Channel Metrics vs. Content Metrics in Measure

All social media networks offer two types of performance metrics: **channel metrics**, which measure your entire channel's performance during a specific date range; and **content metrics**, which measure the lifetime performance of specific posts.

In this article, learn when to use channel metrics vs. content metrics, where to find each metric type in Measure, and why channel and content metrics shouldn't be compared.

Tip:

Check out our video for a quick overview of channel metrics vs. content metrics and how to access them in Measure:


Understanding channel metrics and content metrics

If you've ever used a network's native reporting tools, you may have noticed that it divides your results into at least two categories, such as "account" and "content," or "overview" and "content." This is because there are two types of social media data: data from a specific date range, and lifetime data from specific posts.
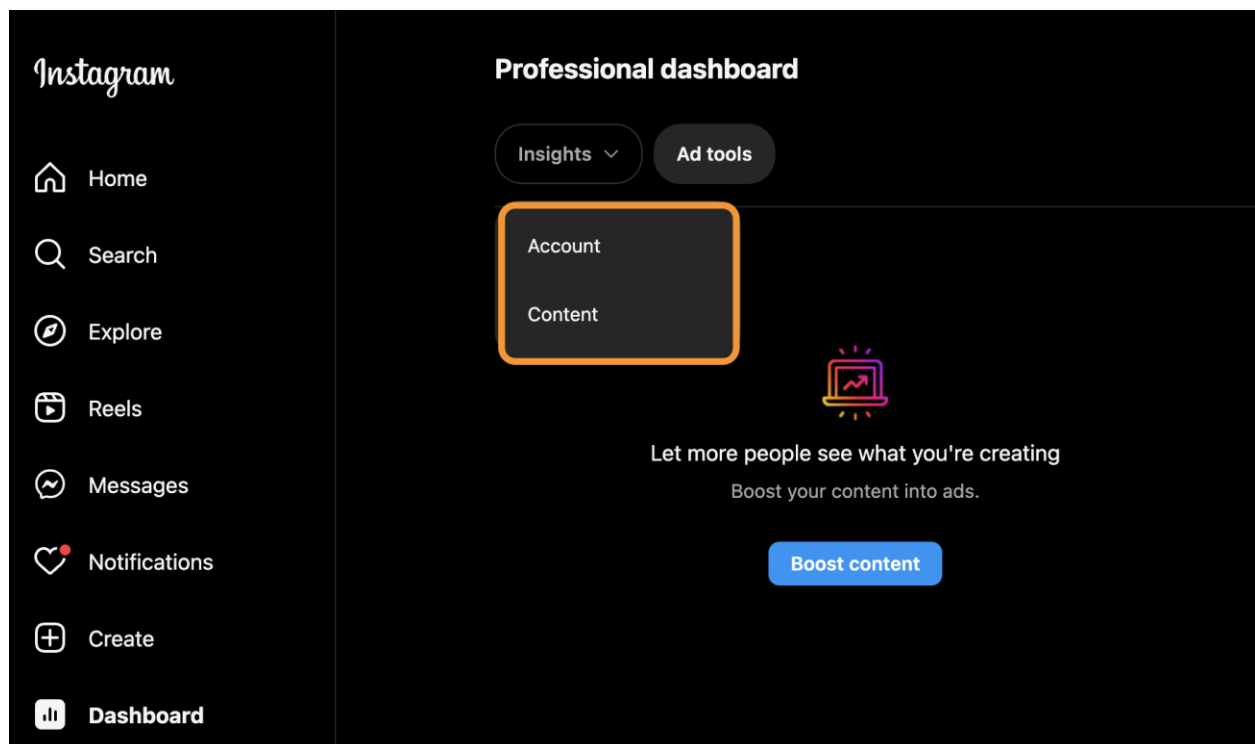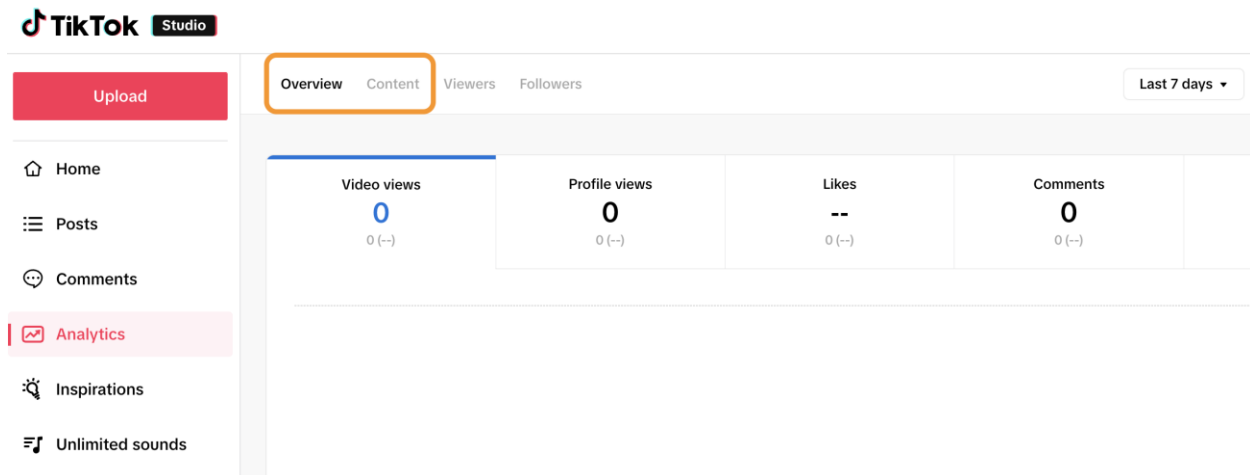
It's not possible to view how specific posts performed *during* a specific date range—you will always have to measure along one axis (when the activity occurred) or the other (when the posts were published). In Measure, we call these axes **channel** and **content**:

- **Channel metrics show data from a specific date range.** This includes activity that occurred *during* the date range on posts published *before* the date range. It also includes any account activity that occurred during the date range, such as fan fluctuations or profile views. These results are fixed and will not change over time.

- **Content metrics show lifetime data from specific posts.** This includes activity that occurred *after* the date range on posts published *during* the date range. These results will change over time as the posts receive new activity.
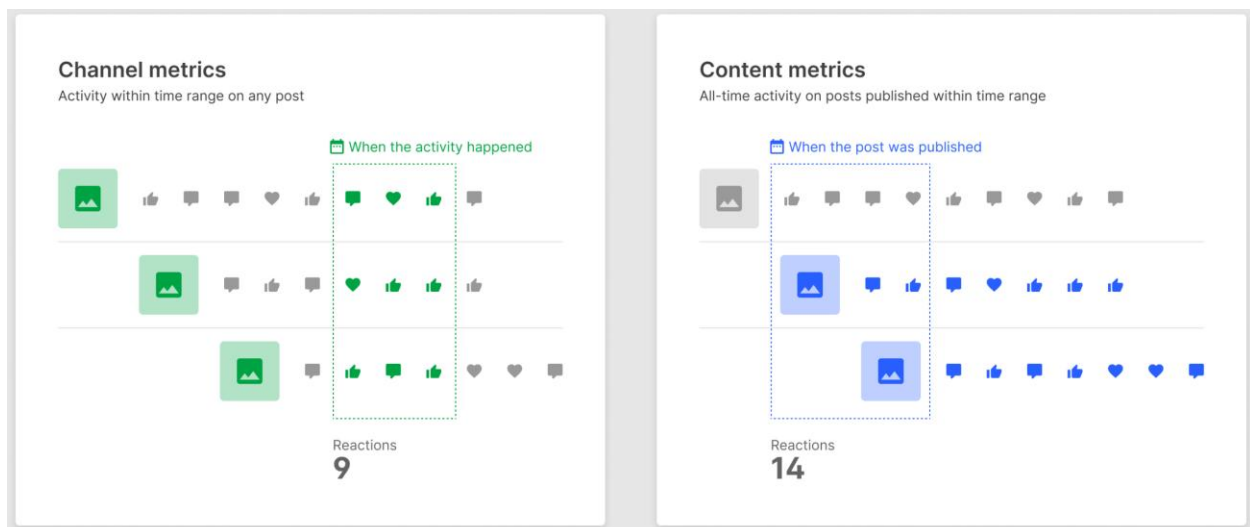
When should I use channel metrics?

Channel metrics are ideal for identifying macro trends and baselines, especially when comparing multiple channels and/or networks. Use channel metrics to help you answer questions like the following:

- How well did our content perform this quarter compared to last quarter?
- How many fans did we gain during our spring campaign?
- Which network saw the most growth this year?

When should I use content metrics?

Content metrics are ideal for identifying micro trends and outliers, especially when looking for posts that over- or under-perform. Use content metrics to help you answer questions like the following:

- Which post type (image, video, etc.) is most likely to generate engagements?
- Which post from our holiday sale had the greatest reach?
- How well did this month's most viral TikTok video perform compared to last month's?

Channel widgets and content widgets

Measure's widgets are also separated into **channel widgets** and **content widgets**. Channel widgets only support channel metrics, while content widgets only support content metrics.
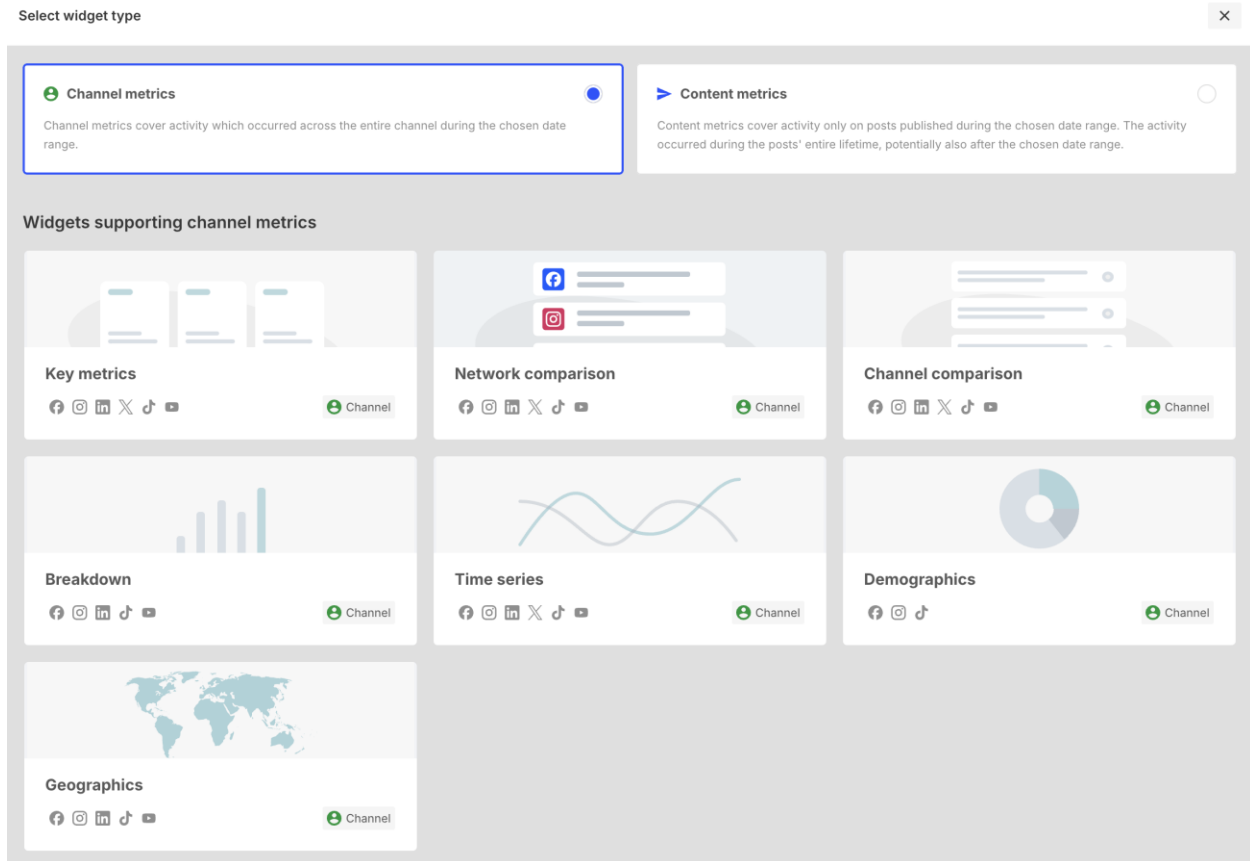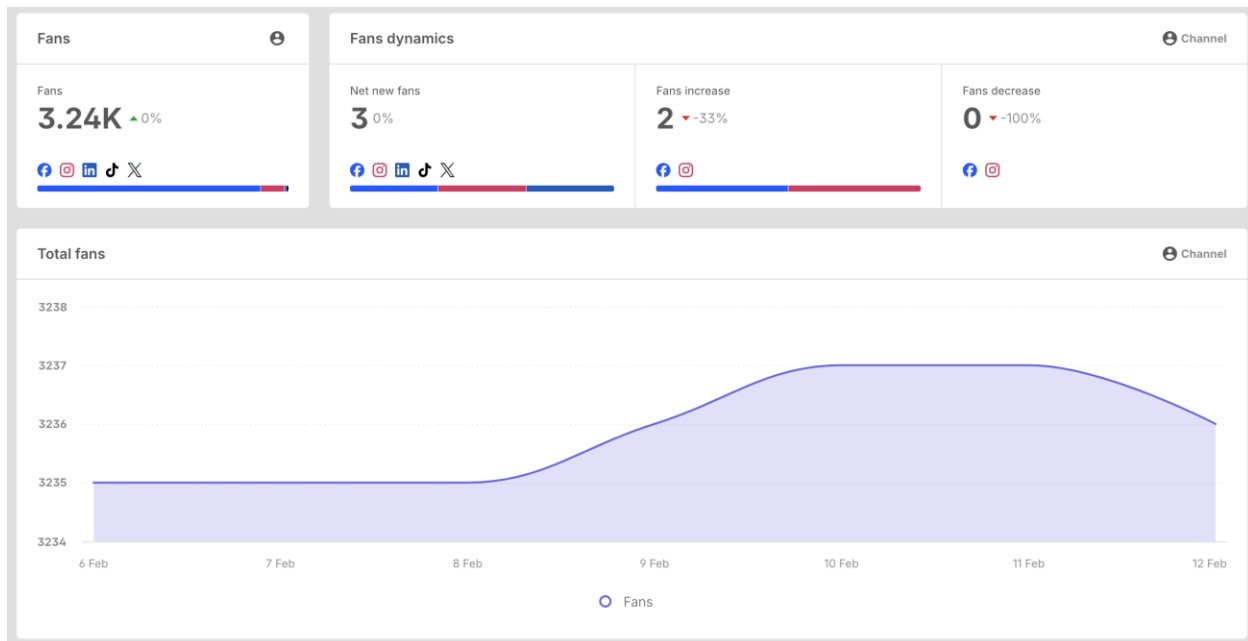
Please note that some widgets or networks may offer more metrics than others. Please see our metrics guides for more info on metric availability.

Channel widgets

The following widgets in Measure are channel widgets:

- Breakdown

- Channel comparison

- Demographics

- Geographics

- Key metrics

- Network comparison

- Time series

Note:

Metrics that measure account activity (such as "fan increase" or "new DM conversations") are always channel metrics, meaning any widget that includes these metrics is a channel widget.

Content widgets

The following widgets in Measure are content widgets:

- Content performance

- Label performance

Please note again that these widgets show the posts' *lifetime* performance, not their performance during the selected date range. Content data is also regularly refreshed with new activity, so your results may change from one Measure session to the next.

Paid Labelled performance

12 LABELS (11 POSTS)	POSTS WITH LABEL ↓	PAID IMPRESSIONS (...	SPENT	PAID ENGAGEMENTS	COST PER ENGAGEM...	PAID LINK CLICKS
🏷 nope ropes	4 (36.36%)	1.22K	$9.88	258	$0.04	1
🏷 2025 camapoign	2 (18.18%)	-	-	-	-	-
🏷 night engagement	2 (18.18%)	2.22K	€2.63	36	€0.07	27
🏷 Posts without label	2 (18.18%)	3.84K	€6.14	109	€0.06	17
🏷 Organic FB post boosted to FB & IG	1 (9.09%)	57	$0.41	11	$0.04	-
🏷 Organic FB post boosted to FB	1 (9.09%)	420	$2.99	78	$0.04	1
🏷 loveisintheair-label	1 (9.09%)	984 **SHOW MORE**	€2.35	72	€0.03	5

Paid content performance

DATE	POSTS 11		SPENT N/A ⚠	PAID IMPRESSION 9.54K	PAID ENGAGEMEN 476	COST PER ENGAG... N/A ⚠	PAID LINK CLICKS 52	TOTAL CONVERSI... N/A	
25 Jun 2024 6:11 AM	🖼	Join us this Saturday for another inflata... 👤 Everyday Beauty Promoted 🔵🟣	€2.52	1.06K	93		-		📊 📋
13 Sep 2024 4:35 PM	🖼	👤 Nope Ropes Promoted 🔵🟣 🏷 nope ropes	$4.99	586	169	**Multiple currencies** Some of your posts have been boosted with ad accounts with different currencies. **Currencies breakdown** EUR €0.06 USD $0.04	-		📊 📋
30 Jun 2024 7:55 AM	🖼	lest test this labelling thing #loveisinthe... 👤 Everyday Beauty Promoted 🔵🟣 🏷 loveisintheair-label	€2.35	984	72	€0.03	5	-	📊 📋
4 Sep 2024 10:41 AM	🖼	White snake resting on a branch. 👤 Nope Ropes Promoted 🔵🟣 🏷 Organic FB post booste... +1	$0.41	57	11	$0.04	-	-	📊 📋

Comparing channel metrics and content metrics

Metrics that measure post performance are often available on both the channel level and the content level. For example, Instagram offers both channel impressions and content impressions, while TikTok offers both channel and content engagements.

If you try to compare a channel metric to a content metric, you will likely find that the values don't match:
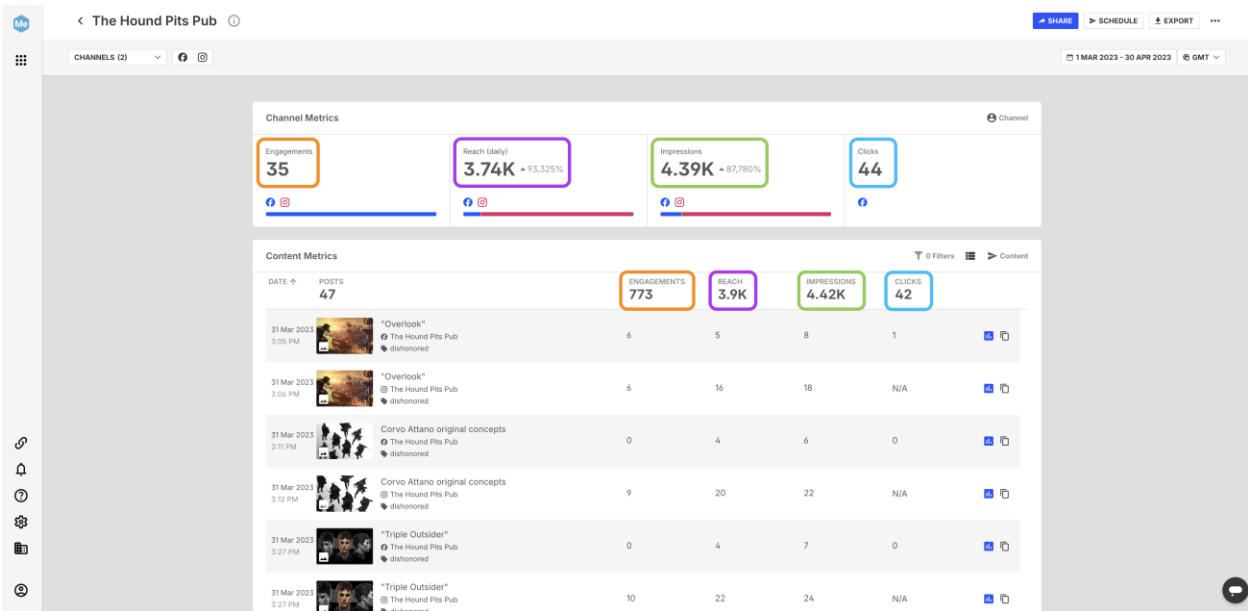
This is because the same metric is being used to measure two different sets of posts and data. The channel metric is looking at all posts, but only the data from the selected date range. The content metric is looking at lifetime data, but only from the posts published during the selected date range.

To avoid confusion, channel metrics should only be compared to one another, not to their corresponding content metrics.

Tip:

Channel widgets will show a profile picture icon in their upper right corner, while content widgets will show a send icon. You can hover over these icons to view additional information about the widget and its metrics.
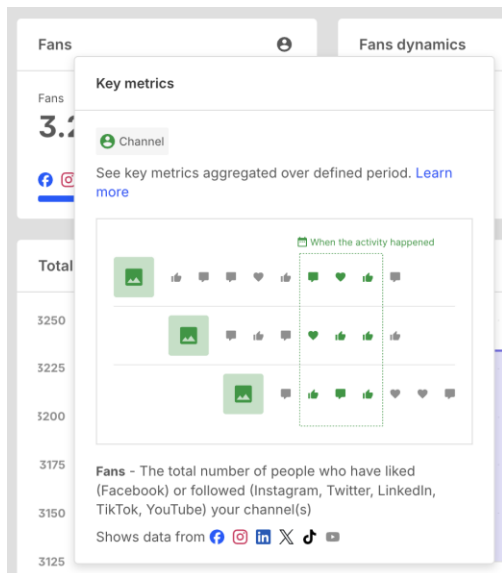
Why is my content data higher than my channel data?

Because channel metrics show data from all posts to a channel, and not just those published during the selected date range, you might expect your channel-level results to be higher than your content-level results. However, often the opposite is true.

Please bear in mind that channel data may be pulled from more posts, but also from a shorter time period. Content data is pulled from fewer posts, but a longer time period.