

# quintly combining academic and practical analytics approaches

*Analytics provider partnering up with Swiss communications research institute.*

The social media analytics provider quintly, announces a collaboration with the [Research Institute for the Public Sphere and Society](#) (fög) of the University of Zurich. Working together with Daniel Vogler, researcher in the fields of corporate reputation management, crisis communication and CSR, quintly aims to combine analytics approaches from both business and academic perspectives.

With a goal to provide both clients and the industry with valuable knowledge, quintly formulated [five ideas on how to create better social media analyses](#) in partnership with the research institute. This first paper presents various thought-starters for social media marketers, giving them helpful tips to enhance their analytics processes.

*“With quintly, we found a great partner for combining our academic research with a business oriented perspective. It’s a great opportunity for sharing valuable insights for all social media marketers, helping them to get the most out of their marketing efforts.”*

— Daniel Vogler, researcher at the Research Institute for the Public Sphere and Society

quintly will continue to strengthen their partnerships by providing social media marketers with the knowledge to optimize their strategies by combining theory and practice. The analytics provider also recently announced to [deepen their studies and analyses further](#), showing a strong commitment to educate the market. To stay up to date, please follow the quintly blog:

[www.quintly.com/blog/](http://www.quintly.com/blog/)

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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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