



Twitter Study H1 2016



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Biggest profiles lose interactions on Twitter

Interactions on smaller profiles remain unchanged

Main findings: Significant drop in interactions for biggest profiles analyzed, rising interactions for smaller profiles, number of tweets remain unchanged, declining follower growth since last year.

The social media analytics provider [quintly](http://quintly.com) published a [Twitter study analyzing 30,000 Twitter profiles](#) during the first half of 2016. The analytics company reveals changes that are relevant for businesses which market on the micro-blogging service. While interactions for the biggest profiles analyzed dropped by 58% comparing H1 of 2015 with the present year, smaller profiles tend to receive more interactions than they used to.

"The different aspects analyzed such as tweet frequency, interaction rate and follower growth enable readers of our study not only to see developments but also allow to draw conclusions of what that means for their business. We found that the biggest profiles need to endure a high follower loss, whereas smaller profiles seem to be able to benefit from Twitter."

— comments quintly's Communications Manager Julian Gottke

To make this study easy to interpret quintly chose the most important metrics such as number of tweets, growth rate and interactions rate and discussed the outcomes briefly. By clustering the analyzed profiles in six differently sized groups the study is applicable for every marketer.

The data published can help marketers to optimize their activities on Twitter in order to benefit from it. For more information or a free trial of the social media analytics solution 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, quintly's clients are able to track Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram and blogs through RSS feeds. The company now employs 25 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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