LinkedIn offers a range of dimensions and metrics for analyzing both **organic** and **paid** content. These insights span post performance, audience demographics, engagement, and ad metrics, allowing for comprehensive tracking of engagement, reach, and conversions on LinkedIn. Here's a breakdown:

LinkedIn Metrics and Dimensions Overview

1. Organic Engagement Metrics

These metrics apply to regular LinkedIn posts (text, image, video) published organically.

- **Impressions**: Number of times content was displayed.

- **Reach**: Unique viewers who saw the content.

- **Clicks**: Total clicks on the post, including links, profile, or media.

- **Click-Through Rate (CTR)**: Percentage of impressions that resulted in clicks.

- **Likes**: Total likes on posts.

- **Comments**: Total comments on posts.

- **Shares**: Total shares of the content.

- **Engagement Rate**: Sum of interactions (likes, comments, shares, clicks) divided by the total impressions.

- **Video Views**: Number of times a video was watched for at least 3 seconds.

- **Average Watch Time**: Average duration viewers spent watching a video.

2. Audience Demographics

Helps identify the profile of people engaging with content.

- **Location**: Geographic data of the engaged audience.

- **Industry**: Industries represented among the engaged audience.

- **Job Title**: Most common job titles of engaged users.

- **Seniority Level**: Professional seniority levels of the audience.

- **Function**: Job functions or expertise areas of the audience.

- **Company Size**: Company size distribution of engaged users.

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3. Paid Ad Metrics and Dimensions

These apply to LinkedIn ads (sponsored content, sponsored InMail, text ads, etc.).

- **Ad Impressions**: Number of times the ad was displayed.

- **Reach**: Unique users the ad reached.

- **Clicks**: Number of clicks on ads.

- **Click-Through Rate (CTR)**: Percentage of people who clicked on the ad.

- **Engagement Rate**: Interaction rate (clicks, likes, shares) over total impressions.

- **Likes, Comments, Shares**: Specific interactions on the ad.

- **Conversions**: Total conversions generated by the ad.

- **Conversion Rate**: Conversion rate (conversions/impressions).

- **Cost per Click (CPC)**: Average cost per ad click.

- **Cost per Thousand Impressions (CPM)**: Cost per 1,000 ad impressions.

- **Cost per Conversion (CPCV)**: Cost per achieved conversion.

Campaign Performance Metrics

- **Frequency**: Average number of times an ad was seen by each user.

- **Budget Spent**: Total spend for the campaign.

- **Total Engagements**: Total likes, shares, and comments on ads.

- **Video View Metrics**: Total views, 25%, 50%, 75%, 100% completion rates.

Audience Targeting (Paid)

- **Location**: Location-based performance.

- **Demographics**: Gender, age distribution.

- **Job Title, Company Size, Industry, Function**: Targeted audience breakdown.

- **Seniority Level**: Professional seniority level of targeted users.

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4. Post-Level Data

Post-level metrics allow for granular analysis of individual content performance.

- **Post Impressions**: Times the post was displayed.

- **Post Reach**: Unique users who viewed the post.

- **Post Clicks**: Total clicks on the post, including links, profile, media, and hashtags.

- **Post CTR**: Click-through rate specific to the post.

- **Post Engagement Rate**: Total interactions on the post divided by impressions.

- **Likes, Comments, Shares**: Interactions specific to the post.

- **Video Views**: Number of times a video post was watched for at least 3 seconds.

- **Average Watch Time**: Average time viewers spent on a video post.

- **Reactions Breakdown**: Breakdown of reactions (like, celebrate, support, etc.).

Post Demographics (if available)

- **Location, Industry, Seniority Level, Job Title, Company Size**: Breakdown of demographics engaging with specific posts.

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5. Followers Data

Insights into your page's followers, helping you understand and grow your audience.

- **Total Followers**: Total followers for the page.

- **Follower Growth**: Growth rate or net new followers over time.

- **Follower Demographics**:

  - **Location**: Where followers are located.

  - **Industry**: Industry breakdown of followers.

  - **Company Size**: Distribution of followers by company size.

  - **Seniority Level**: Professional seniority of followers.

  - **Job Title**: Common job titles among followers.

  - **Function**: Job functions or areas of expertise of followers.

Follower Engagement

- **Follower Engagement Rate**: Percentage of followers who have engaged with page posts over time.

- **Top Content for Followers**: Most engaging content types for followers.

- **Follower Actions**: Specific interactions from followers, such as comments, shares, and reactions.

This consolidated list covers a full suite of **LinkedIn insights** available across **organic**, **paid**, **post-level**, and **follower data**, allowing for deep performance analysis and effective audience understanding on the platform.

1. Organic Engagement Metrics Table

Column Name	Data Type	Description
metric_id	INT	Unique identifier for the metric
post_id	INT	Foreign key referencing Post-Level Data
impressions	INT	Number of times content was displayed

Column Name	Data Type	Description
reach	INT	Unique viewers who saw the content
clicks	INT	Total clicks on the post
ctr	FLOAT	Click-through rate
likes	INT	Total likes on posts
comments	INT	Total comments on posts
shares	INT	Total shares of the content
engagement_rate	FLOAT	Interactions divided by impressions
video_views	INT	Number of video views
average_watch_time	FLOAT	Average duration viewers spent watching a video

2. Audience Demographics Table

Column Name	Data Type	Description
demographic_id	INT	Unique identifier for the demographic
metric_id	INT	Foreign key referencing Organic Engagement Metrics
location	VARCHAR(100)	Geographic data of engaged audience
industry	VARCHAR(100)	Industries represented among the engaged audience
job_title	VARCHAR(100)	Most common job titles of engaged users
seniority_level	VARCHAR(50)	Professional seniority levels of the audience
function	VARCHAR(100)	Job functions of the audience
company_size	VARCHAR(50)	Company size distribution of engaged users

3. Paid Ad Metrics Table

Column Name	Data Type	Description
ad_metric_id	INT	Unique identifier for the ad metric
ad_id	INT	Foreign key referencing Ad Campaigns

Column Name	Data Type	Description
ad_impressions	INT	Number of times the ad was displayed
reach	INT	Unique users the ad reached
clicks	INT	Number of clicks on ads
ctr	FLOAT	Click-through rate
engagement_rate	FLOAT	Interaction rate over total impressions
cost_per_click	FLOAT	Average cost per ad click
cost_per_mille	FLOAT	Cost per 1,000 ad impressions
conversions	INT	Total conversions generated by the ad
cost_per_conversion	FLOAT	Cost per achieved conversion

4. Campaign Performance Metrics Table

Column Name	Data Type	Description
campaign_id	INT	Unique identifier for the campaign
ad_metric_id	INT	Foreign key referencing Paid Ad Metrics
budget_spent	FLOAT	Total spend for the campaign
total_engagements	INT	Total likes, shares, and comments on ads
frequency	FLOAT	Average number of times an ad was seen by each user

5. Post-Level Data Table

Column Name	Data Type	Description
post_id	INT	Unique identifier for the post
content_id	INT	Foreign key referencing Content Details
post_impressions	INT	Times the post was displayed
post_reach	INT	Unique users who viewed the post
post_clicks	INT	Total clicks on the post

Column Name	Data Type	Description
post_ctr	FLOAT	Click-through rate specific to the post
post_engagement_rate	FLOAT	Total interactions on the post divided by impressions
likes	INT	Interactions specific to the post
video_views	INT	Number of times a video post was watched

6. Followers Data Table

Column Name	Data Type	Description
follower_id	INT	Unique identifier for followers
total_followers	INT	Total number of followers
growth_rate	FLOAT	Growth rate or net new followers over time
demographic_id	INT	Foreign key referencing Audience Demographics

7. Content Details Table

Column Name	Data Type	Description
content_id	INT	Unique identifier for the content
content_type	VARCHAR(50)	Type of content (e.g., Article, Video, Image)
title	VARCHAR(255)	Title of the content
created_date	DATE	Date the content was created

8. Ad Campaigns Table

Column Name	Data Type	Description
ad_id	INT	Unique identifier for the ad campaign
campaign_name	VARCHAR(255)	Name of the ad campaign
start_date	DATE	Start date of the campaign
end_date	DATE	End date of the campaign
budget	FLOAT	Total budget allocated for the campaign

Relationships Between Tables

- **Organic Engagement Metrics** (1) ↔ **Audience Demographics** (1

): Each metric can be linked to multiple audience demographics.

- **Paid Ad Metrics** (1) ↔ **Campaign Performance Metrics** (1:1): Each ad metric is linked to a specific campaign performance record.

- **Post-Level Data** (1) ↔ **Organic Engagement Metrics** (1

): Each post can have multiple engagement metrics recorded.

- **Followers Data** (1) ↔ **Audience Demographics** (1

): Each follower record can have multiple demographic records.

- **Content Details** (1) ↔ **Post-Level Data** (1:1): Each post references specific content details.

- **Ad Campaigns** (1) ↔ **Paid Ad Metrics** (1

): Each ad campaign can generate multiple ad metrics.

This comprehensive format consolidates all the LinkedIn metrics and dimensions into structured tables, making it easy to understand the data relationships and their respective attributes.