

Viral Video Scorecard

Compare retention, saves, profile visits, and qualified clicks with consistent definitions.

Access	Free
Best for	Publishing Operator and Studio Lead
Version	1.0 · June 2026

Viral Video Scorecard Guide

What this scorecard does

The scorecard helps a team compare videos without treating views as the only signal. Replace the sample row with your own data.

Core calculations

- Hook hold: use the platform's available early-retention signal.
- Completion rate: completed views divided by total video starts when available.
- Qualified click rate: qualified clicks divided by profile visits or link clicks. Use one definition consistently.
- Save rate: saves divided by views.
- Share rate: shares divided by views.

Review rules

- Compare videos from similar account stages and time windows.
- Do not call a result from a tiny sample definitive.
- Record one primary test for every batch.
- Keep the script body stable when testing hooks.
- Write one next action, not a general observation.

Result labels

- Win: the test clearly improved the chosen metric.
- Loss: the test clearly reduced the chosen metric.
- Inconclusive: the data is mixed or insufficient.
- Operational issue: publishing, tracking, link, or export error affected the test.