Instagram Channel Metrics in Measure

Channel metrics measure the performance of your entire channel during the selected date range, including any new activity on posts published before the selected date range.

Instagram offers channel metrics natively in the Overview section of its Insights tool. Many of these metrics are also available in Measure, as well as additional metrics that aren't available natively.

In this article, learn more about Instagram channel metrics and why Measure's results may differ from Instagram's native reporting.

Network rules

How much historical data is available for Instagram channel metrics?

When you connect an Instagram channel for the first time, Measure will backfill all channel metrics from the past 200 days except for the following:

- Fans

- Fans by country

- Fans by age and gender

- Fans online by hour (backfills the past 30 days)

How often are Instagram channel metrics refreshed?

Instagram channel metrics receive a data refresh once every 24 hours at 7AM UTC.

Do Instagram channel metrics include paid data?

Paid and organic Instagram channel metrics will be identified by name (paid likes, organic comments, etc.). All other Instagram channel metrics will show a combined total of paid and organic data that cannot be broken down.

You do not need to connect an ad account to view paid Instagram channel data.

Metrics rules

* = Metrics available in Measure but not natively

Metric	Definition	Widgets
Carousel likes*	The number of new likes on your carousel posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Carousel reach*	The number of people who viewed at least one of your carousel posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Carousel shares*	The number of times people shared your carousel posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Channel profile views	The number of times people viewed your profile during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Comments*	The number of new comments on your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Comments by media type*	The number of new comments on your posts during the selected date range, broken down by media type. Types of media include: Ads, Reels, Stories, Posts, Carousels, and Profile pictures.	Breakdown
Direct messages*	The number of messages sent to your channel during the selected date range, both from new and existing conversations.	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
	This metric does not include Story mentions or Story replies.	
Engaged users (daily)*	The number of people who engaged with your channel during the selected date range. A person who engages with multiple posts or in multiple ways will still only be counted once per day. Types of engagement include: likes, comments, shares, and saves.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Engaged users rate*	The ratio of engaged users to reach during the selected date range, represented as a percentage. **Formula**: (Engaged users / Reach) x 100	Key Metrics, Chann Comparison, Time Series, Network Comparison
Engagement rate*	The ratio of new impressions to new engagements during the selected date range, represented as a percentage. **Formula**: ((Reactions + Comments + Shares + Saves) / Impressions) x 100 **Note**: For now, the Instagram API does not offer impressions as an independent metric.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Engagement rate (reach)*	The ratio of engagements to reach during the selected date range, represented as a percentage. **Formula**: ((Reactions + Comments + Shares + Saves) / Reach) x 100	Key Metrics, Chann Comparison, Time Series, Network Comparison
Engagement rate (reach) by media type*	The ratio of engagements to reach during the selected date range, represented as a percentage and broken down by media type.	Breakdown

Metric	Definition	Widgets
	Types of media include: Ads, Reels, Stories, Posts, Carousels, and Profile pictures. **Formula**: ((Reactions + Comments + Shares + Saves) / Reach) x 100	
Engagements*	The number of new reactions, comments, shares, and saves on your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Engagements by media type*	The number of new reactions, comments, shares, and saves on your posts during the selected date range, broken down by media type. Types of media include: Ads, Reels, Stories, Posts, Carousels, and Profile pictures.	Breakdown
Fan decrease*	The number of people who unfollowed your channel during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Fan increase	The number of people who followed your channel during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Fans	The number of people who followed your channel as of the selected end date.	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Fans by age & gender	The number of people who followed your channel as of the selected end date, broken down by age and gender (male, female, unknown).	Demographics
Fans by country*	The number of people who followed your channel as of the selected end date, broken down by country of origin. Only the top 45 countries are included.	Geographics
Fans online by hour*	The times of day that your channel's fans are most active on Instagram, broken down by hour (PST/PDT).	Breakdown
Follower reach*	The number of followers during the selected date range who viewed at least one of your posts.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Frequency*	The ratio of impressions to reach during the selected date range, represented as an average. **Formula**: Impressions / Reach	Key Metrics, Chann Comparison, Time Series, Network Comparison
Impressions (deprecated)	The number of times people viewed your posts during the selected date range. This metric includes views on Reels and Stories. **Deprecated as of April 10, 2025.** See **Views** as the current metric. Instagram impressions data that was recorded before January 1, 2025 will now be available under the **Views** metric as historical data.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Incoming private messages*	The number of messages sent to your channel during the selected date range, both from new and existing conversations.	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
	This metric includes Story replies and Story mentions. **Formula**: Story replies + Story mentions + Direct messages	
Likes/reactions*	The number of new likes on your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Likes by media type*	The number of new likes on your posts during the selected date range, broken down by media type. Types of media include: Ads, Reels, Stories, Posts, Carousels, and Profile pictures.	Breakdown
Net new fans	The difference between fans gained and fans lost during the selected date range. This metric will be a negative number if you lost more fans than you gained.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Non-follower reach*	The number of non-followers who viewed at least one of your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Organic comments	The number of new comments or replies on your posts during the selected date range. **Formula**: Comments - Paid comments	Key Metrics, Chann Comparison, Time Series, Network Comparison
Organic engagements	The number of new engagements on your non-promoted posts during the selected date range. **Formula**: Engagements - Paid engagements.	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Organic engagement rate (reach)	The ratio of organic engagements to organic reach during the selected date range. **Formula**: 100 * Organic engagements/Organic reach	Key Metrics, Chann Comparison, Time Series, Network Comparison
Organic likes	The number of new likes on your non-promoted posts during the selected date range. **Formula**: Likes - Paid likes	Key Metrics, Chann Comparison, Time Series, Network Comparison
Organic reach (daily)	The number of people who viewed at least one of your non-promoted posts during the selected date range. **Discrepancies**: Meta reports your channel-level reach data once a day, and Measure adds these daily totals together to calculate the total reach for your selected date range. This means a unique user may be counted multiple times if they view your content on multiple days, giving Measure a higher number than Instagram's. To avoid this effect, please use organic reach (daily) avg., which shows your channel's average reach per day instead. **Formula**: Reach - Paid reach	Key Metrics, Chann Comparison, Time Series, Network Comparison
Organic saves	The number of times people saved your non-promoted posts during the selected date range. **Formula**: Saves - Paid saves	Key Metrics, Chann Comparison, Time Series, Network Comparison
Organic shares	The number of times people shared your non-promoted posts during the selected date range. **Formula**: Shares - Paid shares	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Paid engagement rate (reach)*	The ratio of paid engagements to paid reach during the selected date range, represented as a percentage. **Formula**: ((Reactions + Comments + Shares + Saves) / Reach) x 100	Key Metrics, Chann Comparison, Time Series, Network Comparison
Paid engagements*	The number of new reactions, comments, shares, and saves on your promoted posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Paid likes*	The number of new likes on your promoted posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Paid comments*	The number of new comments on your promoted posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Paid reach (daily)*	The number of people who viewed at least one of your promoted posts during the selected date range. **Discrepancies**: Meta reports your channel-level reach data once a day, and Measure adds these daily totals together to calculate the total reach for your selected date range. This means a unique user may be counted multiple times if they view your content on multiple days, giving Measure a higher number than Instagram's. To avoid this effect, please use paid reach (daily) avg., which shows your channel's average reach per day instead.	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Paid saves*	The number of times people saved your promoted posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Paid shares*	The number of times people shared your promoted posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Photo/video comments*	The number of new comments on your photo and video posts during the selected date range. **Note**: Video posts do not include Reels. Video posts must be longer than 90 seconds. For videos shorter than 90 seconds, please use Reel comments instead.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Photo/video engagement rate (reach)*	The ratio of engagements to reach on your photo and video posts during the selected date range, represented as a percentage. **Formula**: ((Reactions + Comments + Shares + Saves) / Reach) x 100 **Note**: Video posts do not include Reels. Video posts must be longer than 90 seconds. For videos shorter than 90 seconds, please use Reel engagement rate (reach) instead.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Photo/video engagements*	The number of new reactions, comments, shares, and saves on your photo and video posts during the selected date range. **Note**: Video posts do not include Reels. Video posts must be longer than 90 seconds. For videos shorter	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
	than 90 seconds, please use Reel engagements instead.	
Photo/video likes*	The number of new likes on your photo and video posts during the selected date range. **Note**: Video posts do not include Reels. Video posts must be longer than 90 seconds. For videos shorter than 90 seconds, please use Reel likes instead.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Photo/video reach*	The number of people who viewed at least one of your photo or video posts during the selected date range. **Note**: Video posts do not include Reels. Video posts must be longer than 90 seconds. For videos shorter than 90 seconds, please use Reel shares instead.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Photo/video saves*	The number of times people saved your photo or video posts during the selected date range. **Note**: Video posts do not include Reels. Video posts must be longer than 90 seconds. For videos shorter than 90 seconds, please use Reel saves instead.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Photo/video shares*	The number of times people shared your photo or video posts during the selected date range. **Note**: Video posts do not include Reels. Video posts must be longer than 90 seconds. For videos shorter than 90 seconds, please use Reel shares instead.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Profile CTA clicks*	The number of clicks on your profile's contact info or call-to-action buttons during the selected date range. **Formula**: Profile directions taps + Profile phone taps + Profile message taps + Profile website taps	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Profile CTA clicks by type*	The number of clicks on your profile's contact info or call-to-action buttons during the selected date range, broken down by type. Types of CTA clicks include: Website, Business address, Call, Email, or Text	Key Metrics, Chann Comparison, Time Series, Network Comparison
Profile direction taps*	The number of taps on your profile's directions link during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Profile message taps*	The number of taps on your profile's message link during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Profile phone taps*	The number of taps on your profile's phone number link during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Profile website taps*	The number of taps on your profile's website link during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Reach (daily)	The number of people who viewed at least one of your posts during the selected date range. This metric includes views on Reels and Stories. **Discrepancies**: Meta reports your channel-level reach data once a day, and Measure adds these daily totals together to calculate the total reach for your selected date range. This means a unique user may be counted multiple times if they view your content on multiple	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
	days, giving Measure a higher number than Instagram's. To avoid this effect, please use reach (daily) avg., which shows your channel's average reach per day instead.	
Reach by follow type*	The number of people who viewed at least one of your posts during the selected date range, broken down by followers and non-followers.	Breakdown
Reach by media type*	The number of people who viewed at least one of your posts during the selected date range, broken down by media type. Types of media include: Ads, Reels, Stories, Posts, Carousels, and Profile pictures.	Breakdown
Reel comments*	The number of new comments on your Reels during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Reel engagement rate (reach)*	The ratio of reach to engagements on your Reels during the selected date range, represented as a percentage. **Formula**: ((Reactions + Comments + Shares + Saves) / Reach) x 100	Key Metrics, Chann Comparison, Time Series, Network Comparison
Reel engagements*	The number of new reactions, comments, shares, and saves on your Reels during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Reel likes*	The number of new likes on your Reels during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Reel reach*	The number of people who viewed at least one of your Reels during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Reel saves*	The number of times people saved your Reels during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Reel shares*	The number of times people shared your Reels during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Saves*	The number of times people saved your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Saves by media type*	The number of times people saved your posts during the selected date range, broken down by media type. Types of media include: Ads, Reels, Stories, Posts, Carousels, and Profile pictures.	Breakdown
Shares*	The number of times people shared your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Shares by media type*	The number of times people shared your posts during the selected date range, broken down by media type. Types of media include: Ads, Reels, Stories, Posts, Carousels, and Profile pictures.	Breakdown
Stories*	The number of Stories published during the selected date range. This metric does not include Stories that are re-shares of content by other Instagram accounts.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Story comments*	The number of new comments on your Stories during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Story engagement rate (reach)*	The ratio of reach to engagements on your Stories during the selected date, represented as a percentage. **Formula**: ((Reactions + Comments + Shares + Saves) / Reach) x 100	Key Metrics, Chann Comparison, Time Series, Network Comparison
Story engagements*	The number of new reactions, comments, shares, and saves on your Stories during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Story reach*	The number of people who viewed at least one of your Stories during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Story shares*	The number of times people shared your Stories during the selected date range.	Key Metrics, Chann Comparison, Time

Metric	Definition	Widgets
		Series, Network Comparison
Story mentions*	The number of times people tagged your channel in their Stories during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Story replies*	The number of replies to your Stories during the selected date range. This metric does not include replies to Stories that are re-shares of content by other Instagram accounts.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Views	The number of times your content was played or displayed. Videos and Reels must play for at least 1 millisecond, and replays are not counted.	Key Metrics, Chann Comparison, Time Series, Network Comparison