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quintly adds TikTok analytics to their social media data solution

Cologne, Germany. Social media data specialist quintly announces launching [TikTok analytics](#), a new functionality that allows their customers to collect data from multiple TikTok profiles for analytical, monitoring, and reporting purposes.

quintly becomes one of the very few platforms today that allow users to gather insights from their TikTok audience. This data is aggregated to quintly's purpose-built data layer that already consolidates other social media giants such as Facebook, Twitter, Instagram LinkedIn, Snapchat, and Youtube, as data sources. It is this data layer, its flexibility and ease of querying specific metrics, that makes quintly the go-to solution for large brands, marketing agencies, and data analysts.

We are really proud to be one of the first providers to add TikTok analytics to our product. A big share of our customers asked for it and we wanted to give them a solution that allows them to leverage the data in the same way they have been doing it with other networks over the last years. Using TikTok strategically as a brand relies on high quality data and that is the core job that we deliver to our customers.

— Alexander Peiniger, Co-founder & CEO

A Gen Z favorite for content creation, TikTok is the network to conquer for both B2C and B2B brands. With a specialized solution like quintly, social media marketers have the opportunity to automate tracking metrics and reporting on their TikTok strategy.

quintly enables measuring TikTok Profile Data, such as followers count, likes, and video posts; Post/Video Data, such as thumbnails, link description, hashtags, video length, challenges, music attached; and Content metrics such as views, likes, comments, shares and post tags.

About quintly

quintly is a web-based social media analytics platform that helps its customers measure, benchmark, and report on their social media performance. A leader in data analytics from networks such as Facebook, Twitter, Instagram, LinkedIn, Youtube, Snapchat and TikTok, quintly enables enterprises and marketing agencies to easily measure and grow a large social media presence of 100+ profiles.

Founded in 2011, quintly now employs a team of 25 working remotely and its customer base expands in 183 countries. Besides providing an advanced analytics solution, quintly's team also shares its expertise through publishing in-depth studies and social media data analyses.

For more information, please send an email at info@quintly.com

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, the US and Mexico**, 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 Mexico 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>.

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