Benchmark Metrics by Network

Benchmark offers a variety of metrics to help you analyze both your brands and your competitors' brands on the channel level and content level. In this article, find all of the currently supported metrics for Benchmark, what insights they offer, and how they are calculated.

Note:

In Benchmark, metrics will be aggregated based on the channels added for the specific brand. Meaning, if a brand has both a Facebook and Instagram channel added, then the metrics will be calculated with the aggregate data from both channels.

Note:

At this time, Benchmark does not offer a breakdown of Paid vs. Organic metrics data. For Facebook and X (Twitter), Benchmark metrics are aggregated based on Organic, Timeline, and Promoted (boosted) post data. For Instagram, Benchmark metrics are aggregated based on Organic and Timeline post data. Timeline posts may be a mixed distribution of Organic and Promoted. Dark posts are currently not supported.

Facebook channel metrics

Metric	Description
Average engagement per post	Total engagement divided by the sum of all posts for the specified time period.
Average impressions	Total impressions divided by the sum of all posts for the specified time period.
Average reach	Total reach divided by the sum of all posts for the specified time period.
Comments	The total number of comments on all posts for the specified time period.
Engagement rate	Total engagement divided by total impressions.
Fans growth rate	The percentage difference by which a channel's total fans grew/shrunk in the current period compared to the previous period with the same

Metric	Description
	length. A negative value indicates the brand's channel had fewer total fans compared to the previous period.
Fans over time	The total number of fans on the channel for the specified time period.
Likes	The total number of likes on posts.
New fans	The total number of new fans on the channel for the specified time period.
New posts	The total number of new posts for the specified time period.
Shares	The total number of post shares for the specified time period.
Total engagement	The sum of Facebook reactions (including likes), shares, and comments made on the brand's posts for the specified time period.
Total engagement over time	The sum of Facebook reactions (including likes), shares, and comments made on the brand's posts over the specified time period.
Total impressions	*Available via Iris Content Insights. An estimated number of the total views of a piece of social media content.
Total reach	*Available via Iris Content Insights. An estimated number of unique people who viewed a piece of social media content, as reported by the network. Estimated based on the number of likes on the post, the number of followers on a channel, and the post type (image, video, or carousel).

Facebook content metrics

Metric	Description
Average engagement per post	Total engagement divided by the sum of all posts for the specified time period.
Average impressions	Total impressions divided by the sum of all posts for the specified time period.
Average response time	The total time it took for the brand to reply to user comments divided by the number of posts the brand responded to for the specified time period.
Average reach	Total reach divided by the sum of all posts for the specified time period.
Comments	The total number of comments on all posts for the specified time period.
Engagement rate	Total engagement divided by total impressions.
Likes	The total number of likes on posts for the specified time period.
Post format mix	The total number of posts created by the brand, broken down by post type (Carousel, Image, Link, Poll, Text, or Video).
Posts over time	A total number of posts made by the brand over a specified time period.
Reactions	The total number of reactions (e.g. Anger, Haha, Wow, Love, Like, Sorry) made on posts.
Response rate	The proportion of posts the brand replied to compared to the number of posts it did not respond to.
Sentiment	An analysis of the comments on posts to determine the overall sentiment of those posts — Positive, Neutral, or Negative — for the specified time period. For each post, we count how many comments fall into each sentiment category, and the most common sentiment

Metric	Description
	type determines the overall sentiment of the post. The widget then displays the number of posts categorized by sentiment type for the specified time period. Visit our article on Sentiment to learn more.
Shares	The total number of post shares for the specified time period.
Total engagement	The sum of Facebook reactions (including likes), shares, and comments made on the brand's posts for the specified time period. (View total engagement for individual posts via the Content Feed.)
Total engagement over time	The sum of Facebook reactions (including likes), shares, and comments made on the brand's posts over the specified time period. (View total engagement for individual posts via the Content Feed.)
Total impressions	*Available via Iris Content Insights. An estimated number of the total views of a piece of social media content.
Total reach	*Available via Iris Content Insights. An estimated number of unique people who viewed a piece of social media content, as reported by the network. Estimated based on the number of likes on the post, the number of followers on a channel, and the post type (image, video, or carousel).
Word cloud	A word cloud of keywords and the total number of posts in which they appear.

Instagram channel metrics

Metric	Description
Average engagement per post	Total engagement divided by the sum of all posts for the specified time period.

Metric	Description
Average impressions	Total impressions divided by the sum of all posts for the specified time period.
Average reach	Total reach divided by the sum of all posts for the specified time period.
Comments	The total number of comments on all posts for the specified time period.
New fans	The total number of new followers for the brand's channel for the specified time period.
New posts	The total number of new posts made by the brand's channel for the specified time period.
Fans growth rate	The percentage difference by which a channel's total followers grew/shrunk in the current period compared to the previous period with the same length. A negative value indicates the brand's channel had fewer total followers compared to the previous period.
Fans over time	The total number of fans on the channel for the specified time period.
Likes	The total number of likes on posts for the specified time period.
Total engagement	The sum of likes and comments made on all posts for the specified time period.
Total engagement over time	The sum of likes and comments made on all posts by the channel over a specified time period.

Metric	Description
Total impressions	*Available via Iris Content Insights. An estimated number of the total views of a piece of social media content.
Total reach	*Available via Iris Content Insights. An estimated number of unique people who viewed a piece of social media content, as reported by the network. Estimated based on the number of likes on the post, the number of followers on a channel, and the post type (image, video, or carousel).

Instagram content metrics

Metric	Description
Average engagement per post	Total engagement divided by the sum of all posts for the specified time period.
Average impressions	Total impressions divided by the sum of all posts for the specified time period.
Average reach	Total reach divided by the sum of all posts for the specified time period.
Comments	The total number of comments on all posts for the specified time period.
Engagement rate	Total engagement divided by total impressions.
Likes	The total number of likes on posts for the specified time period.
Post format mix	The total number of posts created by the brand, broken down by post type (Carousel, Image, Link, Poll, Text, or Video).
Posts over time	A total number of posts made by the brand over a specified time period.

Metric	Description
Total engagement	The sum of likes and comments made on all posts for the specified time period. (View total engagement for individual posts via the Content Feed.)
Total engagement over time	The sum of likes and comments made on all posts by the channel over the specified time period. (View total engagement for individual posts via the Content Feed.)
Total impressions	*Available via Iris Content Insights. An estimated number of the total views of a piece of social media content.
Total reach	*Available via Iris Content Insights. An estimated number of unique people who viewed a piece of social media content, as reported by the network. Estimated based on the number of likes on the post, the number of followers on a channel, and the post type (image, video, or carousel).
Word cloud	A word cloud of keywords and the total number of posts in which they appear.

X (Twitter) channel metrics

Metric	Description
Average engagement per post	Total engagement divided by the sum of all posts for the specified time period.
Average impressions	Total impressions divided by the sum of all posts for the specified time period.
Average reach	Total reach divided by the sum of all posts for the specified time period.

Metric	Description
Engagement rate	Total engagement divided by total impressions.
Fan growth rate	The percentage difference by which a channel's total followers grew/shrunk in the current period compared to the previous period with the same length. A negative value indicates the brand's channel had fewer total followers compared to the previous period.
Fans over time	The total number of followers on the channel for the specified time period.
Likes	The total number of likes on all posts for the specified time period.
New fans	The total number of new followers for the brand's channel for the specified time period.
New posts (tweets)	The total number of new posts made by the brand for the specified time period.
Quoted posts (quoted tweets)	The total number of quoted posts made by the brand for the specified time period.
Replies	The total number of replies on posts for the specified time period.
Reposts (retweets)	The total number of reposts made by the brand for the specified time period.
Total engagement	The sum of likes, replies, reposts (retweets), and quoted posts (quoted tweets), on all posts for the specified time period.
Total engagement over time	The sum of likes, replies, reposts (retweets), and quoted posts (quoted tweets), on all posts made by the brand's channel for the specified time period.
Total impressions	*Available via Iris Content Insights. An estimated number of the total views of a piece of social media content.

Metric	Description
Total reach	*Available via Iris Content Insights. An estimated number of unique people who viewed a piece of social media content, as reported by the network. Estimated based on the number of likes on the post, the number of followers on a channel, and the post type (image, video, or carousel).

X (Twitter) content metrics

Metric	Description
Average engagement per post	Total engagement divided by the sum of all posts for the specified time period.
Average impressions	Total impressions divided by the sum of all posts for the specified time period.
Average reach	Total reach divided by the sum of all posts for the specified time period.
Engagement rate	Total engagement divided by total impressions.
Likes	The total number of likes on posts for the specified time period.
Quoted posts (quoted tweets)	The total number of quoted posts made by the brand for the specified time period.
Post format mix	The total number of posts created by the brand, broken down by post type (Carousel, Image, Link, Poll, Text, or Video).
Posts over time	A total number of posts made by the brand over a specified time period.
Replies	The total number of replies on posts for the specified time period.
Reposts (retweets)	The total number of reposts made by the brand for the specified time period.

Metric	Description
Total engagement	The sum of likes, replies, reposts (retweets), and quoted posts (quoted tweets), on all posts for the specified time period. (View total engagement for individual posts via the Content Feed.)
Total engagement over time	The sum of likes, replies, reposts (retweets), and quoted posts (quoted tweets), on all posts made by the brand's channel over the specified time period. (View total engagement for individual posts via the Content Feed.)
Total impressions	*Available via Iris Content Insights. An estimated number of the total views of a piece of social media content.
Total reach	*Available via Iris Content Insights. An estimated number of unique people who viewed a piece of social media content, as reported by the network. Estimated based on the number of likes on the post, the number of followers on a channel, and the post type (image, video, or carousel).
Word cloud	A word cloud of keywords and the total number of posts in which they appear.

YouTube channel metrics

Metric	Description
Average engagement per video	Total engagement divided by the sum of all videos for the specified time period.
Channel views	The total number of views of the brand's YouTube channel.
Channel views over time	The number of times the channel has been viewed over the specified time period.

Metric	Description
Comments	The total number of comments on all videos for the specified time period.
Likes	The total number of likes on the channel's videos for the specified time period.
New subscribers	The channel's number of new subscribers for the specified time period.
Subscribers growth	The percentage difference by which a channel's subscribers grew/shrunk in the current period compared to the previous period with the same length. A negative value indicates the brand's channel had fewer subscribers compared to the previous period.
Subscribers over time	The total number of subscribers over a specified time period.
Total engagement	The sum of likes and comments on all posts (videos) for the specified time period.
Total engagement over time	The sum of likes and comments on all posts (videos) made by the brand for the specified time period.
Views	The total number of video views the brand had on their channel in the time period.

YouTube content metrics

Metric	Description
Average engagement per video	Total engagement divided by the sum of all videos for the specified time period.
Comments	The total number of comments on all videos for the specified time period.

Metric	Description
Likes	The total number of likes on the channel's videos for the specified time period.
Total engagement	The sum of likes and comments on all posts (videos) for the specified time period. (View total engagement for individual posts via the Content Feed.)
Total engagement over time	The sum of likes and comments on all posts (videos) made by the brand over the specified time period. (View total engagement for individual posts via the Content Feed.)
Videos over time	The total number of videos the brand has created for the specified time period.
Views	The total number of video views the brand had on their channel in the current period.
Views over time	The total number of video views the brand had on their channel over a specified time period.
Videos over time	The total number of videos the brand has created over a specified time period.
Word cloud for video tags	A word cloud of video tags and the total number of videos in which they appear.

Viewing metrics in dashboards

Once you have set up your Benchmark brands, metrics will be available to view visually via Benchmark's widgets. Check out our articles on the Brand Insights Dashboard and the Content Analysis Dashboard to learn more about each dashboard view and what widgets are available.