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Brandwatch



## Brandwatch strategically partners with quintly

Digital consumer intelligence company [Brandwatch](#), which has recently been in the news for their merger with Crimson Hexagon and acquisition of research platform Qriously, has now partnered with social media analytics provider [quintly](#).

The partnership has two dimensions to it. First, Brandwatch and quintly will now start working together to bring shared clients forward. Through their joint efforts, both companies see a lot of potential on a strategic level for clients who use both tools by bringing social listening and analytics data closer together.

*We believe that this partnership with Brandwatch brings big advantages to our joint customers, as well as our two companies. By supporting organizations with a joint offering from two specialists, we can provide the best of both worlds - social media listening and analytics - with the advantages of using two specialist platforms rather than an all-in-one solution.*

— Alexander Peiniger, CEO and Co-Founder of quintly

The second dimension of the partnership is the integration with Brandwatch's data visualization platform Vizia. With this technical integration, [Brandwatch Vizia](#) clients will now be able to receive public as well as owned quintly data in their big screen solutions.

The first client using the integration is the RTL Media Group, a Germany-based media group with 5,000 employees.

*"As data culture has become increasingly important within our organization, making the right data accessible for the individual employee has become essential. Here, Brandwatch Vizia allows us to bring important data points, such as those delivered by quintly, together and display easy-to-digest live dashboards with social media data in our Marketing Café. This is a great way to show important KPIs to all relevant people on a daily basis."*

— Dagmar Wurzer, Digital Marketing Manager at RTL Media Group.

Combining the two approaches, the two social media tool providers will work towards shaping data culture within big organizations, breaking up data silos and allocating relevant data to individual employees.

More information about the integration is accessible on 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 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>.



quintly