

# Analytics Cheat Sheet

## METRICS TO TRACK BASED ON YOUR GOALS

### BRAND AWARENESS

- Reach
- Impressions
- Likes and comments
- Story mentions
- Post tags
- Shares
- Follower growth
- Hashtag mentions



### BRAND ENGAGEMENT

- Engagement
- Accounts engaged
- Profile visits
- Likes and comments
- Profile activity
- Story replies
- Story mentions
- Story interaction
- Post saves
- Shares

### LEAD GENERATION

- Website taps
- Link sticker taps
- Custom UTM clicks
- DMs received
- Inquiries
- Shop sticker taps
- Product page taps
- Social discount codes used
- Email list sign ups
- Lead magnet sign ups