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Instagram Study Analyzes 5.4 Million Posts

quintly publishes insights which content performs best on Instagram.

Main findings: 68.2% of all posts are images; Video content receives 49% higher interactions than images; Weekend posts receive 27.3% more interactions.

Now quintly released this year's Instagram Study, analyzing 5.4 million posts and presenting surprising results.

The most interesting discovery is that though images are the most frequently used post type, they aren't relevant when it comes to interactions Video posts receive 49% higher interactions.

Besides that, quintly compared the interaction rate on weekdays and weekends and found out that the interaction rate is 27.3% higher on weekend posts.

“If you want to be successful on Instagram, try different formats than just single images. You should also test and analyze different post lengths, the amount of emojis and hashtags. This is the most accurate way to discover what benefits your account and what your followers react to.”

— comments quintly's Digital Communications Specialist Justina Michalski

Many more aspects such as fan distribution, length of posts and emoji- and hashtag usage are analyzed in the free study.

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