

# DSMN8

Europe's Most Active Marketing & Advertising Professionals on Social - March 2021

## Industry at a glance:

Average Score:  
**10.96%**

Total Companies:  
**173**

Global Industry Average  
**8.97%**

## Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at [www.dsmn8.com](http://www.dsmn8.com)

## So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Sarwak France	<a href="https://www.linke">https://www.linke</a>	France	219	74	33.79%
2	NRJ	<a href="https://www.linke">https://www.linke</a>	France	307	103	33.55%
3	Exterion Media France	<a href="https://www.linke">https://www.linke</a>	France	274	86	31.39%
4	Making Science	<a href="https://www.linke">https://www.linke</a>	Spain	338	94	27.81%
5	Awin Global	<a href="https://www.linke">https://www.linke</a>	Germany	1,030	276	26.80%
6	Social Chain	<a href="https://www.linke">https://www.linke</a>	Germany	284	68	23.94%
7	Adjust	<a href="https://www.linke">https://www.linke</a>	Germany	544	130	23.90%
8	Jaarbeurs	<a href="https://www.linke">https://www.linke</a>	Netherlands	325	77	23.69%
9	MARKETERS Club	<a href="https://www.linke">https://www.linke</a>	Italy	202	46	22.77%
10	MediaMonks	<a href="https://www.linke">https://www.linke</a>	Netherlands	2,127	466	21.91%
11	Aperto - An IBM Company	<a href="https://www.linke">https://www.linke</a>	Germany	309	67	21.68%
12	Insign - Agence de communical	<a href="https://www.linke">https://www.linke</a>	France	232	50	21.55%
13	Clear Channel France	<a href="https://www.linke">https://www.linke</a>	France	484	101	20.87%
14	BNZSA	<a href="https://www.linke">https://www.linke</a>	Spain	205	42	20.49%
15	Socialbakers	<a href="https://www.linke">https://www.linke</a>	Czechia	607	124	20.43%
16	APSIS	<a href="https://www.linke">https://www.linke</a>	Sweden	305	60	19.67%
17	Core	<a href="https://www.linke">https://www.linke</a>	Ireland	224	43	19.20%
18	QDQ media	<a href="https://www.linke">https://www.linke</a>	Spain	241	46	19.09%
19	Candid	<a href="https://www.linke">https://www.linke</a>	Netherlands	346	66	19.08%
20	L'Agence	<a href="https://www.linke">https://www.linke</a>	France	205	38	18.54%
21	Havas Worldwide Paris	<a href="https://www.linke">https://www.linke</a>	France	427	79	18.50%
22	Rebold	<a href="https://www.linke">https://www.linke</a>	Spain	272	49	18.01%
23	Emakina	<a href="https://www.linke">https://www.linke</a>	Belgium	831	148	17.81%
24	HighCo Group	<a href="https://www.linke">https://www.linke</a>	France	233	41	17.60%

25	Sendinblue	<a href="https://www.linke">https://www.linke</a>	France	367	64	17.44%
26	IGPDecaux	<a href="https://www.linke">https://www.linke</a>	Italy	237	41	17.30%
27	JS World Media	<a href="https://www.linke">https://www.linke</a>	Denmark	410	68	16.59%
28	HOPSCOTCH Groupe	<a href="https://www.linke">https://www.linke</a>	France	647	106	16.38%
29	TF1 PUB	<a href="https://www.linke">https://www.linke</a>	France	300	49	16.33%
30	MEDIATRANSPORTS	<a href="https://www.linke">https://www.linke</a>	France	264	42	15.91%
31	fischerAppelt	<a href="https://www.linke">https://www.linke</a>	Germany	404	64	15.84%
32	Kolle Rebbe	<a href="https://www.linke">https://www.linke</a>	Germany	211	33	15.64%
33	Piemme	<a href="https://www.linke">https://www.linke</a>	Italy	224	35	15.63%
34	Mediaplanet	<a href="https://www.linke">https://www.linke</a>	Sweden	512	80	15.63%
35	M6 Publicité	<a href="https://www.linke">https://www.linke</a>	France	289	45	15.57%
36	Smartly.io	<a href="https://www.linke">https://www.linke</a>	Finland	470	73	15.53%
37	Nordic Morning Group	<a href="https://www.linke">https://www.linke</a>	Finland	205	31	15.12%
38	BeeDIGITAL	<a href="https://www.linke">https://www.linke</a>	Spain	273	41	15.02%
39	DOING	<a href="https://www.linke">https://www.linke</a>	Italy	342	51	14.91%
40	numberly	<a href="https://www.linke">https://www.linke</a>	France	348	51	14.66%
41	Zalando Marketing Services	<a href="https://www.linke">https://www.linke</a>	Germany	218	31	14.22%
42	Service Innovation Group	<a href="https://www.linke">https://www.linke</a>	France	269	38	14.13%
43	France Télévisions Publicité	<a href="https://www.linke">https://www.linke</a>	France	377	53	14.06%
44	Chimney	<a href="https://www.linke">https://www.linke</a>	Sweden	382	53	13.87%
45	IMPACT Sales & Marketing Fra	<a href="https://www.linke">https://www.linke</a>	France	332	46	13.86%
46	Mediapost	<a href="https://www.linke">https://www.linke</a>	Spain	217	30	13.82%
47	WYgroup	<a href="https://www.linke">https://www.linke</a>	Portugal	433	59	13.63%
48	Greenhouse	<a href="https://www.linke">https://www.linke</a>	Netherlands	514	70	13.62%
49	C3 Creative Code and Content	<a href="https://www.linke">https://www.linke</a>	Germany	338	46	13.61%
50	Adglow	<a href="https://www.linke">https://www.linke</a>	Spain	252	34	13.49%
51	OPTIMARK	<a href="https://www.linke">https://www.linke</a>	France	352	46	13.07%
52	Regicom	<a href="https://www.linke">https://www.linke</a>	France	292	38	13.01%
53	Digital Virgo	<a href="https://www.linke">https://www.linke</a>	France	645	82	12.71%
54	Precis Digital	<a href="https://www.linke">https://www.linke</a>	Sweden	355	45	12.68%
55	cip marketing	<a href="https://www.linke">https://www.linke</a>	Germany	221	28	12.67%
56	Pardgroup	<a href="https://www.linke">https://www.linke</a>	Italy	404	50	12.38%
57	Wunderman Thompson MAP	<a href="https://www.linke">https://www.linke</a>	Denmark	397	49	12.34%
58	Groupe Nice-Matin	<a href="https://www.linke">https://www.linke</a>	France	457	56	12.25%
59	MCI Group	<a href="https://www.linke">https://www.linke</a>	Switzerland	1,299	159	12.24%
60	Solocal	<a href="https://www.linke">https://www.linke</a>	France	3,562	435	12.21%
61	TechSell	<a href="https://www.linke">https://www.linke</a>	France	271	33	12.18%
62	Publicis Communications	<a href="https://www.linke">https://www.linke</a>	France	261	31	11.88%
63	Precom	<a href="https://www.linke">https://www.linke</a>	France	270	32	11.85%
64	Sopexa	<a href="https://www.linke">https://www.linke</a>	France	280	33	11.79%
65	Mediaplus	<a href="https://www.linke">https://www.linke</a>	Germany	306	36	11.76%
66	Artefact	<a href="https://www.linke">https://www.linke</a>	France	962	113	11.75%
67	Winche Redes Comerciales	<a href="https://www.linke">https://www.linke</a>	Spain	293	34	11.60%
68	localsearch	<a href="https://www.linke">https://www.linke</a>	Switzerland	691	80	11.58%
69	pilot	<a href="https://www.linke">https://www.linke</a>	Germany	277	32	11.55%
70	Gruppo DigiTouch	<a href="https://www.linke">https://www.linke</a>	Italy	338	39	11.54%
71	JAKALA	<a href="https://www.linke">https://www.linke</a>	Italy	827	95	11.49%
72	CPM France	<a href="https://www.linke">https://www.linke</a>	France	763	86	11.27%
73	Marcel Worldwide	<a href="https://www.linke">https://www.linke</a>	France	231	26	11.26%
74	Lagardère Publicité	<a href="https://www.linke">https://www.linke</a>	France	226	25	11.06%
75	Rai Pubblicità	<a href="https://www.linke">https://www.linke</a>	Italy	463	51	11.02%
76	JCDecaux	<a href="https://www.linke">https://www.linke</a>	France	5,444	599	11.00%
77	Ströer Deutsche Städte Medien	<a href="https://www.linke">https://www.linke</a>	Germany	200	22	11.00%
78	Avantgarde	<a href="https://www.linke">https://www.linke</a>	Germany	607	66	10.87%
79	OMD Italy	<a href="https://www.linke">https://www.linke</a>	Italy	203	22	10.84%
80	Fibonad	<a href="https://www.linke">https://www.linke</a>	Spain	270	29	10.74%
81	72andSunny	<a href="https://www.linke">https://www.linke</a>	Netherlands	551	59	10.71%
82	Fonky Sales	<a href="https://www.linke">https://www.linke</a>	Netherlands	253	27	10.67%
83	Publicis Conseil	<a href="https://www.linke">https://www.linke</a>	France	660	70	10.61%
84	Nordic Morning	<a href="https://www.linke">https://www.linke</a>	Finland	359	37	10.31%
85	Mazarine	<a href="https://www.linke">https://www.linke</a>	France	253	26	10.28%
86	Zum goldenen Hirschen	<a href="https://www.linke">https://www.linke</a>	Germany	274	28	10.22%
87	Serviceplan Group	<a href="https://www.linke">https://www.linke</a>	Germany	921	94	10.21%
88	Brandwise Group	<a href="https://www.linke">https://www.linke</a>	Netherlands	248	25	10.08%
89	Plan.Net Group	<a href="https://www.linke">https://www.linke</a>	Germany	269	27	10.04%
90	Digitas Pixelpark	<a href="https://www.linke">https://www.linke</a>	Germany	370	37	10.00%
91	Scholz & Friends	<a href="https://www.linke">https://www.linke</a>	Germany	826	82	9.93%
92	Seven.One Entertainment Grou	<a href="https://www.linke">https://www.linke</a>	Germany	585	58	9.91%
93	Dagmar	<a href="https://www.linke">https://www.linke</a>	Finland	225	22	9.78%
94	Cheil Germany	<a href="https://www.linke">https://www.linke</a>	Germany	248	24	9.68%
95	Admitad Global	<a href="https://www.linke">https://www.linke</a>	Germany	486	47	9.67%
96	Havas Group	<a href="https://www.linke">https://www.linke</a>	France	9,032	854	9.46%

97	Shackleton	<a href="https://www.linke">https://www.linke</a>	Spain	201	19	9.45%
98	Esoft	<a href="https://www.linke">https://www.linke</a>	Denmark	329	31	9.42%
99	ALTAVIA	<a href="https://www.linke">https://www.linke</a>	France	471	44	9.34%
100	Fonecta	<a href="https://www.linke">https://www.linke</a>	Finland	260	24	9.23%
101	Armando Testa	<a href="https://www.linke">https://www.linke</a>	Italy	228	21	9.21%
102	thjnk	<a href="https://www.linke">https://www.linke</a>	Germany	284	26	9.15%
103	groupm Germany	<a href="https://www.linke">https://www.linke</a>	Germany	208	19	9.13%
104	BETC	<a href="https://www.linke">https://www.linke</a>	France	898	82	9.13%
105	TBWA Paris	<a href="https://www.linke">https://www.linke</a>	France	301	27	8.97%
106	MADISON MK	<a href="https://www.linke">https://www.linke</a>	Spain	549	49	8.93%
107	HEROLD	<a href="https://www.linke">https://www.linke</a>	Austria	215	19	8.84%
108	Brand Quadergy	<a href="https://www.linke">https://www.linke</a>	Belgium	215	19	8.84%
109	Tradedoubler	<a href="https://www.linke">https://www.linke</a>	Sweden	737	64	8.68%
110	MEDIAPOST	<a href="https://www.linke">https://www.linke</a>	France	1,374	119	8.66%
111	DDB Paris	<a href="https://www.linke">https://www.linke</a>	France	382	33	8.64%
112	Jung von Matt	<a href="https://www.linke">https://www.linke</a>	Germany	546	47	8.61%
113	Lyconet	<a href="https://www.linke">https://www.linke</a>	Switzerland	1,083	92	8.49%
114	Grano	<a href="https://www.linke">https://www.linke</a>	Finland	347	29	8.36%
115	tcc global	<a href="https://www.linke">https://www.linke</a>	Netherlands	773	64	8.28%
116	Publitalia '80	<a href="https://www.linke">https://www.linke</a>	Italy	499	41	8.22%
117	AVIAREPS	<a href="https://www.linke">https://www.linke</a>	Germany	332	27	8.13%
118	Publicis Groupe	<a href="https://www.linke">https://www.linke</a>	France	30,903	2,500	8.09%
119	DMF sales&marketing	<a href="https://www.linke">https://www.linke</a>	France	494	39	7.89%
120	Ströer SE & Co. KGaA	<a href="https://www.linke">https://www.linke</a>	Germany	1,372	104	7.58%
121	SYZGY	<a href="https://www.linke">https://www.linke</a>	Germany	308	23	7.47%
122	A. Manzoni & C.	<a href="https://www.linke">https://www.linke</a>	Italy	617	46	7.46%
123	CAHER SERVICIOS AL MARK	<a href="https://www.linke">https://www.linke</a>	Spain	257	19	7.39%
124	Gutenberg	<a href="https://www.linke">https://www.linke</a>	France	518	38	7.34%
125	Spir Communication	<a href="https://www.linke">https://www.linke</a>	France	1,738	125	7.19%
126	primer impacto	<a href="https://www.linke">https://www.linke</a>	Spain	209	15	7.18%
127	Diadeis sgsco	<a href="https://www.linke">https://www.linke</a>	France	335	24	7.16%
128	Prodigious Worldwide	<a href="https://www.linke">https://www.linke</a>	France	335	23	6.87%
129	DIAM Group	<a href="https://www.linke">https://www.linke</a>	France	475	32	6.74%
130	Mito	<a href="https://www.linke">https://www.linke</a>	Hungary	268	18	6.72%
131	EPSILON France	<a href="https://www.linke">https://www.linke</a>	France	897	56	6.24%
132	Sociprime Field Merchandising	<a href="https://www.linke">https://www.linke</a>	Portugal	323	20	6.19%
133	Österreich Werbung	<a href="https://www.linke">https://www.linke</a>	Austria	244	15	6.15%
134	Adrexo	<a href="https://www.linke">https://www.linke</a>	France	1,202	73	6.07%
135	ICCS - Contact Center	<a href="https://www.linke">https://www.linke</a>	Spain	472	28	5.93%
136	Direct Result Marketing	<a href="https://www.linke">https://www.linke</a>	Netherlands	422	25	5.92%
137	OMD Germany	<a href="https://www.linke">https://www.linke</a>	Germany	256	15	5.86%
138	PJMS	<a href="https://www.linke">https://www.linke</a>	France	240	14	5.83%
139	Hamilton Bright	<a href="https://www.linke">https://www.linke</a>	Netherlands	439	25	5.69%
140	Re:Sources	<a href="https://www.linke">https://www.linke</a>	France	1,561	86	5.51%
141	FullSIX	<a href="https://www.linke">https://www.linke</a>	France	404	22	5.45%
142	geninc	<a href="https://www.linke">https://www.linke</a>	France	507	27	5.33%
143	CS Group Polska	<a href="https://www.linke">https://www.linke</a>	Poland	262	13	4.96%
144	Willson & Brown	<a href="https://www.linke">https://www.linke</a>	Poland	222	11	4.95%
145	FCR Media Belgium	<a href="https://www.linke">https://www.linke</a>	Belgium	395	19	4.81%
146	Cheil Worldwide	<a href="https://www.linke">https://www.linke</a>	Italy	2,415	113	4.68%
147	Publicis One	<a href="https://www.linke">https://www.linke</a>	France	322	15	4.66%
148	teyamé	<a href="https://www.linke">https://www.linke</a>	Spain	240	11	4.58%
149	arvato France	<a href="https://www.linke">https://www.linke</a>	France	309	13	4.21%
150	Hot Networkz	<a href="https://www.linke">https://www.linke</a>	Netherlands	215	9	4.19%
151	Seat Pagine Gialle	<a href="https://www.linke">https://www.linke</a>	Italy	1,006	42	4.17%
152	OM Group	<a href="https://www.linke">https://www.linke</a>	Italy	219	9	4.11%
153	Svensk Direktreklam	<a href="https://www.linke">https://www.linke</a>	Sweden	325	13	4.00%
154	Metrobus	<a href="https://www.linke">https://www.linke</a>	France	401	15	3.74%
155	Arena Media	<a href="https://www.linke">https://www.linke</a>	France	672	25	3.72%
156	IDG Direct	<a href="https://www.linke">https://www.linke</a>	Ireland	292	10	3.42%
157	Soft Computing	<a href="https://www.linke">https://www.linke</a>	France	440	15	3.41%
158	SALESLAND	<a href="https://www.linke">https://www.linke</a>	Spain	2,396	80	3.34%
159	GPD Agency	<a href="https://www.linke">https://www.linke</a>	Poland	200	6	3.00%
160	madrid	<a href="https://www.linke">https://www.linke</a>	Spain	1,090	32	2.94%
161	Pepperminds	<a href="https://www.linke">https://www.linke</a>	Netherlands	536	15	2.80%
162	HAVAS DIGITAL	<a href="https://www.linke">https://www.linke</a>	Spain	750	20	2.67%
163	Kompass	<a href="https://www.linke">https://www.linke</a>	France	220	5	2.27%
164	Бизнес с Фаберлик!	<a href="https://www.linke">https://www.linke</a>	Ukraine	259	5	1.93%
165	The Sales Unit	<a href="https://www.linke">https://www.linke</a>	Netherlands	263	5	1.90%
166	Expertus CPM	<a href="https://www.linke">https://www.linke</a>	Spain	383	7	1.83%
167	ADSENSE	<a href="https://www.linke">https://www.linke</a>	Belgium	440	8	1.82%
168	Nominal Techno	<a href="https://www.linke">https://www.linke</a>	Belarus	338	6	1.78%

169	Eniro	<a href="https://www.linke">https://www.linke</a>	Sweden	1,152	20	1.74%
170	Selbständig	<a href="https://www.linke">https://www.linke</a>	Switzerland	1,191	19	1.60%
171	Havas Worldwide Digital	<a href="https://www.linke">https://www.linke</a>	Netherlands	239	3	1.26%
172	IAA	<a href="https://www.linke">https://www.linke</a>	Netherlands	311	3	0.96%
173	SMS	<a href="https://www.linke">https://www.linke</a>	Faroe Islands	907	2	0.22%

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