



quintly reveals Instagram study Q1 2015

Average Interaction is up to 10 times higher than on Facebook

Major Findings: # of User Posts on Instagram is \approx 1 per day; profiles with more followers post with higher frequency; Instagram Interaction Rate is \approx 4.8, Facebooks 0.7; Only 6.22 % of analyzed user posts are videos.

Cologne 22nd April 2015 - The [social media analytics](#) provider quintly published an [Instagram study](#) of the average performance of Instagram profiles during the first quarter of 2015. Revealing actionable insights, the analysis is clustered in different sized groups to make it applicable for every social media marketer. Thus everybody is able to benchmark the own performance against the average and check whether the page is under- or over-performing. Digging deeper into the data of pages with more than 100k followers, quintly shares posting patterns from the most successful players in the market beside looking at the average.

To make the study easy to interpret quintly chose the most important metrics, such as number of posts, interaction rates, video and photo distribution and discussed the outcome briefly. Through comparing the outcome with Facebook statistics, the reader of the study can draw conclusions on whether it is necessary to adjust activities or not. The social media analytics provider quintly gathered the data by analyzing over 5000 Instagram profiles.

By increasing the amount of advertising shown in user timelines, Instagram has taken a significant step towards improving the relevancy of its network. This study is interesting for every social media marketer as interaction rates are considered to be significantly higher on Instagram than on Twitter or Facebook. Knowing this and how brands are able to improve their activities in this channel is the ultimate goal of the study provided by quintly.

Ends



Instagram Study quintly.pdf

About quintly

quintly is a professional social media analytics solution to track and compare the performance across Facebook, Twitter, YouTube, Google+, LinkedIn & Instagram.

SPOKESPERSON



Julian Gottke

Digital Public Relations

julian@quintly.com

 [julian.gottke](#)

 [julian_gottke](#)

ABOUT QUINTLY

quintly is a web-based **social media analytics tool** that helps users track and benchmark their performance against their competitors'. In this way customers can steadily optimize their social media strategy.

quintly was founded in Ennepetal, Germany in early 2011 by the brothers Alexander and Frederik Peiniger and is headquartered in Cologne, Germany now since 2012. Having started off as a duo with the name "AllFacebook Stats" it was renamed later on to "quintly" as more and more networks have been integrated. Now, quintlys' clients

are able to track Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram and blogs through RSS feeds. The company now employs 13 people in **Germany**, **Brazil** and the **US**, has users in **176 countries** and serves paying clients in 55 countries. After three years in business, last year quintly expanded internationally and has established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. With an international team quintly strives to share their analytics expertise with their clients and through excellent service help them excel in their social media strategies.



quintlypressroom

 Contact information

quintly

quintly GmbH

Im Klapperhof 7-23

50670 Köln

Germany

P.: +49 (0) 22 1 – 67 77 58 – 0

Email: info@quintly.com

quintly Inc.

950 Page Mill Rd

Palo Alto, CA 94304

United States

Email: info@quintly.com

 Main website

 Company blog

 Spokesperson



Julian Gottke



Digital Public Relations

julian@quintly.com

✉ julian.gottke

🐦 julian_gottke



Alexander Peiniger

Founder / CEO

alex@quintly.com

✉ alexander.peiniger

🐦 alexpeiniger



Latest Tweets

RECEIVE UPDATES

FOLLOW PRESSROOM