**How To See How Well You Are Doing With TikTok Analytics**

When you are marketing on TikTok it is essential that you monitor your performance regularly so that you can make changes to your strategy. If you don’t do this then you have no way of knowing if what you are doing is working or not.

Fortunately TikTok has created a very useful analytics package that you can use to identify all of your important numbers. Success with TikTok marketing is all about engagement and the analytics package will show you how well you are doing in this regard. The analytics on TikTok are a bit basic at the moment but they will certainly improve as the platform grows.

**Change to a Pro Account**

If you have a normal TikTok user account you will need to change this to a Pro account so that you can use the analytics package. This is really simple to do and will not cost you anything. The analytics will provide you with some great insights so this is definitely worth doing.

All you need to do to convert to a Pro account is go to your profile page and then in the settings tap on “Manage My Account”. This automatically takes you to another screen where you will find the “Switch to Pro Account” link. Tap on this and you will then need to choose the most relevant category for your TikTok account.

TikTok will then want you to enter your mobile phone number so that they can send you a verification code via SMS. When you receive this code simply enter it into the form provided and you are now a Pro account user.

When you first create your TikTok account we recommend that you switch to a Pro account immediately. The reason for this is that the analytics system will not record any of your data until you are a Pro user.

**Analytics Categories**

After switching to a Pro account on TikTok you will see an “Analytics” option in your profile settings. When you tap on this you will see your analytics dashboard. If your account is new you will need to wait a few days for data to build up and display metrics for you.

Within your TikTok analytics dashboard you will see 3 categories that you can look at. These are:

1. Your profile overview
2. Content insights
3. Follower insights

There are tabs available for each of these at the top of the screen. When you tap on them you will see more detail and can perform a deep dive into the numbers.

**Your Profile Overview**

Here you can see how well your TikTok profile is generally performing. The screen displays total profile views, total video views and total followers. You will see the video views first and you can choose to look at these over a 7 day or 28 day period. There is a daily breakdown for most of the analytics.

Next up you can see your profile views and then after this your follower count.

**Content Insights**

Here you can find some very useful metrics for every one of your video posts. The metrics are:

* Total hearts (likes) for the post
* Total comments for the post
* Total shares for the post
* Total video play time
* Total video views
* The Average watch time
* Sources of traffic
* Audience territories

You will see the audience territories broken down to country level such as United States, United Kingdom etc.

**Follower Insights**

Here you receive a top level view of your audience demographics. You will see audience numbers per country in percentage format and a breakdown by gender.