

DSMN8

Europe's Most Active Consumer Electronics Professionals on Social - May 2021

Industry at a glance:

Average Score:
8.08%

Total Companies:
67

Global Industry Average:
6.67%

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)
1	EPOS	https://www.linke	Denmark	438	121	27.63%
2	VanMoof	https://www.linke	Netherlands	346	80	23.12%
3	ATAG Benelux	https://www.linke	Netherlands	269	59	21.93%
4	Eurofred	https://www.linke	Spain	206	43	20.87%
5	Zound Industries	https://www.linke	Sweden	245	49	20.00%
6	Cellularline	https://www.linke	Italy	227	44	19.38%
7	Jabra	https://www.linke	Denmark	1,898	351	18.49%
8	Swappie	https://www.linke	Finland	331	57	17.22%
9	Trust International	https://www.linke	Netherlands	261	41	15.71%
10	LDLC	https://www.linke	France	393	58	14.76%
11	Devialet	https://www.linke	France	326	46	14.11%
12	Netatmo	https://www.linke	France	251	35	13.94%
13	Skousen	https://www.linke	Denmark	235	30	12.77%
14	WhiteAway	https://www.linke	Denmark	252	31	12.30%
15	- COYOTE -	https://www.linke	France	340	38	11.18%
16	Bang & Olufsen	https://www.linke	Denmark	1,905	206	10.81%
17	PcComponentes	https://www.linke	Spain	439	45	10.25%
18	Neptun shpk	https://www.linke	Albania	216	22	10.19%
19	Dixons South East Europe	https://www.linke	Greece	779	78	10.01%
20	Smartwares	https://www.linke	Netherlands	250	25	10.00%
21	POWER A/S	https://www.linke	Denmark	318	31	9.75%
22	Coolblue	https://www.linke	Netherlands	3,379	325	9.62%
23	Verkkokauppa.com Oyj	https://www.linke	Finland	366	35	9.56%
24	Samsung Electronics Italia	https://www.linke	Italy	808	77	9.53%

25	Polar Electro	https://www.linke	Finland	714	68	9.52%
26	Samsung España	https://www.linke	Spain	274	26	9.49%
27	Samsung Electronics Nordic	https://www.linke	Sweden	382	36	9.42%
28	Suunto	https://www.linke	Finland	324	29	8.95%
29	MediaMarkt	https://www.linke	Sweden	455	37	8.13%
30	TP Vision	https://www.linke	Netherlands	913	69	7.56%
31	Taurus Group	https://www.linke	Spain	233	17	7.30%
32	Hi Fi Klubben	https://www.linke	Denmark	291	21	7.22%
33	BSH	https://www.linke	Spain	1,109	80	7.21%
34	Cyberport	https://www.linke	Germany	209	15	7.18%
35	Tehnomanija	https://www.linke	Serbia	285	20	7.02%
36	Panasonic Europe	https://www.linke	Germany	225	15	6.67%
37	Kjell & Company	https://www.linke	Sweden	516	31	6.01%
38	Bruno Euronics	https://www.linke	Italy	267	16	5.99%
39	Samsung Electronics Benelux	https://www.linke	Netherlands	622	36	5.79%
40	Hama Deutschland	https://www.linke	Germany	249	14	5.62%
41	NetOnNet	https://www.linke	Sweden	502	27	5.38%
42	BaByliss	https://www.linke	France	336	18	5.36%
43	Leica Camera	https://www.linke	Germany	467	25	5.35%
44	Elgiganten	https://www.linke	Denmark	1,380	72	5.22%
45	Worten Portugal	https://www.linke	Portugal	2,023	101	4.99%
46	Komplett Group	https://www.linke	Norway	429	19	4.43%
47	Navico	https://www.linke	Norway	962	42	4.37%
48	Elkjop Nordic	https://www.linke	Norway	1,317	57	4.33%
49	Worten España	https://www.linke	Spain	538	22	4.09%
50	Vanden Borre	https://www.linke	Belgium	468	19	4.06%
51	Media Markt Iberia	https://www.linke	Spain	8,813	309	3.51%
52	Gigantti	https://www.linke	Finland	634	20	3.15%
53	Elgiganten	https://www.linke	Sweden	1,733	47	2.71%
54	Euronics Italia	https://www.linke	Italy	708	19	2.68%
55	Elkjop Norge	https://www.linke	Norway	573	14	2.44%
56	Electro World	https://www.linke	Czech Republic	252	6	2.38%
57	Trony	https://www.linke	Italy	576	11	1.91%
58	Parrot	https://www.linke	France	1,295	24	1.85%
59	MOYO	https://www.linke	Ukraine	277	5	1.81%
60	Interdiscount / microspot.ch	https://www.linke	Switzerland	450	8	1.78%
61	MEDION	https://www.linke	Germany	479	7	1.46%
62	Expert AS	https://www.linke	Norway	498	7	1.41%
63	Фокстрот	https://www.linke	Ukraine	641	5	0.78%
64	ADB	https://www.linke	Switzerland	1,060	8	0.75%
65	Power Finland	https://www.linke	Finland	266	2	0.75%
66	F GROUP	https://www.linke	Denmark	460	3	0.65%
67	HON	https://www.linke	Netherlands	345	1	0.29%

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](https://www.linke) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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