



Facebook Reactions Study

Reactions are just 3% of all interactions. More on: quintly.com/blog



Facebook Reactions hardly used!

The study analyzed 130,000 posts and gives first insights on how the newly launched feature is used by the Facebook community.

Main findings: Facebook Reactions are just 3% of all interactions, “Love” is predominantly used among reactions, Videos receive 40% more reactions

The social media analytics provider [quintly](https://quintly.com) just published a [Facebook Reactions study analyzing 130,000 posts](#). The analytics company revealed that Facebook Reactions are hardly used by now. Looking at the total share Reactions are just 3% of all received interactions. As well as that, the study shows that the “Love” emoji is predominantly used compared to other options. Different page clusters make the findings applicable for every marketer on Facebook.

The findings of our study show that Facebook Reactions are not established yet. For marketers it will be interesting to see if they will do, as they can reveal great insights on how a brand’s content is perceived. This knowledge can greatly improve the businesses content marketing effectiveness,

— comments Alexander Peiniger CEO & Co-Founder of [quintly](https://quintly.com)

To make the study easy to understand, [quintly](https://quintly.com) went step by step deeper into the analysis. First, Reactions got compared to Shares and Comments to identify whether they are already important for companies or other interactions are still of higher value. After splitting up the analyzed Facebook pages into different

sized groups, quintly looked at post types such as image or video posts.

This study presents that Facebook Reactions are hardly used by the average Facebook user yet. It will be particularly interesting to see how the use of reactions will develop in the near future. For marketers, the information that can be gathered from Reactions would be highly beneficial since the deeper user understanding can help to further enhance posted content. For more information or a free quintly 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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