How long does it take for TikTok content to die?

Methodology:

Measure Studio analyzed daily performance from hundreds of thousands of TikTok posts to learn which formats have the longest shelf life.

We defined a post's lifespan by measuring how long it takes to reach 95% of lifetime viewership.

Here's what we found:

🏎️ Video accelerates fast

Videos eclipse 89% of lifetime views in the first five days, then slowly grow from there.

🎢 Carousel rides ramp up

Carousels offer a consistent climb, typically taking 2 weeks to reach 85% of lifetime views.

⌛ Shorter life than Reels

TikTok Videos take 35 days to die, about half as long as Instagram Reels.

⏱️ One month to live

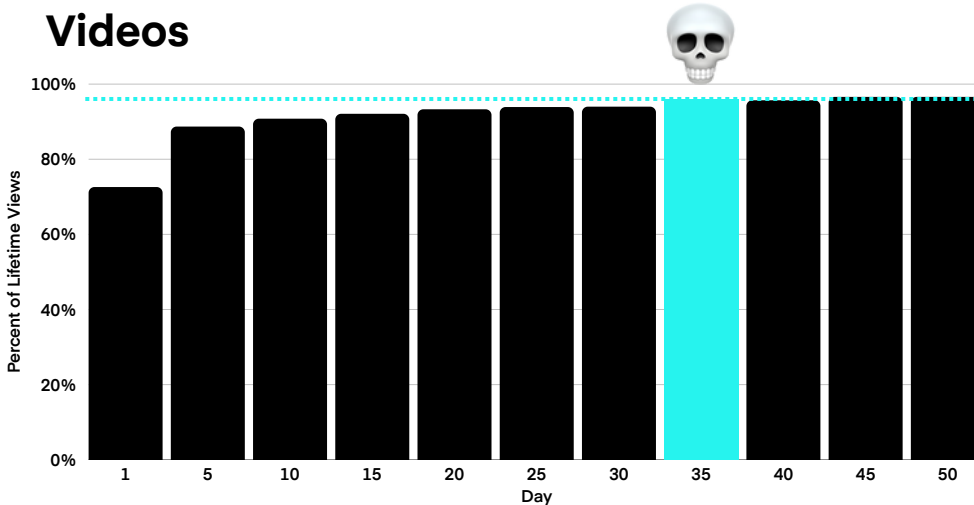All TikTok posts, regardless of format, live for less than 35 days.

Now let's take a look at the data ⟶

Each format by the numbers

Videos

Percent of Lifetime Views

💀

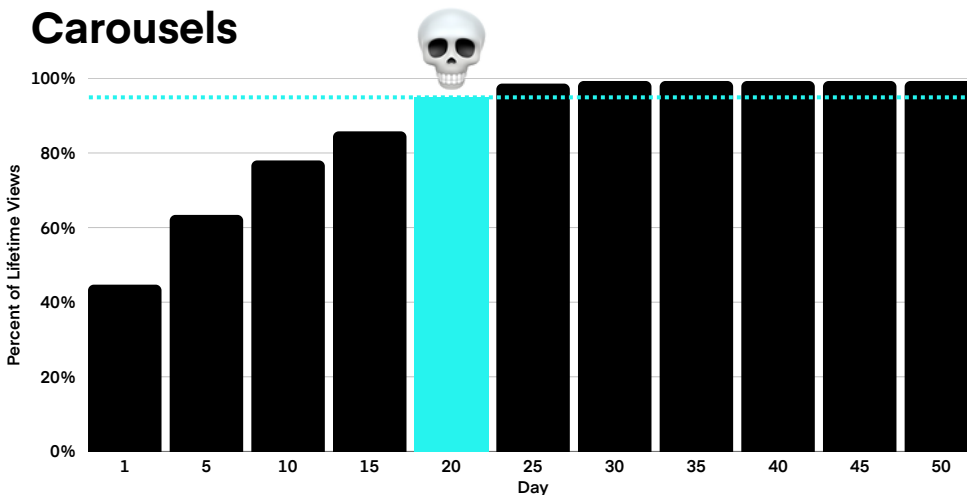|	
100%	
80%	
60%	
40%	
20%	
0%	1 5 10 15 20 25 30 35 40 45 50

Day

Videos take about 35 days to reach 95% of views.

They also front-load most of these, surpassing 72% of views on day one.

Carousels

Percent of Lifetime Views

💀

100%	
80%	
60%	
40%	
20%	
0%	1 5 10 15 20 25 30 35 40 45 50

Day

Carousels fade faster, taking 20 days to reach 95% of lifetime views

But by the end of the first day, they've only grown to 45% of their lifetime views.

The lifespan of a TikTok post differs greatly by format, but at best you've got about 35 days of activity on a post before it moves on to the social media afterlife.

How to use this in your strategy ⟶

II

So what do I do with this?

🎥 Videos @ 35 Days: Long tails driven by momentum

Prioritize evergreen content for a lower production lift:
Videos are the longest-living format on the platform, focus on content that will remain relevant for the next month.

When it works, share it again (and again):
Don't be afraid to repost successful Videos, just be sure to check if it's finished before you do.

If we can make it there, we'll make it anywhere:
If it works on TikTok it might also work on Reels, YouTube Shorts, or a variety of other platforms. Maximize your opportunities.

🎠 Carousels @ 20 Days: Move fast and test things

Proving grounds for Videos:
Test new ideas, give them room to grow, then turn top performing concepts into higher-effort creative.
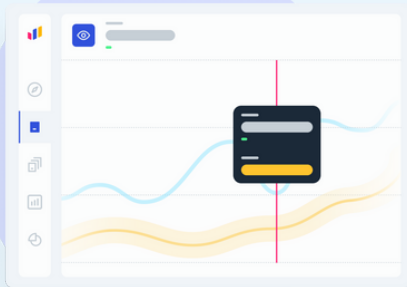
Track early engagement:
Push hard in the first 48 hours with cross-promotion, comments, and pinning.

Stay ahead of schedule:
Carousels are great for keeping in front of your content calendar programming, offering easy wins with lower effort.
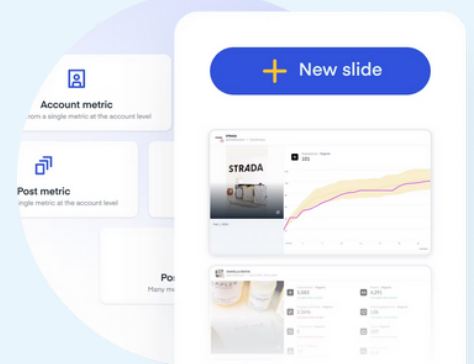
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