



Study finds 47.7% higher interactions on posts containing emojis

Adoption pace slowing down in the analyzed 5.5 million Instagram posts

Main findings: 56.% of analyzed profiles used emojis; Emojis equally often used in images and videos; Emojis bring 47.7% higher interactions; Study also reveals the 10 most frequently used emojis

Social Media Analytics provider quintly [just published a follow up of their Instagram Emoji study](#), which analyzes 5.5 million posts in the time from January - July 2017. The Germany-based company was able to reveal that emojis are omnipresent. To be precise, Emojis have been used in 56.5% of the analyzed Instagram accounts. Due to this high share, the adoption rate naturally slows down, compared to the beginning of the year. The main takeaway for marketers is that posts containing emojis receive significantly higher interactions.

“Emojis are not merely a funny way to communicate with friends but, if used correctly, are a real chance for businesses to work towards the goal of social media marketing – higher interactions. Our now second study delivers numbers for marketers that can be highly beneficial while crafting content.”

– comments quintly’s Communication Manager Julian Gottke

To make the study easy to follow, [quintly](#) went deeper into the analysis step by step. First, the averages of all profiles are analyzed, showing how often emojis are being used. Then, quintly explores the emoji use in video and image posts. In order to reveal even more meaningful data, the analytics provider analyzes the amount of interactions on posts with and without emojis.

Six differently sized groups help the reader to apply all findings to their own profile and learn how the use of emojis influences the amount of received interactions. It will be particularly interesting to see if posts containing emojis will continue to be as strongly favored as this study reveals. 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, 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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