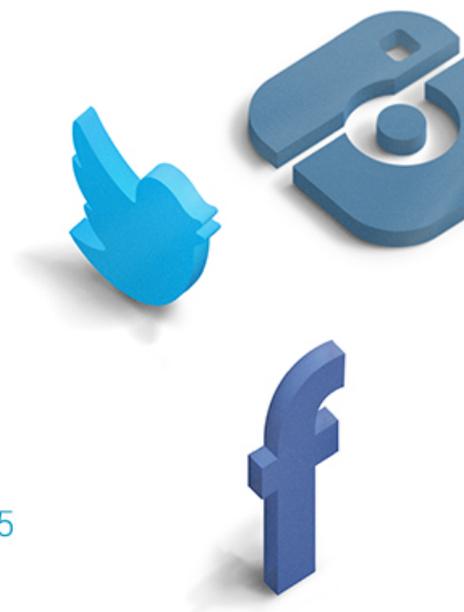




# Social Media Benchmark Study 2015

Number of brand posts on Facebook surged in 2015  
[Read full study on quintly.com/blog](http://quintly.com/blog)



## Number of brand posts on Facebook surged in 2015

The study analyzes 180,000 Facebook, Twitter and Instagram profiles during the whole year of 2015.

*Main findings: Facebook post frequency rose by 36%, Instagram interaction rate highest but decreasing, Instagram profiles growing fast*

The social media analytics provider [quintly](http://quintly.com) just published [the Social Media Benchmarking Study for 2015](#). The analytics company revealed that brands increased their Facebook post frequency rapidly during the year. As well as that the study found that Instagram profiles are growing fast and the interaction rate is the highest compared to Facebook and Twitter. As mentioned in previous [studies](#) Instagram's interaction rate dropped due to the fact the network gets increasingly mature. Different page clusters make the study applicable for every marketer.

*“The findings show that Facebook is far from being dead as reported often during the last year. To the contrary, we revealed in this study that brands increased their own posts by 36%, which is a high rise. Interesting to see will be if this development continues further in the first half of 2016.”*

— comments Alexander Peiniger CEO and Co-Founder of quintly.

To make the study easy to interpret, quintly analyzed the profile level, the post levels and the networks in general by comparing the interaction rates of all three analyzed networks. The bird’s eye view on all networks helps marketers to understand the different interaction patterns in the individual networks.

This study presents that brands still ramped up their activities on Facebook during 2015. The strong increase in own posts seems to show that for brands Facebook has a big return on their investments in social media. Due to the fact that small profiles on Instagram grew extremely fast the network seem to be highly interesting for smaller brands. 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, 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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