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# Study reveals top 50 TikTok accounts are individuals, leaving brand accounts trailing behind

- Out of the top 50 TikTok accounts, **most belong to young adults**
- **32,855 videos were published** between January 1st, 2020 and September 30th, 2021
- **Only 0.3%** of those videos contained branded content
- Branded content received **more views but lower engagement** than regular videos

**Cologne, Germany.** Social media analytics specialist quintly has released a first of its kind [data report](#) examining the 50 most followed users on TikTok. The study focuses on analyzing the posting habits, frequency, performance indicators, and content type of the accounts with the largest following to date, revealing common behaviors and success formulas. The aggregated data comes from over 32,800 TikTok videos, posted over 21 months.

*“In just a few years, TikTok has become an impactful social network with influence not only on how social media users create and consume content but also on how its competitors further develop their platforms.” Alexander Peiniger, Co-founder & CEO. “At quintly, we set out to understand who the top 50 TikTok accounts are, and pinpoint some of their success formula”*

— Alexander Peiniger, Co-founder & Co-CEO

The go-to solution for brands, organizations, marketing agencies, and media companies, quintly is one of the very few platforms today that allows users to [gather insights from their TikTok audience](#) for analytical, benchmarking, and reporting purposes. Thanks to a powerful data layer, that consolidates data from all the important social media channels and is built for easy-to-use multi-channel data queries, quintly is the choice for social media data accuracy, security, and scalability.

## 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, 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, send an email at [info@quintly.com](mailto:info@quintly.com)

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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, 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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