

## Paid Data Availability in Measure

Measure allows you to view paid performance data for Facebook, Instagram, LinkedIn, X (Twitter), TikTok, and YouTube. By adding paid metrics (*paid impressions, paid net new fans, etc.*) to your widgets, you can isolate the data from your promoted posts. You can also apply the Promoted filter to your content widgets to isolate the promoted posts themselves.

In this article, we'll explore the paid data availability for all networks in Measure, as well as how to view that paid data in your dashboards.

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Do I need to connect an ad account to view my promoted posts or paid data in Measure?

Connecting your ad accounts to Social Media Management allows you publish promoted posts to those networks. However, Facebook is the only network that requires you to [connect your ad account](#) to access all its features in Measure.

Features in Measure that require a connected ad account

- Viewing paid Facebook content metrics from the [Facebook Ads Manager](#)
- Viewing promoted Instagram posts and their data

Features in Measure that do not require a connected ad account

- Viewing paid [Facebook channel metrics](#)
- Viewing paid Facebook content metrics from [Meta's Insights](#)
- Viewing promoted posts, paid channel data, or paid content data from any network outside of Meta Platforms

Note:

Only promoted posts from Facebook, Instagram, X (Twitter), TikTok, and YouTube will show a **Promoted** banner, but promoted posts from other networks will still be indexed. Ad account connection does not affect this feature either way.







Note:

Access to the Advertise module is not required to view promoted posts or paid data in Measure.

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How do I view paid data in Measure?

In order to view paid data in Measure, you will need to select **paid metrics** (for example, *paid engagements*, *paid video views*, etc.). However, some networks offer more paid metrics than others, and some networks do not offer paid metrics at all. There are also **organic metrics** (organic data only) and **combined metrics** (organic data + paid data). Most networks offer some combination of the three.

Key metrics 		...	 Channel
Paid engagements <b>438</b> 	Paid engagement rate (reach) <b>31.35%</b> 		
Paid reach (daily) avg. <b>46.57</b> 	Paid likes <b>428</b> 		

In the tables below, we'll review which networks offer each metric type. For a complete list of which paid metrics specifically each network offers, please see our [Measure metrics guides](#).

Which networks offer paid channel metrics?

	Organic metrics	Paid metrics	Combined metrics	Details
Facebook	✓	✓	✓	Paid, organic, viral, and non-viral metrics are identified by name ( <i>paid reach, viral impressions</i> , etc.). All other Facebook channel metrics are combined.
Instagram	✓	✓	✓	Paid and organic metrics are identified by name ( <i>paid likes, organic comments</i> , etc.). All other Instagram channel metrics are combined.
LinkedIn	✓	✓	✓	<p>All LinkedIn channel metrics are organic except for the following, which are combined:</p> <ul style="list-style-type: none"> <li>• Fans by function</li> <li>• Fans by seniority</li> <li>• Fans by association</li> <li>• Net new fans</li> </ul> <p>These are also available as paid or organic metrics that are identified by name (<i>paid net new fans, organic fans by function</i>, etc.).</p>
X (Twitter)	✓	X	X	All X (Twitter) channel metrics are organic.
TikTok	X	X	✓	All TikTok channel metrics are combined.
YouTube	X	X	✓	All YouTube channel metrics are combined.

Which networks offer paid content metrics?

	Organic metrics	Paid metrics	Combined metrics	Details
Facebook	✓	✓	✓	Paid, organic, viral, and non-viral metrics are identified by name ( <i>paid reach, cost per click, viral impressions</i> , etc.). All other Facebook content metrics are combined.

	Organic metrics	Paid metrics	Combined metrics	Details
				<p>Promoted posts will show a <b>Promoted</b> banner.</p> <p><b>Note:</b> Facebook's <a href="#">Ads Manager metrics</a> require a connected ad account. Meta's <a href="#">Insights metrics</a> do not.</p>
Instagram	N/A	N/A	N/A	<p>Organic Instagram posts always return organic data, and promoted Instagram posts always return paid data, regardless of the metric.</p> <p>Promoted posts will show a <b>Promoted</b> banner.</p> <p><b>Note:</b> With a connected Facebook ad account, you can view additional paid Instagram data <a href="#">via the linked Facebook channel</a>.</p>
LinkedIn	✓	✗	✗	<p>All LinkedIn content metrics are organic.</p> <p>Promoted posts will not show a <b>Promoted</b> banner.</p>
X (Twitter)	✓	✓	✓	<p>Paid and organic metrics are identified by name (e.g., <i>organic link clicks</i>, <i>paid video views</i>, etc.). All other X (Twitter) content metrics are combined.</p> <p>Promoted posts will show a <b>Promoted</b> banner within 24 hours of the first paid impression.</p>
TikTok	✓	✓	✓	<p>Paid and organic metrics are identified by name (e.g., <i>organic link clicks</i>, <i>paid video views</i>, etc.). All other TikTok content metrics are combined.</p> <p>Promoted posts will show a <b>Promoted</b> banner.</p>
Pinterest	N/A	N/A	N/A	<p>Organic pins always return organic data, and promoted pins always return paid data, regardless of the metric.</p>

	Organic metrics	Paid metrics	Combined metrics	Details
				Promoted posts will not show a <b>Promoted</b> banner.
YouTube	✓	✓	✓	<p>Paid and organic metrics are identified by name (<i>organic link clicks</i>, <i>paid video views</i>, etc.). All other YouTube content metrics are combined.</p> <p>Promoted posts will show a <b>Promoted</b> banner.</p>

How do I filter for paid or organic data only?

It is not possible to filter for paid or organic *data*, only to filter for paid or organic *metrics*. This is because combined metrics are whole values that cannot be broken down. The paid and organic values are only available separately if the social media network delivers the data to Measure separately, as two, unique metrics.

For this reason, there is no paid or organic data filter in Measure. However, you can still isolate your paid or organic data by:

1. Creating a widget using only paid or organic metrics
2. (Content widgets only) Applying a filter for promoted or non-promoted posts

Selecting paid or organic metrics

If you're working with networks that offer separate paid and organic metrics, you can use those metrics to build paid-only or organic-only widgets.

When [creating a channel widget](#), simply type "paid" or "organic" in the search bar to filter your results:

Select channel metrics for Time series widget - "Paid impressions / reach"

Fans

Distribution

Video views

Fans

☐ Paid fans increase

☐ Unpaid fans increase

Distribution

☒ Paid impressions

☒ Paid reach (daily)

Video views

☐ Paid video views (3s)

When [creating a content widget](#), you can use the **Paid / Non Paid** toggle to filter metrics automatically. However, please note that the Non Paid list also includes all combined metrics:

Select content metrics for Content performance widget - "Paid content performance"

PAID

NON PAID

Search for content metrics

Engagements

Distribution

Video views

Paid conversions

Cost

☐ Paid inline interactions

☐ Paid page interactions

☐ Paid CTR

☐ Paid outbound CTR

☐ Paid page fans

☐ Paid new messaging conversations

Distribution

☐ Paid impressions

☒ Paid impressions (Ads)

☐ Paid reach

Video views

☐ Paid video views

☐ Paid video views (Ads)

Filter for promoted or non-promoted posts

[Content widget filters](#) determine which posts are or aren't included in the widget. You can use the **Promotion filter** to build a widget that only includes promoted or non-promoted posts. The **Visibility filter** also allows you to filter for dark posts (promoted posts that do not appear on your channel) or timeline posts (promoted posts that appear on your channel).

DATE

POSTS

1.45K

8 Mar 2024  
4:57 PM



Far Reach 🦄

@ The Hound Pits Pub

Promoted



di...

18 Sep 2024  
2:43 PM



@ Nope Ropes

Promoted



4 Sep 2024  
10:30 AM



@ Nope Ropes

Promoted



4 Sep 2024  
2:19 PM



@ Nope Ropes

Promoted



4 Sep 2024  
1:52 PM



Bush viper / Atheri...

@ Nope Ropes

Promoted

Org... +1

4 Oct 2024  
8:47 AM



Pseudechis porph...

@ Nope Ropes

Promoted



 Labels

 Type

 Placement

 Promotion


 Visibility





SHOW MORE



Get more relevant insights using these filters to narrow down your data.


✕



 **Promotion status**

Show or hide promoted posts. Promoted posts are paid for and will have more visibility than organic content.    

Show **PROMOTED** ▼ posts

✕

 **Timeline visibility**

Filter by dark or visible Facebook posts. Dark posts are hidden from the timeline and only shown to a specific audience.  

Show **DARK** ▼ posts

☐ Include dark posts with no reach ⓘ

+

 ADD NEW FILTER

CANCEL

SAVE CHANGES

When filtering for promoted posts, please bear in mind that:

- For now, Measure can only recognize promoted posts from Facebook, Instagram, X (Twitter), TikTok, and YouTube. Promoted posts from other networks will not be caught by the filter.
- For all networks except Instagram and Pinterest, it will still be necessary to use the correct metric type (paid metrics for promoted posts, organic metrics for non-promoted posts). Filtering for promoted or non-promoted posts does *not* filter the data.

Tip:

Use the [Paid Performance dashboard template](#) to help you get started reporting on paid performance on Facebook and Instagram.