

Study proves: 1055%
higher share rate on
Facebook Native
videos



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Main findings: Significant higher share rate for Facebook native videos, majority of video posts are Facebook native videos, nearly every second profile used video content.

The social media analytics provider [quintly](#) published its [latest study](#) in which they analyzed 167,000 Facebook profiles and over 6 million Facebook posts in the period of July - December 2016. The study shows that Facebook's own native video, that are videos that get uploaded directly to Facebook, format greatly exceeds other platforms such as Youtube and Vimeo in terms of usage. While the average interaction rate for Facebook native videos were on average 109.67% higher than for YouTube videos, a 477.76% higher average share rate of Facebook native videos was also detected.

"It might not come as a surprise that Facebook's native videos are outperforming other formats, but what's interesting to see is that Facebook native video even had a 1055% higher share rate than YouTube videos on Facebook in December 2016. Taking how popular YouTube remains on its own outside of Facebook, these findings were really astonishing for us, and can be a game changer for marketers"

— comments quintly's Digital Communications Manager Nils Herrmann

quintly's study provides a number of additional insights into the use of videos on Facebook. For instance, the findings show that 46.86% of Facebook profiles used videos on their timeline and showed a trend that the number is set to increase over time. In particular, profiles with 10 million+ followers showed a 35% increase in use of Facebook native videos from July to December 2016.

Observing this data in-depth can be useful for identifying network related trends in the usage of videos on Facebook. These findings can also be seen as how-to-guide for social media marketers and eventually applied to their own Facebook strategy. For more information on quintly or a free trial of the social media analytics solution please visit: 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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