

Continue



TikTok has become one of the most powerful platforms for businesses looking to reach younger, engaged audiences. This social media giant's rapid growth has changed the digital marketing world, making it essential for brands that want to stay relevant. But using TikTok effectively isn't all about creating fun content—it's about having a strategy. And the key to that strategy is Analytics. In this article, you will learn why TikTok analytics is crucial for your business and how it can guide your content strategy. You will also explore the important TikTok metrics to track so you can boost your performance on the platform. Unlike Instagram or Facebook, TikTok prioritizes content based on its potential to engage users rather than relying on follower count. TikTok's algorithm looks at different factors to decide which videos appear on a For You Page (FYP). Here are the factors that impact how your content gets shared on TikTok: User Engagement: Things like likes, comments, shares, and watch time matter a lot. Video Information: Hashtags, captions, and sounds also play a role. Device and Account Settings: Language, country, and device type affect the content you see. Your content's success depends on how well it connects with what users like and want to see. To get the best engagement, make sure your strategy focuses on these key areas. Understanding these factors is crucial to create successful content that resonates with your audience. Key TikTok metrics help you understand how well your content is doing and show you areas where your business can improve. Here are the three categories you should focus on so that you can get a clear picture of what's working and what needs attention: TikTok follower metrics, such as the follower growth rate, tell you how quickly you're gaining followers, which shows if your brand is catching individuals' attention. That's why profile views show how often individuals check out your profile after seeing your posts. Another key thing to look at is how many views turn into followers. If a lot of viewers decide to follow you after watching your videos, it means your content is really connecting with them. You can create a funnel with a digital business card or linktree and drive your traffic towards a call to action. This will help you have a full process to go from view to customer. Just like when you share something online, it's vital to see how far it goes and how many individuals stick around. If viewers watch the entire video, your content is engaging. The more interactions you get, the more you can tell your audience is connecting with what you're sharing. Lots of individuals interact with your content by liking, commenting, and sharing it, which shows how much they enjoy or connect with what you're posting. TikTok content metrics provide detailed insights into video performance, allowing you to assess individual video engagement through data on likes, comments, shares, and viewer analysis. Saves and favorites show which content users want to keep for later, revealing long-term appeal. While you're tracking how your content is performing on TikTok, understanding TikTok key metrics can show you where you're hitting the mark. A study found that 67% of users say they are more likely to buy from a brand after seeing it on TikTok. For example, influencers like Charli D'Amelio have seen huge success by leveraging TikTok's reach and viral trends to promote their brands. Here's a quick breakdown of these TikTok performance indicators that give you a clearer picture: Indicator What It Shows Example FYP Hit Rate Shows how often your video appears on the For You Page Your video using a viral dance challenge sound gets featured on FYP, gaining a huge audience. Sound Usage Statistics Measures how often your video uses a popular or trending sound A funny video using a trending sound catches on and gains views. Trending Hashtags Tracks the performance of hashtags tied to current trends Using #Viral or #TikTokMadeMeBuyIt helps your content gain traction. Stitch and Duet Analytics Shows engagement with your content through stitches or duets Someone stitches your funny reaction video, giving it a whole new audience. If you are going to track your competitors, you can see what works and use that insight to improve your content. For example, if your competitor gets more engagement, check the approach to see if something similar can be adapted. Comparing your performance to competitors helps you set realistic goals. Analyzing metrics over a selected date range can provide insights into performance trends and help you adjust your strategy accordingly. To understand your performance and find areas to improve, check these metrics: Engagement rate Views Watch time Aside from that, analyzing competitors also reveals opportunities. You might spot trends or topics that individuals or viewers have missed, giving you a chance to create unique content that stands out. When it comes to analyzing your TikTok performance, here are the few important tools that you can use to get the insights you need: Since TikTok has its own built-in analytics tool, you can easily track how your content is doing. All you need is a Pro account, and you'll get insights into your: Profile Videos Followers Engagement In fact, 83% of TikTok users say they discover new content through the platform's For You page, making understanding your analytics key to reach a wider audience. TikTok's native analytics dashboard is easy to use and gives you all the data you need to start analyzing your content and improving your strategy. Additionally, TikTok Ads Manager provides comprehensive tools for managing and analyzing your ad campaigns. Source Upgrading to a Pro account gives you access to more detailed analytics. You'll get extra insights like audience growth, how your videos are doing, and trends over time. This helps you see what kind of content works best, so you can tweak your strategy and create more of what your audience loves. If you're looking for detailed data, Sotrender will soon launch its TikTok analytics feature, offering valuable metrics to understand your TikTok performance, track audience behaviors, and fine-tune your strategy. Also, its user-friendly interface makes it easy to track growth and adapt to trends, helping you stay ahead of the curve. Businesses can export TikTok data to tools like Excel or Google Sheets for deeper analysis. This way, it makes it easier for you to see how your TikTok analytics are growing and what's needed to work, giving you control over your strategy. Keep in mind that interpreting your analytics data is all about finding patterns and using that information to make smarter decisions for your content. Here's how you can make sense of the numbers: Check which posts get the most likes, shares, and comments. Notice any common themes or styles in the ones that perform well. For instance, do videos get more attention than photos? Does the audience prefer how-to guides or behind-the-scenes content? Spotting these patterns creates what works best. For example, tracking the average number of days until virality can help set realistic expectations for your content's performance. Focus on how your audience interacts with your content. You will notice if engagement is higher at certain times of the day or on days of the week. For example, comments boost when you ask questions or share personal stories. These help figure out what resonates and when your audience is active. Your data can tell you when your audience is most active. If you notice your views are higher at certain times or days, try posting around those times. Also, pay attention to how often you're posting. Posting too much might overwhelm your audience, but posting too little could make you forgettable. Analytics help you see how your content aligns with business goals. For example, if you're aiming to boost brand awareness, check how reach and engagement are growing. However, if sales are your focus, you need to look at how content is driving the conversions. This way, you can measure how your efforts are paying off. To improve your content strategy, use analytics to guide your decisions. Here's how you can turn those insights into actionable strategies: Take a look at your metrics to figure out which topics and types of content are getting the most attention. If your audience enjoys tips or behind-the-scenes posts, focus more on that niche. In addition to that, use what you learn to create content that speaks to your audience's needs and interests. This way, you'll be making content that's not only fun but also relevant. Like any smart strategy, you want to post when your audience is most active. Check your analytics to see when people are online and engaging. Whether it's mid-morning or late afternoon, make sure you're posting during those peak times. The key is consistency, so find a schedule that works and stick to it. Source Some formats, like videos or infographics, can get more engagement than others. For example, videos can boost engagement by up to 120%. If you notice a certain format is working well, use it often. Try different variations to keep it interesting, but stay with what's proven to connect with your audience. Dig into your audience data to see who's engaging with your content. This helps you focus your efforts on reaching the right audience. You can break it down by things like age or interests. The more you fine-tune your audience, the better your content will reach those who'll actually care about it. When measuring Return of Investment (ROI) from TikTok, you need to focus on a few key areas to understand if your efforts are paying off. Here's a complete guide: Always start by setting up conversion tracking to see what your users do after engaging with your TikTok content. This could be anything like clicking a link or signing up for your newsletter Also, TikTok has a tool called the TikTok Pixel that helps you track these actions and link them to your campaigns. With this, you can see exactly how your TikTok efforts are turning into real results. Source Using attribution models help you understand the customer journey and assign credit to touchpoints that lead to conversions. Understanding which model works best for your goals can help you better assess TikTok's effectiveness. For TikTok, common models include: First-click attribution: Credit is given to the first TikTok ad or content a user interacts with. Last-click attribution: The last TikTok touchpoint before a conversion gets all the credit. Linear attribution: Each TikTok interaction gets equal credit, whether ad or post. Position-based attribution: Credit is split between the first and last touchpoints. Time-decay attribution: More recent touchpoints, like TikTok ads, get more credit. Algorithmic attribution: Uses data-driven models to assign credit based on user behavior. Source To figure out how much you're spending to get a customer or lead from TikTok, just calculate your Calculating Cost-Per-Acquisition (CPA). Here's how: CPA = Total Campaign Spend ÷ Number of Conversions Understanding the average amount spent per conversion helps in budgeting and optimizing your ad spend. Let's break it down with an example: Campaign Spend Conversions (New Customers) CPA (Cost-Per-Acquisition) \$500 50 \$10 So, if you spent \$500 on a TikTok campaign and got 50 new customers, your CPA would be \$10. This helps you understand if your TikTok ads are bringing in good value for the money you spent. While short-term results like conversions matter, don't overlook long-term value. Customer Lifetime Value (CLV) shows how much revenue a customer brings over their relationship with your brand. If TikTok is attracting repeat buyers, your marketing is on track. Also, keep an eye on brand awareness and customer retention, if TikTok helps you build loyalty, it's a great tool for long-term growth. As you are diving into analytics, it's easy to make some common mistakes. Here's how to avoid them: Being excited about big numbers like likes or followers is totally normal, but those numbers don't always tell the full story. What matters are things like engagement rate and customer retention. In fact, brands that focus on engagement see 2x higher conversion rates than those who just chase vanity metrics. Source Short-term spikes in traffic or engagement can feel great, but they don't always show the bigger picture. Instead of getting excited by temporary changes, focus on finding steady trends over time. This way, avoid overreacting and build a more solid, long-term strategy. If you don't know who the audience is, it's easy to miss out on opportunities. Understanding details like age, location, interests, and behavior helps create content that truly connects. Additionally, use these insights to guide your strategy, not just rely on numbers. Analytics can point you in the right direction, but split testing is the key. You won't know what works best unless you try different types of content, strategies, and formats. Track of what's working and make changes as needed. As a result, you'll keep improving and stay in tune with what your audience wants. Source When using TikTok for business, it's crucial to be aware of cybersecurity implications. TikTok has the capability to track your location, which raises privacy concerns for both businesses and their audience. Organizations should exercise caution with the app's permissions and consider implementing security protocols to protect sensitive business information when using the platform for marketing purposes. Understanding TikTok analytics helps grow your business on the platform. By focusing on the right metrics and making decisions based on data, you can build a solid strategy that boosts engagement and growth. Keep testing and adjusting your approach as you learn more from the insights you get. Focusing on the most important TikTok metrics ensures that your strategy is data-driven and effective. Now, it's time to put these analytics strategies and tools to work so your business can make the most of TikTok. Stay on top of new trends and tools to keep your strategy fresh in this fast-moving digital world. With over 800 million active users worldwide, TikTok has quickly become one of the most popular social media platforms in the world. Users can create and share short videos ranging from comedy sketches to dance routines to lip-syncing performances. With so much content being uploaded every day, it can be easy to lose track of the videos you have watched. Fortunately, TikTok has a feature that allows you to see your watch history, making it easy to revisit your favorite videos or discover new content. In this guide, we walk you through how to see your watch history on TikTok. Step 1: Open the TikTok app The first step in viewing your watch history on TikTok is to open the app on your mobile device. TikTok is available for both iOS and Android devices, so be sure to download the app from the App Store or Google Play Store if you haven't already. Step 2: Go to your profile Once you have opened the TikTok app, navigate to your profile by clicking on the "Me" icon located in the bottom right corner of the screen. This will take you to your personal profile page where you can view your uploaded videos, followers, and following list. Step 3: Access your watch history To access your watch history on TikTok, tap on the three horizontal lines located in the top right corner of your profile page. This will open a menu with various options, including "Watch History." Click on this option to view a list of all the videos you have watched on TikTok. Step 4: Browse your watch history Once you have accessed your watch history, you will see a chronological list of videos that you have watched on TikTok. You can scroll through this list to revisit your favorite videos, see what content you have been watching recently, or discover new videos that you may have missed. Step 5: Clear your watch history If you want to clear your watch history on TikTok, you can do so by clicking on the "Clear" button located at the top of the watch history page. This will remove all the videos from your watch history and start fresh with a clean slate. Tips for using your watch history on TikTok: Use your watch history to keep track of the types of videos you enjoy watching so you can discover similar content in the future. Revisit your watch history to find videos that you may have missed or want to watch again. Clear your watch history regularly to keep your TikTok app running smoothly and free up storage space on your device. In conclusion, TikTok's watch history feature is a useful tool for keeping track of the videos you have watched on the platform. By following the steps outlined in this guide, you can easily access and manage your watch history on TikTok. Whether you want to revisit your favorite videos, discover new content, or simply keep track of your viewing habits, TikTok's watch history feature has you covered. You can request a copy of your TikTok data, which may include but is not limited to your username, watch video history, comment history, and privacy settings. To request your TikTok data: 1. In the TikTok app, tap Profile at the bottom. 2. Tap the Menu ≡ button at the top, then tap Settings and privacy. 3. Tap Account. 4. Tap Download your data. 5. Choose which information you want to include in your file to download and select a file format. 6. Tap Request data. After you submit your request, we'll create a file of your data that you can download from the download data tab. We'll notify you in the app when it's ready to download. Please note that it may take a few days to prepare the file. To download your TikTok data: 1. In the TikTok app, tap Profile at the bottom. 2. Tap the Menu ≡ button at the top, then tap Settings and privacy. 3. Tap Account. 4. Tap Download your data. 5. Tap Download data to see the status of your request, and tap Download if it's ready. Your file will be available for up to 4 days. To cancel your TikTok data request: 1. In the TikTok app, tap Profile at the bottom. 2. Tap the Menu ≡ button at the top, then tap Settings and privacy. 3. Tap Account. 4. Tap Download your data. 5. Tap Download data, then tap Cancel next to your request. 6. Tap Delete request to confirm. If you cancel the request, your TikTok data download will stop and you won't receive your file. You can request your data again at any time. Note: Some data may not be available to download, such as data that affects the privacy of others. Due to processing times, the last 24 to 48 hours of some data categories may not be included in your file. You can make another request after this time period for more recent data. If you have any questions about your data request, you can contact us through our online form. Depending on where you live, you might have more options to contact us. For more information, see the Contact Us section in our Privacy Policy. How to transfer your data If you're located in the European Economic Area (EEA) or the United Kingdom (UK), you may be able to authorize a third party to transfer your TikTok data (such as your posts, profile and activity information, and direct messages) to their service on your behalf. You can allow a third party one-time access or ongoing access to your data. Keep in mind that if you choose to give ongoing access, the third party may retain regular access to the data you allow them to transfer. Be mindful of the third parties you choose to transfer your data to. Protecting your data is important. In order to keep your data safe, you should only provide these permissions to a third party you trust. You can choose to provide access to all data TikTok makes available, for example, if you'd like to sync your complete profile across multiple platforms. You can also choose to transfer categories of data, including: • Your profile information and the posts you've made on TikTok. • Your activity information, like the videos you've watched, liked, and commented on. • Your direct messages between you and other people on TikTok. Learn more about these data categories on our TikTok for Developers website. To transfer your data: 1. Open the third-party data service app. You may be asked to log into your TikTok account. 2. Select the categories you'd like to transfer and tap Continue. 3. Return to the third-party app to confirm that your data has been transferred. Learn more about how to review and remove connected third-party apps that you've provided with access to your data. Yes! No! Creating an account Setting up your profile A platform empowering creators to start and grow on TikTok Categories Hey there, LIVE superstar! So, you've dazzled your audience with an epic LIVE session, but now what? Well, buckle up because TikTok's got some cool tools to help you dive deep into the data and see how your LIVE performed. To get the scoop on how your LIVE went down, head over to "TikTok Studio" and hop into the "LIVE Center." Here, you'll find a treasure trove of data waiting for you, including: Number of LIVEs Total LIVE views Total LIVE time New viewer count New followers Unique viewers Diamonds And the best part? You can filter this info by the last 7 to 28 days. All in one convenient spot. Got a particular LIVE you want to dissect? No problem! Just click into that specific LIVE, and voila! You'll unlock a goldmine of insights. We recommend making it a habit to check in on your LIVE video performance regularly. This way, you can figure out what's really hitting the spot with your audience (and do more of it!). Want to relive the magic? You can also watch your LIVE Replay, download it to your device, or bid it farewell with a delete. Just remember: LIVE Replays are available for 90 days after your stream. While watching your LIVE Replay, keep an eye out for any spikes or dips in viewership and Diamonds. These telltale signs can clue you in on what was happening during your stream that got your audience buzzing (or snoozing). Armed with this knowledge, you can tweak and refine your future LIVEs for even more awesomeness. Feeling like a data detective now? Don't forget to share your insights from #creatoracademy! There are many ways to measure your success on TikTok, like followers, likes, and shares. But the app's analytics provide deeper insights. It shows your weekly growth, total views, and who watches your videos. So, how to see TikTok analytics? With over 1 billion users, TikTok allows big audiences, but not all see results. That's why checking your analytics is important. It can help you find what tactics work best and build strategies. For new brands on TikTok, analytics reduce guessing. This guide will provide instructions on how to see video analytics on TikTok and what you should know about these insights. We'll cover: Wait no more! Let's dive right in to learn how to turn on analytics on TikTok. Selling on TikTok Shop Can Be Your New Way to Earn Considering TikTok Shop as a new marketplace to expand to? Give it a shot with LitCommerce - The multichannel selling tool and start earning today! It's accessible to anyone, specifically those with a TikTok Business account. TikTok describes these business accounts as giving companies creative tools to think like marketing professionals but act like content creators. The best part? It doesn't cost a dime; it's free. If you want to know how to see analytics on TikTok, it's necessary to switch to a Business account now. Unfortunately, TikTok doesn't grant regular users entry to its analytics section. If your goal is to promote a brand and you're currently using a standard account, it's advisable to switch today. If you don't know how to have a business account on TikTok, check this guide about how to use TikTok for business for more details. Here are steps to help you learn how to get TikTok analytics. Here's how to see TikTok analytics on your phone: 1. Navigate to your profile. 2. Tap the three-line button located in the upper right-hand corner and open the "Settings and privacy" tab in the top right corner. 4. Within the "Account" section, opt for the "Creator Tools" tab. 5. Then, choose "Analytics." Here's how to check TikTok analytics on your PC or laptop. 1. Sign in to TikTok. 2. Hover your mouse pointer over your profile picture at the top right. 3. A small pop-up window will appear. 4. Click on "View Analytics." If you intend to download your TikTok analytics data, please note that this can only be done from the desktop dashboard. Now you know how to see TikTok analytics. In your analytics, you'll find four categories of data: an account overview, content insights, follower insights, and a live overview. Like other best-selling platforms, analytics data not only helps you monitor your regular account but also optimize your TikTok Shop. Continue reading to explore these details further. Blue box: Do you want a TikTok shop for trading on TikTok? Read our article about how to set up a TikTok shop for more details. In this category, you can monitor your video performance, profile views, and the number of your followers. You can review TikTok analytics data for these metrics over the past week, month, or two months or define a specific date range of your choice. The "Overview" tab provides a concise summary of various key metrics: 1. Video views: This represents the total count of times your account's videos were watched within a specific timeframe. 2. Profile views: It indicates how many times your profile was accessed during the chosen period. This metric is significant for gauging brand interest, reflecting the curiosity of those who check your profile. 3. Likes: This metric quantifies the number of likes your videos received within the selected date range. 4. Comments: It records the number of comments your videos garnered during the chosen date range. 5. Shares: This metric counts the number of times your videos were shared within the selected date range. 6. Followers: It tracks the total number of TikTok users following your account and changes observed during the specified date range. 7. Content: This metric measures the quantity of videos you've shared within the selected date range. 8. LIVE: It indicates the number of live videos you've hosted during the chosen time range. Content analytics on TikTok How to view analytics on TikTok about content? You can click the content tab to see your content data insights. In this part, you can identify which of your videos gained the most popularity during a specific time frame. It offers insights about each post, detailing metrics such as views, likes, comments, and shares. The "Content" tab enables you to evaluate how your videos are performing with the following metrics: Here's what you can find in this section: 1. Trending videos: This shows the top nine videos with the fastest growth in viewership in 7 days. 2. Total video views: It's the total count of times a TikTok video has been watched. 3. Total like count: This metric tells you how many likes a post has received. 4. Total number of comments: It reveals how many comments a post has gathered. 5. Total shares: This indicates how often the post has been shared. 6. Total play time: It's the accumulated time people have spent watching your video. Although an individual post's playtime doesn't provide significant information, it can be compared to other posts to gauge your account's average total playtime. 7. Average watch time: This TikTok analytics shows the average amount of time people watched your whole video. It gives you a basic idea of how well you kept people engaged and interested in what they were seeing. 8. Watched full video: It's the count of times the video has been watched in its entirety. 9. Reached audience: This signifies the total number of users who watched your video. 10. Video views by section: It shows where the traffic for your post comes from, including sources like the For You feed, your profile, the Following feed, sounds, searches, and hashtags. If you've used hashtags or sounds to increase exposure, this is where you'll see the results. 11. Video views by region: This part shows the main places where people watching the video were located. It helps you see if a particular video or advertising effort was successful at reaching targeted locations or areas. If you want to know how to see TikTok analytics about your followers, you can check this part. Within this part, you can gather insights into the demographics and gender distribution of your followers. It also allows you to track the number of followers you've acquired or lost in the past week and identifies the most engaged followers. Here are the primary metrics available in your TikTok analytics: In this section, you'll find insights regarding: 1. Gender: Discover the balance of your followers by gender. If your niche is performing well, continue to cater to that audience. 2. Top territories: This highlights the countries your followers originate, with a maximum of five listed. Consider these locations if you're considering tailoring content or promotions for specific regions. 3. Follower activity: It provides data on when your followers are most active on TikTok, both in terms of times and days. Look for consistent high-activity periods and aim to post content regularly during those time slots. 4. Videos that followers watched: This section offers a glimpse of the content that resonates most with your followers. Frequent checks can spark ideas for your own content and serve as a source for potential collaboration opportunities. 5. Sounds that followers listened to: TikTok trends often revolve around audio tracks, so examining the top sounds your followers have listened to can help you stay updated on popular trends. As TikTok trends evolve rapidly, use these insights for quick and timely content creation. If you want to know how to see TikTok analytics about TikTok LIVE, check this tab. This section presents detailed information about the live videos you've conducted within the past week or month (either 7 or 28 days). The provided analytics cover metrics such as your follower count, the duration of time you've spent live, and the number of Diamonds you've accumulated. Here's a breakdown of the specific metrics available in this segment: 1. Total views: This indicates the number of viewers attending your live videos. 2. Total time: It represents the cumulative time you've spent hosting live videos. 3. New followers: This quantifies the number of new followers you acquired while conducting a live video. 4. Top viewer count: It highlights the maximum number of users who watched your live video simultaneously. 5. Unique viewers: This metric identifies the number of users who watched your live video at least once. It counts each viewer only once, regardless of how many times they replayed the video. Diamonds: If you do a live video on TikTok when you're 18 or older, viewers have the option to send you virtual gifts during the livestream. Things like "Diamonds" can be given as gifts. These can be exchanged for real money through TikTok. So if you want to know how to make money on TikTok, LIVE streams and earning gifts can be a way. This metric reveals how many Diamonds you've earned. Besides the main metrics you can see while looking for how to check analytics on TikTok, below are some other general analytic figures that might be helpful. This metric tells you how often posts containing a specific hashtag have been watched. To determine the number of views a hashtag has accumulated, search for the hashtag in the Discover tab. The search results will provide an overview in the Top tab, displaying the view count, related hashtags, and a selection of the top videos utilizing that hashtag. Your TikTok profile displays the total number of likes across all your posts. You can use this metric as a basic estimate of average engagement since it sums the likes for every video and photo. Besides, you can also gain TikTok auto likes to enhance your content reach. You may find no way on how to see TikTok analytics about engagement rates but you can use the tactics available to calculate it. There are various methods to compute social media engagement rates, and TikTok is no exception. Marketers commonly employ these two primary formulas: (Number of likes + Number of comments) / Number of Followers) * 100 (Number of likes + Number of shares) / Number of Followers) * 100 Given that like and comment metrics are readily visible on the platform, you can easily assess how your TikTok metrics stack against other accounts. Additionally, you can examine influencers' engagement rates as you consider potential collaborations. This approach is just one of the ways to generate income on TikTok. Selling on TikTok Shop Can Be Your New Way to Earn Here's your last chance to expand to TikTok Shop! Don't hesitate and give this platform a shot today with LitCommerce. Yes, TikTok analytics can be accessed on both phones and desktops. However, if you want to download your TikTok analytics, you should use a desktop. Additionally, only business accounts can access analytics on TikTok. So, if you want to learn how to see TikTok analytics, switch your account to a business account. If you wonder how to turn on TikTok analytics, you must note that you have to wait 7 days before TikTok displays your account's analytics. After this period, your account will start presenting information about your account and its content. Regarding the specifics of what these analytics offer, they fall into three primary categories. When you know how to see TikTok analytics, but you still cannot find your TikTok analytics, it's a good idea to investigate if it's related to a larger issue. Make sure that your TikTok app is kept up to date. We can sometimes overlook updating our apps, and this oversight can occasionally impact the analytics. Additionally, to have your TikTok analytics appear, you must have at least one video uploaded to your account. There is no specific requirement for a minimum number of followers to access the analytics on TikTok. However, you'll need a minimum of 100 followers for certain sections. For instance, you won't receive any insights from the Followers tab in TikTok analytics unless you have at least 100 followers. By consistently gathering knowledge from your page's analytics, you can create space for more captivating content that will surpass your rivals. In this article, we've given you a summary of how to see TikTok analytics. You can note what is helpful for further use to maximize your success. If you want to expand your knowledge about TikTok or TikTok integration with top marketplaces for selling products, check out our Blog for more comprehensive guides. Additionally, we maintain a vibrant community for e-sellers, ensuring you stay informed about industry trends and eCommerce advice. Feel free to join us. Should you require any assistance, don't hesitate to contact us. LitCommerce is available 24/7 to support you. Happy selling!