



## Instagram Study Q2

quintly analyzed 6,000 Instagram profiles and more than  
120,000 Facebook Pages in Q2 2015



### quintly reveals Instagram study Q2 2015

Rapid growth but Interaction-Rate decreasing the first time

**Main findings: Post frequency is increasing on Instagram, on Facebook constant; Average Instagram account grew 17%; Average Facebook Page grew 1.9%; Instagram Interaction Rates drop**

The social media analytics provider [quintly](#) published an [Instagram study of the average performance of Instagram](#) profiles during the second quarter of 2015. The company reveals an growth of 17% on the average Instagram profile and 1.9% on Facebook pages. In the study, the social media analytics provider reported the first drop in Instagram Interaction Rates. To make the study applicable for every marketer it is clustered in different sized groups.

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 6,000 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, growing incredibly fast. 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, now decreasing the first time. Knowing this and how brands are able to improve their activities in this channel is the ultimate goal of the study provided by quintly.

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#### 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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