

## Instagram 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.

Instagram offers content metrics natively in the Content section of its [Insights](#) 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 Instagram content metrics and why Measure's results may differ from Instagram's native reporting.

### Network rules

How much historical data is available for Instagram content metrics?

When you connect an Instagram channel for the first time, [Measure will backfill](#) all posts from the past 14 days and their data. Stories cannot be backfilled.

How often are Instagram content metrics refreshed?

Instagram content metrics will receive their first [data refresh](#) 15 minutes after a post's publication. Additional refreshes will continue at varying intervals for 14 days.

Instagram content metrics will also receive a data refresh 15 minutes after each new engagement on the posts. These refreshes will continue for up to 194 days.

Lifetime data collection for an Instagram post is complete at 194 days after publication.

Do Instagram content metrics include paid data?

Instagram content metrics will show paid data for promoted posts and organic data for non-promoted posts. Promoted posts will show a **Promoted** banner.

You must connect your Facebook [ad account](#) to view paid Instagram content or its data.

Tip:

You can also view your paid Instagram content data via the linked Facebook channel: [Viewing Paid Instagram Data in Measure](#)

Can I see Instagram collaborative posts in Measure?

Instagram [collaborative posts](#), or "collab posts," are posts that are published as a collaboration between two or more Instagram channels. One channel creates the post and invites the collaborator(s); then the post is published to all channels simultaneously.

Your Instagram collab posts will only be available in Measure if you were the creator, not a collaborator. However, the data will be a combined total from all channels to which the collab post was published.

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### Metrics rules

\* = Metrics available in Measure but not natively

Metric	Definition	Post Types
Average watch time*	The average amount of time, in seconds, spent playing a Reel.	Reel
Comments	<p>The lifetime number of comments on the post. This metric includes replies to comments.</p> <p><b>Note:</b> Due to privacy restrictions, Story replies are not available for the regions of Europe and Japan.</p>	Image, Carousel, Reel, Story
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> <math>((\text{Reactions} + \text{Comments} + \text{Shares} + \text{Saves}) / \text{Reach}) \times 100</math></p>	Image, Carousel, Reel
Engagement rate*	<p>The ratio of the post's lifetime engagements to its lifetime views, represented as a percentage.</p> <p><b>Formula:</b> <math>((\text{Engagements} / \text{Views}) \times 100)</math></p>	Image
Engagements	The lifetime number of reactions, comments, saves and shares on the post.	Image, Reel

Metric	Definition	Post Types
Exits rate*	<p>The ratio of the lifetime number of people who viewed a Story to lifetime number of people who exited a Story, represented as a percentage.</p> <p><b>Formula:</b> (Exits / Reach) x 100</p>	Story
Exits*	The lifetime number of exits from a Story.	Story
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>	Image, Carousel, Story
Impressions (deprecated)	<p>The lifetime number of views on the post. <b>Deprecated as of April 10, 2025.</b> See <b>Views</b> as the current metric. Instagram impressions data that was recorded before January 1, 2025 will now be available under the <b>Views</b> metric as historical data.</p>	Image, Carousel, Story
Initial plays (deprecated)	<p>The lifetime number of times a Reel was played for at least 1ms. This metric only includes the plays that start a watch session, not the auto-replays within a single session. <b>Deprecated as of April 10, 2025.</b> Existing Instagram initial plays data that was recorded before January 1, 2025 will remain available under Initial plays for historical data. For the current metric, see <b>Views</b>.</p> <p><b>Note:</b> Plays are the Reels equivalent to impressions. They represent the number of</p>	Reel

Metric	Definition	Post Types
	views, not the number of viewers. For unique viewers, please use Reach.	
Likes	The lifetime number of likes on the post.	Image, Carousel, Reel
Plays (deprecated)	<p>The lifetime number of times a Reel was played or replayed for at least 1ms. <b>Deprecated as of April 10, 2025.</b> Existing Instagram initial plays data that was recorded before January 1, 2025 will remain available under Initial plays for historical data. For the current metric, see <b>Views</b>.</p> <p><b>Formula:</b> (Initial plays + Replays)</p>	Reel
Profile activity*	<p>The lifetime number of user actions taken in your profile after engaging with your post.</p> <p>User actions include: clicking on your profile's Bio, Call, Direction, Email, Text, etc.</p>	Image, Video
Profile visits*	The lifetime number of visits to your profile from the post.	Image, Video
Reach	<p>The lifetime number of people who viewed the post.</p> <p><b>Discrepancies:</b> Meta reports your content-level reach data separately for each post, and Measure adds these post totals together to calculate the total reach for your selected content. This means a unique user may be counted multiple times if they</p>	Image, Carousel, Story, Reel

Metric	Definition	Post Types
	<p>viewed multiple posts from the selected date range, giving Measure a higher number than Instagram's.</p> <p>To avoid this effect, please use reach avg., which shows your average reach per post instead.</p>	
Reactions	The lifetime number of likes on the post.	Image, Carousel, Reel
Replays	The lifetime number of times a Reel was auto-replayed for at least 1ms within a watch session.	Reel
Saves*	The lifetime number of saves on the post.	Image, Carousel, Reel
Shares	The lifetime number of shares on the post.	Image, Carousel, Video, Reel
Taps back*	The lifetime number of taps on a Story to see the previous Story.	Story
Taps forward*	The lifetime number of taps on a Story to see the next Story.	Story
User follows*	The lifetime number of fans gained from the post.	Image, Video
Video view rate*	The ratio of the post's lifetime video views to its lifetime impressions, represented as a percentage.	Video

Metric	Definition	Post Types
	<b>Formula:</b> (Video views (3s) / Impressions) x 100.	
Video views	<p>The lifetime number of views on a video post.</p> <p>Instagram categorizes a post as a video instead of a Reel when it exceeds 90 seconds. The video must play for at least 3 seconds to be counted as a view.</p> <p><b>Note:</b> For Reels, please use the plays metric instead.</p>	Video
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.	Reel, Story, Posts, Videos, Live Videos, Ads
Watch time*	The lifetime amount of time, in minutes, spent playing or replaying a Reel.	Reel
Weighted eng. rate*	<p>The ratio of the post's lifetime weighted engagements to its lifetime impressions, represented as a percentage.</p> <p><b>Formula:</b> ((Reactions + (Comments x 2) + (Shares x 3)) / Impressions) x 100</p>	Image, Carousel, Reel