



LESSON 6.

TRACKING SUCCESS ON TIKTOK – HOW TO IMPROVE AFFILIATE CAMPAIGNS THROUGH ANALYTICS

In this lesson, you will learn which metrics on TikTok are truly important for affiliates, how to distinguish a "viral video with no results" from a "profitable video with low reach," how to use analytics from Creator Tools, how to test hypotheses, and how to link audience behavior on TikTok with actions in EVEDEX.

WHY VIEWS DON'T MEAN ANYTHING

TikTok marketing has a trap: a video can get 200,000 views but not bring a single link click. Or vice versa — a video with 3,000 views can lead to 40 sign-ups. Reach is not the goal. Your task is to track not only how many people watched, but what happened after watching.

TikTok provides built-in tools in the Analytics section (available after 100+ followers). **Using them, you can understand which videos really work and which just "entertain" the audience without benefiting you.**

WHERE TO CHECK TIKTOK ANALYTICS

1. Go to TikTok → Profile
2. Click the three dots (or ≡ in the top right corner)
3. Select “Creator Tools”
4. Open “Analytics”
5. You will see three main tabs: Overview, Content, Followers
6. Below — step by step, which metrics to track, what they mean, and what to do with them.

1. Video Views

What it shows: total number of views of all videos during the selected period

Why it's important: this is a basic metric but tells almost nothing about quality. A video with high reach can be meaningless if it doesn't drive action.

How to use: growth in views alone is not the goal. Use it as an indicator — whether the topic generally attracts attention.



Mistakes:

don't draw conclusions based only on views. If you see 50,000 views and zero clicks — the video is not working in the affiliate funnel.

2. Average Watch Time

What it shows: how many seconds on average users watch your video

Why it's important: this is a key TikTok metric for content distribution. The higher the retention, the longer the video is shown in the For You feed.

Thresholds:

- less than 3 seconds — video ignored
- 4–7 seconds — likely weak start
- 8–12 seconds — average retention

- 13+ seconds — good engagement, especially for 20–30 second videos

How to use: if your video is 30 seconds long but the average watch time is 5 seconds, the opening scene or phrase doesn't work. Change the opening.

Solution: test the first 3 seconds — shock, question, strange scene, teaser. See what really keeps attention.

3. Completion Rate (% Watched Full)

What it shows: what percentage of users watch the video to the end

Why it's important: TikTok prioritizes videos with high Completion Rate, especially for short videos (up to 30 seconds)

Benchmarks:

- 10–20% — weak retention
- 25–35% — normal
- 40%+ — excellent, especially if there are actions afterward

How to use: if you give key information or hint at a strategy at the end, it's important that the viewer finishes the video. Otherwise, they won't reach the necessary trigger.

If Completion Rate drops after 5–7 seconds — remake the video: either shorten it or present important info earlier.

4. Profile Views

What it shows: how many users visited your profile after watching the video

Why it's important: this is an intermediate goal. People don't click the link directly from the video — they go to the profile to see who you are and what you offer.

Norm:

- 0.5–1% — weak
- 1–3% — normal
- 4%+ — good engagement

How to use: if there are many views but few profile visits — the video either doesn't inspire trust or doesn't give a reason to learn more.

Solution: add phrases at the end of the video like:

- “left it in the profile”
- “showed everything on my page”
- “link in bio — check it yourself”



It's important not to ask directly, but to hint that “something important” is next.

5. Link Clicks in Bio

Where to check: only in external platform analytics (e.g., through Bitly, Taplink, or redirect). TikTok does not directly show how many clicked the bio link.

Solution: use different UTM tags or unique links for TikTok, for example:

- evedex.com/r/yourname-tiktok
- yourdomain.com/tiktok-evedex

This way, in the EVEDEX dashboard, you can see how many users came specifically from TikTok.

How to use: calculate the real conversion CTR. For example:

- 20,000 views
- 200 profile visits
- 40 link clicks

→ **0.2% overall CTR**, 20% CTR from profile views

This gives an understanding of how much reach is needed to get one customer.

6. Followers

What it shows: how many people subscribed after a specific video

Why it's important: doesn't directly affect traffic but allows retargeting in the future (through new videos, more personal delivery, Telegram invitations)

Benchmark: if 5–10+ people subscribe after a video — it's a signal that the format is engaging

How to use: videos that generate subscriptions are more likely to convert on repeat exposure. Plan video chains around this core.

How to analyze data using an example



Example 1:

Video — “how I got banned on the exchange without warning”

- Views — 45,000
- Watch Time — 7.8 sec
- Completion Rate — 12%
- Profile Views — 112
- Link Clicks — 3

→ **Conclusion:** weak retention, doesn't inspire trust. Revise the script, shorten to 15 sec, change visuals and voice.

Example 2:

Video — “how I set up a DeFi strategy and forgot about trading”

- Views — 6,300
- Watch Time — 14.1 sec
- Completion Rate — 38%
- Profile Views — 177
- Link Clicks — 51

→ **Conclusion:** excellent conversion. Repeat the format, create variations, expand through Telegram connection.

How to improve campaigns using analytics

- Videos with high retention but low clicks — strengthen the call-to-action or add clarity
- Videos with good clicks but low reach — keep the structure, change the topic or design (color, text, cover)
- Videos with high profile views but low CTR on the link — test new bio wording and link visual design (Taplink, short names)

In this lesson, you learned:

- how to use TikTok analytics to evaluate affiliate content
- which metrics are actually linked to traffic and clicks
- how to interpret retention, completions, and clicks
- how to test and adjust videos based on data, not intuition