

## LinkedIn Content Metrics in Measure

[Content metrics](#) measure the lifetime performance of posts that were published during the selected date range, including any new activity since the selected date range.

LinkedIn offers content metrics natively in the Content section of its [Analytics](#) tool. Many of these metrics are also available in Measure, in addition to metrics that aren't available natively.

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

### Network rules

How much historical data is available for LinkedIn content metrics?

When you connect a LinkedIn channel for the first time, [Measure will backfill](#) all posts from the past 30 days and their data.

How often are LinkedIn content metrics refreshed?

LinkedIn posts receive their first [data refresh](#) at 20 minutes after publication. Additional refreshes will occur every 20 minutes for the next 30 days, then once a day for the next 2 years.

Lifetime data collection for a LinkedIn post is complete at 2 years after publication.

Do LinkedIn content metrics include paid data?

LinkedIn content metrics are always organic. Promoted posts will be indexed, but they will not show a **Promoted** banner.

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### Metrics rules

\* = Metrics available in Measure but not natively

Metric	Definition	Post Types
Clicks	The lifetime number of clicks on the post.  All clicks are counted except for clicks to comment, share, or react to the post.	Text, Image, Video, Poll, Document

Metric	Definition	Post Types
Comments	<p>The lifetime number of comments on the post.</p> <p>This metric does not include replies to comments.</p>	Text, Image, Video, Poll, Document
CTR (click-through rate)	<p>The ratio of the post's lifetime clicks to its lifetime impressions, represented as a percentage.</p> <p><b>Formula:</b> (Clicks / Impressions) x 100</p>	Text, Image, Video, Poll, Document
Engagement rate	<p>The ratio of the post's lifetime engagements to its lifetime impressions, represented as a percentage.</p> <p><b>Formula:</b> ((Reactions + Comments + Shares) / Impressions) x 100</p> <p><b>Discrepancies:</b> LinkedIn Analytics includes clicks and follows in engagements. To include clicks, please use our interaction rate metric instead. Follows is a paid metric and not yet supported in Measure.</p>	Text, Image, Video, Poll, Document
Engagement rate (reach)*	<p>The ratio of the post's lifetime engagements to its lifetime reach, represented as a percentage.</p> <p><b>Formula:</b> ((Reactions + Comments + Shares) / Reach) x 100</p>	Text, Image, Video, Poll, Document
Engagements	<p>The lifetime number of reactions, comments, and shares on the post.</p> <p><b>Discrepancies:</b> LinkedIn Analytics also includes clicks and follows in engagements. To include clicks, please use our interactions metric instead. Follows is a paid metric and not yet supported in Measure.</p>	Text, Image, Video, Poll, Document
Frequency*	<p>The ratio of the post's lifetime impressions to its lifetime reach, represented as an average.</p> <p><b>Formula:</b> Impressions / Reach</p>	Text, Image, Video, Poll, Document

Metric	Definition	Post Types
Impressions	The lifetime number of views on the post.	Text, Image, Video, Poll, Document
Interaction rate	<p>The ratio of the post's lifetime engagements and clicks to its lifetime impressions, represented as a percentage.</p> <p><b>Formula:</b> <math>((\text{Reactions} + \text{Comments} + \text{Shares} + \text{Clicks}) / \text{Impressions}) \times 100</math></p> <p><b>Discrepancies:</b> This metric is equivalent to LinkedIn Analytics' engagement rate, but for non-promoted posts only. For promoted posts, Analytics also includes follows, which is not yet supported in Measure.</p>	Text, Image, Video, Poll, Document
Interaction rate (reach)*	<p>The ratio of the post's lifetime engagements and clicks to its lifetime reach, represented as a percentage.</p> <p><b>Formula:</b> <math>((\text{Reactions} + \text{Comments} + \text{Shares} + \text{Clicks}) / \text{Reach}) \times 100</math></p>	Text, Image, Video, Poll, Document
Interactions	<p>The lifetime number of reactions, comments, shares, and clicks on the post.</p> <p>This metric does not include follows.</p> <p><b>Discrepancies:</b> This metric is equivalent to LinkedIn Analytics' engagements, but for organic posts only. For paid posts, Analytics also includes follows, which is not yet supported in Measure.</p>	Text, Image, Video, Poll, Document
Reach	The lifetime number of people who have viewed the post.	Text, Image, Video, Poll, Document
Reactions	The lifetime number of reactions to the post.	Text, Image, Video, Poll, Document

Metric	Definition	Post Types
Shares	The lifetime number of shares on the post.	Text, Image, Video, Poll, Document
Video views	<p>The lifetime number of views on a video post. Video must play for at least 3 seconds.</p> <p>This metric does not include autoplays.</p>	Text, Image, Video, Poll, Document
Video viewers	The lifetime number of people who viewed a video post.	Text, Image, Video, Poll, Document
Video view rate	<p>The ratio of the post's lifetime video views to its lifetime impressions, represented as a percentage.</p> <p><b>Formula:</b> (Video views / Impressions) x 100</p>	Text, Image, Video, Poll, Document
Video frequency	<p>The lifetime average number of times people played or replayed the video.</p> <p>This metric does not include autoplays.</p> <p><b>Formula:</b> Video views / Video Viewers</p>	Text, Image, Video, Poll, Document
Watch time (minutes)	The lifetime amount of time, in minutes, the video post was played, including any time spent replaying it.	Text, Image, Video, Poll, Document
Watch time for video views	<p>The lifetime amount of time, in minutes, the video post played for at least 3 seconds.</p> <p>Autoplays will continue to increase this metric for each subsequent play.</p>	Text, Image, Video, Poll, Document
Weighted engagement rate*	The ratio of the post's lifetime weighted engagements to its lifetime impressions, represented as a percentage.	Text, Image, Video, Poll, Document

Metric	Definition	Post Types
	<b>Formula:</b> $((\text{Reactions} + (\text{Comments} \times 2) + (\text{Shares} \times 3)) / \text{Impressions}) \times 100$	