



## quintly launches advanced social analytics made easy

The social media analytics provider [quintly](#) starts the year with launching a new version of their tool. Central point here is the Discover page that bundles all metrics in categories, reminding of an app store. This enables quintly users to explore new metrics and KPIs for their analysis. These metrics are organized on dashboards, where users now find either templates or start with an new canvas. Once dashboards are set up, they build the foundation for reports, created within seconds.

*"We have been using quintly for a long time now. While it was always very helpful for us, getting deep valuable data insights is now smoother and more efficient than ever with the new version!"*

— comments Katarzyna Jakubowska, Digital Marketing Manager of Huawei

Since dealing with a lot of data can be an overwhelming task, quintly also minimized the cognitive load by focusing on one task at a time. Through the clear structure and focus on the most important features, the tool guides the user to complete one task at a time. Beyond that, the company decided to rebuild the entire web application in ReactJs delivering a dynamic and fast interface.

*“Building a design system has created a base for us to develop more streamlined and scalable features. It allows us to design a cohesive experience that can be easily understood by our users.”*

— comments UX Lead Designer Erica Chen from quintly

Simultaneously to the launch of a new version, quintly also offers new metrics including Instagram Insights and Instagram Story Analytics. As well as that the adjustment of chart types is easier than ever. The quintly query language, also known as QQL, gives clients the possibility to define and adjust their own metrics, taking customization to the next level. For a 14 day free trial just visit: <https://www.quintly.com/> for more info on the new version [visit the quintly 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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