





Customizing Engagement Formulas in Benchmark


If you are an Admin in Benchmark, you will see the **Customize engagement formulas** option in your dashboard.

Overview

6 JAN 2025-12 JAN 2025GMT+01:00> SCHEDULEEXPORT

BRANDS 2/20





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CUSTOMIZE ENGAGEMENT FORMULAS

Brand overview

TOTALAVERAGE PER POST

BRAND	NEW POSTS ↑	NEW FANS	FAN GROWTH	TOTAL REACH	TOTAL IMPRESSIONS	ENGAGEMENT RATE	TOTAL ENGAGEMENT
 BMW	28 ▼ -3	26,39K ▲ 0,04%	0,04% ▲ 148,81%	19,5M ▼ -17,84%	22,91M ▼ -16,77%	9,28% ▼ -7,01%	2,13M ▼ -22,6%
 Toyota	10 ▲ 1	46,23K ▲ 0,18%	0,16% ▲ 1,81%	2,98M ▲ 12,32%	3,35M ▲ 12,08%	6,94% ▲ 2,51%	232,54K ▲ 14,94%

The **Edit engagement formulas** menu will allow you to customize the formulas to calculate the total engagement for each network. The customized formulas will apply to all widgets.

Overview

16 JAN 2025–22 JAN 2025

GMT+05:30

SCHEDULE

EXPORT

BRANDS 2/42



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Engagement formulas have been customized

X (Twitter) engagement = 2× Replies + 3× Reposts + 1× Likes

Facebook engagement = 1.5× Comments + 2× Shares + 1× Reactions

Instagram engagement = 2× Comments + 1× Likes

EDIT ENGAGEMENT FORMULAS

Brand overview

TOTAL

AVERAGE PER POST



BRAND	NEW POSTS ↑	NEW FANS	FAN GROWTH	TOTAL REACH	TOTAL IMPRESSIONS	ENGAGEMENT RATE	TOTAL ENGAGEMENT
Toyota	10 ▲1	44,43K ▲0,17%	0,15% ▲5,75%	3,06M ▲19,66%	3,55M ▲23,1%	7,52% ▲11,08%	267,15K ▲36,66%
BMW	10 ▼-1	31,42K ▲0,06%	0,05% ▲19,59%	1,24M ▲26,32%	1,3M ▲16,05%	1,73% ▼-21,36%	22,4K ▼-8,99%

Your customized formulas will apply to your dashboard on an organization level. When viewing the dashboard, Non-Admin users in your organization will see the notice at the top of the dashboard section informing them that the engagement formulas have been customized, but they will not be able to edit the formulas.


BRANDS 2/43

f

i

X

y

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i

Engagement formulas have been customized



X (Twitter) engagement = 2× Replies + 3× Reposts + 1× Likes

Facebook engagement = 1× Shares + 2× Comments + 1× Reactions

Instagram engagement = 2× Comments + 1× Likes

Brand overview

TOTALAVERAGE PER POSTi

BRAND	NEW POSTS ↑	NEW FANS	FAN GROWTH	TOTAL REACH	TOTAL IMPRESSIONS	ENGAGEMENT RATE	TOTAL ENGAGEMENT
 BMW	34 ▲ 1	31,42K ▲ 0,06%	0,05% ▲ 19,59%	20,03M ▲ 13,12%	23,18M ▲ 11,86%	9,51% ▲ 2,7%	2,2M ▲ 14,84%
 Toyota	10 ▲ 1	44,43K ▲ 0,17%	0,15% ▲ 5,75%	3,07M ▲ 19,98%	3,56M ▲ 23,41%	7,51% ▲ 10,93%	267,84K ▲ 36,96%

If a user filters the networks in the dashboard, the customized engagement formula will only display for that network.


BRANDS 2/43

f

i

X

y

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i

Engagement formulas have been customized

Instagram engagement = 2× Comments + 1× Likes

Brand overview

TOTALAVERAGE PER POSTi

BRAND	NEW POSTS ↑	NEW FANS	FAN GROWTH	TOTAL REACH	TOTAL IMPRESSIONS	ENGAGEMENT RATE	TOTAL ENGAGEMENT
 BMW	24 ▲ 1	32,86K ▲ 0,09%	0,08% ▲ 21,08%	18,78M ▲ 10,69%	21,87M ▲ 10,18%	9,97% ▲ 4,18%	2,18M ▲ 14,78%
 Toyota	7 0	47,22K ▲ 0,64%	0,56% ▲ 6,02%	2,44M ▲ 21,18%	2,93M ▲ 25,28%	8,71% ▲ 11,52%	254,85K ▲ 39,74%