



Cologne, Feb 17 2016- The [social media analytics provider quintly](#) just [revealed findings regarding the correlation of the number of Twitter](#) followers and approval ratings. quintly ran an analysis of the social media performance of Bernie Sanders and Donald Trump from August 2015 to February 2016. The study detects that an increase of followers correlates strongly with rising approval ratings. Interestingly, Sanders can reach an almost similar amount of interactions as Trump but with a smaller fan base.

We are happy that we can help to improve the understanding of the links between political communication and polls through social media analytics. This is why we will continue to analyze these dependencies going forward until the presidential elections"

— Alexander Peiniger, CEO and Co-Founder of quintly

By tracking Trumps' and Sanders' followers, quintly has shown that these are also positively influenced by the presidential debates. Both contenders could gain new followers by the debate they took part in but also by the debate of the competing party. The picture for interactions per own tweet is less clear, however, it also shows a positive correlation with the polls.

The article shows that social media could indeed be positively linked to a politician's campaign. It has become a vital part of political communication and seems to clearly amplify the effect of other activities and events. Social media analytics can make these correlations clear and thus help to optimize the use of social networks.

ABOUT QUINTLY

quintly is a web-based **social media analytics tool** that helps users track and benchmark their performance against their competitors'. In this way customers can steadily optimize their social media strategy.

quintly was founded in Ennepetal, Germany in early 2011 by the brothers Alexander and Frederik Peiniger and is headquartered in Cologne, Germany now since 2012. Having started off as a duo with the name "AllFacebook Stats" it was renamed later on to "quintly" as more and more networks have been integrated. Now, quintlys' clients are able to track Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram and blogs through RSS feeds. The company now employs 17 people in **Germany, Brazil** and the **US**, has users in **183 countries** and serves paying clients in 60 countries. After three years in business, last year quintly expanded internationally and has established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. With an international team quintly strives to share their analytics expertise with their clients and through excellent service help them excel in their social media strategies.



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