



Benchmarking Study for Q3 2016.

Read the full study: quintly.com/blog

Benchmark Study: Set the right social media goals for 2017

The social media analytics provider, quintly, analyzes over 220,000 profiles on Facebook, Twitter and Instagram in the time period of July to September 2016. The provided numbers give insights into specific details of the usage and strategy of these channels.

The [quintly analysis](#) shows that the analyzed profiles tended to grow in all networks, but by far strongest on Instagram. The lowest growth rate was found on Facebook. In particular, Instagram accounts up to 100k followers achieved growth rates from over 10%. The frequency of Own Posts remained stable, with the highest amount of posts on Twitter and a consistent flow of 4.5 own tweets per day on average.

“Analyzing the performance and the usage of Facebook, Twitter and Instagram is a beneficial resource for businesses, especially in order to set the right social media goals and to develop successful tactics for the upcoming social media year of 2017”,

— comments quintly’s Communications Manager, Julian Gottke.

The study reveals how the three networks were utilized and discusses certain patterns in these networks. The main aspects that were observed in this analysis were growth rate, post frequency and the interactions on Facebook, Twitter and Instagram. The study is broken up into different sized groups of profiles to reveal actionable insights and make it applicable for every marketer.

In addition, quintly was able to reveal in their study that the Interaction Rate on Instagram is on a higher level than on Facebook and Twitter. Instagram remains the “King of Engagement,” and it indicates that the average post receives significantly higher interactions relative to followers or fans.

Observing Facebook, Twitter and Instagram in-depth can be useful to identify specific network-related trends. It also shows what seems to work for companies and can also be greatly beneficial for any businesses. 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 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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