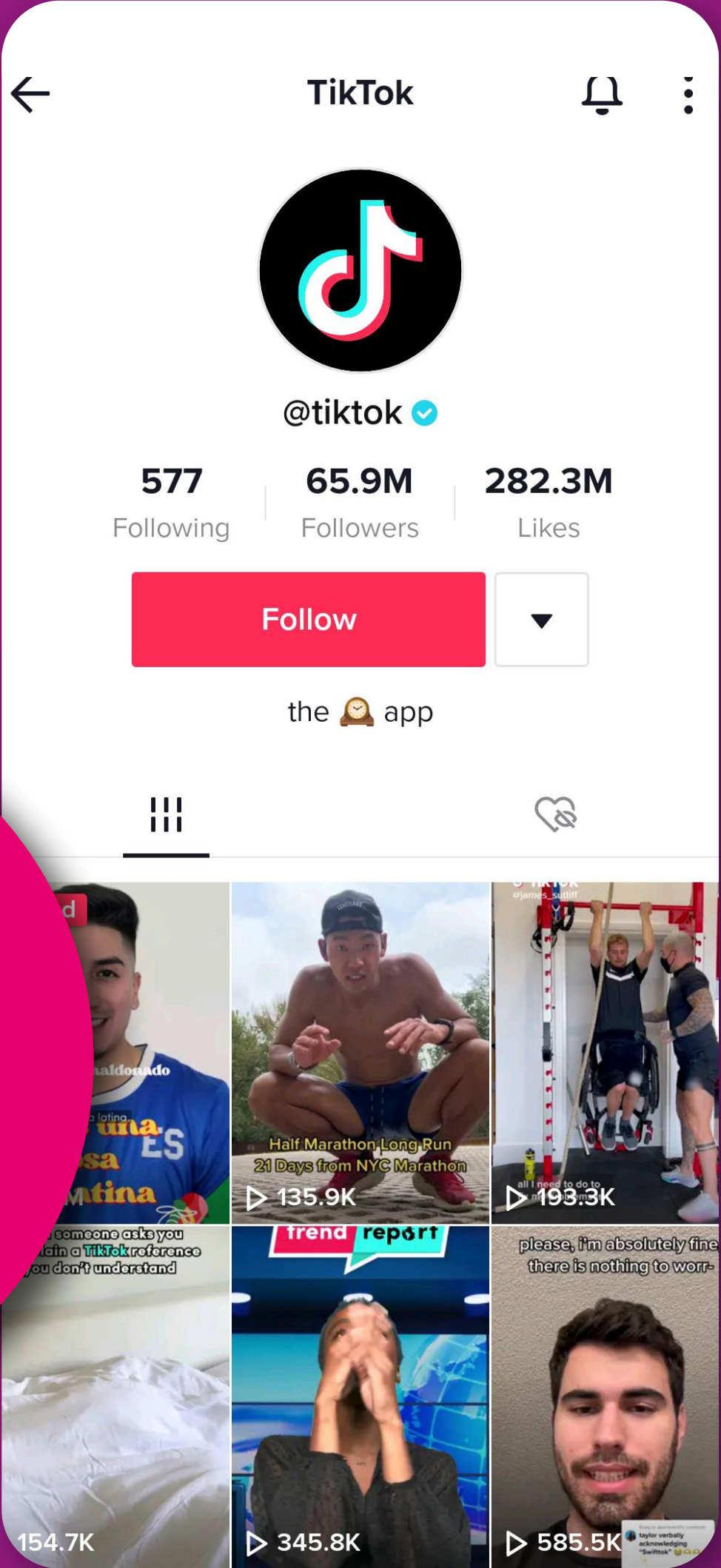


Christening and 1st birthday
Name: Miguel Cabaltera
Date: February 19, 2023

Top 25 Apps On TikTok

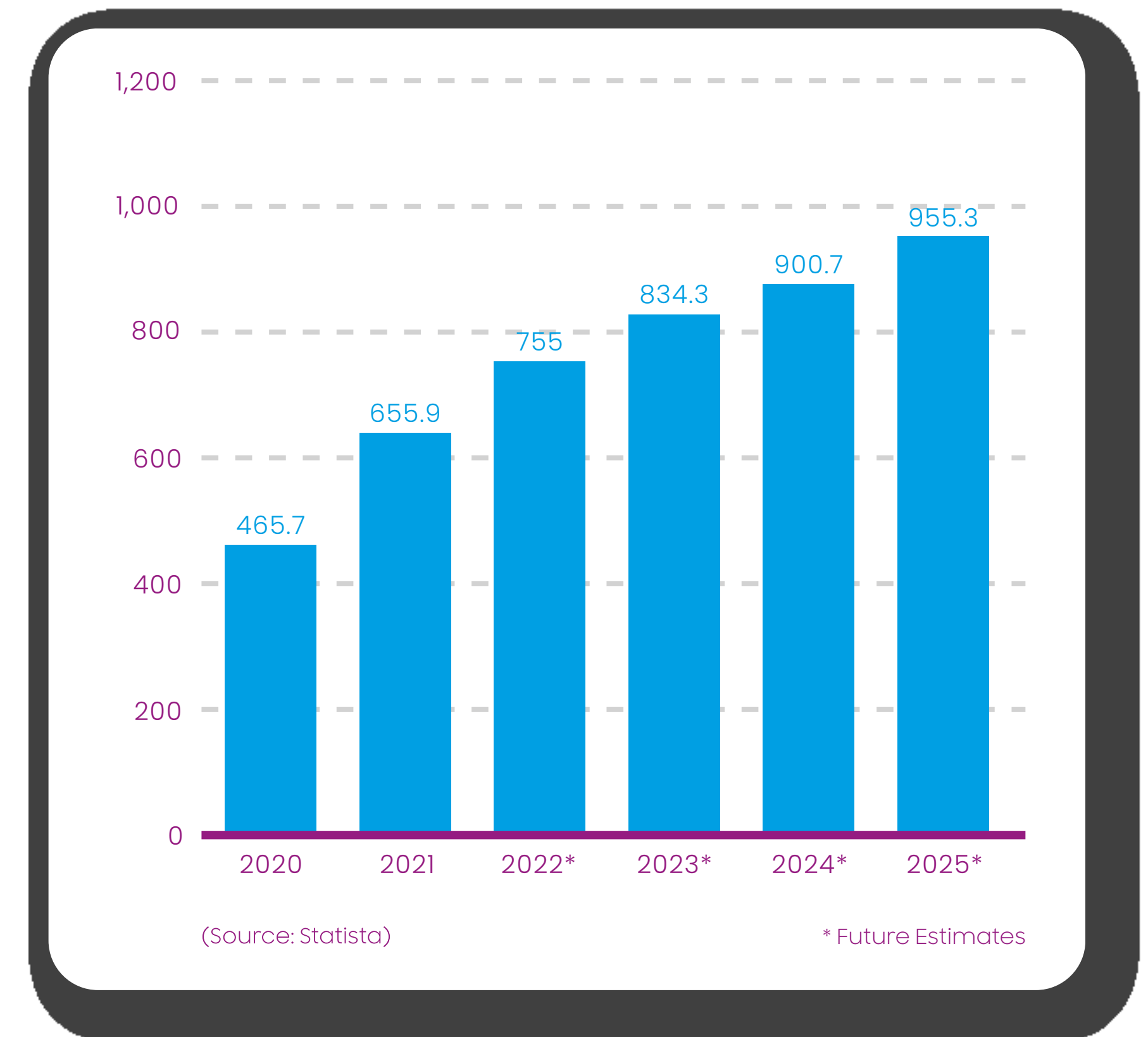


Current State of TikTok

As of 2022, the platform has more than **1 billion active users** spread across **154 countries** and is generating **\$4.6 billion in revenue**. Many brands are using TikTok to connect with their audience through epic content – one of the best brands being the app, Duolingo.

Other apps can follow suit and in fact, some already have.

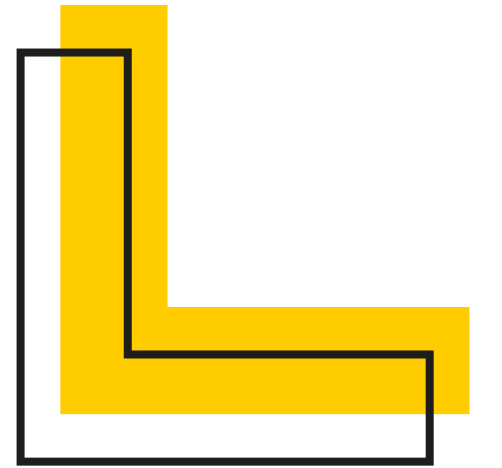
In this report we've found the best apps on TikTok and analysed how and why they work.



Methodology

The TikTok accounts of the 25 apps selected in this report have been evaluated based on the following criteria:

- **Authenticity:** Is there a sense of brand identity in the content produced?
- **Value:** Does their content add value to their audience's FYP?
- **Creating TikToks, not ads:** Have these brands completely embraced the nature of TikTok?
- **Engagement:** Is their audience actually engaging with the content they produce?



Top 25 Apps On TikTok



25

WEATHER LIVE

147.4K

Followers

22.24%

Engagement Rate

Category: Weather

TikTok: @weatherlive

Location: International

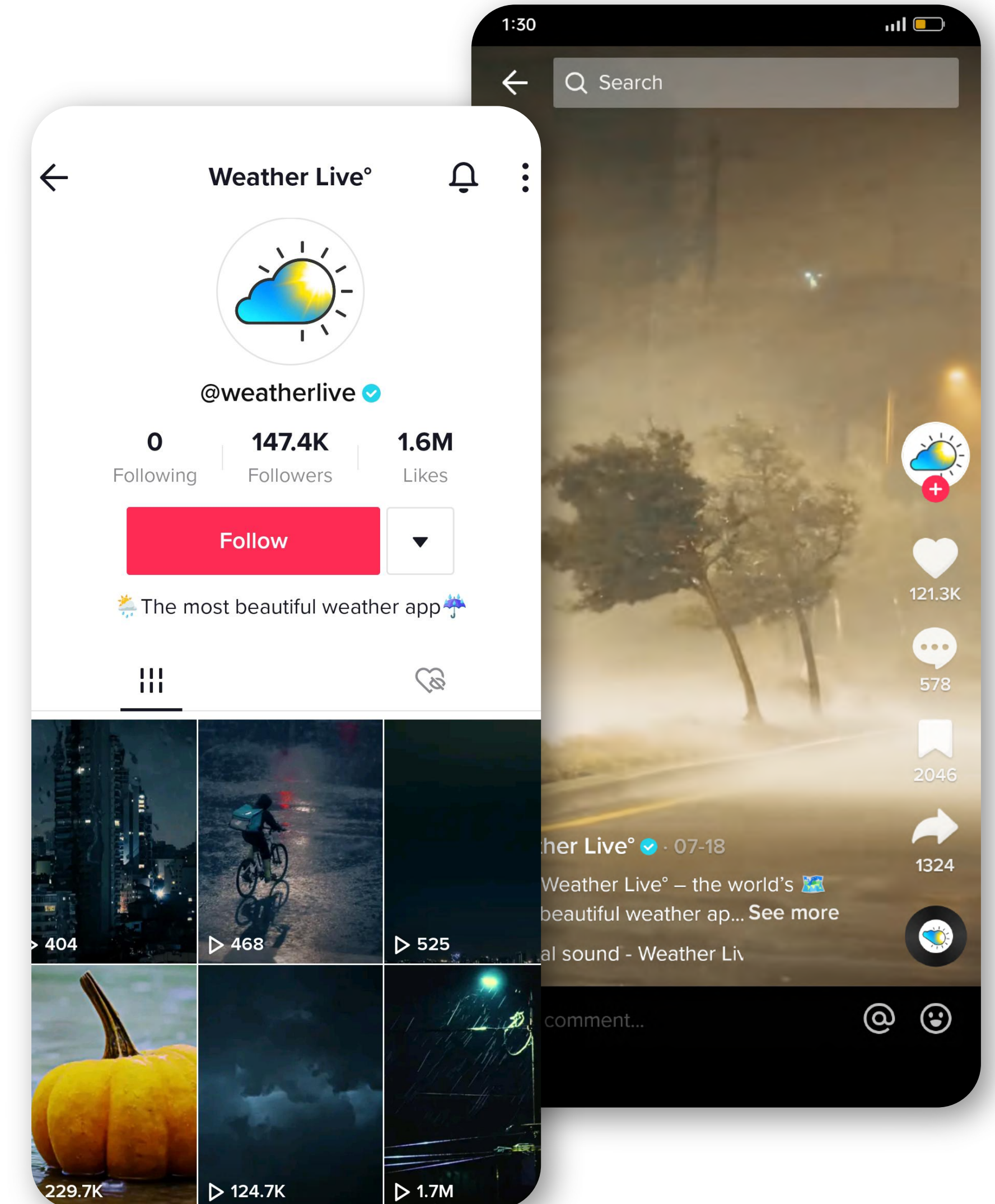
Weather Live is a personalised widget users can use on their phone to receive alerts.

Their content is purely based on satisfying and relaxing weather videos.

They use dramatic weather videos like rain storms or sunny sceneries to create satisfying and relaxing content with the perfect sound to match, making their viewers feel a sense of calm and relaxation.

Their most viral video reached 13.2M+ views with a lot of other popular content surpassing 1M-10M views.

Their content has done well in driving engagement and views and building a loyal audience base.



24

FINCH CARE

129.9K

Followers

6.19%

Engagement Rate

Category: Mental health

TikTok: @finchcare

Location: United States

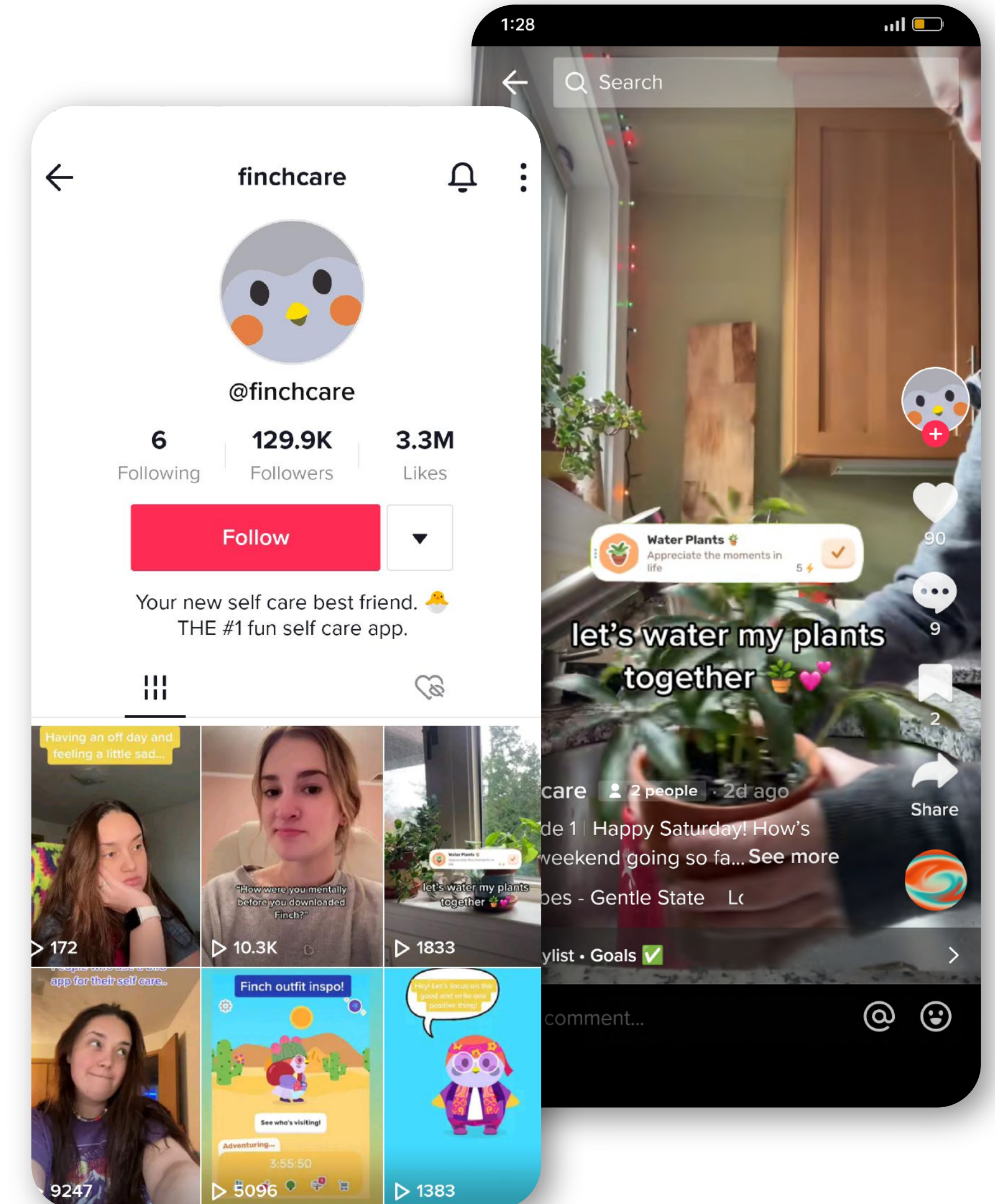
Finch care is an app that helps users with stress, mental health and motivation with daily exercises.

Finch care's TikTok page is all about the usefulness of the app and mental health.

They are highly dependent on popular sounds and trends which suits the style of TikTok.

They have also done a great job relating popular trends to their brand, coming across more native on the platform.

Their most viral video reached 19.5M+ views.



23

CALM

197.0K

Followers

2.92%

Engagement Rate

Category: Mental health

TikTok: @calm

Location: United States

Calm is an app that focuses on improving mental health and stress by offering a variety of services to help relax a user.

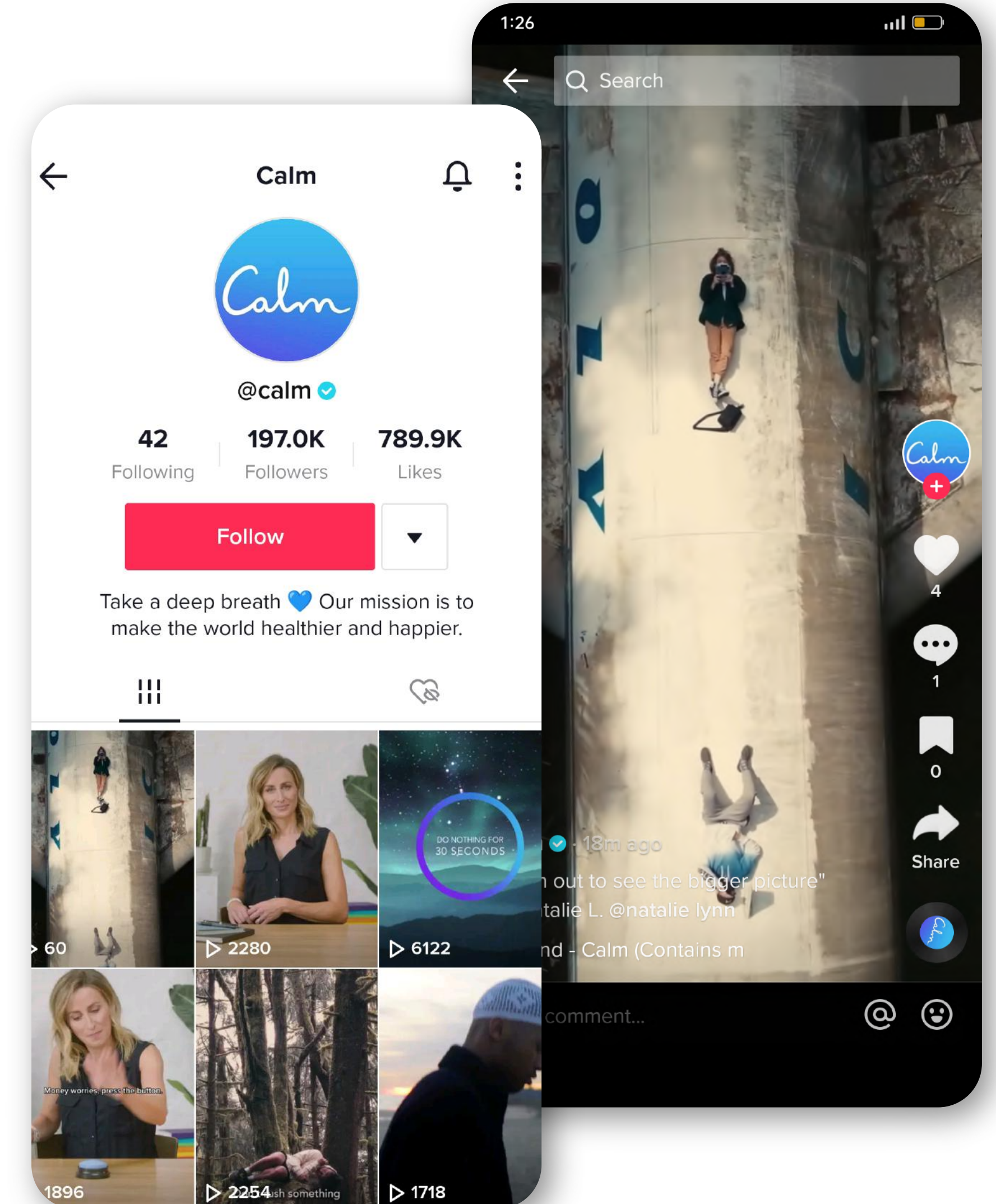
The majority of their content features interactive and engaging videos that prompt the viewer to relax.

They've done a great job of summarising their app on TikTok in a way that is both native and engaging.

When they aren't helping you get zen they also post motivational videos and useful tips.

You know where I'll be looking next time I'm stressed out.

Their most viewed video reached over 784K+ views with other viral content surpassing 100K views and they receive a minimum of 1K-10K views on general content.



22

GRUBHUB

184.1K

Followers

2.32%

Engagement Rate

Category: Delivery service

TikTok: @grubhub

Location: United States

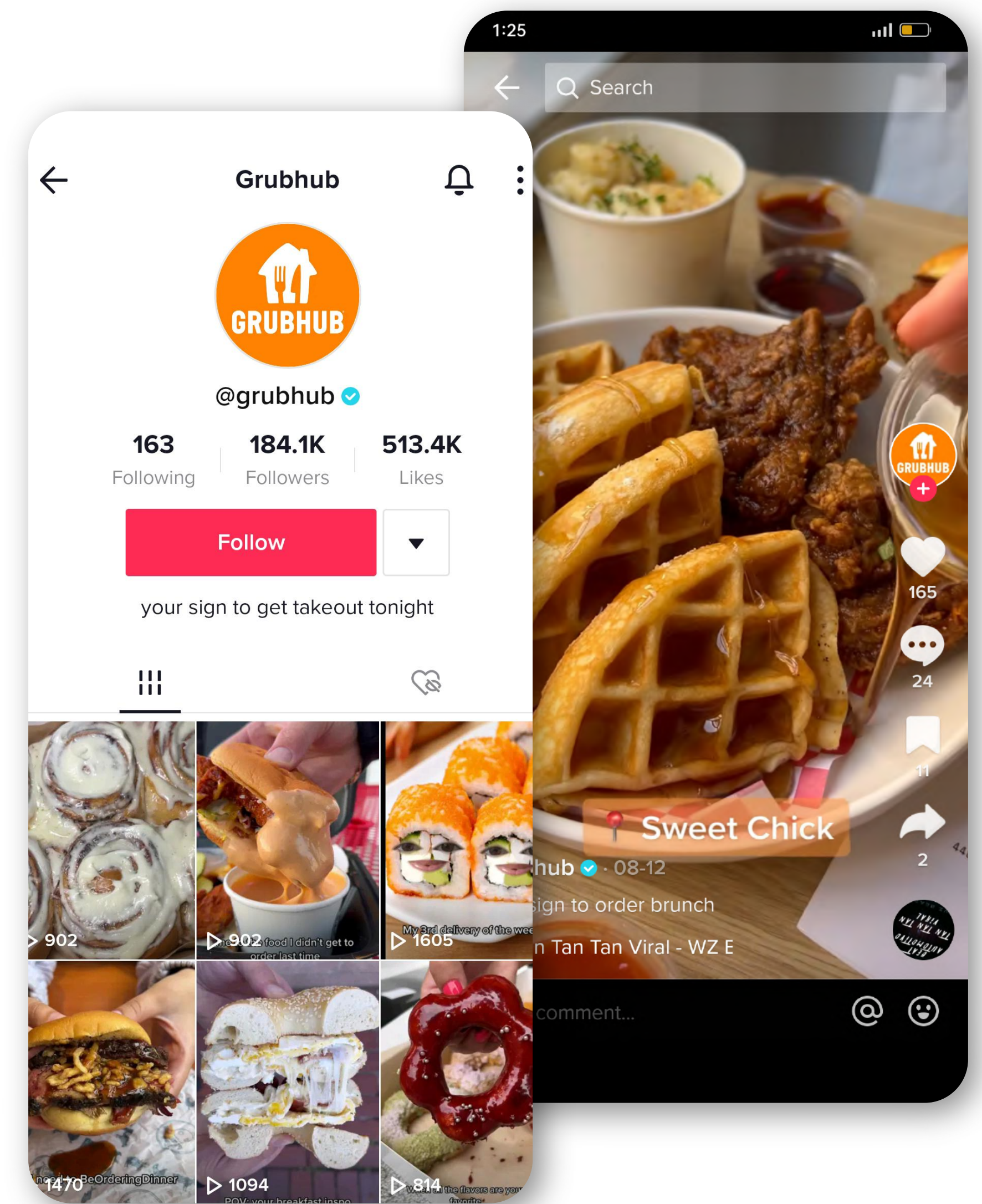
GrubHub is an online food delivery platform based in the United States.

The majority of their content are short sketches of funny and relatable scenarios.

This comedic approach is a great compliment to their delicious food content with popular sounds and trends.

Grubhub's content shows they're not afraid to test new things and it's really paying off with the use of popular content creators and some epic results.

Some of their most viral videos reached 100k-367k+ views.



21

MEETBLK

140.8K

Followers

10.28%

Engagement Rate

Category: Dating

TikTok: @meetblk

Location: United States

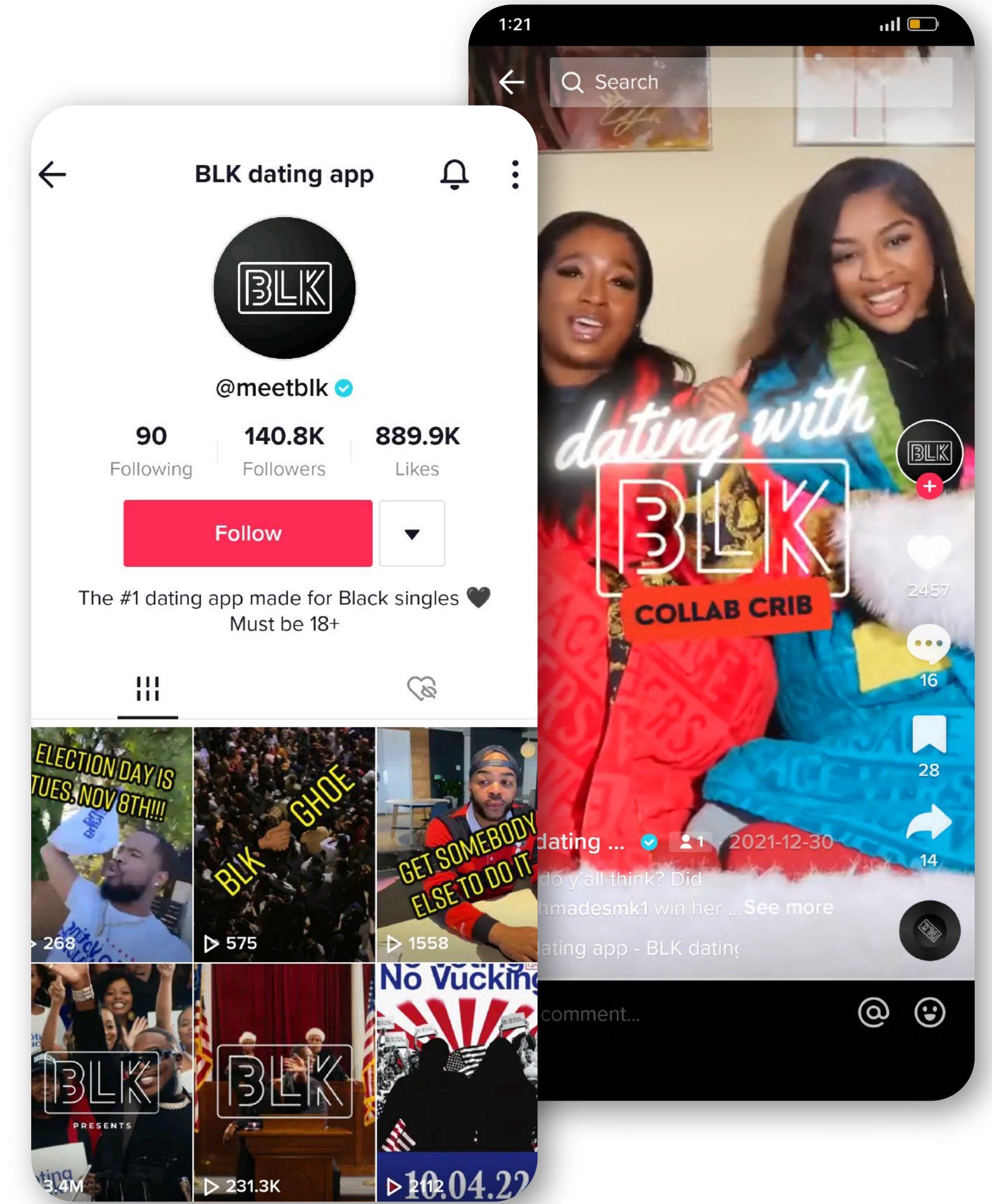
MeetBLK are a free dating app targeted at black men and women, connecting them based on similar interests and likes.

They use popular content creators with huge outgoing personalities to act out funny and relatable dating scenarios, while always tying it back to their app.

They aim to entertain and they succeed, especially with their hilarious mom interviews.

They also tend to promote the app with the occasional giveaway.

Their most viral post reached 4.9M+ views.



20

MUZZAPP

89.3K

Followers

3.19%

Engagement Rate

Category: Dating

TikTok: @muzzapp

Location: United Kingdom

Muzzapp is a dating and marriage app which focus on Muslim men and women.

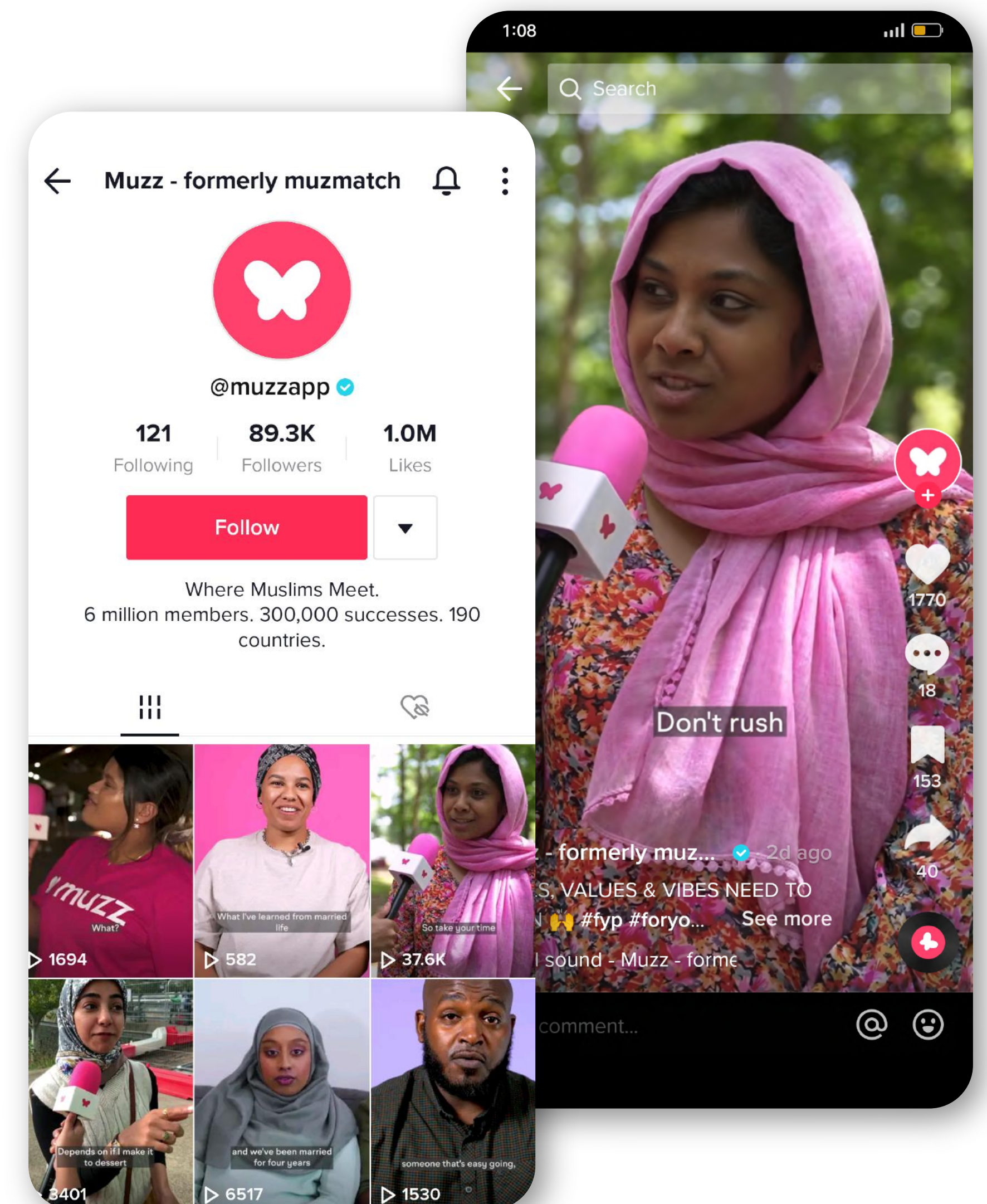
Muzzapp have used TikTok to their advantage with, trialling range of content on their TikTok account.

They've tried everything from on-the-street videos, BTS and experiences of real life users.

They make their content fun and entertaining, while also being mindful when creating content relating to a specific issue.

Their account is a clear representation of the company's positive intentions and values.

Some of their most viral videos have reached 1M-8M+ views and they receive strong engagement.



19

GOAT

521.0K

Followers

3.24%

Engagement Rate

Category: Sneakers,
apparel and accessories

TikTok: @goat

Location: United States

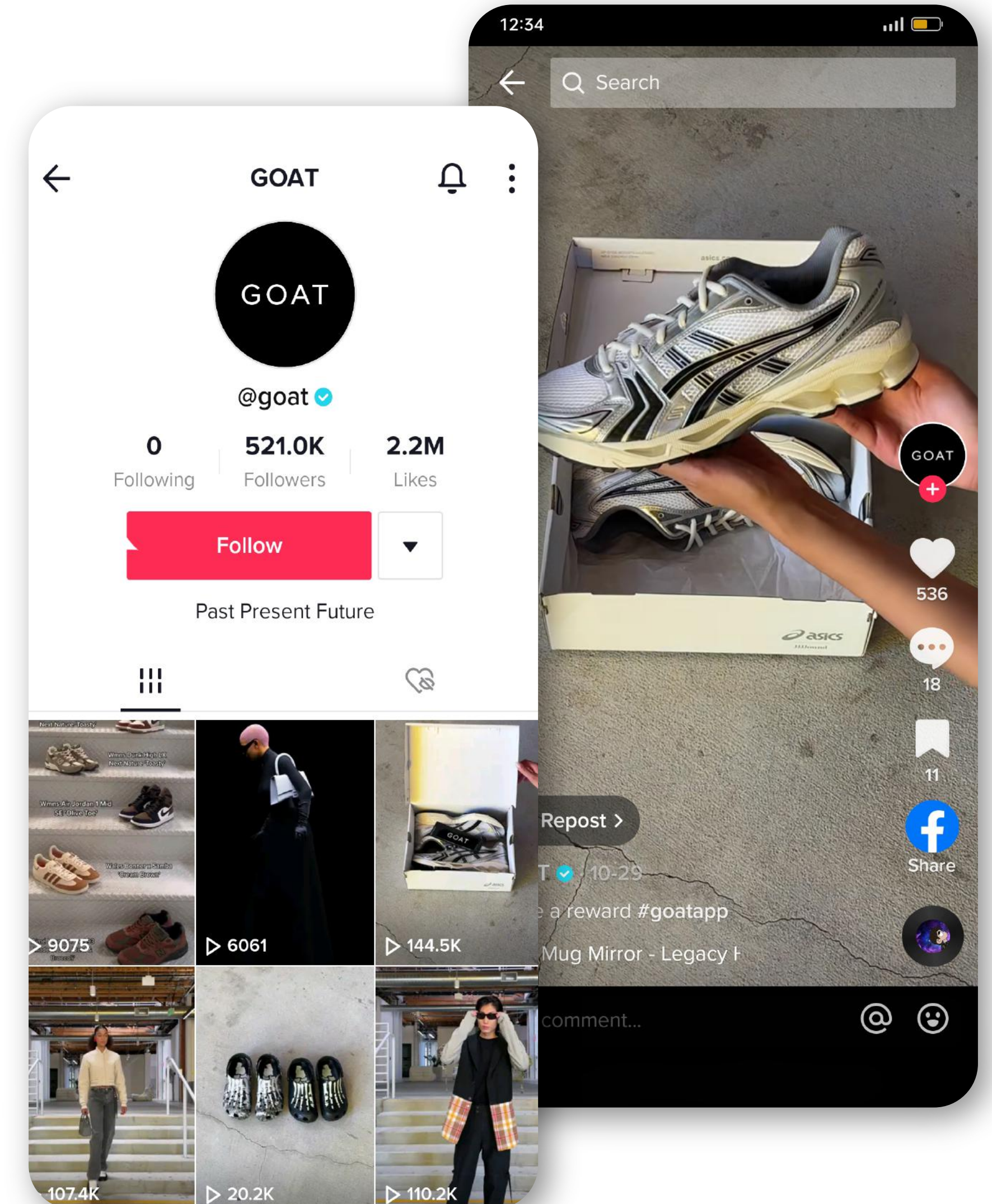
GOAT is a global platform for new and pre-owned sneakers, apparel and accessories from all around the world.

GOAT's account is the go to for street style inspiration.

They post everything from BTS photoshoots, style/icon celebrity interviews and history lessons on iconic fashion pieces like Air Jordans.

And while it's not usually a best practice to 'sell' a product on the platform, GOAT has convinced **us** to check out their app to try to get my own limited edition sneakers.

Their most viral post reached 7.1M+ views with other viral content surpassing 1M-5M+ views.



18

FLINK

208.3K

Followers

4.15%

Engagement Rate

Flink is an online supermarket based in Germany where users can order groceries right to their door.

Flink showcase their outgoing personality in their content with funny and relatable videos which generate 30K views on average.

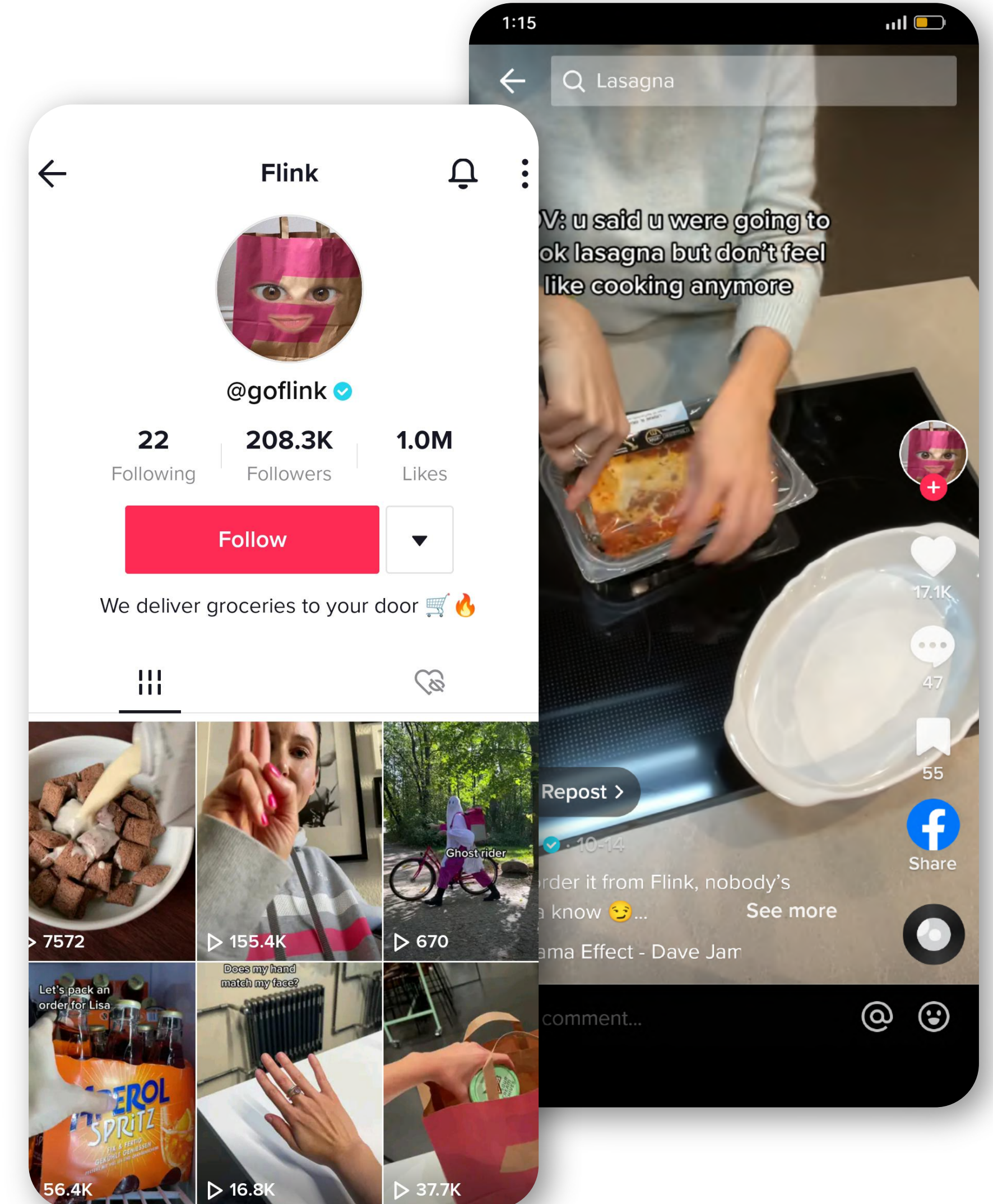
Their content is mostly based around food and groceries but they cleverly use popular trends and memes to be native on the platform.

Additionally, they post proactive content which highlights why people should be using Flink without ever coming across as an ad.

Category: Online supermarket

TikTok: @goflink

Location: Germany



17

CAPCUT

5.3M

Followers

6.86%

Engagement Rate

Category: Video editor

TikTok: @capcut

Location: United Kingdom

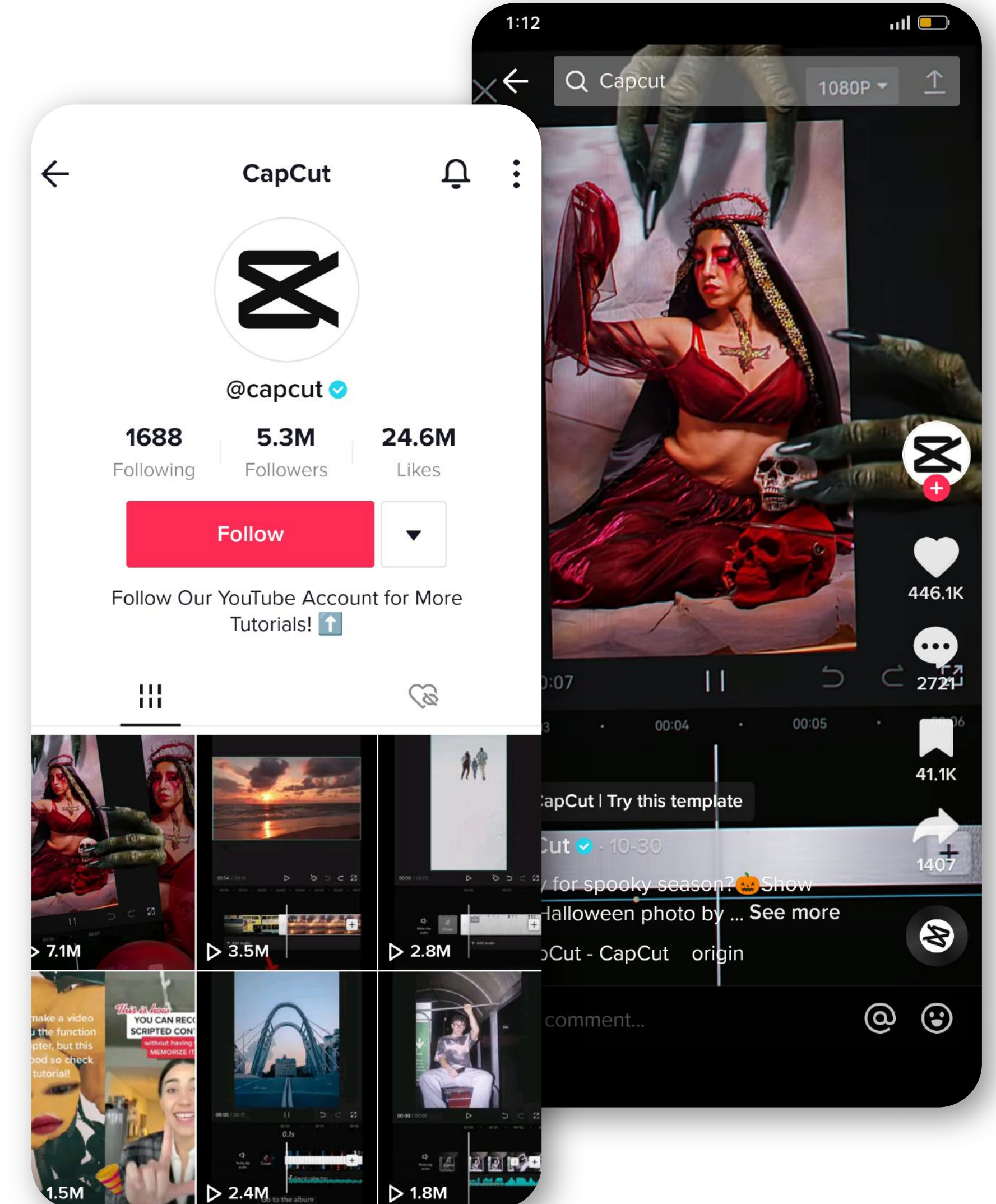
CapCut is a free all-in-one video editing app, owned by ByteDance, that allows users to create incredible professional videos.

The majority of their content is focused on mini tutorials on cool features in the app which users can use to improve their video editing skills.

They also upload complex video edits made by real users showing how great their free app is.

They get epic engagement from their audience and CapCut reward them with exciting giveaways.

Their most viral post reached 8M+ views with other viral content surpassing 5M+ views.



16

MYSWIMPRO

254.7K

Followers

10.23%

Engagement Rate

Category: Swimming health and fitness

TikTok: @myswimpro

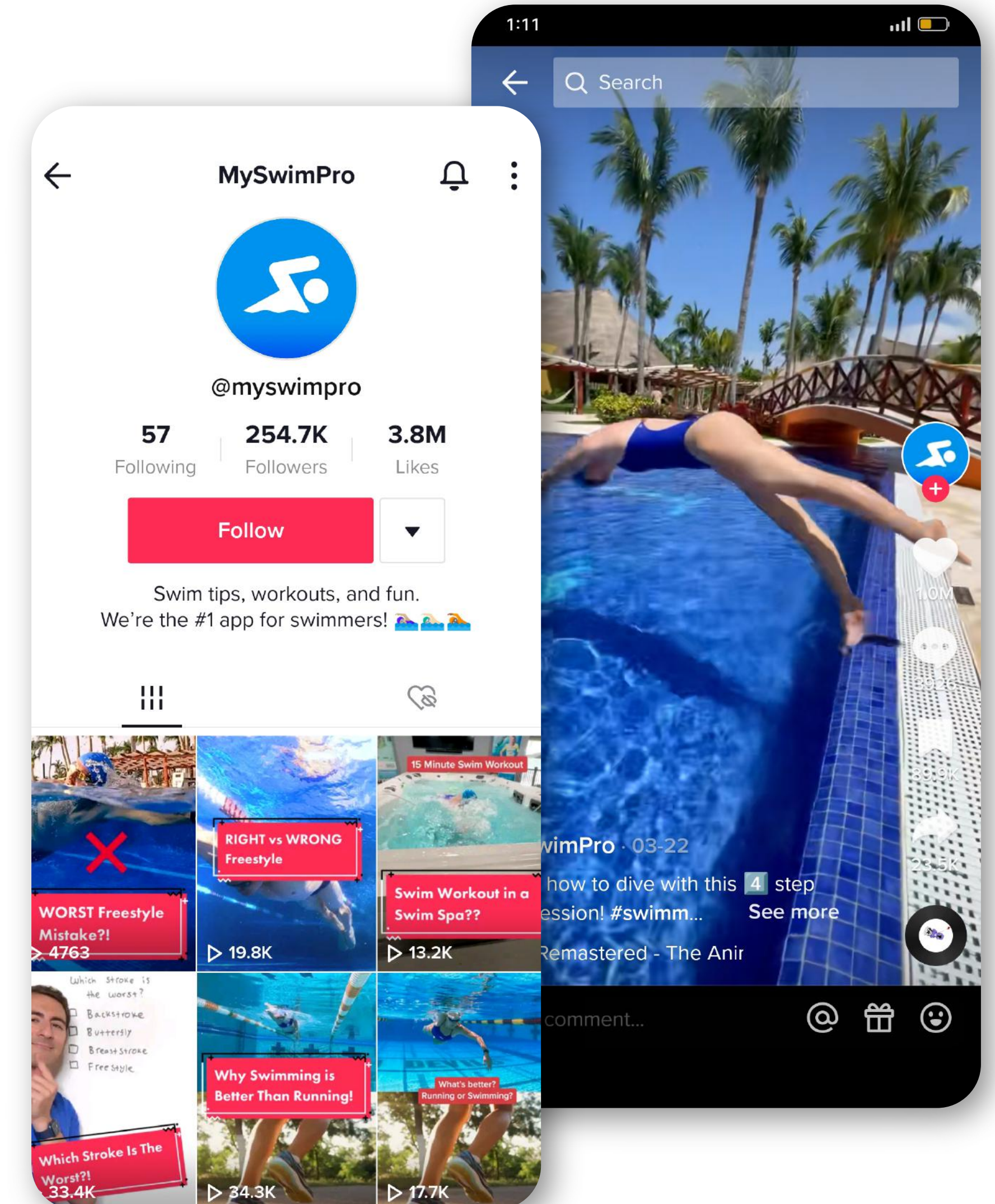
Location: United States

MySwimPro allows users to start their own personalised swimming training plan all in one app.

MySwimPro posts a variety of swimming content while focusing on providing helpful tips on how to become an overall better and healthier swimmer.

Every swimmer has their own technique and style, so there are many different opinions within their community making for a lot of genuine engagement.

Their most viral post reached 15M+ views with general content consistently reaching a minimum of 15K+ views.



15

THEAIRAPP

117.9K

Followers

12.6%

Engagement Rate

Category: Sports

TikTok: @theairapp

Location: United States

The Air App is a platform that fancy themselves the 'LinkedIn for Sports,' matching collegiate athletes with recruitment opportunities.

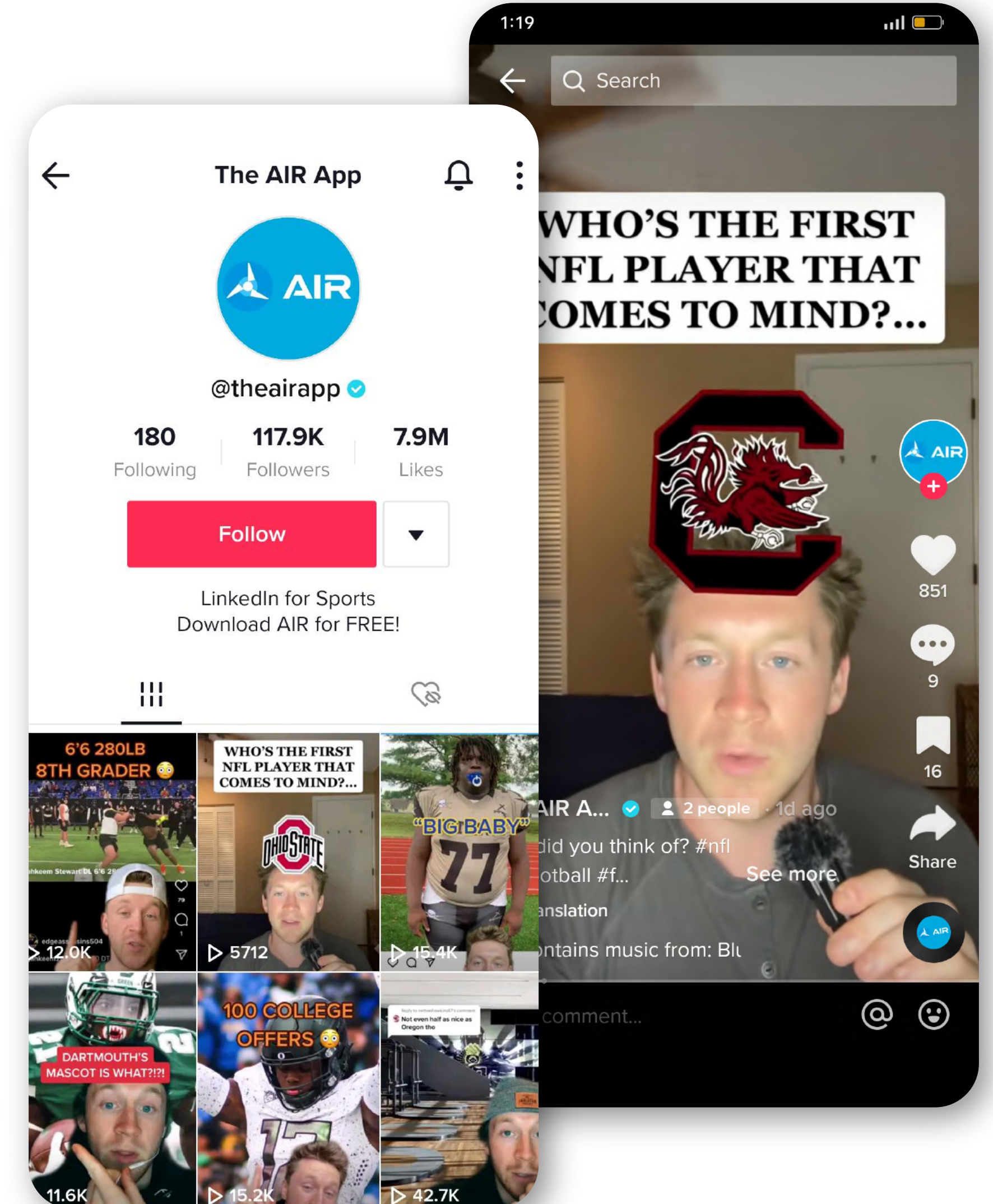
The Air App's account is your go to source for connecting the dots between viral sport videos and where the featured athletes are today.

Their content is both engaging and inspiring as they cleverly highlight successful athletes' origin stories, with the occasional roast.

Their presenters come across as sport enthusiasts, helping them to resonate with their target audience.

A scroll through their feed feels like a conversation with friends about some of the funniest or impressive sport clips of all time.

Their most viral video reached 2.1M+ views.



14

BOLT

41.7K

Followers

7.89%

Engagement Rate

Category: Travel

TikTok: @bolt

Location: United Kingdom

With **Bolt**, users can order a ride, get picked up by a nearby driver, and enjoy a low-cost trip to their destination.

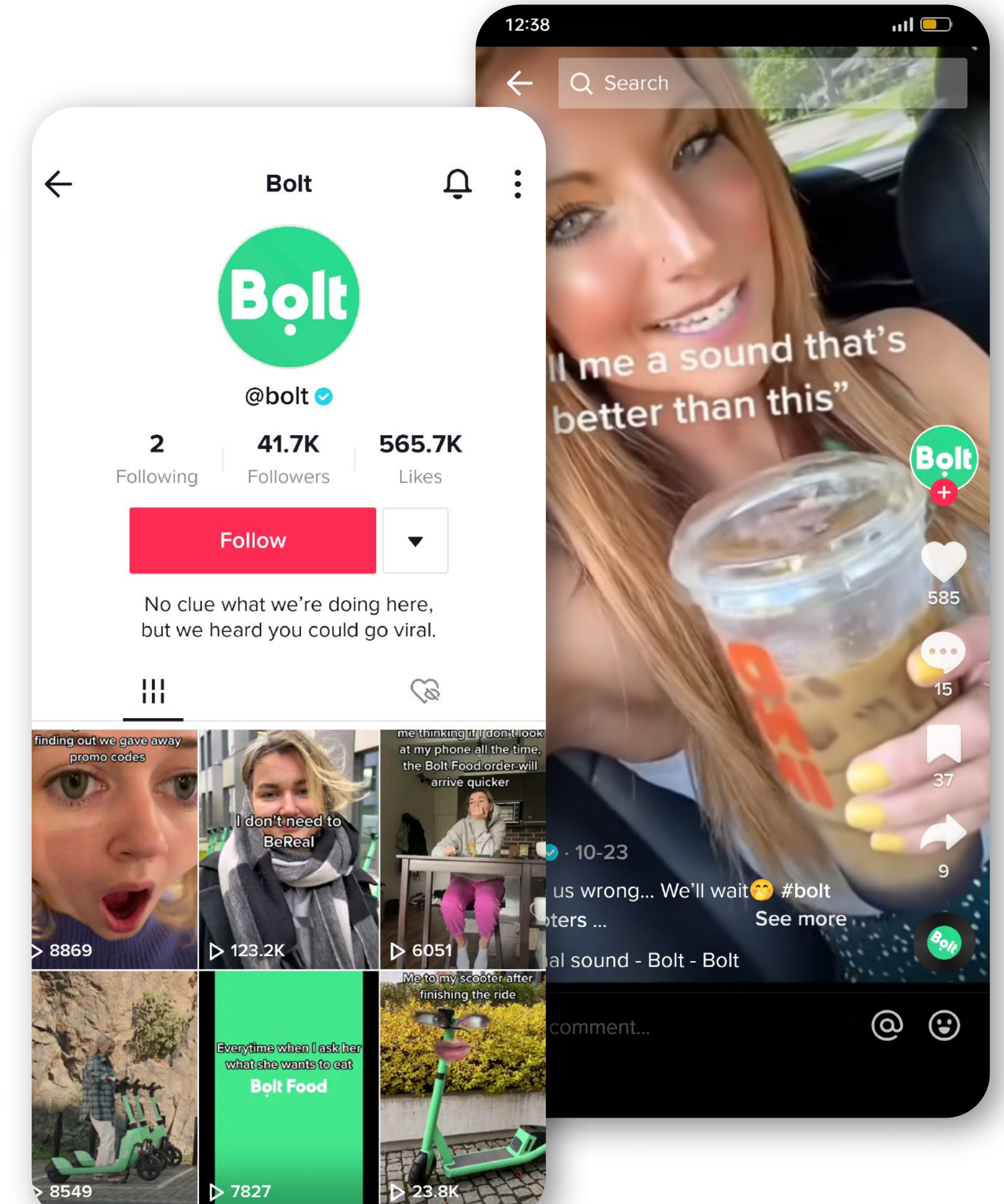
They also offer a food delivery service and public electrical scooters with the aim to make travel easier.

Bolt are consistent and clever with following the latest popular trends and sounds.

They do a great job of showcasing work life at Bolt and it'd be a shock if they aren't getting an overwhelming amount of applications.

Their tone is relatable, sarcastic and funny – a golden combination making their content even better.

Their most viral video reached 5.9M+ views with other viral content easily surpassing 100K views.



13

REVOLUT

64.0K

Followers

2.9%

Engagement Rate

Category: Finance

TikTok: @revolutapp

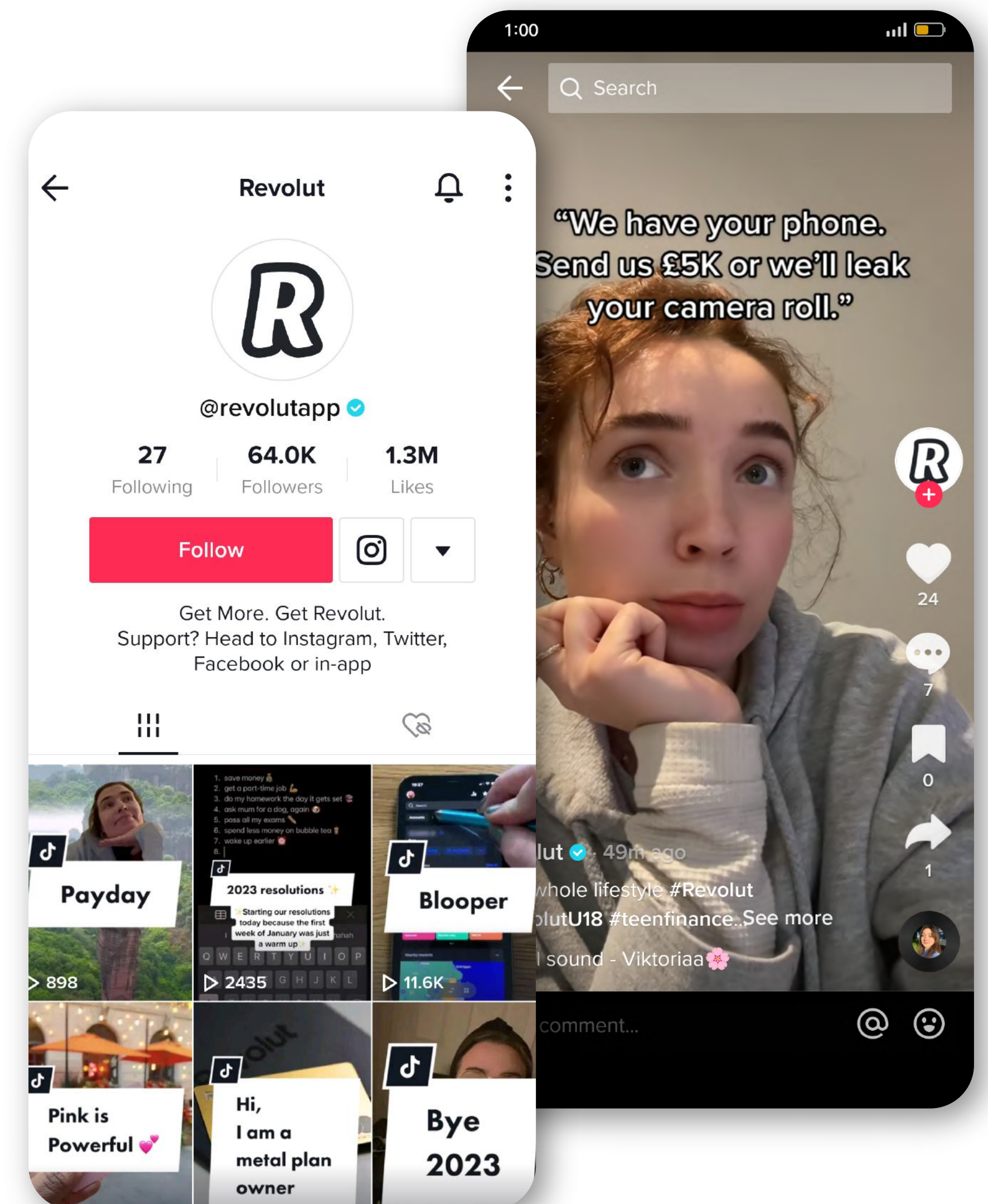
Location: England

Revolut allows users to control and manage their entire financial life in one simple app.

Revolut's TikTok content showcases the app's very outgoing, entertaining and fun personality.

Their content uses a lot of popular trends, challenges and viral TikTok sounds which they use to create relatable, funny and creative content revolving around all things money.

They have also partnered with highly popular content creators like 'Sidemen' to create entertaining sponsored content relevant to Revolut.



12

POSHMARK

248.6K

Followers

4.33%

Engagement Rate

Category: Retail and fashion

TikTok: @poshmark

Location: United States

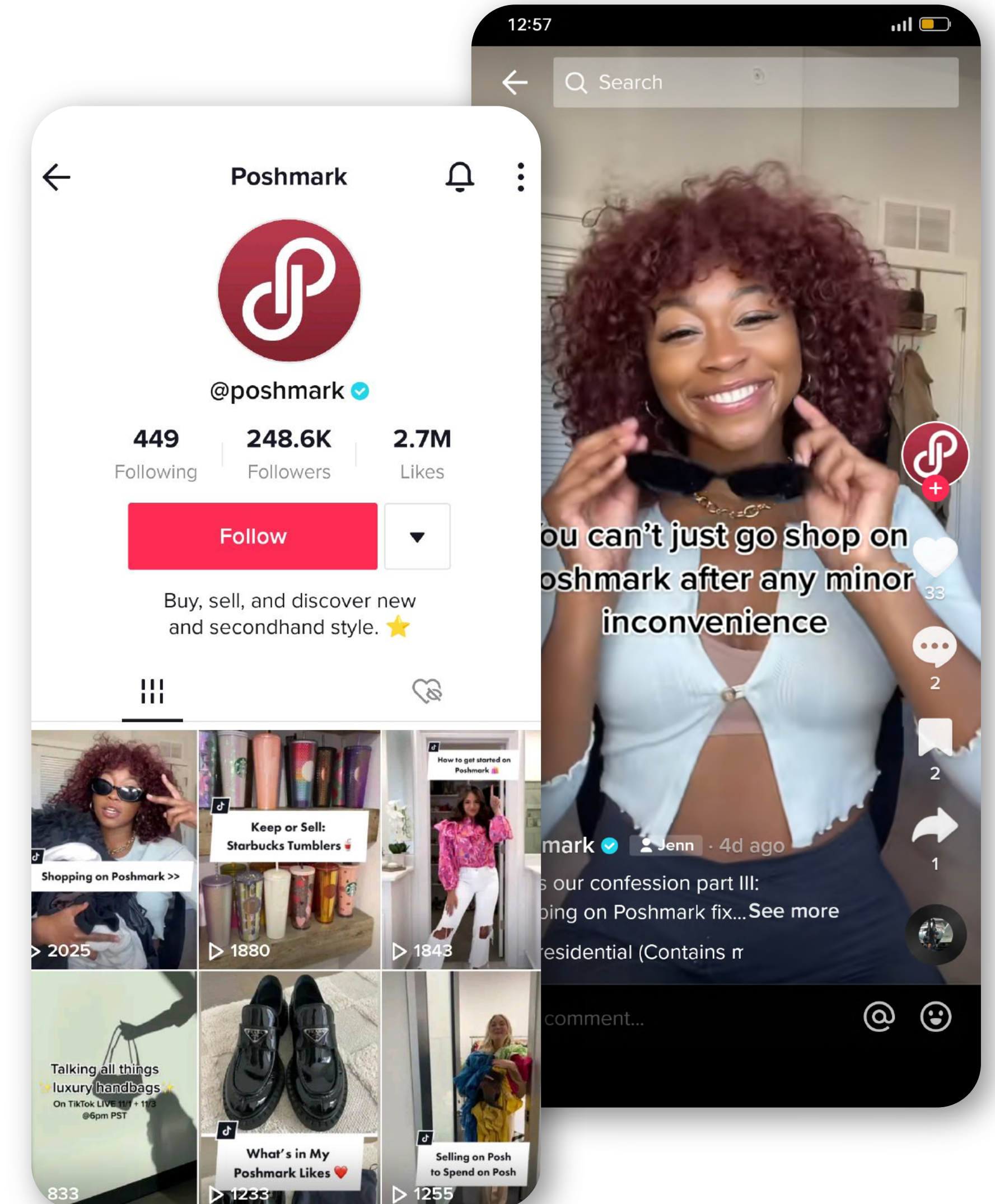
Poshmark is a social marketplace for new and second hand fashion, home decor and electronics.

Poshmark expertly use the latest popular trends and sounds in their content to create entertaining fashion related videos.

Their use of multiple team members in their content makes the audience feel like part of the community and their search tips by category will help you find your perfect pre-loved style.

Thanks (but also not) for making us want to spend all our money on Poshmark.

Their most viral post reached 18.1M views.





FLOTRACKER

86.0K

Followers

6.02%

Engagement Rate

Category: Female health and wellbeing

TikTok: @flotracker

Location: United Kingdom

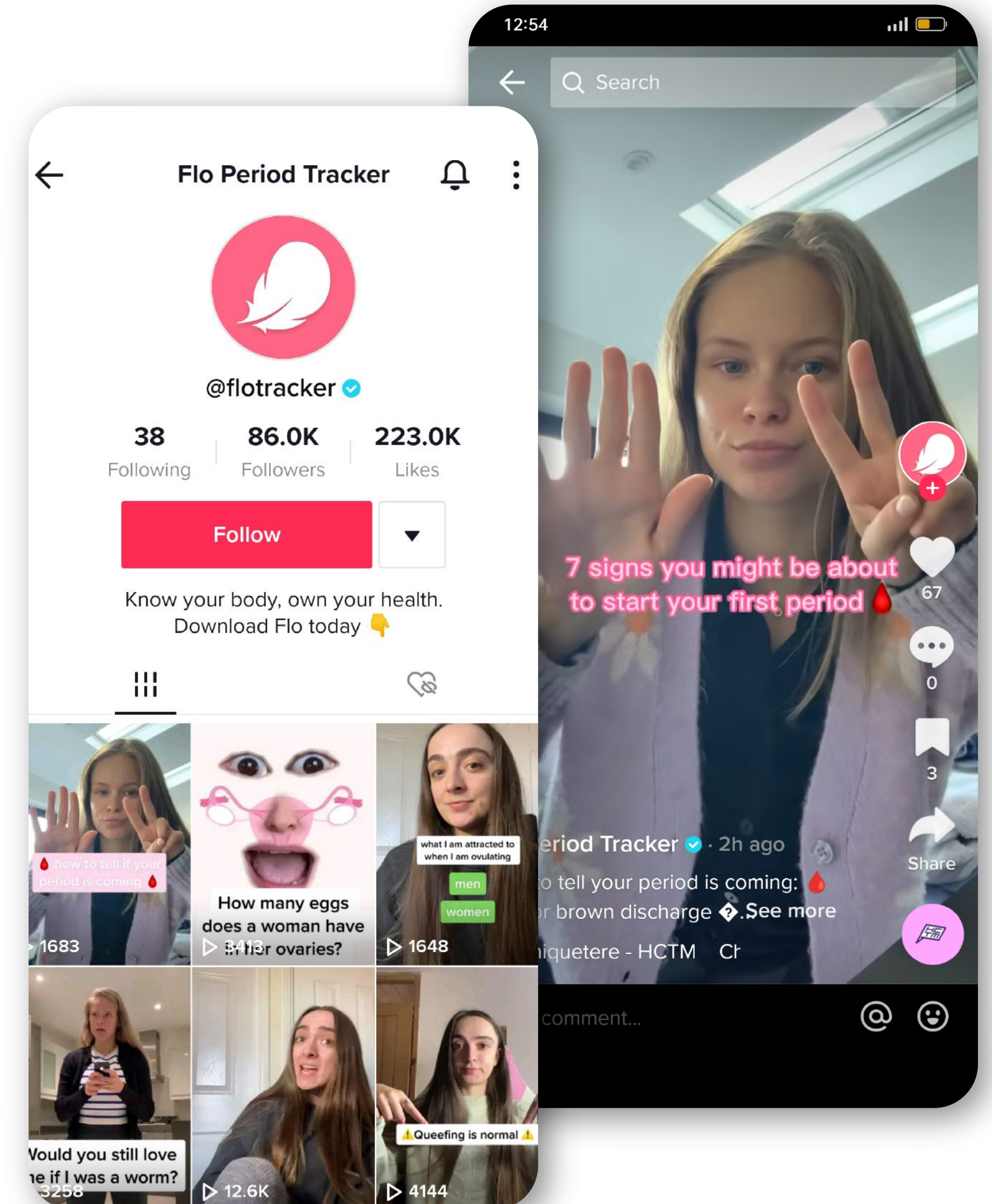
Flotracker uses advanced AI technology to monitor a user's period cycle, fertility and pregnancy accurately with the goal to improve a user's health and wellbeing.

Their content makes all humans with periods feel seen, showcasing the good, the bad and uncomfortable.

They make sure to take a comedic approach because sometimes all you can do is laugh..right?

But in all seriousness FloTracker's TikTok is the friend that every female needs to make them feel less alone.

Their most viral post reached 427K+ views with other viral content surpassing 100K views.



10

TINDER

510.3K

Followers

6.50%

Engagement Rate

Category: Dating and meeting

TikTok: @tinder

Location: United States

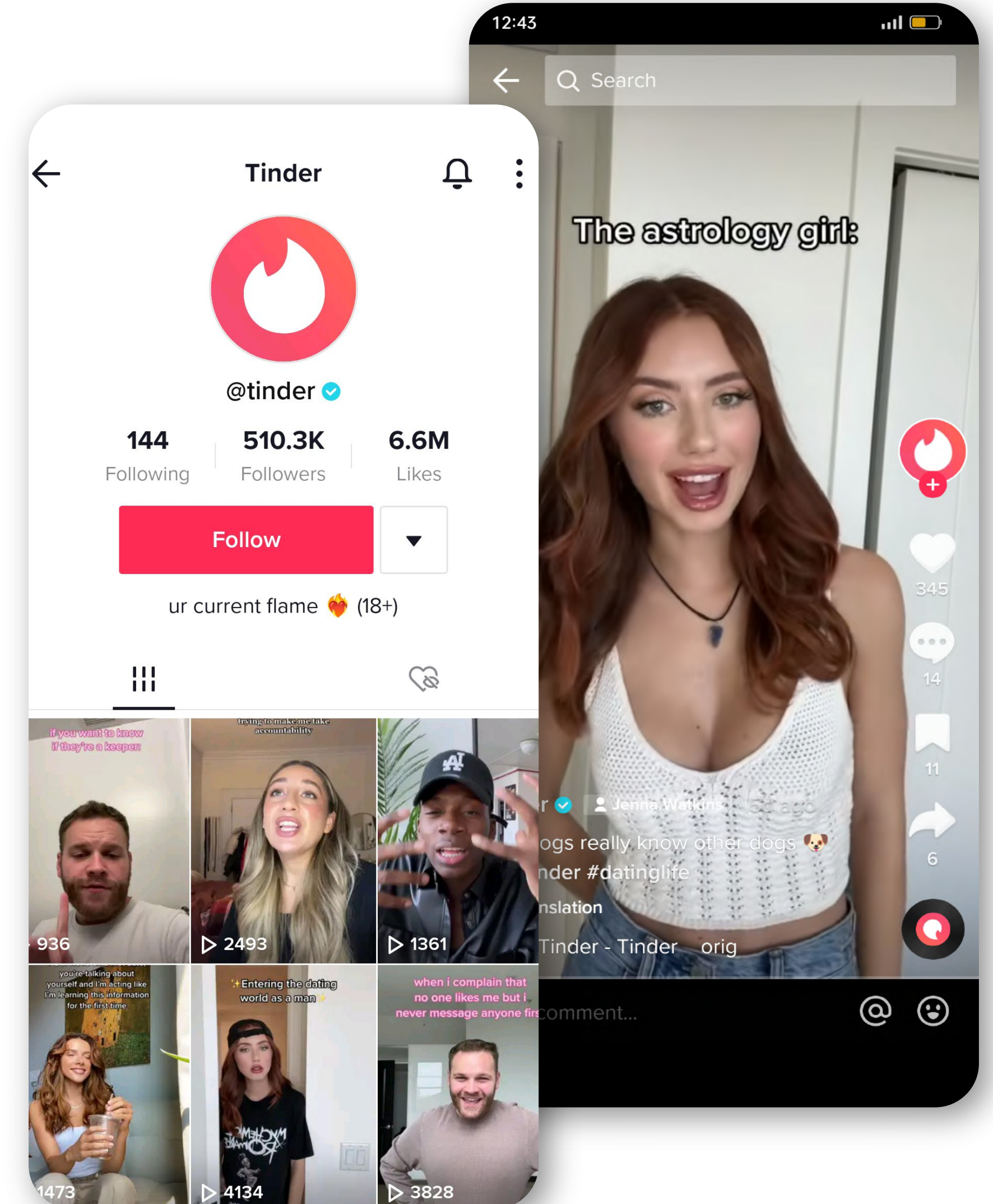
Tinder is a popular dating app that helps users match, chat and date.

Tinder posts a wide range of content however their most popular seems to be on-the-street videos because of the hilariously honest answers they get.

They do an amazing job of keeping up with trends to create relatable and funny content.

Tinder use a range of different creators that showcase their brand personality in the best way and they tastefully play into some of the well-known Tinder stereotypes.

Their most viral post reached 5.9M+ views.



09

DRIVING TEST SUCCESS

992.2K

Followers

3.96%

Engagement Rate

Category: Driving theory and practical support

TikTok: @drivingtestsuccess

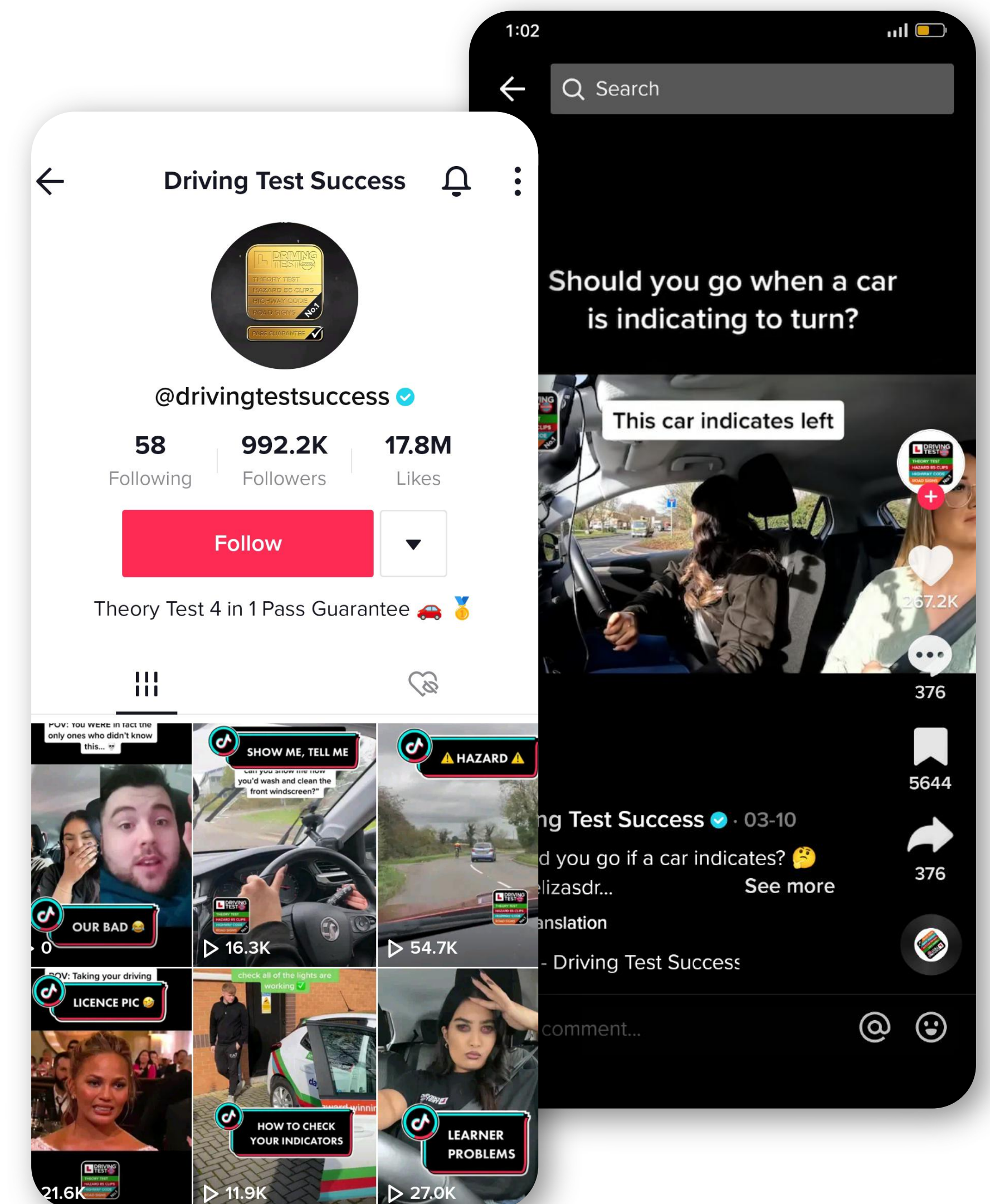
Location: United Kingdom

Driving test success is an app for new, learning drivers trying to pass their theory and practical driving test.

The majority of their content is tips and advice related, with physical examples on how to pass a driving test.

Their content is structured with the use of popular trends and sounds to keep the content fresh and native to the platform while also enabling their audience to learn effectively.

Most importantly, Driving Test Success have fun with their content and infuse comedy and sarcasm (occasionally) into their tone of voice on the platform.



08

MOOCH

357.8K

Followers

6.28%

Engagement Rate

Category: Finance

TikTok: @moochlife

Location: United States

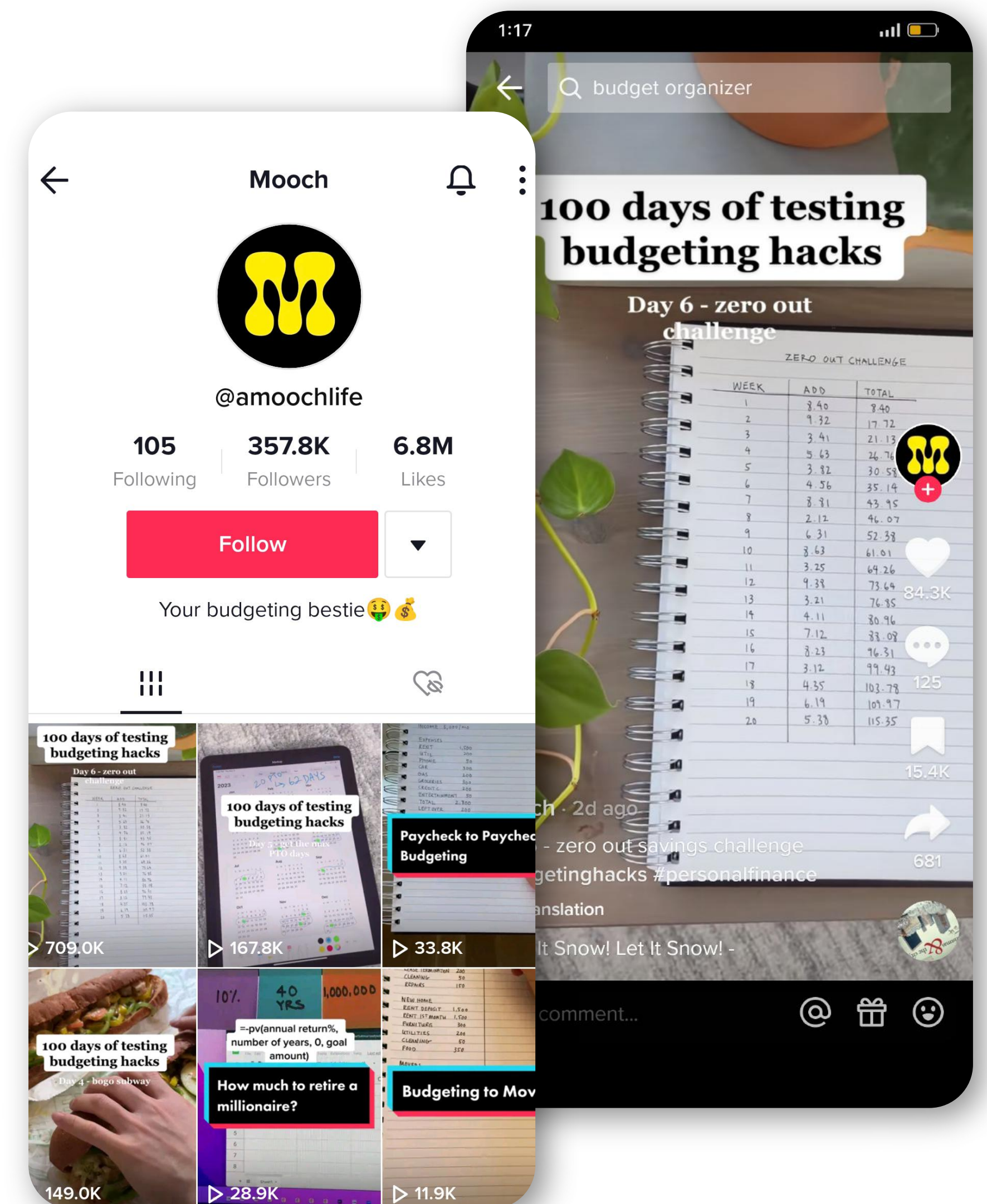
Mooch is an app that allows users to take control of their finances with free financial resources, guides and a rewards system that rewards you everytime you save money.

All of their content is value-based with a lot of useful advice and tips on budgeting and saving money.

They educate their audience with interesting ways to save money like transferring your credit card debt to a card with 0% interest or determining whether you should buy or lease a car.

They make talking about money fun and easy to understand, helping their audience make educated financial decisions.

Mooch prioritise engaging with their viewers in the comment section making their account feel more like a community.



07

BEREAL

944.4K

Followers

8.86%

Engagement Rate

Category: Photo sharing

TikTok: @bereal

Location: France

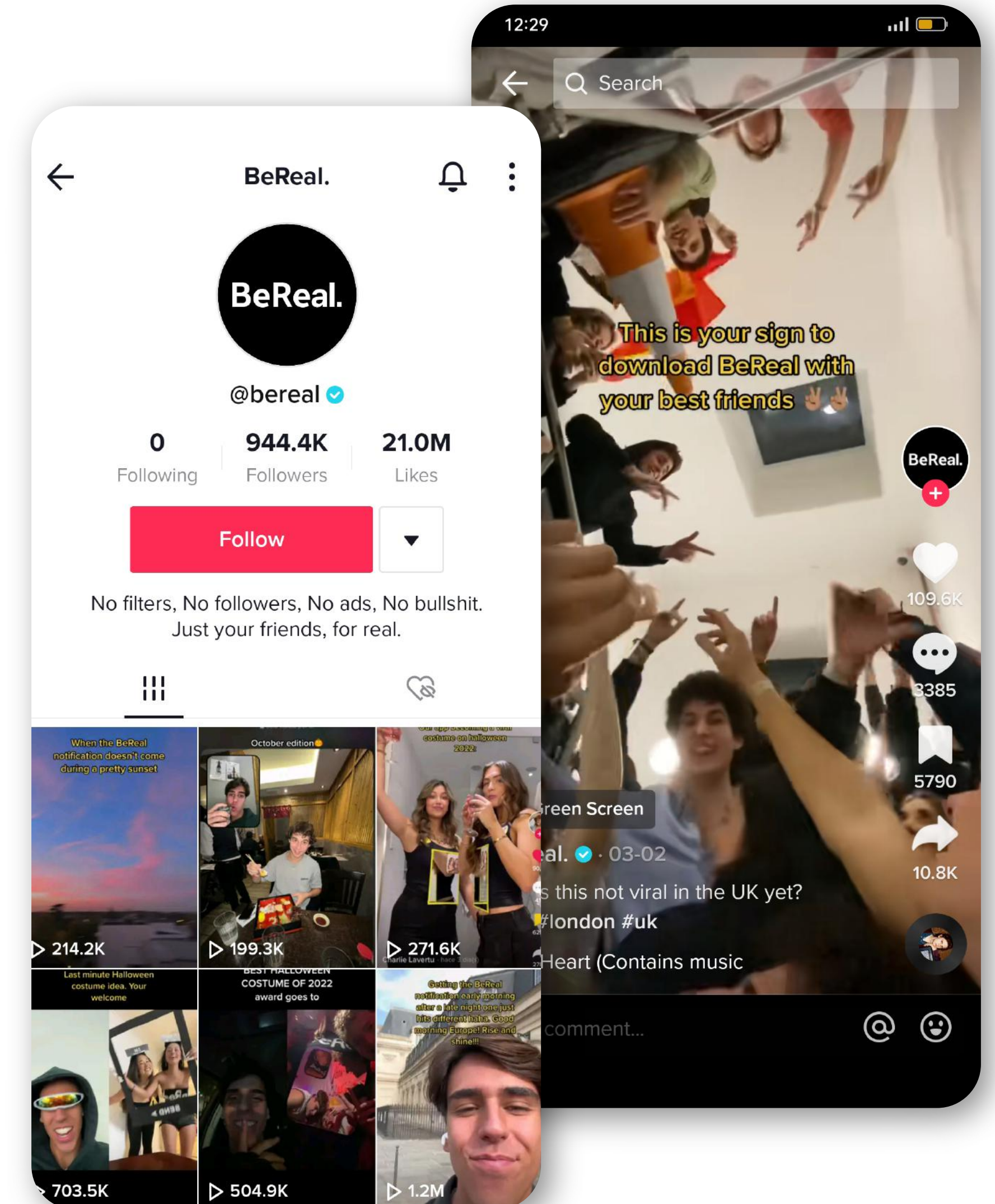
BeReal is a photo sharing app where friends and family can capture and share a real life moment once a day at a specific time.

BeReal posts a variety of content while somehow keeping their messaging consistent.

They focus on showcasing how friends and families keep in touch with each other on the platform while using trending sounds and reacting to UGC making their account feel like a true community.

They also repurpose BeReal posts to piece together stories and create fun and engaging content.

Their most viral post reached 9.7M+ views.



06

GRINDR

104.9K

Followers

9.96%

Engagement Rate

Category: Dating platform

TikTok: @grindr

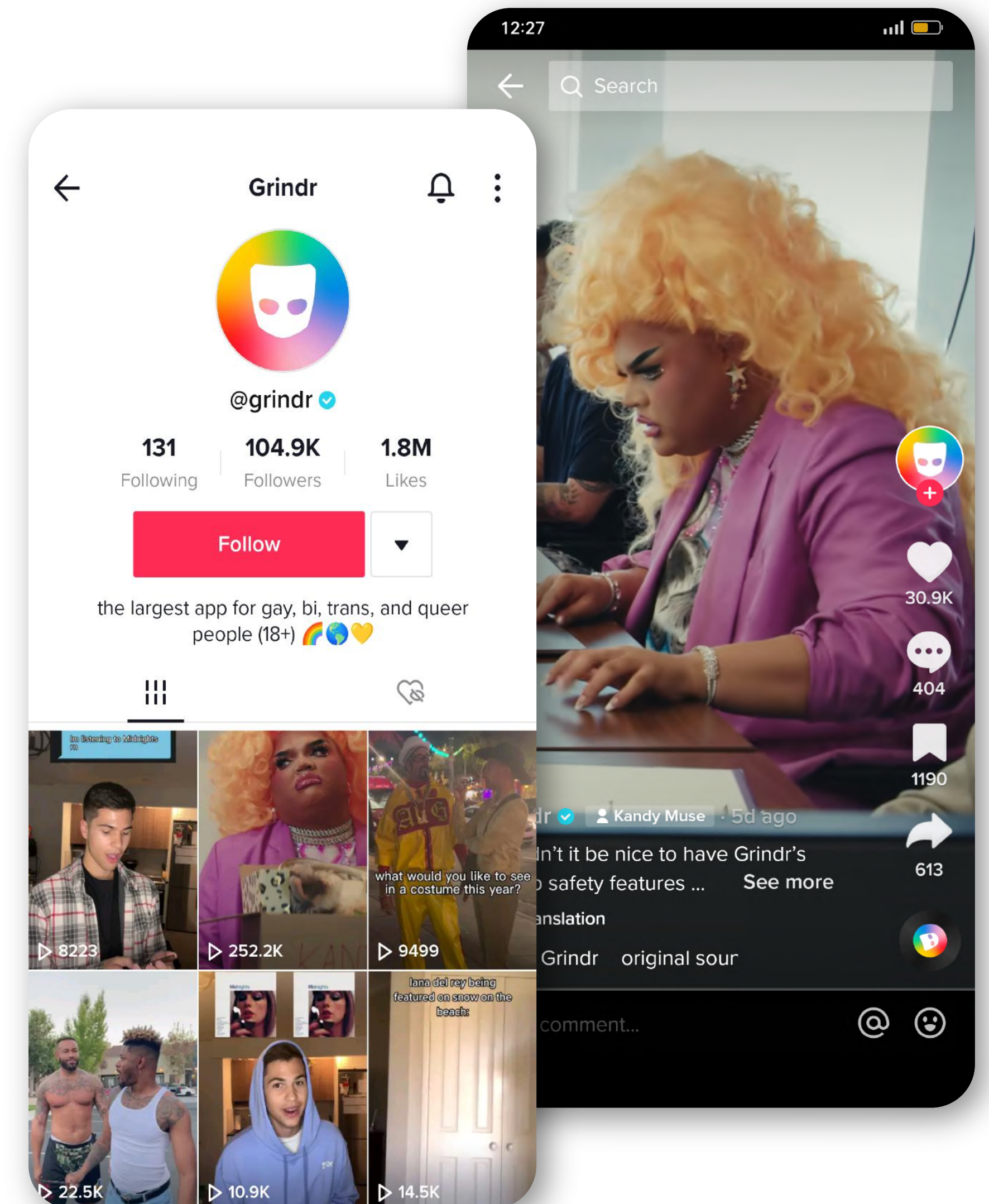
Location: United States

Grindr is a social dating app specifically targeted for the LGBTQ community.

They post a huge variety of different content that primarily focuses on being silly, sometimes explicit and entertaining.

They are a source for laughs, queer news and heart warming love stories that helps viewers get a sense of the brand's personality.

Their most viral content reached 1.1M+ views and they have a very strong and consistent engagement.



05

UBER

546.6K

Followers

7.42%

Engagement Rate

Category: Taxi and delivery service

TikTok: @uber

Location: Global

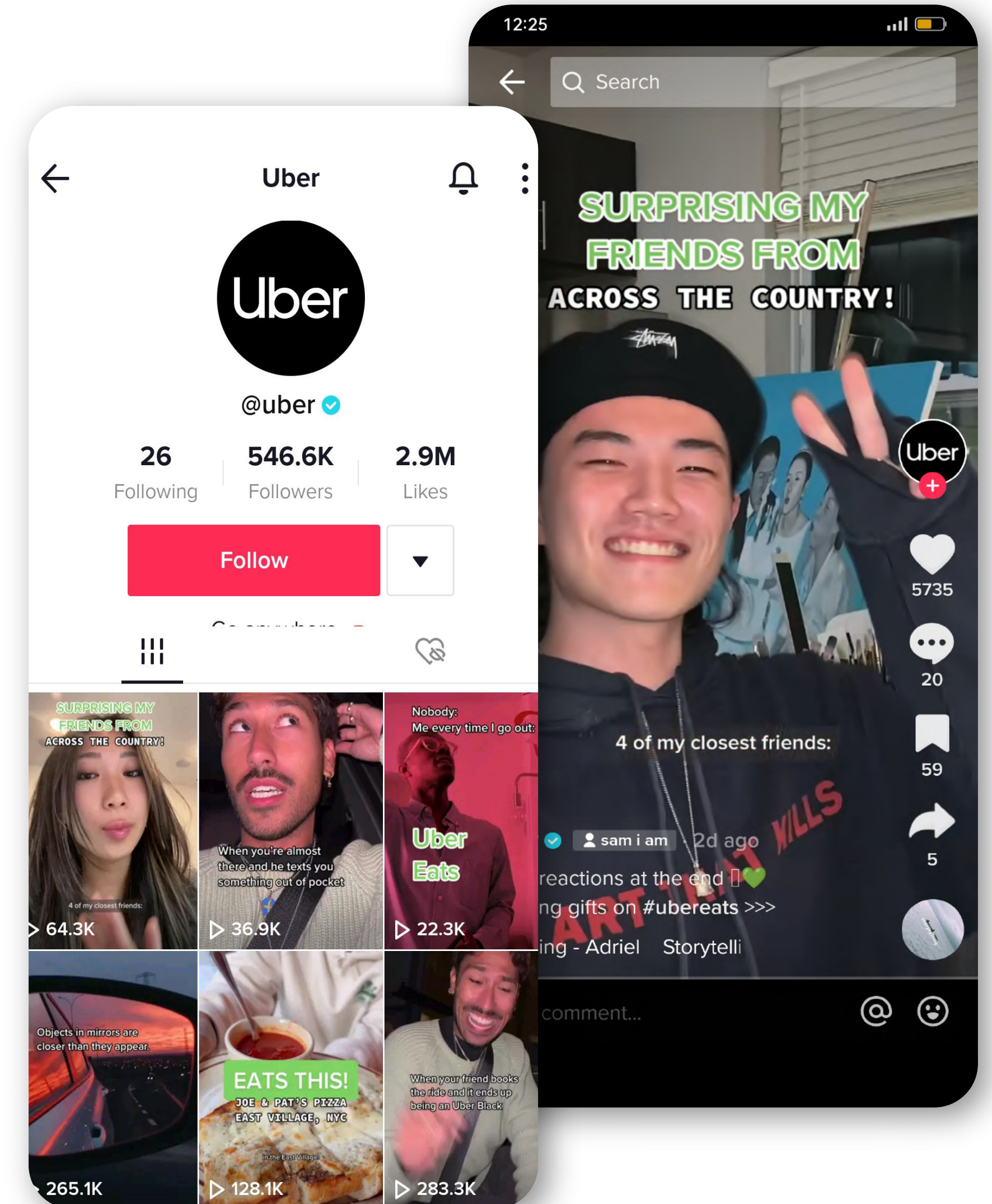
Uber is one of the most popular taxi and delivery services worldwide.

Uber have done an epic job in producing original, engaging and fun content.

They post a wide range of content including street videos, restaurant recommendations and trending themes and sounds on TikTok.

What helps their page really stand out is their series 'Making Moves' which interviews celebrities and influencers during a Uber ride.

Their most viral video reached 937K+ views with the majority of their other content easily surpassing 100K views.



04

PROCREATE

919.9K

Followers

9.06%

Engagement Rate

Category: Graphics and
photo editor

TikTok: @procreate

Location: United Kingdom

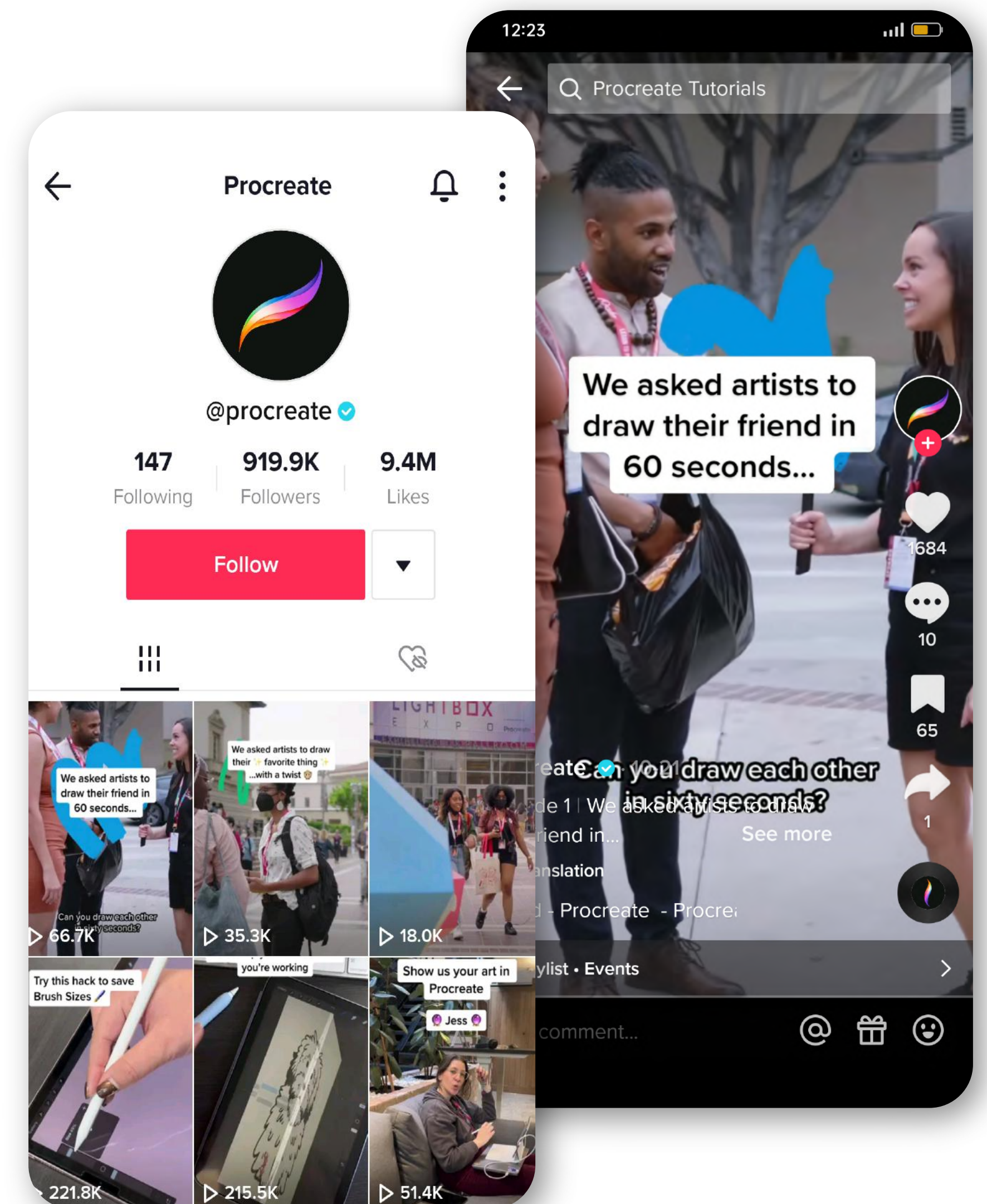
Procreate is a digital illustration app where users can create complex designs and art from scratch.

The app enables users to unleash their creative side to illustrate images and designs personalised to their thinking.

The team at Procreate are clearly having fun experimenting with their content as they have trialled different video formats while still providing value to their audience, tips and tricks to get the most of their program.

Their videos get a consistent level of views and comments noting now Procreate looks like the dream place to work.

10/10 for brand personality.



03

ANGRY BIRDS

2.1M

Followers

9.47%

Engagement Rate

Category: Game

TikTok: @angrybirds

Location: Finland

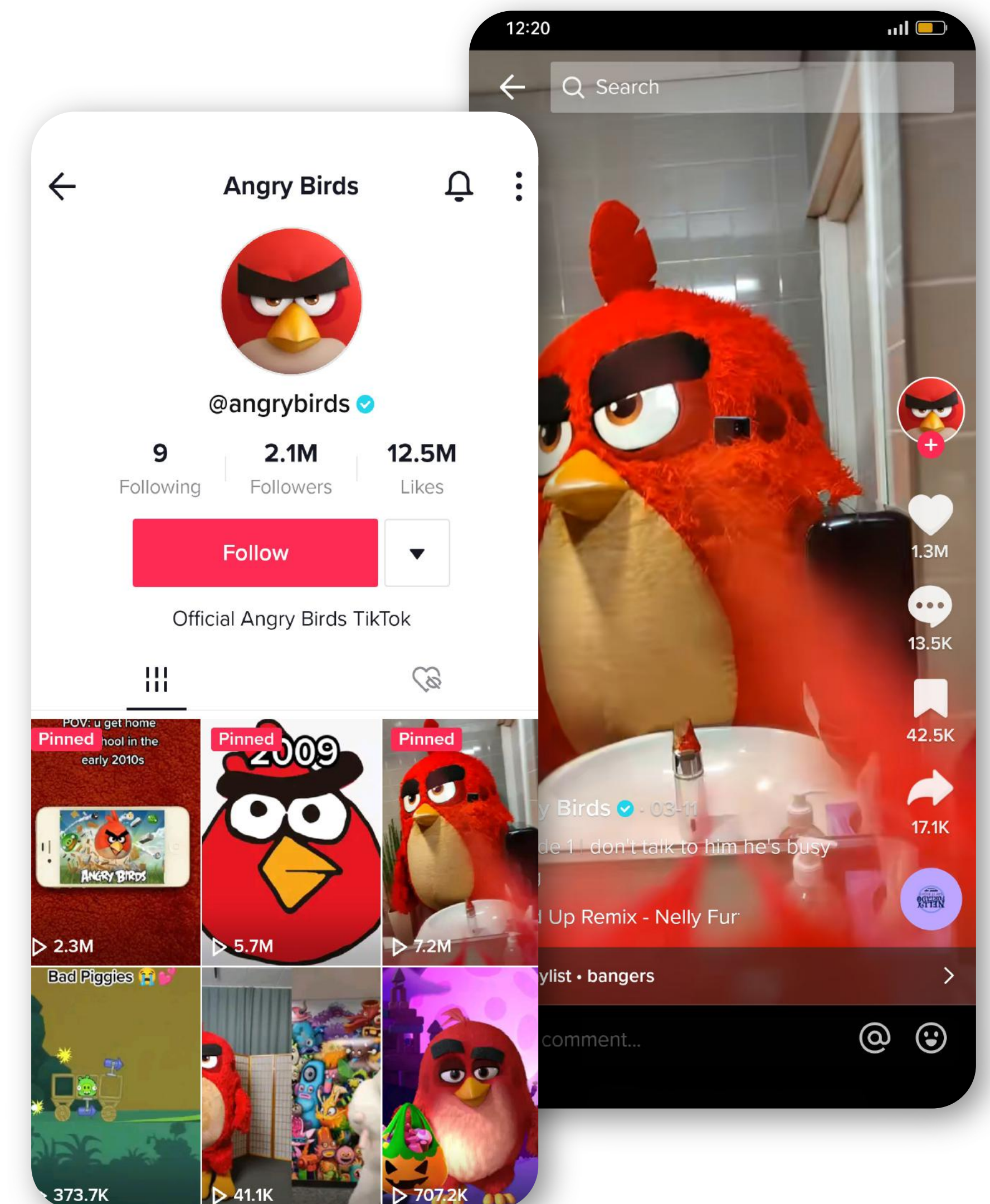
Angry birds is a very popular arcade game enjoyed by millions of players.

Angry Birds post a wide variety of creative and engaging content.

They upload trend-related content and throwbacks to pay homage to their origins and connect with their long standing fans.

They have also used mascots as personalities on their account and it has taken off, driving millions of interactions.

Their most viral post reached 7.1M+ views with other viral content surpassing 1M+ views.



02

HEADSPACE

1.4M

Followers

3.69%

Engagement Rate

Category: Mental health,
meditation

TikTok: @headspace

Location: United States

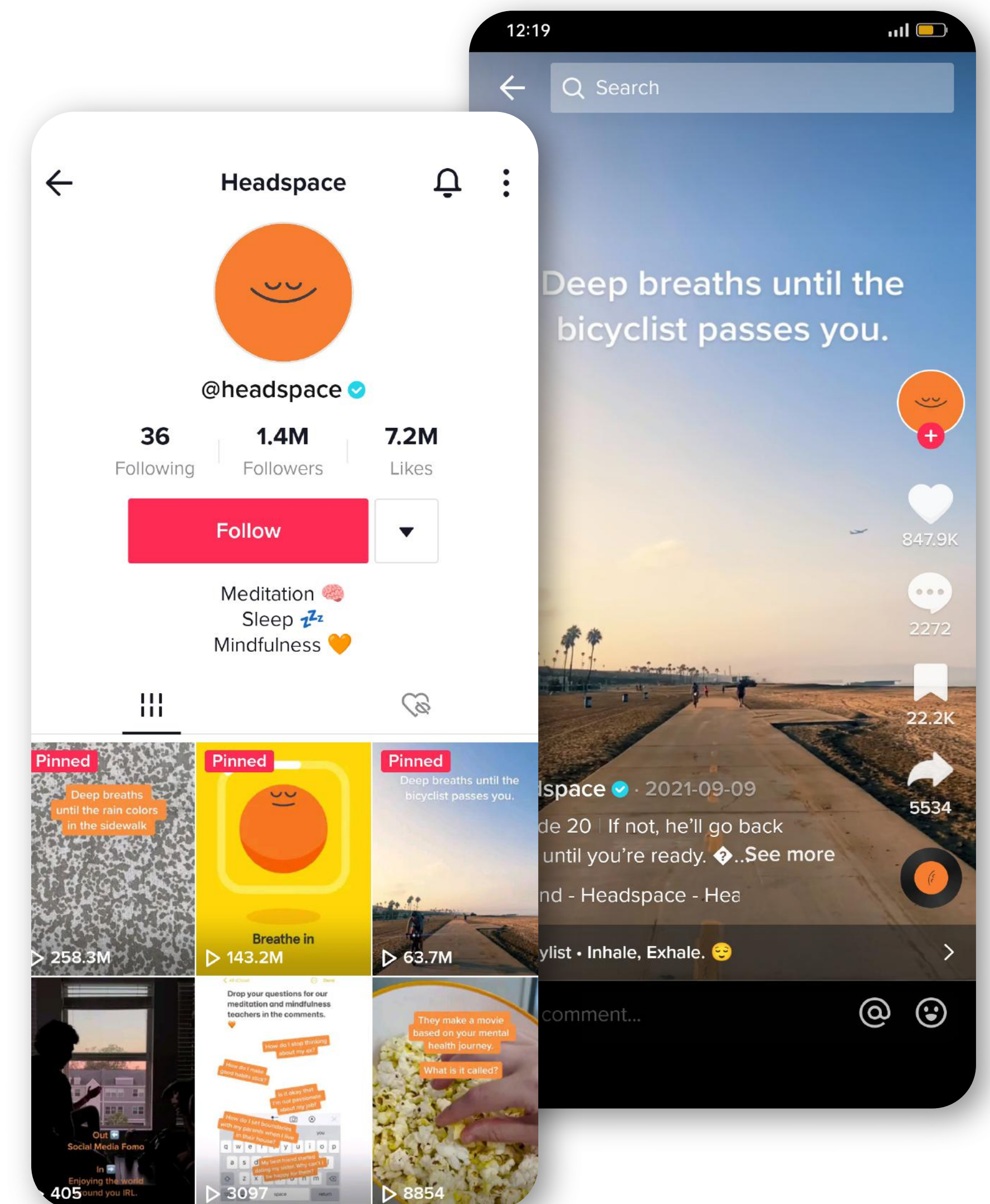
HeadSpace is a digital guide to mindfulness for everyday life.

They focus on helping users manage stress, anxiety, focus and mind-body health.

Their content has stayed true to their ethos and they post a variety of motivational and mental health centric content.

Most of their engagement and views come from oddly satisfying videos with psychological and physical tasks to help viewers feel relaxed.

This is a great way to help the viewers indirectly experience the app and their most viral video reached a staggering 179.7M+.



01

DUOLINGO

5.0M

Followers

16.67%

Engagement Rate

Category: Language
education

TikTok: @duolingo

Location: United States

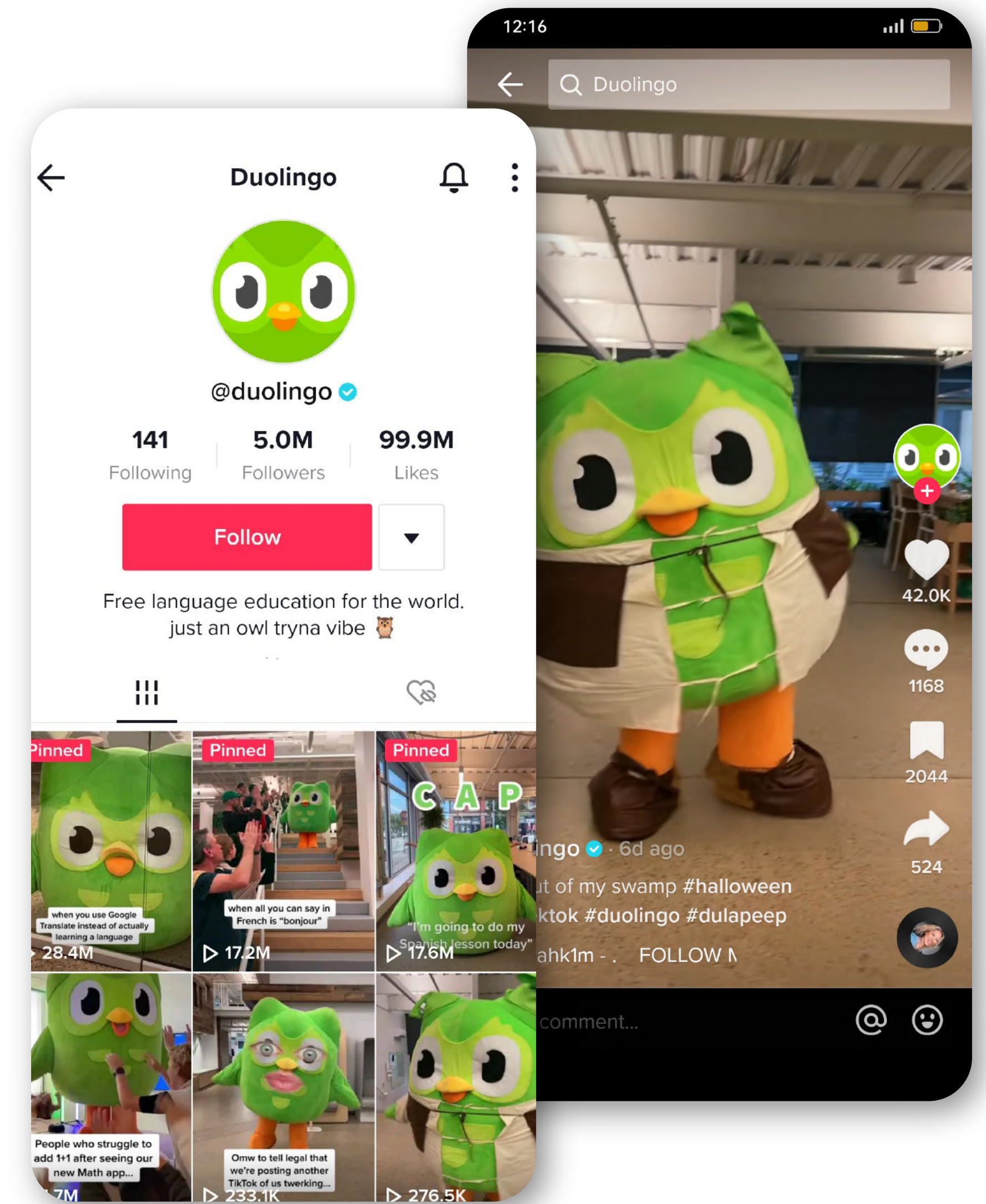
Duolingo are a fun free app that enables users to learn 40+ languages through bite-sized lessons.

DuoLingo have successfully used their logo to their advantage on the platform, using an owl mascot in most, if not all of their content.

The team have focused most of their content on jumping on trends and dreaming of dates with Dua Lipa.

Their most viral video reached 27.9M+ views and they receive phenomenal engagement as all their videos reach a minimum of 500K+ views.

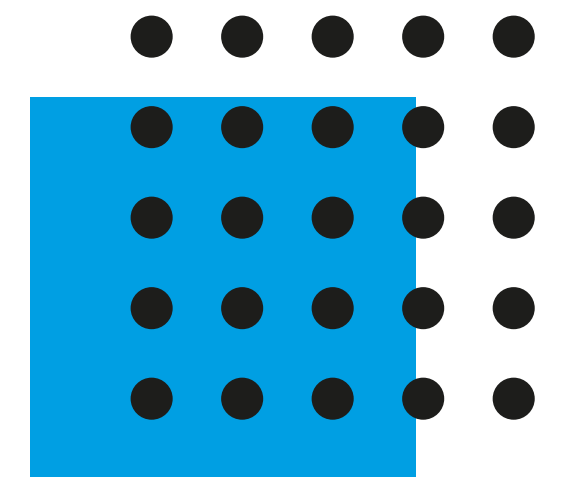
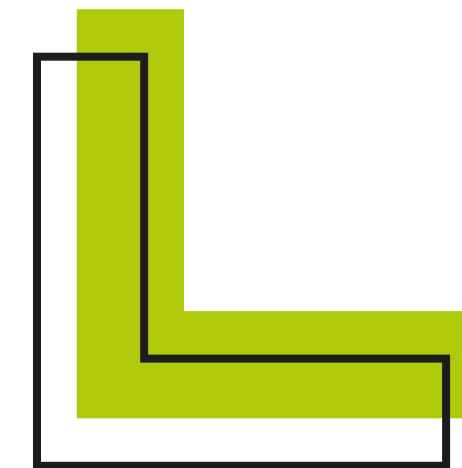
As a result, the DuoLingo Owl is now a TikTok celebrity that most users can recognise in an instant.



Key Takeaways

Three main takeaways from this analysis are:

- Trends are great but they aren't enough. Nearly every app in this report makes great use of trends, but the original content is what sets them apart.
- Don't sell. TikTok is not a platform for selling, it's a space for connecting and entertaining. Believe in the process of creating value for your audience and the sales will come later.
- Multiple creators. The use of multiple creators will not only help you as a brand maintain a consistent presence on the platform, but it will also lend credibility as it shows the variety of people who love your product.



Who Are Nonsensical

Nonsensical are the award winning TikTok agency that gets brand's impact on TikTok.

In the last 12 months we've delivered 600 million organic video views on TikTok & hundreds of thousands of pounds of revenue from TikTok Ads for our clients.

We've also grown our own communities Endless Pride, Endless Mythology, Best of Bristol and Birmingham Updates to over a million followers.

Look out for our regular TikTok reports and webinars on who is succeeding in the world of Tiktok.

