TikTok Content Metrics in Measure

Content metrics measure the lifetime performance of posts that were published during the selected date range, including any new activity since the selected date range.

TikTok offers content metrics natively in the Content section of its Analytics tool. Many of these metrics are also available in Measure, in addition to metrics that aren't available natively.

In this article, learn more about TikTok content metrics and why Measure's results may differ from TikTok's native reporting.

Network rules

How much historical data is available for TikTok content metrics?

When you connect a TikTok channel for the first time, Measure will backfill all posts and their content metrics from the past 365 days.

How often are TikTok content metrics refreshed?

TikTok content metrics will receive their first data refresh 4 minutes after a post's publication.

TikTok content metrics will also receive a data refresh 4 minutes after each new engagement on the post. These refreshes will continue for up to 365 days.

Lifetime data collection for a TikTok post is complete at 365 days after publication..

Do TikTok content metrics include paid data?

TikTok content metrics will show all data, both paid and promoted, if the post had both distributions. If the post was an ad with no organic distributions, TikTok content metrics will show only paid data. Promoted posts will show a **Promoted** banner.

You do not need to connect an ad account to view paid TikTok content or its data.

Metrics rules

* = Metrics available in Measure but not natively

Metric	Definition	Post Types
"Following" video views	The lifetime number of video views on the post that originated from a user's "Follow" feed.	Video
"For you" video views	The lifetime number video views on the post that originated from a user's "For You" feed.	Video
"Hashtag" video views*	The lifetime number of video views on the post that originated from a hashtag search.	Video
"Profile" video views*	The lifetime number of video views on the post that originated from visits to your profile.	Video
"Search" video views*	The lifetime number of video views on the post that originated from a search in the "Discover" section.	Video
"Sound" video views*	The lifetime number of video views on the post that originated from a sound search.	Video
Average watch time	The lifetime average duration, in seconds, of a single video view.	Video
Comments	The lifetime number of comments on the post.	Video
Engagement rate	The ratio of the post's lifetime engagements to its lifetime impressions, represented as a percentage. **Formula**: (Engagements / Impressions) x 100	Video
Engagement rate (reach)*	The ratio of the post's lifetime engagements to its lifetime reach, represented as a percentage. **Formula**: (Engagements / Reach) x 100.	Video
Engagements*	The lifetime number of reactions, comments and shares on the post.	Video

Metric	Definition	Post Types
Full video watch rate avg.*	The lifetime average percentage of a post's video viewers who viewed the entire video.	Video
Impressions*	The lifetime number of views on the post. This metric is equivalent to video views for TikTok.	Video
Likes	The lifetime number of likes on the post.	Video
Reach	The lifetime number of people who viewed the post. This metric is equivalent to video viewers for TikTok. **Note**: TikTok data can take up to 48 hours.	Video
Reactions	The lifetime number of likes on the post.	Video
Shares	The lifetime number of shares on the post.	Video
Video frequency*	The ratio of a video post's lifetime impressions to its lifetime reach, represented as an average. **Formula**: Impressions / Reach	Video
Video length	The duration of a video post in minutes and seconds.	Video
Watch time	The lifetime amount of time, in minutes, the video post was played.	Video
Video viewers	The lifetime number of people who viewed a video post. The video must play for at least one frame. This metric is equivalent to reach for TikTok.	Video
Video views	The lifetime number of views on a video post. The video must play for at least one frame.	Video

Metric	Definition	Post Types
	This metric is equivalent to impressions for TikTok.	
Weighted engagement rate*	The ratio of the post's lifetime impressions to its lifetime weighted engagements, represented as a percentage. **Formula**: (Reactions + (Comments x 2) + (Shares x 3)) / Video views) x 100	Video