



The 30 biggest brands on Facebook. Analyzed.

Read the full study: quintly.com/blog



30 biggest brands on Facebook analyzed in-depth

This brand study analyzes 30 of the biggest brands in the world and gives insights on how the most-liked fan pages try to utilize Facebook.

Social media analytics provider [quintly](http://quintly.com), just published a Facebook study that analyzes how 30 of the biggest brands performed in the first half of 2016. The study shows how the biggest brands on the globe use Facebook, which can help businesses to compare their own activities with potential benchmarks. First, quintly looked into growth rates and determined that the analyzed profiles still managed to increase their audience. Further, the analytics company examined the change in fan growth, frequency of posts and interactions.

“Our new brand study provides some great insights on how the biggest brands on the globe try to utilize Facebook. Analyzing the performance and the usage of the 30 most-liked Facebook pages can be beneficial for businesses that want to adapt successful tactics for the own social media strategy”,

— comments quintly’s Communications Manager Julian Gottke.

In addition, the study also reveals trends in the usage of post types and shows if videos or images are used more frequently. Going deeper into the analysis, the study also shows how these brands use Facebook as a customer service channel by looking at response times and user posts on their timeline.

With this study, quintly provides some insights into the Facebook strategy of the biggest and most successful brands in the world. Looking at “top dogs” can be helpful to identify industry trends. It also shows what seems to work for companies and can also be greatly beneficial for smaller businesses. 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, 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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