

DSMN8

The USA's Most Active Advertising Media Professionals on Social – March 2021 Report

Industry at a glance:

Average Score: **9.76%** Total Companies: **58** Highest Score: **28.60%**

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

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)	Rank Change
1	SpotX	https://www.linke	US	437	125	28.60%	▲ 0
2	Reddit	https://www.linke	US	1,199	292	24.35%	▲ 11
3	PubMatic	https://www.linke	US	664	161	24.25%	▲ 3
4	Teads	https://www.linke	US	895	216	24.13%	▲ 11
5	Taboola	https://www.linke	US	1,375	317	23.05%	▲ 3
6	The Trade Desk	https://www.linke	US	1,660	343	20.66%	▼ -1
7	Outbrain	https://www.linke	US	807	164	20.32%	▼ -3
8	Pinterest	https://www.linke	US	4,228	837	19.80%	▲ 4
9	TikTok	https://www.linke	US	9,883	1,885	19.07%	▼ -2
10	IMS	https://www.linke	US	400	75	18.75%	▼ -8
11	Vimeo	https://www.linke	US	933	165	17.68%	▲ 0
12	Xandr	https://www.linke	US	1,266	205	16.19%	▲ 13
13	NCM	https://www.linke	US	564	85	15.07%	▼ -4
14	OUTFRONT Media	https://www.linke	US	2,075	295	14.22%	▲ 2
15	Xaxis	https://www.linke	US	906	120	13.25%	▲ 7
16	Foursquare	https://www.linke	US	524	69	13.17%	▼ -6
17	IMDb.com	https://www.linke	US	844	109	12.91%	▼ -3
18	Twitter	https://www.linke	US	6,377	784	12.29%	▲ 0
19	Google	https://www.linke	US	230,267	27,000	11.73%	▲ 9
20	Adams Outdoor Advertising	https://www.linke	US	357	40	11.20%	▲ 15
21	AOL	https://www.linke	US	5,255	532	10.12%	▼ -2
22	Spectrum Reach	https://www.linke	US	2,898	292	10.08%	▲ 22
23	Advance Local	https://www.linke	US	368	33	8.97%	▲ 6
24	BuzzFeed	https://www.linke	US	1,753	157	8.96%	▲ 8

25	The Knot Worldwide	https://www.linke	US	865	77	8.90%	▲ 1
26	Rakuten Advertising	https://www.linke	US	929	74	7.97%	▼ -9
27	IAC	https://www.linke	US	8,212	653	7.95%	▲ 12
28	Pandora	https://www.linke	US	2,400	187	7.79%	▼ -7
29	Clear Channel Outdoor	https://www.linke	US	2,222	172	7.74%	▼ -9
30	SiriusXM	https://www.linke	US	5,972	456	7.64%	▲ 11
31	Google Ads	https://www.linke	US	861	65	7.55%	▼ -8
32	Facebook	https://www.linke	US	82,995	6,000	7.23%	▼ -5
33	Rakuten Americas	https://www.linke	US	1,916	135	7.05%	▲ 24
34	Verizon Media	https://www.linke	US	12,943	845	6.53%	▲ 13
35	YouTube	https://www.linke	US	92,386	6,000	6.49%	▲ 1
36	Amazon	https://www.linke	US	586,284	38,000	6.48%	▼ -3
37	Katz Media Group	https://www.linke	US	656	42	6.40%	▲ 12
38	Hulu	https://www.linke	US	2,949	176	5.97%	▼ -8
39	Meredith Corporation	https://www.linke	US	5,496	314	5.71%	▲ 6
40	Google AdSense	https://www.linke	US	2,110	114	5.40%	▼ -2
41	Entravision Communications	https://www.linke	US	949	50	5.27%	▼ -7
42	YP	https://www.linke	US	2,394	125	5.22%	▼ -39
43	Valpak	https://www.linke	US	1,422	74	5.20%	▼ -6
44	System1	https://www.linke	US	252	13	5.16%	▼ -1
45	Yelp	https://www.linke	US	7,667	386	5.03%	▼ -5
46	Lamar Advertising Company	https://www.linke	US	3,066	147	4.79%	▲ 0
47	About.com	https://www.linke	US	230	8	3.48%	▼ -5
48	eBay Advertising	https://www.linke	US	386	12	3.11%	▲ 0
49	CBS Radio	https://www.linke	US	1,694	49	2.89%	▲ 2
50	Rubicon Project	https://www.linke	US	216	6	2.78%	▲ 0
51	Enquirer Media	https://www.linke	US	283	7	2.47%	▲ 4
52	Yahoo	https://www.linke	US	6,180	148	2.39%	▲ 0
53	NCC Media	https://www.linke	US	319	6	1.88%	▲ 1
54	United Online	https://www.linke	US	239	4	1.67%	▲ 2
55	Hearst Digital Marketing Servio	https://www.linke	US	554	9	1.62%	▼ -2
56	Myspace	https://www.linke	US	434	5	1.15%	▲ 2
57	PennySaver USA	https://www.linke	US	272	1	0.37%	▲ 2
58	LivingSocial	https://www.linke	US	738	1	0.14%	▲ 2

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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