

Supported Post Types in Benchmark

This article describes the types of posts by network that are supported in Benchmark dashboards.

Facebook post types

Post type	Availability
Text	✓
Single image post/ad	✓
Multi-image post/ad	✗
Video post/ad	✓
GIF	✗
Link post	✓
Carousel post	✓
Carousel link/ad	✓
Album	✓
Dark post	✗
Polls	✓
Stories post/ad	✗
Advantage+ catalog ad	✗
Collection ad	✗

Post type	Availability
Reels	X
Facebook reviews	X

Instagram post types

Post type	Availability
Single image post	✓
Single video post	✓
Multi-image post	✓
Carousel post	✓ (scrolling not available)
Reel post	✓
Collaborator posts	✓ (will be indexed if the Creator account is tracked by Benchmark and created the post; will not be indexed from the collaborator account)
Story post	X
Live video	X
Guides	X
Shopping ad	X
Explore ad	X

Post type	Availability
Advantage+ catalog ad	X
Collection ad	X

X (Twitter) post types

Post type	Availability
Post (tweet)	✓
Single image post	✓
Single animated GIF post	X (post is shown; GIF is not supported)
Single video post	✓
Repost (retweet)	✓
Link post	✓
Public post	✓
Poll	✓
Dark post	X
Promoted post	X

YouTube post types

Post type	Availability
Video	✓
Shorts	✓