X (Twitter) 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.

X (Twitter) 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 X (Twitter) content metrics and why Measure's results may differ from X (Twitter)'s native reporting.

Network rules

How much historical data is available for X (Twitter) content metrics?

When you connect an X (Twitter) channel for the first time, Measure will backfill all posts and their metrics from the previous 7 days.

How often are X (Twitter) content metrics refreshed?

X (Twitter) content metrics will receive their first data refresh 15 minutes after a post's publication. Additional refreshes will continue at least once a day for 30 days.

Lifetime data collection for an X (Twitter) post is complete at 30 days after publication.

Do X (Twitter) content metrics include paid data?

Paid and organic X (Twitter) content metrics will be identified by name (paid impressions, organic link clicks, etc.). All other X (Twitter) content metrics will show a combined total of paid and organic data that cannot be broken down. Promoted posts will show a **Promoted** banner within 24 hours of receiving their first paid impression.

You do not need to connect an ad account to view paid X (Twitter) content or its data.

Metrics rules

* = Metrics available in Measure but not natively

Metric	Definition	Post Types
100% organic video view completion rate	The ratio of the post's lifetime organic video views (100%) to its lifetime organic video views, represented as a percentage. **Formula**: (Organic video views (100%) / Organic video views) x 100	Video
100% paid video view completion rate	The ratio of the post's lifetime paid video views (100%) to its lifetime paid video views, represented as a percentage. **Formula**: (Paid video views (100%) / Paid video views) x 100	Video
100% video view completion rate	The ratio of the post's lifetime video views (100%) to its lifetime video views, represented as a percentage. **Formula**: (Video views (100%) / Video views) x 100	Video
App install	The lifetime number of clicks on the post to install the X (Twitter) app. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
App open	The lifetime number of clicks on the post to open its X (Twitter) app card. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll

Metric	Definition	Post Types
Clicks	The lifetime number of clicks on the post. This metric does not include clicks to comment, like, or share the post. **Discrepancies**: X (Twitter) Analytics includes clicks to comment, like, and share.	Text, Image, Video, Poll
Comments	The lifetime number of comments on the post. For promoted posts, this metric includes paid replies.	Text, Image, Video, Poll
CTR (click-through rate)	The ratio of the post's lifetime clicks to its lifetime impressions, represented as a percentage. **Formula**: (Clicks / Impressions) x 100	Text, Image, Video, Poll
Detail expands	The lifetime number of clicks on the post to expand it/view its details. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Email post	The lifetime number of clicks on the post's email button. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Engaged users rate*	The ratio of the post's lifetime engaged users to its lifetime reach, represented as a percentage. **Formula**: (Engaged Users / Reach) x 100 **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date.	Text, Image, Video, Poll

Metric	Definition	Post Types
	Data from before this date will remain available for a limited time in 2024.	
Engaged users*	The lifetime number of people who liked, commented, shared, or clicked a post. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Engagement and link rate*	The ratio of the post's lifetime engagements and link clicks to its lifetime impressions. **Formula**: ((Reactions + Comments + Shares + Link Clicks) / Impressions) x 100	Text, Image, Video, Poll
Engagement rate (reach)*	The ratio of the post's lifetime engagements to its lifetime reach, represented as a percentage. **Formula**: ((Reactions + Comments + Shares) / Reach) x 100 **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Engagement rate*	The ratio of the post's lifetime engagements to its lifetime impressions, represented as a percentage. **Formula**: ((Reactions + Comments + Shares) / Impressions) x 100 **Discrepancies**: X (Twitter) Analytics includes clicks in its engagement rate metric, while Measure does not. To add clicks, please use our interaction rate metric instead.	Text, Image, Video, Poll

Metric	Definition	Post Types
Engagements	The lifetime number of reactions, comments, and shares on the post. **Discrepancies**: X (Twitter) Analytics includes clicks in its engagements metric, while Measure does not. To add clicks, please use our interactions metric instead. X (Twitter) Analytics also counts engagements on reposts of/replies to the original post, while Measure only counts engagements on the original post itself. This can dramatically inflate Analytics' results.	Text, Image, Video, Poll
Frequency*	The ratio of the post's lifetime impressions to its lifetime reach, represented as an average. **Formula**: Impressions / Reach **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Hashtag clicks	The lifetime number of clicks on the post's hashtags. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Impressions	The lifetime number of views on the post.	Text, Image, Video, Poll
Interaction rate	The ratio of the post's lifetime interactions to its lifetime impressions. **Formula**: ((Reactions + Comments + Shares + Clicks) / Impressions) x 100	Text, Image, Video, Poll

Metric	Definition	Post Types
Interaction rate (reach)*	The ratio of the post's lifetime interactions to its lifetime reach. **Formula**: ((Reactions + Comments + Shares + Clicks) / Reach) x 100 **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Interactions	The lifetime number of reactions, comments, shares, and clicks on the post.	Text, Image, Video, Poll
Likes	The lifetime number of likes on the post. For promoted posts, this metric includes paid likes.	Text, Image, Video, Poll
Link clicks	The lifetime number of clicks on a post to open a link.	Text, Image, Video, Poll
Link CTR*	The ratio of the post's lifetime link clicks to its lifetime impressions, represented as a percentage. **Formula**: (Link clicks / Impressions) x 100	Text, Image, Video, Poll
Organic comments	The lifetime number of comments on a non-promoted post.	Text, Image, Video, Poll
Organic engagement rate	The ratio of a non-promoted post's lifetime engagements to its lifetime impressions, represented as a percentage. **Formula**: ((Organic reactions + Organic comments + Organic shares) / Organic impressions) x 100 **Discrepancies**: X (Twitter) Analytics includes clicks in its engagement rate metric, while Measure does not.	Text, Image, Video, Poll

Metric	Definition	Post Types
	To add clicks, please use our interaction rate metric instead.	
Organic engagements	The lifetime number of reactions, comments, and shares on a non-promoted post. **Discrepancies**: X (Twitter) Analytics includes clicks in its engagements metric, while Measure does not. To add clicks, please use our interactions metric instead. X (Twitter) Analytics also counts engagements on reposts of/replies to the original post, while Measure only counts engagements on the original post itself. This can dramatically inflate Analytics' results.	Text, Image, Video, Poll
Organic impressions	The lifetime number of views on a non-promoted post.	Text, Image, Video, Poll
Organic interaction rate	The ratio of a non-promoted post's lifetime interactions to its lifetime impressions, represented as a percentage. **Formula**: ((Organic reactions + Organic comments + Organic shares + Organic clicks) / Organic impressions) x 100	Text, Image, Video, Poll
Organic interactions	The lifetime number of reactions, comments, shares, and clicks on a non-promoted post.	Text, Image, Video, Poll
Organic likes/reactions	The lifetime number of reactions (likes) on a non-promoted post. This metric does not include reactions to shares.	Text, Image, Video, Poll
Organic link clicks	The lifetime number of clicks on a non-promoted post to open a link.	Text, Image, Video, Poll

Metric	Definition	Post Types
Organic link CTR	The ratio of a non-promoted post's lifetime link clicks to its lifetime impressions, represented as a percentage. **Formula**: (Organic link clicks / Organic impressions) x 100	Text, Image, Video, Poll
Organic shares	The lifetime number of shares (Reposts (Retweets)) of a non-promoted post.	Text, Image, Video, Poll
Organic user profile clicks	The lifetime number of clicks on a non-promoted post to visit your channel's profile page.	Text, Image, Video, Poll
Organic video starts	The lifetime number of video views on a non-promoted post. Video must play at least one frame.	Video
Organic video views	The lifetime number of video views on a non-promoted post. Video must play for at least 3 seconds. This metric includes video views from autoplays, video views from clicks-to-play, and video views from clicks-to-replay. However, it does not include video views from auto-replays.	Video
Organic video views (25%)	The lifetime number of video views on a non-promoted post. The video must play for at least 25% of its total duration. This metric includes video views from autoplays, clicks-to-play, and clicks-to-replay. However, it does not include video views from auto-replays.	Video
Organic video views (50%)	The lifetime number of video views on a non-promoted post. The video must play for at least 50% of its total duration.	Video

Metric	Definition	Post Types
	This metric includes video views from autoplays, clicks-to-play, and clicks-to-replay. However, it does not include video views from auto-replays.	
Organic video views (75%)	The lifetime number of video views on a non-promoted post. The video must play for at least 75% of its total duration. This metric includes video views from autoplays, clicks-to-play, and clicks-to-replay. However, it does not include video views from auto-replays.	Video
Organic video views (100%)	The lifetime number of video views on a non-promoted post. The video must play for its entire duration. This metric includes video views from autoplays, clicks-to-play, and clicks-to-replay. However, it does not include video views from auto-replays.	Video
Other clicks	The lifetime number of clicks on the post that were not clicks to comment, like, share, open a link/image/video, or leave negative feedback. Examples of other clicks include: clicks on hashtags, clicks to view the channel's profile, clicks to install the X (Twitter) app, etc. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Paid comments	The lifetime number of comments on a promoted post.	Text, Image, Video, Poll

Metric	Definition	Post Types
Paid engagement rate	The ratio of a promoted post's lifetime engagements to its lifetime impressions, represented as a percentage. **Formula**: ((Paid reactions + Paid comments + Paid shares) / Paid Impressions) x 100 **Discrepancies**: X (Twitter) Analytics includes clicks in its engagement rate metric, while Measure does not. To add clicks, please use our interaction rate metric instead.	Text, Image, Video, Poll
Paid engagements	The lifetime number of reactions, comments, and shares on a promoted post. **Discrepancies**: X (Twitter) Analytics includes clicks in its engagements metric, while Measure does not. To add clicks, please use our interactions metric instead. X (Twitter) Analytics also counts engagements on reposts of/replies to the original post, while Measure only counts engagements on the original post itself. This can dramatically inflate Analytics' results.	Text, Image, Video, Poll
Paid impressions	The lifetime number of views on a promoted post.	Text, Image, Video, Poll
Paid interaction rate	The ratio of a promoted post's lifetime interactions to its lifetime impressions, represented as a percentage. **Formula**: ((Paid reactions + Paid comments + Paid shares + Paid clicks) / Paid impressions) x 100	Text, Image, Video, Poll
Paid interactions	The lifetime number of reactions, comments, shares, and clicks on a promoted post.	Text, Image, Video, Poll
Paid likes/reactions	The lifetime number of reactions (likes) on a promoted post.	Text, Image, Video, Poll

Metric	Definition	Post Types
	This metric does not include reactions to shares.	
Paid link clicks	The lifetime number of clicks on a promoted post to open a link.	Text, Image, Video, Poll
Paid link CTR	The ratio of a promoted post's lifetime link clicks to its lifetime impressions, represented as a percentage. **Formula**: (Paid link clicks / Paid impressions) x 100	Text, Image, Video, Poll
Paid shares	The lifetime number of reposts (retweets)) of a promoted post.	Text, Image, Video, Poll
Paid user profile clicks	The lifetime number of clicks on a promoted post to visit your channel's profile.	Text, Image, Video, Poll
Paid video starts	The lifetime number of video views on a promoted post. The video must play at least one frame.	Video
Paid video views	The lifetime number of video views on a promoted post. The video must play for at least 3 seconds. This metric includes video views from autoplays, video views from clicks-to-play, and video views from clicks-to-replay. However, it does not include video views from auto-replays.	Video
Paid video views (25%)	The lifetime number of video views on a promoted post. The video must play for at least 25% of its total duration. This metric includes video views from autoplays, clicks-to-play, and clicks-to-replay. However, it does not include video views from auto-replays.	Video

Metric	Definition	Post Types
Paid video views (50%)	The lifetime number of video views on a promoted post. The video must play for at least 50% of its total duration. This metric includes video views from autoplays, clicks-to-play, and clicks-to-replay. However, it does not include video views from auto-replays.	Video
Paid video views (75%)	The lifetime number of video views on a promoted post. The video must play for at least 75% of its total duration. This metric includes video views from autoplays, clicks-to-play, and clicks-to-replay. However, it does not include video views from auto-replays.	Video
Paid video views (100%)	The lifetime number of video views on a promoted post. The video must play for its entire duration. This metric includes video views from autoplays, clicks-to-play, and clicks-to-replay. However, it does not include video views from auto-replays.	Video
Saves	The lifetime number of times a post has been saved (bookmarked).	Text, Image, Video, Poll
Permalink clicks	The lifetime number of clicks on the post to access its permalink. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Photo view	The lifetime number of clicks on the post to enlarge an image.	Image

Metric	Definition	Post Types
	Warning: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	
Photo view rate*	The ratio of the post's lifetime photo clicks to its lifetime impressions, represented as a percentage. **Formula**: (Photo Views / Impressions) x 100 **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Image
Quote reposts (retweets)*	The lifetime number reposts (retweets)) of the post that were embedded in a new post.	Text, Image, Video, Poll
Reach*	The lifetime number of people who viewed the post. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Reactions*	The lifetime number of likes on the post. For promoted posts, this metric includes paid likes. **Note**: Promoted posts from X (Twitter) will not automatically show a promotion banner, although you can still create your own label for paid content.	Text, Image, Video, Poll
Shares	The lifetime number of reposts (retweets)) of the post. For promoted posts, this metric includes paid shares.	Text, Image, Video, Poll

Metric	Definition	Post Types
	Note: Promoted posts from X (Twitter) will not automatically show a promotion banner, although you can still create your own label for paid content.	
Unlikes*	The lifetime number of likes on the post that were removed. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Unquote reposts (retweets)	The lifetime number of embedded reposts of the post that were removed. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Unreplies*	The lifetime number of comments on the post that were removed. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Unreposts (unretweets)*	The lifetime number of reposts of the post that were removed. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll

Metric	Definition	Post Types
User follows	The lifetime number of fans gained from the post. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
User profile click	The lifetime number of visits to your channel's profile from the post.	Text, Image, Video, Poll
User unfollows	The lifetime number of fans lost from the post. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Text, Image, Video, Poll
Video start*	The lifetime number of times the post's video started playing. This metric includes autoplays but does not include video views from shares.	Video
Video view rate*	The ratio of the post's lifetime video views to its lifetime impressions, represented as a percentage. **Formula**: (Video views / Impressions) x 100	Video
Video views (100%)*	The lifetime number video views on the post that completed the entire video. This metric includes autoplays but does not include video views from shares.	Video
Video views (25%)*	The lifetime number video views on the post that completed at least 25% of the video.	Video

Metric	Definition	Post Types
	This metric includes autoplays but does not include video views from shares.	
Video views (50%)*	The lifetime number video views on the post that completed at least 50% of the video. This metric includes autoplays but does not include video views from shares.	Video
Video views (75%)*	The lifetime number video views on the post that completed at least 75% of the video. This metric includes autoplays but does not include video views from shares.	Video
Video views (95%)*	The lifetime number video views on the post that completed at least 95% of the video. This metric includes autoplays but does not include video views from shares. **Warning**: X (Twitter) deprecated this metric on August 1, 2023. Measure cannot show data beyond this date. Data from before this date will remain available for a limited time in 2024.	Video
Video views*	The lifetime number of video views on the post. A view is counted after the first 2 seconds. This metric includes autoplays but does not include video views from shares.	Video
Weighted engagement rate*	The ratio of the post's lifetime weighted engagements to its lifetime impressions, represented as a percentage.	Text, Image, Video, Poll

Metric	Definition	Post Types
	Formula: ((Reactions + (Comments x 2) + (Shares x 3)) / Impressions) x 100	