

Facebook Content Metrics in Measure (Ad Account Required)

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

Facebook offers content metrics natively in both the Content section its [Insights](#) tool and in its [Ads Manager](#) 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 the content metrics from Facebook's Ads Manager API, which you can view in Measure only after [connecting your Facebook ad account in Social Media Management](#).

Tip:

If you're unable to connect your Facebook ad account to Social Media Management, there are still a handful of paid Facebook content metrics available through the Insights API.

Network Rules

How much historical data is available for Facebook content metrics?

When you connect a Facebook channel for the first time, [Measure will backfill](#) all posts and their content data from the past 15 days.

How often is Facebook content data refreshed?

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

Facebook content metrics will also receive a data refresh 150 minutes after each new engagement on the post. These refreshes will continue for up to 28 days.

Lifetime data collection for a Facebook post is complete at 28 days after its most recent engagement.

Do Facebook content metrics include paid data?













All content metrics from Facebook's Ads Manager API are paid metrics.

These metrics also include paid data from Instagram and other Meta Platforms, and they will generate platform placement icons on a post's Promoted banner. You can use Measure's [Meta Platforms](#) filter to isolate Facebook or Instagram data.



















Note:

Whenever an Insights metric and an Ads Manager metric share a name, the Ads Manager metric will say (Ads) so you can differentiate the two. See the example widgets below showing **paid impressions** vs. **paid impressions (Ads)**:

Insights Metrics

DATE ↓	POSTS	PAID IMPRESSIONS
	4	230
2:01 PM	 Promoted  nope ropes	
3 Oct 1:29 PM	 Why so blue?  Nope Ropes  Reel  nope ropes +1	-
18 Sep 2:43 PM	  Nope Ropes Promoted 	N/A
13 Sep 4:35 PM	  Nope Ropes Promoted 	69

Ads Manager Metrics

DATE ↓	POSTS	PAID IMPRESSIONS (ADS)
	4	747
2:01 PM	 Promoted    nope ropes	
3 Oct 1:29 PM	 Why so blue?  Nope Ropes  Reel  nope ropes +1	-
18 Sep 2:43 PM	  Nope Ropes Promoted 	586 <div><div>586</div><div><div> Instagram</div><div>517</div></div><div><div> Facebook</div><div>69</div></div></div>
13 Sep 4:35 PM	  Nope Ropes Promoted    nope ropes	

Metrics rules

Metric	Definition	Post Types
Add payment info	<p>The lifetime number of add payment info events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Add payment info value	The lifetime value of all add payment info events on a promoted post.	Text, Image, Video, Link
Add to cart	<p>The lifetime number of add to cart events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Add to cart value	The lifetime value of all add to cart events on a promoted post.	Text, Image, Video, Link
Add to wishlist	<p>The lifetime number of add to wishlist events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Add to wishlist value	The lifetime value of all add to wishlist actions on a promoted post.	Text, Image, Video, Link
Checkout initiated	<p>The lifetime number of initiate checkout events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Checkout initiated value	The lifetime value of all initiate checkout events on a promoted post.	Text, Image, Video, Link

Metric	Definition	Post Types
Cost per add payment	The lifetime average cost per add payment event from a promoted post.	Text, Image, Video, Link
Cost per add to cart	<p>The lifetime average cost per add cart events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Cost per add to wishlist	<p>The lifetime average cost per add wishlist event from a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Cost per checkout	<p>The lifetime average cost per website checkout initiated from a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Cost per comment	The lifetime average cost per comment on a promoted post.	Text, Image, Video, Link
Cost per content view	<p>The lifetime average cost per view content events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Cost per engagement	<p>The lifetime average cost per engagement on a promoted post.</p> <p>For this metric, engagement types include: reactions, comments, shares, photo views, video plays, link clicks, answers to questions, and RSVPs.</p>	Text, Image, Video, Link

Metric	Definition	Post Types
Cost per Facebook lead	The lifetime average cost per form response from a Facebook lead on a promoted post.	Text, Image, Video, Link
Cost per fan	The lifetime average cost per fan gained on a promoted post.	Text, Image, Video, Link
Cost per inline action	The lifetime average cost per inline interaction on a promoted post. For this metric, interaction types include: likes, shares, comments, and clicks on links within your post.	Text, Image, Video, Link
Cost per interaction	The lifetime average cost per interaction (reaction, comment, share, or any click on active element) on a promoted post.	Text, Image, Video, Link
Cost per landing page view	The lifetime average cost per landing page view from a promoted post.	Text, Image, Video, Link
Cost per lead	The lifetime average cost per lead from a promoted post.	Text, Image, Video, Link
Cost per link click	The lifetime average cost per click on a link on a promoted post.	Link
Cost per messaging conversation	The lifetime average cost per new direct message conversation (Facebook messenger, IG Direct) from a promoted post.	Text, Image, Video, Link
Cost per messaging reply	The lifetime average cost per direct message reply (Facebook messenger, IG Direct) from a promoted post. This includes replies to both new and existing conversations.	Text, Image, Video, Link

Metric	Definition	Post Types
Cost per mobile app install	The lifetime average cost per mobile app install from a promoted post.	Text, Image, Video, Link
Cost per on-Facebook purchase	The lifetime average cost per purchase on Facebook from a promoted post.	Text, Image, Video, Link
Cost per outbound click	The lifetime average cost per click to open a non-Facebook link on a promoted post.	Link
Cost per page interaction	The lifetime average cost per any interaction (reaction, comment, share, or any click on active element) on the channel or other content as a result of a promoted post.	Text, Image, Video, Link
Cost per photo view	The lifetime average cost per click to enlarge an image on a promoted post.	Image
Cost per purchase	<p>The lifetime average cost per website purchase from a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Cost per reaction	The lifetime average cost per reaction on a promoted post.	Text, Image, Video, Link
Cost per registration completed	The lifetime average cost per registration completed event from a promoted post.	Text, Image, Video, Link
Cost per search	<p>The lifetime average cost per website search from a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link

Metric	Definition	Post Types
Cost per share	The lifetime average cost per share on a promoted post.	Text, Image, Video, Link
Cost per store visit	The lifetime average cost per visit to your physical business location from a promoted post.	Text, Image, Video, Link
Cost per unique landing page view	The lifetime average cost per a unique user's landing page view from a promoted post.	Text, Image, Video, Link
Cost per video view (15s)	The lifetime average cost per video view (15s) on a promoted post.	Video
Cost per video view	The lifetime average cost per video view (3s) on a promoted post.	Video
CPC (cost per click)	The lifetime average cost per click on a promoted post.	Text, Image, Video, Link
CPM (cost per mille)	The lifetime average cost for 1,000 impressions (cost per mille) for a promoted post.	Text, Image, Video, Link
Facebook leads	The lifetime number of form responses submitted after people clicked on a Facebook lead on a promoted post.	Text, Image, Video, Link
Landing page views	<p>The lifetime number of clicks on a destination webpage on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Landing page views value	The lifetime value of all landing page views on a promoted post.	Text, Image, Video, Link

Metric	Definition	Post Types
Leads	<p>The lifetime number of lead events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Leads value	The lifetime value of all lead events on a promoted post.	Text, Image, Video, Link
Mobile app installs	The lifetime number of mobile app installs attributed to a promoted post.	Text, Image, Video, Link
On-Facebook purchases	The lifetime number of Facebook purchases on a promoted post.	Text, Image, Video, Link
On-Facebook purchases value	The lifetime value of all Facebook purchases on a promoted post.	Text, Image, Video, Link
Paid average video view time	The lifetime average duration, in minutes, of all video views on a promoted post.	Video
Paid blocked messaging conversations	<p>The lifetime number of people who blocked messages from your business on messaging apps because of a promoted post.</p> <p>This includes messages from Facebook Messenger and Instagram Direct, but not WhatsApp.</p>	Text, Image, Video, Link
Paid clicks	<p>The lifetime number of clicks on a promoted post.</p> <p>All clicks are counted except for clicks to comment, like, or share.</p>	Text, Image, Video, Link
Paid comments	The lifetime number of comments on a promoted post.	Text, Image, Video, Link

Metric	Definition	Post Types
	This metric does not include replies to comments or comments on shares.	
Paid content view value	The lifetime value of all view content events on a promoted post.	Text, Image, Video, Link
Paid content views	<p>The lifetime number of view content events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Paid CTR (clickthrough rate)	<p>The ratio of a promoted post's lifetime clicks to its lifetime impressions, represented as a percentage.</p> <p>Formula: (Paid clicks / Paid impressions (Ads)) x 100</p>	Text, Image, Video, Link
Paid engagements	<p>The lifetime number of reactions, comments, and shares on a promoted post.</p> <p>To include clicks, please use paid interactions instead.</p>	Text, Image, Video, Link
Paid frequency	<p>The ratio of a promoted post's lifetime impressions to its lifetime reach, represented as an average.</p> <p>Formula: Paid impressions (Ads) / Paid reach (Ads)</p>	Text, Image, Video, Link
Paid impressions (Ads)	The lifetime number of views on a promoted post.	Text, Image, Video, Link
Paid inline interactions	The lifetime number of inline actions that people take involving promoted content.	Text, Image, Video, Link
Paid interactions	The lifetime number of reactions, comments, shares, and clicks on a promoted post.	Text, Image, Video, Link

Metric	Definition	Post Types
Paid link clicks	The lifetime number of clicks on a promoted post to open a link.	Link
Paid messaging replies	The lifetime number of message replies sent to your channel from promoted content. This includes messages from Facebook Messenger and Instagram Direct, but not WhatsApp.	Text, Image, Video, Link
Paid new messaging conversations	The lifetime number of new direct message conversations started with your channel because of a promoted post. This includes messages from Facebook Messenger and Instagram Direct, but not WhatsApp.	Text, Image, Video, Link
Paid outbound clicks	The lifetime number of clicks on a promoted post to open a non-Facebook link.	Link
Paid outbound CTR (clickthrough rate)	The ratio of promoted post's lifetime outbound clicks to its lifetime impressions, represented as a percentage. Formula: (Paid outbound clicks / Paid impressions (Ads)) x 100	Text, Image, Video, Link
Paid page fans	The lifetime number of fans gained from a promoted post.	Text, Image, Video, Link
Paid page interactions	The lifetime number of interactions on your channel that can be attributed to promoted content.	Text, Image, Video, Link
Paid photo view	The lifetime number of clicks on a promoted post to enlarge an image.	Image
Paid reactions	The lifetime number of reactions on a promoted post.	Text, Image, Video, Link

Metric	Definition	Post Types
	This metric does not include reactions to shares.	
Paid search	<p>The lifetime number of search events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Paid search value	The lifetime value of all search events on a promoted post.	Text, Image, Video, Link
Paid shares	The lifetime number of shares on a promoted post.	Text, Image, Video, Link
Paid video views (100%)	The lifetime number of video views on a promoted post that lasted for its entire duration, including plays that skipped to this point.	Video
Paid video views (15s)	The lifetime number of video views on a promoted post with a duration of at least 15 seconds.	Video
Paid video views (25%)	The lifetime number of video views on a promoted post that lasted for at least 25% of its total duration, including plays that skipped to this point.	Video
Paid video views (30s)(Ads)	The lifetime number of video views on a promoted post with a duration of at least 30 seconds.	Video
Paid video views (50%)	The lifetime number of video views on a promoted post that lasted for at least 50% of its total duration, including plays that skipped to this point.	Video
Paid video views (75%)	The lifetime number of video views on a promoted post that lasted for at least 75% of its total duration, including plays that skipped to this point.	Video

Metric	Definition	Post Types
Paid video views (95%)	The lifetime number of video views on a promoted post that lasted for at least 95% of its total duration, including plays that skipped to this point.	Video
Paid video views (Ads)	The lifetime number of video views on a promoted post.	Video
Purchase	<p>The lifetime number of purchase events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Purchase ROI	The lifetime purchase return-of-investment on a promoted post.	Text, Image, Video, Link
Purchase value	The lifetime value of all purchase events on a promoted post.	Text, Image, Video, Link
Registration completed	<p>The lifetime number of registration completed events on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Image, Video, Link
Registration completed value	The lifetime value of all registration completed events on a promoted post.	Text, Image, Video, Link
Spent	The lifetime amount of money spent promoting a post.	Text, Image, Video, Link
Store visits	The lifetime number of visits to your physical business location attributed to a promoted post.	Text, Image, Video, Link
Total conversion value	The lifetime value of all conversions on a promoted post.	Text, Image, Video, Link

Metric	Definition	Post Types
Unique landing page views	<p>The lifetime number of people who click a destination webpage on a promoted post.</p> <p>This metric is tracked by the Facebook pixel on your website.</p>	Text, Im