

US Presidential Elections: Trump as clear Republican Winner in Social Media

The social media analytics provider [quintly](#) just revealed findings regarding [the performance of the leading Republican candidates on Twitter](#). Far ahead of Marco Rubio and Ted Cruz, Donald Trump does not only have a significantly higher number of followers, but is also achieving more than four times the interactions of his competitors.

The analysis furthermore shows that the kickoff of the primaries in Iowa boosted the follower count of the two candidates that are lagging behind. But while Rubio comes to around 1.2 million and Cruz to around 800,000 followers, Trump is clearly leading with more than 6 million in late February 2016. Since mid-December, his average number of interactions per tweet has been higher than the interactions of either of his competitors on any given day.

It has become much easier to track political digital communication with social media analytics. Through competitive benchmarking, it is now possible to actively compare different competitors and thus draw new relevant conclusions.

— Alexander Peiniger, CEO and co-founder of quintly

With the coverage of the US presidential elections, quintly is continuously contributing to a better understanding of the dynamics between politics and social media. It shows a substantial case that makes social media analytics more vivid. 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>.

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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