

JOLT! FOUNDER TIKTOK STUDIES / S2

The 100K Breakout Study

How often startup founders on TikTok actually hit a 100,000-view video.

48.7%

1,574 of 3,230 founder accounts have at least one video with 100K or more views inside just their last 25 posts.

EXECUTIVE SUMMARY

Breakouts are far more common than most founders assume.

48.7% of founder accounts, 1,574 of the 3,230 with videos, have at least one video with 100K or more views inside just their last 25 posts. The separator is not luck. It is being in the game consistently enough to be there when a video connects.

Breakout rate climbs steeply with audience size, from 24.9% under 10K followers to 94.5% past a million. It barely moves with posting cadence. And for the typical breakout account, the first 100K video sits at the very edge of the window we can see, which says breakout is a state rather than an event.

48.7%

of accounts hold a 100K+ video
in-window

24.9%

breakout rate under
10K followers

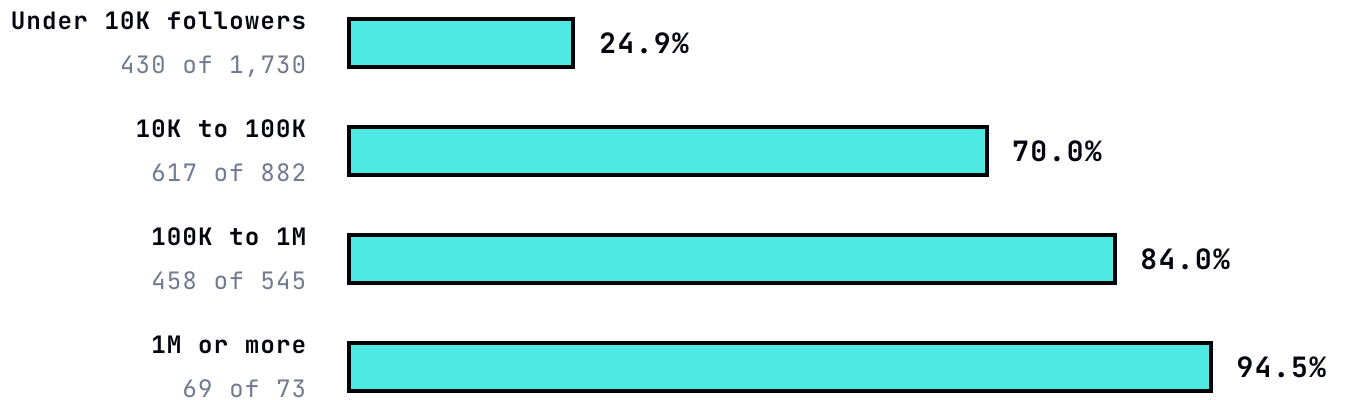
94.5%

breakout rate past 1M followers

FINDING 01

Breakout is common but heavily size-gated.

The rate climbs steeply with audience: a quarter of sub-10K accounts, seven in ten between 10K and 100K, and almost every account past a million.



FINDING 02

Breakout rate by cadence is roughly flat.

Daily posters break out at 44.7%, 3-6x a week at 50.1%, 1-2x a week at 52.8% and under 1x a week at 52.9%; all less-than-daily cadences combined land at 51.3%. Within this already-discovered population, posting more often does not gate whether you hold a breakout video. It changes the size of the wins when they land: our companion cadence study found daily posters' top decile is 7.6x fatter.



The flatness is the finding. All four bars land inside eight percentage points of each other.

FINDING 03

Most breakouts predate the observation window.

Median posts into window to the first 100K+ video is 1 and median days into window is 0: for the typical breakout account, the oldest video we can see is already a 100K+ video. Among breakout accounts, the p75 is 3 posts and 13.7 days into the window, and the p90 is 10.7 posts and 105.7 days.

MEDIAN	P75	P90
1 post 0 days into window	3 posts 13.7 days into window	10.7 posts 105.7 days into window

FINDING 04

Breakout is a state, not an event.

Within any random 25-video stretch of a founder account that ever breaks out, the breakout-level video usually appears early in the stretch or before it, because accounts that hit 100K once tend to have recurring reach rather than one isolated spike.

WHAT THAT MEANS

If the first 100K video almost always sits at the edge of the window we can see, the account was already breaking out before we started looking. Reach clusters. It does not visit once.

FINDING 05

The 48.7% figure is a floor, not a ceiling.

For the 51.3% who have not broken out in-window, the window is right-censored: they may break out later and this study would not see it. 48.7% is a floor on lifetime breakout probability for this population, not an estimate of it.

READ IT THIS WAY

A window that cannot see the future can only undercount. The honest sentence is that at least 48.7% of these accounts break out, and the true lifetime figure is higher.

“Hitting 100K once is not a lightning strike. Accounts that break out tend to live in a state of breaking out.”

JOLT! FOUNDER TIKTOK STUDIES

METHODOLOGY AND LIMITATIONS

How this was measured

Data from 3,232 relevance-screened founder accounts and 79,003 videos in window, taken as each account's last 25 videos and deduped, read August 2026. Breakout means any video with 100,000 or more plays. Timing is measured from the oldest video in each account's window.

LIMITATIONS

- The 25-video window is both left-censored, so earlier breakouts are invisible for timing, and right-censored, so future breakouts go uncounted.
- Views are lifetime cumulative.



FREE PLAYBOOK

Be in the game when a video connects.

The Founder's TikTok Playbook (2026) turns these findings into the system we run for founders: how to build authority, generate leads, and turn followers into buyers. Free at joltexclamationpoint.com. No call required.

joltexclamationpoint.com