

Module 10

# Completed Watch Percentage

## Module Overview

**C**ompleted watch percentage (or completed view rate) measures how many viewers watch your entire video. While related to retention, it's become a distinct and critical metric that algorithms use to gauge viewer satisfaction.

## Key Terms

### COMPLETED WATCH PERCENTAGE

The percentage of viewers who watch your video all the way to the end at least once.

### VIEWER SATISFACTION

How fulfilled viewers feel after consuming your content, signaling

quality to algorithms.

### PLATFORM PREFERENCES

Different completion rate expectations across platforms

like TikTok, Instagram, and YouTube.

### SWEET SPOT

Around 33% completion rate for videos 80-170 seconds long, indicating optimal engagement.

*This tells the algorithm your video is actually highly satisfying, and it's not getting people to drop off.*

## ACTION PLAN:

 Cut all fluff from the end of your videos

 Aim for 33% completion on 1:20-2:50 videos

 Keep TikTok videos over 15 seconds long

 Adjust strategy by platform (shorter for IG)

 Track completion rate changes after edits

## Key Takeaways

# Why Completion Matters

01

Platforms now prioritize videos that viewers finish watching over those with high average watch time. This prevents creators from gaming metrics with artificially long content.

- ◆ Signals viewer satisfaction to algorithms

- ◆ Prevents gaming the system with padded content

- ◆ Indicates content that delivers on its promise

## PRO TIP



The sweet spot is 33% completion for videos 80-170 seconds long. This signals high satisfaction while keeping content substantial.

TikTok: Aim for 60-170

- ◆ seconds with Creator Fund

Instagram: Can go as short as 5-7 seconds

- ◆ YouTube: Similar to TikTok, rewards completion

# Platform Differences

02

TikTok throttles videos under 15 seconds but rewards completion of longer (1min+) content. Instagram allows ultra-short content to perform well, sometimes just 3-5 seconds.

# Optimize Your Endings

03

The key to higher completion rates is tightening your script, especially at the end. Cut anything that comes after your main hook is resolved—no fluff, thank yous, or dead air.

- ◆ End immediately after delivering on promise

- ◆ Avoid outro segments that invite scrolling

- ◆ Consider cutting mid-sentence for extreme cases

Remember...

**END WHILE THEY'RE STILL HUNGRY**

The perfect video ends right when viewers get what they came for, not a moment later.