

US ELECTION ANALYSIS

Sponsored Facebook content is playing a big role in the US election campaigns.



## US elections on social media: Trump still going strong

The social media analytics provider [quintly](#) just revealed findings regarding the performance of the two presidential candidates Hillary Clinton and Donald Trump. The latest data provided by quintly shows that in August 2016, Trump is still performing well. However, after the national conventions, both candidates generally show lower numbers than in July. Nonetheless, Clinton has been able to change her share of their combined fans slightly to her advantage. To monitor all developments, quintly also launches a [live data hub with all information in one place](#) - in real time.

The analysis furthermore shows how many percent of posted content on Facebook is sponsored. As election day comes closer, quintly's sponsored post detection shows that Clinton sponsors over 90% of her posts. Trump's sponsored amount currently comes to almost 80%, coming from less than 20% in May 2016. Accordingly, it is clearly visible that both candidates have been significantly ramping up their Facebook advertising as election day is drawing closer and closer.

*“Both Donald Trump and Hillary Clinton are heavily relying on paid content on Facebook. Election day is almost only one month away and social media will certainly become even more important for the campaigns. That’s why we set up a live data hub to be able to monitor the development of their social media performance especially during upcoming TV debates.”*

— Alexander Peiniger CEO and Co-Founder of quintly

Considering their respective hashtags on Twitter, Donald Trump gets the most interactions, with #imwithyou receiving almost 600k interactions in August 2016. For more information you can find the analysis [here](#) and the quintly live data hub for the presidential elections [here](#).

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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 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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