

# Instagram interactions facing a strong downward trend in Q1 '16

The study analyzes 13,000 Instagram profiles in Q1 2016, and compares findings to the same time period one year before.

*Main findings: Continuing drop on image interactions especially for large profiles, videos performing worse than images, own posts continue to increase moderately.*

The social media analytics provider [quintly](#) published an [Instagram study analyzing 13,000 Instagram profiles for Q1 2016](#). The analytics company reveals a distinct drop in interactions. The study shows interactions on image posts dropped on average by 39% in March 2016 compared to March Q1 2015. While the share of videos in timelines increased by 10% points since 2015, their interactions show lower numbers than images with an even stronger downwards trend. Differently sized clusters make the findings applicable for every marketer on Instagram.

*While interactions per photo or video are decreasing on Instagram, the image network does not lose any traction. Numbers continue to be significantly higher than on Facebook and Twitter. Instagram thus remains an important platform for any marketer but increasingly crowded timelines make it harder to achieve high interactions*

— 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 rate as well as video and photo post frequency and discussed the outcomes briefly. By showing the development for Q1 2016 the reader is able to easily identify the latest trends and make better marketing decisions based on them.

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 the most important developments of continuing trends from 2015.

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>

---

#### 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.



quintlynewsroom