



quintly reveals most engaging post types on Facebook

Cologne, September 13 - A Facebook study that shows which are the highest interaction driving post types has just been released by [quintly, the social media analytics provider](#). As increasingly more businesses ramp up their content marketing efforts, reaching the right audience is getting more and more important. The study helps marketers to share content more effectively by understanding which post types are most engaging and which are less compelling for the audience.

“As timelines are getting more crowded every day, it is essential to choose the correct post type to unlock the potential your posts have. The stats we analyzed underline the relevance of attention-grabbing images in social media strategies once again,,

— comments quintly CEO and co-founder Alexander Peiniger

The study starts by showing the most frequently posted types, then steps deeper into the analysis into the amount of interactions these different posts have received.

Main takeaways are that links are posted most frequently, even though interactions are significantly lower than on images or videos. Thus companies have to be confident in their strategy and ensuing posting patterns. If the main goal is to receive higher engagement, posting links might not be optimal. Additionally, marketers will be able to see the development of the past and can identify trends for the future. The analysis is based on a sample set of 100,000 Facebook pages and more than 8 Million posts from the period of June 2014 to June 2015.



PostTypeRuleTheFacebookNewsfeed.pdf

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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.



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