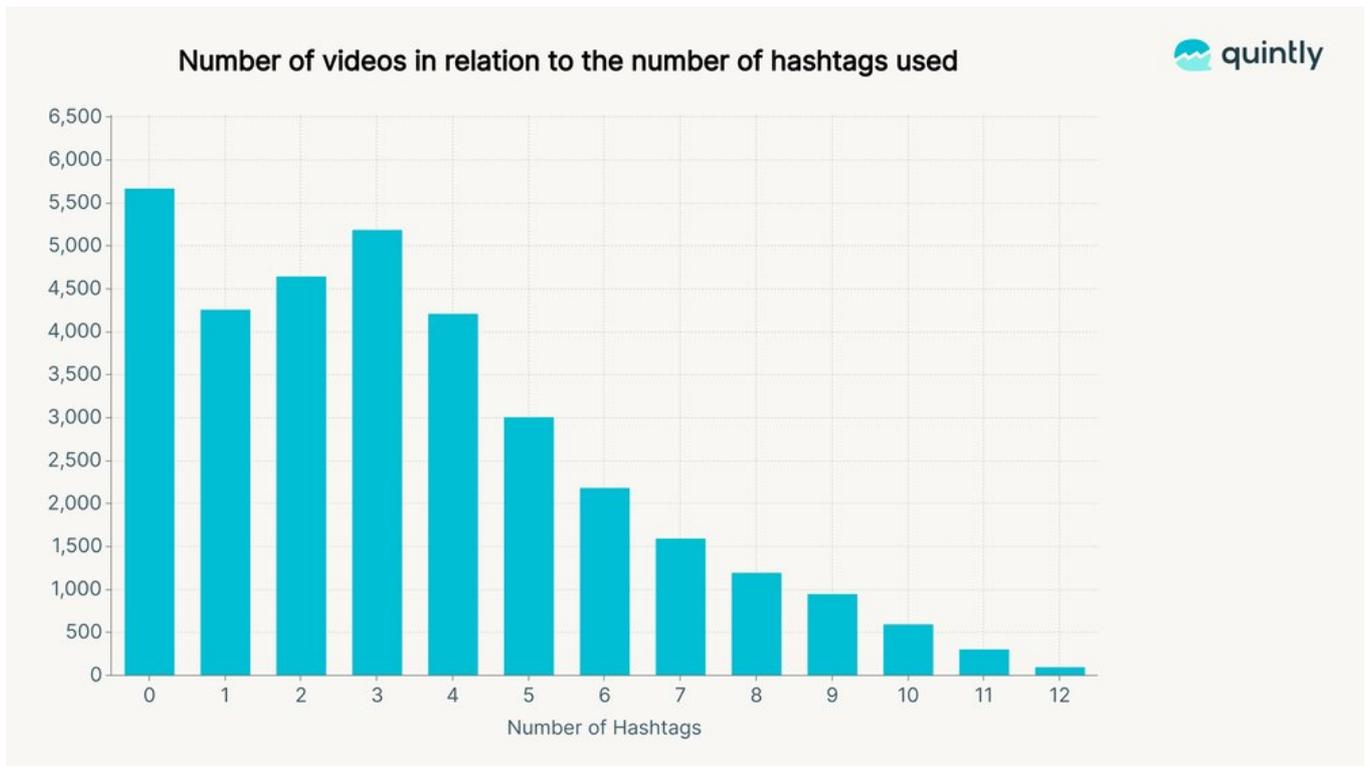


Study Reveals Data-Driven TikTok Marketing Best Practices for Brands



- Most of the top 50 brands on TikTok are in the Entertainment, Media, Fashion, and Cosmetics industries.
- Short, entertaining videos make up the bulk of the content posted by brands on TikTok.
- Joining the conversation around controversial topics has the potential to boost engagement for brands.

Cologne, Germany. Social media analytics specialist quintly has released a new [data report](#) analyzing the behavior and performance of the top 50 brands on TikTok. The study focuses on quantitative metrics like publishing time and frequency, video length, and hashtag usage as well as qualitative metrics like the choice of content categories and commentary on controversial topics. The aggregated data comes from analyzing 34,746 videos published between **January 1st, 2020 and September 28th, 2021.**

The report reveals never-seen-before TikTok marketing formulas and offers actionable advice for brands based on rich data insights. As the go-to social media analytics solution for brands across the globe, quintly allows users to collect, consolidate, analyze and report on social media data from a variety of channels, including TikTok. Companies choose quintly for secure, reliable, and in-depth data that can inform their social media marketing strategies.

“TikTok is the fastest-growing social media platform today. Thanks to its immense reach, TikTok presents an opportunity to drive brand awareness and sales – and brands are starting to realize this,” said Frederik Born, CTO and Co-Founder at quintly.

“Seeing this heightened interest, we were the first in the industry to release a TikTok analytics feature and are still one of the few available solutions today,” he added.

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>.

quintly