



Brand Report Analyzes Facebook Performance Of 20 Most Valuable UK Brands

quintly publishes insights on how most successful UK brands utilize Facebook.

Main findings: ITV, Marks and Spencer and BBC are the three most active UK brands on Facebook; visual content 40 times more likely to be shared than other types of content; EE responds to 90.3% of consumer questions on Facebook.

Today quintly released their 2018 UK Brand Report, mainly focusing on Facebook data. Analyzing interactions, quintly finds out that the top 3 posts in 2018 are published by ITV and BBC and all being posted in video format.

Besides that, there's a surprising finding regarding customer service on social media: most of the companies get a lot of (meaning more than 5,000 a year) user requests on social networks - in particular, companies like Sainsbury's, Three UK and EE. Those companies also have a high overall response rate (over 85%). Yet not all of the 20 brands take advantage of the potential in this sector like e.g. MINI and Jaguar, who choose not to answer user requests at all on Facebook.

Identifying that customer orientated services receive the most questions is quite interesting because it underlines the importance of providing excellent customer service on social media. Yet, some brands don't focus much on this area. I think that a different mindset in this regard would certainly improve the interaction with the audience of every company though.

— comments quintly's Digital Marketing Manager Nils Herrmann

The free brand report covers many more aspects such as follower performance, content engagement and customer service and also some insights to Instagram and Twitter.

ABOUT QUINTLY

quintly is a web-based **social media analytics tool** that helps users track and benchmark their social media performance against their competitors, empowering clients to take better data-based decisions and optimize their social media strategy.

quintly was founded in the small town of Ennepetal, Germany in early 2011 by the brothers Alexander and Frederik Peiniger and is now headquartered in Cologne, Germany since 2012. Having started off as a small team under the name “AllFacebook Stats” it was renamed later on to “quintly” as more and more networks have been integrated. quintly's clients can track Instagram, Facebook, Twitter, LinkedIn, YouTube and Pinterest.

The company now employs 25 people in **Germany, Brazil** and the **US**, has users in **183 countries** and serves paying clients in over 60 countries. After three years in business, quintly expanded internationally in 2014 and has established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. Besides providing an advanced analytics tool, quintly's international team also shares its expertise through publishing in-depth studies and social media data analyses regularly.

To find more information about the story behind quintly, please visit <https://www.quintly.com/about>.



quintlynewsroom