



TikTok analytics checklist for 2025

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1. Set up and access

- ☐ Switch to **Creator** or **Business** account.
- ☐ Post at least 1 public video to unlock analytics.
- ☐ On mobile: Menu (≡) → Creator Tools / Business Suite → Analytics.
- ☐ On desktop: TikTok Studio or Business Suite → Analytics.

2. Core metrics to track

- ☐ **Video Views** – Baseline reach.
- ☐ **Engagement** – Likes, comments, shares.
- ☐ **Profile Views** – Shows curiosity & intent.
- ☐ **Follower Growth** – Track over time.
- ☐ **Total Play Time & Avg Watch Time** – Hook strength & pacing.
- ☐ **Completion Rate** – Retention quality.
- ☐ **Traffic Sources** – For You, Following, search, etc.
- ☐ **Audience Territories & Demographics** – Market targeting.
- ☐ **Active Times** – Post when audience is online.



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3. LIVE metrics (if you go LIVE)

- ☐ Duration & Peak Viewers.
- ☐ Likes & Diamonds earned.
- ☐ Follower gains during live.

4. Business account extras

- ☐ Link Taps & Website Clicks.
- ☐ Conversions (via TikTok Pixel).
- ☐ Audience Overlap with ads.
- ☐ Paid Metrics:
 - ☐ CTR: Aim for 1–3% (TopView/Brand Takeover: 7–16%).
 - ☐ CVR: 2–5% healthy range.
 - ☐ CPC: \$0.50–\$1.00 average.
 - ☐ CPM: \$3–\$10 average.
 - ☐ ROAS: 1.4–1.7x baseline, 2–3x strong.



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5. Optimize and improve

- ☐ Compare top videos – hooks, sounds, timing.
- ☐ Post during peak audience times.
- ☐ Adjust content if watch time drops early.
- ☐ Use trending sounds & hashtags from TikTok Creative Center.
- ☐ Pair organic & paid data to see full funnel impact.

6. Reporting

- ☐ Export from TikTok Studio or Business Suite.
- ☐ Include KPIs, trends, top posts, and audience insights.
- ☐ Use visuals: charts, heatmaps, thumbnails.
- ☐ Always add action items (what to do next).