



sotrender

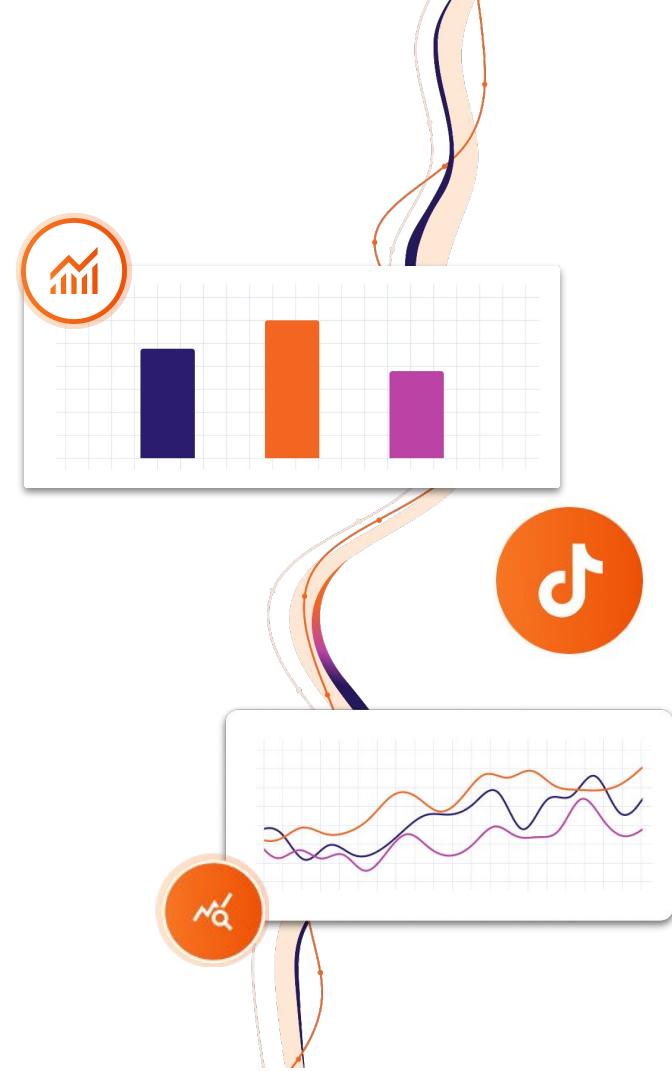
Explainable insights



Power Benchmarks

TikTok benchmark Report

A strategic toolkit for evaluating the effectiveness of social media activities



What does the report contain?

How does it work?

- **Followers:** How popular is your brand compared to selected competition?
- **Views:** How popular is your content compared to selected competition?
- **Engagement:** How engaging is your content in terms of various metrics (including Interactivity Index)? When was your and your competition's content the most engaging?
- **Activity:** How active and consistent is your brand in content publishing compared to selected competition?
- **Hashtags:** How popular are your and your competition's hashtags all over Tik Tok?

What is the value for the Clients?

- **Instant positioning** of your brand among competitors
- Effortless and meaningful **comparisons with selected competitors** to find out who has the winning strategy and learn from the winners
- Detailed analysis of **your social media differentiators** ranked against competitors to find your USPs, and improve your communication strategy

Key findings and observations



Key findings and observations

- **The largest** in terms of the number of **followers** is the shein_official profile, with a huge advantage over the other analyzed profiles. The sinsay profile **ranks third**
- **The highest engagement** was also recorded on the shein_official profile, only in terms of the number of comments the temu profile is better. Sinsay **ranks fourth** in terms of all engagement components.
- **The most frequently posted** profile is shein_official and the vast majority of content published on this channel is not sponsored.
- From May to October 2023, there were almost **200 posts** with the hashtag #SINSAY, which accumulated a total of over **65 million views**, and the sum of the **Interactivity Index** for these posts exceeded 5 million.

Interactivity Index is a proprietary metric that measures user engagement on Tik Tok profiles. It is calculated as the weighted sum of interactions left under posts:

INI = number of reactions + 4 * number of comments + 16 * number of shares

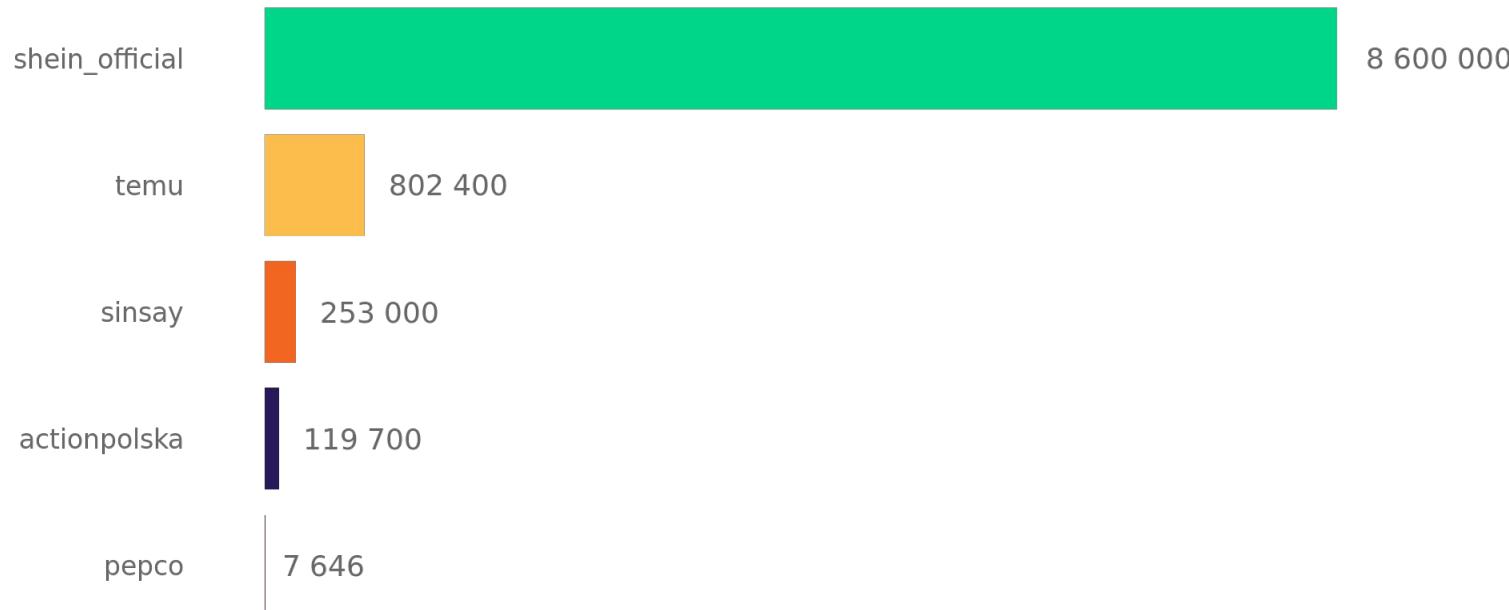
Followers

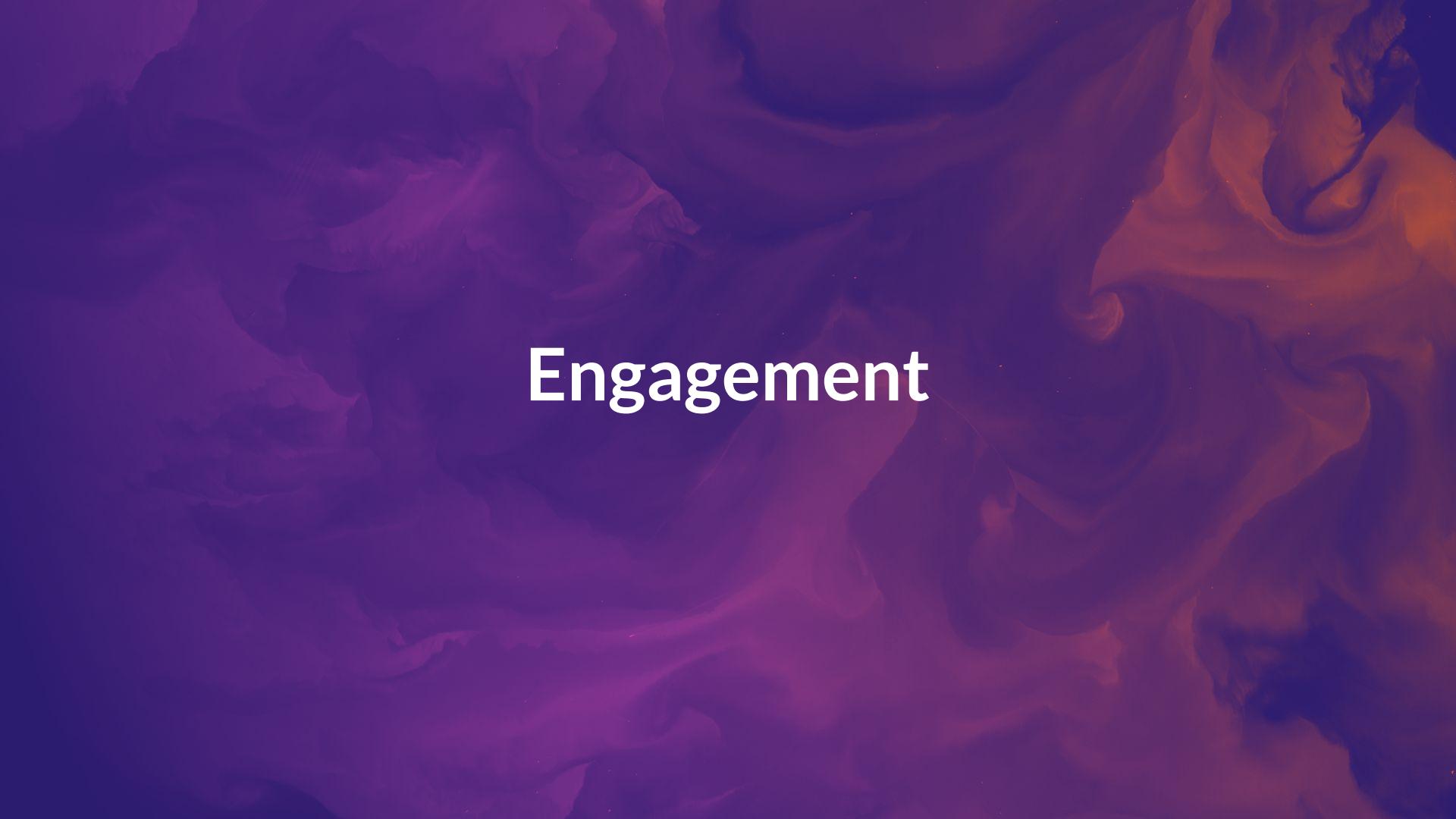


Followers: Number of followers

Number of followers

May - October 2023



The background of the slide features a vibrant, abstract design composed of swirling, organic shapes in shades of purple, blue, and orange. These colors blend together in a way that suggests depth and movement, resembling liquid or smoke. The overall effect is dynamic and visually appealing.

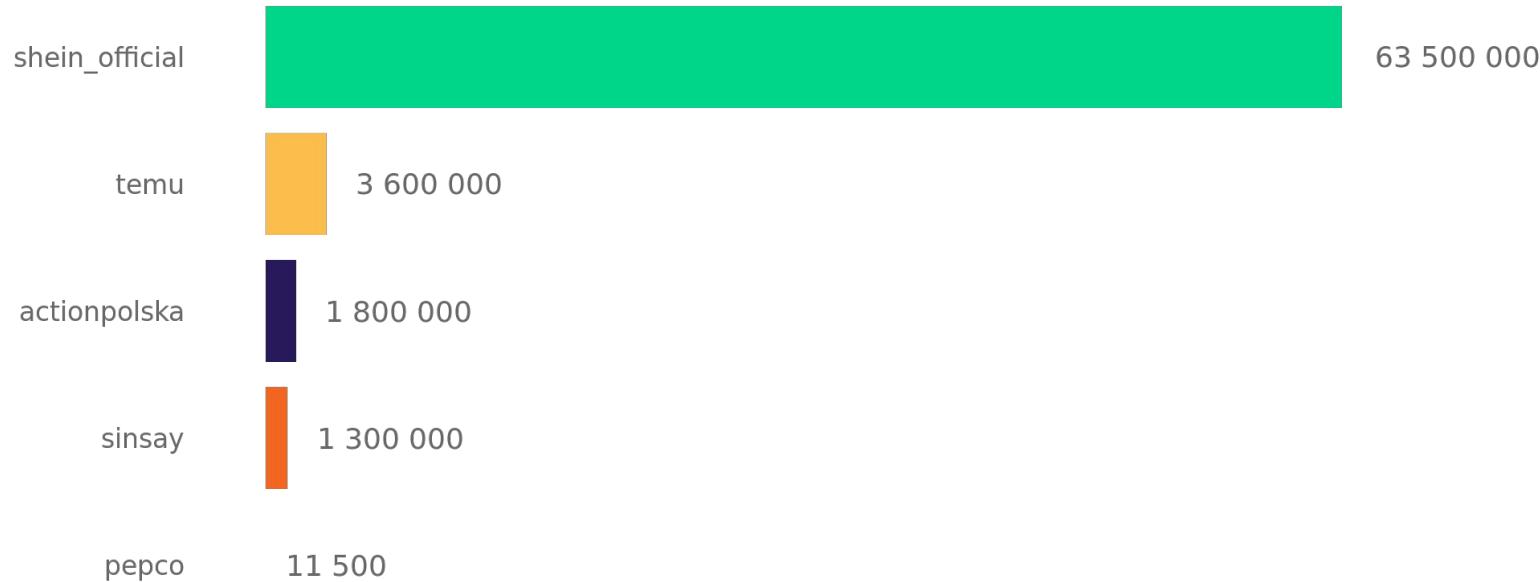
Engagement



Engagement: Hearts

Number of hearts

since the beginning of the channel

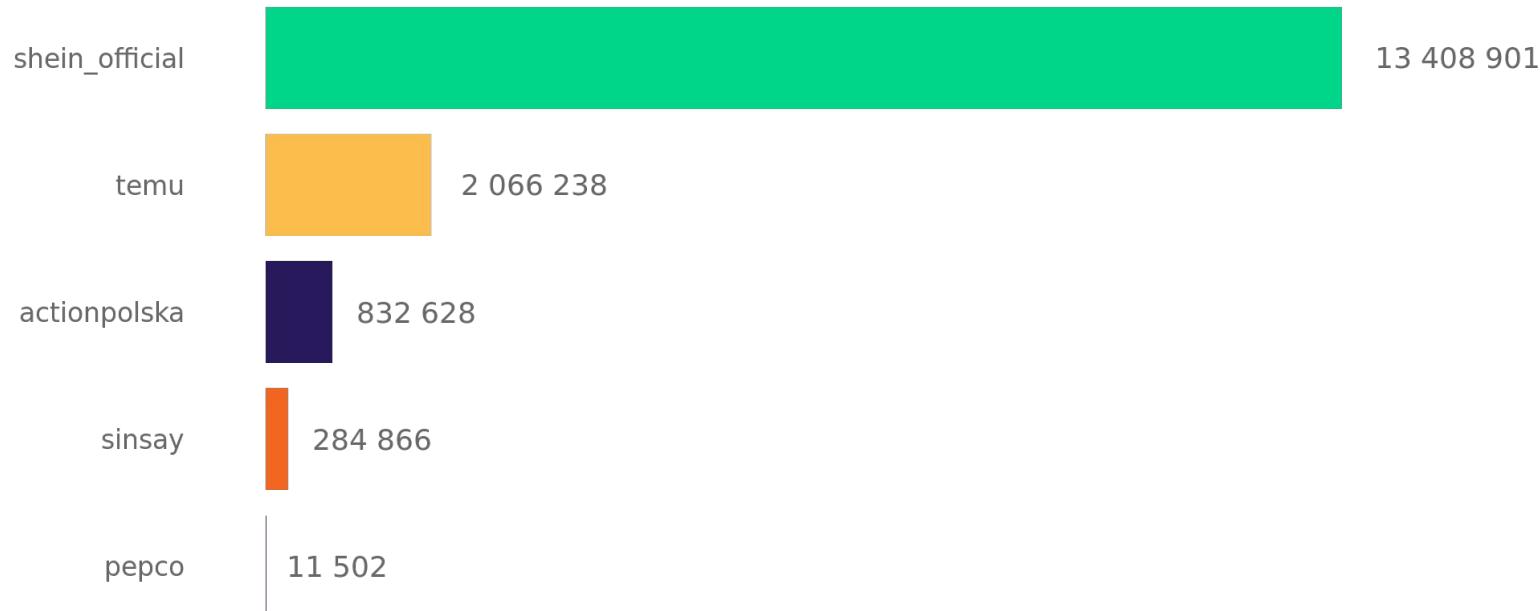




Engagement: Hearts

Number of hearts

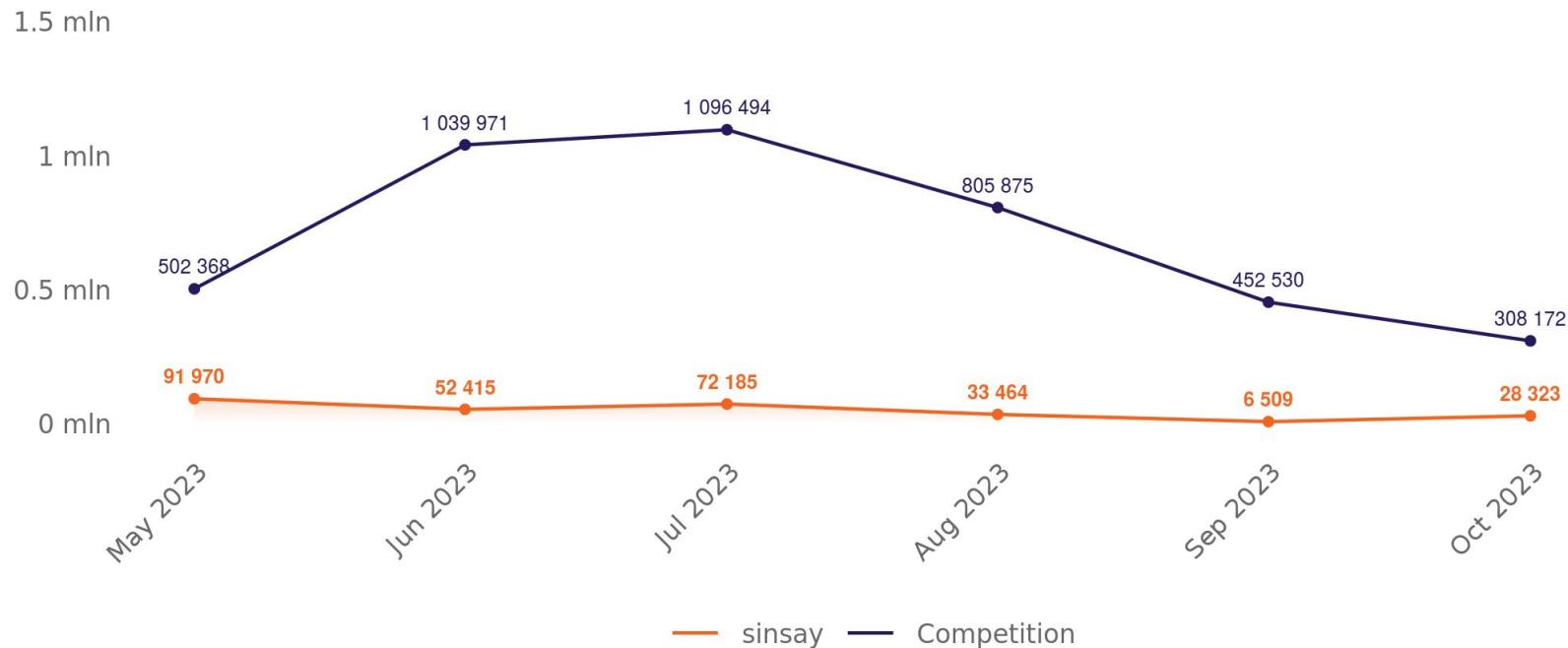
May - October 2023





Engagement: Hearts

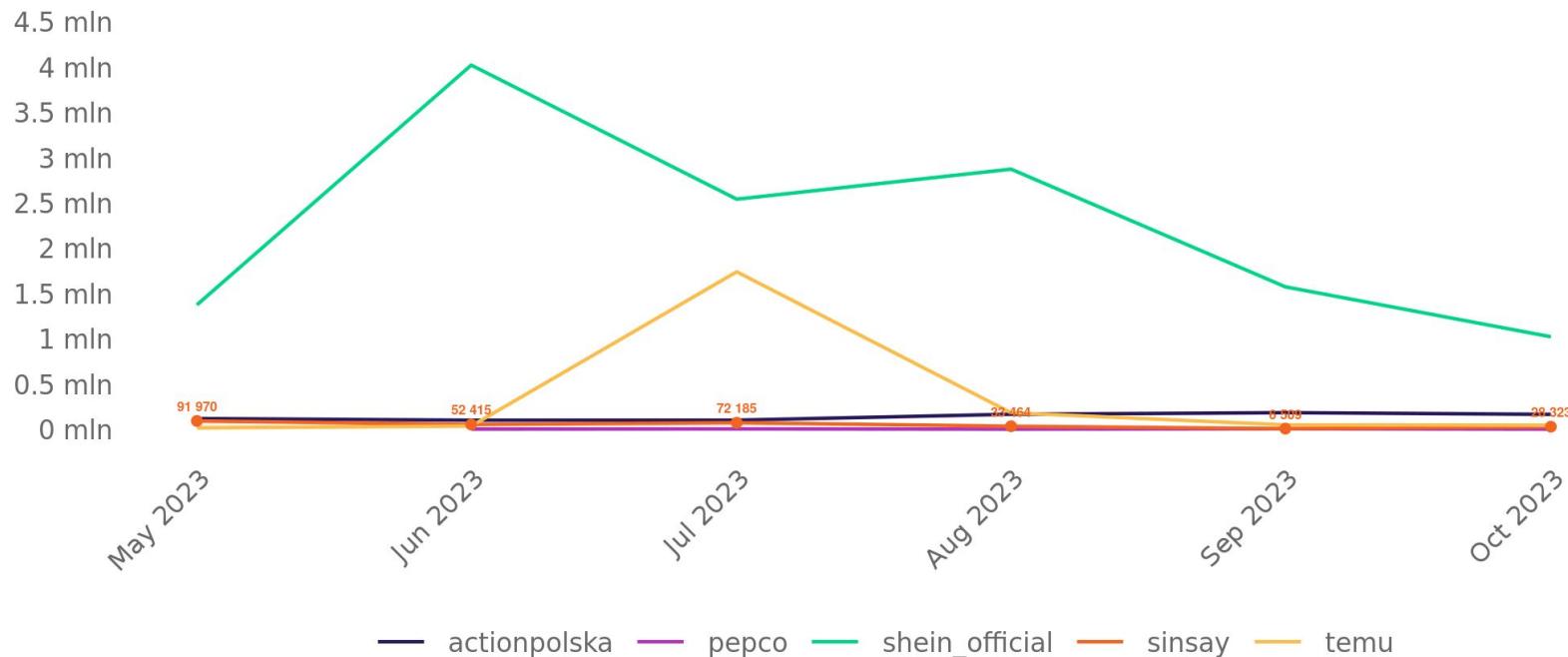
Number of hearts over time





Engagement: Hearts

Number of hearts over time

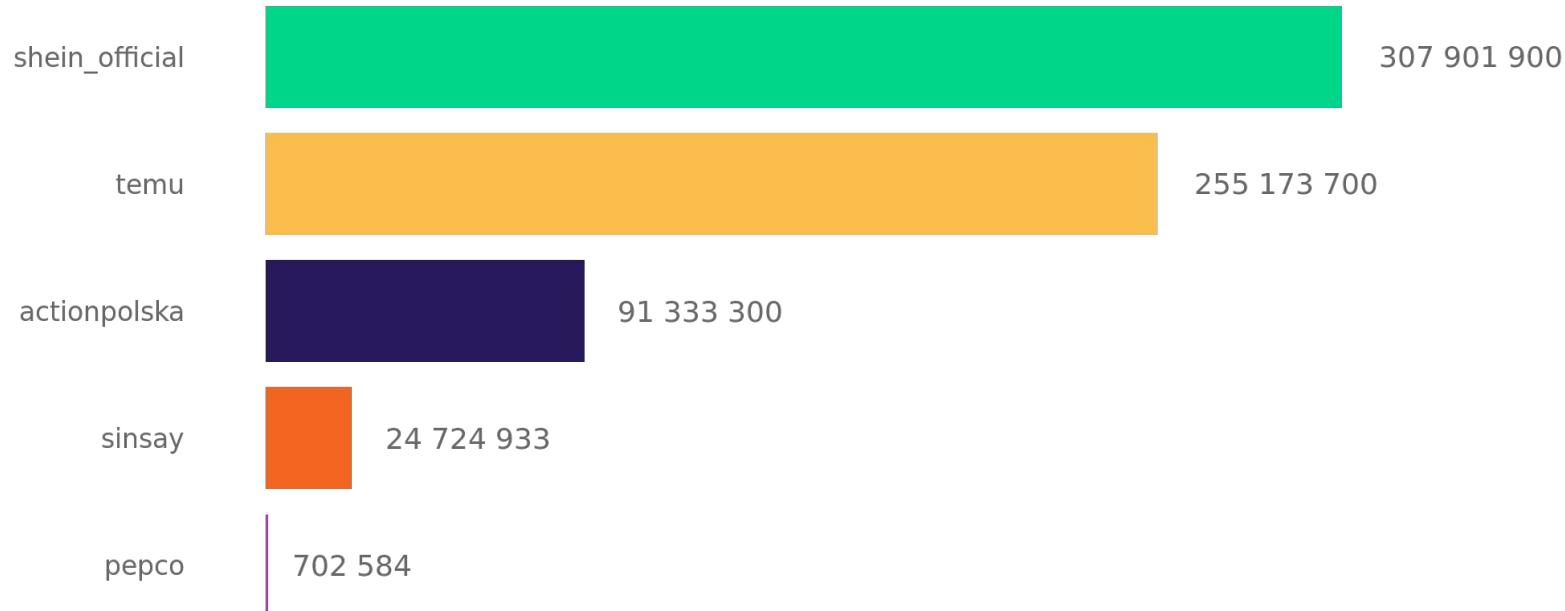




Engagement: Views

Number of plays

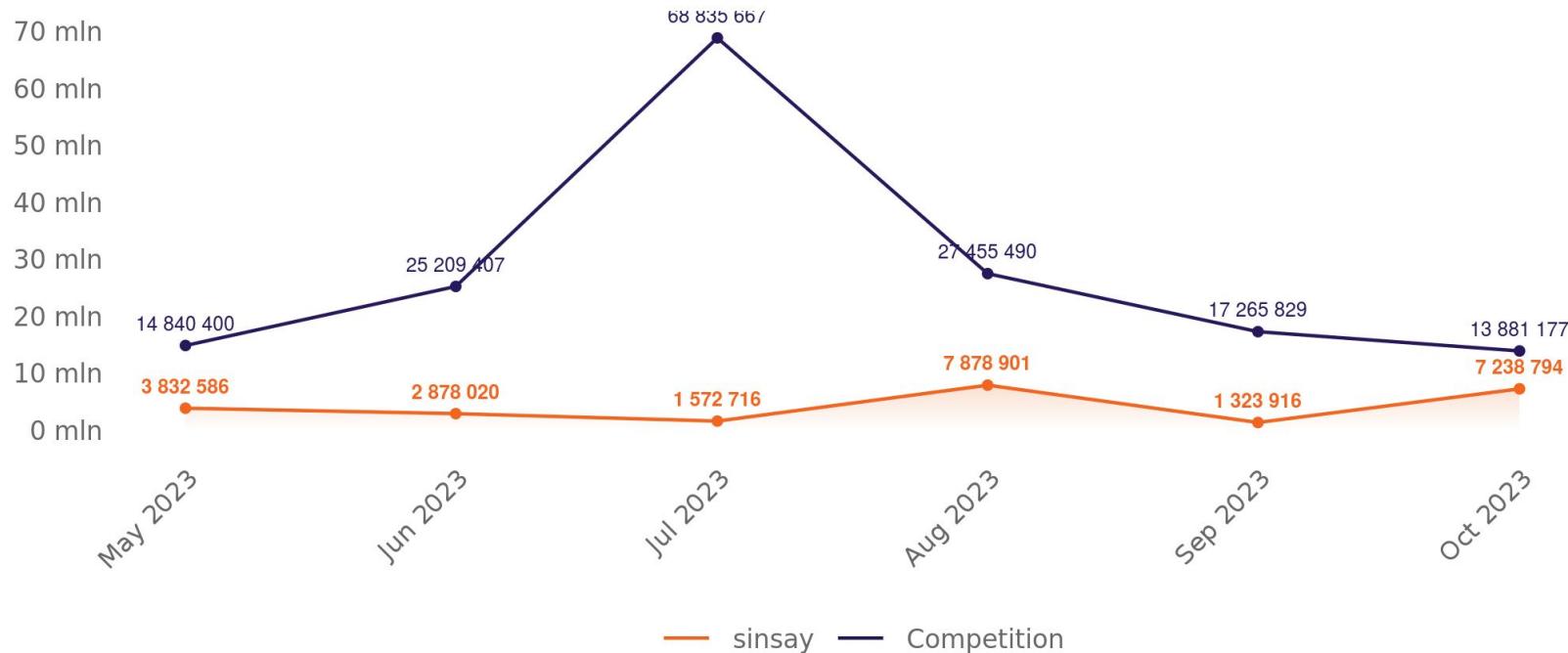
May - October 2023





Engagement: Views

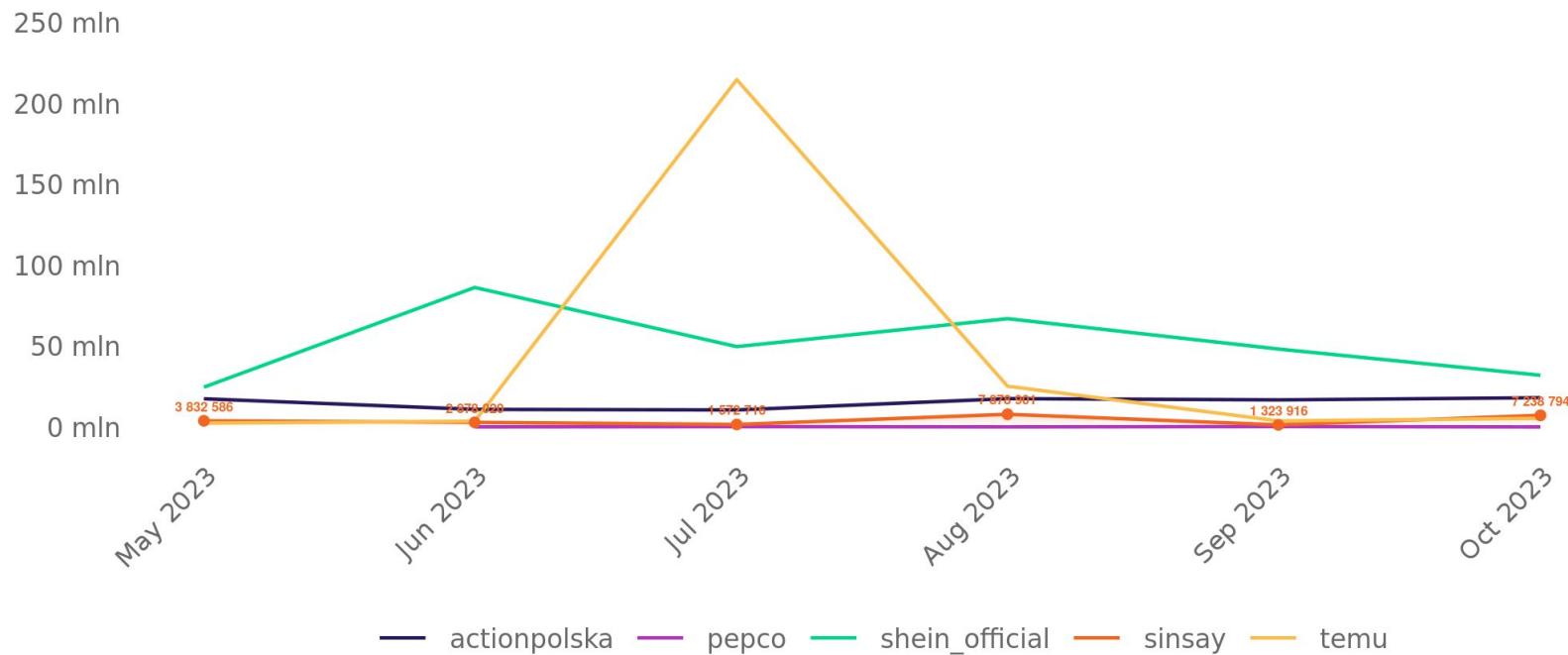
Number of plays over time





Engagement: Views

Number of plays over time

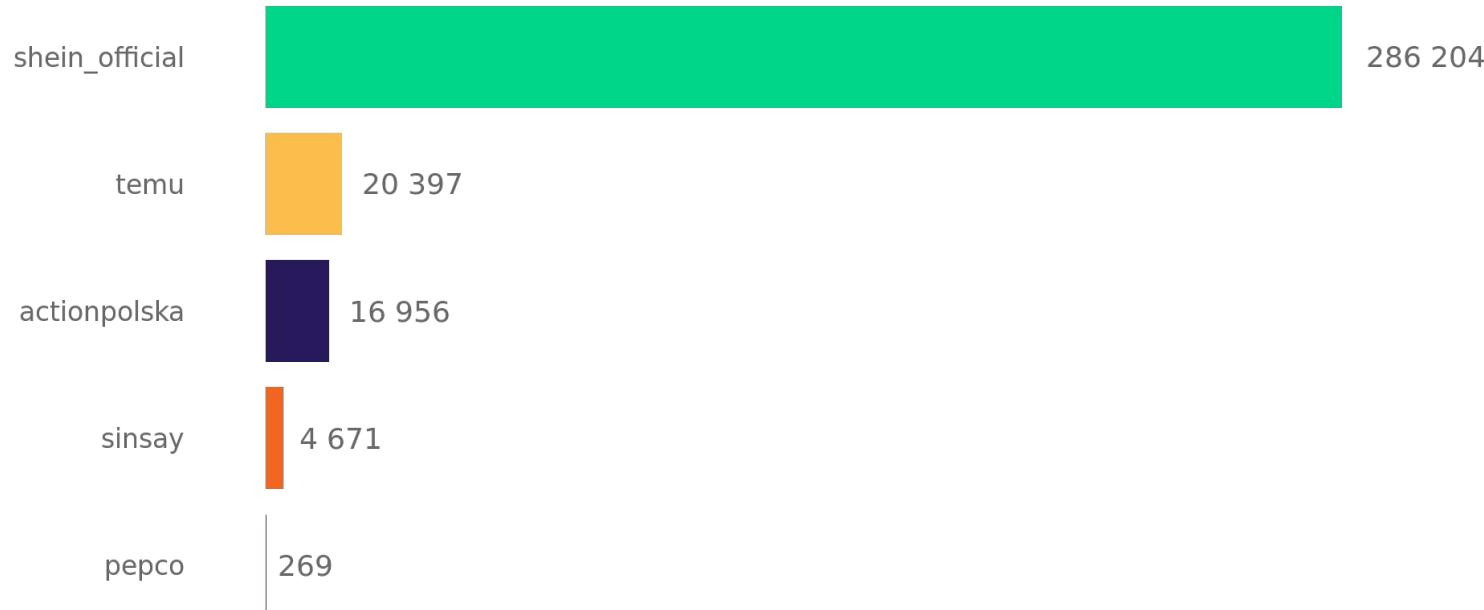




Engagement: Shares

Number of shares

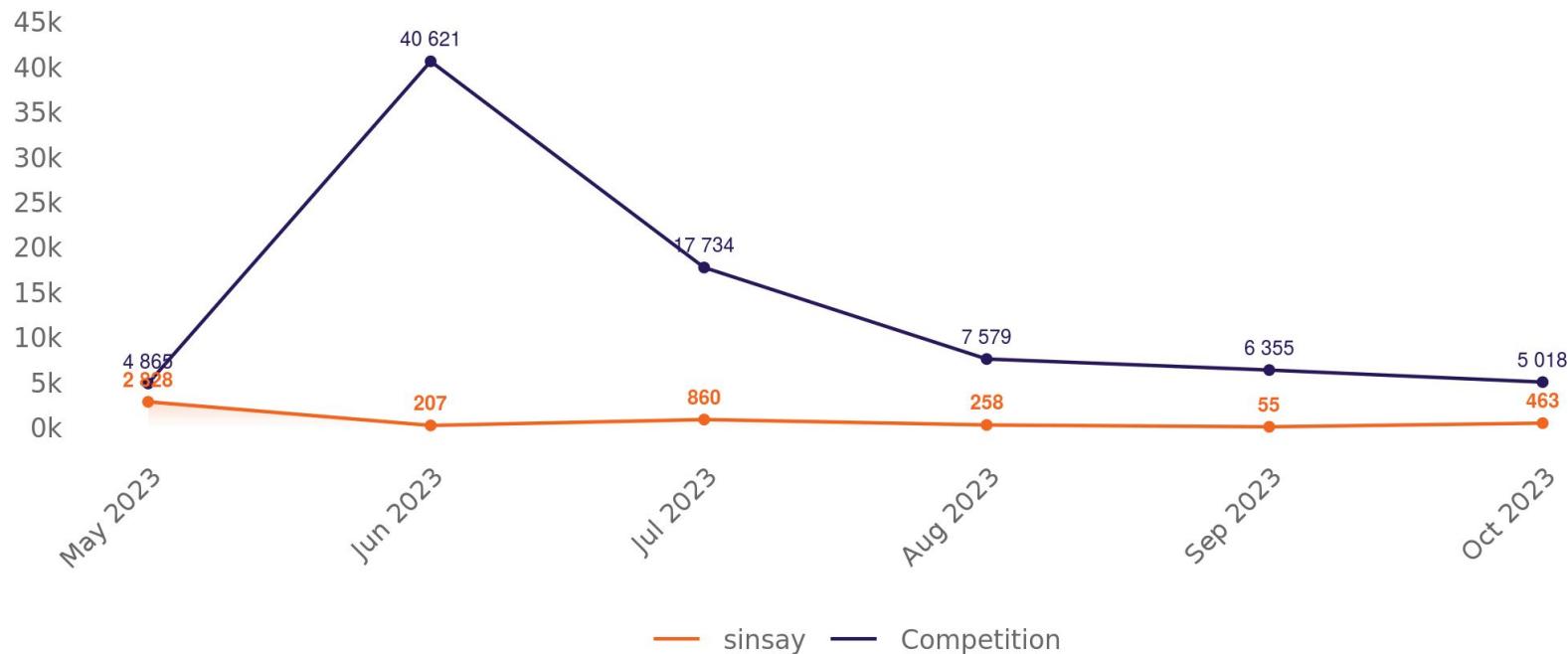
May - October 2023





Engagement: Shares

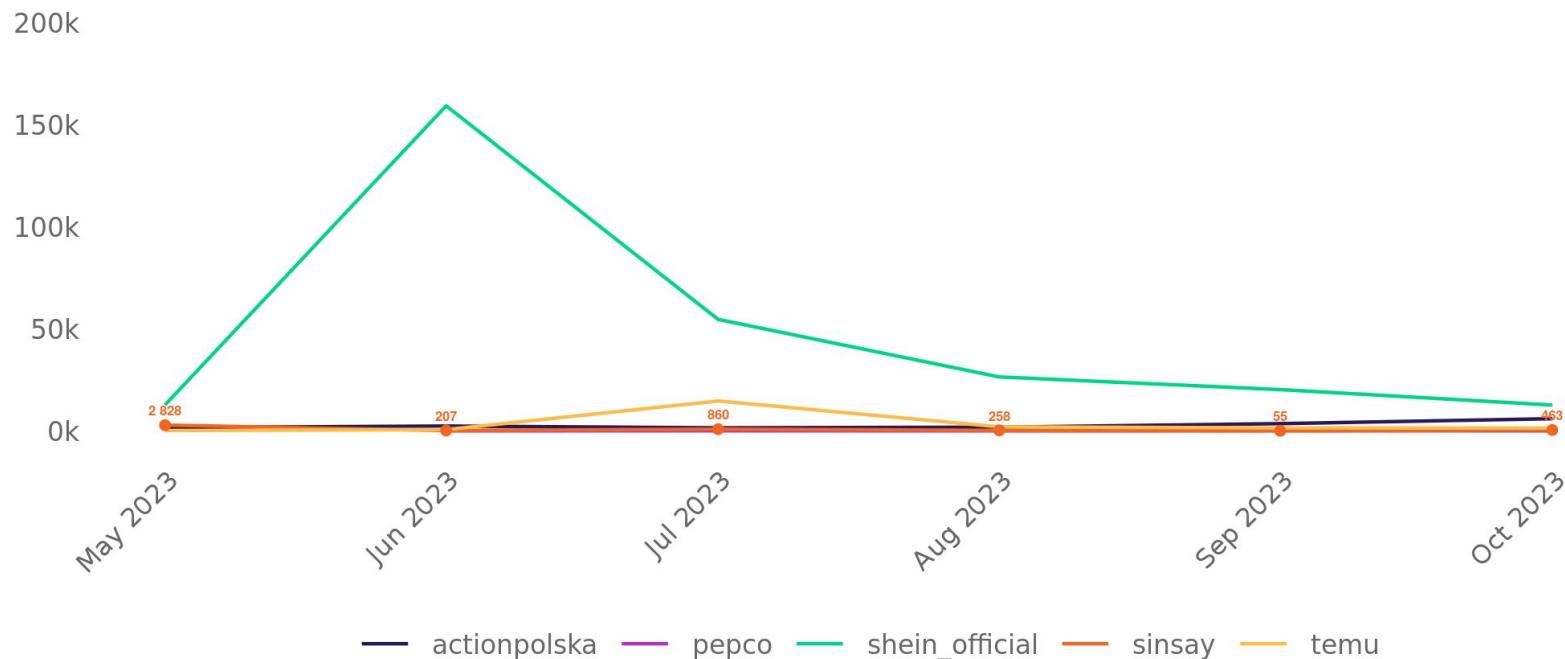
Number of shares over time





Engagement: Shares

Number of shares over time





Engagement: Comments

Number of comments

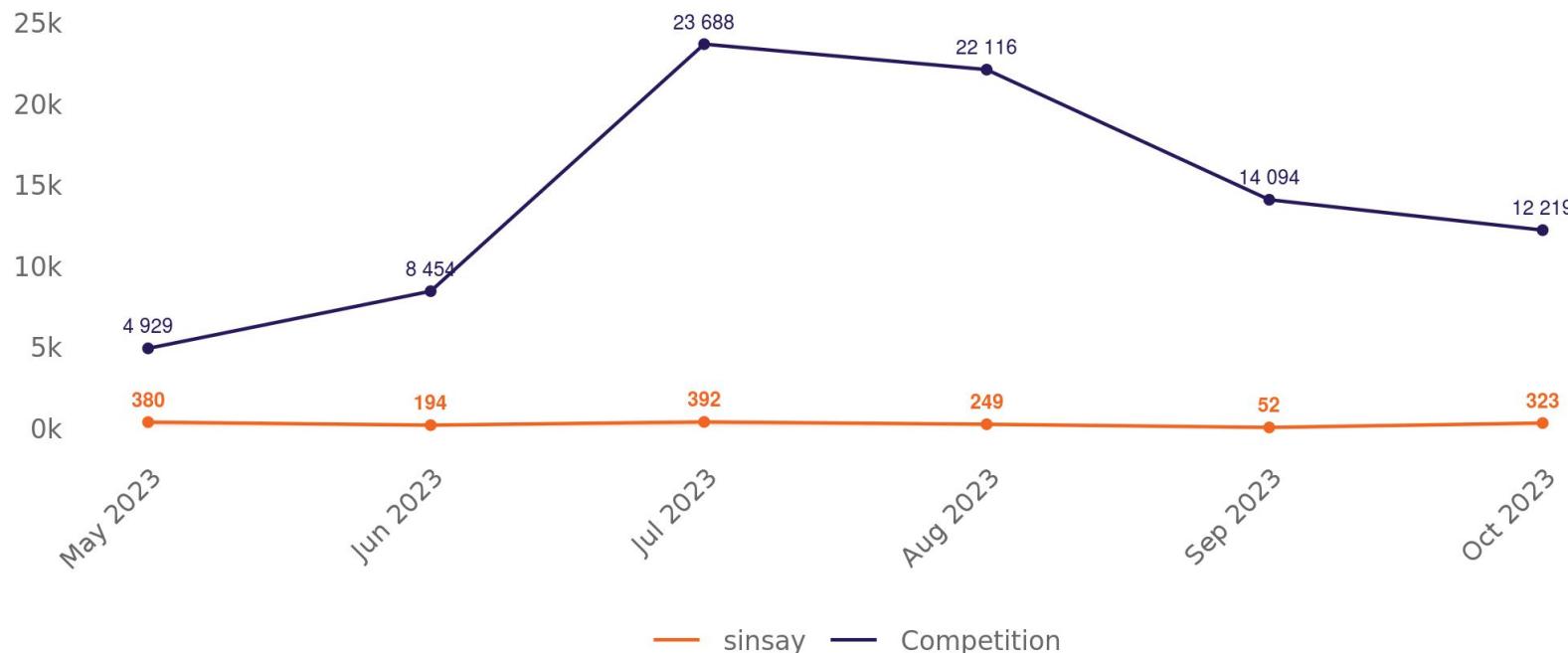
May - October 2023





Engagement: Comments

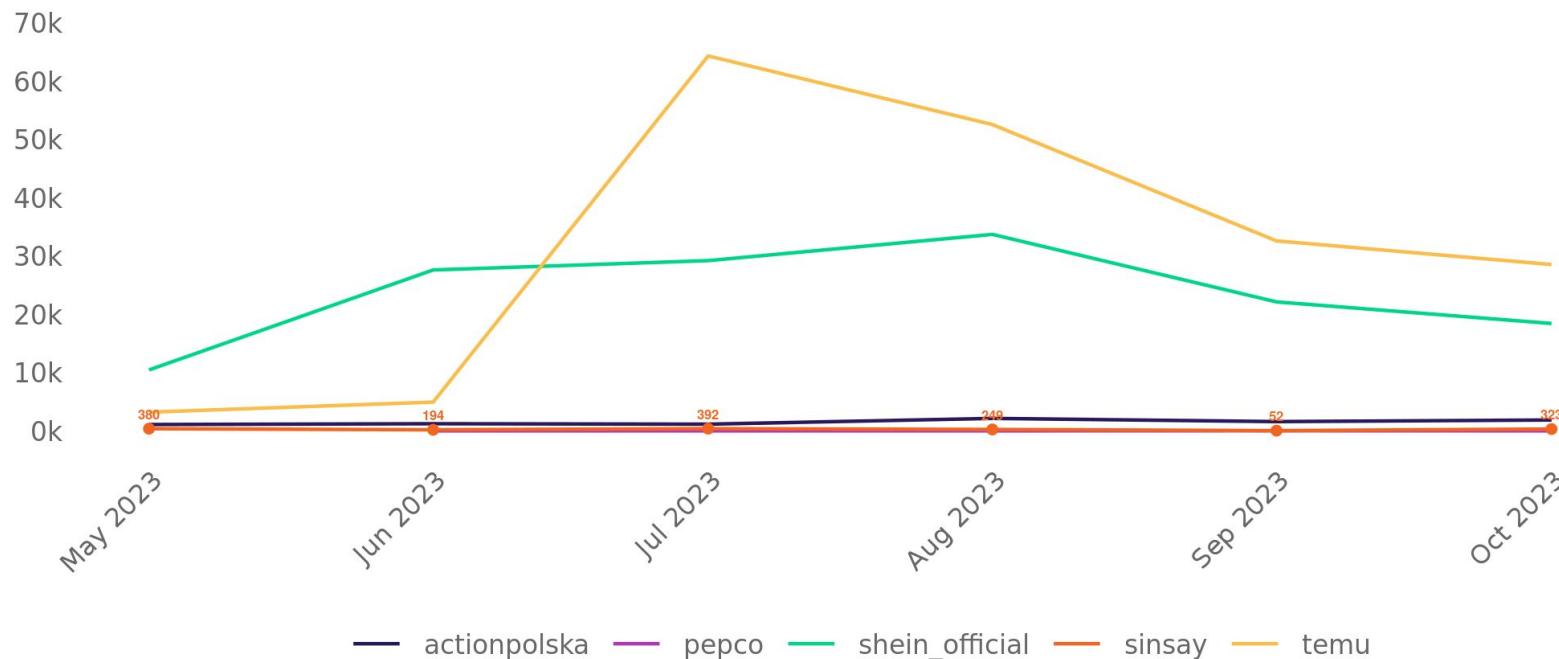
Number of comments over time





Engagement: Comments

Number of comments over time

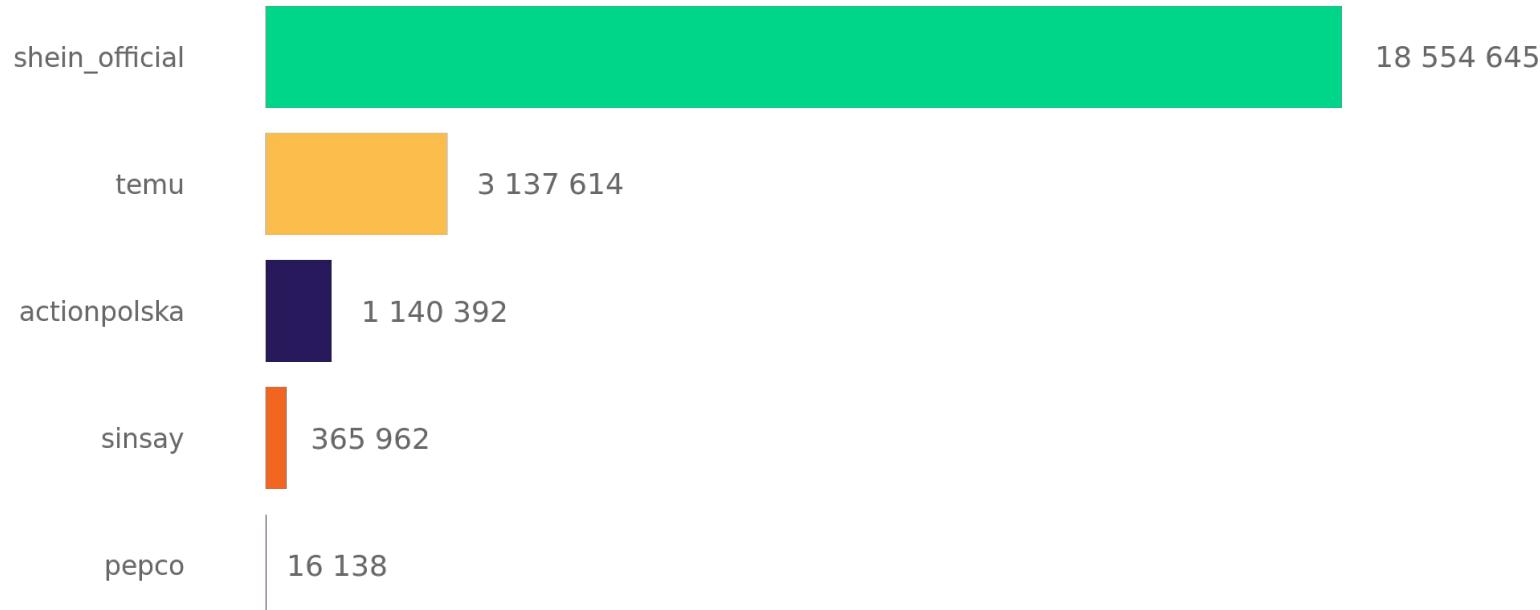




Engagement: Interactivity Index

Interactivity Index

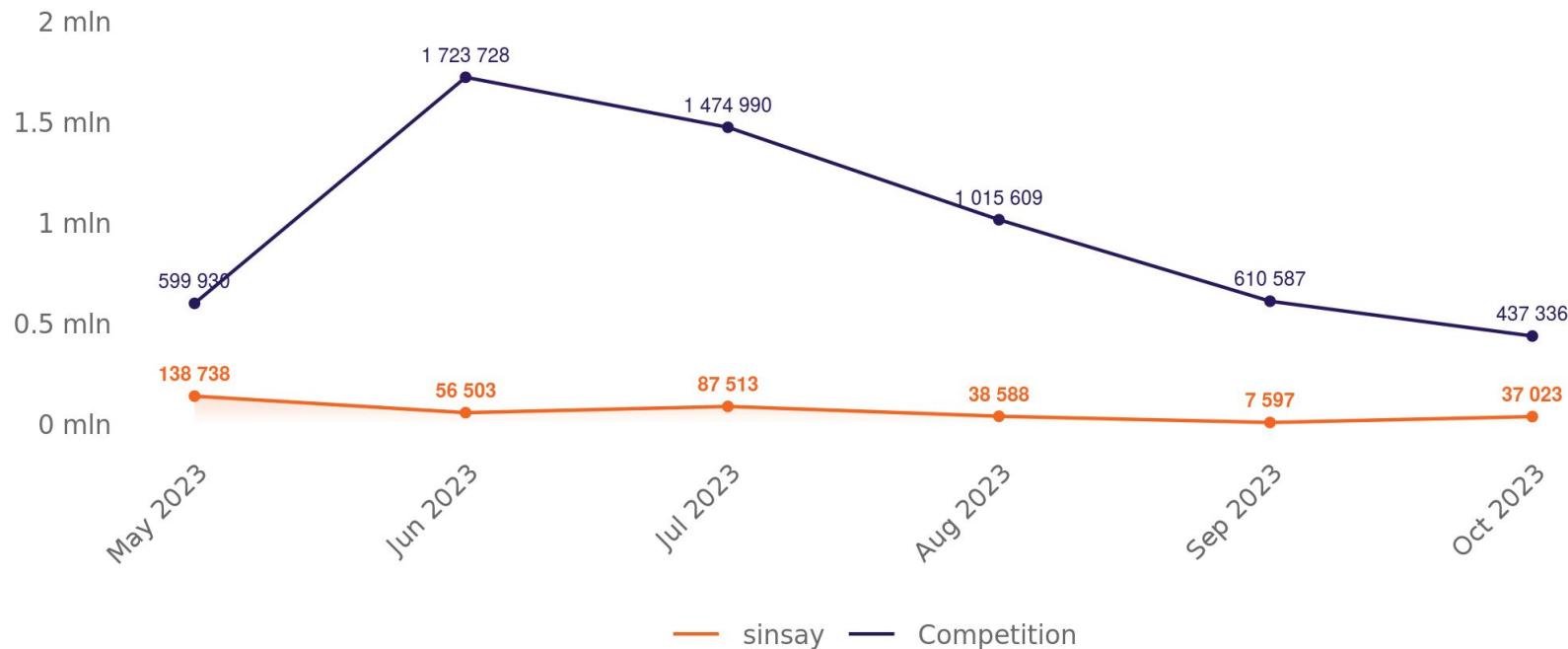
May - October 2023





Engagement: Interactivity Index

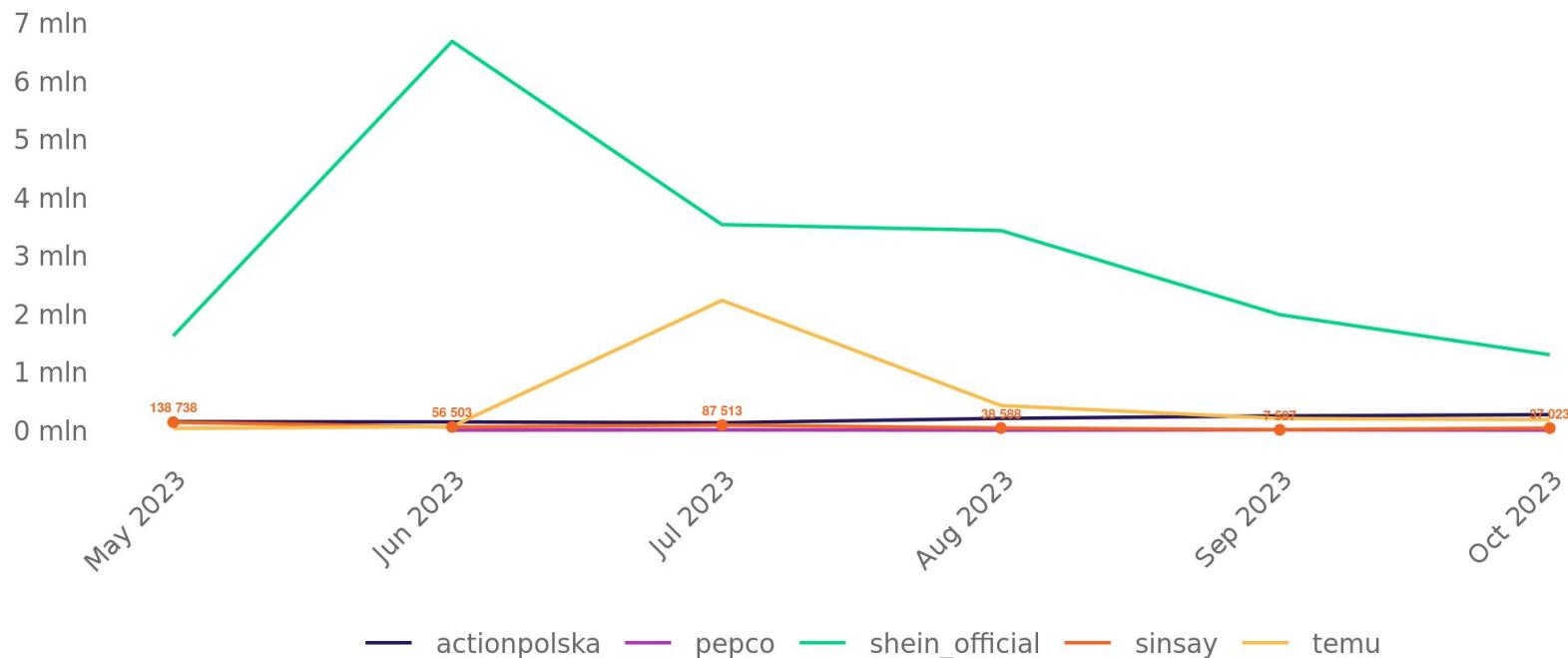
Interactivity Index over time





Engagement: Interactivity Index

Interactivity Index over time

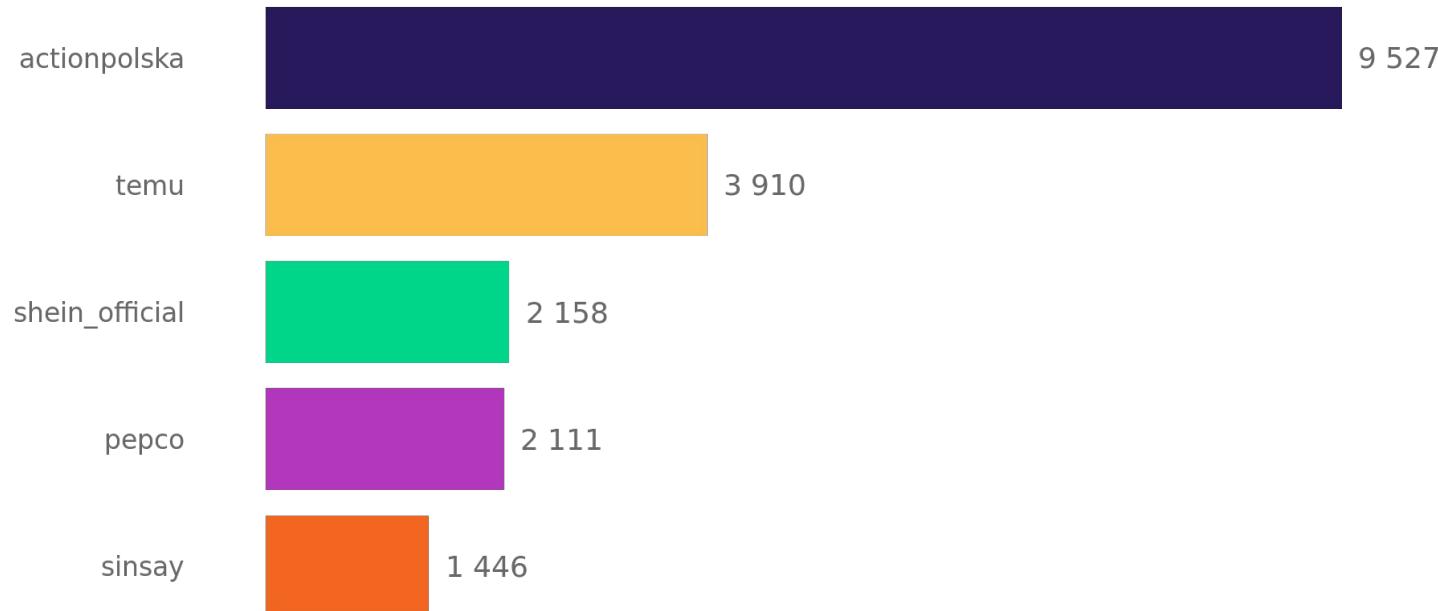




Engagement: Relative Interactivity Index

Relative Interactivity Index

May - October 2023





Engagement: Relative Interactivity Index

Relative Activity Index

May - October 2023



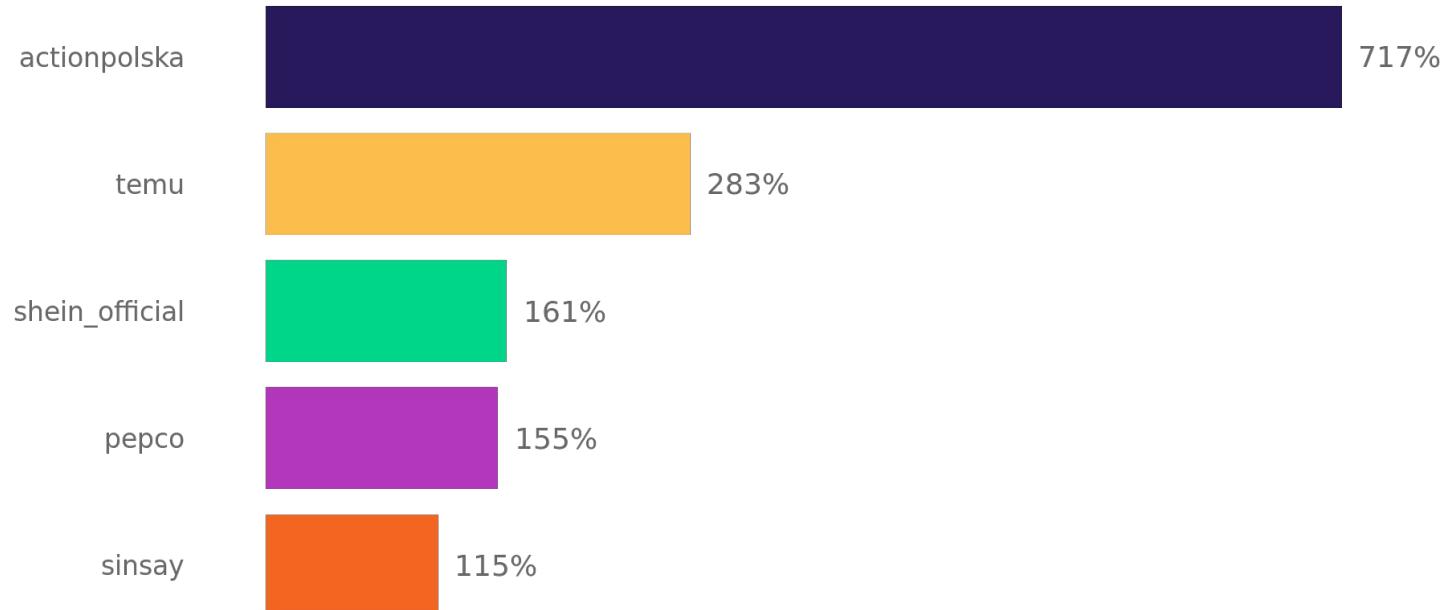
posts paid posts



Engagement: Engagement Rate

Engagement Rate

May - October 2023

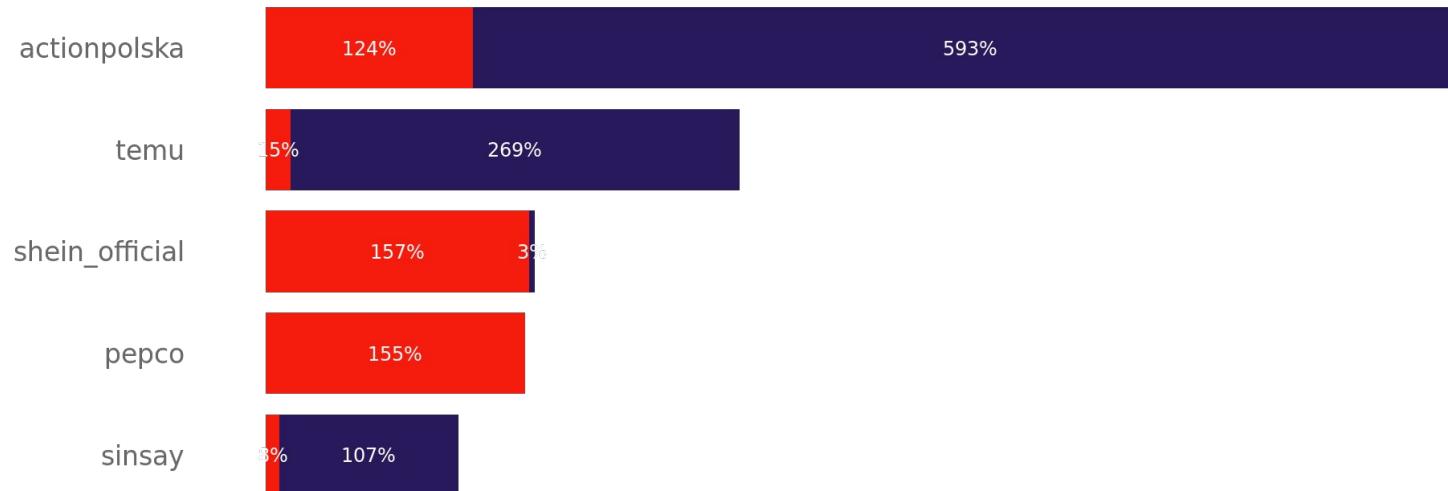




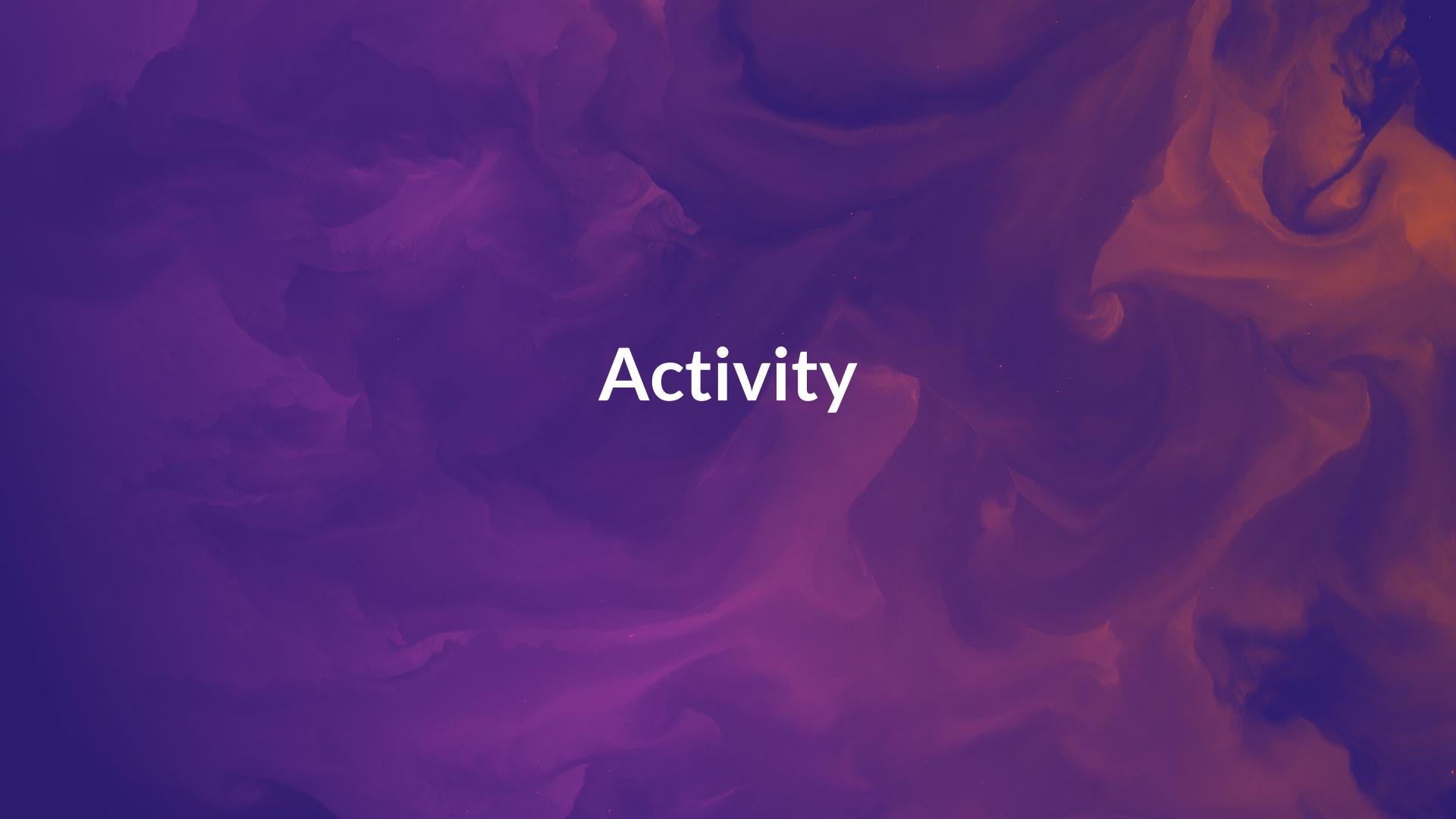
Engagement: Engagement Rate

Engagement Rate

May - October 2023



■ posts ■ paid posts

The background of the image is a dark, abstract composition featuring swirling, organic shapes in shades of orange, red, and purple. These colors resemble smoke or liquid flowing across the frame, creating a sense of movement and depth. The overall texture is soft and fluid.

Activity



Activity: Number of posts

Number of posts

May - October 2023



posts paid posts



Activity: Number of posts

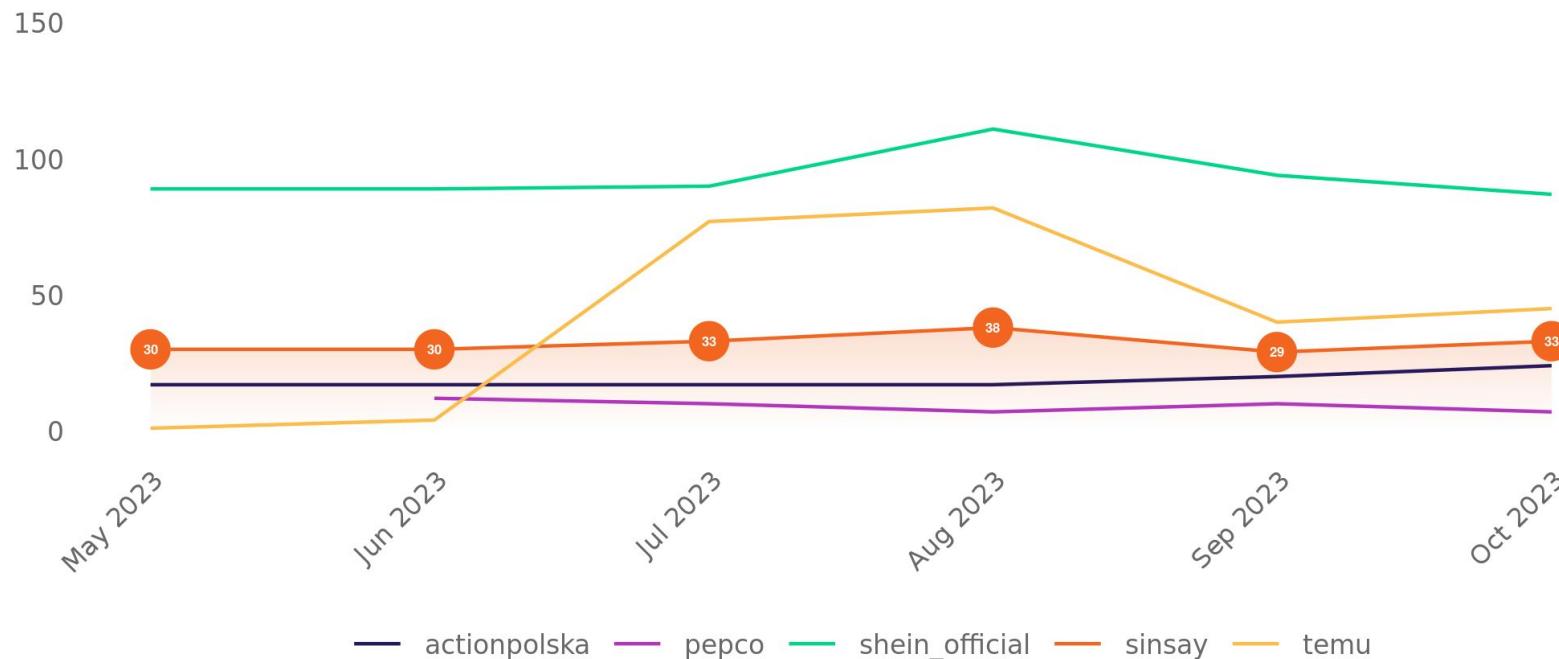
Number of posts over time





Activity: Number of posts

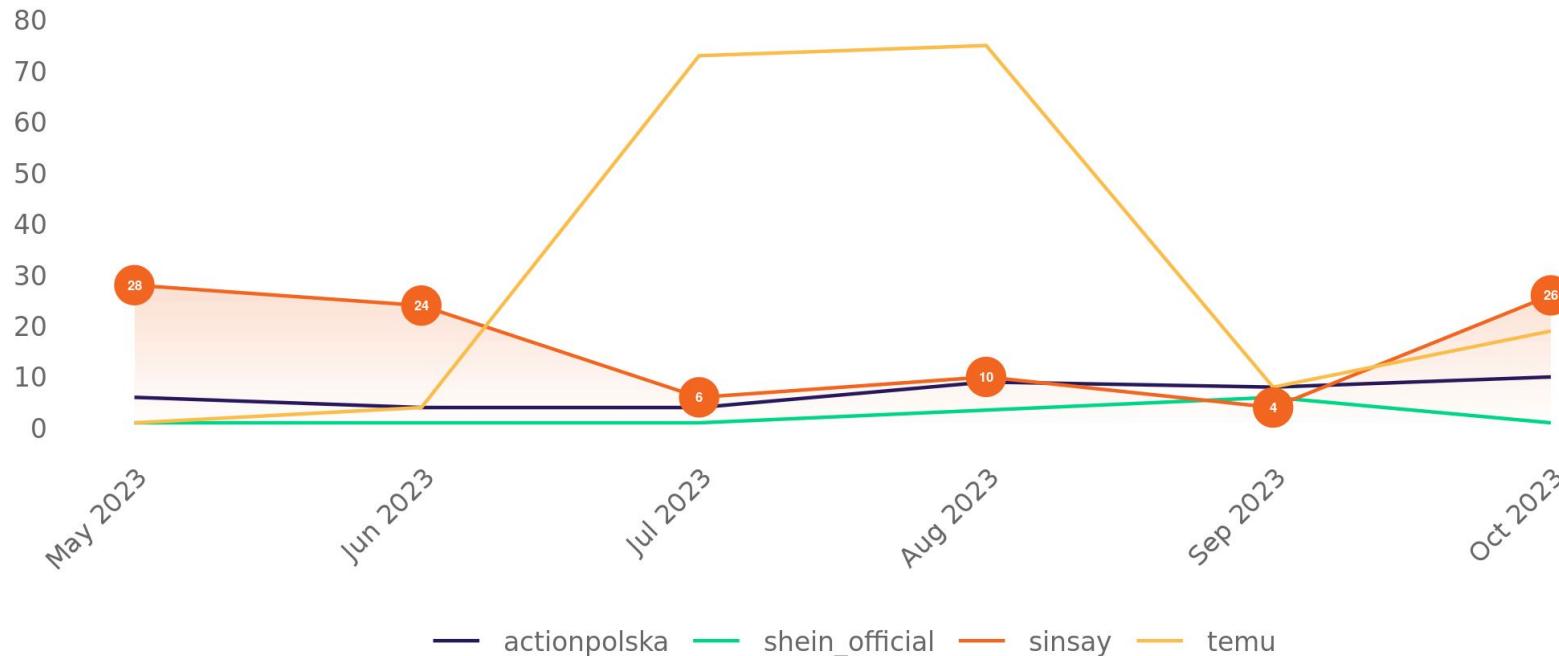
Number of posts over time





Activity: Number of paid posts

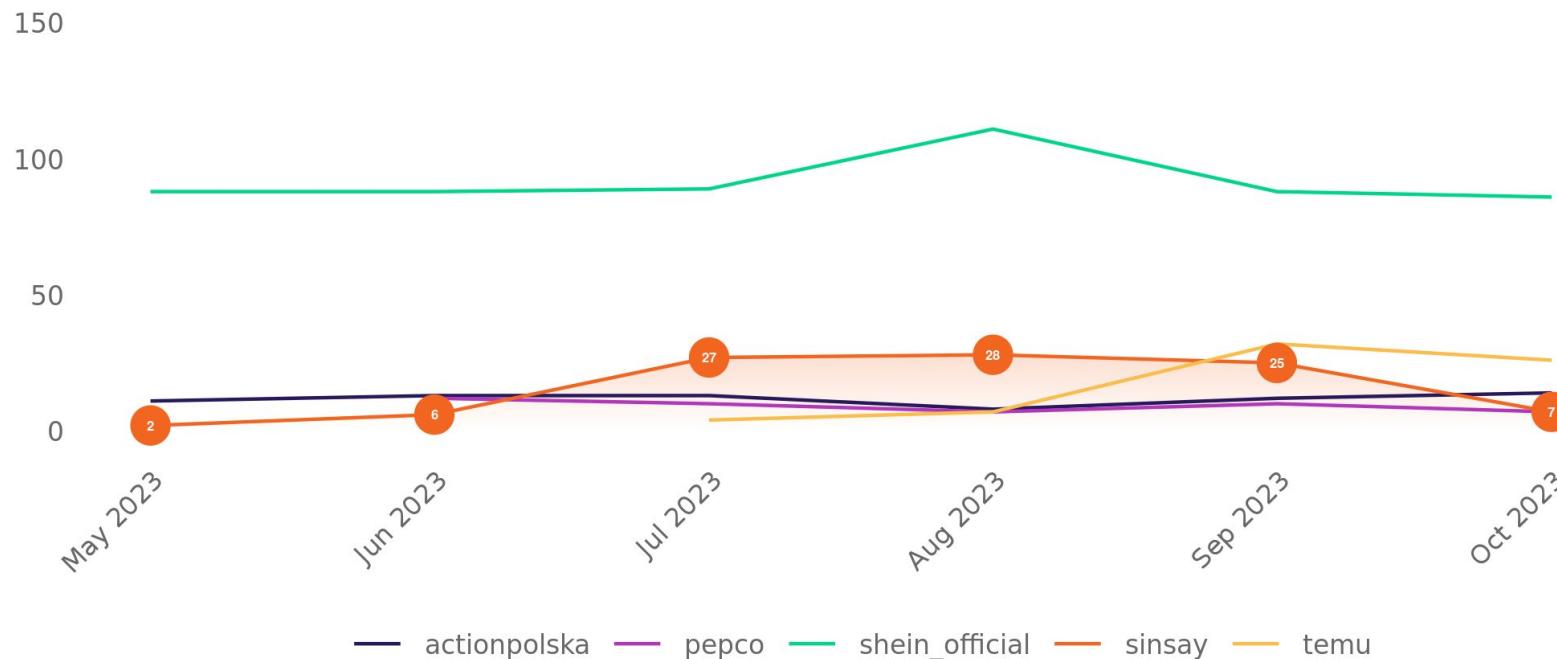
Number of paid posts over time

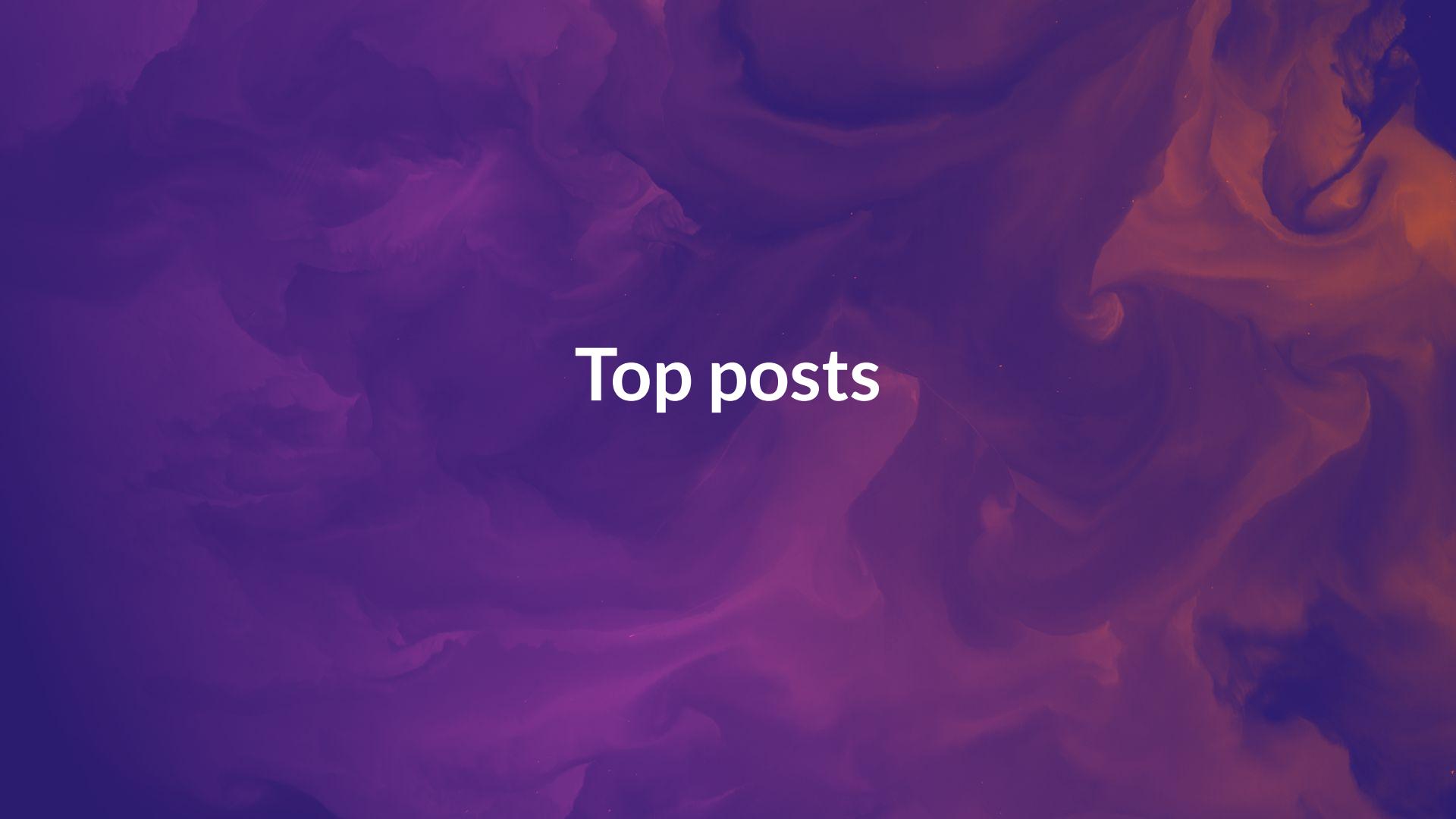




Activity: Number of organic posts

Number of organic posts over time



The background of the image features a dynamic, abstract pattern resembling swirling smoke or liquid. It consists of deep purple and black tones on the left, transitioning into bright orange and yellow on the right. The colors are mixed with wispy, translucent streaks that create a sense of movement and depth.

Top posts

Most viewed posts: sinsay

May - October 2023

1 Views: 1.9 mln*



<https://www.tiktok.com/@sinsay/video/7273456606833167648>

2 Views: 1.4 mln*



<https://www.tiktok.com/@sinsay/video/7268629016876191008>

3 Views: 1.3 mln*



<https://www.tiktok.com/@sinsay/video/7270902212975496481>

Most viewed posts: shein_official

May - October 2023

1 Views: 40.2 mln



https://www.tiktok.com/@shein_official/video/7242513743794490631

2 Views: 11.8 mln



https://www.tiktok.com/@shein_official/video/7268134301366078738

3 Views: 9.3 mln



<https://www.tiktok.com/@sinsay/video/7290519932259863841>

Most viewed posts: temu

May - October 2023

1 Views: 75.6 mln*



<https://www.tiktok.com/@temu/video/7260483042538671406>

2 Views: 60.1 mln*



<https://www.tiktok.com/@temu/video/7261544325031398702>

3 Views: 22.3 mln*



<https://www.tiktok.com/@temu/video/7251798760051772715>

Most viewed posts: actionpolska

May - October 2023

1 Views: 4.1 mln*



2 Views: 2.9 mln*



<https://www.tiktok.com/@actionpolska/video/7228209952001707290>

<https://www.tiktok.com/@actionpolska/video/7247411626452831515>

<https://www.tiktok.com/@actionpolska/video/7259674514458529051>

Most viewed posts: pepco

May - October 2023

1 Views: 94 700



<https://www.tiktok.com/@pepco/video/7280146217441496352>

2 Views: 92 100



<https://www.tiktok.com/@pepco/video/7259383190542880027>

3 Views: 38 600



<https://www.tiktok.com/@pepco/video/7275690035238767905>

Most engaging posts: sinsay

May - October 2023

1 INI: 81 308*



<https://www.tiktok.com/@sinsay/video/7230421209580784923>

2 INI: 72 080*



<https://www.tiktok.com/@sinsay/video/7257439697583050011>

3 INI: 17 716*



<https://www.tiktok.com/@sinsay/video/7228556019238997274>

Most engaging posts: shein_official

May - October 2023

1 INI: 3 542 944



2 INI: 1 092 600



3 INI: 825 292



https://www.tiktok.com/@shein_official/video/7242513743794490631

<https://www.tiktok.com/@sinsay/video/7290519932259863841>

https://www.tiktok.com/@shein_official/video/7268134301366078738

Most engaging posts: temu

May - October 2023

1 INI: 626 560*



▷ 60.1M

<https://www.tiktok.com/@temu/video/7261544325031398702>

2 INI: 437 724*



▷ 75.6M

<https://www.tiktok.com/@temu/video/7260483042538671406>

3 INI: 424 972*



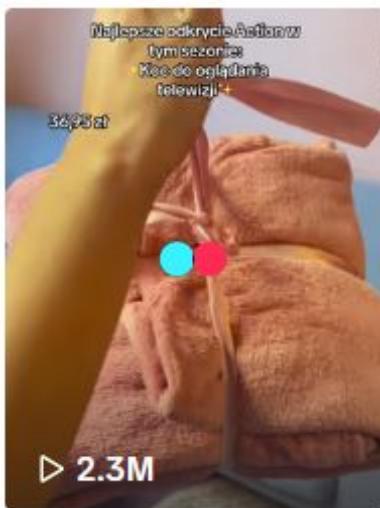
▷ 22.3M

<https://www.tiktok.com/@temu/video/7251798760051772715>

Most engaging posts: actionpolska

May - October 2023

1 INI: 73 224*



<https://www.tiktok.com/@actionpolska/video/7294245430534212897>

2 INI: 44 656*



<https://www.tiktok.com/@actionpolska/video/7257558381945195803>

3 INI: 41 880



<https://www.tiktok.com/@actionpolska/video/7273831872751275296>

Most engaging posts: pepco

May - October 2023

1 INI: 1 535



<https://www.tiktok.com/@pepco/video/7280146217441496352>

2 INI: 1 259

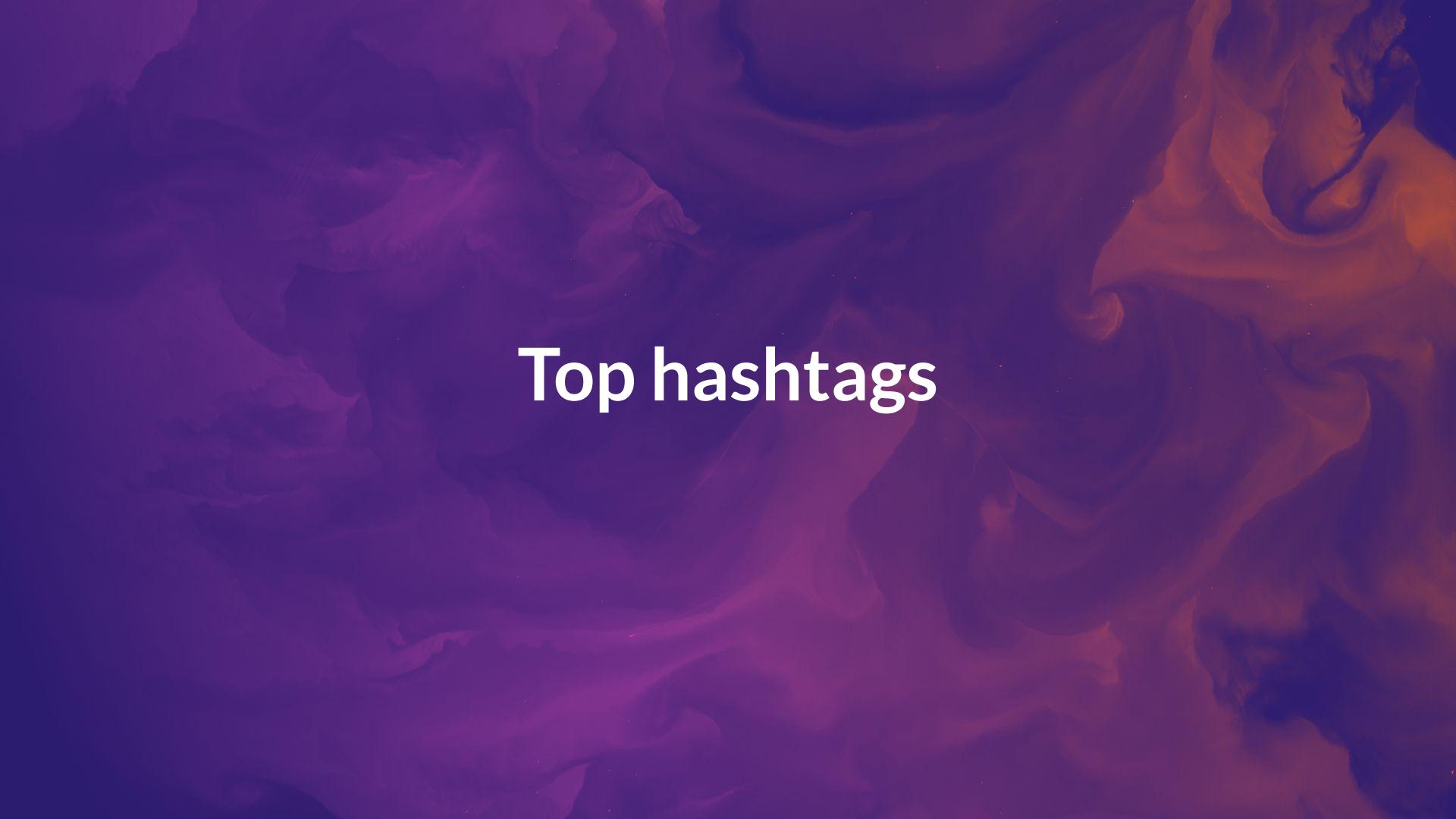


<https://www.tiktok.com/@pepco/video/7275690035238767905>

3 INI: 1 050



<https://www.tiktok.com/@pepco/video/7283437399705652512>

The background of the slide features a dynamic, abstract pattern resembling smoke or liquid. It consists of swirling, organic shapes in shades of orange, red, and purple against a dark, almost black, background. The colors are most concentrated on the right side of the frame, creating a sense of movement and depth.

Top hashtags



Top hashtags: Sinsay

Top hashtags: sinsay

May - October 2023

Hashtag	Number of occurrences
#SINSAY	138
#SINSAYHAUL	56
#SINSAYHOME	41
#SINSAYSQUAD	25
#SUMMERFASHION	14
#OOTD	11
#SINSAYCHECK	10
#SINSAYSHOP	10
#SINSAYOUTFIT	9
#OUTFITIDEAS	7

Top hashtags: sinsay

May - October 2023

Hashtag	Interactivity Index
#SINSAY	322 768
#SINSAYHOME	144 875
#SINSAYHAUL	122 933
#LIFEHACK	99 356
#ICEDCOFFEE	81 308
#ICEDCOFFEERECIPE	81 308
#LIFEHACKS	81 308
#HIBARBIE	72 817
#BARBIECOLLECTION	72 080
#HIBARBIEHIKEN	72 080



Top hashtags: Shein_official

Top hashtags: shein_official		Top hashtags: shein_official	
May - October 2023		May - October 2023	
Hashtag	Number of occurrences	Hashtag	Interactivity Index
#FYP	421	#FYP	17 145 337
#SHEINSTYLE	402	#SHEINSTYLE	16 708 961
#SAVEINSTYLE	348	#SAVEINSTYLE	16 535 389
#FASHION	302	#SHEINHOME	10 670 299
#SHEINHOME	199	#FASHION	9 120 397
#SHEIN	130	#SHEIN	7 119 571
#SHEINFORALL	124	#DRINK	3 575 458
#SHEINHAUL	97	#SHEINFORALL	3 089 089
#CHIC	88	#UNBOXING	2 242 087
#OOTD	74	#CHIC	1 534 423



Top hashtags: Temu

Top hashtags: temu		Top hashtags: temu	
May - October 2023		May - October 2023	
Hashtag	Number of occurrences	Hashtag	Interactivity Index
#TEMU	206	#TEMUHAUL	2 352 406
#TEMUFINDS	172	#TEMUFINDS	2 037 820
#TEMUHAUL	153	#TEMU	1 639 041
#HAUL	68	#HAUL	1 183 801
#SHOPTEMU	57	#HOMEMUSTHAVE	676 928
#TEMULIFESTYLE	24	#SHOPPINGHAUL	477 272
#TEMUREVIEW	16	#TIKTOKMADEMEBUYIT	440 113
#FYP	15	#SHOPPING	435 080
#HALLOWEEN	14	#TEMUREVIEW	328 991
#TEMUFASHION	11	#SHOPTEMU	327 122



Top hashtags: Action

Top hashtags: actionpolska		Top hashtags: actionpolska	
May - October 2023		May - October 2023	
Hashtag	Number of occurrences	Hashtag	Interactivity Index
#ACTIONPOLSKA	105	#ACTIONPOLSKA	1 113 751
#ACTIONHAUL	27	#ACTIONHAUL	355 367
#ACTIONADDICTION	12	#ACTIONADDICTION	177 537
#ACTIONMUSTHAVES	8	#ACTIONMUSTHAVES	137 951
#MUSTHAVES	8	#MUSTHAVES	119 235
#DIY	7	#DECORATION	99 232
#ACTIONDIY	6	#ACTIONBEAUTY	90 132
#DECORATION	6	#ACTIONHACK	74 381
#HACK	6	#OSZCZĘDZANIEENERGII	73 501
#ACTIONBEAUTY	4	#MIĘKKIKOC	73 224



Top hashtags: Pepco

Top hashtags: pepco May - October 2023		Top hashtags: pepco May - October 2023	
Hashtag	Number of occurrences	Hashtag	Interactivity Index
#PEPCO	45	#PEPCO	15 571
#PEPCOHAUL	34	#PEPCOHAUL	12 143
#HOMEDECOR	8	#PEPCOFINDS	2 990
#INSPO	4	#HOMEDECOR	1 862
#AESTHETIC	3	#HALLOWEEN	1 559
#AUTUMNVIBES	3	#BACKTOSCHOOL	1 463
#HALLOWEEN	3	#SCHOOL	1 259
#ORGANIZE	3	#UNIVERSITY	1 259
#PEPCOFINDS	3	#AESTHETIC	1 215
#SHOPPING	3	#SEAMLESSSETS	1 176



#SINSAY
popularity of hashtag
outside the brand channel



#SINSAY: Summary

#SINSAY

May - October 2023

Posts 198

Plays 65 263 000

Hearts 3 662 080

Comments 31 661

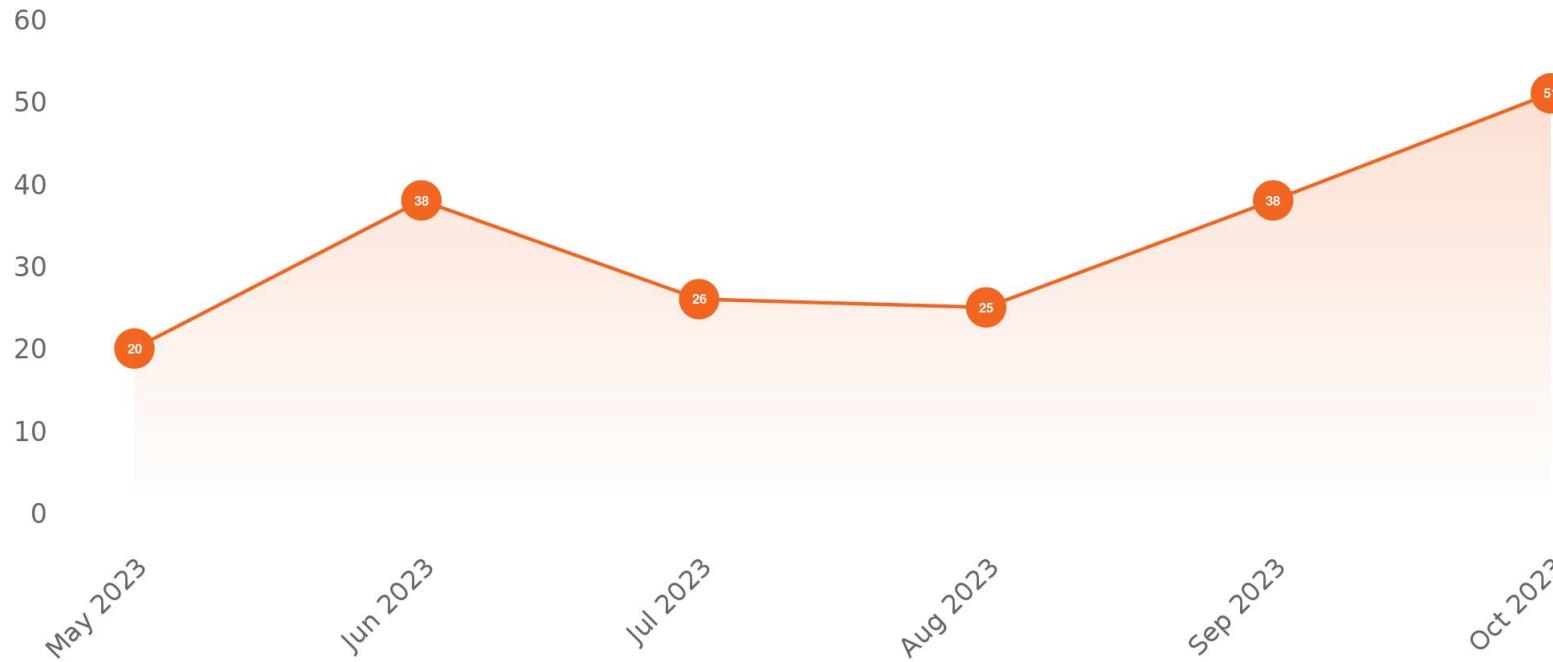
Shares 83 925

Interactivity Index 5 131 524



#SINSAY: Number of content

Number of posts over time





#SINSAY: Views

Number of plays over time

20 mln

15 mln

10 mln

5 mln

0 mln

May 2023

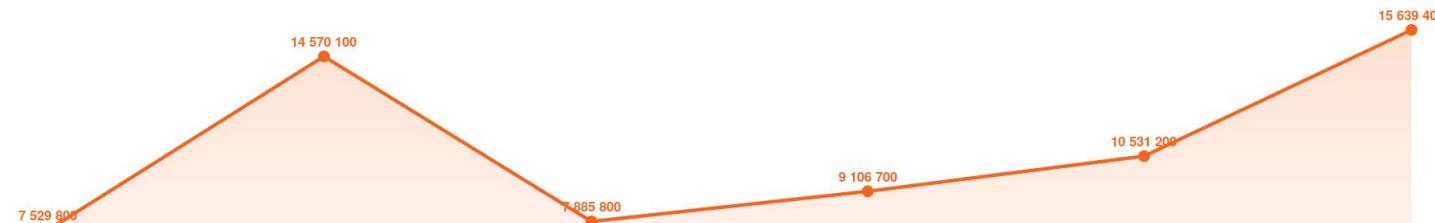
Jun 2023

Jul 2023

Aug 2023

Sep 2023

Oct 2023





#SINSAY: Hearts

Number of hearts over time

1.5 mln

1 mln

0.5 mln

0 mln

May 2023

Jun 2023

Jul 2023

Aug 2023

Sep 2023

Oct 2023





#SINSAY: Comments

Number of comments over time





#SINSAY: Shares

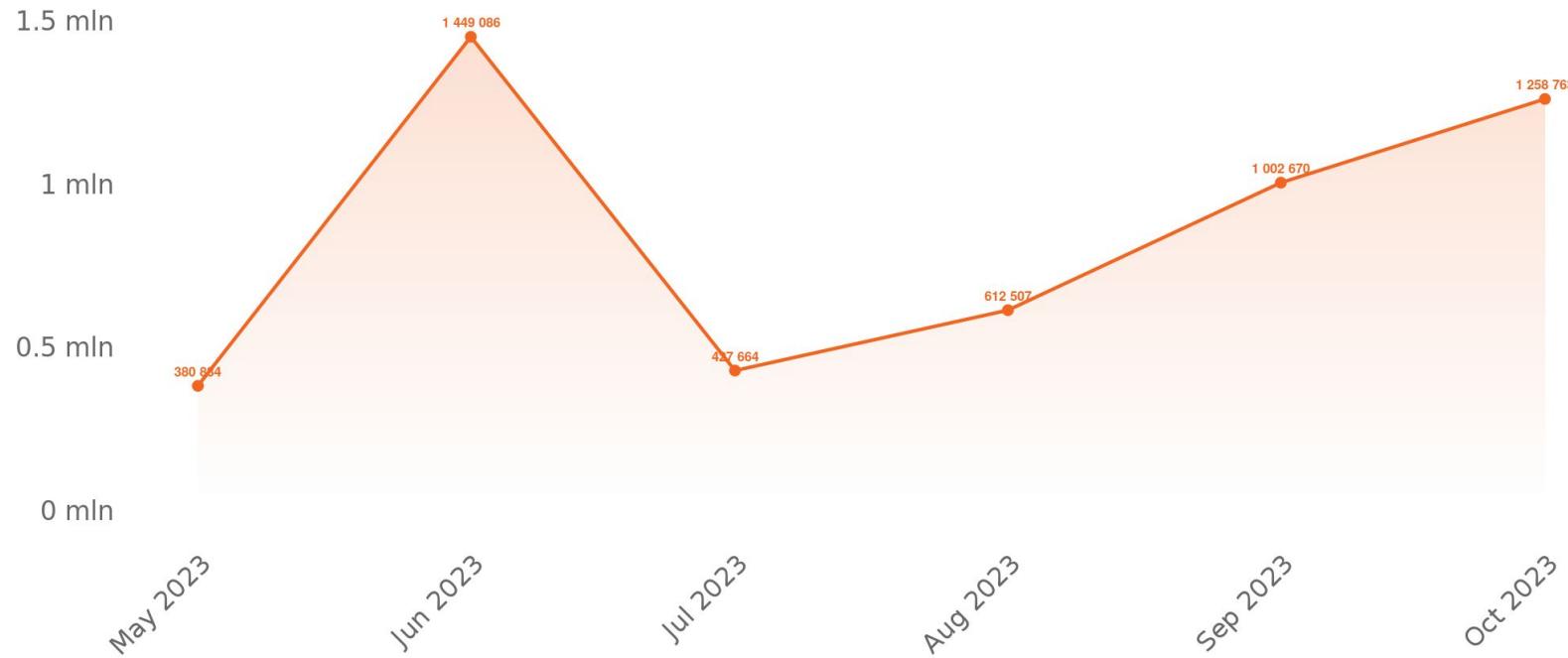
Number of shares over time





#SINSAY: Interactivity Index

Interactivity Index over time



Most viewed posts: #SINSAY

May - October 2023

1 Views: 2.8 mln



https://www.tiktok.com/@alexandra_officiaal/video/7244946249051360

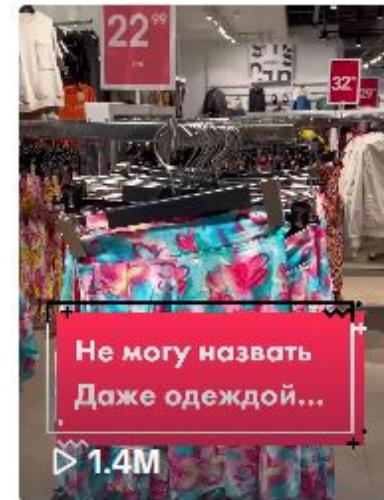
539

2 Views: 1.7 mln



https://www.tiktok.com/@carmenvasi_uu/video/7293875642314018080

3 Views: 1.4 mln



<https://www.tiktok.com/@kristinaantonenko /video/72336228848145564>

21

Most engaging posts: #SINSAY

May - October 2023

1 INI: 469 332



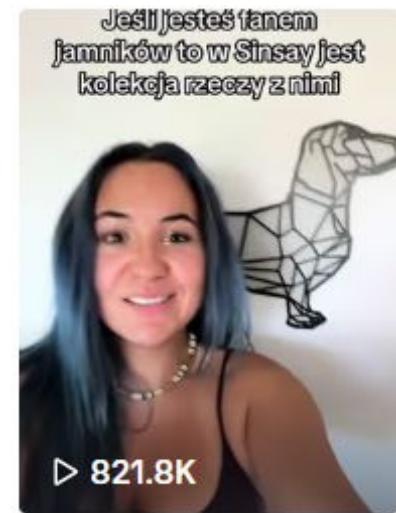
https://www.tiktok.com/@alexandra_officiaal/video/7244946249051360539

2 INI: 242 720



https://www.tiktok.com/@carmenvasi_uu/video/7293875642314018080

3 INI: 151 972



<https://www.tiktok.com/@xxajko/video/7283877944299162913>



Thank you

Questions?



Aleksander Winciorek

Insights Lead



a.winciorek@sotrender.com



+48 502 281 627



Magdalena Świątek

Sales & CS Team Leader



magda@sotrender.com



+48 694 119 327