

Engage, Captivate, Convert:

# LEARN ABOUT TIKTOK VIEW THROUGH RATE

TikTok View Through Rate (VTR) measures the percentage of viewers who watch your ads without scrolling through.



## FACTORS AFFECTING TIKTOK VIEW THROUGH RATE

01

**Video Quality:** Engaging, high-quality videos aligned with audience interests have a positive impact on TikTok VTR.

02

**Video Length:** Shorter videos hold viewers' attention better, leading to higher VTRs.

03

**Target Audience:** Understanding demographics and preferences helps create engaging content for higher VTRs.

## TIKTOK VTS VS. TIKTOK VCR

TikTok View Through Rate (VTR)	TikTok Video Completion Rate (VCR)
Measures the percentage of people who watch your ads (1 Millisecond +)	Measures the percentage of users who completed watching your ads
Ad views Impressions	Completed ad views Impressions

# +92.24%

Verified Brand Safe  
Ad Impressions

Our recent campaign had a View Rate of 92.24% and a Frequency of 1.29. That means the majority of TikTok scrollers not only saw your ads but also engaged with them.

## ■ ■ HOW TO MEASURE AND TRACK TIKTOK VTR

01

**TikTok Ads Manager:** Utilize this platform for comprehensive ad campaign management and real-time VTR tracking.

02

**Custom Tracking URLs:** Embed tracking parameters like UTM codes in ad links to measure clicks, views, and conversions for accurate VTR assessment.

03

**Third-Party Analytics Tools:** Leverage platforms like Google Analytics to gain deeper insights into TikTok ad performance.

## ■ ■ WHAT CAN TIKTOK VTR TEACH ABOUT YOUR AD STRATEGY

- 1** **Capturing viewers' interest:** A high TikTok VTR is a clear sign of compelling video content that keeps viewers hooked from start to finish.
- 2** **Building brand awareness:** The longer viewers watch the ads, the more likely they will remember the campaign messaging.
- 3** **Optimizing ad strategy:** Media buyers can identify the most effective combinations and allocate ad spend accordingly.

