



TIKTOK ANALYTICS

TikTok analytics helps you understand which content and strategies are working and which aren't. With this information, you can focus on creating what your audiences want. If your business is new to TikTok, understanding the platform's analytics can help remove the guesswork from your strategy.

An important thing to note is that to see your account metrics, you need to have a TikTok Pro account.

Much like Instagram professional accounts, TikTok Pro accounts show all the metrics, while regular accounts don't. In this article, we'll uncover how to view, track, and implement your TikTok analytics. Let's get started.

Switching to a TikTok Pro account

TikTok pro accounts offer all the analytics you need, from measuring audiences, monitoring views and engagement, to performance insights. You can easily switch from a regular TikTok account to a Pro account. Here's how to switch to a Pro account.

1. Click on the three dots in the upper right-hand corner of your profile page,
2. Go to "Manage My Account" in your privacy and safety settings,
3. Scroll down and select the option to "Switch to Pro Account,"
4. Choose your category: Creator or Business,
5. Verify your account using an email or the "Use phone" option.

Once you've upgraded your account, TikTok starts recording your content insights and after seven days, you'll start seeing the insights on your Pro dashboard.

How To Access Your Analytics

1. Head over to your profile,
2. Click on the three dots,
3. Choose “Creator tools,”
4. Select “Analytics.”

How To Check Your Analytics

TikTok analytics are divided into three categories: account overview, content insights, and followers’ insights. Let’s dive deeper into each category

Account overview

This analytic category shows your profile views, video views and your follower count. You can view and track the data on your account for the past seven or 28 days. For example, you can see how many times a video has been seen and the number of new followers for a particular time frame. This helps you know which content you should make more of or less of.

Content insights

You can track your video performance in this section. Under the content insights, there’s ‘Video Views’ section and ‘Trending Videos’ section. In the “Video Views” section, you can only see insights for newly posted content over the last seven days.

While in the “Trending Videos” section, you can see videos from more than seven days ago. Tap on a video, if you want to see the average time spent watching the video, the number of shares, and its traffic source type.

Followers' insight

This category shows you how many followers you have lost or gained over the last seven days. You can view and track your followers' gender and demographics here. The "Gender" section shows your follower's gender distribution.

While the "Top territories" list shows the top five countries that engage more with your content. If you want to track your followers' activity by the hour and by day, check the "Follower Activity" tab.

Interpreting your analytics

Learn from your metrics and create more engaging content that will outperform your competitors. TikTok's analytics helps you improve the kind of content you make, track where your engagement is coming from, and helps you achieve better results. You don't have to build your videos around your metrics, you can use them as an insight rather than a strategy.

TikTok Analytics will help you create content that resonates with your audience and captures their attention. Feel free to glance through this article again before using TikTok analytics if you still have anything mixed up. This will help you better understand each insight category and how to implement them in your TikTok strategies.