Same word, different metric

Four words people use in every report. Five platforms. In each cell, the name that platform actually uses, and the rule behind the number. Each named metric cites the platform's own documentation.

Four words, five platforms

PLATFORM	CLICK	CONVERSION OR RESULT	VIEW	REACH
Google Ads	**CLICKS** The API documents the Clicks field as "The number of clicks." NAMED	**CONVERSIONS** The main count. Conv. rate divides by eligible ad interactions, which may include video views. NAMED	**TRUEVIEW VIEWS** Reported for video ads. API field: video_trueview_views. NAMED	**NO CONFIRMED METRIC** No reach figure in the official pages we checked. NOT CONFIRMED
Meta	**LINK CLICKS** Clicks on ad links, on or off Meta. Outbound clicks are counted separately. NAMED	**RESULTS** Its own field, alongside impressions and link clicks. NAMED	**3-SECOND VIDEO PLAYS** 3 seconds, or 97% of a shorter video. Replays excluded. NAMED	**REACH** People who saw the ads at least once. Sampled. Not impressions. NAMED
TikTok	**CLICKS (DESTINATION)** Separate from Clicks (all). "CVR, clicks" uses destination clicks. NAMED	**CONVERSIONS** Times an ad led to the selected optimisation event. NAMED	**2-SECOND AND 6-SECOND VIDEO VIEWS** 2s in an impression session. 6s, or full if shorter, or 1 engagement within 6s. Replays excluded. NAMED	**REACH** Unique users who saw ads at least once. NAMED
Pinterest	**OUTBOUND CLICKS** Actions leading away from Pinterest. Pin clicks can also lead to a destination. NAMED	**COST PER RESULT** The average cost per result. Not a conversion count. PARTLY	**VIDEO VIEWS** At least 2 seconds with 50% of the video in view. NAMED	**TOTAL AUDIENCE** People who saw or engaged with the Pins. Not impressions. PARTLY
Snapchat	**SWIPES** Reporting has impressions and swipes. NAMED	**CONVERSIONS** An action after interacting with the ad, for something you defined as valuable. NAMED	**VIDEO VIEWS** 2 seconds of consecutive watch time, or a swipe up on the Top Snap. NAMED	**UNIQUES** "# of unique impressions", grouped with reach metrics. PARTLY

NAMED: the platform's own documentation gives this metric for this word.

PARTLY: a related figure exists, but it is not the same word.

NOT CONFIRMED: the official pages we checked did not define it. We left the cell open instead of guessing.

What changes the number

CLICK	A click changes name: link clicks on Meta, outbound clicks on Pinterest, swipes on Snapchat, destination clicks on TikTok, clicks on Google Ads.
VIEW	A view is a stopwatch plus a rule: 3 seconds on Meta, 2 and 6 seconds on TikTok, 2 seconds with 50% in view on Pinterest, 2 seconds or a swipe up on Snapchat, TrueView views on Google Ads.
REACH	Reach is people, not showings. Meta and TikTok count people who saw an ad at least once. Pinterest Total audience includes people who engaged. Snapchat uniques means unique impressions. Google Ads reach is not confirmed.

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