

Engagement Metrics

Communications & Media

What each number counts, and what it cannot tell you.

Read the definition before the number.

Metric	Counts	Blind to
Impressions	Times served	Whether seen
Reach	Distinct accounts	Attention paid
Watch time	Seconds played	Why they stayed
Engagement rate	Actions per reach	Anger or approval
Shares	Forwards	Endorsement

Engagement counts reaction, not agreement. A furious share and an admiring one are the same event to the counter.