



2022 TikTok Benchmark Report

THE ULTIMATE GUIDE TO TIKTOK METRICS

Data set includes

1,200
HANDLES

IN 2022 BETWEEN THE MONTHS OF

JAN

FEB

MAR

APR

COMPRISING

73K
VIDEOS

20.4B
VIEWS

The Metrics: Definitions

Engagement Rate by Follower

The average number of engagements per follower on a per-video basis.

Engagement Rate per View

The average number of engagements per view.

Engagement Total

The total number of interactions (likes, comments, and shares) on videos.

Hashtags per Video

The average number of hashtags on a per-video basis.

Monthly Follower Growth Rate

The average monthly growth rate over the report period.

Videos with Mentions

The percentage of a brand's videos that include at least one mention of another account.

Videos per Week

The average number of videos a brand publishes per week.

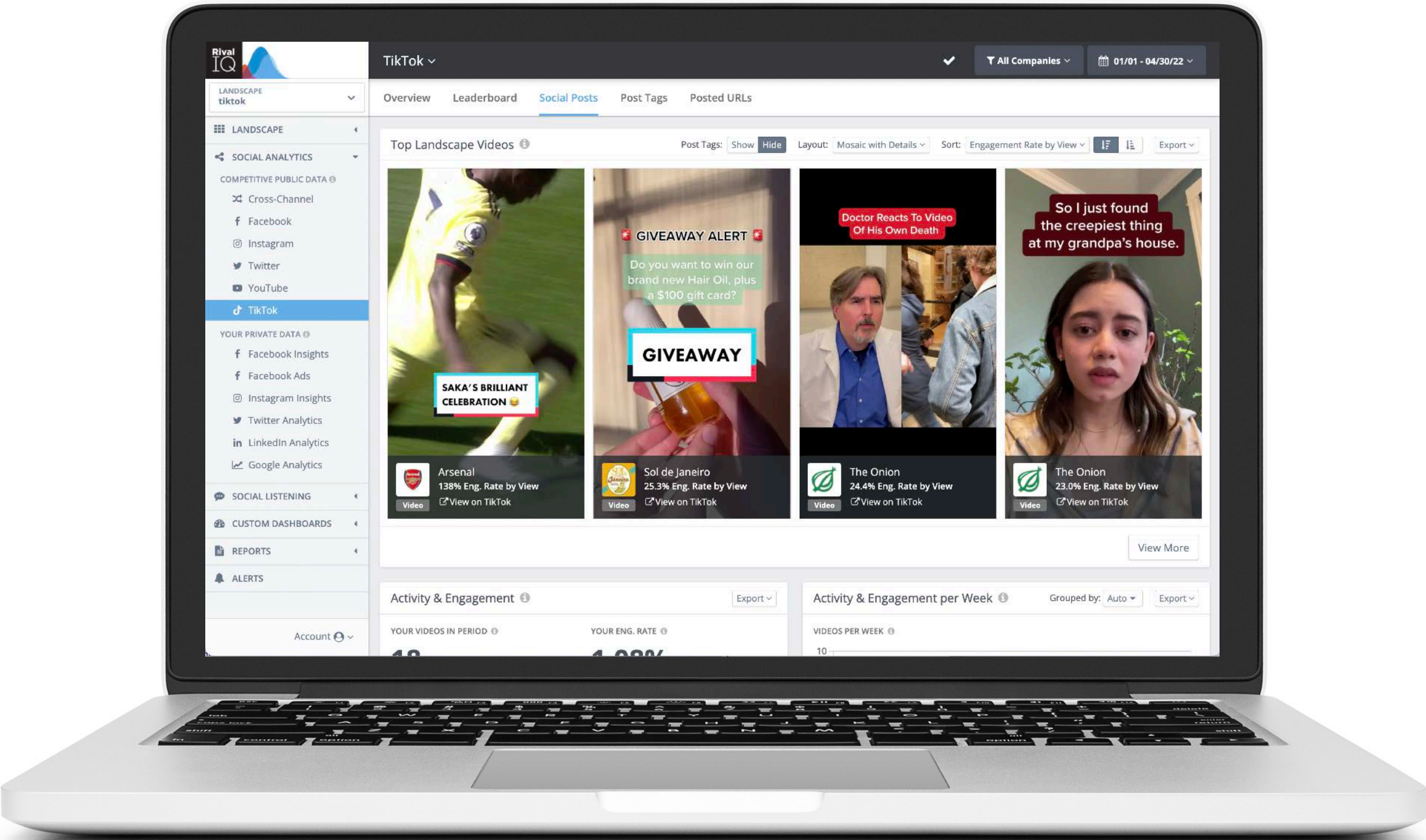
Views per Follower

The average number of views per follower on a per-video basis.

Using Rival IQ to supercharge your TikTok

Track and measure your TikTok performance inside Rival IQ alongside all your other social metrics.

GET YOUR FREE TRIAL





Key Findings

Key Findings and Takeaways



TikTok is out-engaging other channels.

Median brands are earning an average eng. rate per follower of 4.1% on TikTok, which is 6x Instagram and way, way more than Facebook and Twitter.



Health & Beauty, Higher Ed, and Sports Teams dominate.

These industries are consistently at the top of the pack across other social channels we study, so it's not too surprising that their content is engaging fans on TikTok too.



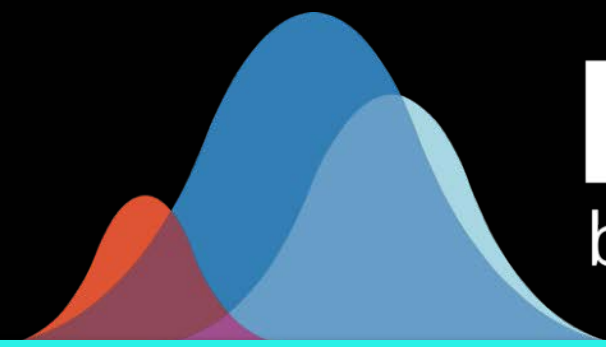
Mentions matter.

Brands are seeing an engagement boost when they include mentions in their videos, and you can bet those mentions are helping with follower growth as well.



Brands are producing less content for TikTok than for other channels.

With the average brand posting just 1.8 videos per week, it's clear that brands are still ramping up posting on TikTok.



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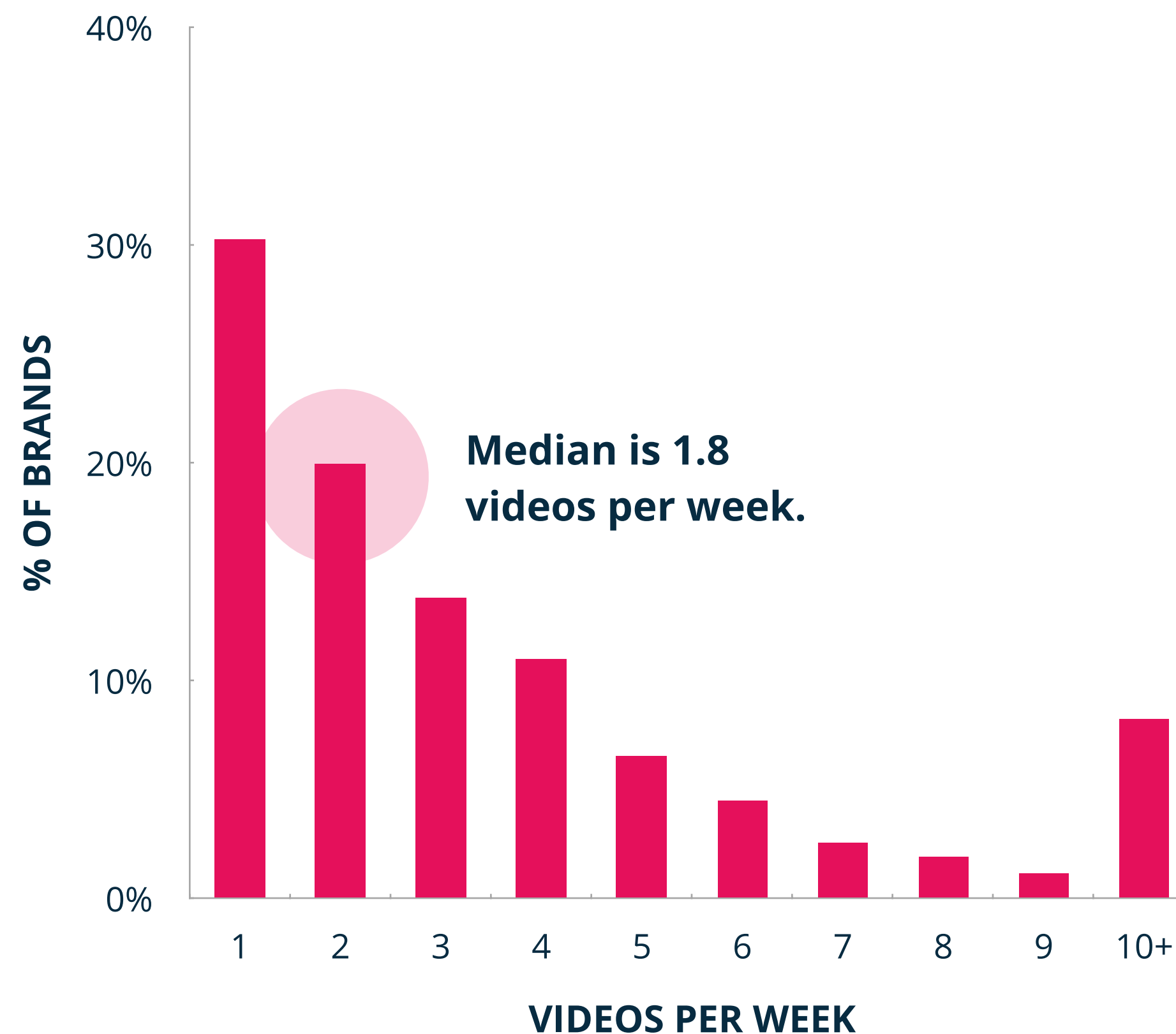
Videos per Week

Videos per Week: Distribution

The average number of videos a brand publishes per week.

The average brand in this study publishes about 1.8 videos per week, or about 8 per month.

- The top 25% most active brands published videos at least 5 times per week on average.
- A full 30% of brands publish less than once a week.



RIVAL IQ INSIGHT

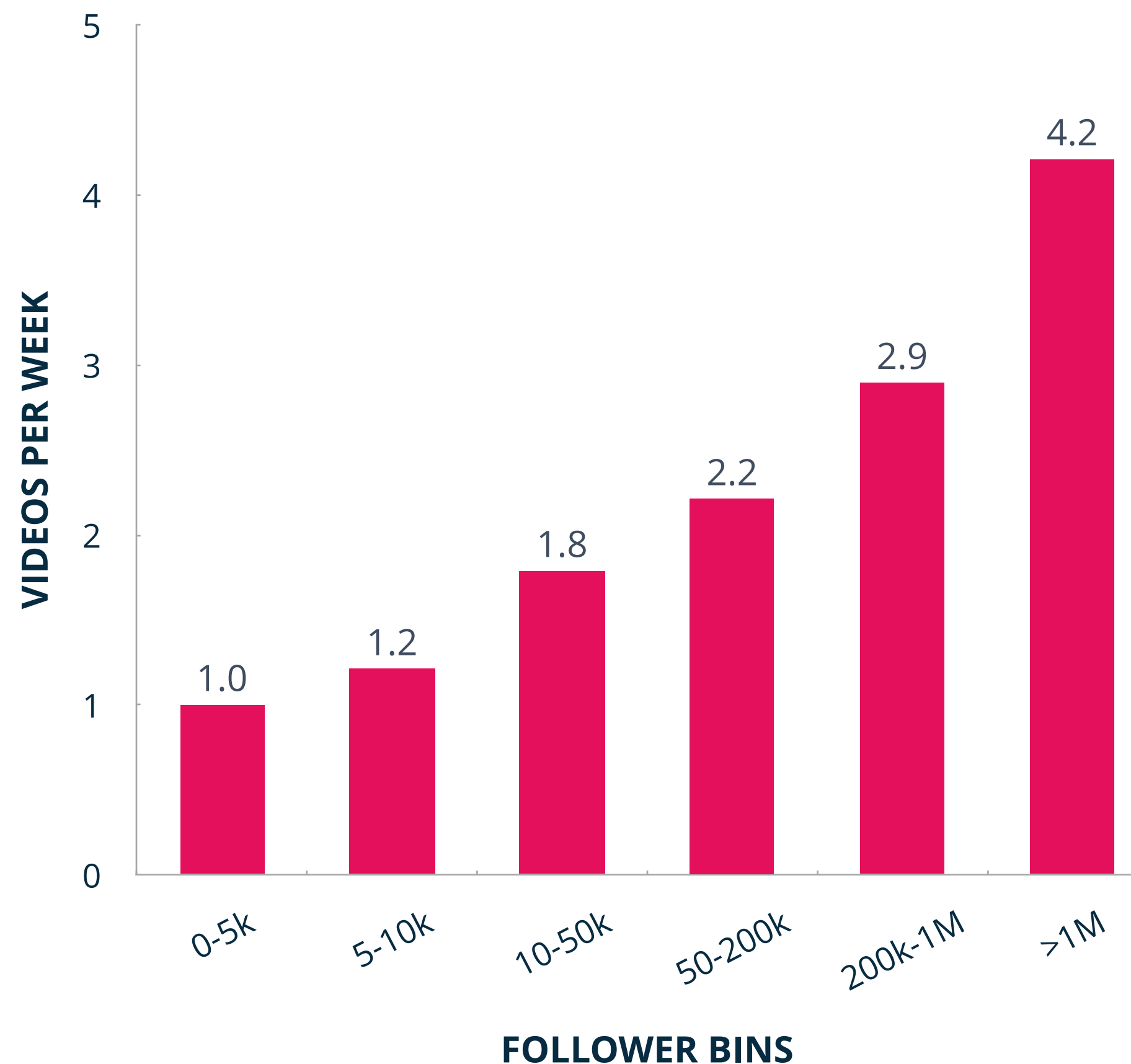
Creating compelling videos for TikTok is definitely an investment for brands. The median posting frequency here is about 2.5x lower than what we see for Instagram posts in our annual social media benchmark report.

Videos per Week: Account Size

The average number of videos a brand publishes per week.

The larger your account, the more likely you are to publish more frequently.

- The smallest bin we studied (1K-5K followers) averaged about 1 video per week.
- Accounts with 1M+ followers post 3 or more times per week.



RIVAL IQ INSIGHT

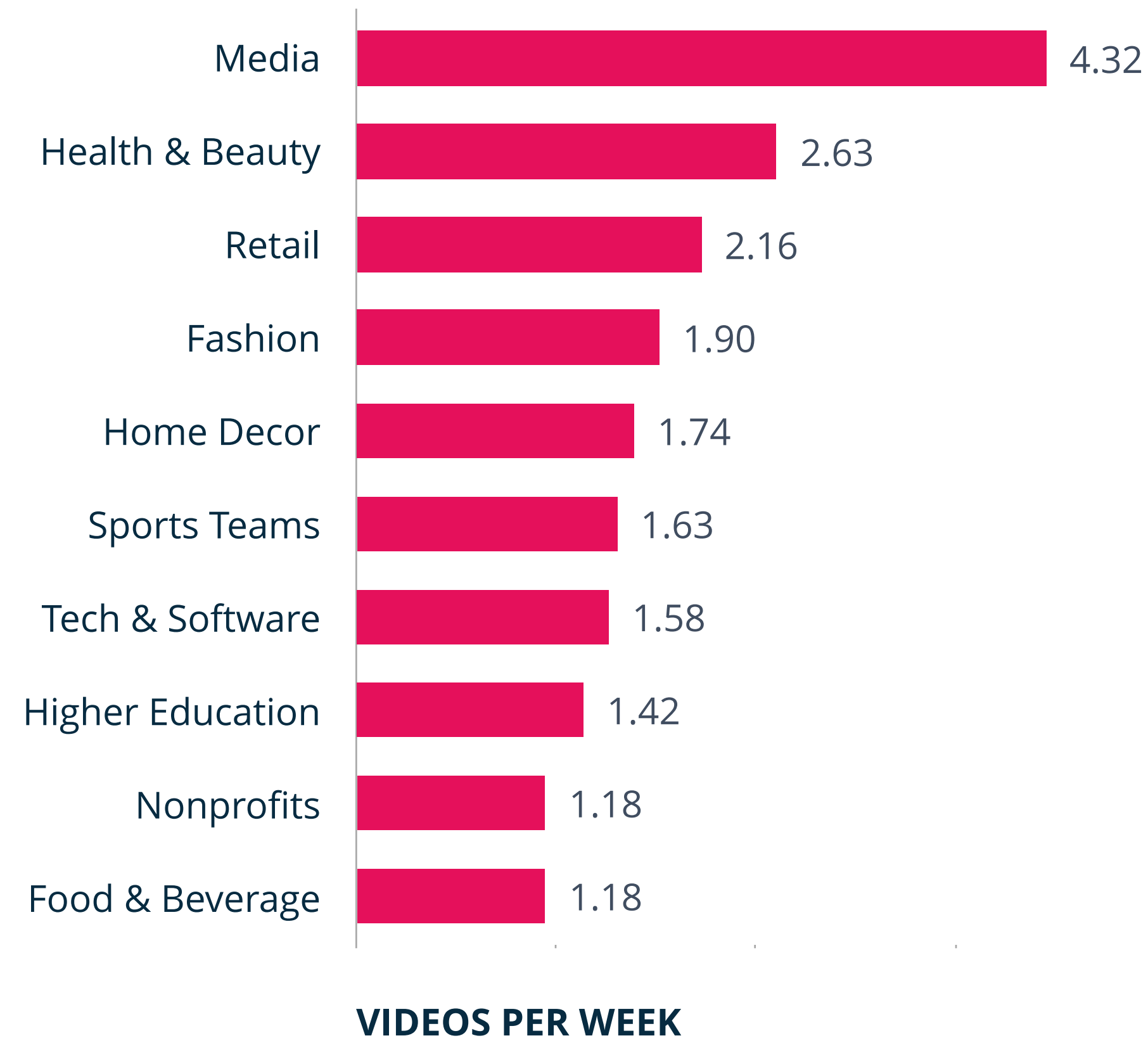
It's not surprising to see this correlation between follower count and posting frequency. Of course, having more followers doesn't make you post more. Rather, accounts that consistently post a higher volume of quality videos are going to grow their accounts. As they grow, we see the investment in posting grow along with it.

Videos per Week: Industries

The average number of videos a brand publishes per week.

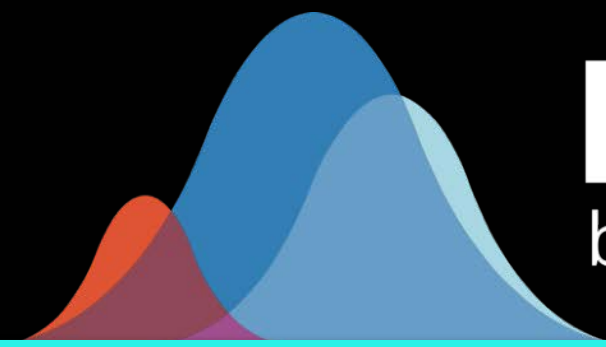
There's a wide range of frequencies as we examine posting behavior by industry.

- Media brands top the charts with the average brand posting more than four times per week.
- The least active industries, Nonprofits and Food & Beverage, publish slightly more than once a week (about five videos per month).



RIVAL IQ INSIGHT

Media and Health & Beauty live near the top of the list on every channel we study, so their TikTok frequency is no surprise. The same can be said for the lower posting frequencies of Higher Education and Food & Beverage. One notable deviation is Nonprofits; their investment on TikTok is relatively low compared with their posting on Instagram.

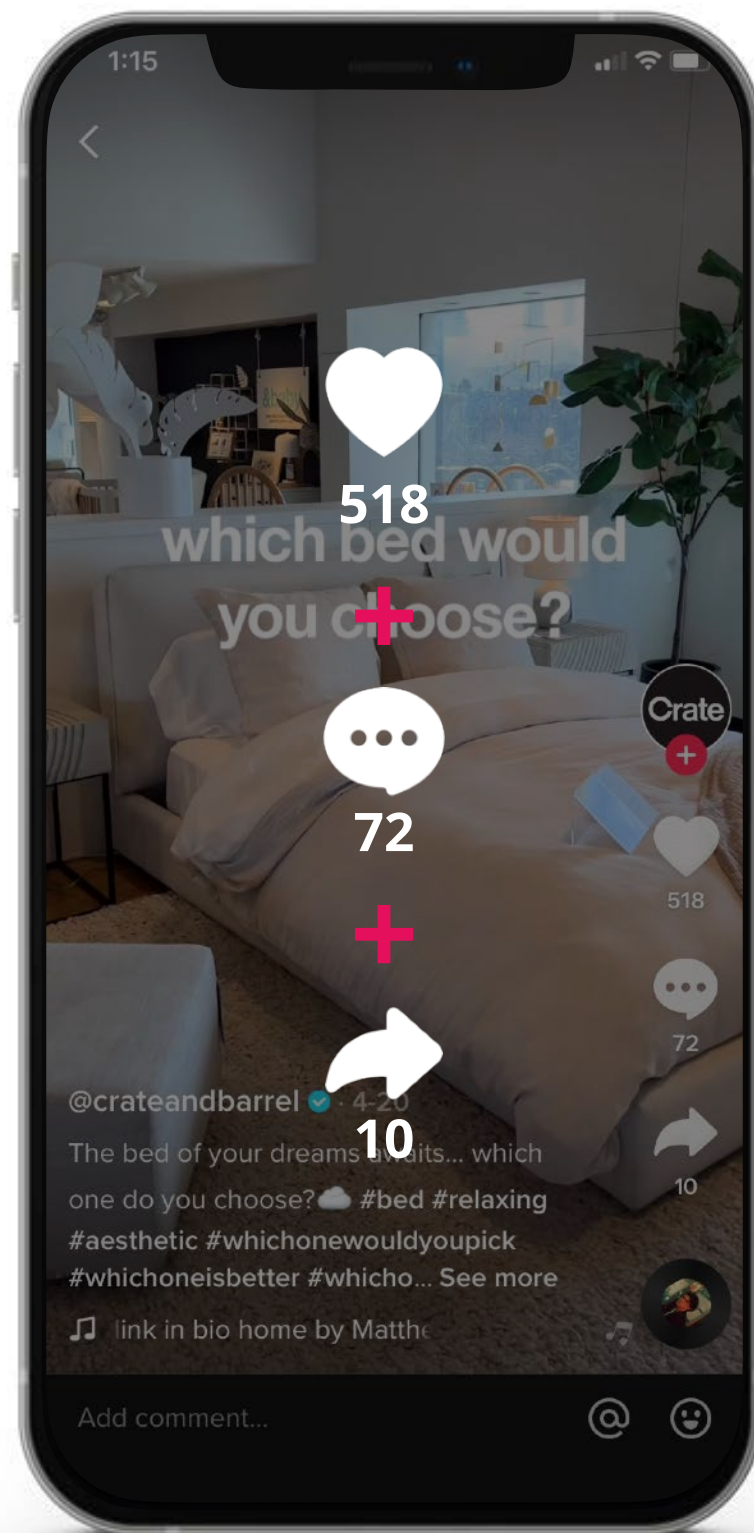


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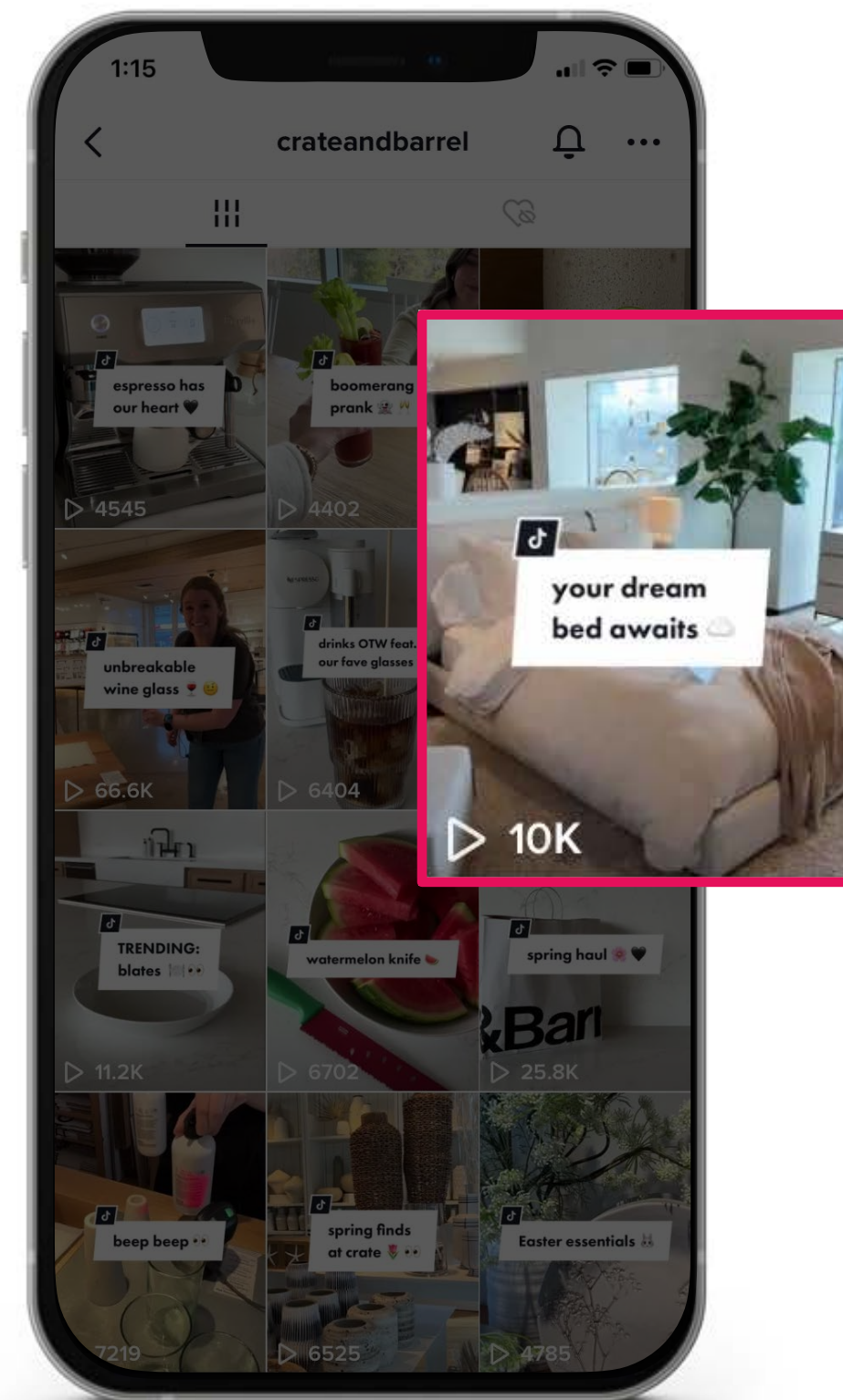
Engagement Rate by View

What is Engagement Rate by View?

The average number of engagements per view.



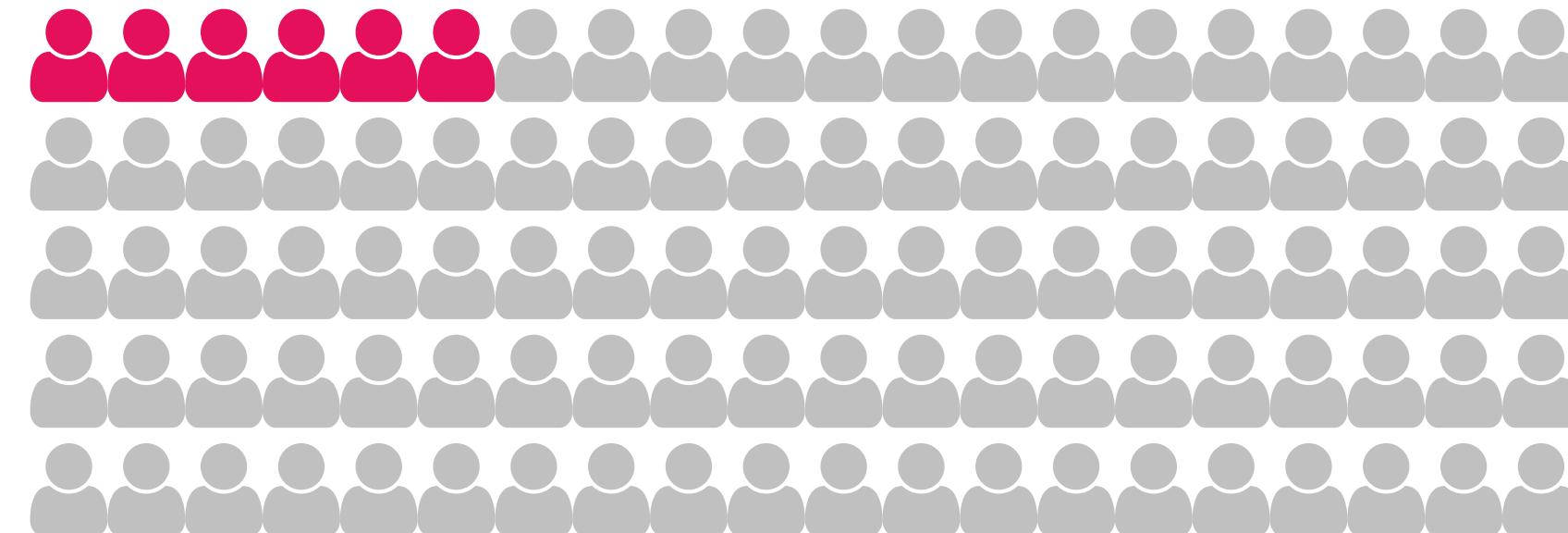
600 ENGAGEMENTS



10,000 VIEWS

This is what a 6% engagement rate per view looks like.

$$600 \text{ ENGAGEMENTS} \div 10,000 \text{ VIEWS}$$

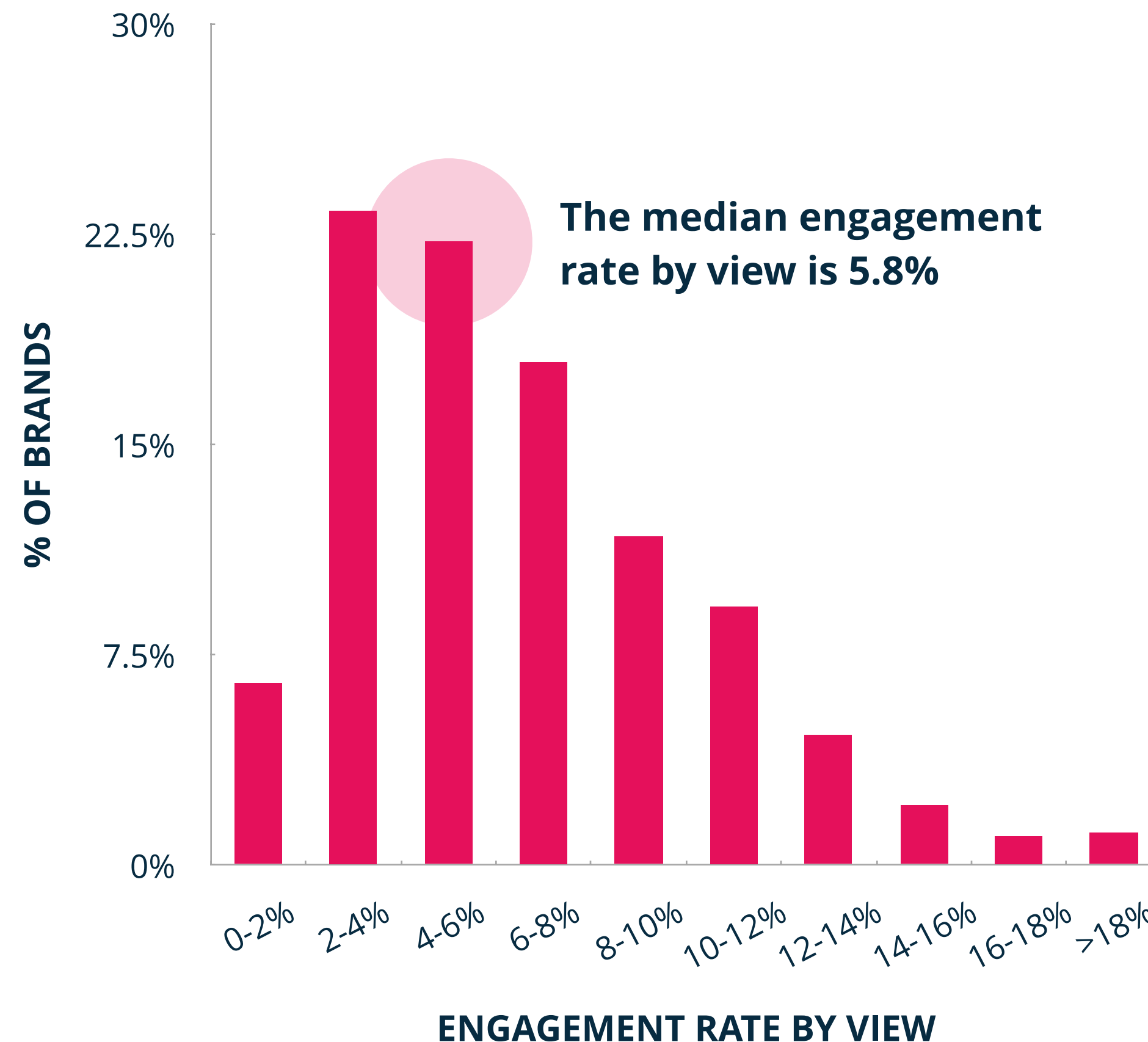


Engagement Rate by View: Distribution

The average number of engagements per view.

The average brand in our study earns an engagement rate by view of 5.8%.

- Only about 20% brands earn double-digit percentages for engagement rate by view.
- Low engagement rates by view are an indication that boosting is a substantial part of the reach for a video. About 7% of brands average less than 2% across all their videos, suggesting they're boosting an appreciable portion of their videos.



RIVAL IQ INSIGHT

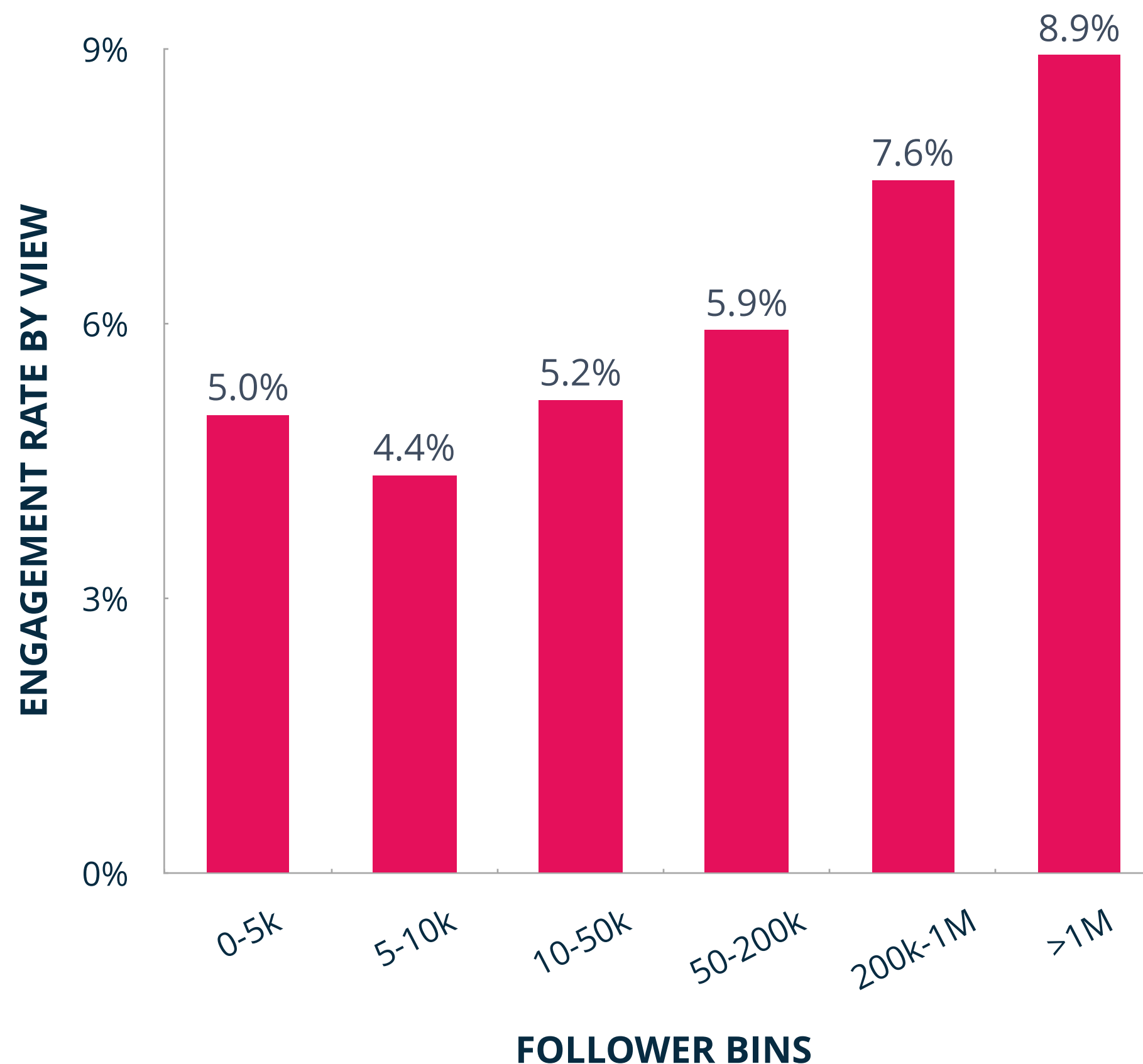
Engagement rate by view is a roughly comparable metric to engagement per impression that we see on other platforms like Instagram. In our most recent Instagram report, we noted that brands have been consistently earning 5.5% engagement per impression.

Engagement Rate by View: Account Size

The average number of engagements per view.

Starting with accounts larger than 50K followers, we see an upward trend in the average engagement rate by view.

- Brands with 200K-1M followers have an average of 7.6% eng. rate per view, almost 46% higher than brands in the 10K - 50K range.
- The largest accounts, with more than 1M followers each, are reaching an engagement per view of almost 9%.



RIVAL IQ INSIGHT

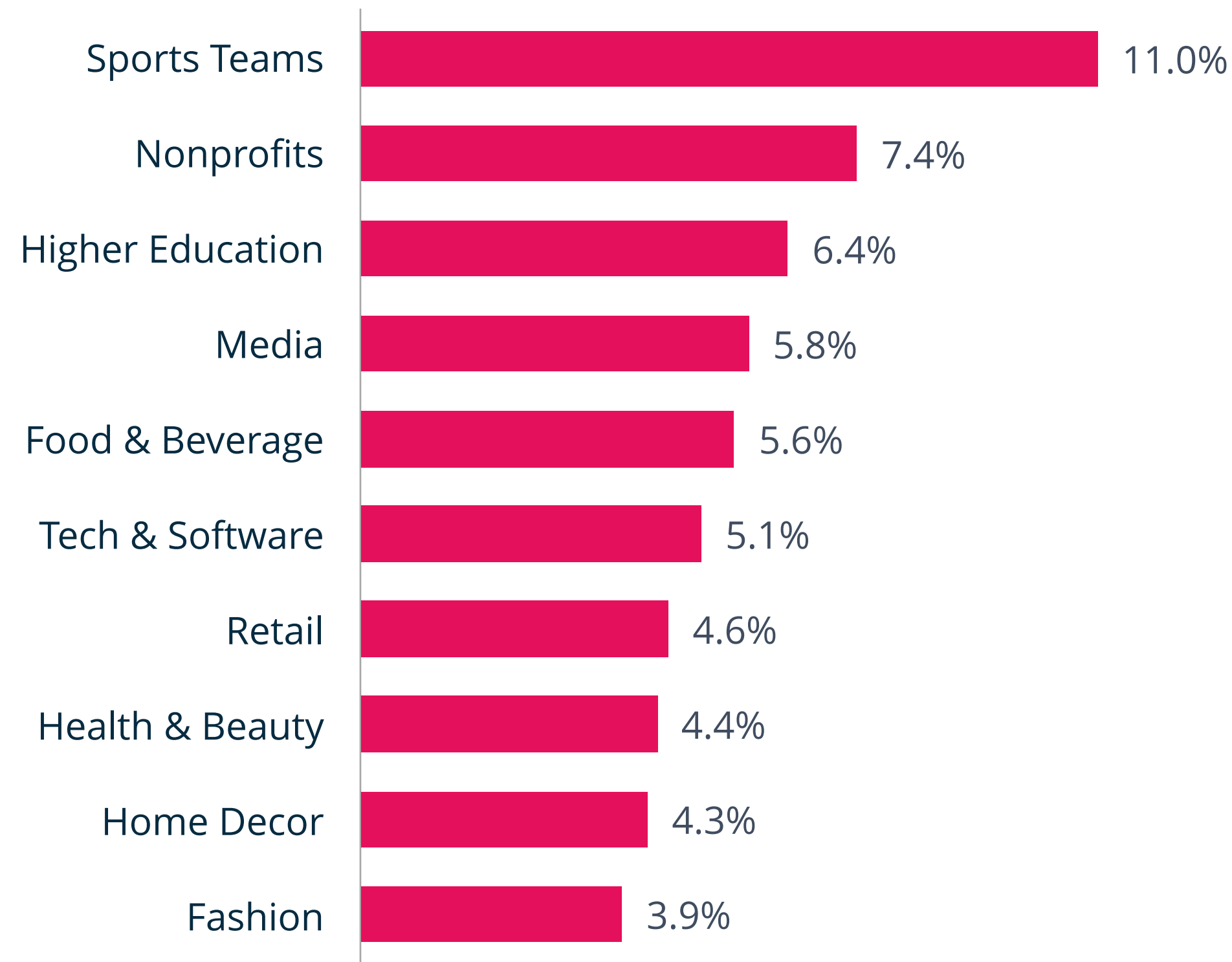
Given the strong role that the FYP algorithm plays in the world of TikTok, it isn't surprising to see a positive correlation between account size and engagement rate by view. Brands with large followings didn't get that way by creating mediocre content. Consistently producing high-engagement videos is a sure way to grow your following.

Engagement Rate by View: Industries

The average number of engagements per view by industry.

Sports Teams, Nonprofits, and Higher Ed top the list when it comes to highly engaging content.

- The Sports Teams in this report average an eye-popping 11% engagement rate by view.
- On the low end, Health & Beauty, Home Decor, and Fashion brands are all below the report-wide average of 5.8%.



ENGAGEMENT RATE BY VIEW

RIVAL IQ INSIGHT

As we see in other industry-level studies we've done in the past, Sports Teams, Nonprofits, and Higher Ed gather relatively high engagement from fans. For each of these industries, viewers are passionate about their team, school, or causes much more than they are for their favorite brands.

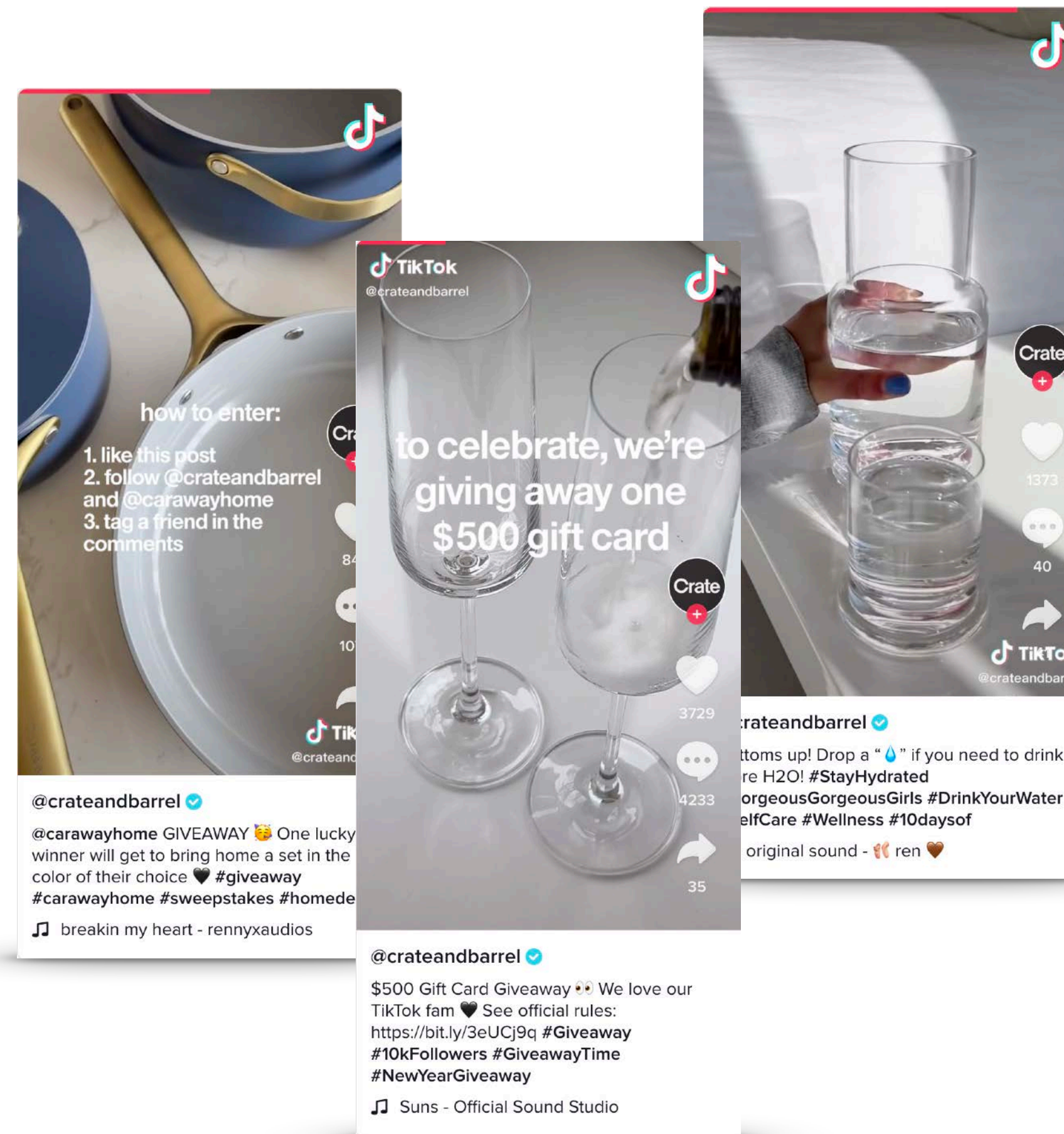


BENCHMARK PERFORMER: ENGAGEMENT RATE BY VIEW

Crate and Barrel

Crate and Barrel saw average engagement rates by view around 5.52% on TikTok this year with a tons of videos focused on showing off their extensive product catalogue. With so many home decor products going viral and selling out on TikTok, this strategy makes sense, but didn't yield consistently high engagement totals for the brand.

On the other hand, giveaway videos brought in the highest engagement rate by view for Crate and Barrel this year, which the brand might want to experiment more with.



19.2K
FOLLOWERS

4.2
VIDEOS PER WEEK

22.4K
VIEWS PER VIDEO

5.52%
ENGAGEMENT PER VIEW



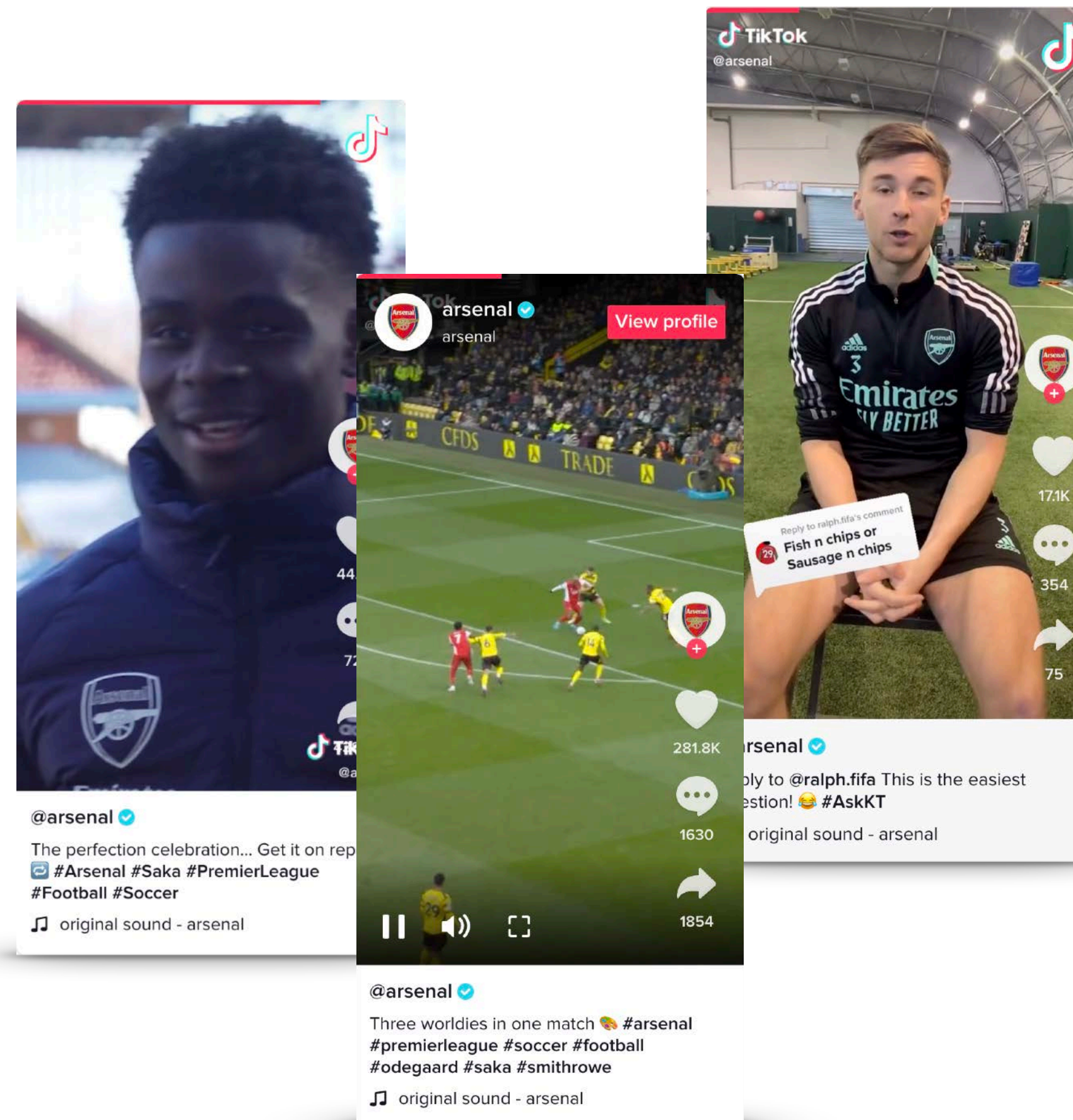
STANDOUT PERFORMER: ENGAGEMENT RATE BY VIEW

Arsenal

Arsenal earned an outstanding eng. rate per view of 14.9% with TikTok videos focused on two main things: Arsenal team members kicking *ss, and a Q+A series with a popular player.

Fans ate up watching videos of their favorite football club scoring goals or breaking away on the pitch, and Arsenal curated this engagement by focusing on short videos featuring or even looping the moment of triumph.

A Q+A with fan fave Kieran Tierney back in February was a successful gamble for the team that led to big engagement totals.

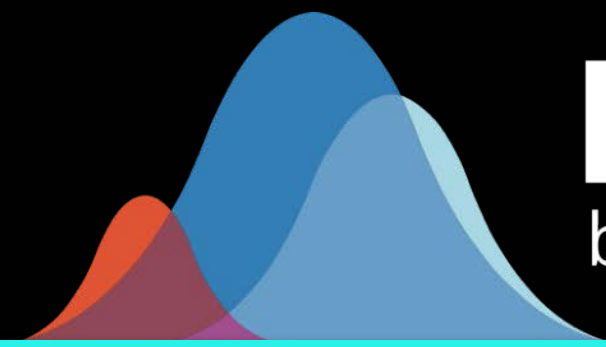


1.9M
FOLLOWERS

0.84
VIDEOS PER WEEK

764K
VIEWS PER VIDEO

14.9%
ENG. RATE PER VIEW

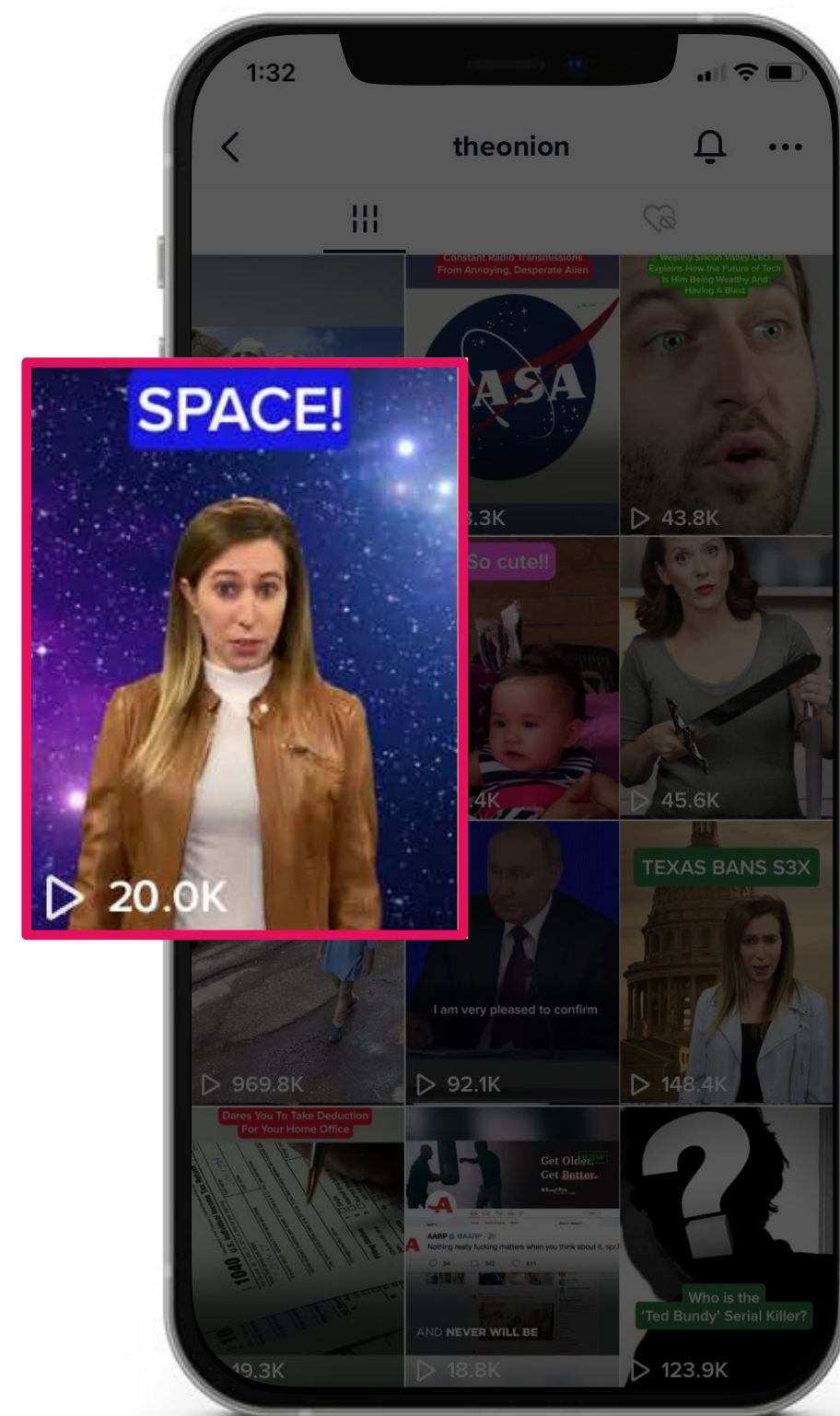


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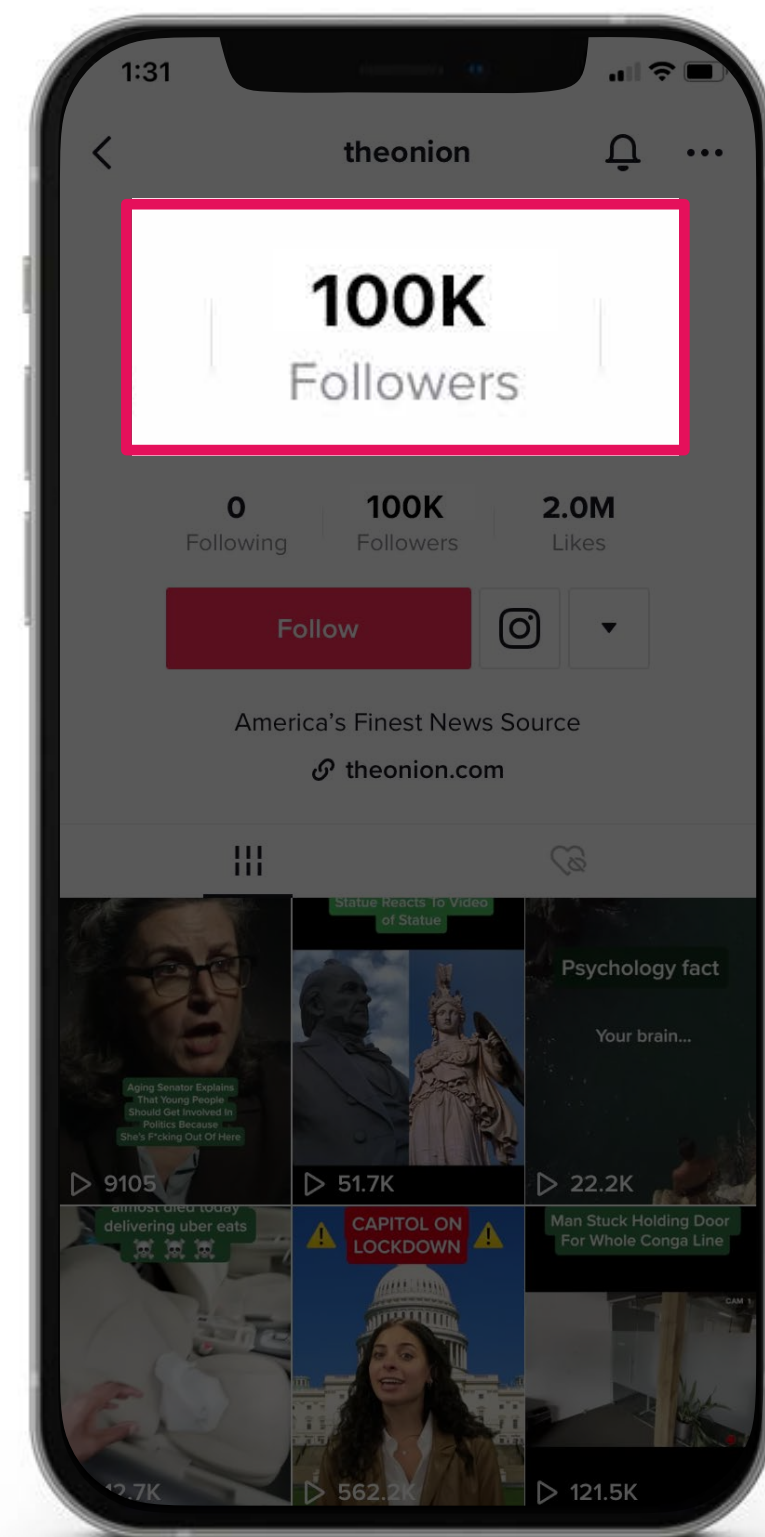
Views per Follower

What is Views per Follower?

The average number of views per follower on a per-video basis.



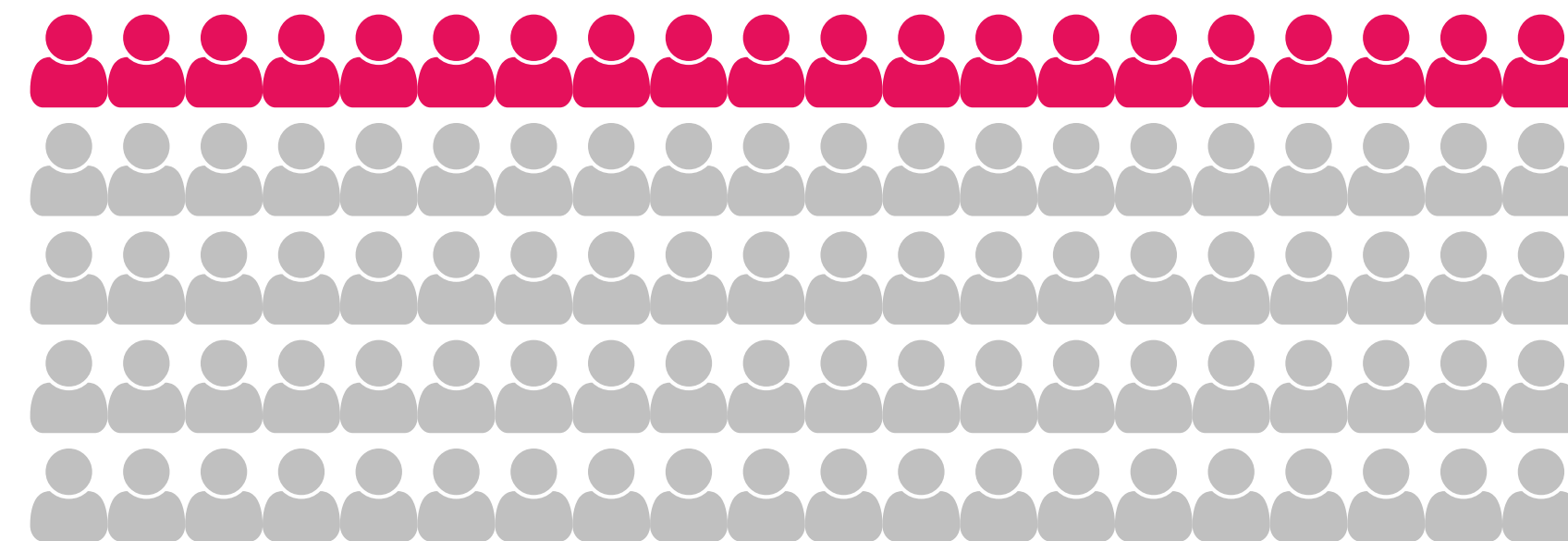
20,000 VIEWS



100,000 FOLLOWERS

This is what a 20% view / follower rate looks like.

$$20,000 \text{ VIEWS} \div 100,000 \text{ FOLLOWERS}$$

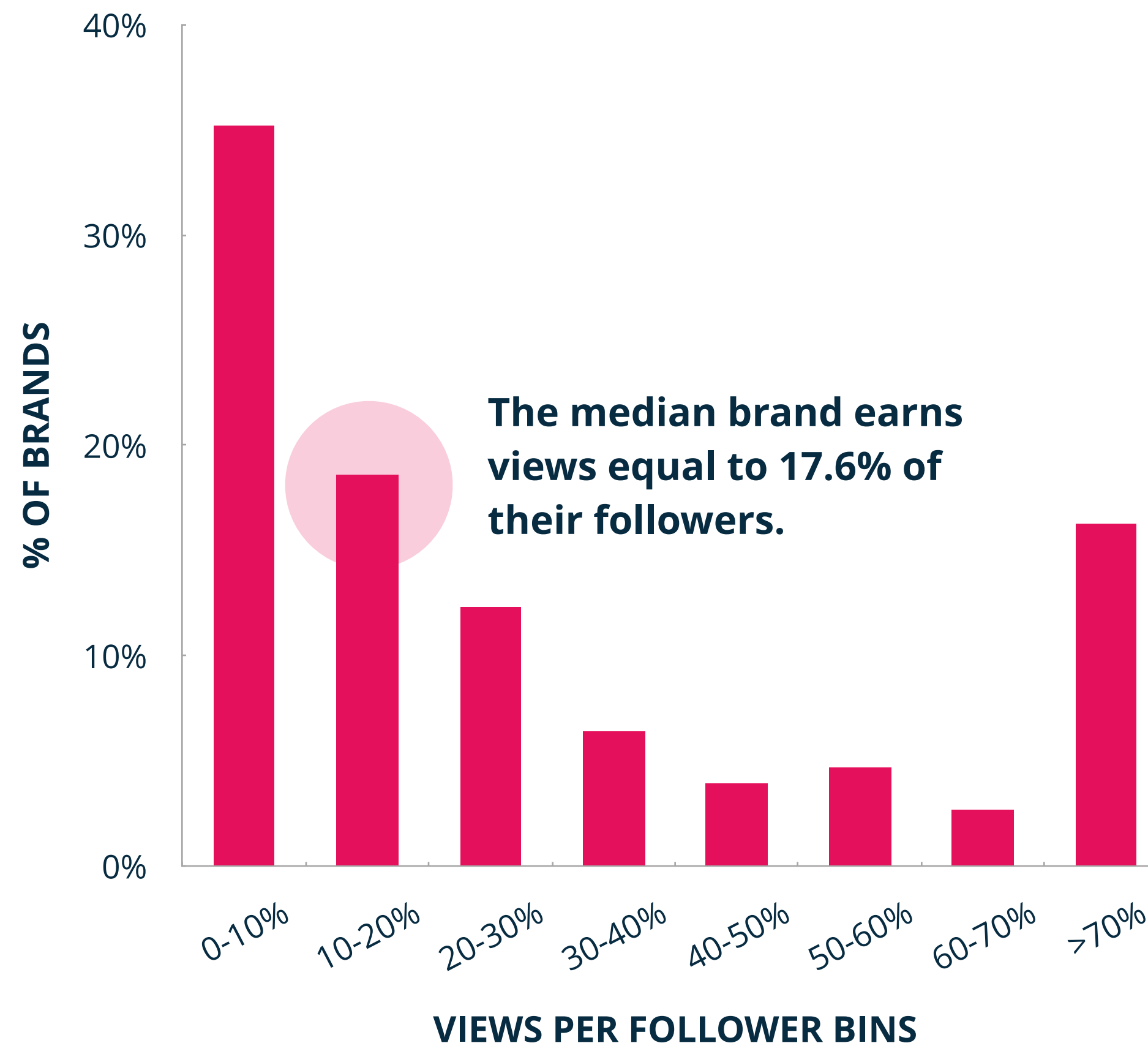


Views per Follower

The average number of views per follower on a per-video basis.

The average brand in our study earns about 17.6 views per 100 followers on each video they post.

- Though the percentage of brands that earn a higher number of views dwindles, almost 20% of brands earn more than 70 views per 100 followers per video.
- On the low end, more than 35% of brands earn fewer than 10 views per 100 followers, on average.



RIVAL IQ INSIGHT

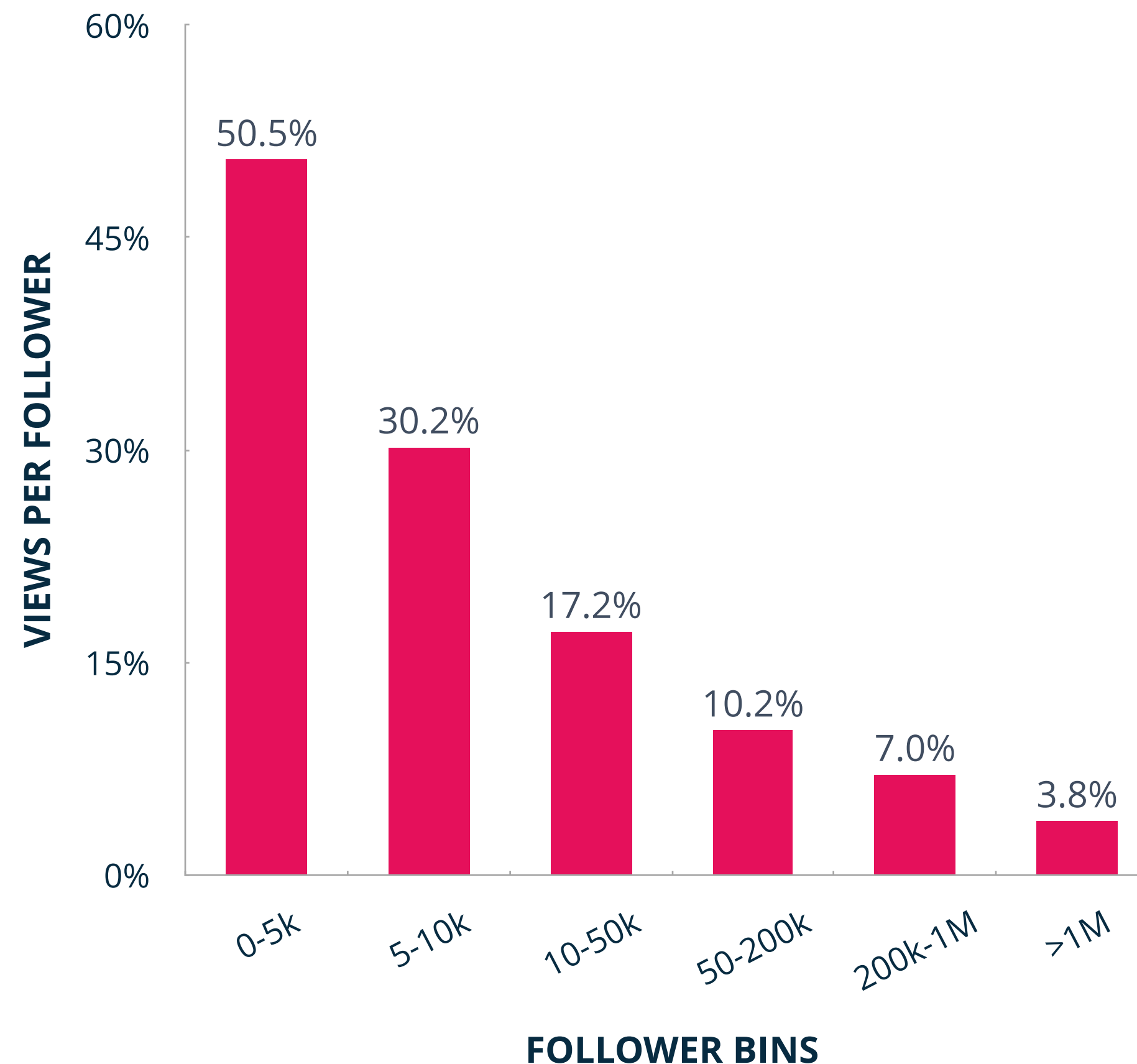
On TikTok, the For You Page is a strong driver of reach for any account. Still, following accounts to stay up to date with their content is a thing. We find it useful to benchmark how many views an account will achieve, on average, as a function of followers.

Views per Follower: Account size

The average number of views per follower on a per-video basis.

In general, we find that the larger the number of followers, the lower the views per follower.

- Accounts with fewer than 5,000 followers average about 50 views per 100 followers on each video.
- That ratio decreases with accounts between 200,000 and 1 million followers averaging just 7 views per 100 followers on each video.



RIVAL IQ INSIGHT

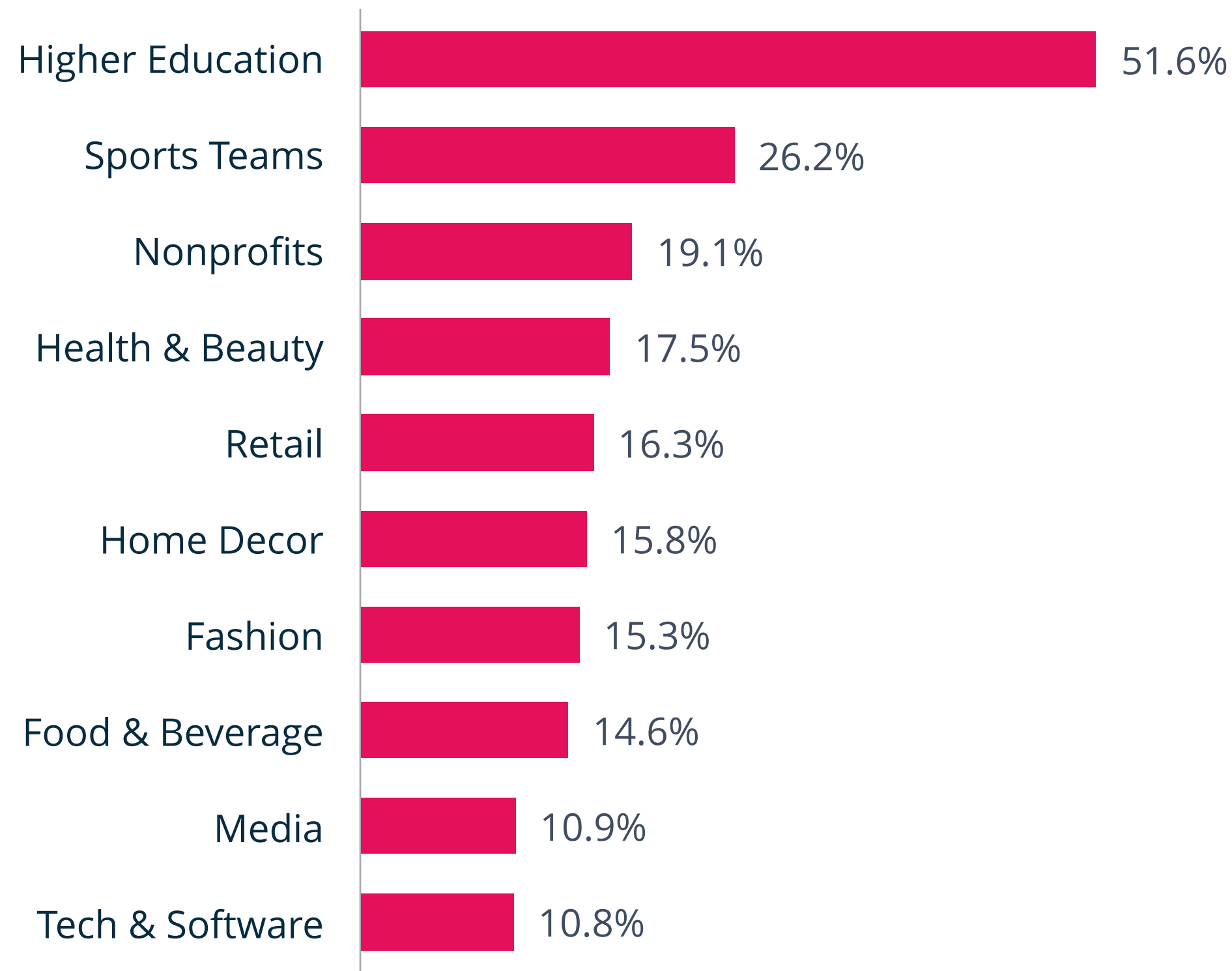
It isn't surprising to see that the views per follower declines, on average, as accounts grow in size. This dynamic is one that we also see on other platforms like Instagram. Smaller accounts tend to post less frequently, which also helps increase the views on each individual video.

Views per Follower: Industries

The average number of views per follower on a per-video basis.

Higher Education, Sports Teams, and Nonprofits top the list of industries earning views per follower.

- Health & Beauty rounds out the list of brands that are above the median rate for views per follower.
- Media and Tech & Software brands lag behind the cross-industry median, earning less than 11% on average.



IEWS PER FOLLOWER

RIVAL IQ INSIGHT

As we see across all social media channels, Higher Ed, Sports Teams, and Nonprofits tend to rise to the top for metrics having to do with reach and engagement. Each of these industries has an audience with high affinity and passion for their cause. Higher Education accounts are relatively small compared to Sports, driving their average views per follower higher in this analysis.

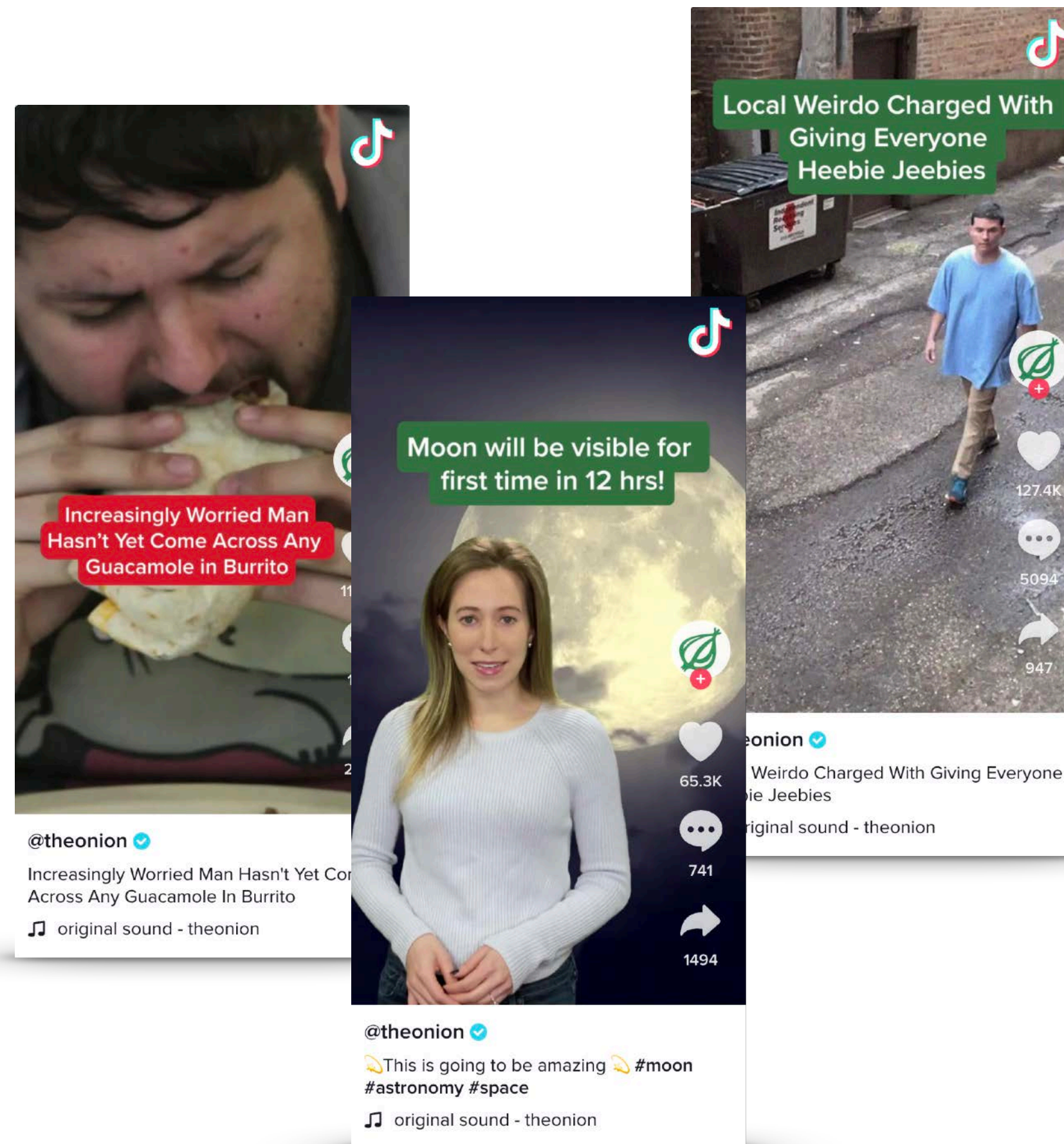


BENCHMARK PERFORMER: VIEWS PER FOLLOWER

The Onion

Satirical news outlet The Onion is well-known online for headlines that'll make you stop short and laugh, but struggles occasionally to get readers to move beyond the headline. The media brand worked hard to entice viewers to stick around for a 30- or 60-second TikTok with short, fun content that visually illustrates their comedic takes on current events.

If The Onion wants to increase views per follower above the median of 17.6%, they'll want to increase their videos per week for more chances to grab a like, comment, or share, and adding hashtags more consistently will also help new users find their hilarious videos.



208K
FOLLOWERS

4
VIDEOS PER WEEK

93K
VIEWS PER VIDEO

15.3%
ENGAGEMENT PER VIEW

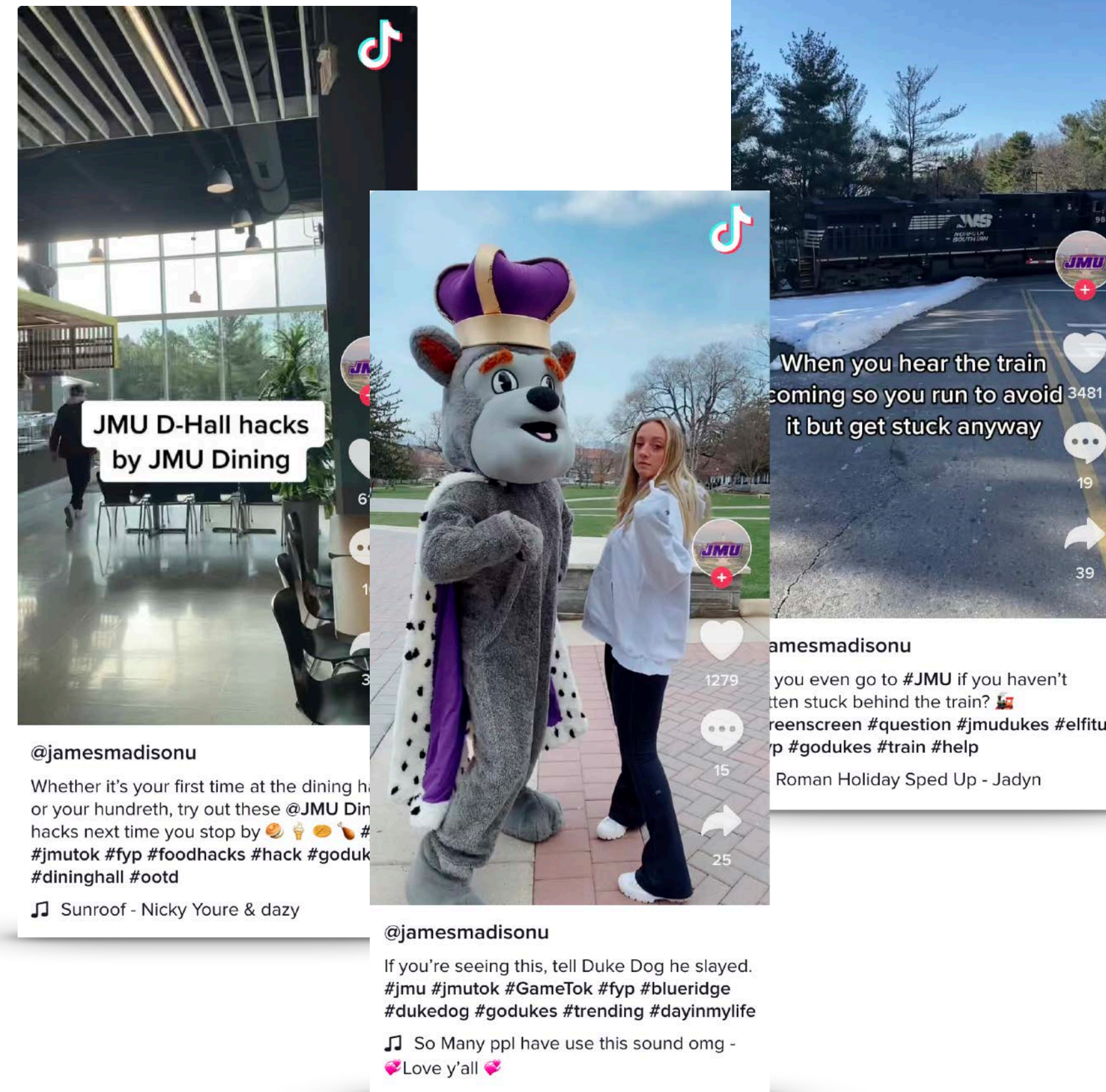


STANDOUT PERFORMER: VIEWS PER FOLLOWER

James Madison University

James Madison University slays on social year after year in our annual Higher Education Social Media Engagement Report, and their TikTok performance is no exception.

The university is at the front of the pack for colleges and universities with views per follower thanks primarily to a heavy dose of campus nostalgia. Alums and students alike ate up TikToks that featured JMU's mascot and school traditions, and the university's strong hashtag game helped videos reach any and all Dukes scrolling the FYP on TikTok.

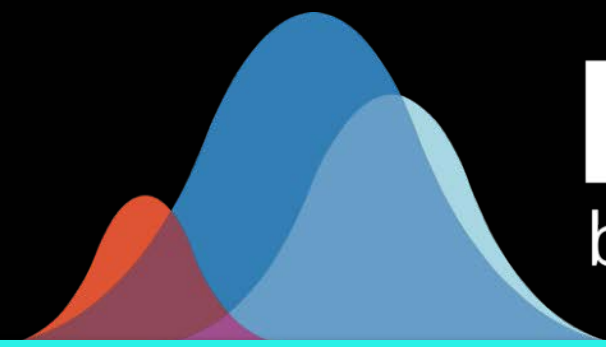


2.55K
FOLLOWERS

4
VIDEOS PER WEEK

12K
VIEWS PER VIDEO

9.36%
ENG. RATE PER VIEW

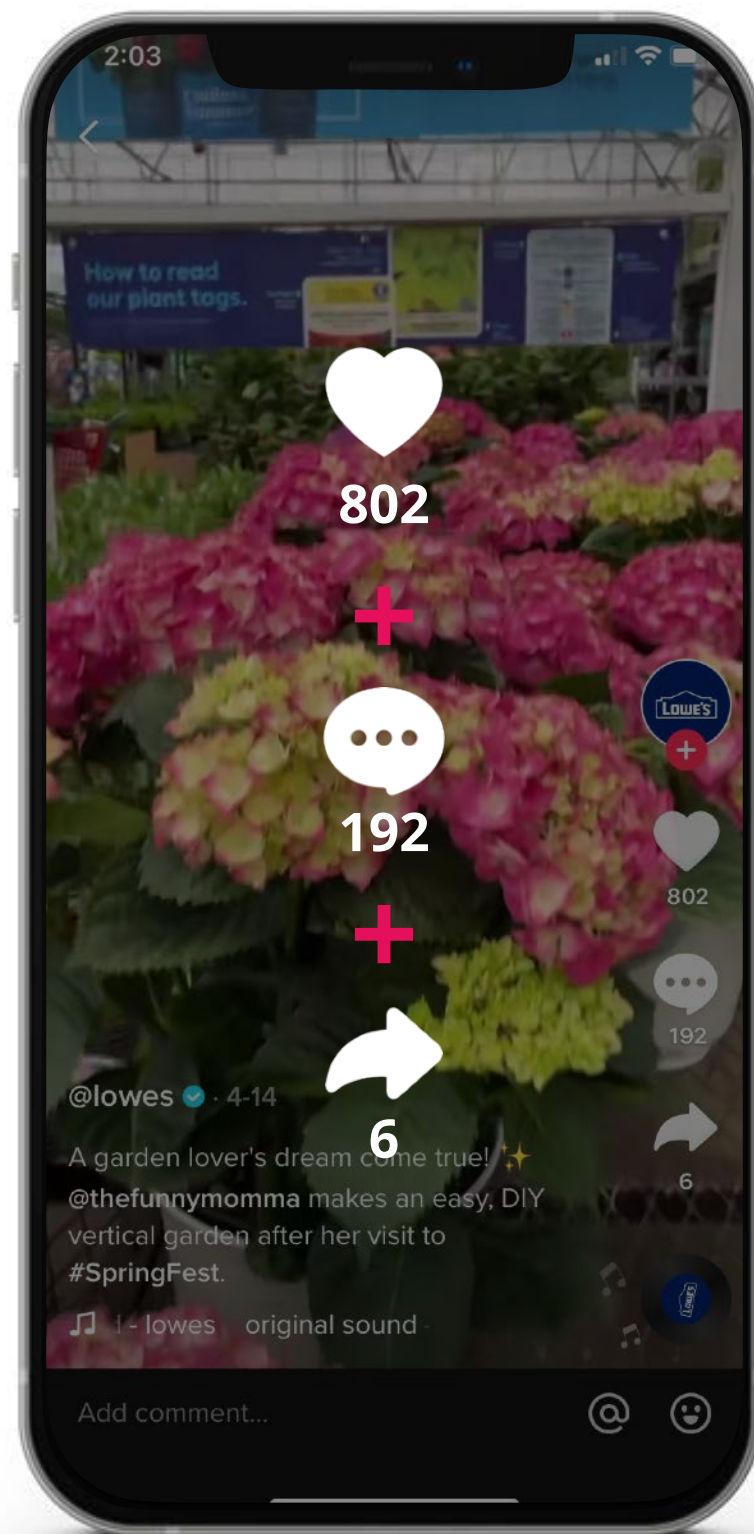


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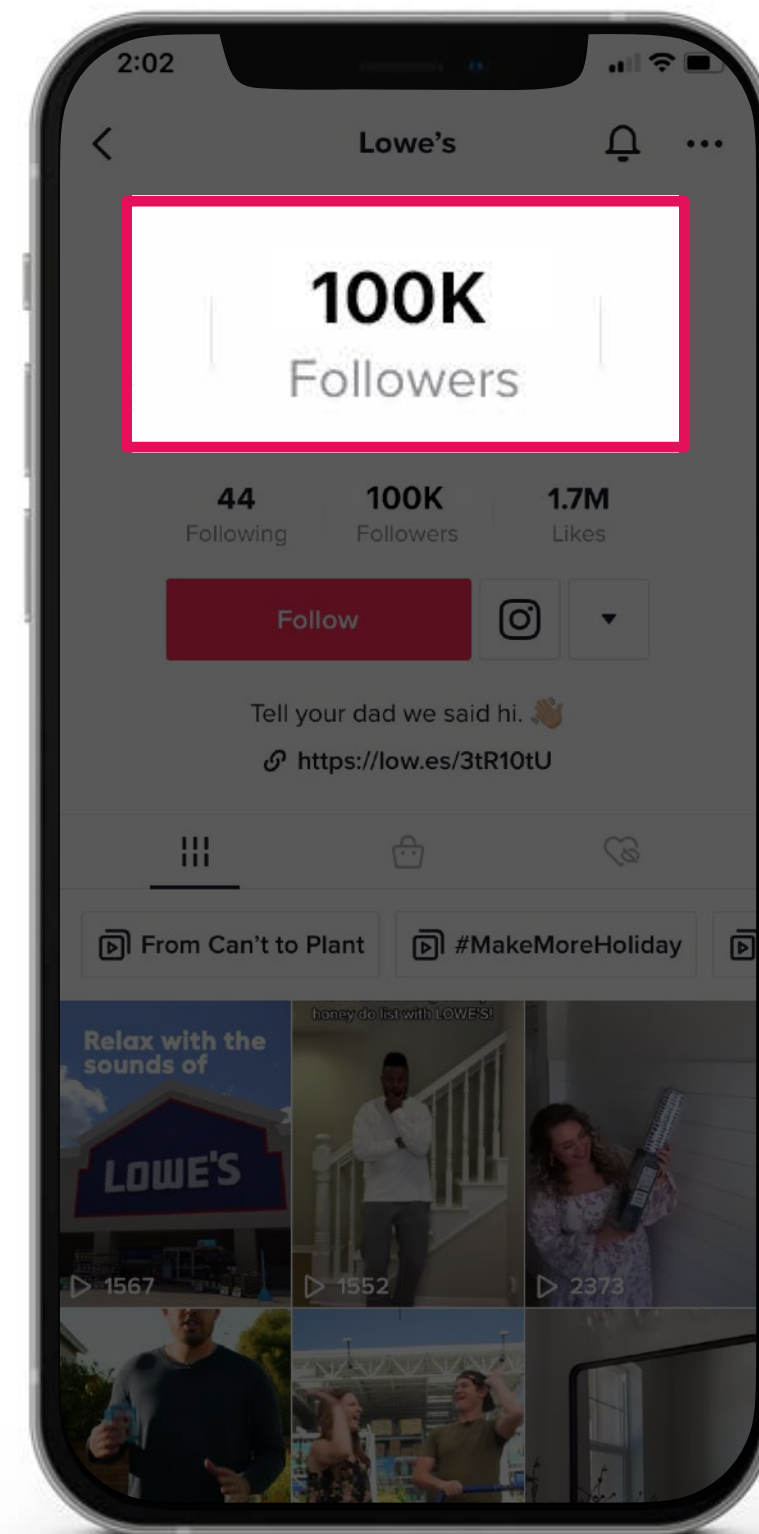
Engagement Rate by Follower

What is Engagement Rate by Follower?

The average engagements per follower on a per-video basis.



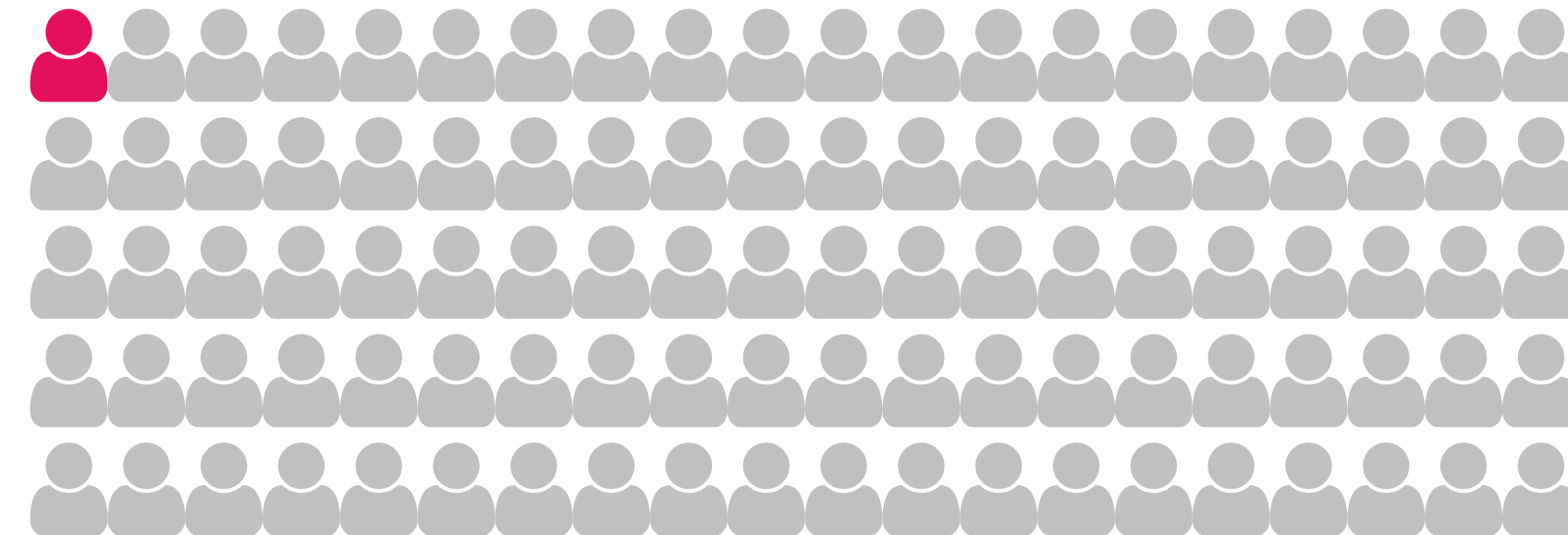
1,000 ENGAGEMENTS



100,000 FOLLOWERS

This is what a 1% engagement rate / follower looks like.

$$\begin{matrix} \text{1,000 ENGAGEMENTS} & \div & \text{100,000 FOLLOWERS} \end{matrix}$$

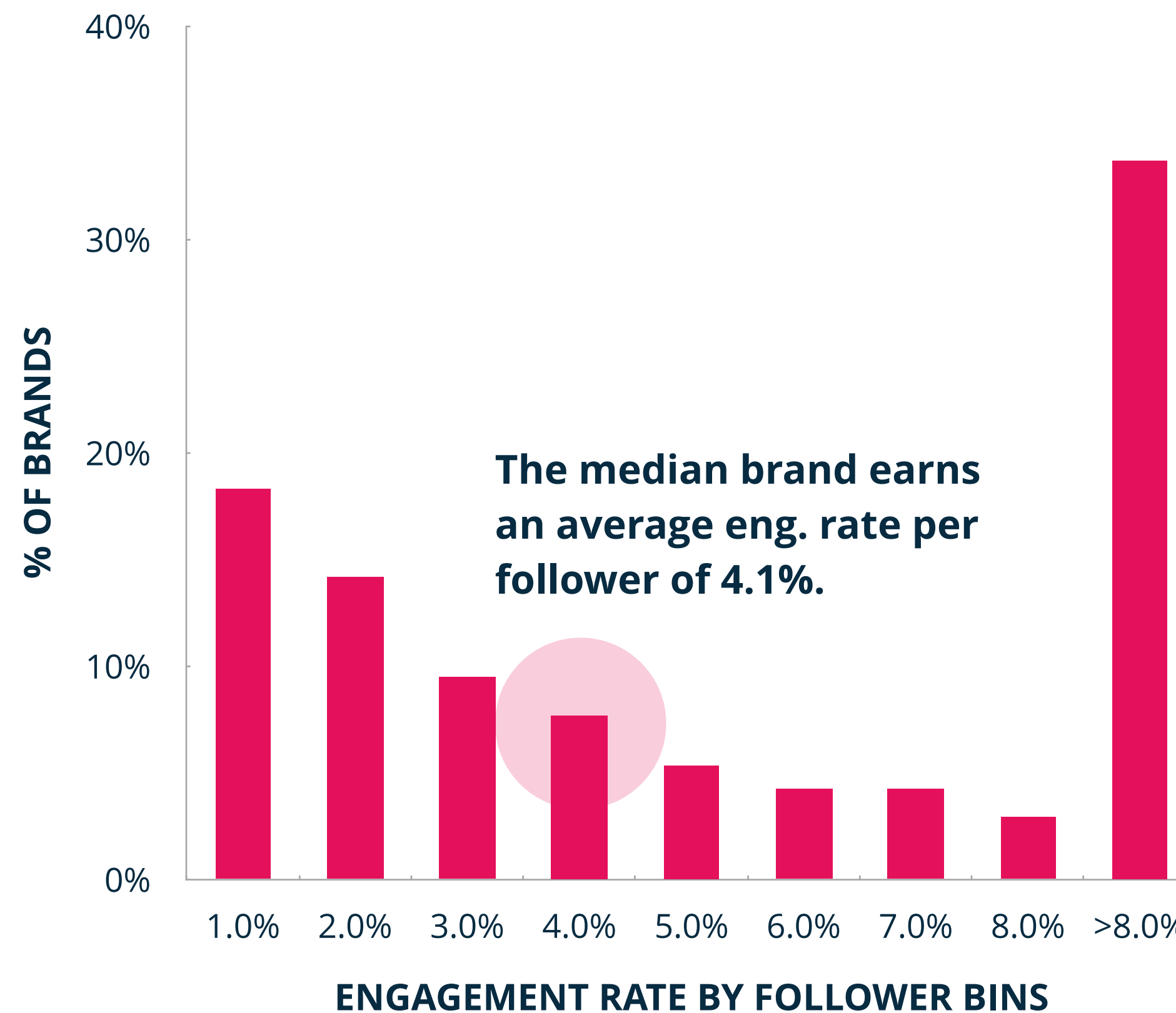


Engagement Rate by Follower: Distribution

The average engagements per follower on a per-video basis.

On a per-video basis, the average eng. rate per follower from the median brand earns an engagement rate (by follower) of 4.1%.

- About 33% of brands earn an engagement rate of more than 8%.
- A third of brands also average an engagement rate of less than 2%.



RIVAL IQ INSIGHT

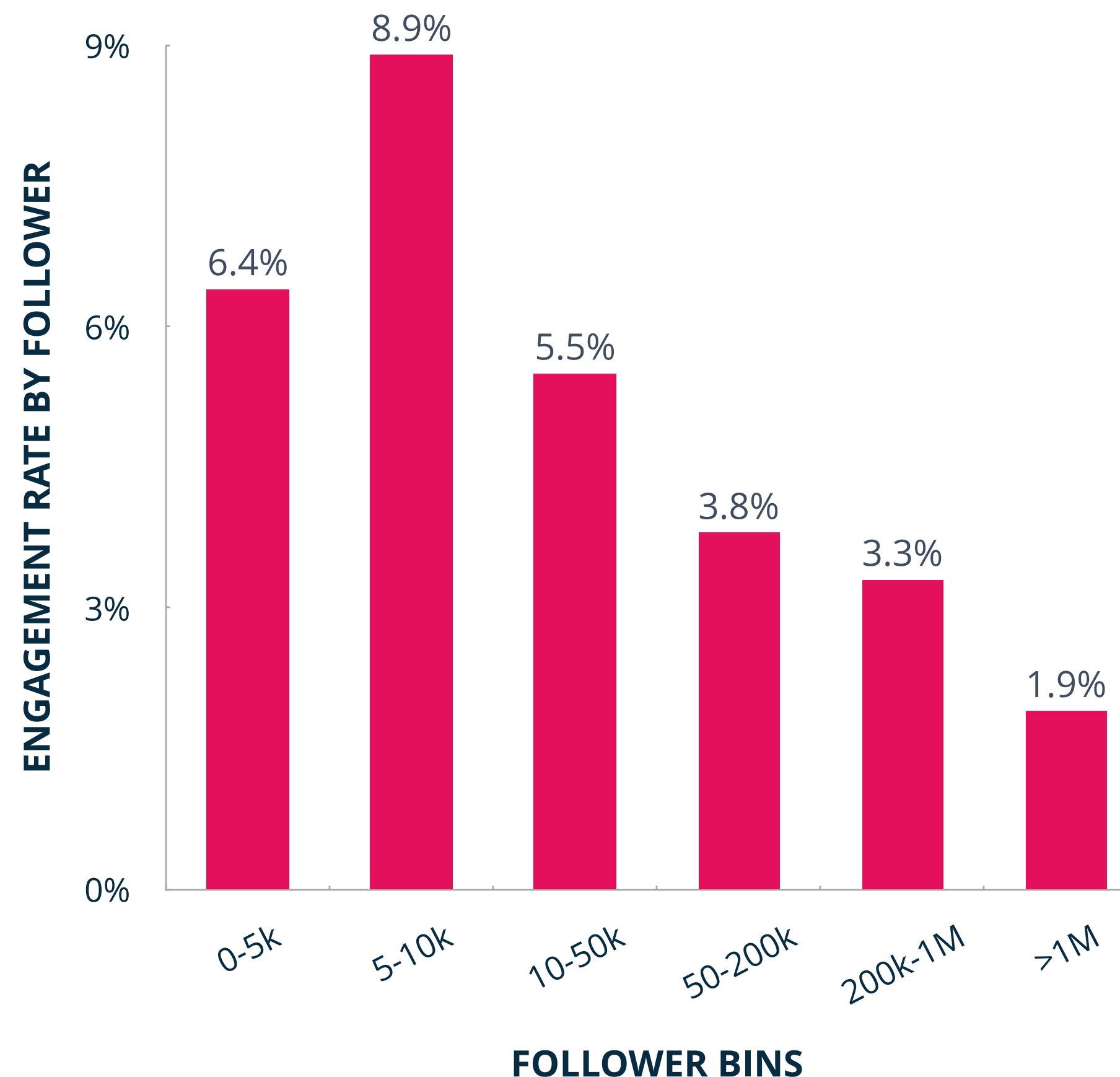
We share this engagement rate to help brands understand their TikTok performance relative to other social media channels. Engagement rates per follower that brands are earning right now on TikTok dramatically outpaces that of other channels, with Instagram being the next closest.

Engagement Rate by Follower: Account Size

The average engagements per follower on a per-video basis.

On average, brands with larger accounts see lower engagement rates (by follower) on average.

- Accounts with less than 50K followers see their average engagement rates come in above the median brand at 4.1%.
- The largest accounts, those with more than 1 million followers, see their per-video average engagement per follower come in just under 2%.



RIVAL IQ INSIGHT

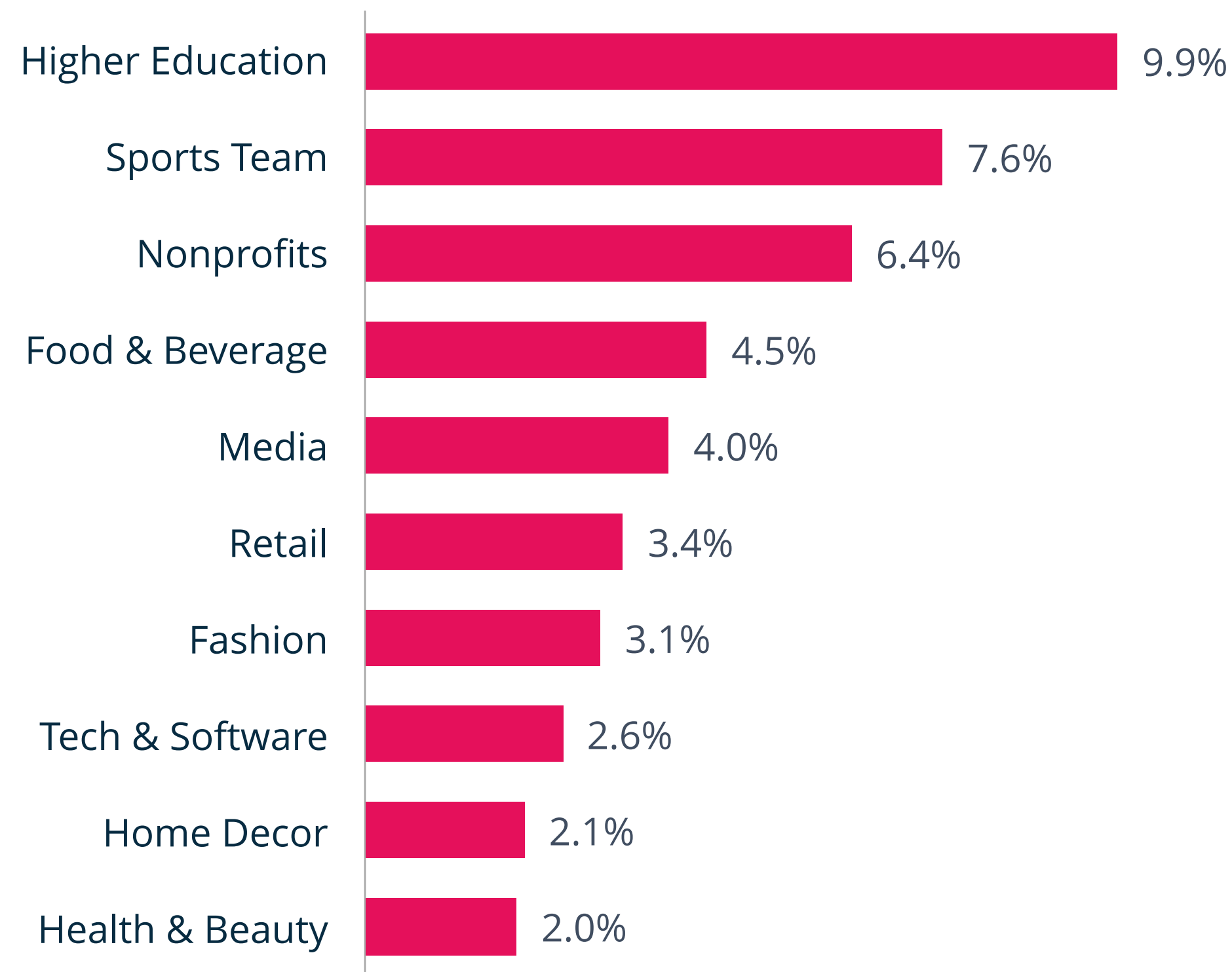
There are multiple factors that drive engagement rate, including average video reach and content quality. As we saw in the previous section, larger accounts tend to earn fewer views per follower, on average, and that lower reach will contribute to lower engagement rates (by follower).

Engagement Rate by Follower: Industries

The average engagements per follower on a per-video basis.

Higher Education and Sports Teams top the list for engagement rate (by follower) with performance well beyond the cross-industry average.

- Nonprofits, with an average engagement rate of 6.4%, round out the top 3 industries.
- Health & Beauty and Home Decor brands perform well below the cross-industry average.



ENGAGEMENT RATE BY FOLLOWER

RIVAL IQ INSIGHT

Similar to the performance we saw for views per follower, Higher Ed, Sports, and Nonprofits out-earn other industries for the average engagement rate by follower metric. Combining above average reach with content their audiences are excited about is a surefire way to yield high per-follower engagement.

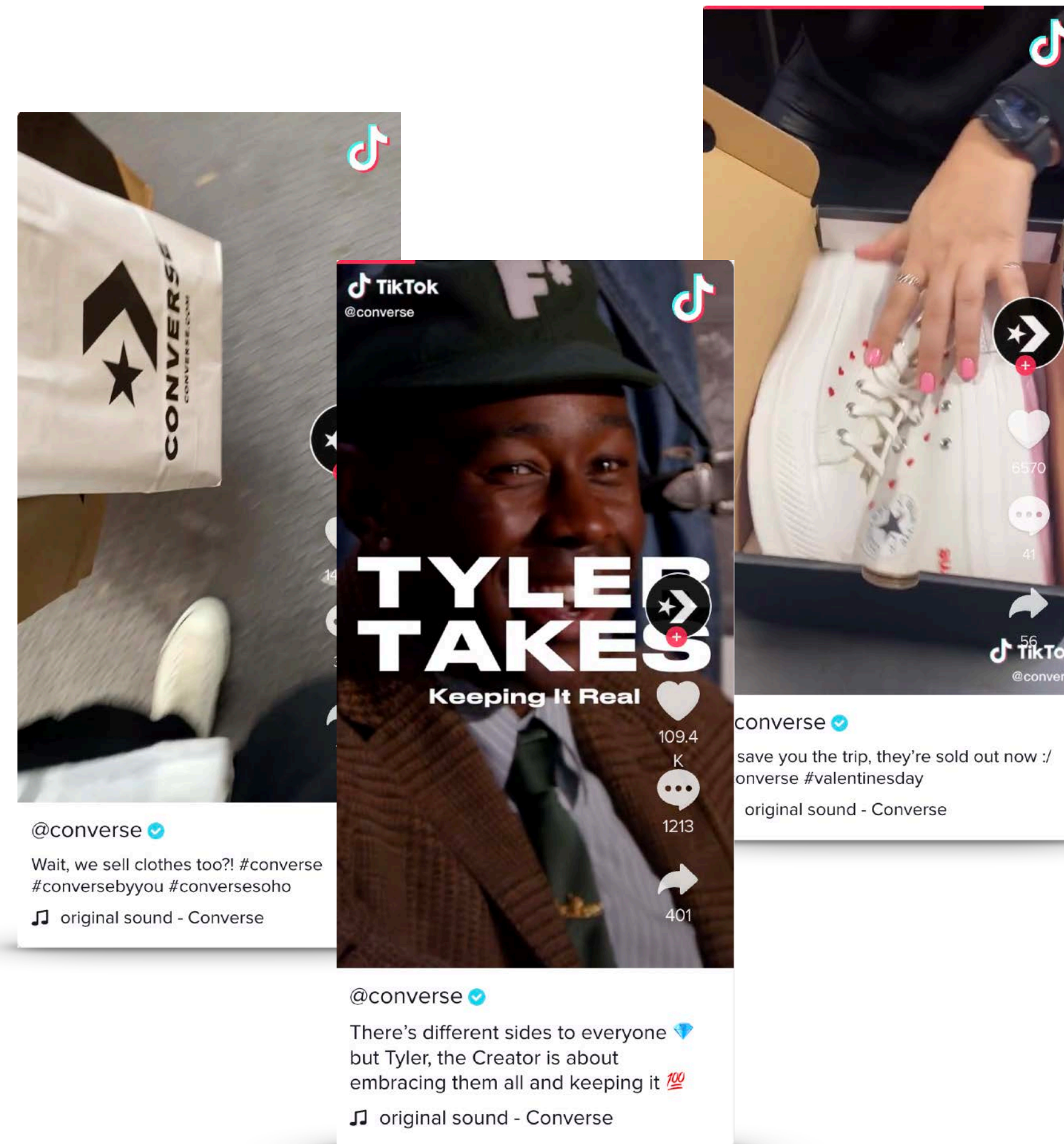


BENCHMARK PERFORMER: ENGAGEMENT RATE BY FOLLOWER

Converse

Retail brand Converse saw average engagement rates by follower around 4.18%, which is about in line with the all-industry benchmark.

The retail brand was most successful with TikTok videos that showcased influencers and celebs like Lexi Hidalgo and Tyler, the Creator. Pithy captions and playful videos helped the brand stand out, but focusing too much on their product line instead of the Converse experience landed the brand squarely in the middle of the pack for engagement rate by follower.



344K
FOLLOWERS

3
VIDEOS PER WEEK

40K
VIEWS PER VIDEO

3.24%
ENGAGEMENT PER VIEW

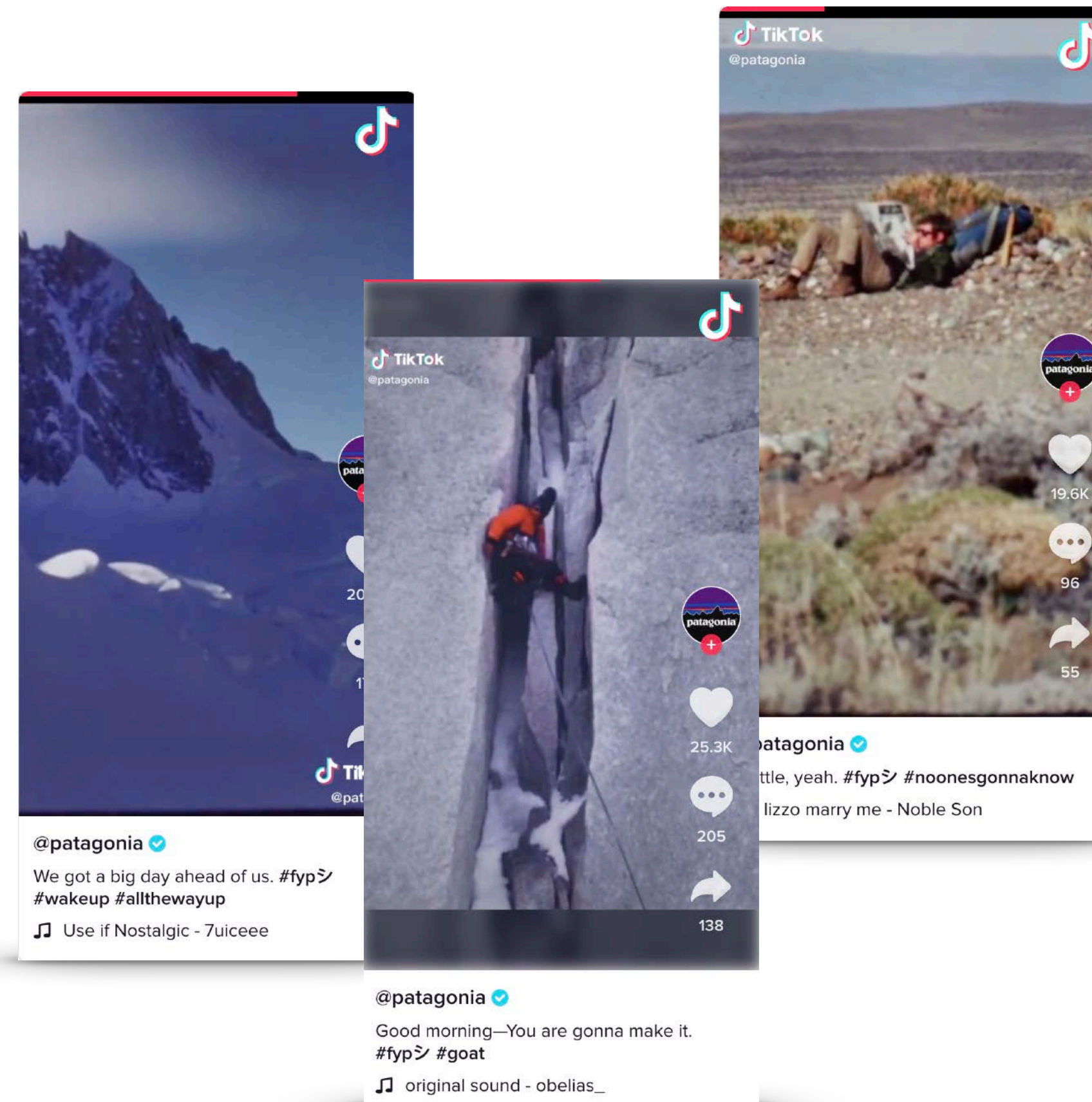


STANDOUT PERFORMER: ENGAGEMENT RATE BY FOLLOWER

Patagonia

Outdoor clothing retailer Patagonia climbs high above its fashion industry competitors on TikTok with a whopping 51.7% engagement rate by follower.

The brand posts just about once a week and almost always features short videos overlaid with nostalgic filters and sounds without so much as a product shot for miles around. Fans race to the comments to compliment Patagonia's social media team on videos that hit just right, keeping the brand at top of mind for customers without hitting them over the head with a hard sell.

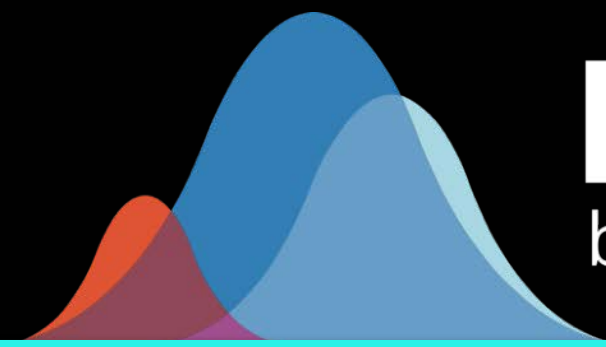


69K
FOLLOWERS

1.26
VIDEOS PER WEEK

110K
VIEWS PER VIDEO

19.1%
ENG. RATE PER VIEW



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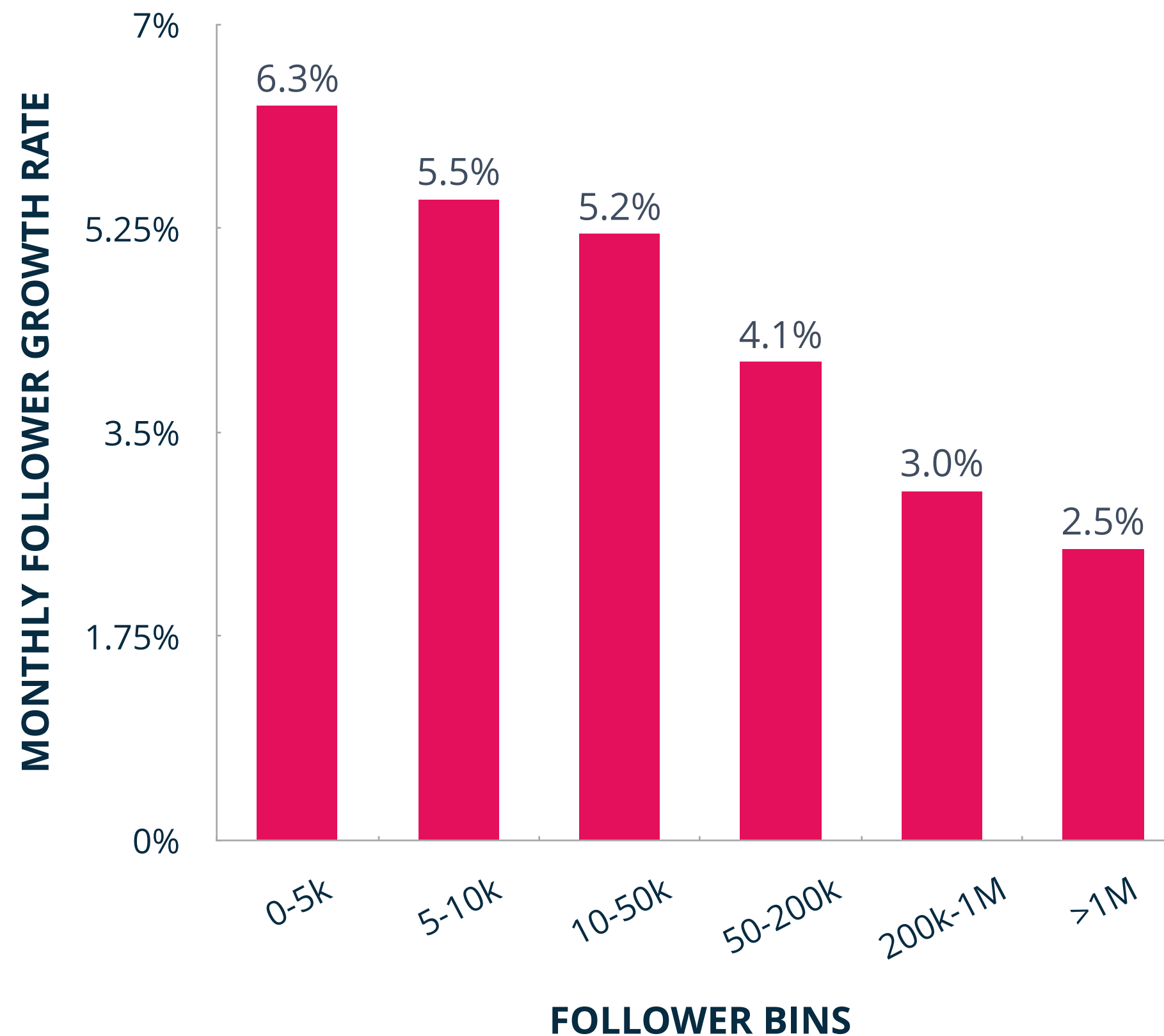
Average Monthly Follower Growth

Monthly Follower Growth Rate: Account Size

The average monthly growth rate over the report period.

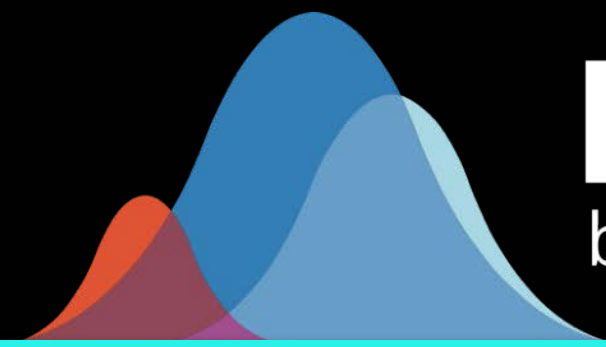
Across all account sizes, brands on TikTok are growing their followers at least 2-3% on a monthly basis.

- Smaller accounts, those with less than 50K followers, are averaging monthly growth of more than 5%.
- The larger accounts in this study are also growing at a rate of 2.5% or more per month.



RIVAL IQ INSIGHT

TikTok is very much a growing platform, and we see brands of all sizes finding success in growing their accounts. This shouldn't be surprising given that TikTok has been the most downloaded app for the last several years.



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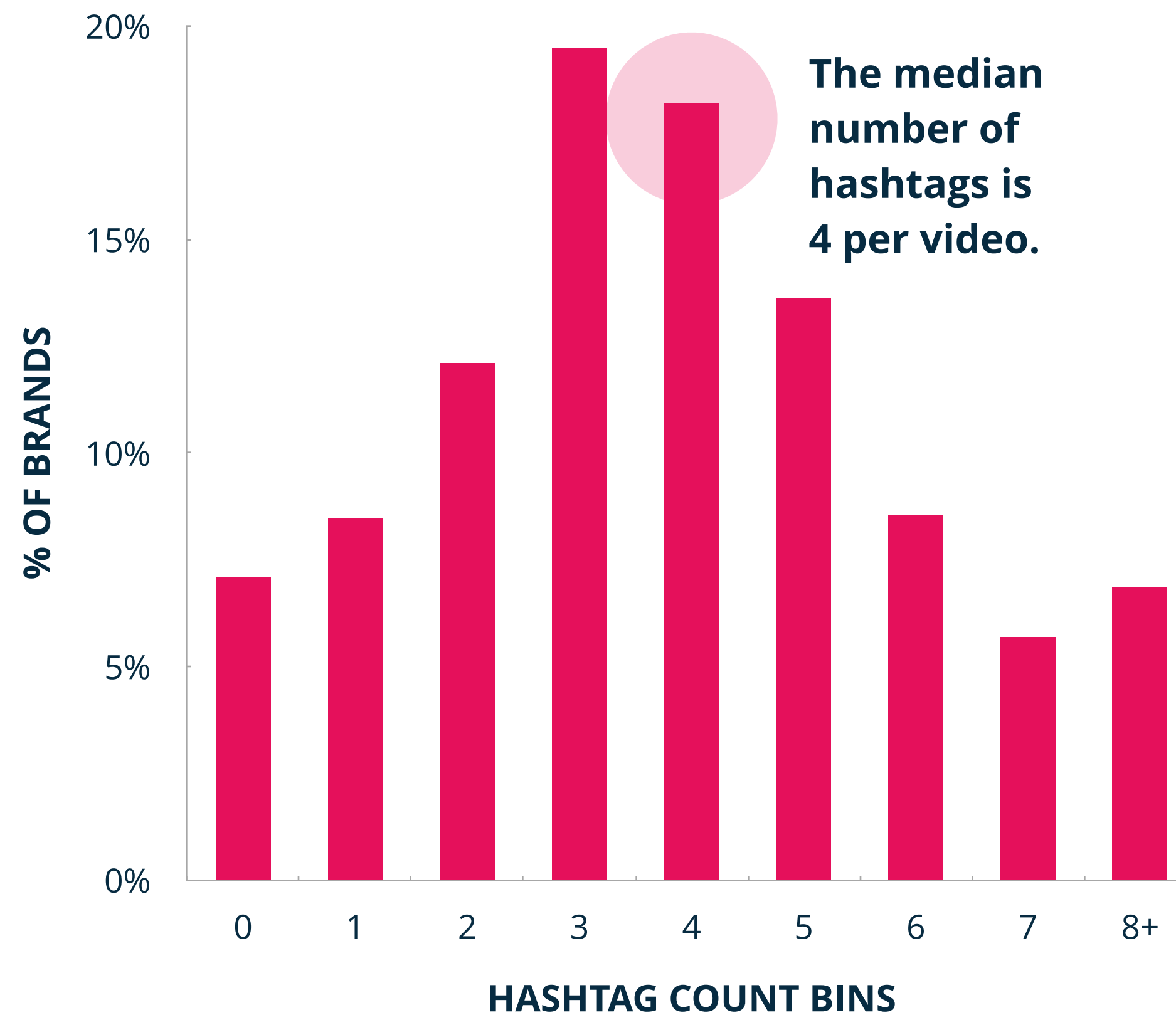
Hashtags per Video

Hashtags per Video

The average number of hashtags on a per-video basis.

Brands include about four hashtags per video on average.

- Brands lean towards fewer hashtags, with just 34% of brands including 5 or more hashtags in their videos.
- 15% of brands include one or fewer hashtags in their videos.



RIVAL IQ INSIGHT

Hashtags are a powerful way to land content in the all-important #FYP. Be sure to note your brand's individual hashtag engagement to pick the right number of hashtags for your videos.



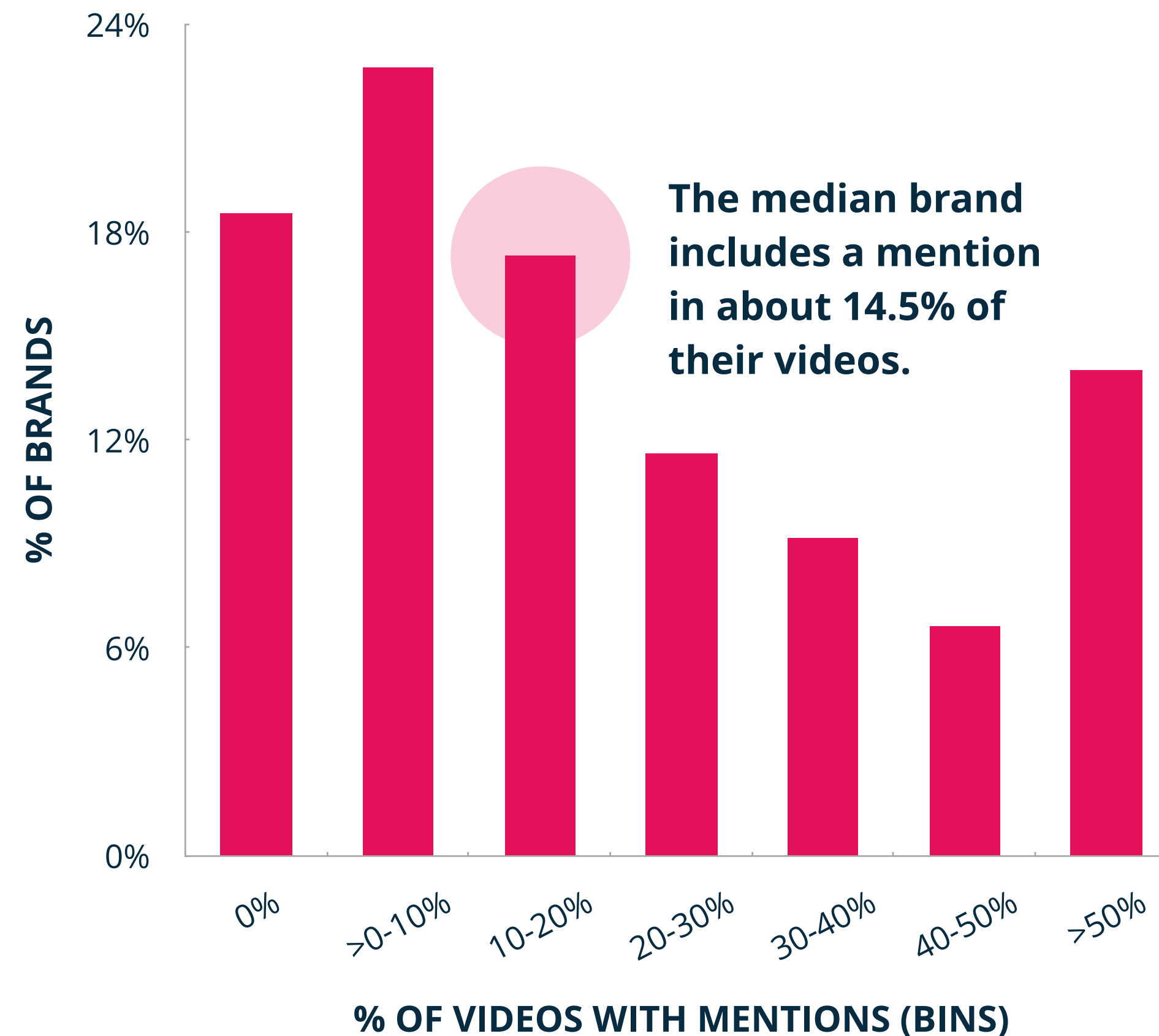
Videos with Mentions

What is Videos with Mentions?

The percentage of a brand's videos that include at least one mention of another account.

The average brand doesn't mention other accounts very often, only in about 14.5% of their videos.

- About 14% of brands include a mention in more than half of their videos. Wow!
- Almost 20% of brands never mention another account.



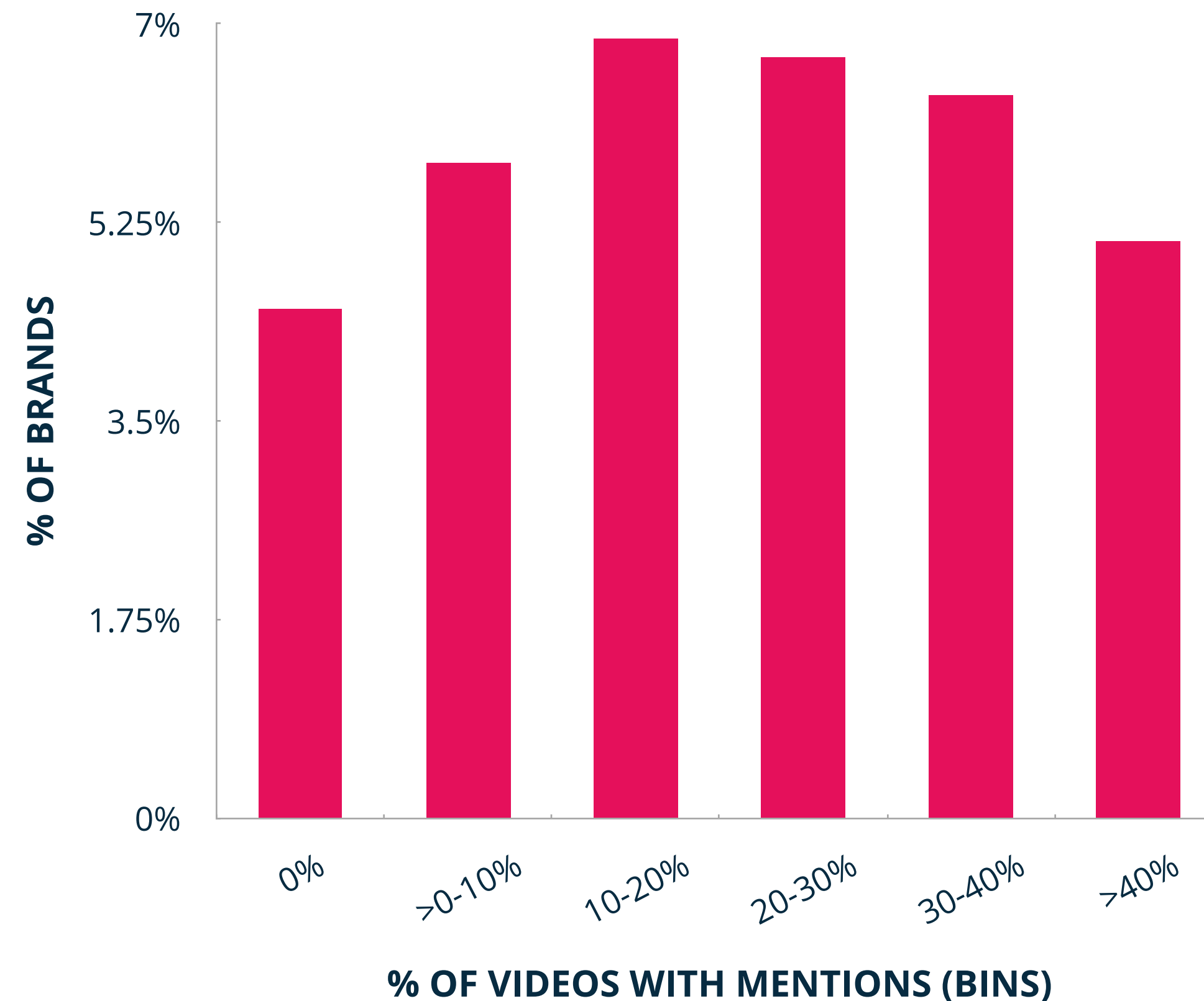
RIVAL IQ INSIGHT

Mentions help non-followers find new videos that are related to brands and accounts they already love. These numbers suggest that brands are favoring original content over replies or mentions.

Effect of Mentions on Average Engagement per View

Brands that include mentions consistently in their videos tend to see higher per view engagement rates.

- Brands that use mentions in 10%-20% of their videos have the highest per-view engagement rates.
- Brands that never mention other accounts have the lowest per-view engagement rates, only 4.5%.



RIVAL IQ INSIGHT

Don't be afraid to start conversations with mentions on TikTok. These numbers show that aiming to include a mention every fifth video (or more frequently) will boost engagement while helping grow follower counts as more fans discover your brand.

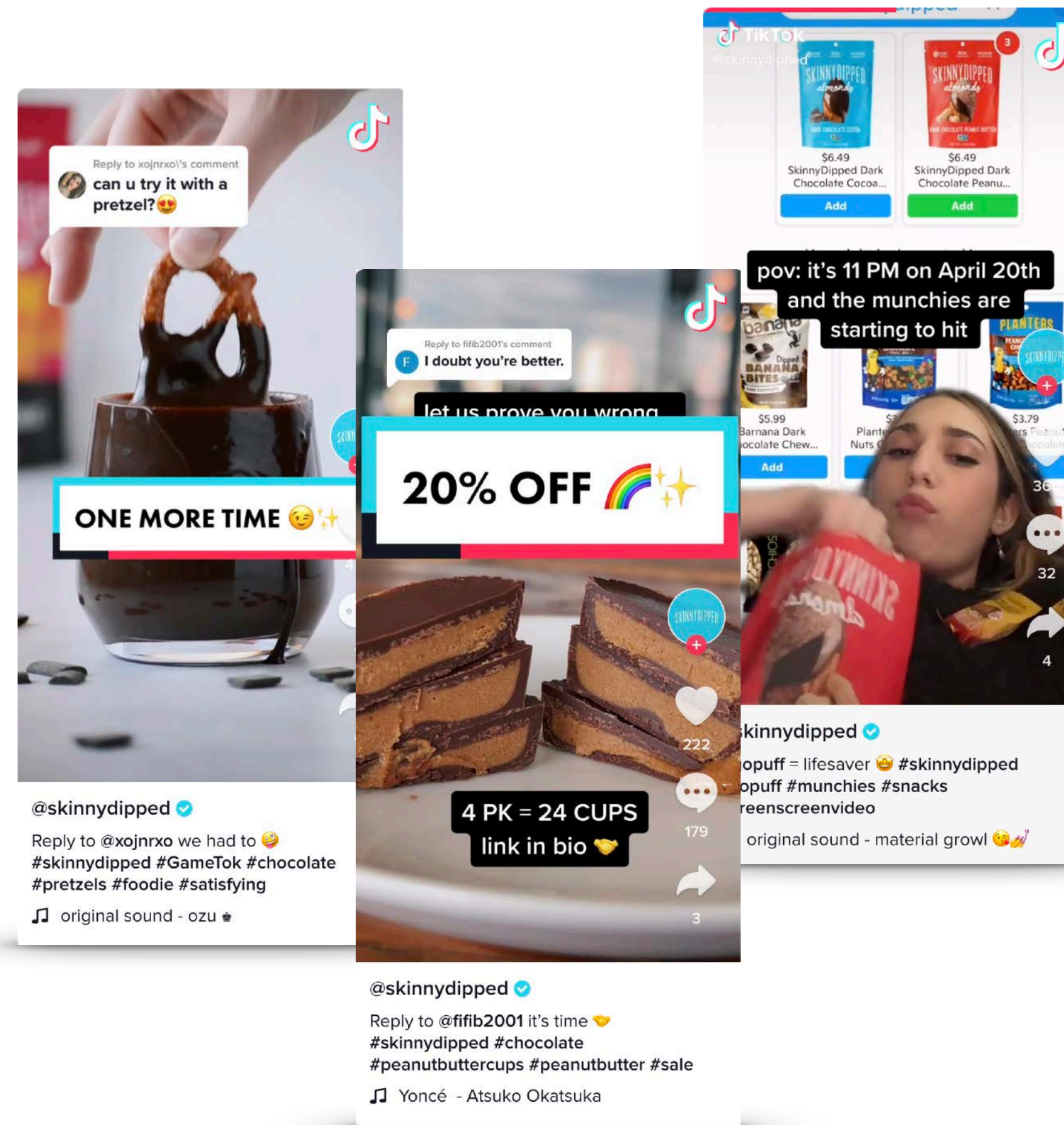


BENCHMARK PERFORMER: VIDEOS WITH MENTIONS

SkinnyDipped

Snack brand SkinnyDipped ran in the middle of the pack for Food & Beverage brands on TikTok this year when it comes to both engagement rate by follower and videos with mentions. The brand mentioned other handles in about 15% of their videos.

Some of the brand's most engaging TikTok videos of the year mentioned fellow snack brands or influencers. SkinnyDipped really made the most of fan engagement with replies to comments on videos daring the brand to try various flavor combinations or even to roll out discounts by request.



25K
FOLLOWERS

13
VIDEOS PER WEEK

102K
VIEWS PER VIDEO

1.25%
ENGAGEMENT PER VIEW



🏆 STANDOUT PERFORMER: VIDEOS WITH MENTIONS

Sol de Janeiro

Health & Beauty brand Sol de Janeiro saw a ton of engagement thanks to videos with mentions. Their secret? UGC. The brand clearly keeps an eagle eye out for fans posting love letters to their beloved products and reposts them for a major engagement boost. Listening for UGC is a smart strategy for any brand on TikTok, and works especially well for product-focused brands like beauty or CPG.

Like many Health & Beauty brands, influencer collabs also led to soaring engagement rates, especially when Sol de Janeiro mentioned the influencer in the video description, which they did in about a third of their videos.



87K
FOLLOWERS

4.35
VIDEOS PER WEEK

86K
VIEWS PER VIDEO

6.81%
ENG. RATE PER VIEW



About Rival IQ

Rival IQ is a social media analytics toolkit that helps you:

Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—**for you and your competitors.**

Stay ahead of your competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.

Do more with your social data

Dive deeper into your Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn analytics with automated insights, boosted post detection, hashtag analysis, and so much more.

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