Paid Data Availability in Measure

Measure allows you to view paid performance data for Facebook, Instagram, LinkedIn, X (Twitter), TikTok, and YouTube. By adding paid metrics (*paid impressions, paid net new fans, etc.*) to your widgets, you can isolate the data from your promoted posts. You can also apply the Promoted filter to your content widgets to isolate the promoted posts themselves.

In this article, we'll explore the paid data availability for all networks in Measure, as well as how to view that paid data in your dashboards.

Do I need to connect an ad account to view my promoted posts or paid data in Measure?

Connecting your ad accounts to Social Media Management allows you publish promoted posts to those networks. However, Facebook is the only network that requires you to connect your ad account to access all its features in Measure.

Features in Measure that require a connected ad account

- Viewing paid Facebook content metrics from the <u>Facebook Ads Manager</u>
- Viewing promoted Instagram posts and their data

Features in Measure that do not require a connected ad account

- Viewing paid <u>Facebook channel metrics</u>
- Viewing paid Facebook content metrics from <u>Meta's Insights</u>
- Viewing promoted posts, paid channel data, or paid content data from any network outside of Meta Platforms

Note:

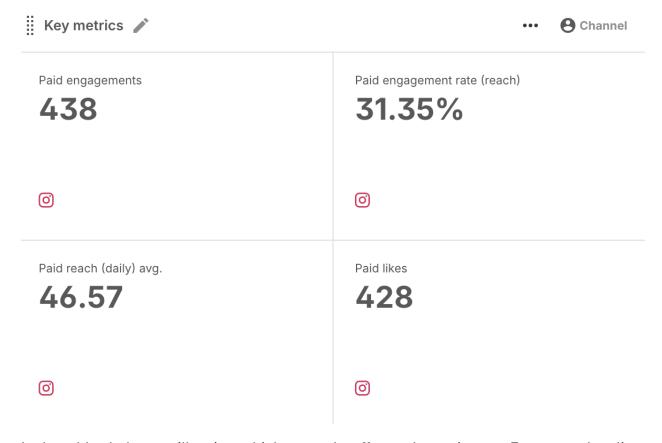
Only promoted posts from Facebook, Instagram, X (Twitter), TikTok, and YouTube will show a **Promoted** banner, but promoted posts from other networks will still be indexed. Ad account connection does not affect this feature either way.

Note:

Access to the Advertise module is not required to view promoted posts or paid data in Measure.

How do I view paid data in Measure?

In order to view paid data in Measure, you will need to select **paid metrics** (for example, *paid engagements, paid video views*, etc.). However, some networks offer more paid metrics than others, and some networks do not offer paid metrics at all. There are also **organic metrics** (organic data only) and **combined metrics** (organic data + paid data). Most networks offer some combination of the three.



In the tables below, we'll review which networks offer each metric type. For a complete list of which paid metrics specifically each network offers, please see our <u>Measure metrics</u> guides.

Which networks offer paid channel metrics?

	Organic metrics	Paid metrics	Combined metrics	Details
Facebook	✓	V	✓	Paid, organic, viral, and non-viral metrics are identification name (paid reach, viral impressions, etc.). All other Facebook channel metrics are combined.
Instagram	✓	✓	✓	Paid and organic metrics are identified by name (paid likes, organic comments, etc.). All other Instagram channel metrics are combined.
LinkedIn	~	✓	✓	All LinkedIn channel metrics are organic except for the following, which are combined: • Fans by function • Fans by seniority • Fans by association • Net new fans These are also available as paid or organic metrics the are identified by name (paid net new fans, organic fat function, etc.).
X (Twitter)	~	Х	Х	All X (Twitter) channel metrics are organic.
TikTok	Х	Х	✓	All TikTok channel metrics are combined.
YouTube	Х	Х	~	All YouTube channel metrics are combined.

Which networks offer paid content metrics?

	Organic metrics	Paid metrics	Combined metrics	Details
Facebook	~	~	~	Paid, organic, viral, and non-viral metrics are identified by name (paid reach, cost per click, viimpressions, etc.). All other Facebook content metrics are combined.

	Organic metrics	Paid metrics	Combined metrics	Details
				Promoted posts will show a Promoted banner. Note : Facebook's <u>Ads Manager metrics</u> require connected ad account. Meta's <u>Insights metrics</u> not.
Instagram	N/A	N/A	N/A	Organic Instagram posts always return organic of and promoted Instagram posts always return particle, regardless of the metric. Promoted posts will show a Promoted banner. Note : With a connected Facebook ad account, can view additional paid Instagram data via the linked Facebook channel.
LinkedIn	~	Х	X	All LinkedIn content metrics are organic. Promoted posts will not show a Promoted bann
X (Twitter)	~	✓	V	Paid and organic metrics are identified by name (organic link clicks, paid video views, etc.). All of (Twitter) content metrics are combined. Promoted posts will show a Promoted banner was 24 hours of the first paid impression.
TikTok	~	~	V	Paid and organic metrics are identified by name (organic link clicks, paid video views, etc.). All of TikTok content metrics are combined. Promoted posts will show a Promoted banner.
Pinterest	N/A	N/A	N/A	Organic pins always return organic data, and promoted pins always return paid data, regardle the metric.

-		Organic metrics	Paid metrics	Combined metrics	Details
					Promoted posts will not show a Promoted bann
	YouTube	>	>	~	Paid and organic metrics are identified by name (organic link clicks, paid video views, etc.). All of YouTube content metrics are combined. Promoted posts will show a Promoted banner.

How do I filter for paid or organic data only?

It is not possible to filter for paid or organic *data*, only to filter for paid or organic *metrics*. This is because combined metrics are whole values that cannot be broken down. The paid and organic values are only available separately if the social media network delivers the data to Measure separately, as two, unique metrics.

For this reason, there is no paid or organic data filter in Measure. However, you can still isolate your paid or organic data by:

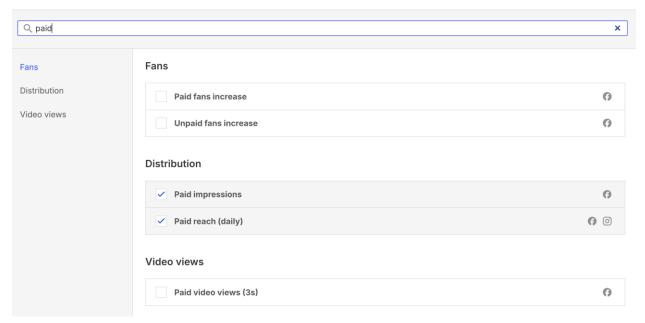
- 1. Creating a widget using only paid or organic metrics
- 2. (Content widgets only) Applying a filter for promoted or non-promoted posts

Selecting paid or organic metrics

If you're working with networks that offer separate paid and organic metrics, you can use those metrics to build paid-only or organic-only widgets.

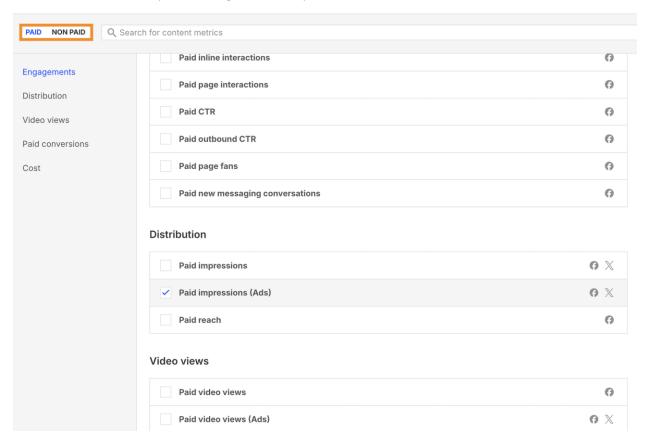
When <u>creating a channel widget</u>, simply type "paid" or "organic" in the search bar to filter your results:

Select channel metrics for Time series widget - "Paid impressions / reach"



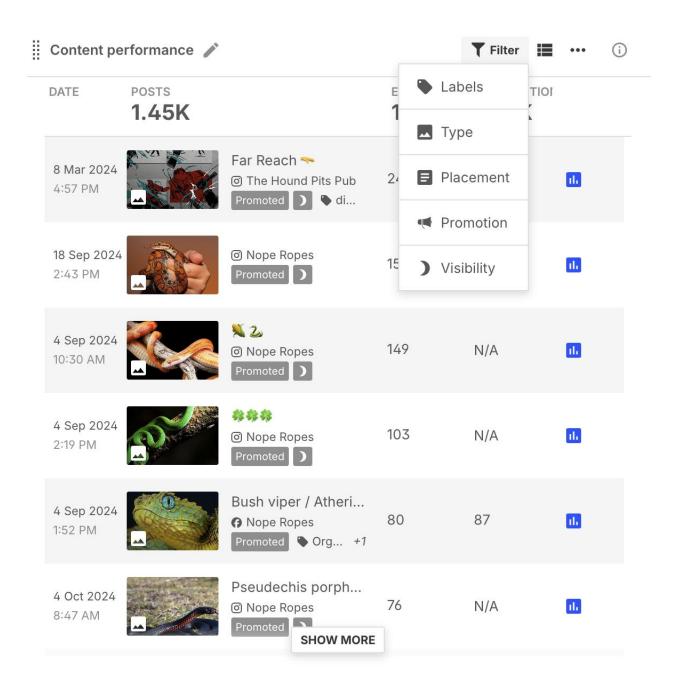
When <u>creating a content widget</u>, you can use the **Paid / Non Paid** toggle to filter metrics automatically. However, please note that the Non Paid list also includes all combined metrics:

Select content metrics for Content performance widget - "Paid content performance"



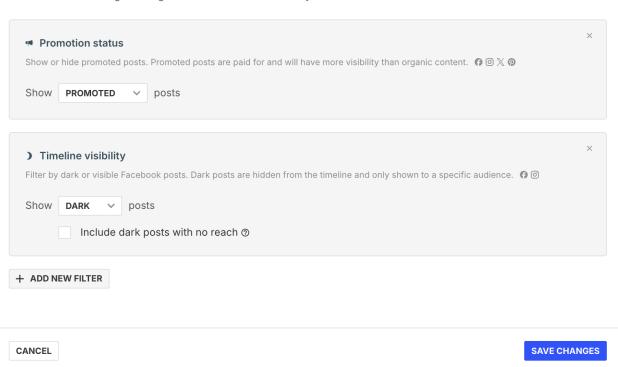
Filter for promoted or non-promoted posts

<u>Content widget filters</u> determine which posts are or aren't included in the widget. You can use the **Promotion filter** to build a widget that only includes promoted or non-promoted posts. The **Visibility filter** also allows you to filter for dark posts (promoted posts that do not appear on your channel) or timeline posts (promoted posts that appear on your channel).



Update your filters X

Get more relevant insights using these filters to narrow down your data.



When filtering for promoted posts, please bear in mind that:

- For now, Measure can only recognize promoted posts from Facebook, Instagram, X
 (Twitter), TikTok, and YouTube. Promoted posts from other networks will not be
 caught by the filter.
- For all networks except Instagram and Pinterest, it will still be necessary to use the
 correct metric type (paid metrics for promoted posts, organic metrics for nonpromoted posts). Filtering for promoted or non-promoted posts does not filter the
 data.

Tip:

Use the <u>Paid Performance dashboard template</u> to help you get started reporting on paid performance on Facebook and Instagram.