



Social Media Study Analyses Top 20 Uk Brands

The social media analytics provider quintly published a brand report relevant for businesses in the UK. It analyses 20 top brands from different industries such as telecommunication, retail, media and automotive. Findings of the report show trends within the market and are beneficial for every social marketer based in the UK.

We kept on receiving questions on data for specific markets. Now, this report is the start of a series for several markets. For marketers in the UK the revealed numbers are handy to know and can set a basis for more specific analysis on a company level.

— comments Nils Herman, Digital Marketing Manager of quintly

Beside showcasing trends of the social media sphere in the UK, the report works as a best-practise in many cases. The analysed corporations often come up with, due to high budgets and creative minds, effective ways to utilise social media. Smaller businesses can learn from that and possibly receive new ideas for their own strategy.

For a 14 day free trial just visit <https://www.quintly.com/> and schedule a demo. For more insights visit the [quintly blog](#).

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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