LinkedIn Channel Metrics in Measure

[Channel metrics](#) measure the performance of your entire channel during the selected date range, including any new activity on posts published before the selected date range.

LinkedIn offers channel metrics natively in the Followers, Visitors, and Competitors sections of its [Analytics](#)tool. Many of these metrics are also available in Measure, as well as additional metrics that aren't available natively.

In this article, learn more about LinkedIn channel metrics and why Measure's results may differ from LinkedIn's native reporting.

Network rules

How much historical data is available for LinkedIn channel metrics?

When you connect a LinkedIn channel for the first time, [Measure will backfill](#) all channel metrics from the past 365 days except for the following:

- Fans

- Net new fans

How often are LinkedIn channel metrics refreshed?

LinkedIn channel metrics receive a [data refresh](#) once every 24 hours at 7AM UTC.

Do LinkedIn channel metrics include paid data?

LinkedIn channel metrics are always organic, except for the following metrics, which will show a combined total of paid and organic data that cannot be broken down:

- Fans

- Fans by function

- Fans by seniority

- Fans by association

These metrics are also available as paid and organic values, which will be identified by name (paid fans, organic fans by association, etc.).

You do not need to connect an ad account to view paid LinkedIn channel data.

Metrics rules

* = Metrics available in Measure but not natively

Metric	Definition	Widgets
Clicks*	The number of new clicks on your profile or posts during the selected date range. This does not include clicks to comment, share, or react to a post.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Comments	The number of new comments on your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Engagement rate*	The ratio of engagements to impressions during the selected date range, represented as a percentage. Formula: ((Reactions + Comments + Shares) / Impressions) x 100	Key Metrics, Chann Comparison, Time Series, Network Comparison
Engagements*	The number of new reactions, comments, and shares on your posts during the selected date range. To include clicks, please use interactions.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Fans	The number of people who followed your channel as of the selected end date.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Fans by association*	The number of people who followed your channel as of the selected end date, broken down by employees and non-employees.	Breakdown
Fans by country	The number of people who followed your channel as of the selected end date, broken down by country of origin.	Geographics

Metric	Definition	Widgets
Fans by function	The number of people who followed your channel as of the selected end date, broken down by function. Types of function include: business development, education, engineering, media and communication, operations, sales, and support.	Breakdown
Fans by seniority	The number of people who followed your channel as of the selected end date, broken down by seniority. Types of seniority include: CXO, entry, owner, senior, and training.	Breakdown
Frequency*	The ratio of impressions to reach during the selected date range across all posts to the channel, represented as an average. Formula: Impressions / Reach	Key Metrics, Chann Comparison, Time Series, Network Comparison
Impressions*	The number of times people viewed your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Interactions*	The number of new reactions, comments, shares, and clicks on your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Net fans by paid/unpaid	The difference between fans gained and fans lost during the selected date range, broken down by organic net fans and paid net fans.	Breakdown
Net new fans	The difference between fans gained and fans lost during the selected date range.	Key Metrics, Chann Comparison, Time

Metric	Definition	Widgets
	This metric will be a negative number if you lost more fans than you gained.	Series, Network Comparison
Organic fans by association*	The number of people who followed your channel from a non-promoted post as of the selected end date, broken down by employees and non-employees.	Breakdown
Organic fans by function*	The number of people who followed your channel from a non-promoted post as of the selected end date, broken down by function. Types of function include: business development, education, engineering, media and communication, operations, sales, and support.	Breakdown
Organic fans by seniority*	The number of people who followed your channel from a non-promoted post as of the selected end date, broken down by seniority. Types of seniority include: CXO, entry, owner, senior, and training.	Breakdown
Organic net fans	The difference fans gained and fans lost from your non-promoted posts during the selected date range. This metric will be a negative number if you lost more organic fans than you gained.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Paid fans by association*	The number of people who followed your channel from a promoted post as of the selected end date, broken down by employees and non-employees.	Breakdown
Paid fans by function*	The number of people who followed your channel from a promoted post as of the selected end date, broken down by function.	Breakdown

Metric	Definition	Widgets
	Types of function include: business development, education, engineering, media and communication, operations, sales, and support.	
Paid fans by seniority*	The number of people who followed your channel from a promoted post as of the selected end date, broken down by seniority. Types of seniority include: CXO, entry, owner, senior, and training.	Breakdown
Paid net fans	The difference fans gained and fans lost from promoted posts during the selected date range. This metric will be a negative number if you lost more paid fans than you gained.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Reach (daily)*	The number of people who viewed at least one of your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Reactions	The number of new reactions on your posts during the selected date. LinkedIn reactions include: like, celebrate, love, insightful, and curious.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Shares	The number of times people shared your posts during the selected date range.	Key Metrics, Chann Comparison, Time Series, Network Comparison