

US Presidential Elections: Sanders outperforming Clinton regarding Twitter interactions

The social media analytics provider [quintly](#) just [revealed findings regarding the Twitter performance](#) of Hillary Clinton and Bernie Sanders. For the last six months the data shows that Clinton has a significantly higher, still steadily growing, amount of followers but receives 30% less interactions on the average tweet.

The article shows the different dynamics behind Clinton's and Sander's social media appearances. While both started off in very different positions, the growth of their profiles is largely the same as they could each gain around one million additional followers. To link online and offline, the social media analytics company correlated social media data and approval ratings. In this second post of their presidential elections blogging series these findings differ between the two democrats.

With social media analytics it becomes much easier to detect parallels between the offline and the online world and it is really interesting to see how this also affects the upcoming presidential elections.

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

Through its US Presidential Elections blogging series [quintly](#) applies competitive social media analytics to a compelling example and makes the topic accessible for a broader audience. For Facebook live stats during debates, [quintly offers a free tool](#) to identify developments real time. For more information on the tool or a free trial, just 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, 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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