



Instagram interactions tumble through 2015

Instagram Study reveals: Growth slowing down and Interactions dropping significantly

Main findings: Own posts on a moderate increase, decreasing follower growth, distinct drop in Interaction Rate, video posts almost doubled in 2015

The social media analytics provider [quintly](#) published an [Instagram study](#) analyzing 10,000 Instagram profiles for the whole year of 2015. The analytics company reveals decreasing growth rates of the average profile as well as a distinct drop in interactions. The study showed interactions dropped by 50% from January 2015 until end of December 2015 for many profiles. Different sized clusters make the findings applicable for every marketer on Instagram.

We think Instagram gets more grown-up, where decreasing growth and interaction rates are a normal phenomenon. Understanding the content of our published study is crucial for businesses that want to successfully market on Instagram",

— comments Alexander Peiniger, CEO and Co-Founder of [quintly](#)

To make the study easy to interpret [quintly](#) chose the most important metrics, such as number of own posts, growth rate, interaction rates as well as video and photo post frequency and discussed the outcomes briefly. By showing the development for the whole year of 2015 the reader is able to easily identify trends from the past and make predictions for the future. The data revealed can massively


influence the decision-making for a business marketing on Instagram.

During the last year Instagram has taken a significant step to reserve its seat beside social media giants Facebook and Twitter. The network seems to get grown-up which can be seen by easing growth and interaction rates. This study is interesting for every social media manager as the findings can improve the decision-making by showing trends for 2016. The data published can help marketers to optimize their activities on Instagram. For more information or a free trial please visit: <https://www.quintly.com>



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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, quintly's 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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