

Reach

Follower count	Tracks the total number of users following your brand on social media, indicating reach without engagement. A high follower count could mean that people like your content and that they find your brand trustworthy.
Impressions	The number of times your post was visible in someone’s newsfeed. For example, if the same user sees your post three times on their timeline, this will count as three impressions. A high number of impressions could mean that your content has good exposure to social media users.
Post reach	Specifies the number of unique accounts that viewed your content. For example, if the same user views your post three times, this will count as one post reach. A high number of post reach could mean that a specific post has good exposure to social media users.
Web traffic	Indicates the number of times users clicked on a link via your social media posts or profile that redirects to your website. A high web traffic may indicate that your campaign is performing well.

Engagement

Likes/ favourites	Total number of likes and/or favourites, indicating that users appreciate your content and want to interact with it. Algorithms place content with a lot of likes in a high spot in the search results.
Clicks	Total number of clicks on the links you shared in your post or profile. A large number of clicks with few likes could mean that the post got users’ attention, but not enough to engage them.
Shares	The total number of shares your post has received. A large number of share signifies the high quality of your work, indicating that people trust your product enough to recommend it to friends, family and colleagues.
Comments	The numbers of times users comment on your post. The larger the number of positive comments, the higher the interest and trust in your content.
Brand mentions	The number of times users tag/mention your brand or product via a post, comment or story. The larger the number of positive comments, the higher your relevance.
Active followers	The number of followers who have interacted with your content in the last 30 days. Generally, most users who like or share brand content are not active followers.

Conversions

Sales revenue	Indicates how many clicks from social media to your website converted into purchases. You can compare the sales revenue from different social media platforms to see which one was the most effective at promoting your product.
Conversion rate	This metric is the ultimate goal of social media marketing, and it indicates how many visitors ultimately become customers. A high number of conversions means that you were able to attract the right target audience and entice them to buy your product.
Non-revenue conversions	Counts the number of users who engage in a non-revenue generating action, such as signing up for newsletters, filling in forms or downloading coupons.
Click through rate	The percentage of users who viewed your post and decided to click on the links included. A high CTR indicates that your campaign has captured people’s attention.
Bounce rate	<p>The percentage of users who clicked on a link via your social media post but then left the page without taking any action.</p> <p>A high bounce rate may mean that your content isn’t convincing enough or that the website user experience is lacking.</p>