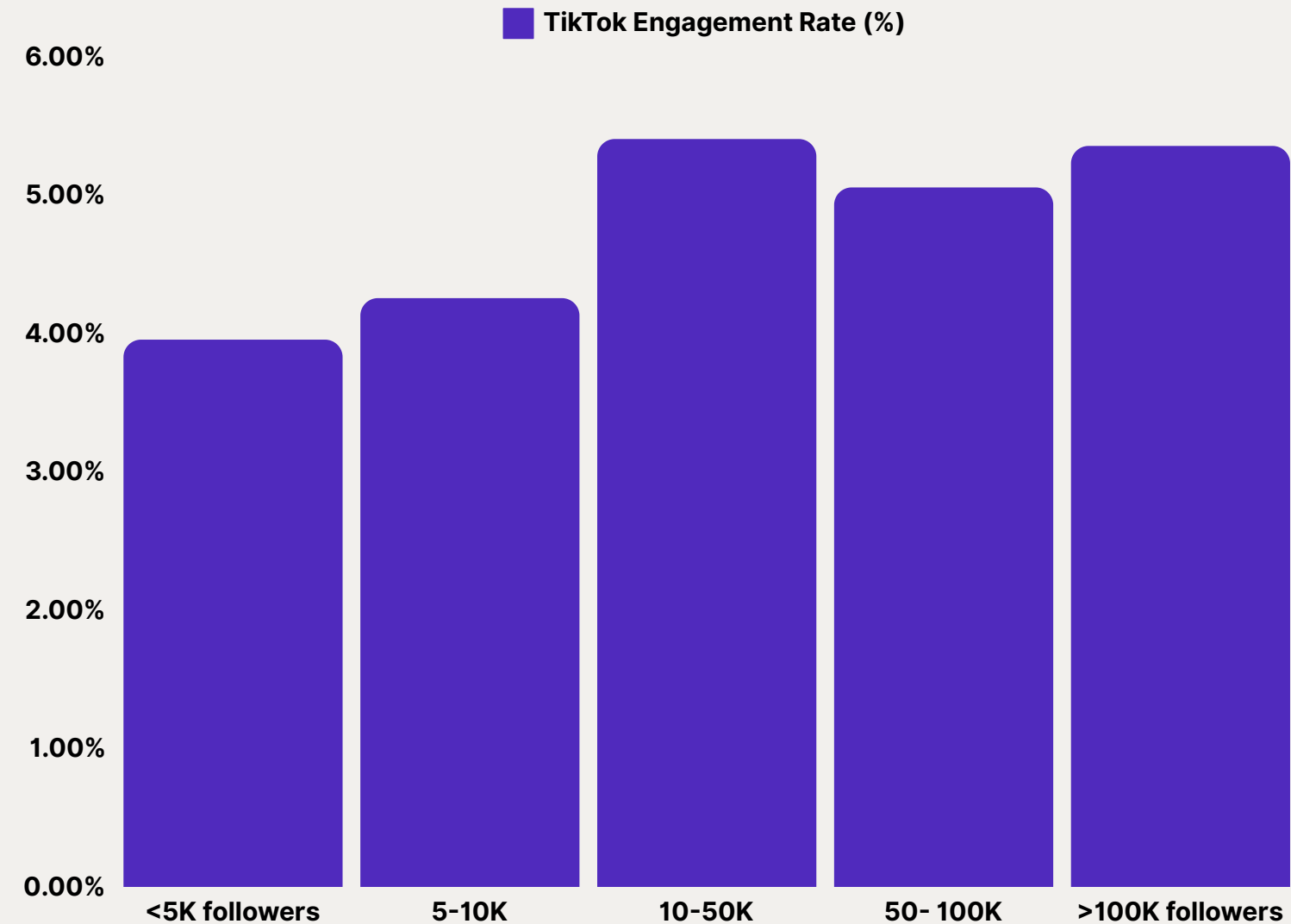


2024 TIKTOK BENCHMARKS

Content performance data, engagement metrics, posting frequency evolution and trends.

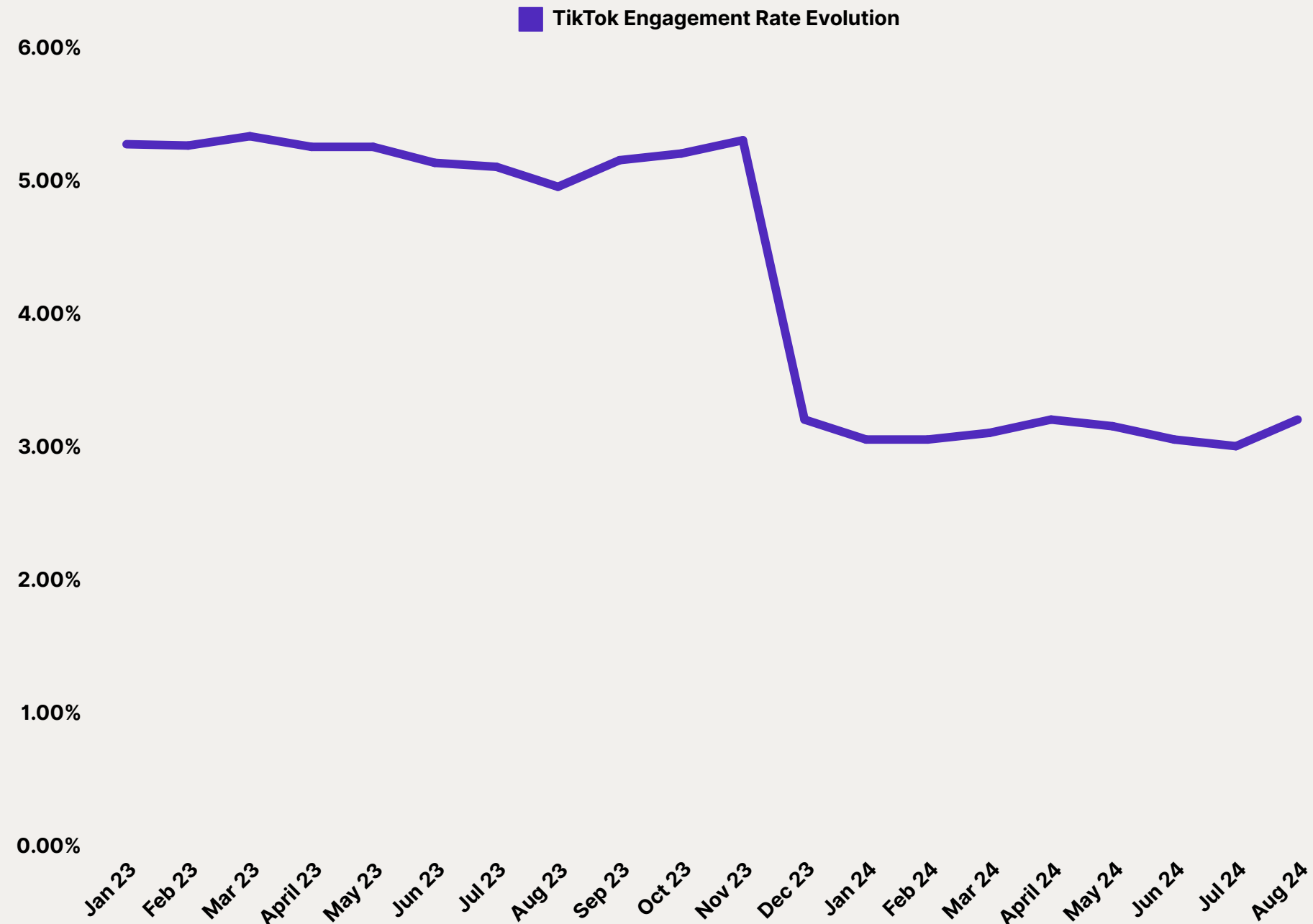


2024 TIKTOK BENCHMARKS

KEY INSIGHTS

- Tiktok's average engagement rate registers a YoY decrease of 40%, at the moment being located at 3.30%.
- The average engagement on TikTok tends to increase as the follower base increases as well.
- 5% of the people who watch a Tiktok video also press the "like" button.
- Smaller accounts (below 5K followers) get the highest number of shares and comments.
- Brands post, on average, 21 videos per month on TikTok, posting 33% more TikToks per month YoY.
- Smaller profiles' followers watch more of the content posted by a brand.



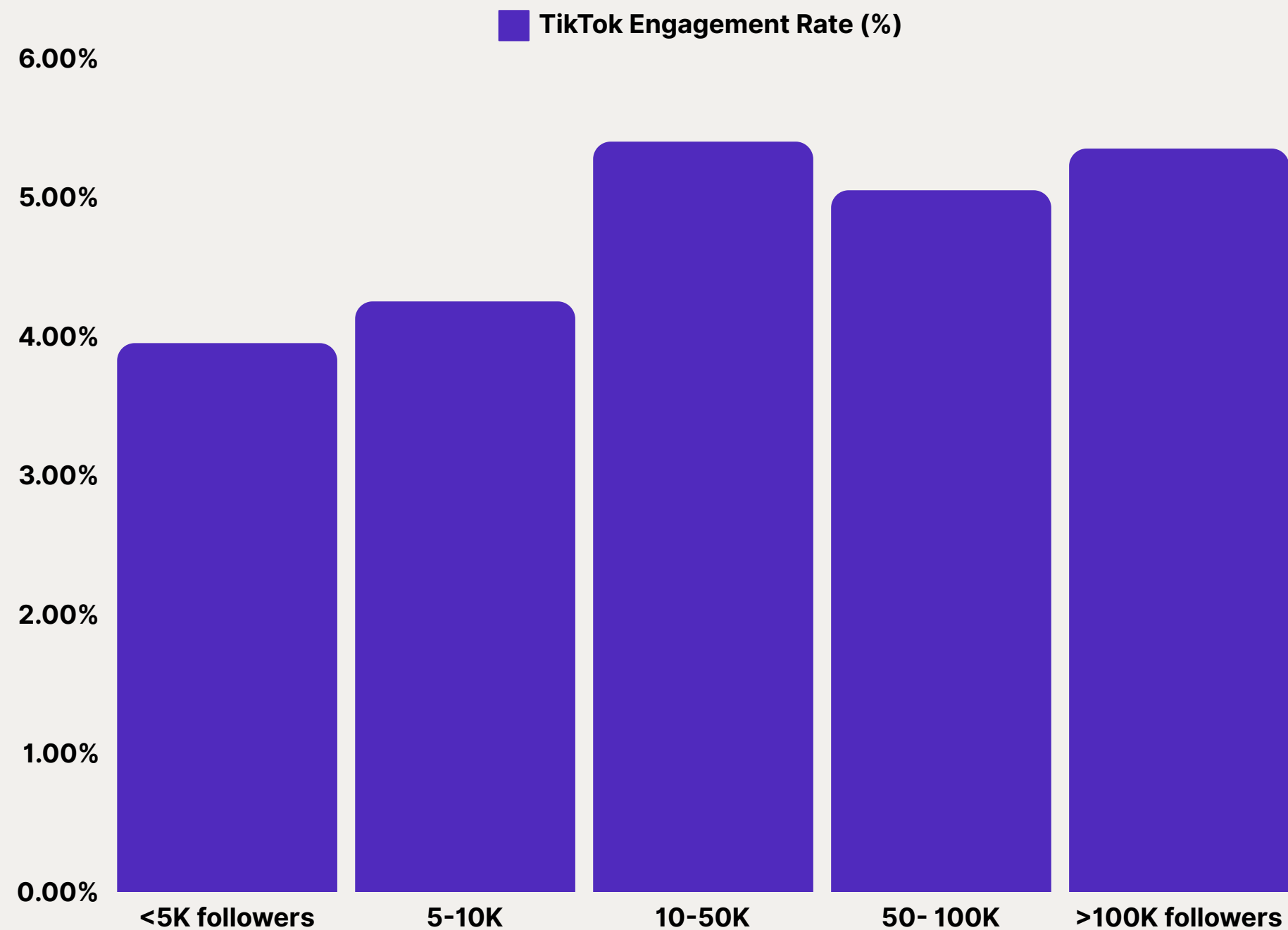


YOY TIKTOK ENGAGEMENT DECREASE

40%

At the beginning of 2024 TikTok faced a significant decrease in engagement.

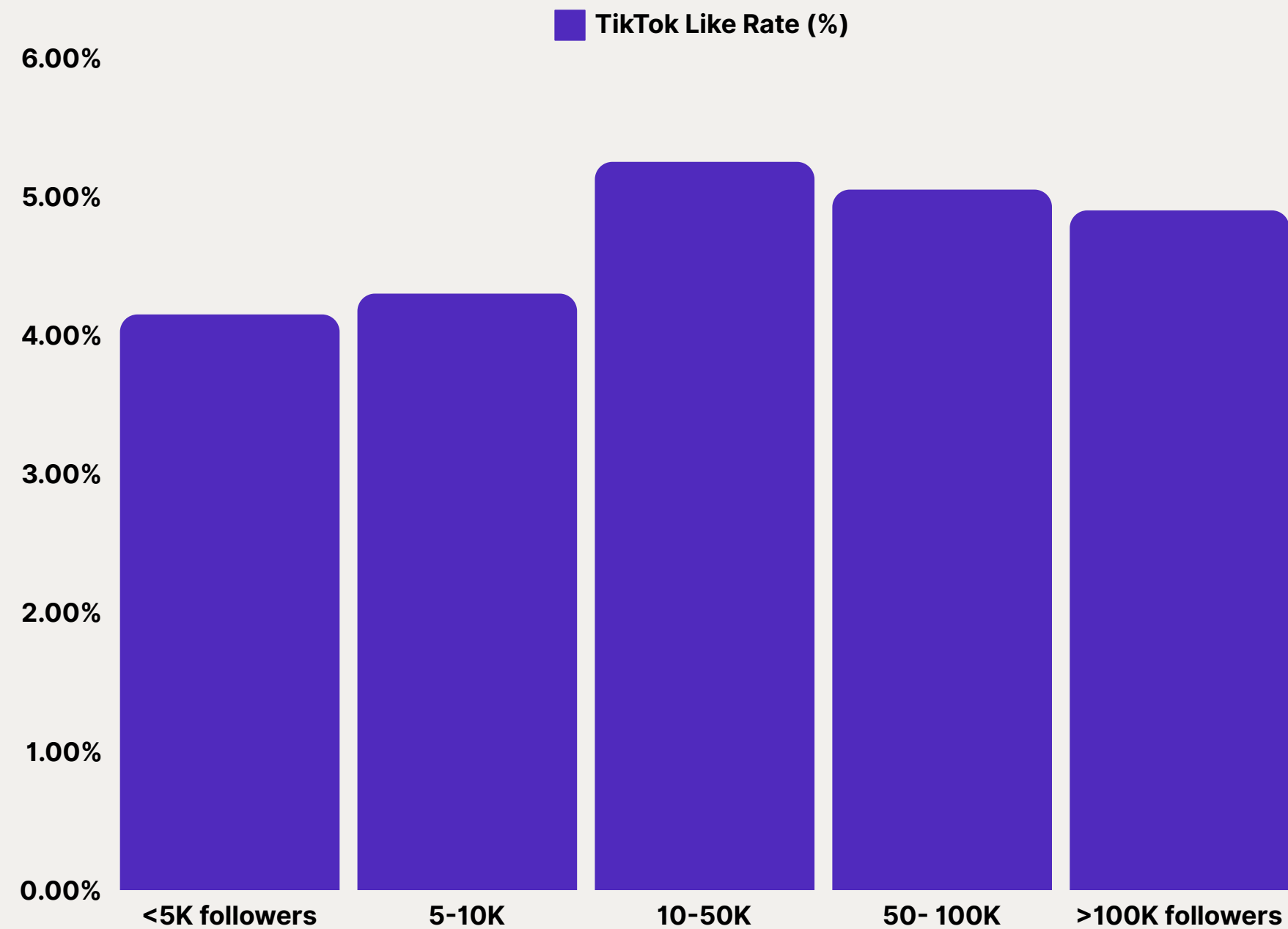
TIMEFRAME: JANUARY 2023 - AUGUST 2024
SAMPLE: SOCIALINSIDER DATA — WORLDWIDE



AVERAGE TIKTOK ENGAGEMENT RATE

3.25%

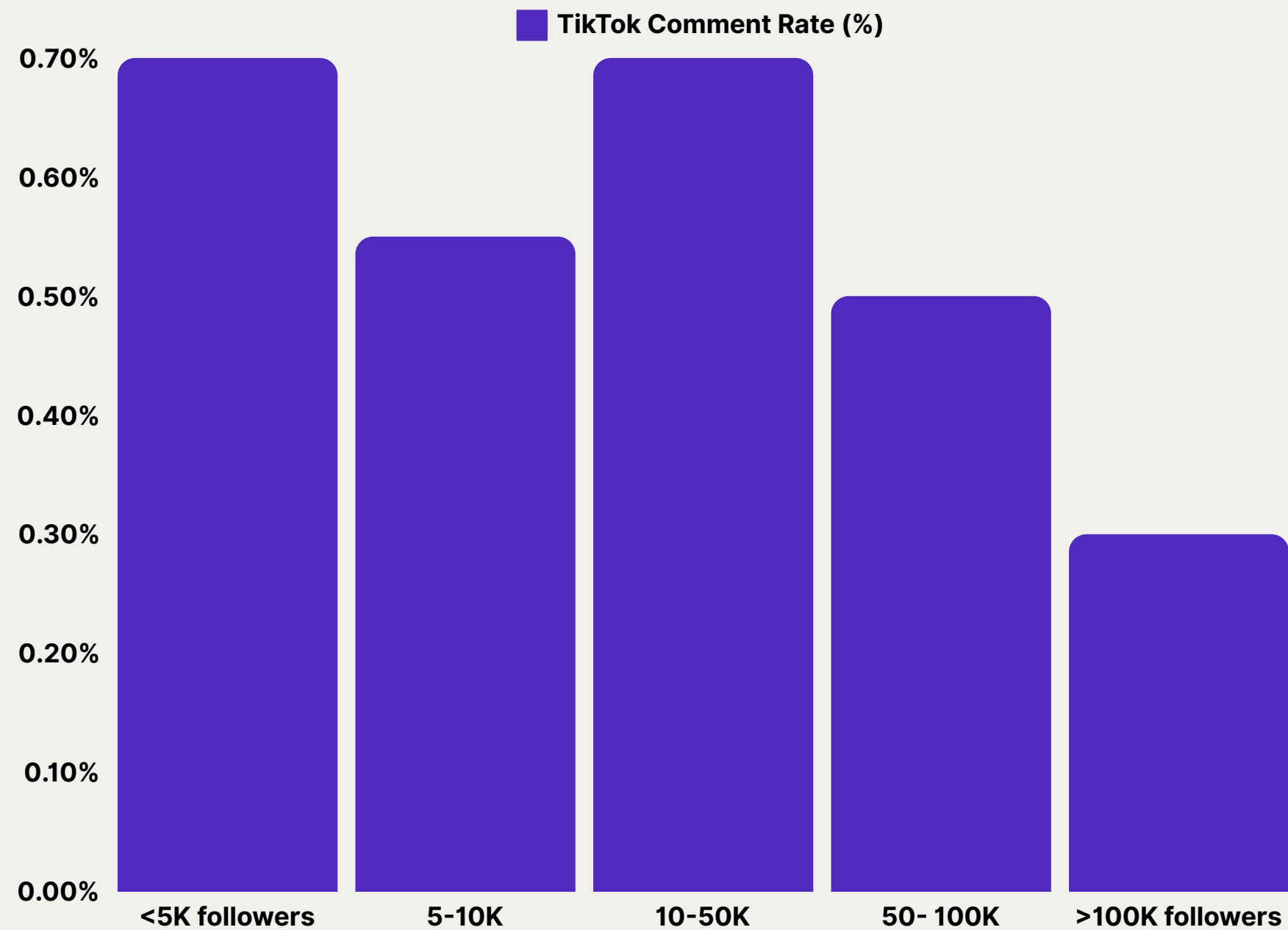
Engagement rates grows as the follower base grows as well.



TIKTOK LIKE RATE

5%

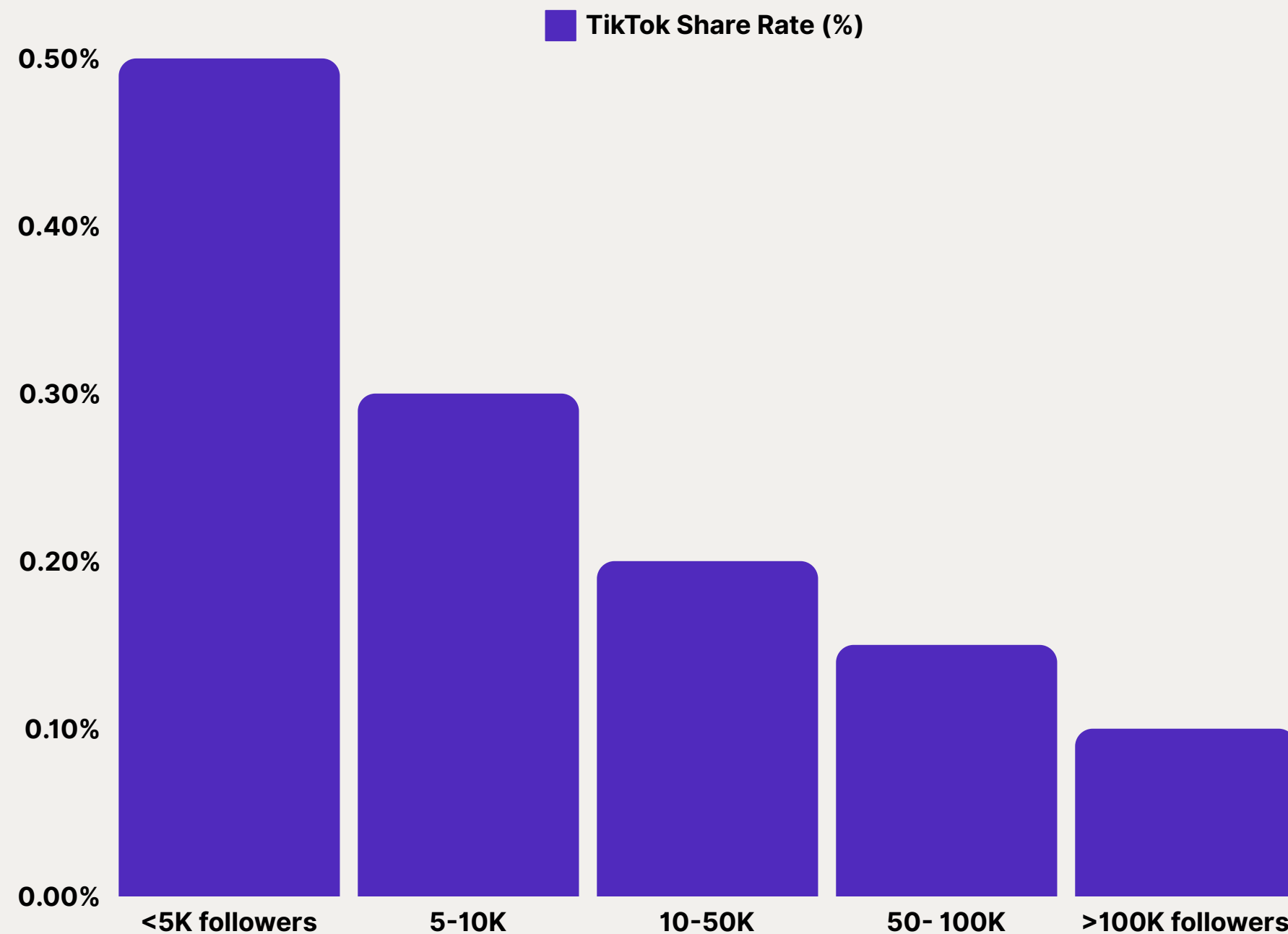
5% of the people that watch a TikTok video also press "Like"



TIKTOK COMMENT RATE

0.45%

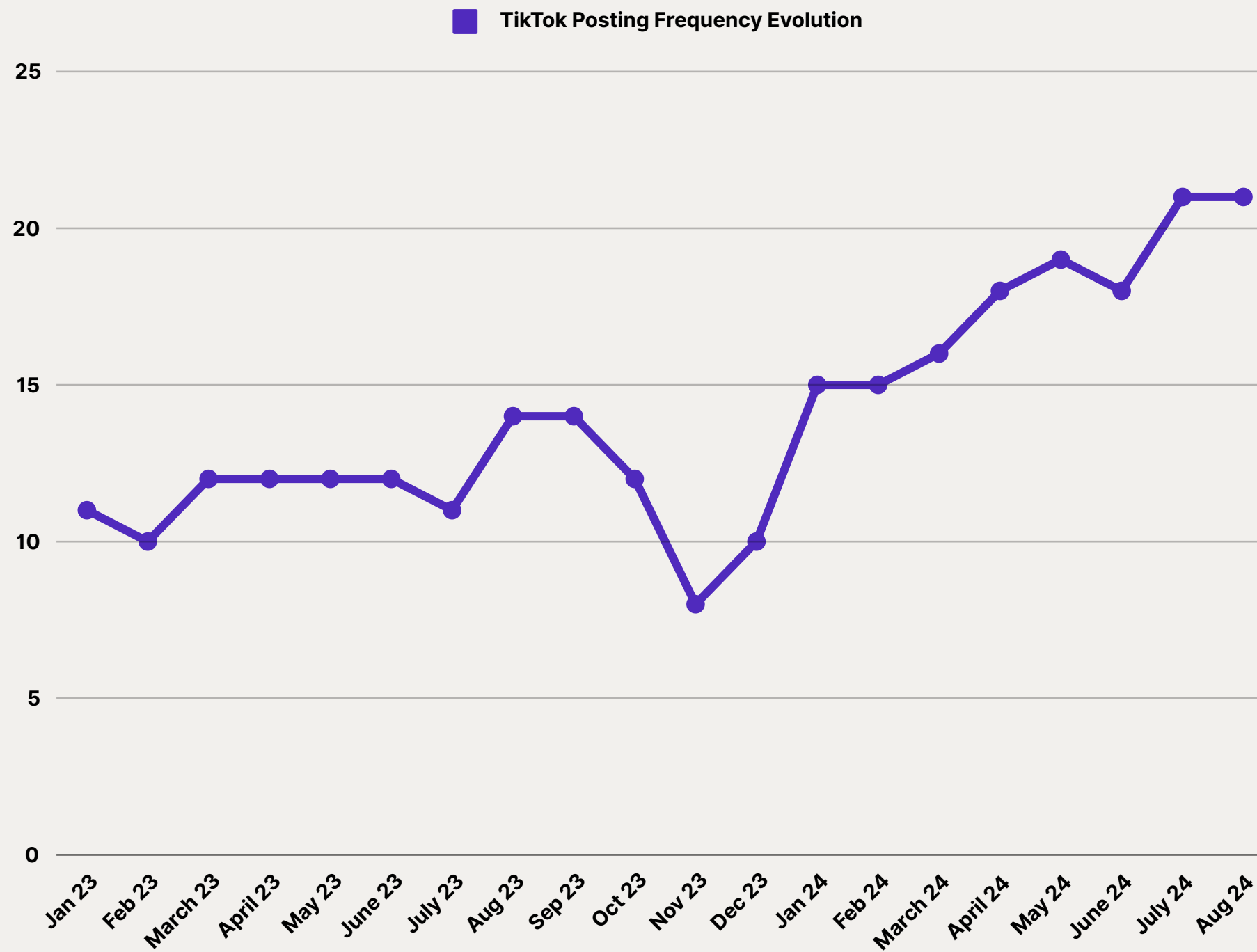
The smallest accounts get the highest comment rate.



TIKTOK SHARE RATE

0.20%

The smallest accounts get the highest number of shares.

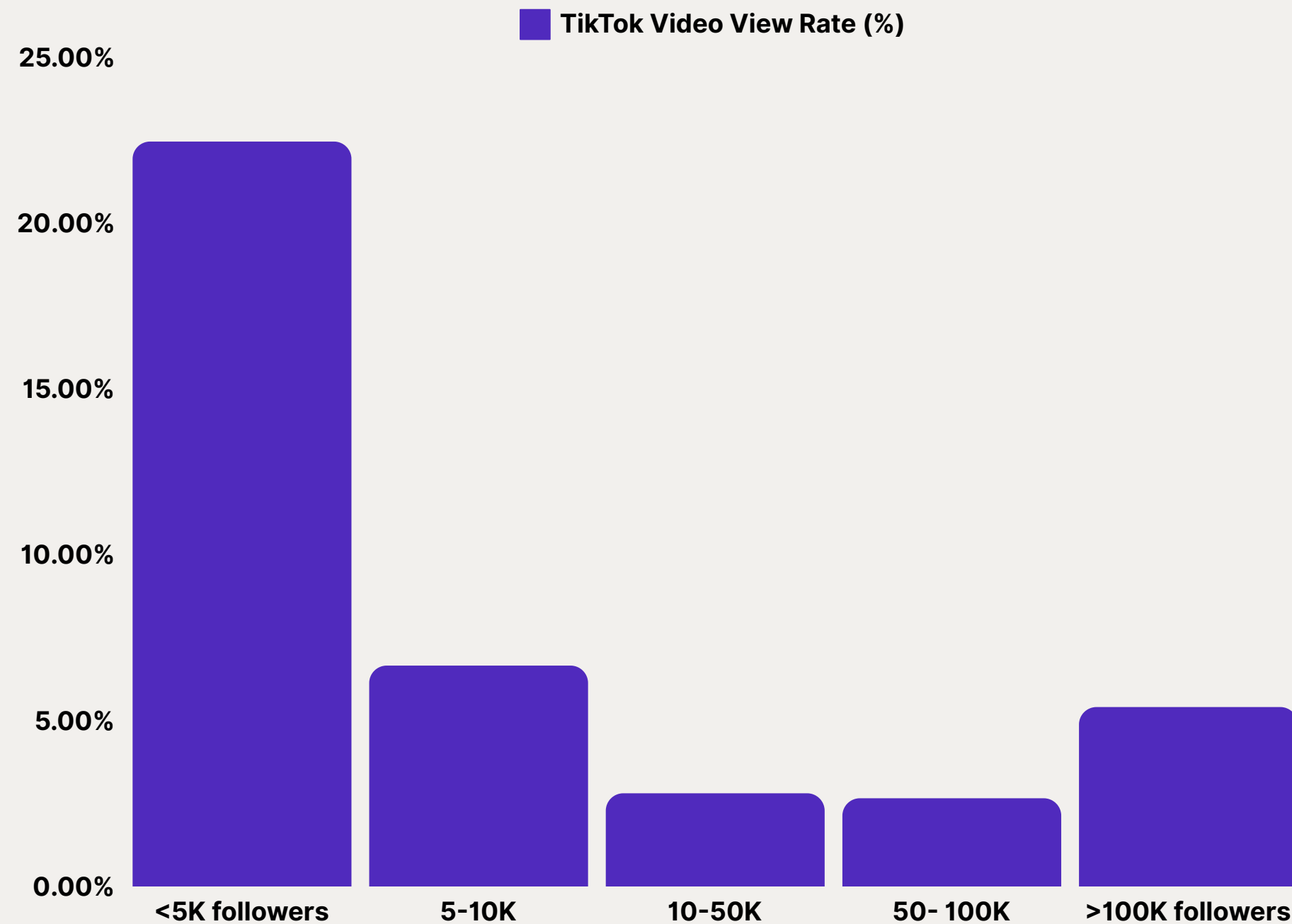


YOY TIKTOK POSTING FREQUENCY INCREASE

33%

On average, in 2024, brands post 21 TikTok videos per month.

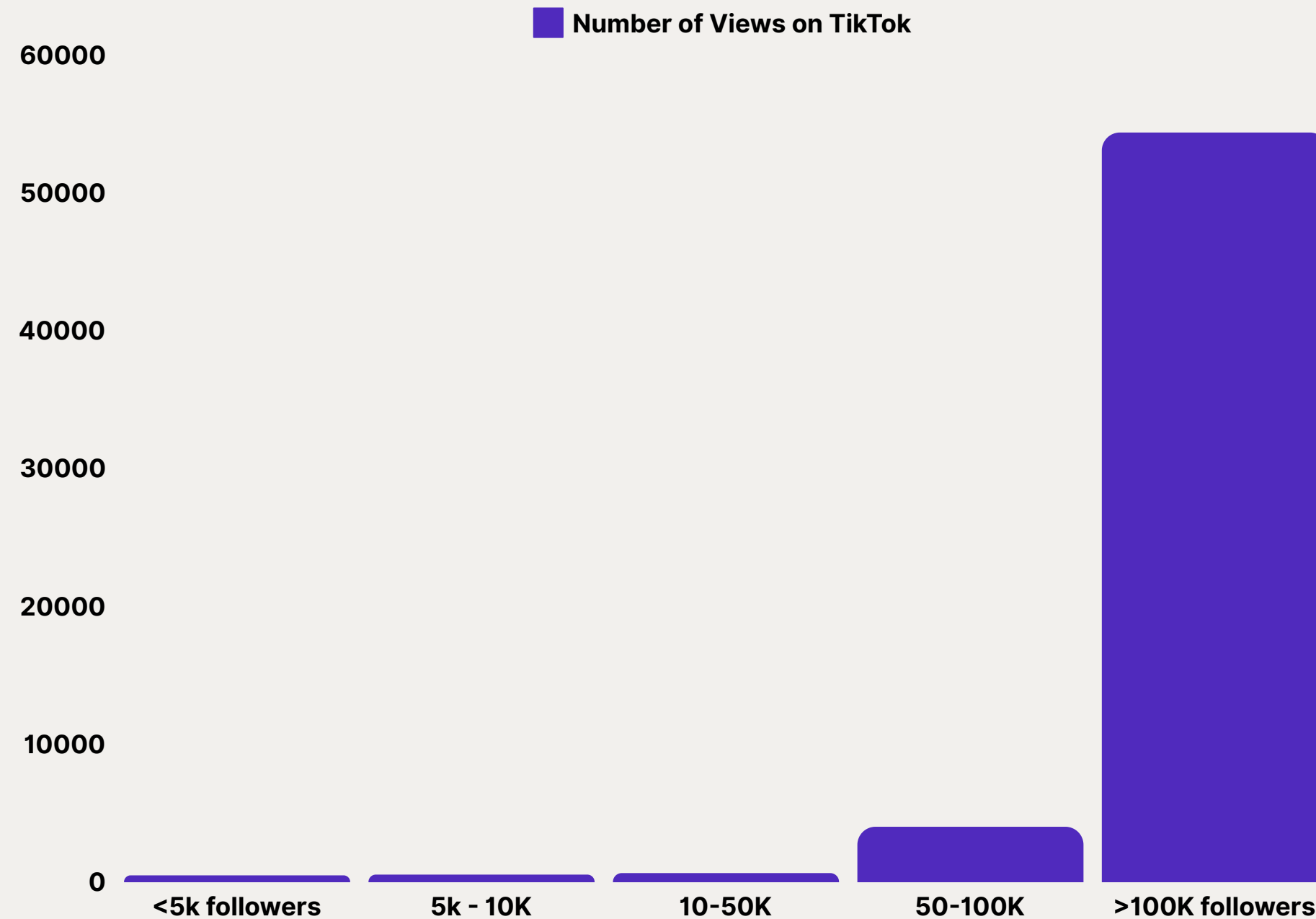
TIMEFRAME: JANUARY 2023 - AUGUST 2024
SAMPLE: SOCIALINSIDER DATA — WORLDWIDE



TIKTOK VIDEO VIEW RATE FOR SMALL PROFILES

22.45%

Smaller profile's followers watch more of a brand's content.



AVERAGE TIKTOK VIEWS FOR LARGE PROFILES

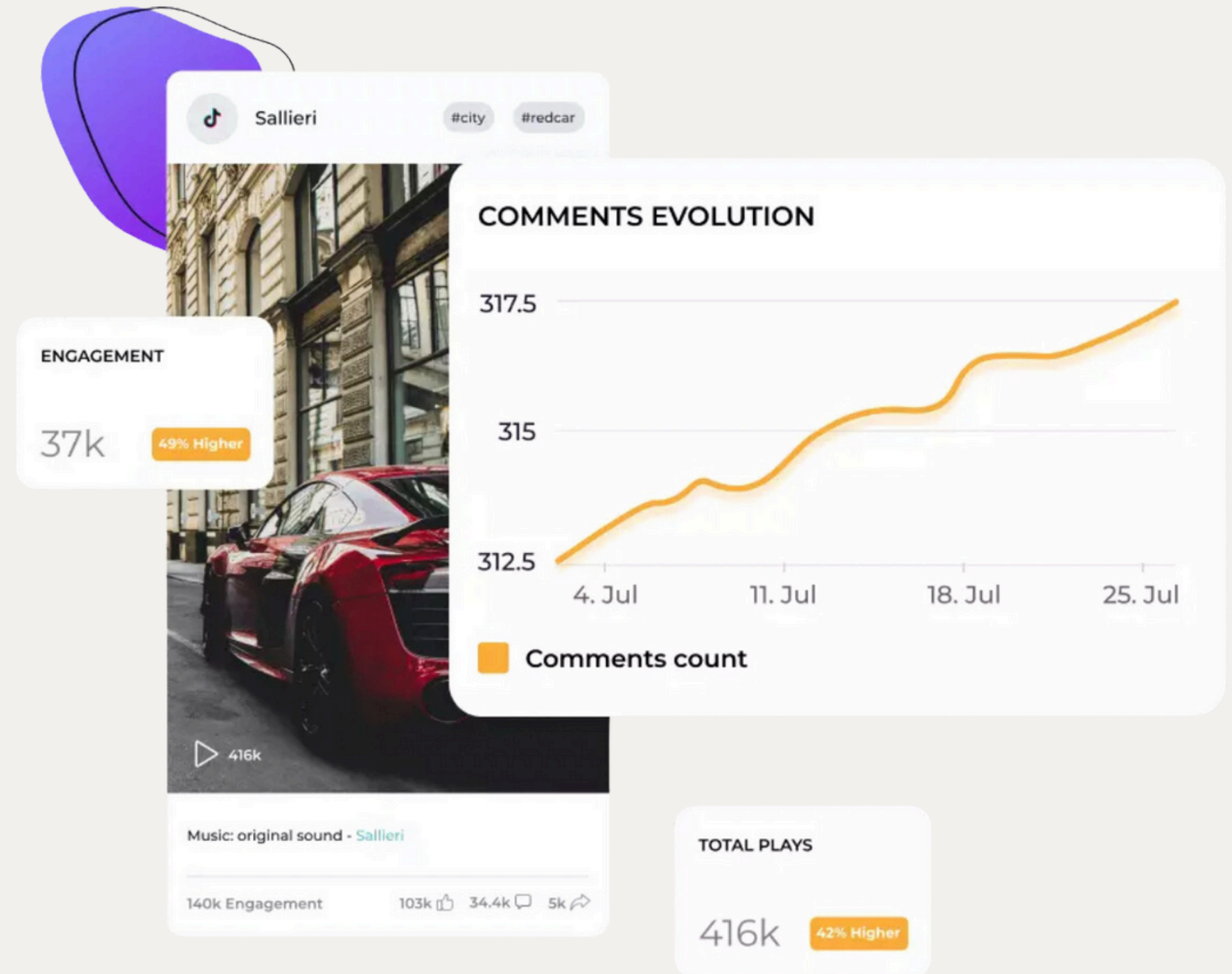
60K

Accounts with a larger follower base get more views.

ANALYZE YOUR TIKTOK PERFORMANCE

Keep track of your Tiktok posts and campaign's KPIs with Socialinsider!

Start a 14-day FREE trial



METHODOLOGY

AVERAGE ENGAGEMENT RATE PER POST

it is calculated by adding the total interactions of Tiktok posts (including like, comments and shares) divided by the number of views gained within the selected timeframe and multiplied by 100.

LIKE/ COMMENT/SHARE RATES

Like/comment/share rate: it is calculated by dividing the number of likes/comments/shares (depending on the case) to the total number of views gained within the specified timeframe and multiplied by 100 to get a percentage.

VIDEO VIEW RATE

It shows, as a percentage, how much of an account's video content its followers have viewed and it is calculated by dividing the number of views to the number of followers an account has and multiplied by 100.