

## TikTok Channel Metrics in Measure

[Channel metrics](#) measure the performance of your entire channel during the selected date range, including any new activity on posts published before the selected date range.

TikTok offers channel metrics natively in the Overview, Viewers, and Followers sections of its [Analytics](#) tool. Many of these metrics are also available in Measure, as well as additional metrics that aren't available natively.

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

### Network rules

How much historical data is available for TikTok channel metrics?

When you connect a TikTok channel for the first time, [Measure will backfill](#) all channel metrics from the past 60 days except for the following:

- Fans
- Fans by gender
- Fans by country

How often are TikTok channel metrics refreshed?

TikTok channel metrics receive a [data refresh](#) once every 24 hours at 7AM UTC.

Do TikTok channel metrics include paid data?

All TikTok channel metrics will show a combined total of paid and organic data that cannot be broken down.

You do not need to connect an ad account to view paid TikTok channel data.

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### Metrics rules

\* = Metrics available in Measure but not natively

Metric	Definition	Widgets
Channel profile views	The number of times people viewed your profile during the selected date range.	Key Metrics, Chann Comparison, Time

Metric	Definition	Widgets
		Series, Network Comparison
Comments	The number of new comments on your posts during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Engagement rate*	The ratio of engagements to impressions during the selected date range, represented as a percentage.  <b>Formula:</b> $((\text{Reactions} + \text{Comments} + \text{Shares}) / \text{Impressions}) \times 100$	Key Metrics, Channel Comparison, Time Series, Network Comparison
Engagements*	The number of new reactions, comments, and shares on your posts during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Fans	The number of people who followed your channel as of the selected end date.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Fans by Country	The number of people who followed your channel as of the selected end date, broken down by country of origin.	Geographics
Fans by Gender	The number of people who followed your channel as of the selected end date, broken down by gender.	Demographics
Fans Online by Hour	The times of day that your channel's fans are most active on TikTok, broken down by hour (UTC).	Breakdown

Metric	Definition	Widgets
Net new fans	<p>The difference between fans lost and fans gained during the selected date range.</p> <p>This metric will be a negative number if you lost more fans than you gained.</p>	Key Metrics, Channel Comparison, Time Series, Network Comparison
Reactions	The number of new likes on your posts during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Shared	The number of times people shared your posts during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Video views (3s)	<p>The number of times people viewed your videos during the selected date range. Videos must play for at least 3 seconds.</p> <p>This metric is TikTok's equivalent to impressions.</p>	Key Metrics, Channel Comparison, Time Series, Network Comparison