

SIGNAL RETEN- TION

The Complete Guide

Most creators open analytics and look at views. Views are designed to feel good. They are not designed to grow your account.

This guide gives you all nine numbers that decide whether a video lives or dies — and the prompt that reads them for you.

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10 pages · Read once · Use every Sunday

9signal-tracker.netlify.app

THE PROBLEM

You are reading the wrong number.

KEY INSIGHT

500K views and 3 saves is noise.

800 views and 40 saves is signal.

TikTok shows you views first. A video can reach a million people and generate nothing if none of them had intent.

Intent is measured by different numbers. Nine of them. This guide gives you all nine, with the exact thresholds that tell you to kill a format or make five more like it.

"Views lie. These nine don't."

A save is a buying signal before a buying decision.

Weekly review. Not daily.

Daily analytics is noise. One session every Sunday — four questions — is the entire system.

SIGNALS 01 - 03

Core retention.

SIGNAL 01

01

Saves

Nobody saves content they don't plan to use. Likes are a reflex. Saves are a decision.

-
- ✗ **Kill:** Below 1% of views
 - ✓ **Scale:** Above 3% of views

SIGNAL 02

02

Hook Retention

The share still watching at 3 seconds. Everything after second 3 is irrelevant if they already left.

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- ✗ **Kill:** Below 40% at 3s
 - ✓ **Scale:** Above 50% at 3s

SIGNAL 03

03

Completion Rate

The percentage who watched the whole thing. The algorithm weights this most when deciding distribution.

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- ✗ **Kill:** Below 15%
 - ✓ **Scale:** Above 25%

SIGNALS 04 - 06

Engagement.

SIGNAL 04

04

Watch Time Ratio

Average watch time divided by video length. A quiet kill signal most creators never check.

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- ✗ **Kill:** Below 30%
 - ✓ **Scale:** Above 50%

SIGNAL 05

05

Like Rate

The weakest signal, but a floor. Low likes with low saves means a content problem, not a reach problem.

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- ✗ **Kill:** Below 2%
 - ✓ **Scale:** Above 5%

SIGNAL 06

06

Comment Rate

Comments with real questions are your strongest community signal. Specific problems buy specific solutions.

-
- ✗ **Kill:** Below 0.1%
 - ✓ **Scale:** Above 0.5%

SIGNALS 07 - 09

Growth signals.

SIGNAL 07

07

Share Rate

A share means someone attached their name to your content. Earned distribution.

✗ **Kill:** Below 0.2%

✓ **Scale:** Above 1%

SIGNAL 08

08

Follow Conversion

Did the video win for you, or just for the algorithm? Viral with no follows means nobody wanted more of you.

✗ **Kill:** Below 0.3%

✓ **Scale:** Above 1%

SIGNAL 09

09

Replay Signal

When average watch time exceeds video length, people are rewatching. The rarest and strongest signal.

✗ **Kill:** No loop detected

✓ **Scale:** Ratio above 100%

ONE PAGE. ALL NINE.

The reference.

Screenshot this page. It is the whole system in one table.

	SIGNAL	KILL	SCALE
01	Saves	< 1%	> 3%
02	Hook Retention	< 40%	> 50%
03	Completion Rate	< 15%	> 25%
04	Watch Time Ratio	< 30%	> 50%
05	Like Rate	< 2%	> 5%
06	Comment Rate	< 0.1%	> 0.5%
07	Share Rate	< 0.2%	> 1%
08	Follow Conversion	< 0.3%	> 1%
09	Replay Signal	no loop	> 100%

Two signals in the kill zone is a verdict,
not bad luck.

ONE SCREENSHOT. ONE VERDICT.

Let Claude read it.

Open a new chat, paste this, attach your TikTok Studio screenshot.

You are a TikTok analytics reader using the 9-Signal Retention System.

For each signal visible in my screenshot tell me: name, value, and whether it is Kill, Watch or Scale.

Thresholds:

Saves	<1%	>3%
Hook retention	<40%	>50%
Completion	<15%	>25%
Watch ratio	<30%	>50%
Like rate	<2%	>5%
Comment rate	<0.1%	>0.5%
Share rate	<0.2%	>1%
Follow conv.	<0.3%	>1%
Replay	no loop	>100%

End with: OVERALL VERDICT -
KILL / WATCH / SCALE - and one sentence explaining why.

It reads all nine off one screenshot.
It will not tell you which one to fix first. That is the toolkit.

2 ALARM TRIGGERS

Two alarms that override everything.

ALARM 01 — HOOK FAILURE

30 posts, zero over 150 views

Stop posting. Rewrite every hook. Volume does not fix a hook problem. Run five new hooks before anything else.

ALARM 02 — AUDIENCE MISMATCH

Zero real comments, 2 weeks straight

Change the content pillar entirely. Not the format — the topic. Silence is an audience mismatch signal.

These two override the weekly plan. If either fires, nothing else on this page matters until it is fixed.

THE SUNDAY SYSTEM

Not daily. Weekly is signal.

One session. Every Sunday. Four questions. That is the entire system — daily analytics is noise.

- 01** Which post performed best this week?
- 02** What did it have that the others didn't — hook, topic, or format?
- 03** Which signal was highest — saves, comments, or follows-per-view?
- 04** How do I repeat this next week — same format, new hook?

One decision per Sunday.

Change hook OR topic. Never both at once.

NEXT STEP — THE FULL SYSTEM

You have the nine. Now run the week.

This guide gives you the numbers and the prompt. The toolkit gives you the machine that runs on them.

→ Pipeline Board

Manage your content buffer visually. Never run out of ready-to-post videos.

→ Weekly Continuity Log

A 5-minute Sunday check-in that lives on your device.

→ Retention Tracker

Log up to 30 posts with history, not one video at a time.

→ 17-page complete guide

The combination matrix, the verdict system, and the worksheet.

Get the Complete Toolkit — €7

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