



CreatorIQ

Metric Definitions



Exposure Metrics

- **Cumulative Followers (Potential Impressions)** - Total number of followers multiplied by the number of posts of all posting accounts.
- **Followers (Potential Reach)** - Total number of followers across all posting accounts at time of latest post.
- **Extended Followers (Extended Potential Impressions)** - Total number of followers of all accounts sharing/retweeting a post and any @mentions in the comments of a post.
- **Total Followers (Total Potential Impressions)** - **Followers** plus **Extended Followers**.
- **Estimated Impressions** - Percentage of **Total Followers**. CreatorIQ determines default percentages for each platform based on historical data, but the defaults can be overridden at the Client and Campaign levels.
- **Estimated Reach** - Percentage of **Total Followers**. CreatorIQ determines default percentages for each platform based on historical data, but the defaults can be overridden at the Client and Campaign levels.

Authentication or Manual Entry Required

- **Impressions** - Actual impressions. The number of times a post has been displayed to a user.
- **Reach (Organic)** - Actual reach. The number of unique users a post has been displayed to.
- **Video Views** - Number of times a video has been played. Authentication or manual entry required for non-YouTube platforms only.



Interaction Metrics

- **Engagements** - Total number of comments, likes, reactions, screenshots, and shares/retweets. Screenshots require manual data entry.
- **Engagement Rate (Followers)** - Engagements divided by Followers (Potential Reach).
- **Likes** - Number of times a post has been liked.
- **Comments** - Number of times a post has been commented on.
- **Shares** - Number of times a post has been shared.
- **Social Media Value** - Monetary value assigned to a post based on the value of followers, impressions, video views, comments, likes, and shares. These values are defaulted at the Client level and can be overridden at the Campaign level.

Authentication or Manual Entry Required

- **Engagement Rate (Reach/Views)** - Engagements divided by Video Views (YouTube) or Reach (Organic) (other platforms). Authentication or manual entry required for non-YouTube platforms only.

Manual Entry Required

- **Screenshots** - Number of times a post has been screenshotted.