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BILIBILI CREATOR ANALYTICS: HOW TO TRACK VIEWS, FOLLOWERS & PERFORMANCE

Page 1: Introduction to Bilibili Creator Analytics

What Is Bilibili Creator Analytics?

Creating videos is only one part of becoming a successful content creator. Understanding how people interact with those videos is equally important.

Bilibili Creator Analytics is the collection of performance insights available through Bilibili's creator tools. These insights help creators understand how many people watch their videos, how their follower count changes, which content attracts the most attention, and how audiences interact with their work.

Bilibili is particularly interesting because its community has several engagement features beyond traditional views and likes. Viewers can send bullet comments, give coins, save videos to favorites, and participate in discussions.

These interactions provide creators with a broader understanding of audience interest.

For example, imagine publishing two videos:

- Video A receives 20,000 views but very few comments, coins, or favorites.
- Video B receives 8,000 views but attracts significantly more comments, coins, favorites, and new followers.

Video A has greater reach, but Video B may have a more interested and loyal audience.

This is why creators should never judge their entire performance using views alone.

Why Analytics Matter for Creators

Analytics help answer important questions:

1. Are more people discovering my videos?
2. Which topics attract the most viewers?
3. Are viewers watching my videos until the end?
4. Which videos bring the most new followers?
5. Are viewers actively engaging with my content?
6. Is my channel improving compared with previous months?

Without analytics, creators often repeat content based on personal assumptions. With analytics, they can identify patterns and make informed decisions.

Understanding the Bilibili Creator Ecosystem

Bilibili uses the term UP主 (UP zhǔ) for content creators who upload videos to the platform.

Creators publish content in different categories, including gaming, animation, technology, education, entertainment, lifestyle, music, and more.

The platform's creator tools provide a place to manage content and examine performance.

Bilibili has also discussed improvements to its Data Analysis Center, including traffic indicators, video diagnostics, and fan preference insights. This demonstrates the importance of data-driven content improvement.

The main objective: Use analytics to understand what your audience enjoys, improve your videos, and build a stronger creator community.

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PAGE 2: HOW TO ACCESS BILIBILI CREATOR ANALYTICS

Step 1: Open Bilibili Creator Studio
Start by visiting Bilibili's official creator portal:
https://member.bilibili.com/creator/
Log in using the Bilibili account connected to your creator profile.
The Creator Studio provides access to creator-related features, including video management and available performance information.
Step 2: Find the Data Analysis Section
Look for the Data or Data Analysis section in the creator dashboard.
The Chinese interface may display analytics-related sections using terms such as:

- 数据中心 — Data Center
- 数据分析 — Data Analysis
- 视频数据 — Video Data
- 粉丝数据 — Follower Data
- 创作数据 — Creation Data

The exact menu names and layout can change depending on the interface, account, and region.
Step 3: Explore Your Account Overview
The overview section helps you understand your channel's overall performance.
Depending on the available dashboard features, you may find:

- Total video plays
- New followers
- Follower growth trends
- Video performance
- Engagement information
- Traffic and audience insights
- Account-level performance reports

Start by selecting a suitable reporting period.
For example:
Last 7 Days: Useful for identifying short-term changes.
Last 30 Days: Useful for measuring monthly growth.
Last 90 Days: Useful for identifying longer-term patterns when historical data is available.
Step 4: Open Individual Video Analytics
Channel-level information tells you how your overall account is performing.
Individual video analytics tell you why a particular upload performed well or poorly.
Open your published video through the creator dashboard and look for its available data breakdown.
Examine its views, audience retention, interactions, and traffic sources where available.
Important Tip for New Creators
Do not worry if your dashboard looks different from screenshots in online tutorials.
Bilibili regularly updates its creator tools, and certain features may vary by account or region.
Always use the metrics currently available in your own Creator Studio as your primary source of information.

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PAGE 3: UNDERSTANDING VIEWS, FOLLOWERS, AND REACH

One of the most important skills for a creator is understanding what individual performance metrics actually mean.
1. Video Views (播放量)
Views represent how many video plays are recorded during a selected period.
Views help measure the reach of your content.
For example:
VideoViews
Video A
2,500
Video B
8,000
Video C
5,200
Video B received the most views.
However, this does not automatically mean it generated the strongest audience relationship.
Compare views with watch time, interactions, and follower growth before deciding which video was most successful.
2. Followers (粉丝)
Followers are people who choose to follow your creator account.
They represent an audience that has expressed interest in seeing more of your content.
Track:

- Total followers
- New followers
- Followers gained during a specific period
- Followers gained from individual videos, when available

A video that generates 500 new followers may be more valuable for long-term growth than one that receives significantly more views but attracts very few followers.
3. Impressions and Exposure
Impressions or exposure describe how frequently your content or its promotional presentation is shown to potential viewers, where these metrics are available.
Impressions are different from views.
A person might see your video cover or recommendation but decide not to click.
This makes exposure useful for understanding how often your content is being presented to potential viewers.
4. Click-Through Rate (CTR)
CTR measures the percentage of impressions that result in clicks, when Bilibili provides compatible impression and click data.
Formula:
CTR = (Clicks ÷ Impressions) × 100
Example:
Your video receives 10,000 impressions and 700 clicks.
CTR = (700 ÷ 10,000) × 100
CTR = 7%
A higher CTR generally suggests that your title and cover are attracting attention.
However, CTR should always be considered alongside watch time. A highly attractive cover cannot compensate for a video that fails to deliver what viewers expected.
5. Follower Growth Rate
Follower growth rate measures how quickly your account is gaining followers relative to its starting audience.
Formula:
Follower Growth Rate = (New Followers ÷ Starting Followers) × 100
Example:
Starting followers: 2,000
New followers: 200
Follower Growth Rate = 10%
This makes it easier to compare account growth across different periods.
Remember: Views measure reach, followers measure audience development, and CTR measures how effectively your presentation attracts clicks.

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PAGE 4: MEASURING ENGAGEMENT AND AUDIENCE RETENTION

Views show how many times your content was played. Engagement shows how viewers responded.
Bilibili has several important engagement features that creators should understand.
1. Likes (点赞)
Likes are a simple way for viewers to show appreciation.
A video with consistent likes may indicate that its topic, presentation, or entertainment value is connecting with viewers.
Track likes alongside views rather than examining them independently.
2. Coins (投币)
Coins are a distinctive Bilibili engagement feature.
Viewers can give coins to creators' videos as a form of appreciation.
Coins can be an important indication of active audience support because viewers deliberately choose to spend their available coins on content they enjoy.
Compare coin counts across videos to identify which topics generate stronger appreciation.
3. Favorites (收藏)
Favorites indicate that viewers want to save a video for later viewing or reference.
This is particularly important for:

- Educational tutorials
- Software guides
- Gaming strategies
- Technical explanations
- Reviews
- Research-based videos

A tutorial with many favorites may be providing lasting value even if its initial views are not especially high.
4. Comments (评论)
Comments reveal what people think about your videos.
They can help you identify:

- Audience questions
- Popular topics
- Viewer suggestions
- Content misunderstandings
- Requests for future videos

Read comments regularly instead of focusing only on their total number.
5. Danmaku (弹幕)
Danmaku is one of Bilibili's recognizable community features.
It allows viewers to post comments that appear across the video playback screen.
Danmaku can reveal which moments attract reactions, jokes, questions, or discussions.
For creators, this can provide useful qualitative feedback about the content.
6. Audience Retention
Audience retention measures how much of your video people continue watching.
For example:
A 10-minute video has an average viewing duration of 4 minutes.
Average percentage viewed:
$(4 \div 10) \times 100 = 40\%$
This means the average viewing duration equals 40% of the video's total length.
Where the dashboard provides a retention graph, examine the points where viewers leave.
A sharp decline near the beginning might indicate:

- A slow introduction
- An unclear topic
- A misleading title or cover
- Too much unnecessary background information

A decline in the middle may suggest that a section needs better pacing or clearer explanations.
7. Triple Action (一键三连)
Bilibili's Triple Action combines three engagement actions:

- Like
- Coin
- Favorite

It represents a deeper form of viewer appreciation than a passive video play.
Creators can examine these actions together to understand how strongly viewers support their content.
Key lesson: A strong video does not simply attract attention. It gives people a reason to participate, save, discuss, and follow.

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PAGE 5: HOW TO ANALYZE INDIVIDUAL VIDEO PERFORMANCE

Channel analytics help measure overall growth, but individual video analysis is where creators discover what actually works.
Instead of checking only your latest upload, compare several videos published over the same general period.
Step 1: Create a Video Performance Record
Maintain a simple spreadsheet containing:
MetricWhat to Record
Video title
Published video name
Upload date
Date of publication
Views
Recorded video plays
Likes
Total likes
Coins
Coins received
Favorites
Total favorites
Comments
Number of comments
New followers
Followers attributed to the video, if available
Average watch duration
Average time watched
Traffic source
Where viewers discovered the video
Record the figures after a consistent reporting interval, such as seven days after publication.
This prevents newer videos from being unfairly compared with older videos that have had more time to accumulate views.
Step 2: Compare Your Top-Performing Videos
Identify the videos with the highest:

- Views
- Average viewing duration
- Coins
- Favorites
- Comments
- Follower conversion

These rankings may produce different winners.
For example, a gaming tutorial may receive fewer views than a funny gaming clip but generate considerably more favorites and followers.
That suggests the tutorial is attracting an audience interested in learning.
Step 3: Identify Your Weakest Videos
Low-performing videos are also valuable learning opportunities.
Ask yourself:

- Was the topic too broad?
- Was the title unclear?
- Did the cover communicate the video's value?
- Was the introduction too long?
- Did the video provide the information promised?
- Was the upload correctly categorized?

Do not automatically delete videos that perform poorly.
First, understand what caused the weaker result.
Step 4: Compare Performance by Content Type
Group your videos into categories.
For example:
Gaming tutorials
Game reviews
Entertainment clips
Educational videos
Product reviews
Calculate average performance for each category.
This helps identify the formats that consistently attract your target audience.
Step 5: Look for Repeatable Patterns
If five of your strongest videos cover beginner gaming tutorials, that is a useful content signal.
It does not mean you should publish identical videos repeatedly.
Instead, explore related subjects, advanced tutorials, common mistakes, and audience questions.
The objective is to repeat successful principles without repeating the same content.

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PAGE 6: UNDERSTANDING TRAFFIC SOURCES AND DISCOVERABILITY

Not every viewer discovers your video in the same way.
Understanding traffic sources helps creators identify which discovery methods are bringing people to their content.
Available source labels and reporting details may vary.
1. Recommendation Traffic
Recommendation traffic comes from platform recommendation surfaces.
It can help your videos reach viewers who have not previously followed your account.
If recommendations account for a significant share of your views, examine what makes those videos appealing to a wider audience.
Look at:

- Topic relevance
- Viewer retention
- Engagement
- Cover presentation
- Audience response

Do not assume that one successful video guarantees similar distribution for the next upload.
2. Search Traffic
Search traffic comes from viewers who discover content through search.
It can be valuable because users are actively looking for information.
For example, someone searching for:
"How to edit gaming videos"
may be interested in tutorials, editing demonstrations, or software comparisons.
To improve search discoverability:

- Use descriptive titles.
- Include relevant topic keywords.
- Write useful video descriptions.
- Select an appropriate category.
- Use relevant tags.
- Make the video's subject clear.

Avoid adding unrelated keywords simply to attract more clicks.
3. Following Feed
Following-feed traffic comes from people who already follow creators.
It is useful for measuring how well your existing audience responds to new uploads.
If your following audience regularly watches and interacts with new videos, it may indicate that you are developing a consistent community.
4. External Traffic
External traffic comes from outside Bilibili.
Examples include:

- Social media links
- Websites
- Online communities
- Blogs
- Messaging platforms

Creators can use external platforms to introduce new viewers to their Bilibili content.
However, external promotion should reach people who are genuinely interested in the video's subject.
5. Direct Traffic
Direct traffic can include visits through directly accessed links, shared links, or other direct entry points, depending on Bilibili's reporting definitions.
This can help creators understand how much attention their content receives outside ordinary recommendation or search discovery.
How to Use Traffic Data
Imagine your last three videos show the following pattern:
Video A receives most views through recommendations.
Video B receives most views through search.
Video C receives most views through followers.
These results suggest three different opportunities:

- Develop Video A's successful topic and presentation.
- Create related content around Video B's search demand.
- Strengthen the series or format that attracted your existing audience in Video C.

Traffic data should guide your next experiment, not dictate every creative decision.

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PAGE 7: PRACTICAL ANALYTICS FORMULAS AND PERFORMANCE EXAMPLES

Creators do not need advanced software to begin understanding their performance.
A spreadsheet and a few simple formulas can reveal useful patterns.
1. Engagement Rate by Views
This formula measures selected interactions relative to video views.
Engagement Rate = (Likes + Coins + Favorites + Comments) ÷ Views × 100
Example:
Views: 10,000
Likes: 600
Coins: 150
Favorites: 250
Comments: 100
Total interactions: 1,100
Engagement Rate = 11%
This is a creator-defined combined interaction rate, not necessarily Bilibili's official engagement-rate formula.
Use the same formula consistently when comparing your videos.
2. Follower Conversion Rate
This measures how effectively your video attracts new followers.
Follower Conversion Rate = (New Followers ÷ Views) × 100
Example:
Views: 20,000
New followers: 300
Conversion Rate = 1.5%
A higher result suggests that the content is attracting people who want more from your account.
Use attributed follower gains when available. Otherwise, account-wide follower growth cannot be confidently assigned to an individual video.
3. Average Watch Percentage
Average Watch Percentage = (Average Watch Duration ÷ Video Length) × 100
Example:
Video length: 8 minutes
Average watch duration: 5 minutes
Average Watch Percentage = 62.5%
Compare similar video lengths and formats whenever possible.
4. Week-over-Week View Growth
View Growth = ((Current Period Views – Previous Period Views) ÷ Previous Period Views) × 100
Example:
Previous week: 10,000 views
Current week: 13,000 views
View Growth = 30%
This helps you understand whether your channel's reach is increasing or declining.
5. Example: Comparing Two Videos
MetricVideo AVideo B
Views
15,000
10,000
Likes
700
800
Coins
100
250
Favorites
150
400
Comments
80
120
New followers
100
250
Average watch percentage
35%
65%
Video A wins in total views.
However, Video B generates more engagement, attracts more followers, and keeps viewers watching for a greater percentage of its duration.
For long-term channel development, Video B provides several promising signals.
The correct decision is not necessarily to stop making Video A-style content. Instead, investigate what made Video B more valuable to its audience.
Important: These examples are illustrative, not official Bilibili performance benchmarks. Compare your own content against your previous results rather than relying on universal engagement targets.

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PAGE 8: HOW TO IMPROVE YOUR BILIBILI PERFORMANCE USING ANALYTICS

Analytics are valuable only when you use them to make better content decisions.
Here are practical ways to turn your data into improvements.

1. Improve Your Video Titles

Your title should clearly explain what the viewer will learn, see, or experience.
Avoid vague titles that do not communicate the video's subject.
For example:
Weak: "My New Gaming Video"
Better: "Five Beginner Mistakes to Avoid in Your First Ranked Match"
The second title gives potential viewers a clearer reason to watch.

2. Improve Your Cover Images

Your cover is one of the first elements viewers notice.
Use:

- Clear subject placement
- Readable text
- Strong visual contrast
- Relevant imagery
- Consistent branding

Do not overload your cover with unnecessary text.
A good cover should communicate the video's main idea quickly.

3. Strengthen the First 30 Seconds

The beginning of a video is important because viewers decide whether they want to continue watching.
Start by introducing the subject and explaining what makes it interesting.
Avoid unnecessary introductions that delay the main content.
For example, a tutorial should quickly show the problem it will solve.

4. Create Content Around Audience Questions

Your comments and danmaku can reveal what your audience wants to learn.
If multiple viewers ask about the same subject, consider making a dedicated video.
This approach creates content based on real audience interest rather than assumptions.

5. Build Content Series

A successful video can become the starting point for a series.
For example:
Part 1: Beginner's Guide to Video Editing
Part 2: Best Editing Settings for Beginners
Part 3: Common Editing Mistakes
Part 4: How to Improve Video Quality
A series gives viewers a reason to return to your account.

6. Maintain a Consistent Publishing Schedule

Consistency helps you develop a recognizable content routine.
Choose a publishing schedule that you can realistically maintain.
For example:

- Two videos every week
- One educational video and one entertainment video
- One weekly audience-focused tutorial

Use your analytics to examine how different upload days and times perform.
Do not assume a universal best posting time exists for every creator.

7. Focus on Audience Quality

Do not chase views at the expense of meaningful audience relationships.
A smaller group of viewers who regularly watch, comment, save, and support your content can be valuable for long-term development.
Your goal should be to build an audience that genuinely cares about your work.

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PAGE 9: YOUR 30-DAY BILIBILI ANALYTICS GROWTH PLAN

A structured monthly plan makes analytics easier to understand and apply.
Instead of changing everything at once, focus on one improvement at a time.
Week 1: Understand Your Starting Performance
Your first objective is to establish a baseline.
Actions:

- Open your Creator Studio.
- Examine available account-level analytics.
- Record your current follower count.
- Record recent video views.
- Identify your five latest uploads.
- Examine engagement and retention where available.
- Note your strongest and weakest videos.

At the end of the week, you should understand your current channel performance.
Week 2: Study Your Audience
Your second objective is to identify the content your audience prefers.
Actions:

- Compare your highest-performing videos.
- Read comments and danmaku.
- Identify popular subjects.
- Examine favorites and coin counts.
- Review audience retention.
- Identify videos that generated followers.

Create a list of five potential video topics based on these findings.
Week 3: Experiment With Improvements
Your third objective is to test different content approaches.
Actions:

- Improve your video titles.
- Experiment with clearer covers.
- Create stronger introductions.
- Test a new video format.
- Explore topics related to your strongest uploads.

Avoid changing every element simultaneously.
If you change your title, thumbnail, topic, length, and publishing schedule at once, it becomes difficult to identify what caused a performance change.
Week 4: Review and Build Your Next Strategy
Your final objective is to evaluate the results.
Actions:

- Compare the latest uploads with earlier videos.
- Review views and follower growth.
- Examine average watch duration.
- Compare likes, coins, and favorites.
- Identify the strongest traffic sources.
- Record your biggest improvement.
- Plan next month's content around your findings.

Monthly Creator Analytics Checklist
Use this checklist at the end of every month:
[ ] Record total views.
[ ] Record starting and ending follower counts.
[ ] Calculate follower growth.
[ ] Identify the top five videos.
[ ] Identify the weakest-performing videos.
[ ] Compare likes, coins, and favorites.
[ ] Review audience retention.
[ ] Examine traffic sources.
[ ] Read audience comments and danmaku.
[ ] Select three content ideas based on performance.
[ ] Set measurable goals for the next month.

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FINAL THOUGHTS

Building a successful Bilibili channel takes more than uploading videos regularly.
Creators need to understand their audiences, recognize successful content patterns, and continually improve their work.
Views help measure reach. Followers help measure audience development. Coins, favorites, likes, comments, and danmaku provide different signals of engagement. Watch duration helps explain whether people remain interested in the content.
When these metrics are examined together, they provide a much clearer picture of channel performance.
You do not need to become a data analyst to use creator analytics effectively.
Start with a few important metrics, record your results consistently, and make small improvements based on what you learn.
Your next successful video should not be based entirely on guesswork. Let your audience's behavior help you make it better.

Additional Resources

1. Bilibili Creator Studio: https://member.bilibili.com/creator/
2. Bilibili Investor Relations: https://ir.bilibili.com/
3. Bilibili Content Creator Academy: Accessible through Bilibili's creator resources and learning materials.

Research note: Dashboard labels, available metrics, reporting windows, and account features may change. Always verify current figures and definitions inside your own Bilibili Creator Studio. The formulas and examples in this guide are educational tools, not official Bilibili benchmarks.

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