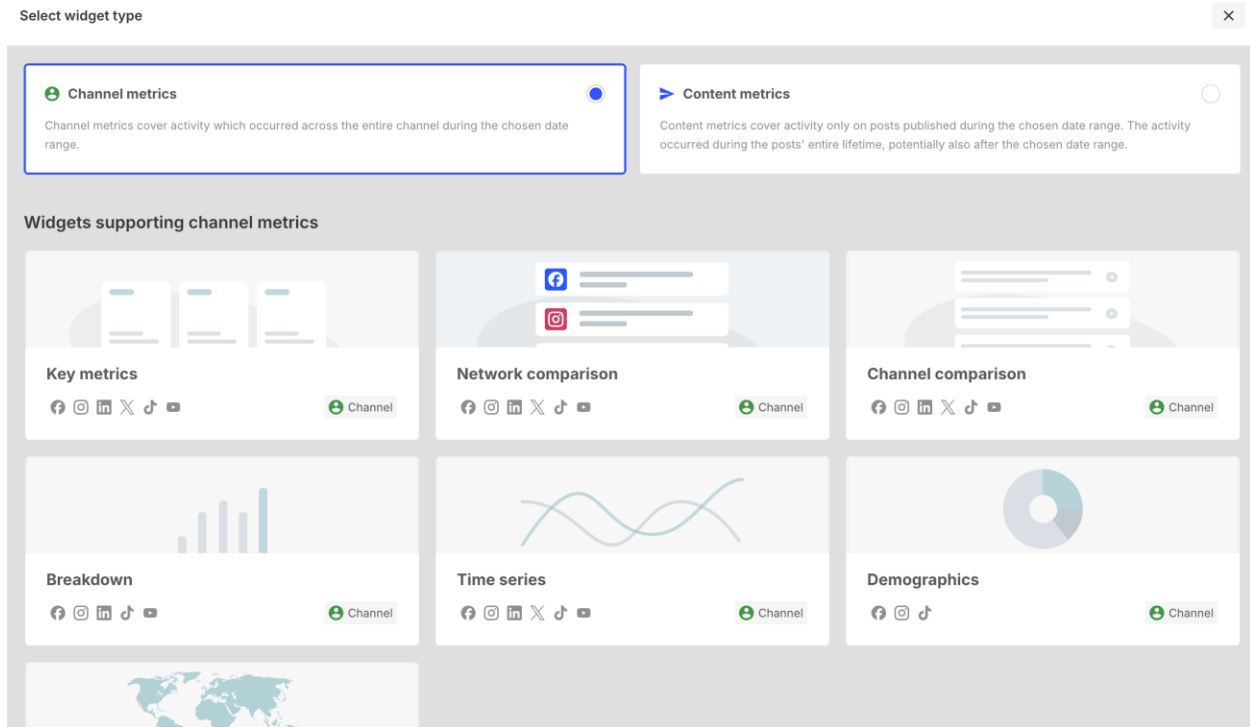**Guides to Measure Widget Types**

Widgets are the building blocks of your Measure dashboards. Each widget type visualizes your data in a different way, from line and bar graphs to donut charts and word clouds. All widgets can be customized, resized, or moved around the dashboard, and there's no limit to the amount of widgets you can create.

To learn more about each widget type, its supported metrics, and its customization options, please see our dedicated guides below.

Channel widget types

Channel widgets are widgets that support channel metrics. Their data represents your entire channel's performance during the selected date range.

- Key Metrics widget

- Network Comparison widget

- Channel Comparison widget

- Time Series widget

- Breakdown widget

- Demographics widget

- Geographics widget

Content widget types

Content widgets are widgets that support content metrics. Their data represents your lifetime performance for posts published during the selected date range.

- Content Performance widget
- Label Performance widget

Text/Images widget type

The **Text/Images** widget is a unique widget that allows you to add custom copy and design elements to your dashboard.

- [Text/Images Widget](#)