

Page Insights

Represents insights for Facebook Pages and Page posts. Refer to our [Pages API documentation](#).

On March 14, 2024, a [number of the Page Insights metrics](#) were deprecated for all API versions. The API returns an invalid metric error when calling any of these metrics. [Read our blog to learn more.](#)

Reading

Get [metrics](#) for Pages or Page posts.

New Page Experience

This endpoint is supported for [New Page Experience](#).

Limitations

- Page Insights data is only available on Pages with 100 or more likes.
- Most metrics will update once every 24 hours.
- Only the last two years of insights data is available.
- The values for [period](#) are calculated from the initial collection of the data point.
- "Period" in the tables below only refers to the time frame for which the metric can be accessed in an aggregated form.
- The value "lifetime" means the time period for which the insights data is available. By default, this time period is 2 years or shorter.
- Only 90 days of insights can be viewed at one time when using the [since](#) and [until](#) parameters.
- When using [since](#) and [until](#), the [since](#) date data will be included in the first [value](#) returned.

- Unique impression insights values are calculated independently.
 - Total page reach may not always be exactly equal to the sum of paid and non-paid unique values.
 - Total page reach may not always be exactly equal to the sum of `viral_unique` and `organic_unique`.
- When an organic post is boosted, metrics for paid post impressions will include both organic and paid reach.
- Demographic metrics, such as age, gender, and location, are only returned if there is data for 100 or more people.
- Breakdown metrics for Page post and Page view insights will only return non-zero values.
- Several video related metrics only return accurate values if the person requesting the metric is the Page video post creator.
- If you reshare a video post of another Page and retrieve its insights, the metrics return a value of 0. Metrics that return 0 for resharers are denoted with "Returns 0 for reshared videos" in their description.
- If you neglect to indicate a specific metric or metrics for the endpoint, you will receive an error response with code `3001`, with subcode `1504028` and an error message that states: "No metric was specified to be fetched. Please specify one or more metrics to be fetched and try again."
- Interactions on Reels are not included.

Requirements

Type	Description
Access Tokens	A Page access token requested by a person who can perform the ANALYZE task on the Page.
Features	Not applicable.
Permissions	<code>read_insights</code> , <code>pages_read_engagement</code>
Page Tasks	ANALYZE

Example

Single Metric Sample Request

```
GET v22.0/{object-id}/insights/{metric} HTTP/1.1
Host: graph.facebook.com
```

If you want to learn how to use the Graph API, read our [Using Graph API guide](#).

Multiple Metric Sample Request

NOTE: If your request times out or some metrics are not returned, try reducing the number of metrics in your API request.

```
GET v22.0/{object-id}/insights?metric={metric-1},{metric-2},{metric-3},... HTTP/
Host: graph.facebook.com
```

If you want to learn how to use the Graph API, read our [Using Graph API guide](#).

Metrics

Metric names indicate whether a metric is for a Page or a Page post.

Suffix	Description
<code>_unique</code>	Indicates that the metric shows the number of unique users who performed a specific action, for example <code>page_impressions_unique</code> . Metrics generated with the <code>_unique</code> suffix are approximate and may not be 100% accurate.
<code>_login</code>	Indicates whether a person was logged into Facebook, for example, <code>page_tab_views_login_top</code> .
<code>_logout</code>	Indicates whether a person is logged out of Facebook, for example <code>page_views_logout</code> .
<code>_source</code>	Indicates that the metric will be broken down into a list of referral sources, for example <code>page_fans_by_like_source</code> . External referrals are broken down by domain. Internal referrals are broken down by Facebook-specific features such as Profile , Search , Requests , Suggestions , Stream , etc. In these cases the <code>value</code> returned will

Suffix	Description
	be an object containing a series of key-value pairs where the key is the source name and the value is the metric for that source.
*	Indicates that a metric is refreshed several times during the day, for example <code>page_impressions_unique*</code> .

Page Content

Most of the metrics below can be retrieved using `post_activity_by_action_type`, `post_clicks_by_type`, and `page_consumptions_by_consumption_type`.

Metric Name	Description	Values for `period`
<code>page_tab_views_login_top_unique</code>	The number of users logged in to Facebook who saw tabs on your Page. (See possible types)	day, week
<code>page_tab_views_login_top</code>	The number of times users logged into Facebook saw tabs on your Page. (See possible types)	day, week
<code>page_tab_views_logout_top</code>	The number of times users not logged in to Facebook saw tabs on your Page. (See possible types)	day

Tab Types

Tab types for Page content metrics.

Name	Description
<code>allactivity</code>	Administrative tab

Name	Description
app	Custom created tab
info	About tab view
insights	Insights tab
likes	Likes tab
locations	Map tab
photos	Photos tab
photos_albums	Photos tab
photos_stream	Photos tab
profile	Pages timeline
profile_info	Info tab
profile_likes	Likes tab
profile_photos	Photos tab
timeline	Pages timeline
events	Events tab
videos	Videos tab

Name	Description
<div>wall</div>	Timeline

Page CTA Clicks

Metric Name	Description	Values for `period`
<div>page_total_actions</div>	The number of clicks on your Page's contact info and call-to-action button.	day, week, days_28

Page Engagement

The "like" reaction counts include both "like" and "care" reactions.

Metric Name	Description	Values for `period`
<div>page_post_engagements*</div>	The number of times people have engaged with your posts through reactions, comments, shares and more.	day, week, days_28
<div>page_fan_adds_by_paid_non_paid_unique</div>	The number of Accounts Center accounts that liked your Page for the first time, broken down based on whether the Page like was attributed to paid or organic content. This metric is estimated .	day
<div>page_lifetime_engaged_follower_unique*</div>	Someone who follows your Page and who has, in the past 14 days, watched one or more of your live or previously recorded videos for at least 1 minute and/or interacted with your video content	

Metric Name	Description	Values for `period`
<code>page_daily_follows*</code>	<p>at least once, via a comment, share, reaction or like.</p> <p>The number of times your Facebook Page or profile was followed in the selected time period.</p>	day
<code>page_daily_follows_unique*</code>	The number of Accounts Center accounts that followed your Page in the selected time period. This metric is estimated .	day, week, days_28
<code>page_daily_unfollows_unique*</code>	The number of Accounts Center accounts that unfollowed your Page in the selected time period. This metric is estimated .	day, week, days_28
<code>page_follows*</code>	The number of followers of your Facebook Page or profile. This is calculated as the number of follows minus the number of unfollows over the lifetime of your Facebook Page or profile.	day

Page Impressions

Metric Name	Description	Values for `period`
<code>page_impressions*</code>	The number of times any content from your Page or about your Page entered a person's screen. This includes posts, stories, ads, as well other content or information on your Page.	day, week, days_28

Metric Name	Description	Values for `period`
page_impressions_unique*	The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. This metric is estimated .	day, week, days_28
page_impressions_paid*	The number of times any post or story content from your Page or about your Page entered a person's screen through paid distribution such as an ad.	day, week, days_28
page_impressions_paid_unique*	The number of Accounts Center accounts that saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same Accounts Center accounts. This metric is estimated .	day, week, days_28
page_impressions_viral*	The number of times any content from your Page or about your Page entered a person's screen with social information attached. Social information displays when a person's friend interacted with your Page, post or story. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. This metric is in development .	day, week, days_28

Metric Name	Description	Values for `period`
page_impressions_viral_unique*	This metric counts reach from the organic or paid distribution of your Facebook Page and Page content when they were shown with social information attached. Social information is shown on Feed after someone interacts with your Page, post or story. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated and in development .	day, week, days_28
page_impressions_nonviral*	The number of times your Facebook Page and Page content was on screen, excluding when they were shown with social information attached. Social information is shown on Feed after someone interacts with your Page, post or story. This metric is in development .	day, week, days_28
page_impressions_nonviral_unique*	This metric counts reach from the organic or paid distribution of your Facebook Page and Page content, excluding when they were shown with social information attached. Social information is shown on Feed after someone interacts with your Page, post or story. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated and in development .	day, week, days_28

Metric Name	Description	Values for `period`
<code>page_posts_impressions*</code>	The number of times your Page's posts entered a person's screen. Posts include statuses, photos, links, videos and more.	day, week, days_28
<code>page_posts_impressions_unique*</code>	The number of people who had any of your Page's posts enter their screen. Posts include statuses, photos, links, videos and more.	day, week, days_28
<code>page_posts_impressions_page_id*</code>	The number of times your Facebook Page and Page content was on screen, attributed to your ads.	day, week, days_28
<code>page_posts_impressions_page_id_unique*</code>	The number of Accounts Center accounts that saw any posts from your Page at least once, attributed to your ads.	day, week, days_28
<code>page_posts_impressions_organic_unique*</code>	The number of people who had any of your Page's posts enter their screen through unpaid distribution.	day, week, days_28
<code>page_posts_served_impressions_organic_unique</code>	The number of people who were served your Page's posts in their Feed whether it entered their screen or not. Posts include statuses, photos, links, videos and more.	day, week, days_28
<code>page_posts_impressions_viral*</code>	The number of times your Page's posts entered a person's screen with social information attached. Social information displays when	day, week, days_28

Metric Name	Description	Values for `period`
<code>page_posts_impressions_viral_unique*</code>	<p>a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.</p> <p>The number of people who had any of your Page's posts enter their screen with social information attached. As a form of organic distribution, social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.</p>	day, week, days_28
<code>page_posts_impressions_nonviral*</code>	<p>The number of times your Page's posts entered a person's screen. This does not include content created about your Page with social information attached. Social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.</p>	day, week, days_28
<code>page_posts_impressions_nonviral_unique*</code>	<p>The number of people who had any posts by your Page enter their screen. This does not include content created about your Page with social information attached. As a form of organic distribution, social information</p>	day, week, days_28

Metric Name	Description	Values for `period`
	displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.	

Page Post Engagement

Metric Name	Description	Values for `period`
<code>post_clicks*</code>	The number of times people clicked on anywhere in your posts without generating a story.	lifetime
<code>post_clicks_by_type*</code>	The number of times people clicked on anywhere in your posts without generating a story, by consumption type.	lifetime

Negative Feedback Types

Negative feedback types for `page_negative_feedback_by_type` metrics.

Name	Description
<code>hide_clicks</code>	Hide this story
<code>hide_all_clicks</code>	Hide all posts from this page
<code>report_spam_clicks</code>	Report an object as a spam
<code>unlike_page_clicks</code>	Unlike a page

Page Post Impressions

Metric Name	Description	Values for `period`
<code>post_impressions*</code>	The number of times your Page's post entered a person's screen. Posts include statuses, photos, links, videos and more.	lifetime
<code>post_impressions_unique*</code>	The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more. This metric is estimated .	lifetime
<code>post_impressions_paid*</code>	The number of times your Page content was on screen, attributed to your ads.	lifetime
<code>post_impressions_paid_unique*</code>	The number of Accounts Center accounts that saw your post at least once, attributed to your ads. This metric is estimated .	lifetime
<code>post_impressions_fan*</code>	The number of times your Page content was on screen for accounts that followed or liked your Page.	lifetime
<code>post_impressions_fan_unique*</code>	The number of Accounts Center accounts that followed or liked your Page. This metric is estimated .	lifetime
<code>post_impressions_organic*</code>	The number of times your post was on screen through organic distribution.	lifetime

Metric Name	Description	Values for `period`
<code>post_impressions_organic_unique*</code>	This metric counts reach from the organic distribution of your Facebook content, including posts, stories and ads. Reach from shares is counted towards organic content only. This includes cases where your content is shared as a story or repost. This metric is estimated .	lifetime
<code>post_impressions_viral*</code>	The number of times your Page content was on screen with social information attached. Social information is shown on Feed after someone interacts with your Page, post or story. This metric is in development .	lifetime
<code>post_impressions_viral_unique*</code>	This metric counts reach when your Facebook content was shared as a repost or story. Reach from shares only counts towards organic distribution. This metric is estimated and in development .	lifetime
<code>post_impressions_nonviral*</code>	The number of times your Page content was on screen, excluding when your content was shown with social information attached. Social information is shown on Feed after someone interacts with your Page, post or story. This metric is in development .	lifetime
<code>post_impressions_nonviral_unique*</code>	This metric counts reach from the organic or paid distribution of your Page content, excluding when	lifetime

Metric Name	Description	Values for `period`
	<p>your content was shown with social information attached.</p> <p>Social information is shown on Feed after someone interacts with your Page, post or story. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated and in development.</p>	

Page Post Reactions

The "like" reaction counts include both "like" and "care" reactions.

Metric Name	Description	Values for `period`
<code>post_reactions_like_total</code>	Total "like" reactions of a post.	lifetime
<code>post_reactions_love_total</code>	Total "love" reactions of a post.	lifetime
<code>post_reactions_wow_total</code>	Total "wow" reactions of a post.	lifetime
<code>post_reactions_haha_total</code>	Total "haha" reactions of a post.	lifetime
<code>post_reactions_sorry_total</code>	Total "sad" reactions of a post.	lifetime
<code>post_reactions_anger_total</code>	Total "anger" reactions of a post.	lifetime
<code>post_reactions_by_type_total</code>	Total post reactions by type.	lifetime

Page Reactions

The "like" reaction counts include both "like" and "care" reactions.

Metric Name	Description	Values for `period`
<code>page_actions_post_reactions_like_total*</code>	Daily total post "like" reactions of a page.	day, week, days_28
<code>page_actions_post_reactions_love_total*</code>	Daily total post "love" reactions of a page.	day, week, days_28
<code>page_actions_post_reactions_wow_total*</code>	Daily total post "wow" reactions of a page.	day, week, days_28
<code>page_actions_post_reactions_haha_total*</code>	Daily total post "haha" reactions of a page.	day, week, days_28
<code>page_actions_post_reactions_sorry_total*</code>	Daily total post "sorry" reactions of a page.	day, week, days_28
<code>page_actions_post_reactions_anger_total*</code>	Daily total post "anger" reactions of a page.	day, week, days_28
<code>page_actions_post_reactions_total</code>	Daily total post reactions of a page by type.	day

Page User Demographics

Metric Name	Description	Values for `period`
<code>page_fans</code>	The total number of people who have liked your Page.	day
<code>page_fans_locale</code>	Aggregated language data about the people who like your Page based on the default language	day

Metric Name	Description	Values for `period`
<code>page_fans_city</code>	setting selected when accessing Facebook. Aggregated Facebook location data, sorted by city, about the people who like your Page.	day
<code>page_fans_country</code>	The number of people, aggregated per country, that like your Page. Only the 45 countries with the most people that like your Page are included.	day
<code>page_fan_adds</code>	The number of new people who have liked your Page.	day
<code>page_fan_adds_unique</code>	The number of Accounts Center accounts that liked your Page for the first time. This metric is estimated .	day, week, days_28
<code>page_fan_removes</code>	Unlikes of your Page.	day
<code>page_fan_removes_unique*</code>	Unlikes of your Page.	day, week, days_28

Page Like Sources

Source types for `page_fans_by_like_source` and `page_fans_by_like_source_unique` metrics.

Name	Description
<code>Ads</code>	Page likes that came from people who saw your Page or post in an ad.
<code>News Feed</code>	Page likes that came from people who saw content posted by your Page or about your Page in News Feed.

Name	Description
Page Suggestions	Page likes that came from people saw your Page in a list of suggested Pages.
Restored Likes from Reactivated Accounts	Page likes that came from people who reactivated their Facebook profile.
Search	Page likes that came from people who saw you Page or post in search.
Your Page	Page likes that came from people who visited your Page.

Page Video Views

Metric Name	Description	Values for `period`
page_video_views	The number of times your Page's videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28
page_video_views_by_uploaded_hosted*	Daily video views on a page-level broken down by all variants of page-uploaded and page-hosted variants.	day, week, days_28
page_video_views_paid	The number of times your Page's promoted videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. For each impression of a video, we'll count video views	day, week, days_28

Metric Name	Description	Values for `period`
<code>page_video_views_organic</code>	<p>separately and exclude any time spent replaying the video.</p> <p>The number of times your Page's videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds, by organic reach. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	day, week, days_28
<code>page_video_views_by_paid_non_paid*</code>	<p>The number of times your Page's videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds, broken down by total, paid, and non-paid. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	day, week, days_28
<code>page_video_views_autoplayed</code>	<p>The number of times your Page's videos automatically played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	day, week, days_28

Metric Name	Description	Values for `period`
<code>page_video_views_click_to_play</code>	The number of times your Page's videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds, after people clicked play. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28
<code>page_video_views_unique</code>	The number of people who viewed your Page's videos for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28
<code>page_video_repeat_views</code>	The number of times your Page's videos were replayed for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds.	day, week, days_28
<code>page_video_complete_views_30s</code>	The number of times your Page's videos played for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28
<code>page_video_complete_views_30s_paid</code>	The number of times your Page's promoted videos played for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds. For each	day, week, days_28

Metric Name	Description	Values for `period`
<code>page_video_complete_views_30s_organic</code>	<p>impression of a video, we'll count video views separately and exclude any time spent replaying the video.</p> <p>The number of times your Page's videos played for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds, by organic reach. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	day, week, days_28
<code>page_video_complete_views_30s_autoplayed</code>	<p>The number of times your Page's automatically played videos played for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	day, week, days_28
<code>page_video_complete_views_30s_click_to_play</code>	<p>The number of times your Page's videos played for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds, after people clicked play. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	day, week, days_28

Metric Name	Description	Values for `period`
<code>page_video_complete_views_30s_unique</code>	The number of people who viewed your Page's videos for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28
<code>page_video_complete_views_30s_repeat_views</code>	The number of times your Page's videos replayed for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds.	day, week, days_28
<code>post_video_complete_views_30s_autoplayed</code>	The number of times your videos automatically played for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video. Returns 0 for reshared videos.	lifetime
<code>post_video_complete_views_30s_clicked_to_play</code>	The number of times your videos played for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds, after people clicked play. During a single instance of a video playing, we'll exclude any time spent replaying the video. Returns 0 for reshared videos.	lifetime
<code>post_video_complete_views_30s_organic</code>	The number of times your videos played for at least 30 seconds, or for nearly their total length if	lifetime

Metric Name	Description	Values for `period`
	they're shorter than 30 seconds, by organic reach. During a single instance of a video playing, we'll exclude any time spent replaying the video. Returns 0 for reshared videos.	
<code>post_video_complete_views_30s_paid</code>	The number of times your promoted videos played for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video. Returns 0 for reshared videos.	lifetime
<code>post_video_complete_views_30s_unique</code>	The number of people who viewed your videos for at least 30 seconds, or for nearly their total length if they're shorter than 30 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	lifetime
<code>page_video_views_10s</code>	Deprecated above Graph API v18: The number of times your Page's videos played for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28
<code>page_video_views_10s_paid</code>	Deprecated above Graph API v18: The number of times your Page's promoted videos played	day, week, days_28

Metric Name	Description	Values for `period`
	for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video.	
<code>page_video_views_10s_organic</code>	Deprecated above Graph API v18: The number of times your Page's videos played for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds, by organic reach. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28
<code>page_video_views_10s_automatically_played</code>	Deprecated above Graph API v18: The number of times your Page's videos automatically played for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28
<code>page_video_views_10s_clicked_to_play</code>	Deprecated above Graph API v18: The number of times your Page's videos played for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds, after people clicked play. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28

Metric Name	Description	Values for `period`
<code>page_video_views_10s_unique</code>	Deprecated above Graph API v18: The number of people who viewed your Page's videos for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, week, days_28
<code>page_video_views_10s_repeated</code>	Deprecated above Graph API v18: The number of times your Page's videos replayed for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds.	day, week, days_28
<code>page_video_view_time</code>	The total time, in milliseconds, people viewed your Page's video.	day
<code>page_uploaded_3s_to_15s_views_rate*</code>	3s to 15s Views Rate. Measured across all uploaded video assets. This includes any activity on posts/crossposts or their shares.	
<code>page_uploaded_views_15s_count*</code>	Total number of video views for those who watched at least 15 seconds of your Page's video.	

Metric Name	Description	Values for `period`
<code>page_uploaded_views_60s_excludes_shorter_unique_count_by_is_60s_returning_viewer*</code>	Daily video 60-second unique views on a page for uploaded videos by 60-second returning viewers. This metric counts only for videos that are 60 seconds or longer. 60-second returning viewers are the users who had 60-second view last week and a 60-second view this week.	

Page Views

Metric Name	Description	Values for `period`
<code>page_views_total*</code>	The number of times a Page's profile has been viewed by logged in and logged out people.	day, week, days_28

Page Video Posts

Metric Name	Description	Values for `period`
<code>post_video_avg_time_watched</code>	The average time, in milliseconds, people viewed your videos. Only available for videos created after August 25th 2016. Returns 0 for reshared videos.	lifetime

Metric Name	Description	Values for `period`
<code>post_video_complete_views_organic</code>	The number of times your videos played from the beginning to 97%, or more, of its length, by organic reach. During a single instance of a video playing, we'll exclude any time spent replaying the video. Returns 0 for reshared videos.	lifetime
<code>post_video_complete_views_organic_unique</code>	The number of people who viewed your videos from the beginning to 97%, or more, of its length, by organic reach. During a single instance of a video playing, we'll exclude any time spent replaying the video. Returns 0 for reshared videos.	lifetime
<code>post_video_complete_views_paid</code>	The number of times your promoted videos played from the beginning to 97%, or more, of its length. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video. Returns 0 for reshared videos.	lifetime
<code>post_video_complete_views_paid_unique</code>	The number of people who viewed your promoted videos from the beginning to 97%, or more, of its length. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video.	lifetime
<code>post_video_retention_graph*</code>	The number of times your videos played at each interval as a	lifetime

Metric Name	Description	Values for `period`
	percentage of all views. Videos are divided into 40 equal intervals. This metric does not count impressions while the video was live. Retention graphs may show more impressions later in the video than at the beginning. People might start the video in the middle, skip ahead, save, and rewatch it from that point, or other similar behaviors.	
post_video_retention_graph_clicked_to_play	The number of times your videos played at each interval as a percentage of all views, after people clicked play. Videos are divided into 40 equal intervals. This metric does not count impressions while the video was live. Retention graphs may show more impressions later in the video than at the beginning. People might start the video in the middle, skip ahead, save, and rewatch it from that point, or other similar behaviors.	lifetime

Metric Name	Description	Values for `period`
<code>post_video_retention_graph_autoplayed</code>	The number of times your videos automatically played at each interval as a percentage of all automatic views. Videos are divided into 40 equal intervals. This metric does not count impressions while the video was live. Retention graphs may show more impressions later in the video than at the beginning. People might start the video in the middle, skip ahead, save, and rewatch it from that point, or other similar behaviors.	lifetime
<code>post_video_views_organic</code>	The number of times your videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds, by organic reach. During a single instance of a video playing, we'll exclude any time spent replaying the video.	lifetime, day
<code>post_video_views_organic_unique</code>	The number of people who viewed your videos for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds, by organic reach. During a single instance of a video playing, we'll exclude any time spent replaying the video.	lifetime
<code>post_video_views_paid</code>	The number of times your promoted videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. For each impression of a video, we'll count video views	lifetime, day

Metric Name	Description	Values for `period`
<code>post_video_views_paid_unique</code>	<p>separately and exclude any time spent replaying the video.</p> <p>The number of people who viewed your promoted videos for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video.</p>	lifetime
<code>post_video_length</code>	The length, in milliseconds, of a video post.	lifetime
<code>post_video_views</code>	<p>The number of times your videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video. This includes live views.</p>	lifetime, day
<code>post_video_views_unique</code>	The number of people who viewed your videos for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	day, lifetime
<code>post_video_views_autoplayed</code>	The number of times your videos automatically played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. During a single instance	lifetime

Metric Name	Description	Values for `period`
<code>post_video_views_clicked_to_play</code>	<p>of a video playing, we'll exclude any time spent replaying the video.</p> <p>The number of times your videos played for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds, after people clicked play. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	lifetime
<code>post_video_views_15s*</code>	<p>The number of times your videos played for at least 15 seconds, or for nearly their total length if they're shorter than 15 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	lifetime
<code>post_video_views_60s_excludes_shorter*</code>	<p>The number of times your videos played for at least 60 seconds. This metric is counted only for videos that are 60 seconds or longer. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	lifetime, day
<code>post_video_views_10s</code>	<p>Deprecated above Graph API v18: The number of times your videos played for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	lifetime, day

Metric Name	Description	Values for `period`
<code>post_video_views_10s_unique</code>	Deprecated above Graph API v18: The number of people who viewed your videos for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video.	lifetime
<code>post_video_views_10s_autoplayed</code>	Deprecated above Graph API v18: The number of times your videos played automatically for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	lifetime
<code>post_video_views_10s_clicked_to_play</code>	Deprecated above Graph API v18: The number of times your videos played for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds, after people clicked play. During a single instance of a video playing, we'll exclude any time spent replaying the video.	lifetime

Metric Name	Description	Values for `period`
<code>post_video_views_10s_organic</code>	<p>Deprecated above Graph API v18: The number of times your videos played for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds, by organic reach. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	lifetime
<code>post_video_views_10s_paid</code>	<p>Deprecated above Graph API v18: The number of times your promoted videos played for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video.</p>	lifetime, day
<code>post_video_views_10s_sound_on</code>	<p>Deprecated above Graph API v18: The number of times your videos played with sound on for at least 10 seconds, or for nearly their total length if they're shorter than 10 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.</p>	lifetime

Metric Name	Description	Values for `period`
<code>post_video_views_sound_on</code>	The number of times your videos played with sound on for at least 3 seconds, or for nearly their total length if they're shorter than 3 seconds. During a single instance of a video playing, we'll exclude any time spent replaying the video.	lifetime
<code>post_video_view_time</code>	The total time, in milliseconds, your videos played, including videos played for less than 3 seconds and replays. Returns 0 for reshared videos.	lifetime, day
<code>post_video_view_time_organic</code>	The total time, in milliseconds, your videos played by organic reach. Returns 0 for reshared videos.	lifetime, day
<code>post_video_view_time_by_age_bucket_and_gender</code>	The total time, in milliseconds, your videos played for your Top Audiences, age and gender.	lifetime
<code>post_video_view_time_by_region_id</code>	The total time, in milliseconds, your videos played for your Top 45 Locations, Region - Country.	lifetime, day
<code>post_video_views_by_distribution_type</code>	The number of times your videos played by distribution type; page_owned and shared.	lifetime
<code>post_video_view_time_by_distribution_type</code>	The total time, in milliseconds, your videos played by distribution type; page_owned and shared.	lifetime

Metric Name	Description	Values for `period`
<code>post_video_view_time_by_country_id</code>	The total number of minutes your videos played for your Top 45 Locations; Country.	lifetime
<code>post_video_views_live*</code>	Lifetime number of people who viewed your video for more than 3 seconds when it was streamed live.	lifetime
<code>post_video_social_actions_count_unique*</code>	The unique count of the social actions (reactions, comments, shares) on a video post.	lifetime, day
<code>post_video_live_current_viewers*</code>	The number of viewers currently watching a live video. This metric is only returned for live posts. Returns 0 for was live posts.	
<code>post_video_15s_to_60s_excludes_shorter_views_rate*</code>	15s to 60s Views Rate for a video. This 60s metric is counted only for videos that are 60 seconds or longer.	
<code>post_video_views_by_live_status*</code>	Lifetime 3S Video Views broken down by live status: live or VOD	

Stories

Page and Post Stories and "People talking about this".

Metric Name	Description	Values for `period`
<code>post_activity_by_action_type*</code>	The number of stories created about your Page post, by action type.	lifetime
<code>post_activity_by_action_type_unique*</code>	The number of people who created a story about your Page post, by action type.	lifetime

Page Story Types

Name	Description
<code>checkin</code>	Page checkins
<code>coupon</code>	Offer claims
<code>event</code>	RSVPing to event
<code>fan</code>	Page likes
<code>mention</code>	Page mentions
<code>page post</code>	Posts by a Page
<code>question</code>	Question answers
<code>user post</code>	Posts by people on a Page
<code>other</code>	Other types

Video Ad Breaks

Metric Name	Description	Values for period
<code>page_daily_video_ad_break_ad_impressions_by_crosspost_status</code>	The total number of times an ad was shown during ad breaks in crossposted videos.	day
<code>page_daily_video_ad_break_cpm_by_crosspost_status</code>	The average amount paid by advertisers for 1,000 of impressions of their ads in a crossposted videos. This is a gross number and includes the amount paid to Facebook.	day
<code>page_daily_video_ad_break_earnings_by_crosspost_status</code>	An estimate of the amount you earned from ad breaks in a crossposted videos, based on the number of impressions and CPM of ads shown. Actual payments may differ if there are content ownership claims or other adjustments.	day
<code>post_video_ad_break_ad_impressions</code>	The total number of times an ad was shown during ad breaks in your videos.	day, lifetime
<code>post_video_ad_break_earnings</code>	An estimate of the amount you earned from ad breaks in your videos, based on the number of impressions and CPM of ads shown. Actual payments may differ if there are content ownership claims or other adjustments.	day, lifetime
<code>post_video_ad_break_ad_cpm</code>	The average amount paid by advertisers for 1,000 impressions of their ads in your videos. This number also includes the amount paid to Facebook.	day, lifetime
<code>creator_monetization_qualified_views</code>	The number of views of your videos that will receive a payout. To qualify for	day,lifetime

Metric Name	Description	Values for period
	payout, your Page or profile must generate ad revenue in the current earning period. You must also be following the Partner Monetization Policies and Content Monetization Policies. There are additional factors which may disqualify a view for payout.	

Content Monetization

Metric Name	Description	Values for period	Values for breakdown
<code>content_monetization_earnings</code>	<p>The amount of money you may have earned from content monetization. The final amount may differ, depending on content reviews, reporting data and copyright claims. Approximate earnings are based on the following and solely determined by Meta:</p> <ul style="list-style-type: none"> • Qualified views for eligible public videos. • Total plays for eligible public reels. • Reach, comments, reactions and shares for all of your other eligible public 	<p>page: day, week, days_28</p> <p>post: lifetime, day</p>	<p>page: earning_source</p> <p>post: N/A</p>

Metric Name	Description	Values for period	Values for breakdown
	<p>posts excluding Stories.</p> <p>This metric is in development.</p>		

Monetization Approximate Earnings

Metric Name	Description	Values for period	Values for breakdown
monetization_approximate_earnings	<p>Your approximate earnings</p> <p>from these revenue sources</p> <p>except bonuses. Your actual payout may be higher or lower due to pending reviews, content ownership claims or other adjustments</p>	<p>page: day, week, days_28, month</p> <p>post: day,lifetime</p>	monetization_tool

Parameters

Parameter	Description
<p>breakdown</p> <p>list<A valid breakdown for an insights endpoint></p>	<p>breakdown for marketing messages metrics. This is currently in development.</p>
<p>date_preset</p> <p>enum{today, yesterday, this_month, last_month, this_quarter, maximum, data_maximum, last_3d, last_7d, last_14d, last_28d, last_30d, last_90d, last_week_mon_sun, last_week_sun_sat,</p>	<p>Preset a date range, like lastweek, yesterday. If since or until presents, it does not work.</p>

Parameter	Description
last_quarter, last_year, this_week_mon_today, this_week_sun_today, this_year}	
metric list<A valid metric for an insights endpoint>	The list of metrics that needs to be fetched
period enum {day, week, days_28, month, lifetime, total_over_range}	The aggregation period
show_description_from_api_doc boolean	Default value: false If set to true, then an additional description of the metric, retrieved from the API doc(https://developers.facebook.com/docs/graph-api/reference/insights) will be included in the returned data
since datetime	Lower bound of the time range to consider
until datetime	Upper bound of the time range to consider

Fields

Reading from this edge will return a JSON formatted result:

```
{
  "data": [],
  "paging": {}
}
```

data

A list of [InsightsResult](#) nodes.

paging

For more details about pagination, see the [Graph API guide](#).

Error Codes

Error	Description
100	Invalid parameter
190	Invalid OAuth 2.0 Access Token
200	Permissions error
80001	There have been too many calls to this Page account. Wait a bit and try again. For more info, please refer to https://developers.facebook.com/docs/graph-api/overview/rate-limiting .
3001	Invalid query
104	Incorrect signature

Creating

You can't perform this operation on this endpoint.

Updating

You can't perform this operation on this endpoint.

Deleting

You can't perform this operation on this endpoint.

See Also

- View all your insights in the [Insights Dashboard](#).

- Visit the [Insights Results Reference Guide](#) for more information.

Graph API

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