Docs › **Facebook Pages API** › **Insights**

On This Page ▼

Get Page Insights

This guide explains how to get metrics for your Facebook Pages. Get the total number of people who liked your Page or the number of people who shared stories about your Page.

> ℹ️ 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.

Limitations

- Metric data of public Pages is stored by Facebook for 2 years.
- Metric data of unpublished Pages is stored for only 5 days.
- When viewing daily metrics with `since` and `until`, the first `end_time` value will be the date specified by `since` plus 1 so that it includes the `since` date data. For example, if you set `since` to January 1, 2018, the `end_time` will be January 2, 2018 at 8:00 GMT.

Before You Start

- `pages_read_engagement` permission
- `read_insights` permission
- A Page Access Token - The person requesting the token must be able to perform the analyze task on the Page.

Get a Single Metric

Send a `GET` request to the `/{page-id}/insights/{metric-name}` endpoint:

```
curl -i -X GET "https://graph.facebook.com/{page-id}/insights/page_impressions_unique
   ?access_token={page-access-token}"
```

On success your app receives the following response:

```
{
  "data": [
    {
      "name": "page_impressions_unique",
      "period": "day",
      "values": [
        {
          "value": 66226,
          "end_time": "2020-03-10T07:00:00+0000"
        },
        {
          "value": 78037,
          "end_time": "2020-03-11T07:00:00+0000"
        }
      ],
      "title": "Daily Total Reach",
      "description": "Daily: The number of people who had any content from your Page or about your Page enter their screen
      "id": "{page-id}/insights/page_impressions_unique/day"
    },
    {
      "name": "page_impressions_unique",
      "period": "week",
      "values": [
```

```json
        {
          "value": 202229,
          "end_time": "2020-03-10T07:00:00+0000"
        },
        {
          "value": 206982,
          "end_time": "2020-03-11T07:00:00+0000"
        }
      ],
      "title": "Weekly Total Reach",
      "description": "Weekly: The number of people who had any content from your Page or about your Page enter their scree
      "id": "{page-id}/insights/page_impressions_unique/week"
    },
    {
      "name": "page_impressions_unique",
      "period": "days_28",
      "values": [
        {
          "value": 427380,
          "end_time": "2020-03-10T07:00:00+0000"
        },
        {
          "value": 432909,
          "end_time": "2020-03-11T07:00:00+0000"
        }
      ],
      "title": "28 Days Total Reach",
      "description": "28 Days: The number of people who had any content from your Page or about your Page enter their scre
      "id": "{page-id}/insights/page_impressions_unique/days_28"
    }
  ],
  "paging": {
    "previous": "https://graph.facebook.com/{page-id}/insights?access_token={page-access-token}&pretty=0&metric=page_impre
    "next": "https://graph.facebook.com/{page-id}/insights?access_token={page-access-token}&pretty=0&metric=page_impressio
```

```
        }
    }
```

Get Multiple Metrics

Send a `GET` request to the `/{page-id}/insights` endpoint with the `metric` field:

```
curl -i -X GET "https://graph.facebook.com/{page-id}/insights
    ?metric=page_impressions_unique,page_impressions_paid
    &access_token={page-access-token}"
```

On success, your app receives the following response:

```
{
  "data": [
    {
      "name": "page_impressions_unique",
      "period": "day",
      "values": [
        {
          "value": 60,
          "end_time": "2024-03-11T07:00:00+0000"
        },
        {
          "value": 50,
          "end_time": "2024-03-12T07:00:00+0000"
        }
      ],
      "title": "Daily Total Reach",
      "description": "Daily: The number of people who had any content from your Page or about your Page enter their screen
      "id": "PAGE_ID/insights/page_impressions_unique/day"
```

```json
    },
    {
      "name": "page_impressions_paid",
      "period": "day",
      "values": [
        {
          "value": 8,
          "end_time": "2024-03-11T07:00:00+0000"
        },
        {
          "value": 10,
          "end_time": "2024-03-12T07:00:00+0000"
        }
      ],
      "title": "Daily Paid Impressions",
      "description": "Daily: The number of times any post or story content from your Page or about your Page entered a per
      "id": "PAGE_ID/insights/page_impressions_paid/day"
    },
    {
      "name": "page_impressions_unique",
      "period": "week",
      "values": [
        {
          "value": 40,
          "end_time": "2024-03-11T07:00:00+0000"
        },
        {
          "value": 50,
          "end_time": "2024-03-12T07:00:00+0000"
        }
      ],
      "title": "Weekly Total Reach",
      "description": "Weekly: The number of people who had any content from your Page or about your Page enter their scree
      "id": "PAGE_ID/insights/page_impressions_unique/week"
    },
    {
      "name": "page_impressions_paid",
```

```json
      "period": "week",
      "values": [
        {
          "value": 50,
          "end_time": "2024-03-11T07:00:00+0000"
        },
        {
          "value": 106,
          "end_time": "2024-03-12T07:00:00+0000"
        }
      ],
      "title": "Weekly Paid Impressions",
      "description": "Weekly: The number of times any post or story content from your Page or about your Page entered a pe
      "id": "PAGE_ID/insights/page_impressions_paid/week"
    },
    {
      "name": "page_impressions_unique",
      "period": "days_28",
      "values": [
        {
          "value": 110,
          "end_time": "2024-03-11T07:00:00+0000"
        },
        {
          "value": 10,
          "end_time": "2024-03-12T07:00:00+0000"
        }
      ],
      "title": "28 Days Total Reach",
      "description": "28 Days: The number of people who had any content from your Page or about your Page enter their scre
      "id": "PAGE_ID/insights/page_impressions_unique/days_28"
    },
    {
      "name": "page_impressions_paid",
      "period": "days_28",
      "values": [
        {
```

```json
          "value": 120,
          "end_time": "2024-03-11T07:00:00+0000"
        },
        {
          "value": 20,
          "end_time": "2024-03-12T07:00:00+0000"
        }
      ],
      "title": "28 Days Paid Impressions",
      "description": "28 days: The number of times any post or story content from your Page or about your Page entered a p
      "id": "PAGE_ID/insights/page_impressions_paid/days_28"
    }
  ],
...
```

Get Metrics of a Page Post

Send a `GET` request to the `/{page-post-id}/insights` endpoint with the `metric` fields:

```
curl -i -X GET "https://graph.facebook.com{page-post-id}/insights
  ?metric=post_reactions_like_total,post_reactions_love_total,post_reactions_wow_total
  &access_token={page-access-token}"
```

On success, your app receives the following response:

```json
{
  "data": [
    {
      "name": "post_reactions_like_total",
      "period": "lifetime",
      "values": [
```

```json
            {
              "value": 226
            }
          ],
          "title": "Lifetime Total Like Reactions of a post.",
          "description": "Lifetime: Total like reactions of a post.",
          "id": "{page-post-id}/insights/post_reactions_like_total/lifetime"
        },
        {
          "name": "post_reactions_love_total",
          "period": "lifetime",
          "values": [
            {
              "value": 17
            }
          ],
          "title": "Lifetime Total Love Reactions of a post.",
          "description": "Lifetime: Total love reactions of a post.",
          "id": "{page-post-id}/insights/post_reactions_love_total/lifetime"
        },
        {
          "name": "post_reactions_wow_total",
          "period": "lifetime",
          "values": [
            {
              "value": 1
            }
          ],
          "title": "Lifetime Total wow Reactions of a post.",
          "description": "Lifetime: Total wow Reactions of a post.",
          "id": "{page-post-id}/insights/post_reactions_wow_total/lifetime"
        }
      ],
      "paging": {
        "previous": "https://graph.facebook.com/{page-post-id}/insights?access_token={page-access-token}b&pretty=0&metric=post
        "next": "https://graph.facebook.com/{page-post-id}/insights?access_token={page-access-token}&pretty=0&metric=post_reac
```

```
    }
  }
```

Get Video Ad Breaks Impressions

Additional Requirements

- The person requesting the Page access token must be able to access the monetization insights.

Send a `GET` request to the `/{page-id}` endpoint to get daily Video Ad Breaks impressions for a Page:

```
curl -i -X GET \
   "https://graph.facebook.com/{page-id}/insights
      ?metric=page_daily_video_ad_break_ad_impressions_by_crosspost_status
      &period=day
      &since=2017-12-10
      &until=2017-12-14"
```

On success, your app receives the following response:

```
{
  "data": [
    {
      "name": "page_daily_video_ad_breaks_ad_impressions_by_crosspost_status",
      "period": "day",
      "values": [
        {
          "value": {
            "crossposted": 27584,
            "owned": 692730
          },
```

```
        "end_time": "2017-12-11T08:00:00+0000"
      },
      {
        "value": {
          "owned": 757456,
          "crossposted": 20593
        },
        "end_time": "2017-12-12T08:00:00+0000"
      },
      {
        "value": {
          "owned": 690092,
          "crossposted": 15372
        },
        "end_time": "2017-12-13T08:00:00+0000"
      }
    ],
    "title": "Daily page level videos ad impression",
    "description": "Number of times an ad was shown during ad breaks in your Page's videos, by distribution type (page
    "id": "{page-id}/insights/page_daily_video_ad_break_ad_impressions_by_crosspost_status/day"
  }
...
```

Get Daily Video Ad Break Impressions of a Page Post

Send a `GET` request to the `/{page-post-id}/insights` endpoint with the `metric` field:

```
curl -i -X GET "https://graph.facebook.com/{page-post-id}/insights
  ?metric=post_video_ad_break_ad_impressions
  &period=day
  &since=2017-12-10
```

```
&until=2017-12-14
&access_token={page-access-token}"
```

On success, your app will receive the following response:

```json
{
  "data": [
    {
      "name": "total_video_ad_break_ad_impressions",
      "period": "day",
      "values": [
        {
          "value": 2612,
          "end_time": "2017-12-11T08:00:00+0000"
        },
        {
          "value": 1038,
          "end_time": "2017-12-12T08:00:00+0000"
        },
        {
          "value": 818,
          "end_time": "2017-12-13T08:00:00+0000"
        },
        {
          "value": 553,
          "end_time": "2017-12-14T08:00:00+0000"
        }
      ],
      "title": "Daily Video Ad Break Ad Impressions",
      "description": "Number of times an ad was shown during your video ad breaks.",
      "id": "{video-id}/video_insights/total_video_ad_break_ad_impressions/day"
    }
...
```

Get Lifetime Video Ad Break Impressions of a Page Post

```
curl -i -X GET "https://graph.facebook.com/{page-post-id}/insights
  ?metric=post_video_ad_break_ad_impressions
  &period=lifetime
  &access_token={page-access-token}"
```

On success, your app will receive the following response:

```
{
  "data": [
    {
      "name": "total_video_ad_break_ad_impressions",
      "period": "lifetime",
      "values": [
        {
          "value": 55468
        }
      ],
      "title": "Lifetime Video Ad Break Ad Impressions",
      "description": "Number of times an ad was shown during your video ad breaks.",
      "id": "{video-id}/video_insights/total_video_ad_break_ad_impressions/lifetime"
    }
...
```

Common Error Codes

Error Code	Error Message	Description
None	An empty dataset is returned.	You need the `read_insights` permission in order to access this endpoint.
`100`	"(#100) The value must be a valid insights metric"	The may be a spelling or syntax issue.
`3001` with `"error_subcode": 1504028`	"No metric was specified to be fetched. Please specify one or more metrics to be fetched and try again."	When using the `metric` parameter, at least one metric must be included in the query.

∧

See Also

- [Insights Dashboard](#)
- [Insights Reference Guide](#)
- [Page Video Ad Breaks Metrics Reference Guide](#)
- [Video Insights Reference Guide](#)

∧

Facebook Pages API

Overview

Create an app

Webhooks

Get Started

Manage a Page

Upcoming Changes

Comments and @Mentions

Posts

Insights

    Deprecated Metrics

Pages Search

Tabs

Error Codes

Changelog