

Viewing Paid Instagram Data in Measure

Because all advertising on Meta Platforms (Instagram, WhatsApp, Messenger, etc.) runs through Facebook, sometimes your Instagram channel's paid data is also reported under the linked Facebook channel. This means that, depending on the circumstances, you can use either the Instagram channel or the Facebook channel to view your paid Instagram performance in Measure.

In this article, we will review each of these circumstances, as well as some best practices for building your own dashboard optimized for Instagram ads.

Note:

Viewing paid Instagram data in Measure always requires a [connected Facebook ad account](#).

Tracking paid Instagram data through Instagram vs. through Facebook

Although you can use either Facebook or Instagram to track paid Instagram data in Measure, the two networks' capabilities are not the same:

	Paid Instagram channel data	Paid Instagram content data
Instagram	✓	✓
Facebook	X	✓*

*Facebook will only show paid Instagram content data if the following conditions are met:

- The Facebook channel's [ad account](#) has been connected to Social Media Management
- The ad has at least one Facebook placement

The benefit of tracking your paid Instagram data via the Facebook channel is that Facebook offers a wide selection of advanced [Ads Manager metrics](#). For example, you can use Facebook to view your promoted Instagram posts' **Cost per click (CPC)** or **Add to cart** data.

However, if you are unable or unwilling to connect your Facebook ad account, you can still view a more limited selection of paid Instagram data via the Instagram channel itself. You also must use the Instagram channel to view paid Instagram channel data.

Tracking paid Instagram data through Instagram

Instagram channel data, paid or otherwise, is only available through the Instagram channel itself. You can also use the Instagram channel to view paid and organic Instagram content data.

Tracking paid Instagram channel data through Instagram

To view your paid Instagram channel data in Measure, add the Instagram channel to a new or existing dashboard, then add one or more of the following channel widgets:

- Key metrics
- Network comparison
- Channel comparison
- Time series

Then, when creating your widget(s), add one or more of the following paid [Instagram channel metrics](#):

- Paid comments
- Paid engagement rate (reach)
- Paid engagements
- Paid likes
- Paid reach (daily)
- Paid saves
- Paid shares

Select channel metrics for Key metrics widget

paid

Engagements

Distribution

Engagements

Distribution

☐ Paid likes

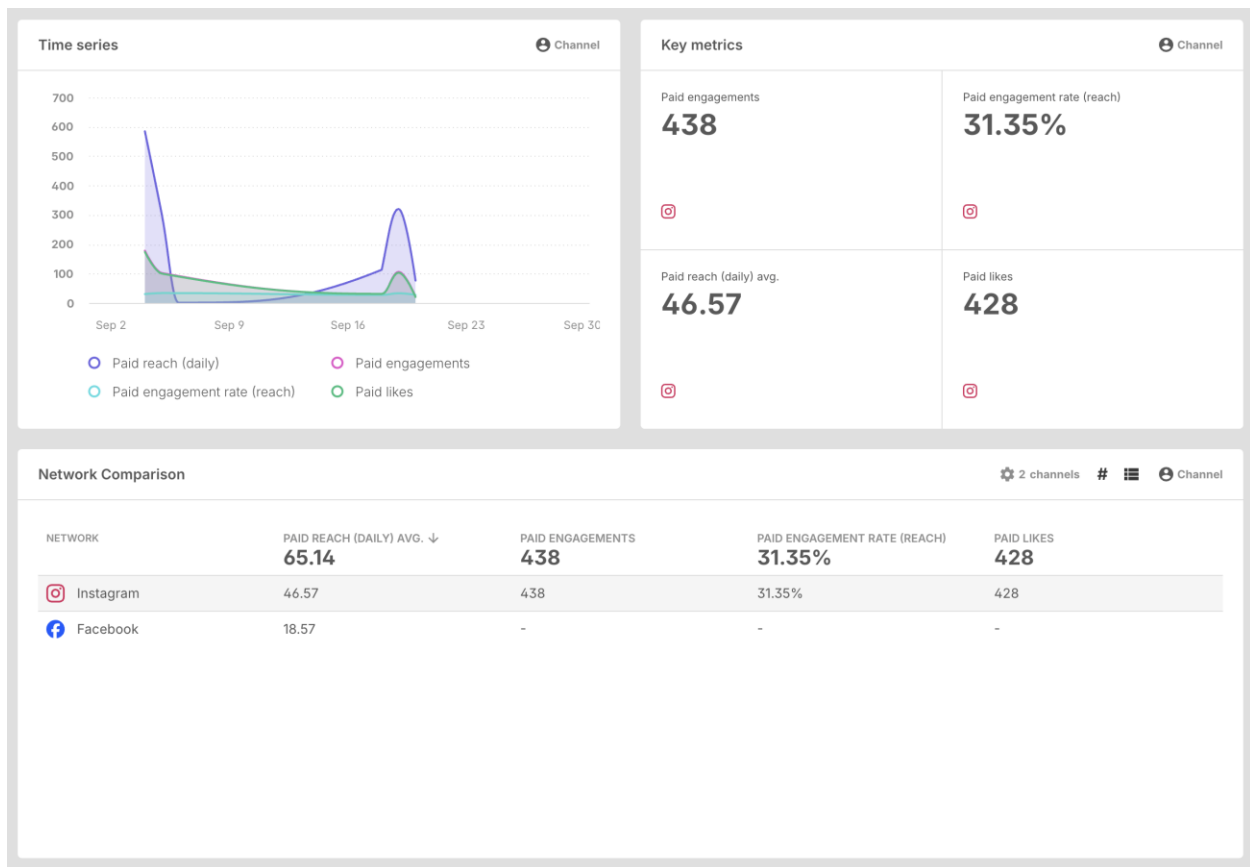
☐ Paid comments

☐ Paid shares

☐ Paid saves☐ Paid engagements☐ Paid engagement rate (reach)

☐ Paid reach (daily)

When you're done, your widget(s) will show your paid Instagram channel data:



Network Comparison








2 channels # Channel

NETWORK	PAID REACH (DAILY) AVG. ↓	PAID ENGAGEMENTS	PAID ENGAGEMENT RATE (REACH)	PAID LIKES
Instagram	46.57	438	31.35%	428
Facebook	18.57	-	-	-

Tracking paid Instagram content data through Instagram

Unlike other networks, Instagram does not categorize its content metrics as “paid” or “organic.” Instead, an Instagram content metric will always show paid data for promoted posts and organic data for non-promoted posts. For example, in the widget below, the 3 impressions for the first post are all organic, while the 600 impressions for the second post are all paid:

Content performance 0 Filters

DATE ↑	POSTS	REACTIONS	ENGAGEMENTS	REACH AVG.	IMPRESSIONS
	4	254	260	218	977
4 Sep 10:05 AM	  @ Nope Ropes nope ropes +1	1	1	3	3
4 Sep 10:30 AM	  @ Nope Ropes Promoted	146	149	529	600
4 Sep 10:43 AM	 White snake resting on a branch. @ Nope Ropes Promoted	7	7	30	33
4 Sep 2:19 PM	  @ Nope Ropes Promoted	100	103	310	341

To isolate your paid Instagram content data, add the Instagram channel to a new or existing Measure dashboard, then create one or more **Content performance** or **Label performance** widgets. You can select any of [Instagram's content metrics](#) when creating your widgets—the data will be paid because the posts are.

Selected metrics 5/6

Drag the metrics to reorder them.

⋮ Impressions	TOTAL ▾	×
⋮ Reach	AVERAGE ▾	×
⋮ Engagements	TOTAL ▾	×
⋮ Engagement rate (reach)	TOTAL ▾	×
⋮ Frequency	TOTAL ▾	×

Then, apply the **Promotion** filter to filter for promoted posts.





Update your filters

×

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 you're done, your widget(s) will show paid Instagram content data:

Paid Instagram content data from Instagram

🔼 1 Filters

⌵

ⓘ

DATE ↓	POSTS	IMPRESSIONS	REACH AVG.	ENGAGEMENTS	ENGAGEMENT RATE	
	5	1.56K	272.4	418	30.69%	
18 Sep 2:43 PM	 @ Nope Ropes Promoted 	585	492	158	32.11%	
5 Sep 8:23 AM	 Indian cobra snake @ Nope Ropes Promoted 	1	1	1	100%	1X  
4 Sep 2:19 PM	 🌿🌿🌿 @ Nope Ropes Promoted 	341	310	103	33.23%	1.1X  
4 Sep	 White snake resting on a branch.					<div>SHOW MORE</div>  

Widget filter

Data shown in this widget matches filter

🔊 Promoted posts

Tracking paid Instagram data through Facebook

Because it's not possible to view paid Instagram channel data using Facebook, the Facebook channel should only be used to report on paid Instagram content data. To do so, first, add the Facebook channel to a new or existing Measure dashboard, then create a **Content performance** or **Label performance** widget with one or more paid Facebook metrics:

Note:

Please note that you must use Facebook's [Ads manager metrics](#) specifically—if you see two metrics with the same name, please use the (Ads) version.

Select content metrics for Content performance widget - "Paid Instagram content data from Facebook"

PAID NON PAID Search for content metrics

Engagements

Distribution

Video views

Paid conversions

Cost

☐ Paid new messaging conversations ⓘ

Distribution

☐ Paid impressions ⓘ X

☒ Paid impressions (Ads) ⓘ X

☒ Paid reach ⓘ

Video views

☐ Paid video views ⓘ

☐ Paid video views (Ads) ⓘ X

☐ Paid video viewers ⓘ

☐ Paid video views (10s) ⓘ

☐ Paid video views (15s) ⓘ

☐ Paid video views (30s) ⓘ

☐ Paid video views (30s Ads) ⓘ

☐ Paid avg. video view time ⓘ

☐ Paid video views (complete) ⓘ

Selected metrics 4/6

Drag the metrics to reorder them.

☐ Paid impressions (Ads) TOTAL X

☐ Paid reach AVERAGE X

☐ Paid engagements TOTAL X

☐ CPM TOTAL X

CANCEL SAVE CHANGES




Next, to isolate your paid Instagram content data, apply the **Ad Meta Platform** and **Promotion** filters and select Instagram and Promoted posts, respectively. If desired, you can also use the **Visibility** filter to filter for timeline posts or dark posts:

Update your filters



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



Ad Meta Platform

Filter for paid ad platforms from any of the specified Meta ad platforms.

The paid metrics shown will also be limited to the selected Meta platforms. 

INSTAGRAM 

☐ Facebook 

 ☒ Instagram 

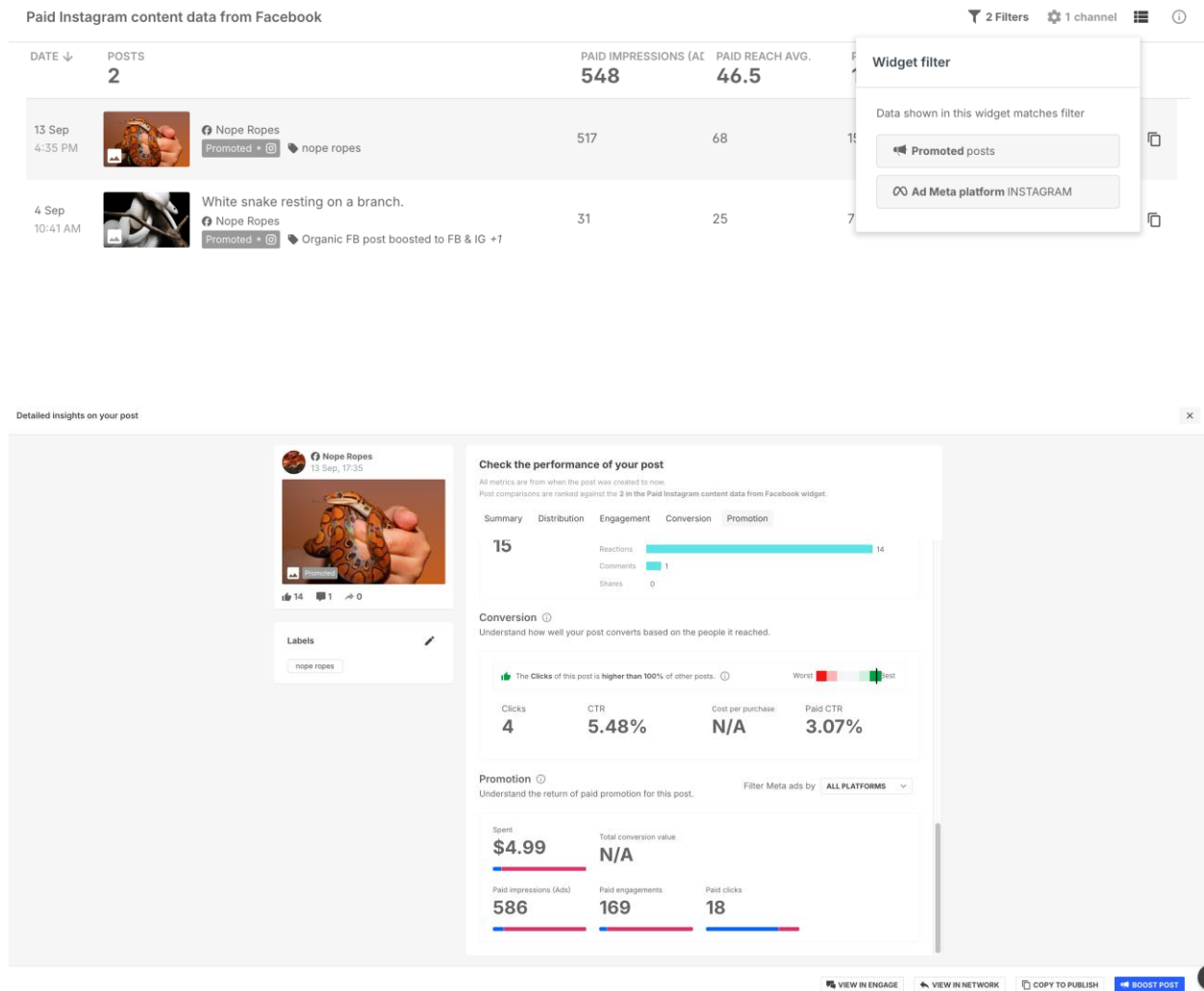
☐ Messenger 

☐ Audience network 

CANCEL

SAVE CHANGES

Now your widget only includes paid Instagram content data, and you can click on any post's insights to view more detailed information about its promotion:



FAQs

Why is most of my paid Instagram content data only available on the Facebook channel?

This is just a consequence of Instagram's one-way relationship with Facebook. The Facebook Page creates the ads and collects their data, and only some of that data is then passed back to Instagram.

Why does the same promoted post have different results depending on which network I'm using?

You may notice that Instagram's results for a promoted post trend higher than Facebook's results. This is because Facebook's results only include activity on the ad placements themselves, while Instagram's results may also include any viral activity (for example, when one person shares the promoted post to another).

