

Followers and likes are not everything

Views, clicks, and leads: the numbers that tell you your marketing is really working.

This guide's term, from Qamoos Tasweeq

What does **Vanity Metrics** mean?

Vanity metrics
أرقام الواجهة

A number that feels nice but does not pay.

■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com**قاموس التسويق****One marketing term at a time, in plain words**

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

@qamoos_altswееq

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ The idea

A like does not buy, and a follower is not always a customer.



Followers and likes look nice, but they do not tell you whether your marketing reached your business. What matters more: how many people saw it, clicked, messaged you, and bought.

■ The customer journey

From a view to a customer: five stages

Every stage is smaller

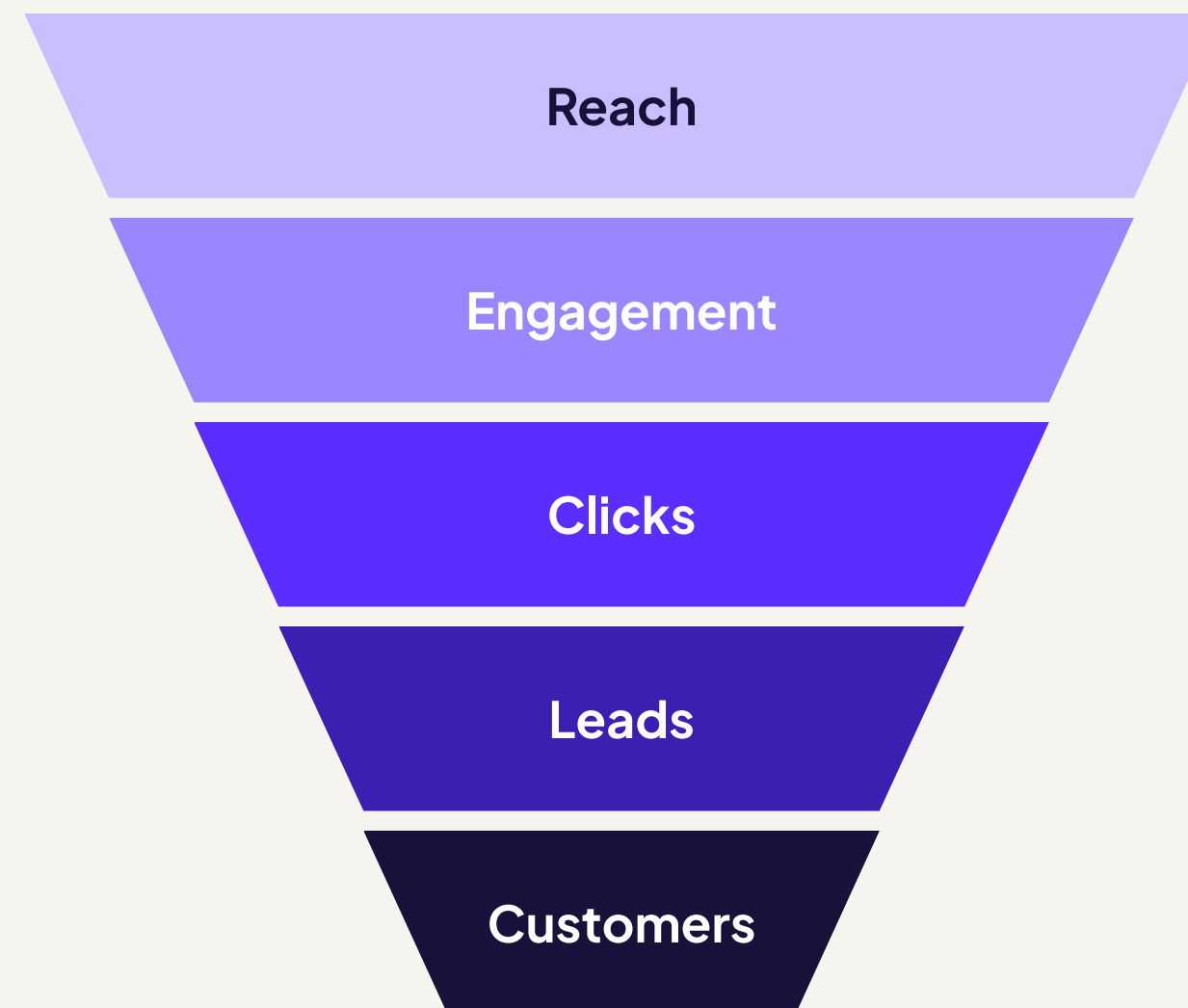
The number drops at every stage, and that is normal for every business.

The real question

How many people reach the last stage? That is the number that matters.

Likes sit at stage two

So on their own they cannot tell you if marketing works.



01

how many people saw the content

02

saves, shares, comments, messages

03

profile and link visits

04

WhatsApp, calls, forms

05

paid and became a customer

■ A real example from our account

Only 28 followers, but 2,368 views and 12 clicks

The first 10 days

These are Growth's Instagram numbers in its first ten days.

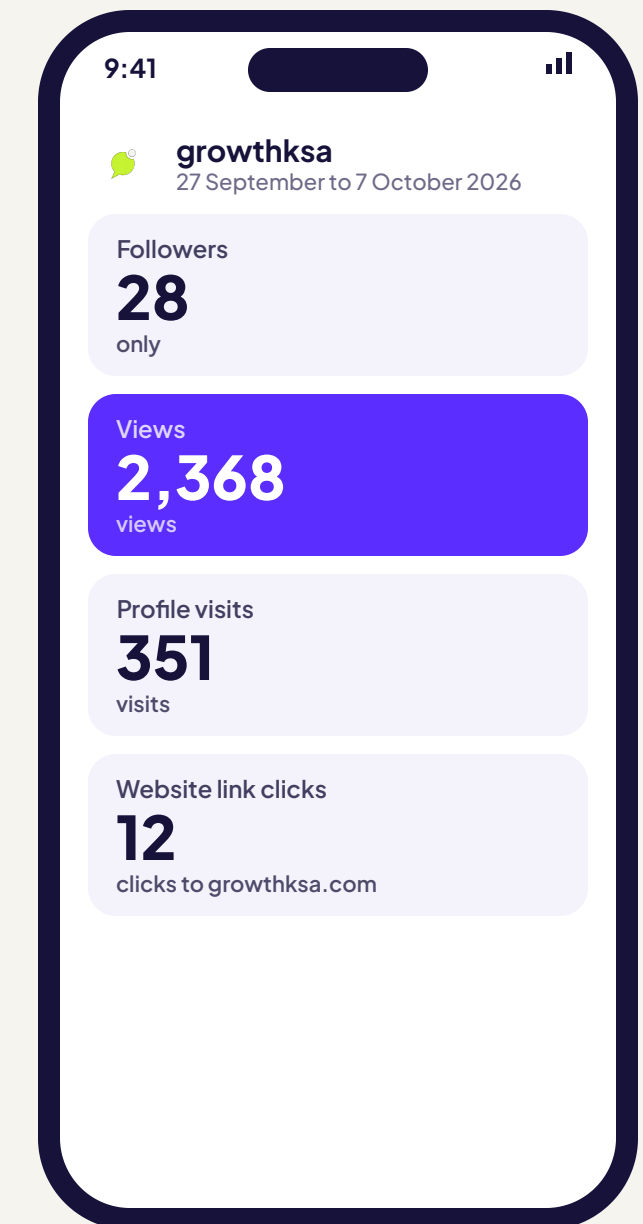
Judged by followers

The account would look weak.

The other numbers say

The content is reaching people, and they visit the profile and go to our website.

Source: Instagram professional dashboard for @growthksa, 27 September to 7 October 2026.



■ The numbers explained

What does each number mean?

Number	What it measures	What it tells you
Followers	Who chose to follow your account	Audience size, not buying intent
Likes	A quick one tap reaction	The weakest sign of interest
Views and reach	Times content was shown and how many people saw it	Whether your content is seen, and by whom
Saves and shares	Who kept the content or sent it to someone	The strongest sign the content has value
Profile visits	Who opened your account after the content	Interest in your brand
Clicks and CTR	Who tapped the link, and their share of viewers	Whether content drives action
Leads	Messages, calls, and forms	Real demand for your service
Cost per lead	Ad spend ÷ number of leads	How efficient your ads are
Return on ad spend	Revenue ÷ ad spend	Whether the ads are profitable

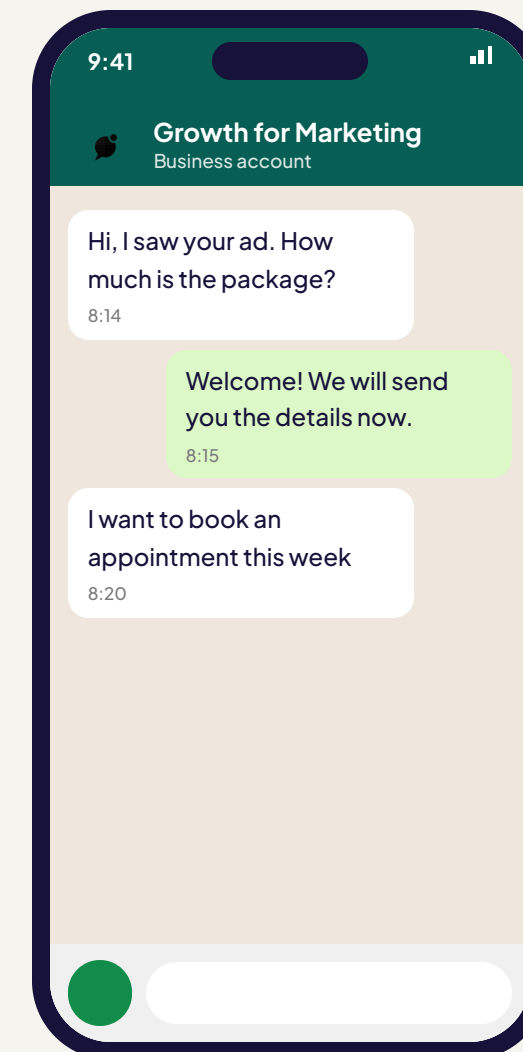
■ The difference

Lots of likes, or real messages?



A post with lots of likes

It looks successful, but may not bring a single request.



A post that brought messages

Fewer likes, but people ask about the price and book.

Illustrative designs.

■ Common traps

Why follower and like counts can mislead you

01

Followers who never buy

Bought or uninterested followers raise the number but never buy anything.

02

Likes without intent

A like is a free tap. Saves, shares, clicks, and messages are much stronger signals.

03

Giveaway followers

People who follow for a prize usually never engage again.

04

The wrong audience

A post that collects likes outside your city or away from your customers does not bring a single request.

■ By goal

Different goals, different numbers

Your goal	The numbers that matter
Brand awareness	Reach, frequency, completed video views
Building a community	Saves, shares, comments, messages
Website traffic	Clicks, click through rate, page visits
Leads	WhatsApp messages, calls, forms, cost per lead
Sales	Orders, revenue, return on ad spend

■ Example: a service business

Do not ask for more followers, ask for more requests

For a law firm, clinic, or consultancy, the clearest goal is the number of consultation requests each month. Views still matter because they start the journey, but they are not the goal.

01

The goal

Consultation requests per month.

02

Where each request came from

Snapchat, Instagram, Google, referral.

03

Cost per request

What we paid for each request.

04

Conversion

How many requests became signed clients.

■ How we measure at Growth

We measure what reaches your business, not only what looks good

01

The target number

In the first call we agree on your target: requests, bookings, or sales.

02

Tracking

We track the messages, forms, and calls that come from ads and content.

03

The report

Every month a clear report: how many leads, what they cost, which content worked, and what we will change.

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Three terms from this guide

What does **Vanity Metrics** mean?

Vanity metrics | أرقام الواجهة

Numbers that look good, like followers and likes, but do not measure sales.

In plain words: A number that feels nice but does not pay.

What does **Profile Visits** mean?

Profile visits | زيارات الحساب

How many times people opened your profile after seeing the content.

In plain words: They saw you, liked it, and came to look around.

What does **Saves** mean?

الحفظ

How many people saved the post to come back to later.

In plain words: A sign the content is useful enough to keep.



Have another question?

We will explain it with numbers, in plain words.



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