



# Retail in Southern Europe

Q1 2020



## Introduction

### Number of Followers

In Q1 2020, the total number of followers for retail industry in Southern Europe increased on both Instagram and Facebook.

This is in line with the overall worldwide trend in number of followers, which increased by 0.12% on Facebook and by 6.15% on Instagram in the last quarter.

### % Paid Media

Examining paid media on Facebook, the percentage of promoted posts in the retail industry in Southern Europe increased in Q1 2020.

That's different than the overall worldwide trend for paid media on Facebook, which decreased in Q1 2020.

Read further to get a deeper understanding of the trends in the retail industry in Southern Europe based on exclusive quarterly data from Socialbakers.

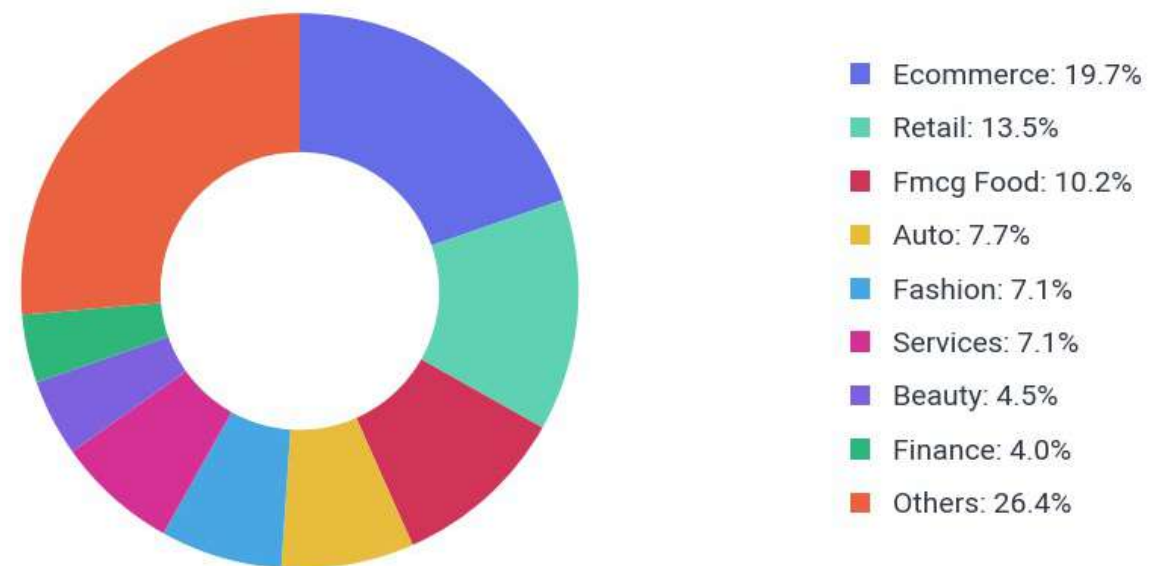


# Platforms Overview





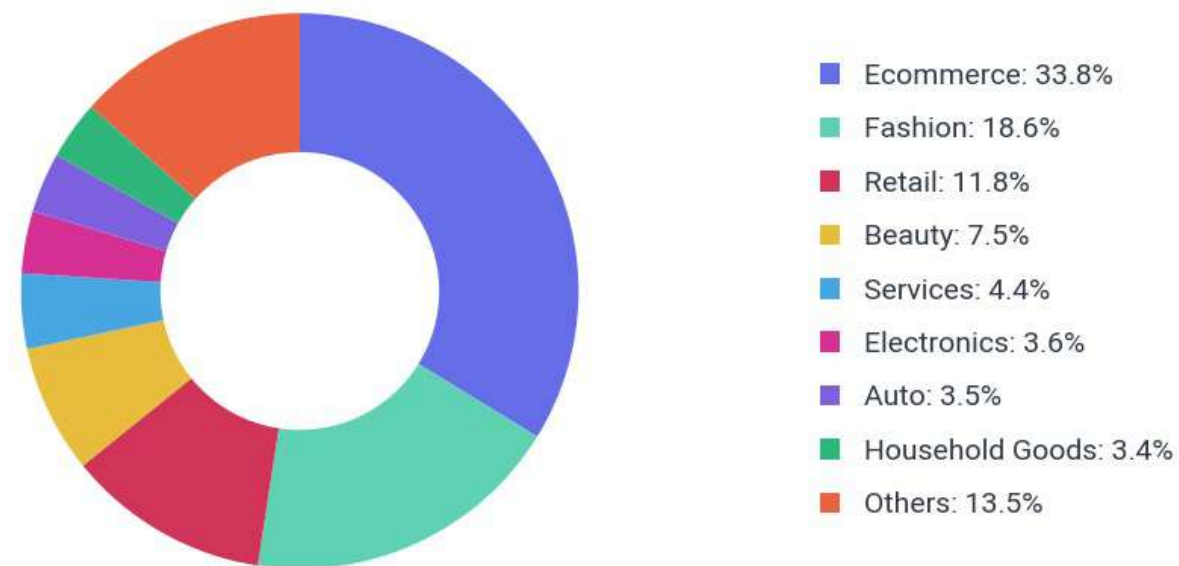
# Total Interactions Distribution of Brands Pages on Facebook



Retail category has the 2nd highest number of interactions of Brands pages on Facebook in Southern Europe.



# Total Interactions Distribution of Brands Profiles on Instagram

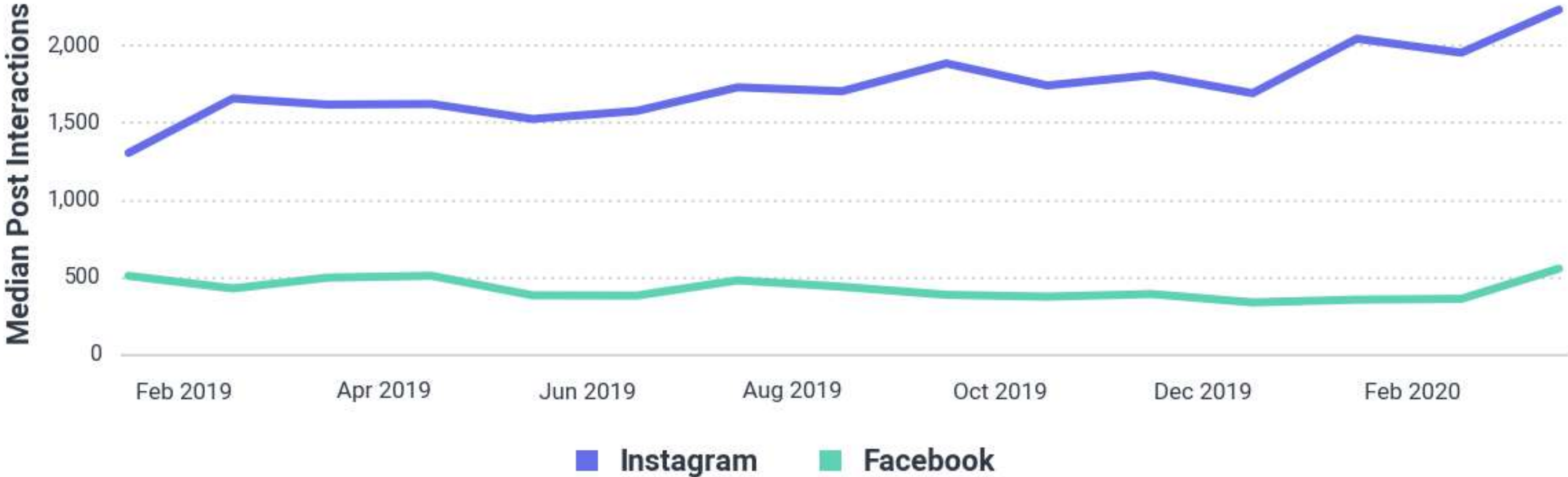


Retail category has the 3rd highest number of interactions of Brands profiles on Instagram in Southern Europe.

**Date Range:** January 01, 2020 - March 31, 2020  
**Sample:** Instagram Brands Profiles in Southern Europe  
**Source:** Socialbakers Data



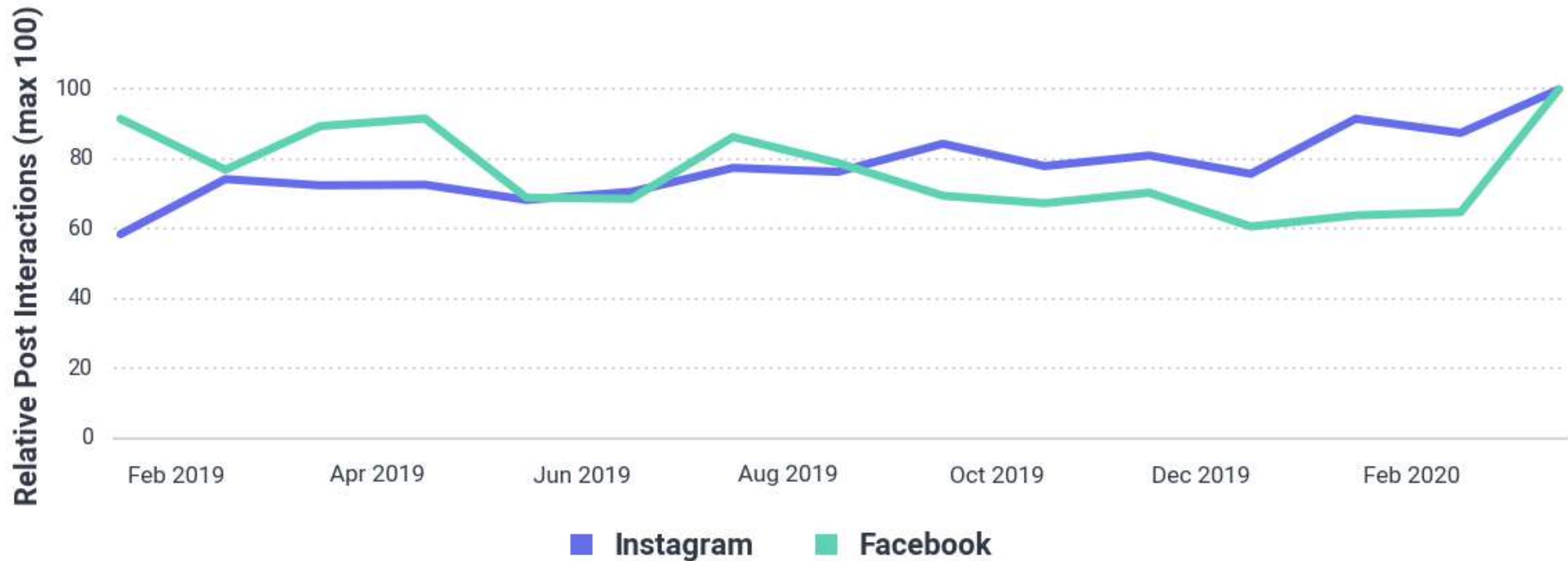
# Median Post Interactions Evolution



Date Range: January 01, 2019 - March 31, 2020  
Sample: 50 Biggest Facebook & Instagram Retail Profiles in Southern Europe  
Source: Socialbakers Data



# Relative Median Post Interactions Evolution



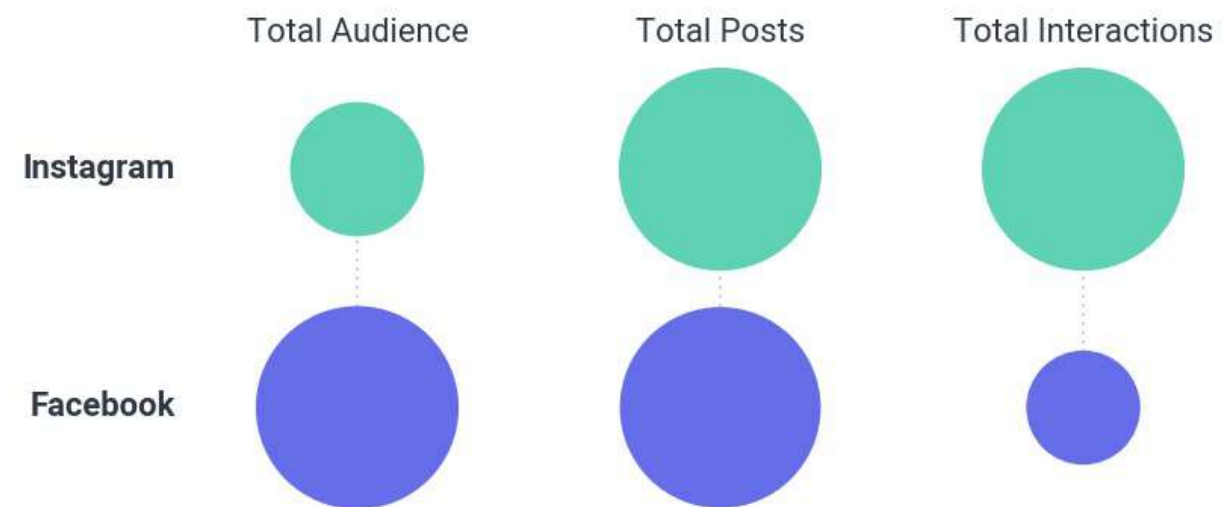
Date Range: January 01, 2019 - March 31, 2020

Sample: 50 Biggest Facebook & Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data



# Social Media Landscape



When it comes to audience size in Southern Europe, the number of followers for the 50 biggest Instagram accounts in Retail is lower than the number of fans for the 50 biggest Facebook accounts.

Activity Volume on Instagram is almost the same as on Facebook and User engagement on Instagram is higher than on Facebook.

Date Range: January 01, 2020 - March 31, 2020

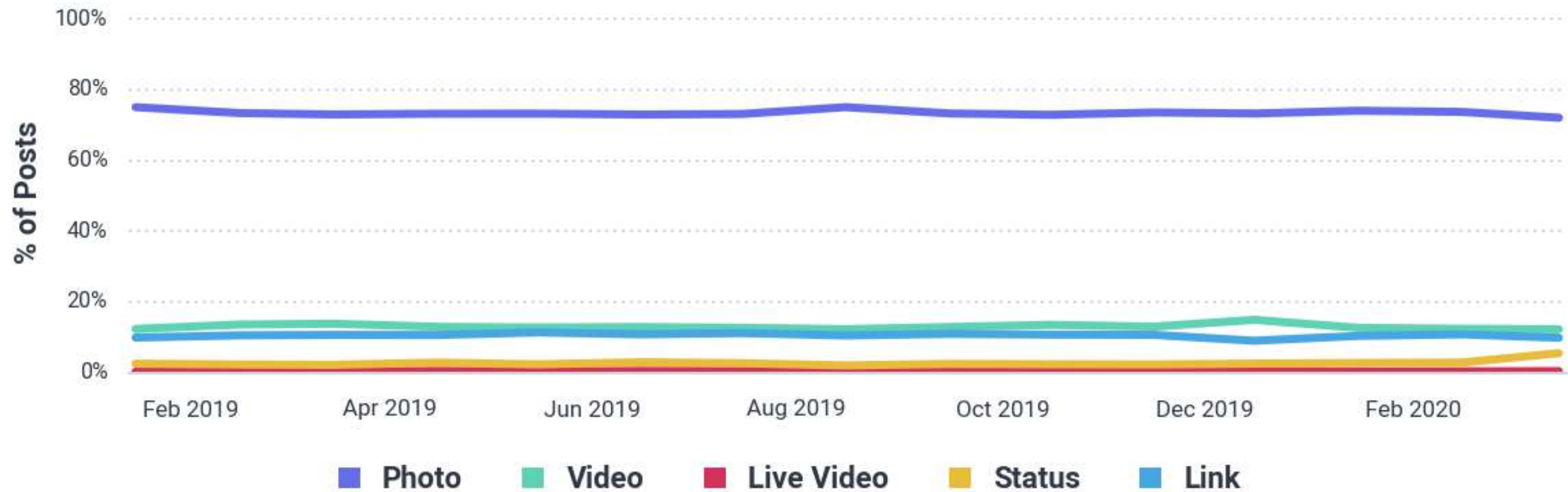
Sample: 50 Biggest Facebook & Instagram Retail Profiles in Southern Europe

Source: Socialbakers Data





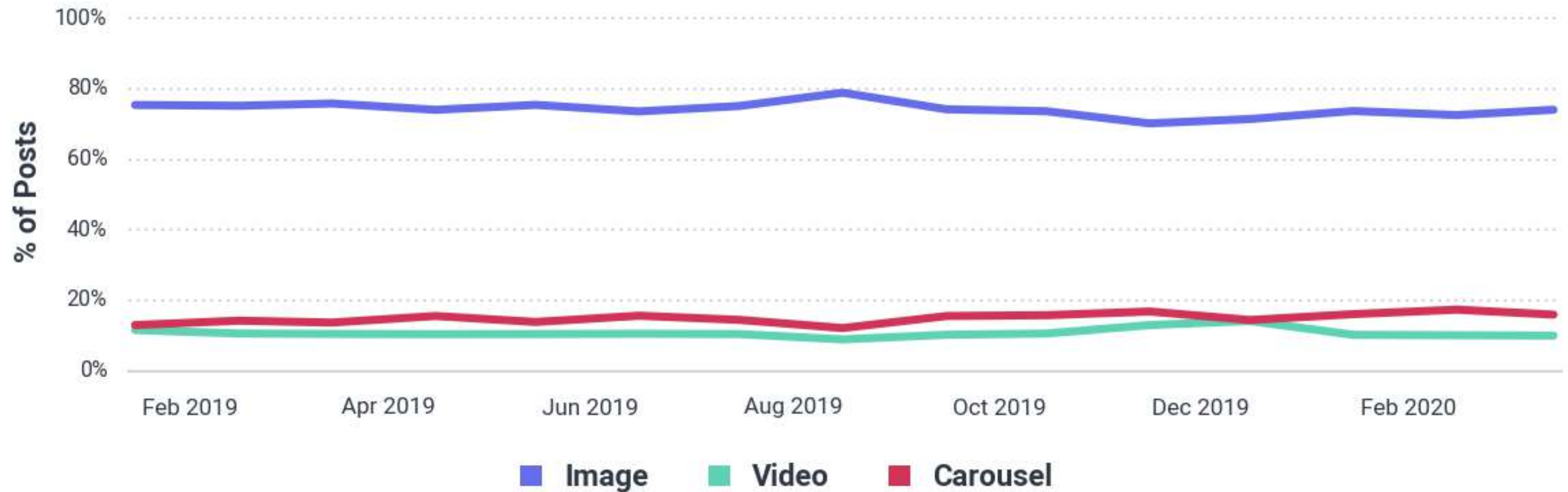
# Distribution of Post Types on Facebook Evolution



Date Range: January 01, 2019 - March 31, 2020  
Sample: 1,434 Facebook Retail Pages in Southern Europe  
Source: Socialbakers Data



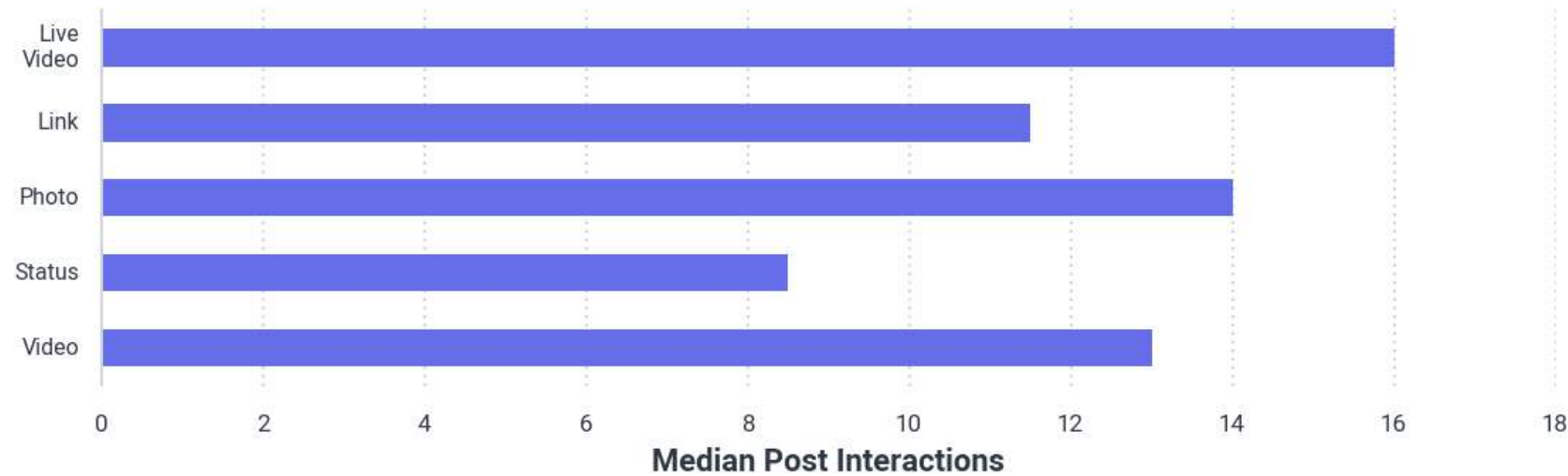
# Distribution of Post Types on Instagram Evolution



Date Range: January 01, 2019 - March 31, 2020  
Sample: 415 Instagram Retail Profiles in Southern Europe  
Source: Socialbakers Data



# Organic Performance of Post Types on Facebook

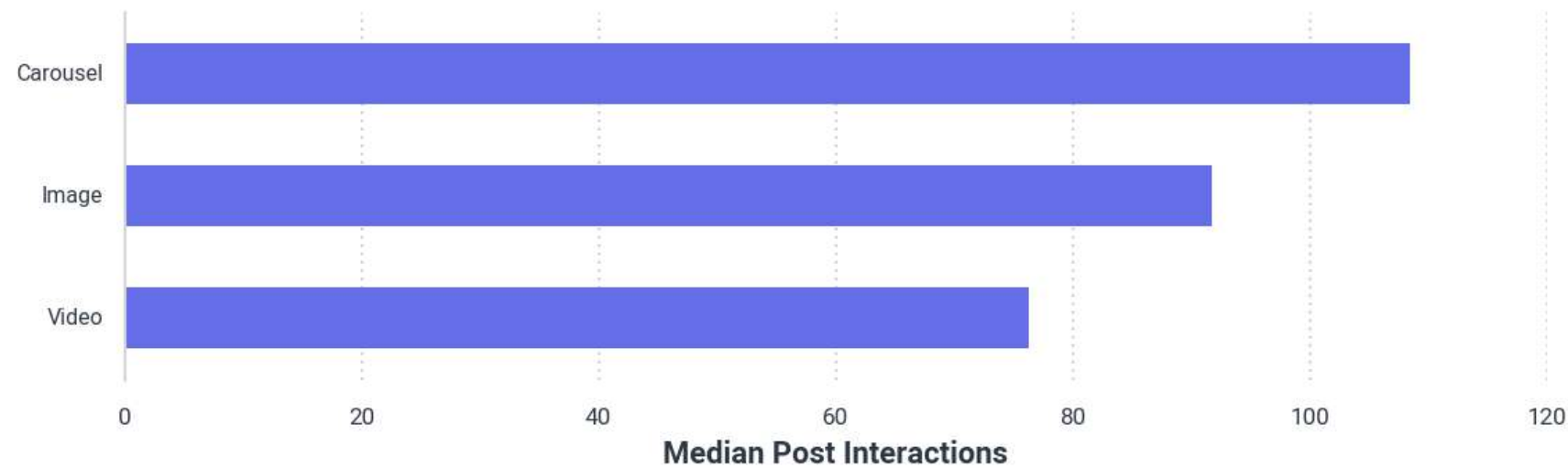


In terms of organic performance on Facebook in Southern Europe, Live Video and Photo perform well, with 16 median post interactions for Live Video and with 14 median post interactions for Photo.

**Date Range:** January 01, 2020 - March 31, 2020  
**Sample:** 1,376 Facebook Retail Pages in Southern Europe  
**Source:** Socialbakers Data



# Organic Performance of Post Types on Instagram



In terms of organic performance on Instagram in Southern Europe, Carousel and Image perform well, with 108 median post interactions for Carousel and with 91 median post interactions for Image.

**Date Range:** January 01, 2020 - March 31, 2020  
**Sample:** 396 Instagram Retail Profiles in Southern Europe  
**Source:** Socialbakers Data





# Top Performing Pages on Facebook

Rank		Page	Fans	Posts	Interactions
1		<b>Continente</b> <small>/continenteoficial</small>	2,038,374	166	<b>800,405</b>
2		<b>Mercadona</b> <small>/mercadona</small>	694,348	35	<b>667,165</b>
3		<b>Carrefour</b> <small>/carrefoures</small>		264	<b>595,133</b>
4		<b>Totamona</b> <small>/Totamona-500234346755860</small>	401,951	1,148	<b>315,213</b>
5		<b>Lidl Portugal</b> <small>/lidlportugal</small>	1,118,725	174	<b>290,093</b>
6		<b>Thomann España</b> <small>/thomanspain</small>	209,558	132	<b>286,475</b>

For Retail in Southern Europe, the top performing Brands page on Facebook is Continente, with 800,405 interactions on 166 posts. Other pages performing well include Mercadona and Carrefour.

Date Range: January 01, 2020 - March 31, 2020

Sample: 1,485 Facebook Retail Pages in Southern Europe

Source: Socialbakers Data



# Top Performing Profiles on Instagram

Rank		Profile	Followers	Posts	Interactions
1		<b>JD Sports España</b> /jdsportses	386,079	538	2,566,198
2		<b>Perfumerías Primor</b> /pprimor	859,355	316	1,710,771
3		<b>Druni Perfumerías</b> /druni_perfumerias	505,660	243	1,108,601
4		<b>DeCoro OFFICIAL</b> /decoro_	174,321	536	1,070,226
5		<b>Sephora Italia</b> /sephoraitalia	1,015,496	206	1,026,421
6		<b>IKEA Italia</b> /ikeaitalia	1,211,552	93	723,673

For Retail in Southern Europe, the top performing Brands profile on Instagram is JD Sports España, which has 386,079 followers and generated 2,566,198 interactions on 538 posts. Other profiles performing well include Perfumerías Primor and Druni Perfumerías.

**Date Range:** January 01, 2020 - March 31, 2020

**Sample:** 415 Instagram Retail Profiles in Southern Europe

**Source:** Socialbakers Data



# Top Posts on Facebook



¡¡Ganaderos, reponedores, agricultores, clientes, investigadores y muchos más!! GRACIAS A TODOS . #JuntosParaAyudarte

Interactions **146,377**



Infórmate sobre nuestras medidas excepcionales para las próximas semanas. ESTO PASARÁ, RACIONALICEMOS EL MIEDO, SEAMOS RESPONSABLES

Interactions **104,476**



Seguimos ampliando las medidas de higiene y prevención en todas nuestras tiendas para garantizar la salud y seguridad de clientes y trabajadores. Nuev...

Interactions **101,293**

What are the posts in Retail that created the most engagement on Facebook in Southern Europe in the last quarter? Carrefour and Mercadona managed to skyrocket their Facebook performance, with the top post generating 146,377 interactions.



# Top Posts on Instagram

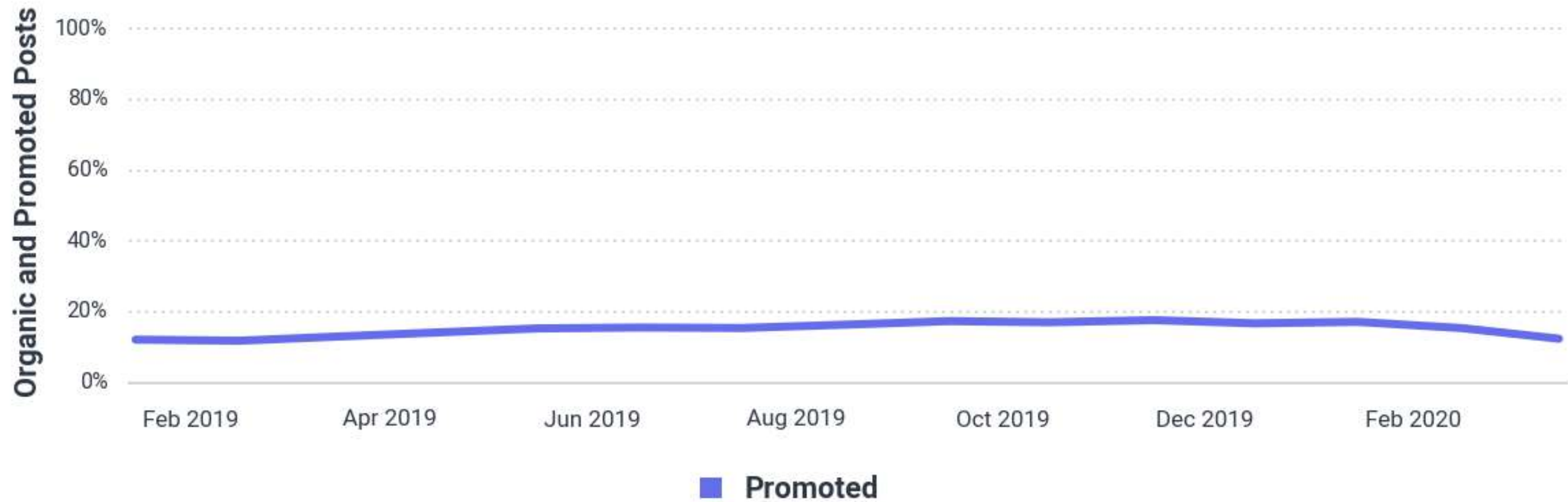


What are the posts in Retail that created the most engagement on Instagram in Southern Europe in the last quarter? Druni Perfumerías and Sport Zone managed to skyrocket their Instagram performance, with the top post generating 199,914 interactions.





# Share of Promoted Posts on Facebook



Date Range: January 01, 2019 - March 31, 2020  
Sample: 1,485 Facebook retail Pages in Southern Europe  
Source: Socialbakers Data

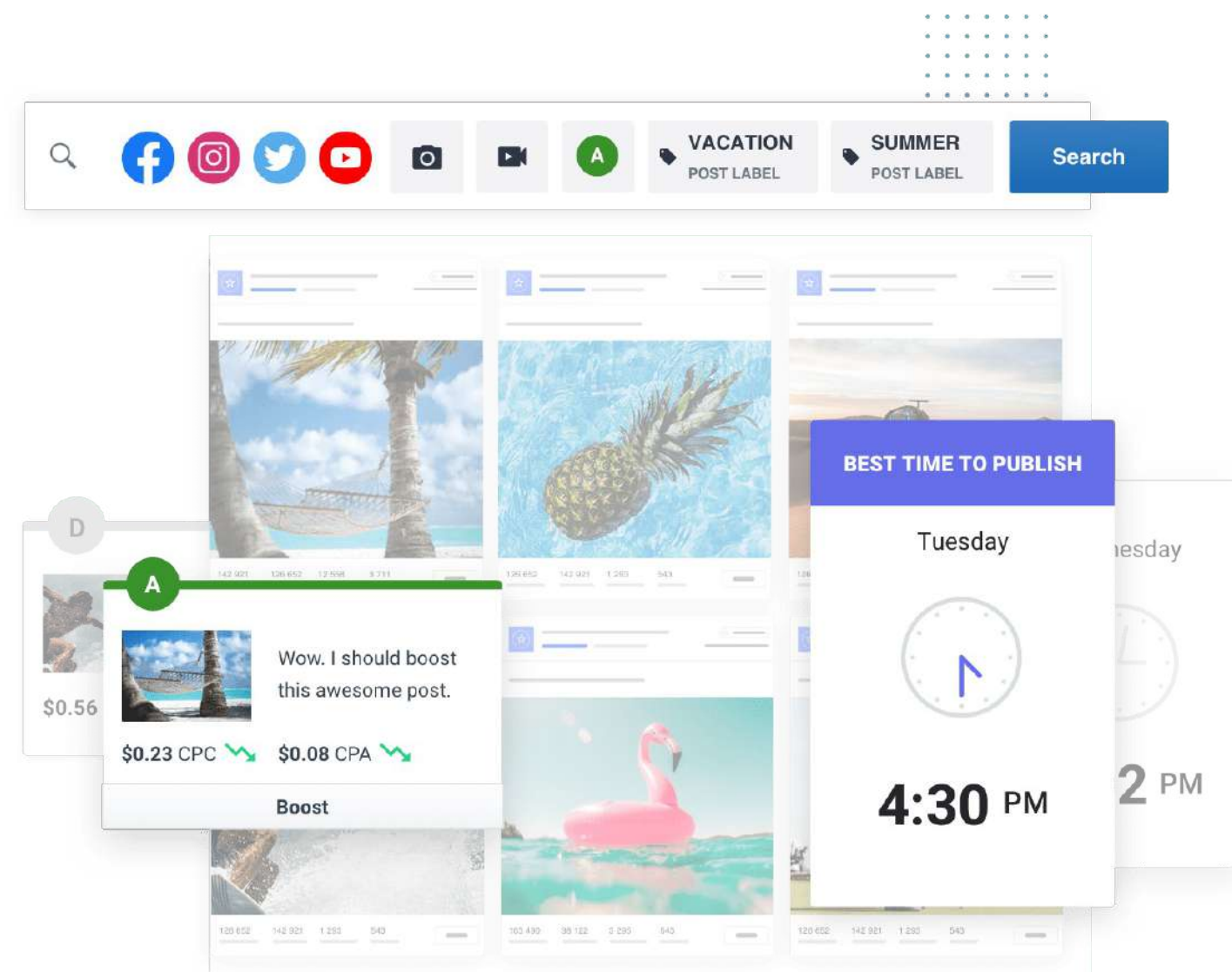


## Boost Your Engagement on Facebook and Instagram With Socialbakers

Get everything you need to create content that really drives audience engagement:

- Discover what content your audience actually likes
- Learn what to post, exactly when and where
- Uncover crucial content insights to direct your strategy

[Try It For Free](#)





# Facebook & Instagram Ads



# Cost per Click by Device Platform (Retail)

Looking at Retail, the cost per click is higher for users engaging via desktop.



Date Range: January 01, 2020 - March 31, 2020

Sample: Retail Ad Accounts Benchmark (FB and IG Aggregated)

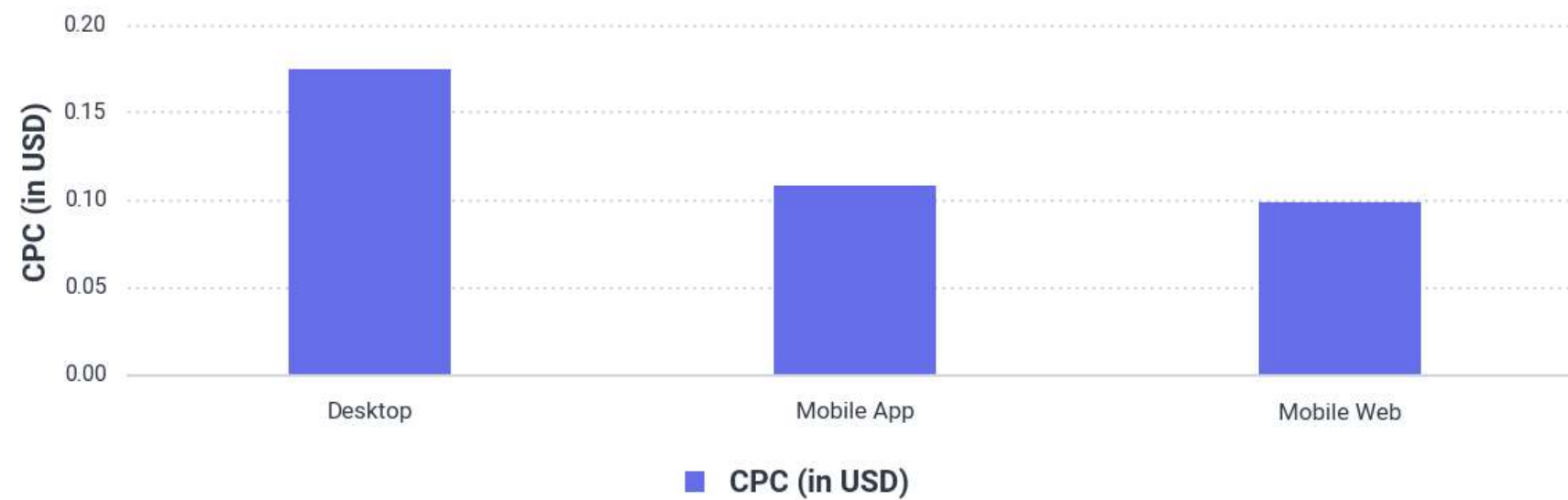
Source: Socialbakers Data





# Cost per Click by Device Platform (Southern Europe)

Looking at Southern Europe, the cost per click is higher for users engaging via desktop.



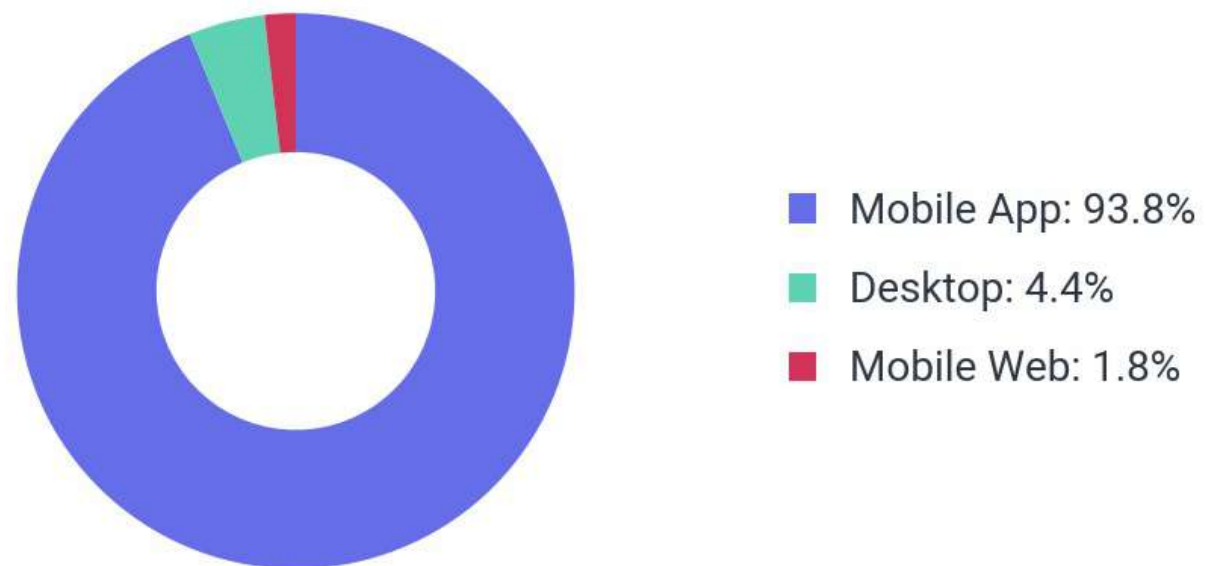
Date Range: January 01, 2020 - March 31, 2020

Sample: Southern Europe Ad Accounts Benchmark (FB and IG Aggregated)

Source: Socialbakers Data



## Impressions by Device Platform (Retail)



In terms of paid impressions for Retail, the vast majority of them were achieved on Mobile App, which is 93% of all online paid impressions.

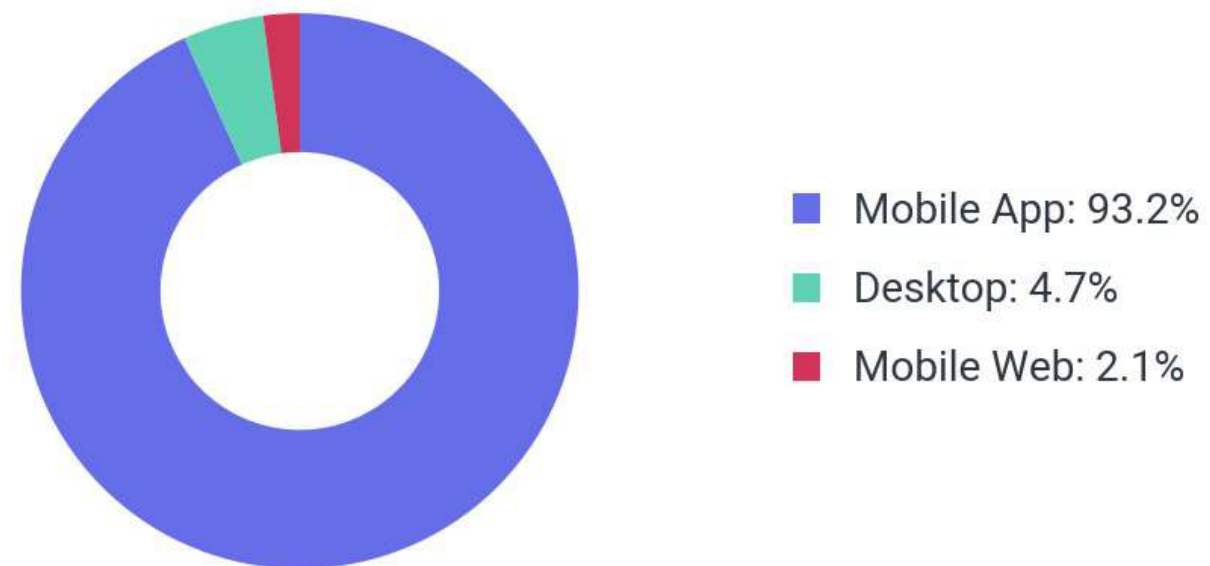
**Date Range:** January 01, 2020 - March 31, 2020

**Sample:** Retail Ad Accounts Benchmark (FB and IG Aggregated)

**Source:** Socialbakers Data



## Impressions by Device Platform (Southern Europe)



In terms of paid impressions for Southern Europe, the vast majority of them were achieved on Mobile App, which is 93% of all online paid impressions.

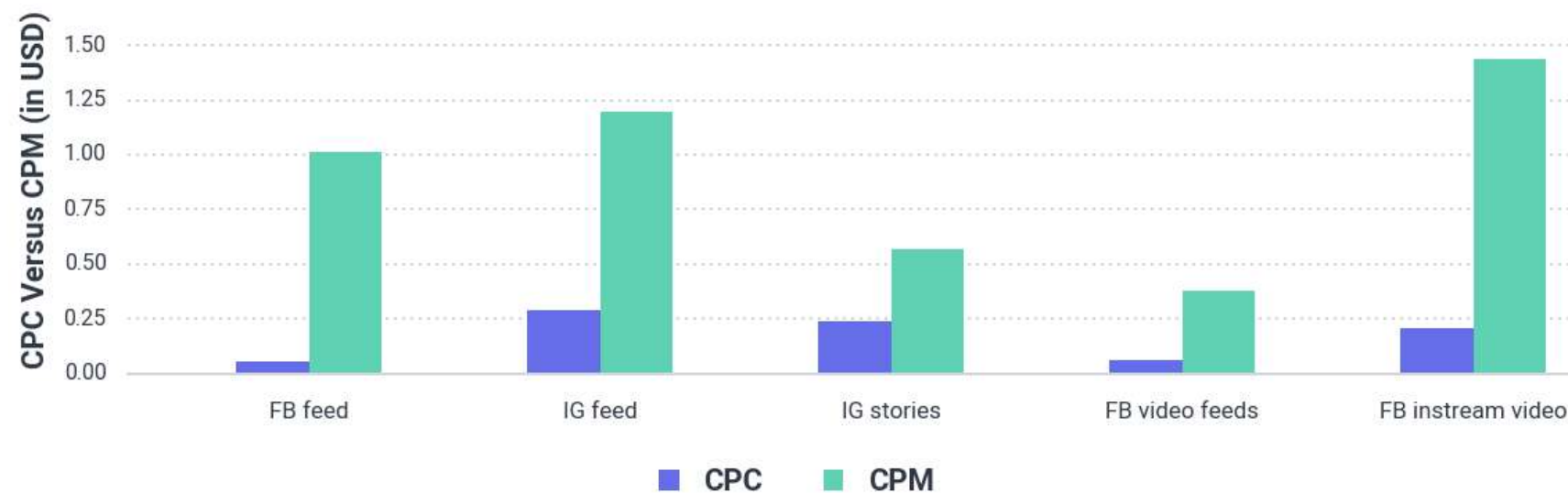
**Date Range:** January 01, 2020 - March 31, 2020

**Sample:** Southern Europe Ad Accounts Benchmark (FB and IG Aggregated)

**Source:** Socialbakers Data



# CPC and CPM by Plat. Position - TOP 5 by Relative Spend (Retail)



When it comes to cost per click (CPC) and cost per thousand (CPM) for Retail, the lowest CPC are on FB feed, FB video feeds, and FB instream video while the lowest CPM are on FB video feeds, IG stories, and FB feed.

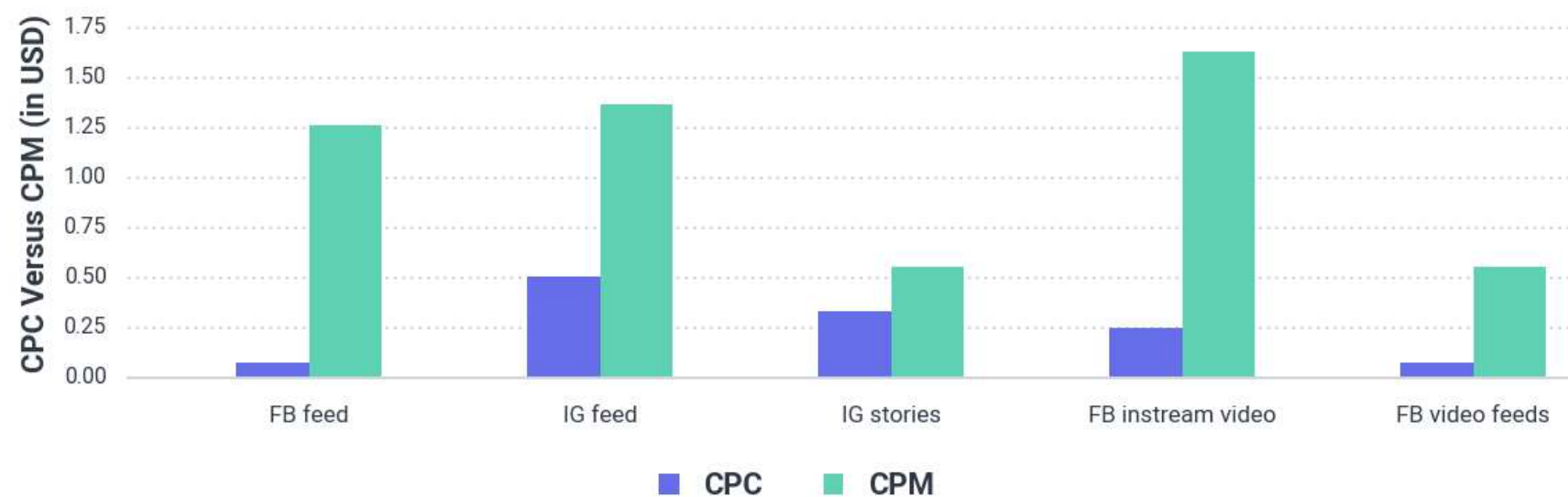
Date Range: January 01, 2020 - March 31, 2020

Sample: Retail Ad Accounts Benchmark

Source: Socialbakers Data



## CPC and CPM by Plat. Position - TOP 5 by Relative Spend (Southern Europe)

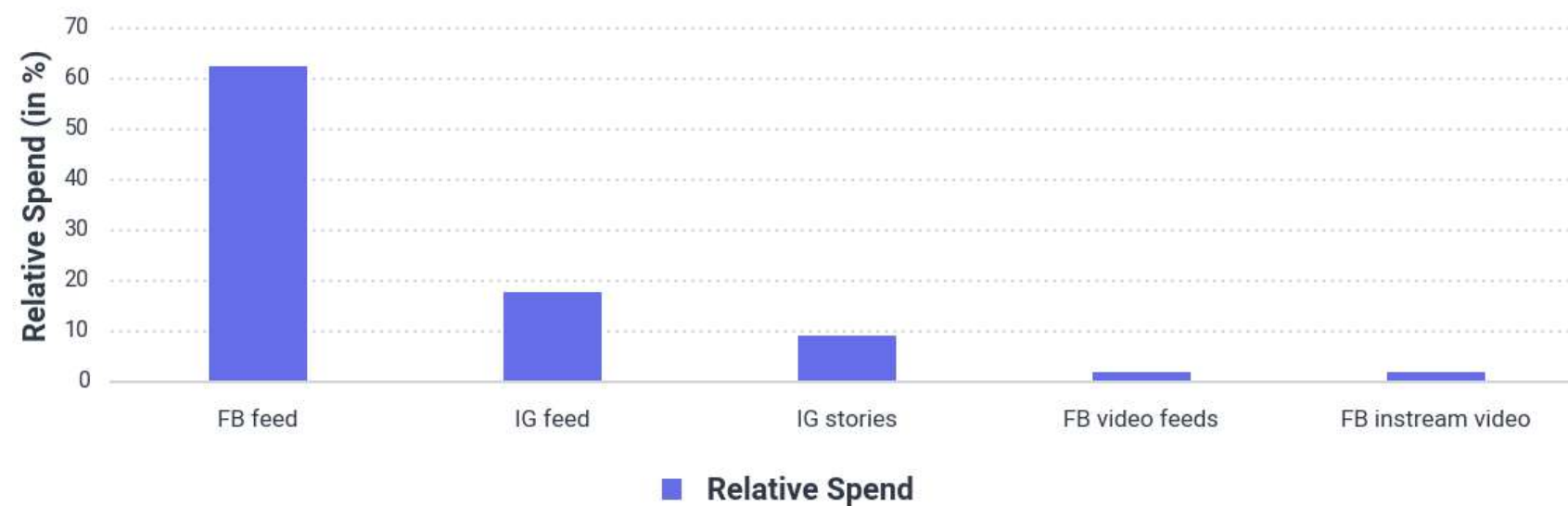


When it comes to cost per click (CPC) and cost per thousand (CPM) for Southern Europe, the lowest CPC are on FB video feeds, FB feed, and FB instream video while the lowest CPM are on FB video feeds, IG stories, and FB feed.





## Relative Spend by Platform Position - TOP 5 (Retail)



Looking closer at Retail, most of the relative spend goes to FB feed, followed by IG feed, and IG stories. Spending on FB feed is 44.7 p.p. higher than spending on IG feed.

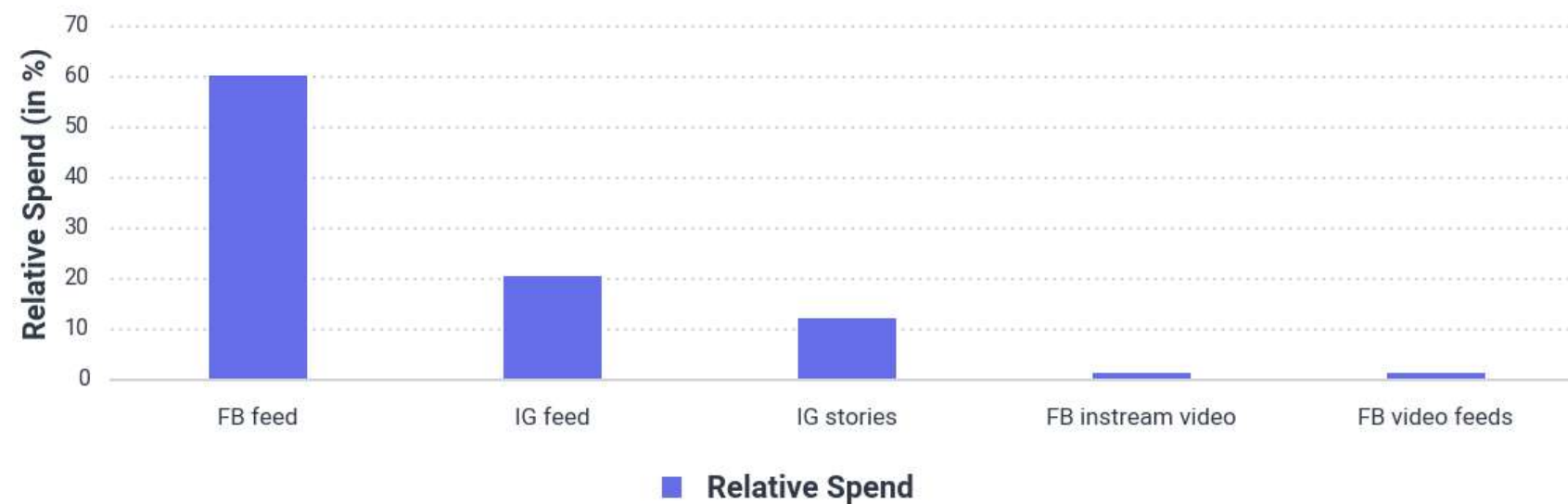
Date Range: January 01, 2020 - March 31, 2020

Sample: Retail Ad Accounts Benchmark

Source: Socialbakers Data



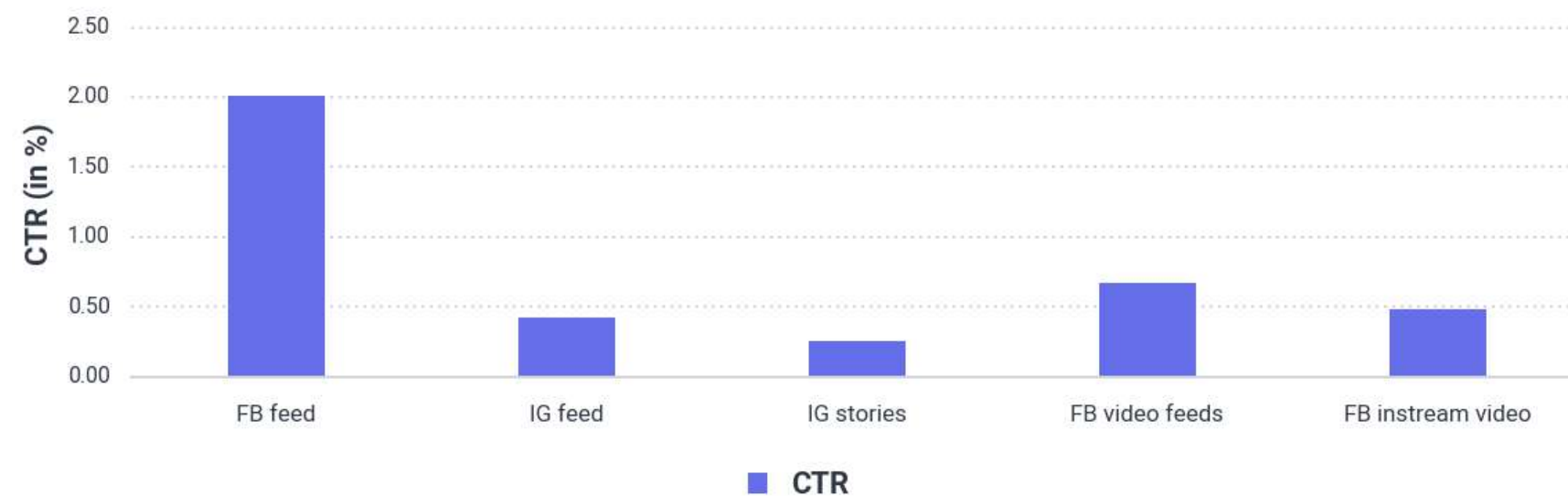
## Relative Spend by Platform Position - TOP 5 (Southern Europe)



Looking closer at Southern Europe, most of the relative spend goes to FB feed, followed by IG feed, and IG stories. Spending on FB feed is 39.75 p.p. higher than spending on IG feed.



## CTR by Platform Position - TOP 5 by Relative Spend (Retail)



Within Retail, the highest CTR is seen on FB feed, followed by FB video feeds and FB instream video. FB feed gets CTR of 2.01% compared to FB video feeds, which gets 0.67%.

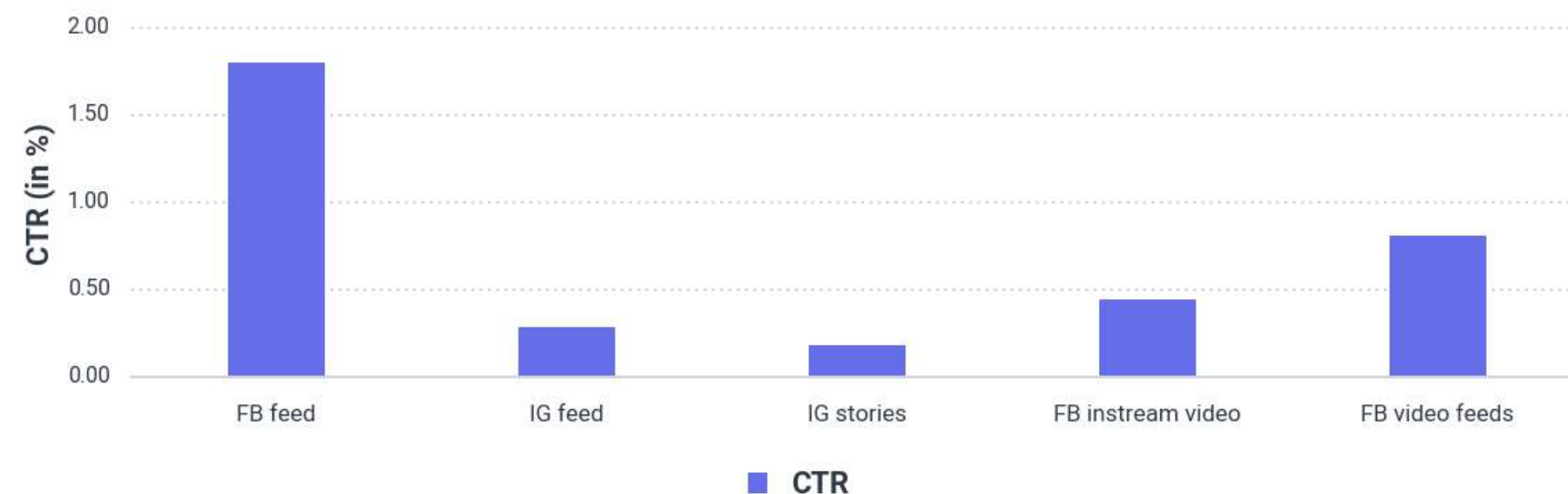
Date Range: January 01, 2020 - March 31, 2020

Sample: Retail Ad Accounts Benchmark

Source: Socialbakers Data



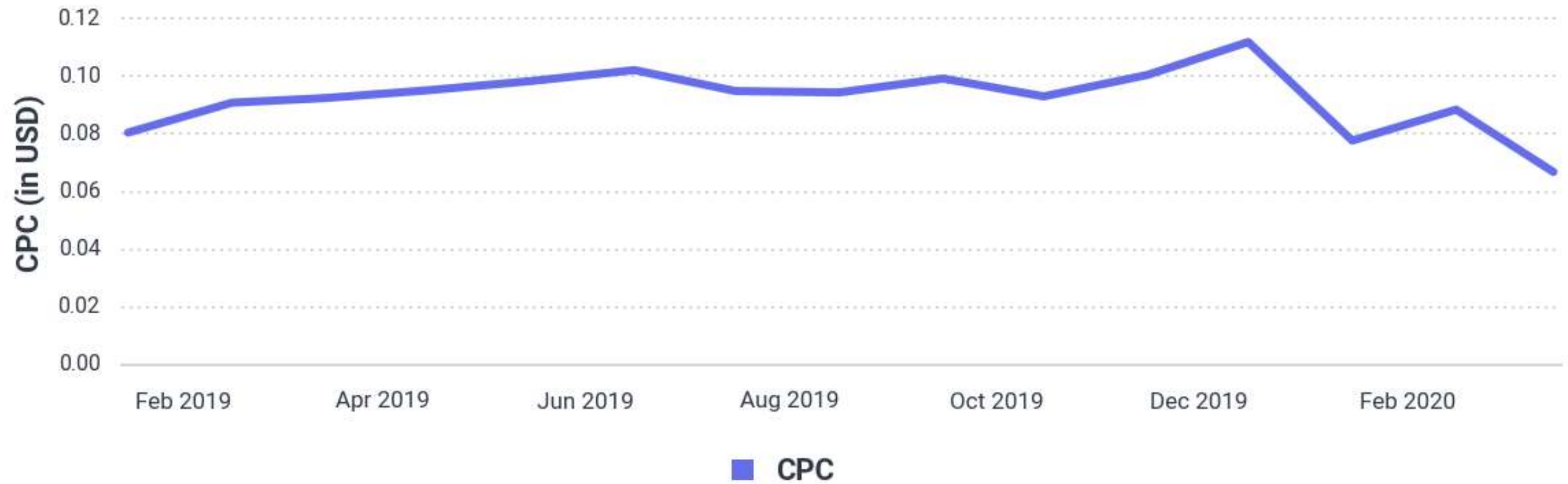
## CTR by Platform Position - TOP 5 by Relative Spend (Southern Europe)



Within Southern Europe, the highest CTR is seen on FB feed, followed by FB video feeds and FB instream video. FB feed gets CTR of 1.8% compared to FB video feeds, which gets 0.81%.



# Cost per Click Evolution (Retail)



Date Range: January 01, 2019 - March 31, 2020

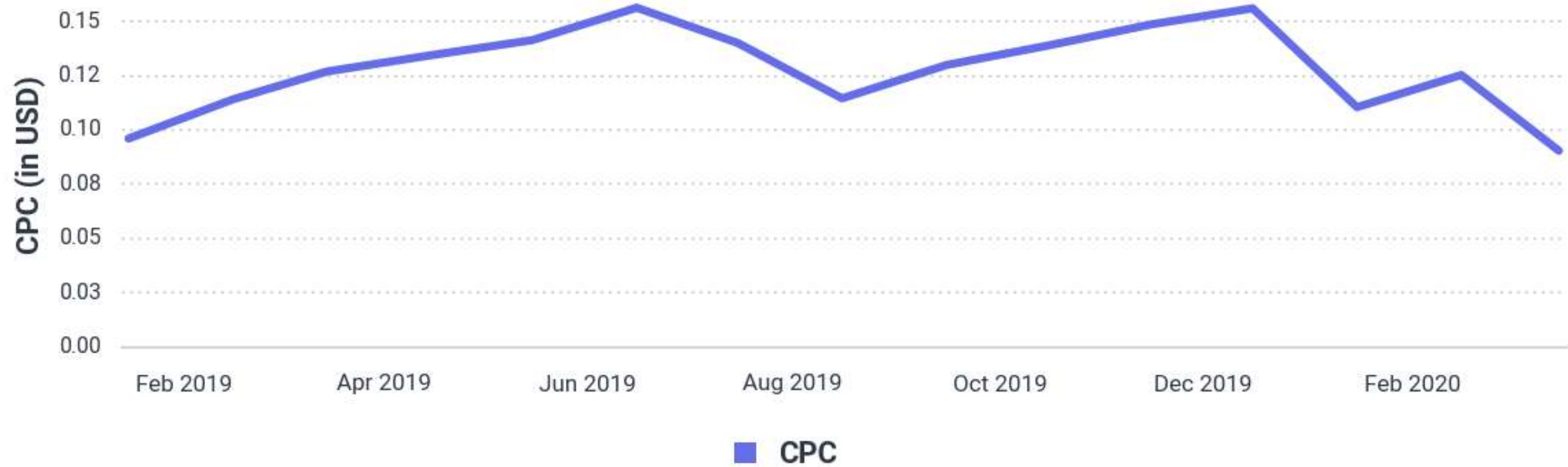
Sample: Retail Ad Accounts Benchmark

Source: Socialbakers Data





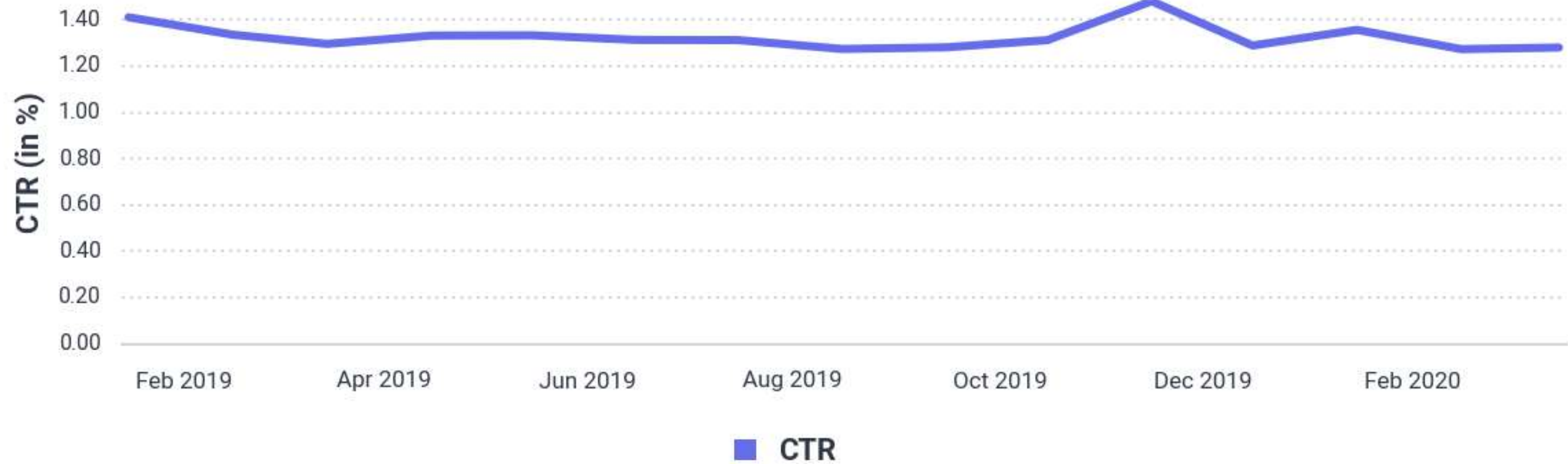
# Cost per Click Evolution (Southern Europe)



Date Range: January 01, 2019 - March 31, 2020  
Sample: Southern Europe Ad Accounts Benchmark  
Source: Socialbakers Data



# Click Through Rate Evolution (Retail)



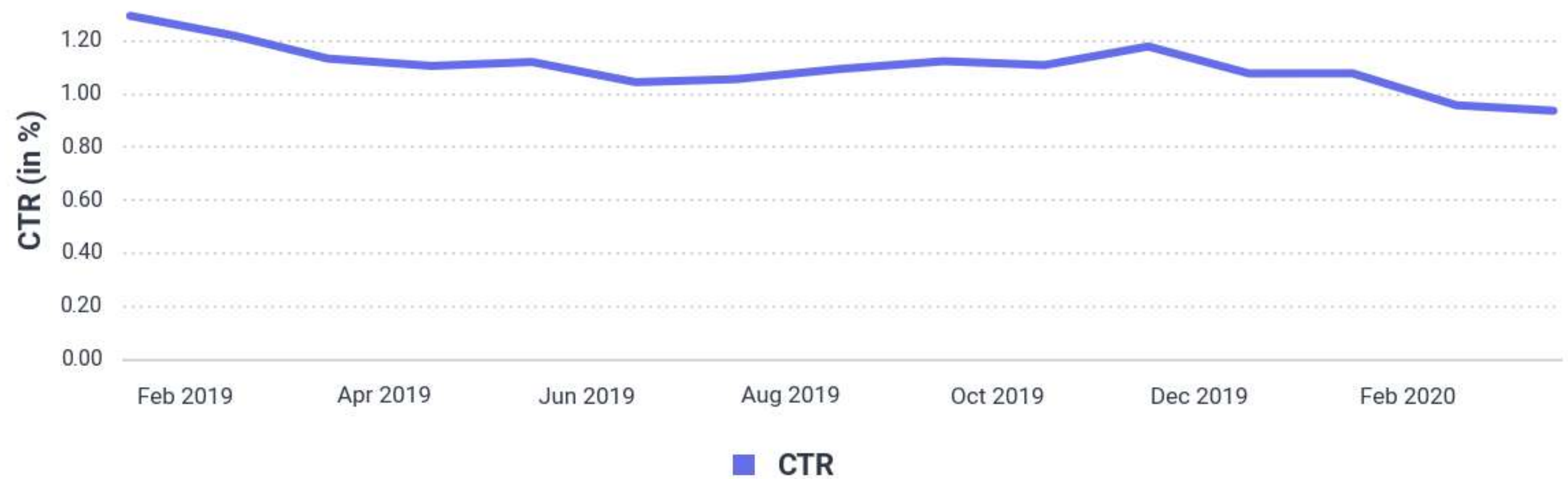
Date Range: January 01, 2019 - March 31, 2020

Sample: Retail Ad Accounts Benchmark

Source: Socialbakers Data



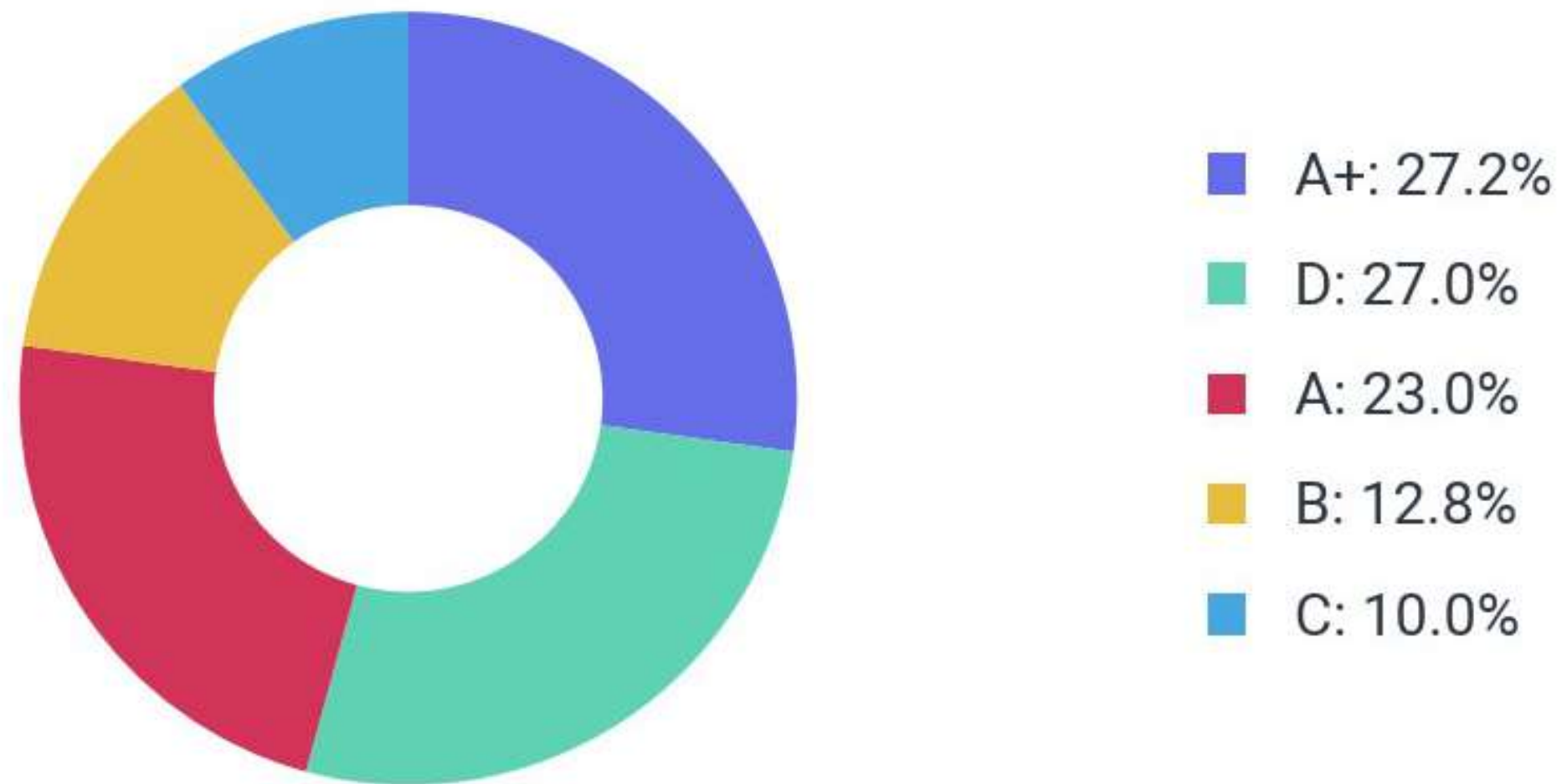
# Click Through Rate Evolution (Southern Europe)



**Date Range:** January 01, 2019 - March 31, 2020  
**Sample:** Southern Europe Ad Accounts Benchmark  
**Source:** Socialbakers Data



## Total Spend on Posts by Grade on Facebook



**Date Range:** January 01, 2020 - March 31, 2020  
**Sample:** 98 Facebook Retail Pages in Southern Europe  
**Source:** Socialbakers Data

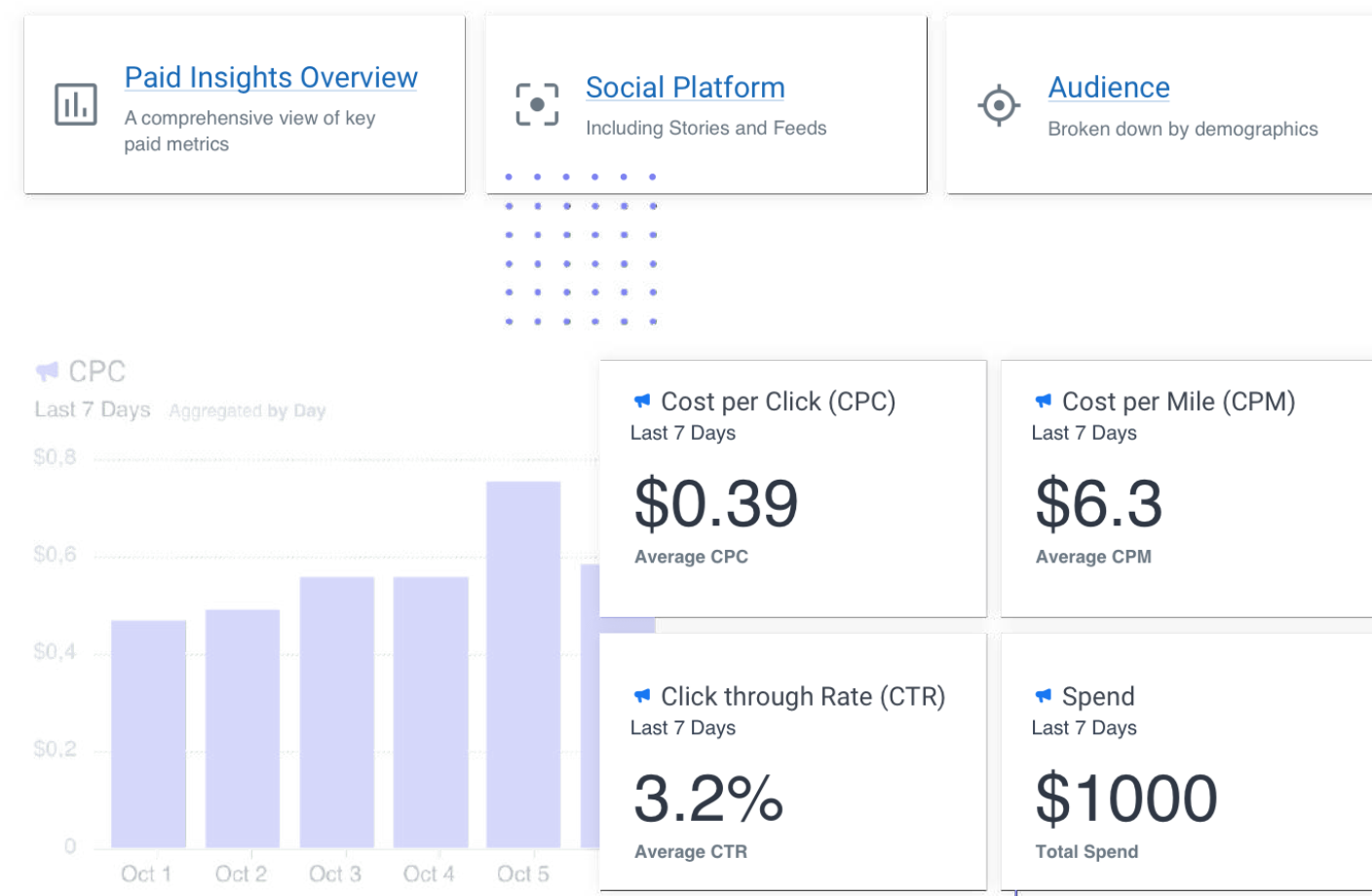


# Get the Most out of Paid Campaigns With Socialbakers' Data-Driven Metrics

Get everything you need to create content that really drives audience engagement:

- Use insights to make smarter decisions about your budget
- Instantly visualize KPIs alongside critical ad benchmarks
- Have AI help improve costs and boost click through

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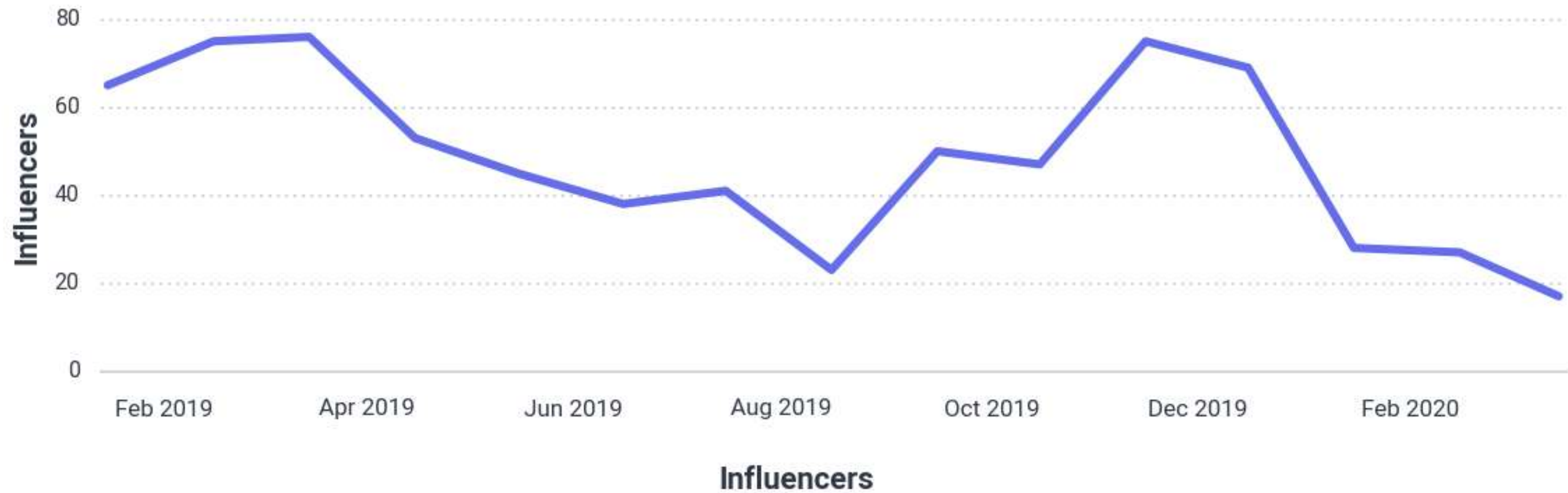




# Influencers on Instagram



# Evolution of #Ad Usage by Influencers










Date Range: January 01, 2019 - March 31, 2020

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data



# Top Influencers Mentioning Retail Profiles

Rank		Profile	Followers	Interactions	Scores
1		<b>Teresa</b> /teresa_sanz	194,543	1,070,838	100
2		<b>Alice Trewinnard</b> /alicetrewinnard	206,878	708,302	100
3		<b>ELEONORA PETRELLA</b> /elepetrella	481,846	1,042,659	100
4		<b>MARIA POMBO</b> /mariapombo	1,415,145	7,620,853	100
5		<b>Cris Lo</b> /glossyflash	23,010	62,177	100
6		<b>SOFIA</b> /sofia_suescun	1,244,312	2,572,177	100

In Southern Europe, the top influencers mentioning Retail on Instagram include Teresa, Alice Trewinnard, and ELEONORA PETRELLA.








Date Range: January 01, 2020 - March 31, 2020

Sample: Instagram profiles associated with Retail in Southern Europe

Source: Socialbakers Data



## Top Regional Influencers Mentioning Retail Profiles

Rank		Profile	Followers	Interactions	Scores
1		<b>Teresa</b> /teresa_sanz	194,543	1,070,838	100
2		<b>Alice Trewinnard</b> /alicetrewinnard	206,878	708,302	100
3		<b>ELEONORA PETRELLA</b> /elepetrella	481,846	1,042,659	100
4		<b>MARIA POMBO</b> /mariapombo	1,415,145	7,620,853	100
5		<b>Cris Lo</b> /glossyflash	23,010	62,177	100
6		<b>Olga Victoria #Dirt...</b> /dirty_closet	105,867	445,722	100

In Southern Europe, the top presumed regional influencers mentioning Retail on Instagram include Teresa, Alice Trewinnard, and ELEONORA PETRELLA.








**Date Range:** January 01, 2020 - March 31, 2020

**Sample:** Instagram profiles associated with Retail in Southern Europe

**Source:** Socialbakers Data



# Top Retail Profiles Cooperating with Influencers

Rank		Profile	# Mentions	# Influencers
1		<b>El Corte Inglés</b> /elcorteingles	7	6
2		<b>Sephora Italia</b> /sephoraitalia	7	6
3		<b>MD SpA</b> /md_spa_	4	4
4		<b>Perfumerías Primor</b> /pprimor	4	4
5		<b>Lidl Cyprus</b> /lidl_cyprus	7	4
6		<b>IKEA Italia</b> /ikeaitalia	4	4

The top Retail profile associated with Instagram influencers in Southern Europe is El Corte Inglés, which has 7 mentions from 6 influencers. Other profiles with successful influencer partnerships include Sephora Italia, MD SpA, and Perfumerías Primor.

**Date Range:** January 01, 2020 - March 31, 2020


**Sample:** Instagram profiles associated with Retail in Southern Europe

**Source:** Socialbakers Data





## Profiles With The Best Influencer Marketing Efficiency

Rank		Profile	Influencers' Interactions %	Influencers' Posts %	Cooperation Efficiency
1		<b>Intersport.Italia</b> /intersport.italia	99.91%	1.64%	<b>64,577.42x</b>
2		<b>Douglas Cosmetics Sp...</b> /douglascosmetics_es	99.12%	0.98%	<b>11,412.01x</b>
3		<b>EasyCoop</b> /easycoop_official	99.83%	7.41%	<b>7,260.73x</b>
4		<b>MERCURIO DISTRIBUCIO...</b> /mercuriodistribuciones	99.59%	3.70%	<b>6,362.48x</b>
5		<b>BOUTIQUE DOS RELÓGIO...</b> /boutiquedosrelogiosportugal	99.09%	2.00%	<b>5,341.97x</b>
6		<b>Asmodee Spain</b> /asmodee_es	98.78%	1.89%	<b>4,195.64x</b>

The Retail profile in Southern Europe that has the best influencer marketing efficiency is Intersport.Italia which has a cooperation efficiency of 64,577.42x and only 1.64% of the overall posts featured by influencers. Other profiles doing well in this area includes Douglas Cosmetics Spain, EasyCoop, and MERCURIO DISTRIBUCIONES. Cooperation Efficiency: the metric is the ratio of average interactions on an influencer's post mentioning the brand compared to a post published by the brand itself.

**Date Range:** January 01, 2020 - March 31, 2020

**Sample:** Instagram profiles associated with Retail in Southern Europe

**Source:** Socialbakers Data

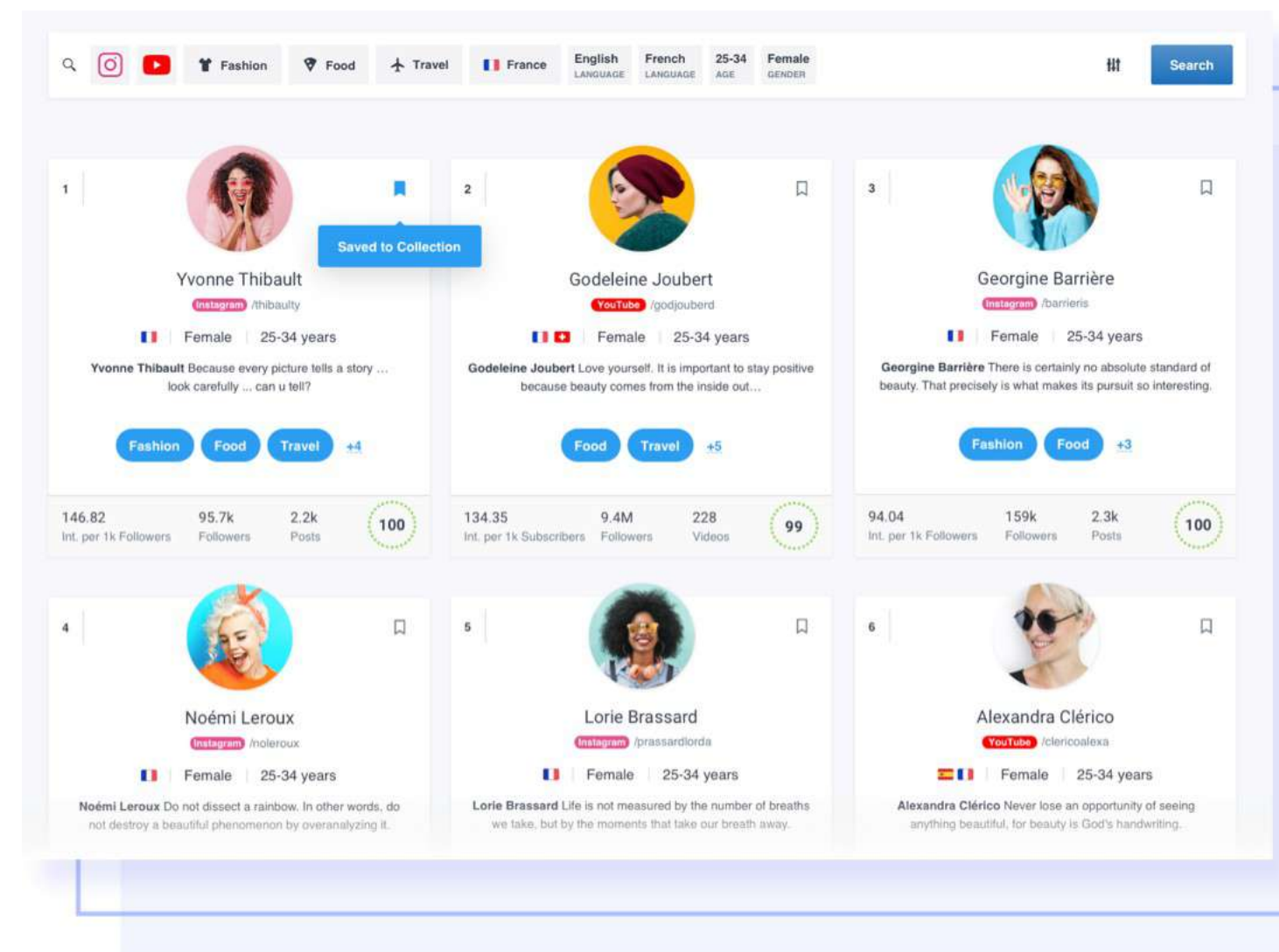


## Discover the Right Influencers for Your Audience Instantly

Finding the right influencers for your audience can be as easy as clicking a button. AI analyzes and finds the right influencers for you based on your audience preferences.

- Instantly find top-performing influencers in any industry or region
- Shortlist influencers that best match your requirements
- Easily monitor the business impact of all your influencer campaigns

[Try It For Free](#)





# Appendix



## Appendix - Facebook

Metric	Location	Q1 2020	Q-to-Q	Y-to-Y
Interactions on Profile Posts	Southern Europe	3,580.88	-7.64%	2.17%
Number of Followers	Southern Europe	73,618.16	0.12%	1.20%
Profile Posts	Southern Europe	20.30	-13.61%	-8.19%
Video Views	Southern Europe	6,441.12	-11.36%	10.00%

**Date Range:** January 01, 2019 - March 31, 2020

**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data





## Appendix - Facebook

Metric	Location	Q1 2020	Q-to-Q	Y-to-Y
% Comments	Southern Europe	0.05	-5.93%	-0.54%
% Live Video	Europe	0.04	-28.89%	-12.22%
% Other Than Like	Southern Europe	0.07	-3.43%	9.35%
% Paid Media	Southern Europe	0.18	1.41%	31.44%
% Reactions	Southern Europe	0.84	0.89%	0.97%
% Shares	Southern Europe	0.10	-3.70%	-6.93%

**Date Range:** January 01, 2019 - March 31, 2020

**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data



## Appendix - Facebook Ads

Metric	Location	Q1 2020	Q-to-Q	Y-to-Y
\$ CPC	Retail	0.08	-18.42%	-5.53%
\$ CPC	SouthernEurope	0.12	-20.27%	4.94%
\$ Spend	Retail	2,316.24	-25.01%	39.11%
\$ Spend	SouthernEurope	1,725.16	-25.23%	25.34%

**Date Range:** January 01, 2019 - March 31, 2020

**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data





## Appendix - Instagram

Metric	Location	Q1 2020	Q-to-Q	Y-to-Y
Influencers Posting #Ad	Southern Europe	85.00	-63.83%	-68.75%
Interactions on Profile Posts	Southern Europe	23,154.23	-7.34%	16.68%
Number of Followers	Southern Europe	67,408.32	6.15%	5.78%
Profile Posts	Southern Europe	23.31	-13.13%	-2.24%

**Date Range:** January 01, 2019 - March 31, 2020

**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data



## Appendix - Youtube

Metric	Location	Q1 2020	Q-to-Q	Y-to-Y
Number of Followers	Southern Europe	23,661.66	3.01%	3.71%
Profile Posts	Southern Europe	2.81	-33.81%	-56.15%

**Date Range:** January 01, 2019 - March 31, 2020

**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data



## Methodology & Glossary

Quarterly Industry Reports reflect the state of Socialbakers database at the beginning of the following quarter to the quarter of the reports. The data is pulled only once and is not updated between releases.

Minimum threshold for the report to be generated is 50 Profiles on Instagram & 50 Pages on Facebook for the given region and category combination. When the combination for a specific slide does not meet the threshold, if possible, data for broader area is provided instead.

**Note:** additional thresholds are applied for specific slides:

- **Total Interactions Distribution at a minimum of 300**
- **Internal Ads-Benchmarks at a minimum 200 active benchmarks from a region/industry**
- **#AD hashtags at a minimum of 10 #AD hashtags per month in the influencers section, etc**



**Reactions:**

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook.

**Interactions:**

Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

**Median post interactions in time:**

Median value for profiles (pages) in the sample. The value is the sum of Interactions gathered on posts published in a given month divided by the total number of posts published in the month.

**Relative median interactions in time:**

Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

**SOCIAL MEDIA LANDSCAPE**

**Number of Followers:** Sum of all Followers (or Fans) of the profiles in the sample

**Profile Posts:**

Sum of all posts published in given time period (stories are not included)

**Interactions on Profile Posts:**

Sum of all interactions on posts published in a given time period. The bubble sizes are calculated for each metric separately in order to compare each pair of metrics between platforms

**ADS**

**Organic** means **not promoted** (not paid to be shown in the feed). We use Socialbakers' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

**Cost per Click (CPC) or Impressions by Device Platform:**

Median of given metric for all available Ad Accounts. As an Ad Account can be used on Facebook, Instagram in Messenger or Audience Network, data is for all platforms together.

**Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:**

Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

**Relative Spend by Platform Position:**

Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

**Click-Through Rate (CTR) by Platform Position:** CTR median values of the top 5 positions by relative spend.

**CPC, CPM and Spend** metrics are in USD.

**Post grade:**

Post grade is a metric provided exclusively by Socialbakers for performance prediction and uses an A+ to D grading system to show how each post is predicted to perform based on the previous 72 hours organic performance.

**INFLUENCERS****Influencer:**

Instagram business profile of a person followed by more than 1000 profiles.

**Evolution of #AD Usage:**

The total number of distinct Influencers who have posted **#AD** (or available local equivalent) aggregated by month. To be included, the post must contain both the **#AD** hashtag and a mention of a profile from the given region and category.

**Influencer's score:**

The score represents influencer's relative performance in key metrics: the sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

**Top Influencers Mentioning {category} Profiles:**

Ranking of influencers who mentioned at least one profile from a given category and region in the given time range. Influencers are not filtered by country and therefore may occur in multiple rankings.

**Top Regional Influencers Mentoring {Category} Profiles:**

Ranking of regional Influencers who mentioned at least one profile from a given category and region in the given time range. Though Influencers are filtered by country but based on assumption as one influencers can post from multiple countries and can be part of multiple countries.

**Top Profiles Cooperating with Influencers:**

Profiles in given categories and regions that were mentioned by at least one influencer in the given time range.

**Influencer Marketing Efficiency:**

Is the ratio of Interactions acquired on influencer's (e.g. Hermione Granger) post mentioning the profile (e.g. Hogwarts Express) compared to post published by the Hogwarts Express itself.

The higher the score is, the more efficient the cooperation. To be included in the ranking, the influencers posts must include both #AD (or local equivalent) and a profile mention (@Hogwarts\_Express) to be displayed in the report (transportation brands in the UK).

**APPENDIX**

% **Comments:** the percentage of total interactions on comments

% **Reactions:** the percentage of total interactions on reactions

% **Shares:** the percentage of total interactions on shares

% **Live Video:** the percentage of all posts on live video posts

% **Other Than Like:** shows the percentage of reactions excluding like reactions (love, haha, wow, sorry, anger)

% **Paid Media:** percentage of all posts on promoted posts

**Profile Posts :** Average posts published by a profile on the platform in a given time period.

**Number of Followers :** Average Fans/Followers/Subscribers count on the platform

**Interactions on Profile Posts :** Average Interactions per page received on posts published in the given time period

**Influencers Posting #AD:** The total number of influencers who used #AD (or available local equivalent) in Instagram posts

Extended glossary available on Socialbakers website:

<https://support.socialbakers.com/hc/en-us/articles/115007663707-Glossary-of-Metrics-Analytics-Facebook>

