

Module 10

Completed Watch Percentage



Advanced Theory

Nuanced Hooks

Completed Watch Percentage

Module Overview

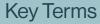
ompleted watch percentage (or completed view rate) measures how many viewers watch your entire video. While related to retention, it's become a distinct and critical metric that algorithms use to gauge viewer satisfaction.

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



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.

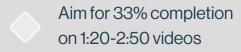
PLATFORM PREFERENCES

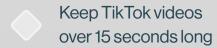
Different completion rate expectations across platforms

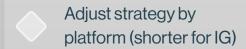
like TikTok, Instagram, and YouTube.

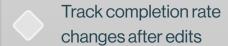


SWEET Around 33% completion rate for videos 80-170 seconds long, indicating optimal engagement.









Key Takeaways

Why Completion Matters

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
- o Indicates content that delivers on its promise

PRO TIP

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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

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

Optimize Your Endings

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

