

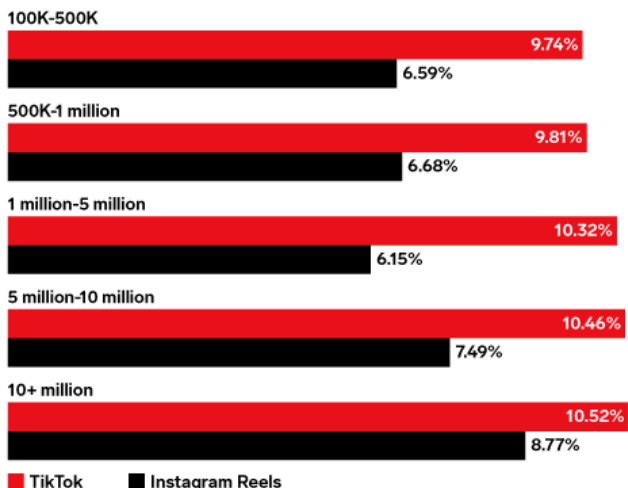
# TikTok beats Instagram Reels in engagement

Article



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## US Average Engagement Rate for Instagram Reels vs. TikTok, by Number of Followers, 2023



Note: includes likes, comments, shares, and saves  
Source: The Influencer Marketing Factory, Sep 12, 2023

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Insider Intelligence | eMarketer

**Key stat:** TikTok has a higher engagement rate than Instagram Reels for creators with over 100,000 followers, according to September 2023 data from The Influencer Marketing Factory.

### Beyond the chart:

- Half of marketers still aren't using TikTok for influencer marketing, according to our July 2023 forecast, which means they're missing out on reaching engaged users.
- TikTok may have been an unfamiliar platform a few years ago, but with over a third of US internet users on the platform now, according to our May 2023 forecast, it's a wise place to invest.
- Engagement on Instagram Reels is lower but not by a huge margin, especially for mega-influencers with more than 10 million followers. **Influencer marketers** across the board should be embracing social video.

### Use this chart:

- Evaluate influencer marketing strategy.
- Compare Instagram Reels and TikTok investments.

### More like this:

- 4 ways brands can encourage consumers to buy via social media
- TikTok tests new ways to embed commerce into the in-app experience
- There is a (soft) ceiling to social buying
- Nearly one-fourth of US adults have used shoppable commerce

*Methodology: Data is from a September 2023 report by The Influencer Marketing Factory. For this analysis, the last 30 videos from 10,000 TikTok accounts and the last 10 Reels from 3,457 Instagram accounts in the US were analyzed during April 2023 and September 2023, respectively.*