



## Facebook Ads Analytics Now Available in quintly

*The analytics provider now offers a clear overview of paid social for a holistic Facebook analysis.*

The social media tool provider quintly just [launched their new Facebook Ads integration](#). It allows users not only to optimize their organic social media performance but also get deep insights in their paid social. As paid content on Facebook, the second largest digital publisher in the world, gets increasingly more important for advertisers, this is a large step for brands active on the social network.

The main objective for quintly launching this feature is to offer their users a clear overview on their ads in one system. Digging deeper in ad spend and important KPIs such as CPC, CPP or CPE is all done in one table. This possibility brings a social media analysis to the next level. With the option of combining paid social data with organic metrics quintly brings two central aspects of social media marketing together.

*Investing into paid advertising on Facebook has become the norm for most of our clients. That's why we are very happy to bring ads KPIs for campaigns and dark posts into the quintly platform. This will allow our users to see the full picture across their organic and paid strategies in one central place.*

— comments Alexander Peiniger, CEO and Co-Founder at quintly

The feature goes live with seven metrics. For the start of the analysis the analytics provider offers two bird's-eye view metrics such as the “Ads Performance Table”, also offering metrics that can be used for an in-depth analysis. Especially the “Ads Cost Table” makes the life of their users easy as the table can just be sorted by values. For a free two weeks test account, just visit: [www.quintly.com/pricing](http://www.quintly.com/pricing)

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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, 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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