



# TikTok Analytics Cheat Sheet

Metric	Definition	Uses
Video views	The number of times viewers have seen your video in a selected date range between 7 to 60 days	<ul style="list-style-type: none"> <li>At-a-glance measurement of overall account performance and effectiveness of other campaigns</li> <li>Determine if a specific campaign translated to more views</li> <li>Benchmark: Minimum of 10 views per video per 100 followers* [1]</li> </ul>
Profile views	Number of times users viewed your profile in a selected date range between 7 to 60 days	<ul style="list-style-type: none"> <li>Measure viewer interest in your account and business</li> </ul>
Likes	Number of likes users have given your content in a selected date range between 7 to 60 days	<ul style="list-style-type: none"> <li>Compare with video views to gauge user reaction to your content</li> <li>One of the measurements of engagement along with comments and shares</li> </ul>
Comments	The number of comments on your content in a selected date range between 7 to 60 days	<ul style="list-style-type: none"> <li>Provides a sense for how likely users are to follow your CTAs</li> <li>One of the measurements of engagement along with likes and shares</li> </ul>
Shares	The number of comments on your content in a selected date range between 7 to 60 days	<ul style="list-style-type: none"> <li>Use as a gauge of how likely users are to follow your CTAs.</li> <li>One of the measurements of engagement along with comments and likes</li> </ul>
Video views, likes, comments, and shares	Number of views, likes, comments, and shares for a selected video	<ul style="list-style-type: none"> <li>Provides an at-a-glance summary of video stats</li> <li>Study videos with high views, likes, comments, and shares to understand the types of content followers want to see</li> <li>Use video views to calculate TikTok impressions, the number of times any audience viewed your content</li> <li>Benchmark: Aim for a minimum of 10 views per video per 100 followers[7] *</li> </ul>
Total time watched	Cumulative total of the time users have spent watching a video	<ul style="list-style-type: none"> <li>Compare the total time watched of your videos to determine your account's average total play time</li> <li>No research-tested benchmark, however, the higher the better[9]</li> </ul>
Average time watched	The average amount of time users spend watching your video	<ul style="list-style-type: none"> <li>Use this metric to calculate the percentage of video watched by dividing average time watched with a video's length</li> <li>Example: An average watch time of 10 seconds for a 20-second video signifies that users watched 50% of the video watched</li> <li>Use this metric to see what point in the video users lost interest</li> <li>TikTok's algorithm favors videos with high average watch time</li> </ul>
Watched full video	The percentage of users who watched the entire video	<ul style="list-style-type: none"> <li>Measures whether your video keeps a viewer's attention</li> </ul>
Reached audience	The number of unique users who viewed your video	<ul style="list-style-type: none"> <li>Used to measure engagement and reach</li> </ul>
Video views by section	Distribution of your video traffic based on source (For You feed, your profile, hashtags, etc.)	<ul style="list-style-type: none"> <li>Understand how users find your profile.</li> <li>Use the data to finetune your marketing strategy to focus on top traffic sources</li> </ul>
Video views by region	Distributon of viewers by location	<ul style="list-style-type: none"> <li>Determine where your videos are most popular</li> <li>Use the data to modify location-specific campaigns</li> </ul>
Total followers	The total number of accounts that follow you/View follower growth rate over a selected period between 7 and 28 days	<ul style="list-style-type: none"> <li>Determine which content translates to new followers and increased brand awareness</li> <li>Assess follower growth over time</li> <li>Benchmark: Aim for 2% to 3% follower growth per mont[16] h*</li> </ul>
Gender	Distribution of your followers by gender	<ul style="list-style-type: none"> <li>Useful for campaigns directed at a specific gender or campaigns to equally target men and women</li> </ul>
Top territories	Distribution of your followers by territory	<ul style="list-style-type: none"> <li>Determine the most common location of your followers</li> <li>Use the data to modify any region-specific campaigns</li> </ul>
Follower activity	Times when your followers are most active	<ul style="list-style-type: none"> <li>Use this metric to pick the best times to post content</li> </ul>
Total views	Total number of unique viewers present during your live videos	<ul style="list-style-type: none"> <li>At-a-glance measure of the popularity of your live streams</li> </ul>
Total time	Total time you spent hosting live videos	<ul style="list-style-type: none"> <li>Use as a measurement of how much effort to put in doing live videos</li> </ul>
New followers	Number of users that began to follow you during a live video	<ul style="list-style-type: none"> <li>Determine if live videos translate to increased followers and brand awareness</li> </ul>
Unique viewers	The number of unique viewers per live stream	<ul style="list-style-type: none"> <li>Compare this metric with total views to see how often viewers re-watch your content</li> </ul>
Diamonds	Total number of diamonds users sent you	<ul style="list-style-type: none"> <li>A way to measure the popularity of your live stream's and whether users want to see more</li> <li>Measurement of financial gains from content you share on TikTok</li> </ul>
Engagement rate	The sum of likes, comments, and shares divided by your total follower count	<ul style="list-style-type: none"> <li>Determine which percentage of your followers actively engage and interact with your content.</li> <li>Benchmark: Aim for Anywhere between 4.5% and 18% according to RivalIQ* and Hootsuite**</li> </ul>

Purple denotes the analytics are found in **Overview** category.
  Blue denotes the analytics are found in **Followers** category.
  Red denotes the analytics are found in the **Content** category.
  Yellow denotes the analytics are found in the **Live Videos** category.

\* 2022 TikTok Benchmark Report by RivalIQ  
 \*\*Hootsuite Simple TikTok Engagement Calculator