How No Limits helped Replit get 90M+ views



2,100+ videos

posted by UGC creators

200+ days

April – November 2026

TikTok & Instagram

no paid ads

We built a network of creator accounts that post about Replit every day

2,100+
videos posted

10+
videos every day

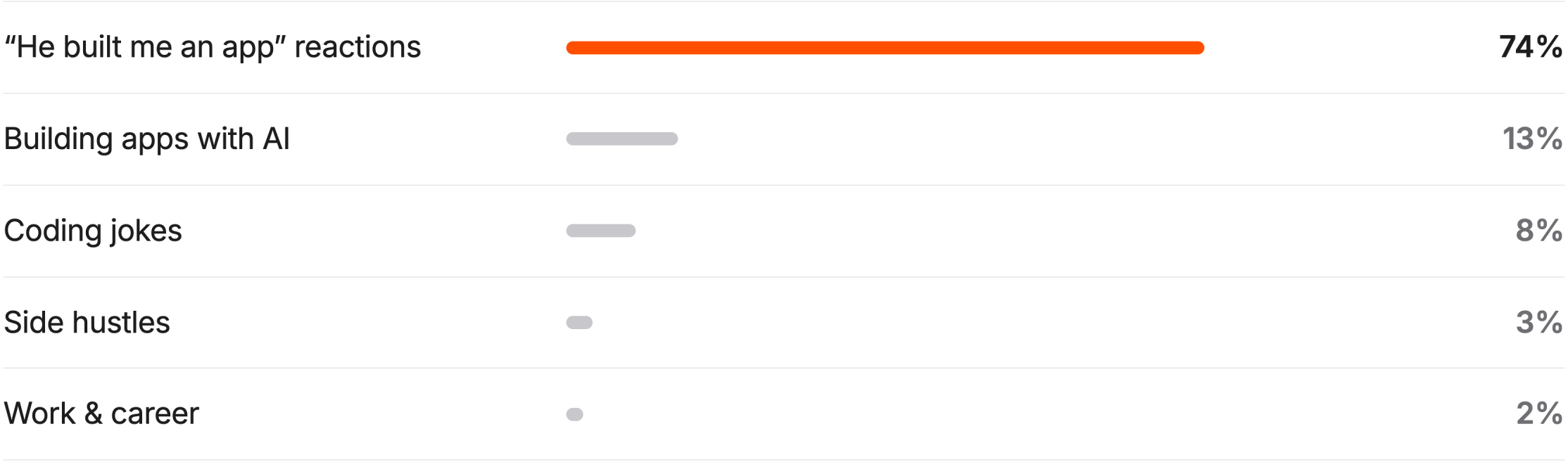
50+
creator accounts

Real people
Creators film themselves building apps with Replit

Organic reach
The videos look like normal posts, so people watch them

Volume finds winners
We post a lot, see what takes off, and make more of it

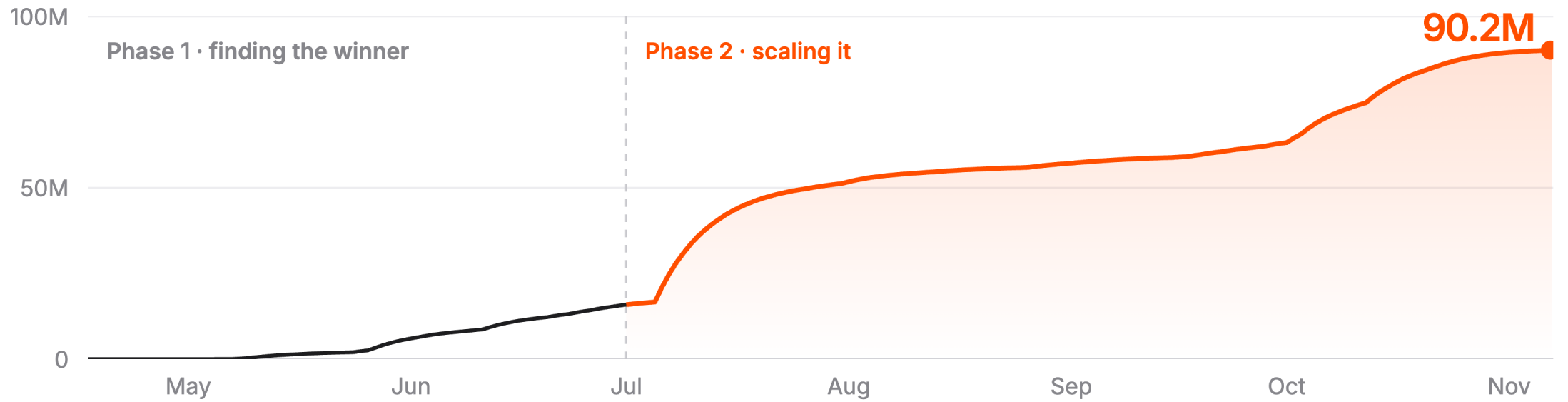
We test, then go all-in on what wins





Results

Once we found the winner, views took off



204 videos over 10K views

57 over 100K views

15 over 1M views

First we found the winning angle, then we scaled it

Phase 1 · Finding the winner

17.4M

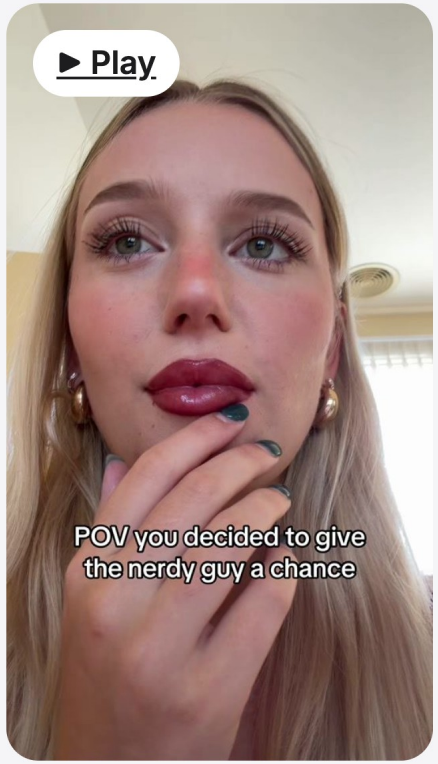
views · about 232K a day

Phase 2 · Scaling the winners

72.8M

views · about 560K a day **2.4× more per day**

The videos that broke out



Top video · July 6

30M+

views

Likes	4.3M
Shares	153K
Saves	198K



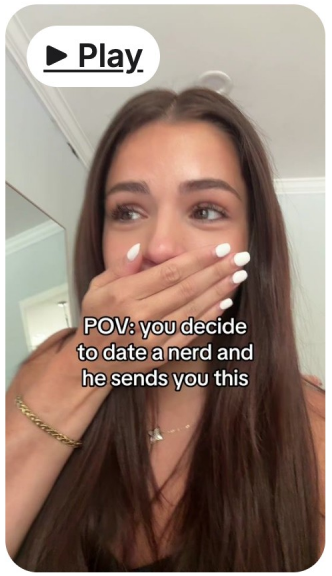
8.0M

views · October 13



7.5M

views · October 2



3.5M

views · June 12

A million-view video every two weeks

When you post 10+ videos a day, hits stop being luck. They keep coming.

15

videos passed 1M views

189

more videos between 10K and 1M

21.5M

views from videos under 1M

The short version

In 200+ days, UGC creators posted **2,100+ videos** about Replit. Together they brought in **90.2M organic views**.

Let’s do this for your brand →

90M+
total views

2,100+
videos posted

30.1M
views on the top video

204
videos over 10K views



Going viral is easier when you take 2,100+ shots