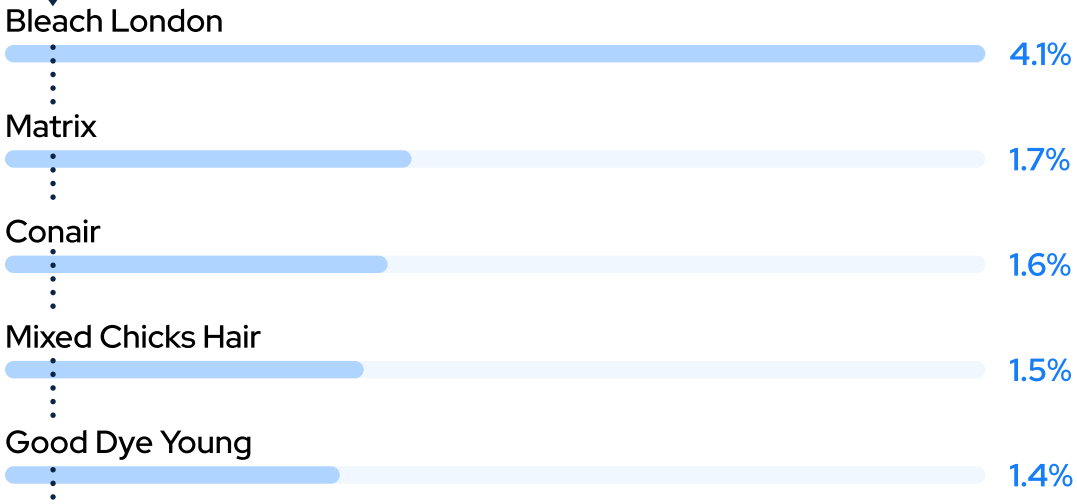

SCENT BEAUTY®

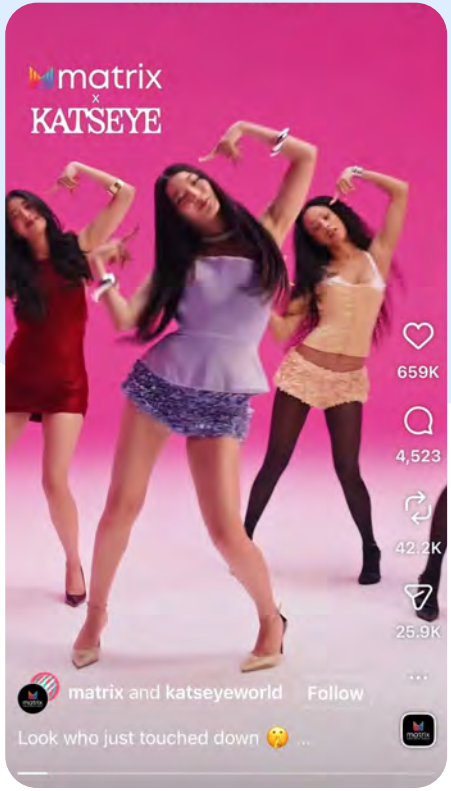
# Top Haircare Brands by Engagement Rate (Followers)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Average Reach* | Average Views | Entertainment Score Reels* | Shares* | Saves* | Effectiveness Rate* | Engagement Rate (followers) | Engagement Rate (views) |
|---|---|---|---|---|---|---|---|---|---|---|
| 5.0M | 5 | 0.5% | 25.7K | 41.1K | 4.4 | 152 | 109 | 5.0% | 0.2% | 3.0% |

Averages are per post
*Customer data only

Overall Industry Average: 0.2%



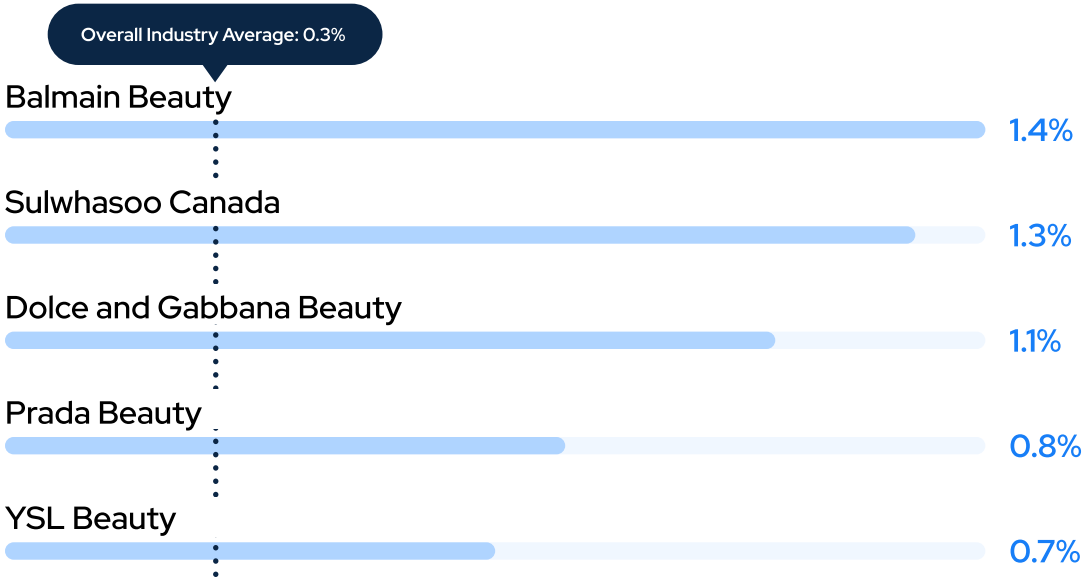




matrix

# Top Luxury Beauty Brands by Engagement Rate (Views)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Average Reach* | Average Views | Entertainment Score Reels* | Shares* | Saves* | Effectiveness Rate* | Engagement Rate (followers) | Engagement Rate (views) |
|---|---|---|---|---|---|---|---|---|---|---|
| 2.6M | 5 | 0.8% | 63.5K | 113.5K | 6.2 | 345 | 205 | 6.0% | 0.3% | 3.6% |

Averages are per post
*Customer data only





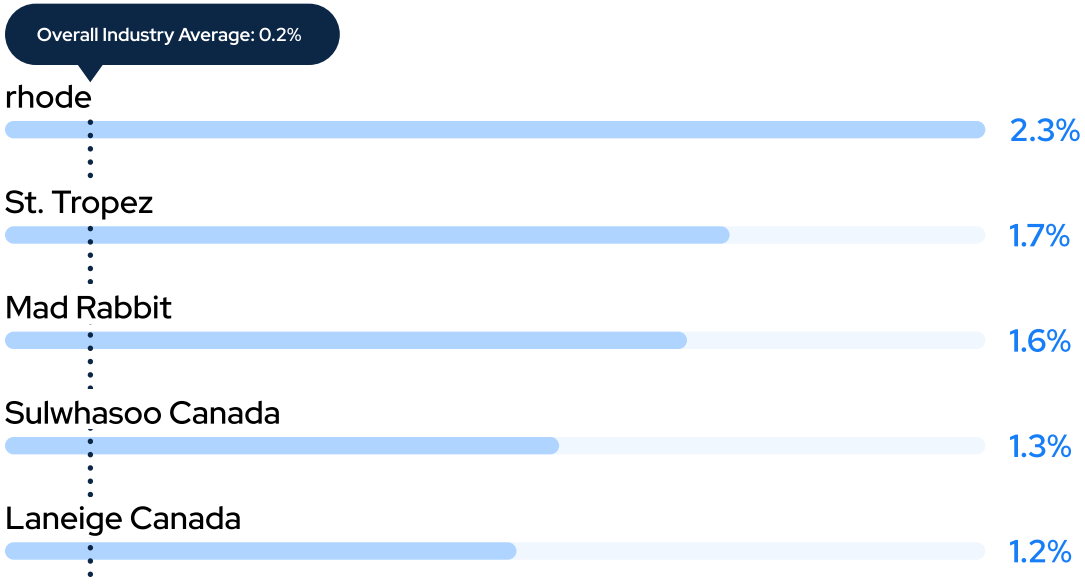


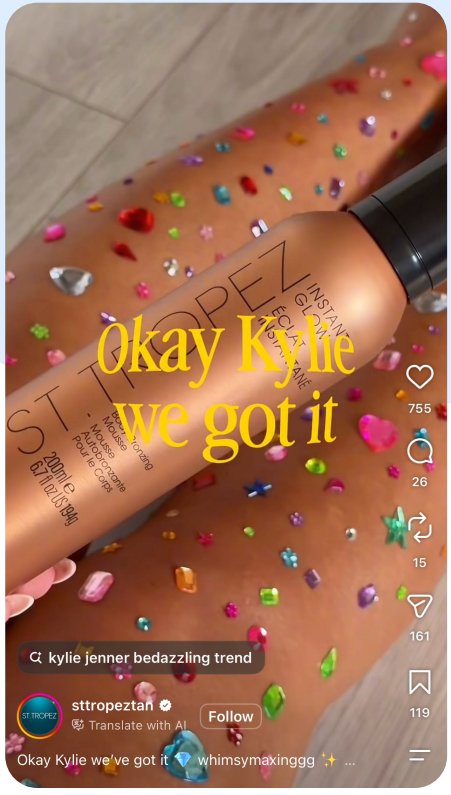
Sulwhasoo

# Top Skincare Brands by Engagement Rate (Views)

| Follower Count | Weekly Posts | Monthly Follower Growth Rate* | Average Reach* | Average Views | Entertainment Score Reels* | Shares* | Saves* | Effectiveness Rate* | Engagement Rate (followers) | Engagement Rate (views) |
|---|---|---|---|---|---|---|---|---|---|---|
| 788.6K | 5 | 0.6% | 48.3K | 89.4K | 4.5 | 205 | 112 | 4.7% | 0.2% | 2.9% |

Averages are per post
*Customer data only




ST.TROPEZ

# What We Can Learn From Beauty Brands' Strategies

## Put People Behind the Product

Celebrity beauty brands lead TikTok engagement at 5.3% by views. No celebrity founder? Put founders, ambassadors, and creators at the center of the product story.

## Make Launches Feel Like Events

Reveals, pop-ups, and new releases give audiences something to anticipate. Build a moment around the product that gives people a reason to react, share, and discuss.

## Make Trends Feel Like Your Brand

Relatable creators, timely formats, and product demos work best when they fit the brand and audience. Use trends as a framework, rather than a reason to blend in.

DASH SOCIAL

Featured Dash Social Customers

ANASTASIA BEVERLY HILLS
APIVITA NATURAL PRODUCTS
BALMAIN PARIS
bliss
BUBBLE SKINCARE
CAROLINA HERRERA
CeraVe
CharlotteTilbury
COCO & EVE
COLOURPOP
credo BEAUTY
dae
dossier
Dr. Squatch
dusk
florence by mills
FENTY BEAUTY
FENTY HAIR
GARNIER
GOOD DYE YOUNG
HAUS LABS
hudabeauty
KÉRASTASE PARIS
LANEIGE
Living proof.
MAKEUP BY MARIO
matrix
MOROCCANOIL
NARS
OUAI
r.e.m. beauty
Rare Beauty
rhode
SCENTBIRD NEW YORK
SEPHORA
SOL DE JANEIRO
ST.TROPEZ
Sulwhasoo
VICTORIA BECKHAM

# Step into smarter social.

Connect with our team today

DASH SOCIAL



# Average Facebook Performance Across All Industries

| | Follower Count | Weekly Posts | Monthly Growth Rate | Reach Per Post | Reactions Per Post | Engagement Rate |
|---|---|---|---|---|---|---|
| **Overall** | **1.1M** | **30** | **0.9%** | **16.8K** | **233** | **0.8%** |
| **Growing Brands** (0 – 100K Followers) | 28.6K | 9 | 1.8% | 5.8K | 111 | 0.9% |
| **Established Brands** (100K – 850K Followers) | 347.4K | 22 | 0.4% | 10.9K | 168 | 0.7% |
| **Large Brands** (850K+ Followers) | 3.8M | 74 | 0.3% | 43.8K | 518 | 0.7% |

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

**DASH INSIGHT**

Facebook's busy publishing schedule meets relatively limited reach per post. Make each slot earn its place by using reach and reactions together to identify which recurring content deserves more space.

# 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 |
|---|---|---|---|---|---|---|---|
| **Overall** | **267.2K** | **26** | **0.3%** | **1.7K** | **2.4%** | **41** | **503** |
| **Growing Brands** (0 – 8K Followers) | 3.1K | 11 | 0.9% | 817 | 3.1% | 30 | 187 |
| **Established Brands** (8K – 105K Followers) | 39.0K | 22 | 0.1% | 1.3K | 2.5% | 40 | 436 |
| **Large Brands** (105K+ Followers) | 818.8K | 46 | 0.0% | 3.0K | 1.8% | 54 | 873 |

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

**DASH INSIGHT**

Pinterest generates clicks despite modest follower growth, reinforcing the value of looking beyond audience size. Prioritize Pins that earn clicks, then build on the ideas behind them.

# Average LinkedIn Performance Across All Industries

| | Follower Count | Weekly Posts | Monthly Growth Rate | Impressions Per Post | Engagements Per Post | Likes Per Posts | Engagement Rate |
|---|---|---|---|---|---|---|---|
| **Overall** | **101.2K** | **3** | **1.6%** | **7.9K** | **801** | **124** | **10.4%** |
| **Growing Brands** (0 – 12K Followers) | 5.9K | 2 | 2.9% | 1.8K | 245 | 43 | 11.0% |
| **Established Brands** (12K – 50K Followers) | 26.2K | 1 | 1.4% | 5.0K | 576 | 84 | 11.5% |
| **Large Brands** (50K+ Followers) | 233.5K | 4 | 1.1% | 14.5K | 1.4K | 214 | 9.0% |

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

**DASH INSIGHT**

LinkedIn pairs a lighter publishing schedule with strong engagement, showing that posting more isn't always necessary to drive a response. Identify the topics that generate meaningful interactions and build on them before increasing frequency.

# Average X Performance Across All Industries

| | Follower Count | Weekly Posts | Monthly Growth Rate | Impressions Per Post | Engagements Per Post | Likes Per Post | Engagement Rate* |
|---|---|---|---|---|---|---|---|
| **Overall** | **1.1M** | **54** | **0.2%** | **11.8K** | **322** | **79** | **6.1%** |
| **Growing Brands** (0 – 12.5K Followers) | 5.5K | 6 | 0.2% | 5.2K | 115 | 56 | 8.1% |
| **Established Brands** (12.5K – 200K Followers) | 74.8K | 24 | 0.1% | 13.9K | 216 | 49 | 7.5% |
| **Large Brands** (200K+ Followers) | 2.3M | 93 | 0.3% | 12.1K | 476 | 111 | 4.4% |

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

**DASH INSIGHT**

High posting frequency on X isn't translating into rapid audience growth. Look at which recurring topics consistently earn stronger engagement, and use those findings to prioritize content that resonates.

# Average Threads Performance Across All Industries

| | Followers | Weekly Posts | Monthly Growth Rate | Weekly Profile Views | Engagements Per Post | Likes Per Post | Replies Per Post |
|---|---|---|---|---|---|---|---|
| **Overall** | **515.6K** | **29** | **0.6%** | **583.3K** | **61** | **54** | **3** |
| **Growing Brands** (0 – 100K Followers) | 47.8K | 16 | 0.6% | 29.0K | 22 | 20 | 1 |
| **Established Brands** (100K – 300K Followers) | 179.7K | 14 | 0.6% | 83.0K | 56 | 50 | 3 |
| **Large Brands** (300K+ Followers) | 1.3M | 55 | 0.5% | 1.5M | 103 | 92 | 6 |

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

**DASH INSIGHT**

Interactions on Threads lean toward likes, with fewer replies driving conversation. Test posts that invite specific opinions or experiences, then track which topics encourage audiences to engage beyond a like.

# Average YouTube Performance Across All Industries

| | Subscribers | Growth | Likes | Comments | Percentage Viewed | Video Views |
|---|---|---|---|---|---|---|
| **Overall** | **1.3M** | **0.8%** | **751** | **25.7** | **85.5%** | **238.8K** |
| **Growing Brands** (0 – 20K Followers) | 6.9K | 1.1% | 49 | 1 | 82.4% | 61.8K |
| **Established Brands** (20K – 150K Followers) | 3.3M | 0.7% | 1.8K | 60 | 79.1% | 275.5K |
| **Large Brands** (150K+ Followers) | 70.5K | 0.7% | 195 | 6 | 95.5% | 3.8M |

Based on customer data

**DASH INSIGHT**

Strong average percentage viewed suggests audiences are watching a meaningful portion of YouTube content. Identify videos that combine strong viewing depth with reach, then apply those creative approaches to future content.