

DSMN8

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

Industry at a glance:

Average Score:	Total Companies:	Average Number of Employees:
6.67%	155	2,862

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.linkedin.com/company/e-pos	Denmark	438	121	27.63%
2	VanMoof	https://www.linkedin.com/company/vanmoof	Netherlands	346	80	23.12%
3	Cricut	https://www.linkedin.com/company/cricut	United States	673	151	22.44%
4	WHOOOP	https://www.linkedin.com/company/whooop	United States	420	93	22.14%
5	ATAG Benelux	https://www.linkedin.com/company/atag-benelux	Netherlands	269	59	21.93%
6	Eurofred	https://www.linkedin.com/company/eurofred	Spain	206	43	20.87%
7	Zound Industries	https://www.linkedin.com/company/zound-industries	Sweden	245	49	20.00%
8	Cellularline	https://www.linkedin.com/company/cellularline	Italy	227	44	19.38%
9	Jabra	https://www.linkedin.com/company/jabra	Denmark	1,898	351	18.49%
10	Swappie	https://www.linkedin.com/company/swappie	Finland	331	57	17.22%
11	Trust International	https://www.linkedin.com/company/trust-international	Netherlands	261	41	15.71%
12	LDLC	https://www.linkedin.com/company/ldlc	France	393	58	14.76%
13	Sound United	https://www.linkedin.com/company/sound-united	United States	438	64	14.61%
14	Devialet	https://www.linkedin.com/company/devialet	France	326	46	14.11%
15	Netatmo	https://www.linkedin.com/company/netatmo	France	251	35	13.94%
16	ecobee	https://www.linkedin.com/company/ecobee	Canada	475	66	13.89%
17	VIZIO	https://www.linkedin.com/company/vizio	United States	637	87	13.66%
18	Formlabs	https://www.linkedin.com/company/formlabs	United States	609	83	13.63%
19	Skousen	https://www.linkedin.com/company/skousen	Denmark	235	30	12.77%
20	PAX Labs	https://www.linkedin.com/company/pax-labs	United States	215	27	12.56%
21	WhiteAway	https://www.linkedin.com/company/whiteaway	Denmark	252	31	12.30%
22	SnapAV	https://www.linkedin.com/company/snapav	United States	484	59	12.19%
23	Targus	https://www.linkedin.com/company/targus	United States	554	64	11.55%
24	- COYOTE -	https://www.linkedin.com/company/coyote	France	340	38	11.18%

25	InVue	https://www.linke	United States	248	27	10.89%
26	Bang & Olufsen	https://www.linke	Denmark	1905	206	10.81%
27	PNY Technologies	https://www.linke	United States	394	41	10.41%
28	iRobot	https://www.linke	United States	1647	170	10.32%
29	PcComponentes	https://www.linke	Spain	439	45	10.25%
30	Neptun shpk	https://www.linke	Albania	216	22	10.19%
31	Brinks Home	https://www.linke	United States	1,144	115	10.05%
32	Dixons South East Europe	https://www.linke	Greece	779	78	10.01%
33	Smartwares	https://www.linke	Netherlands	250	25	10.00%
34	POWER A/S	https://www.linke	Denmark	318	31	9.75%
35	Coolblue	https://www.linke	Netherlands	3,379	325	9.62%
36	AO	https://www.linke	United Kingdom	2157	207	9.60%
37	Verkkokauppa.com Oyj	https://www.linke	Finland	366	35	9.56%
38	Samsung Electronics Italia	https://www.linke	Italy	808	77	9.53%
39	Polar Electro	https://www.linke	Finland	714	68	9.52%
40	Samsung España	https://www.linke	Spain	274	26	9.49%
41	Resideo	https://www.linke	United States	2859	271	9.48%
42	Samsung Electronics Nordic	https://www.linke	Sweden	382	36	9.42%
43	Arlo Technologies	https://www.linke	United States	354	33	9.32%
44	Anker Innovations	https://www.linke	United States	561	51	9.09%
45	Suunto	https://www.linke	Finland	324	29	8.95%
46	Skullcandy	https://www.linke	United States	337	30	8.90%
47	Sonos,	https://www.linke	United States	1671	143	8.56%
48	Brother USA	https://www.linke	United States	1,639	138	8.42%
49	Magic Leap	https://www.linke	United States	1184	99	8.36%
50	Dolby Laboratories	https://www.linke	United States	2194	183	8.34%
51	MediaMarkt	https://www.linke	Sweden	455	37	8.13%
52	SimpliSafe	https://www.linke	United States	629	51	8.11%
53	Logitech	https://www.linke	United States	6,463	520	8.05%
54	TP Vision	https://www.linke	Netherlands	913	69	7.56%
55	Turtle Beach	https://www.linke	United States	252	19	7.54%
56	SmartThings	https://www.linke	United States	241	18	7.47%
57	Razer	https://www.linke	United States	1,225	90	7.35%
58	Taurus Group	https://www.linke	Spain	233	17	7.30%
59	Hi Fi Klubben	https://www.linke	Denmark	291	21	7.22%
60	BSH	https://www.linke	Spain	1,109	80	7.21%
61	Cyberport	https://www.linke	Germany	209	15	7.18%
62	Tehnomanija	https://www.linke	Serbia	285	20	7.02%
63	Control4	https://www.linke	United States	500	35	7.00%
64	Savant Systems	https://www.linke	United States	201	14	6.97%
65	Xperi	https://www.linke	United States	1195	82	6.86%
66	Panasonic Europe	https://www.linke	Germany	225	15	6.67%
67	Ring	https://www.linke	United States	1,588	105	6.61%
68	LG Electronics North America	https://www.linke	United States	377	24	6.37%
69	Oculus VR	https://www.linke	United States	1233	75	6.08%
70	Amazon Lab126	https://www.linke	United States	5106	310	6.07%
71	Kjell & Company	https://www.linke	Sweden	516	31	6.01%
72	Bruno Euronics	https://www.linke	Italy	267	16	5.99%
73	Samsung Electronics America	https://www.linke	United States	9,048	531	5.87%
74	Samsung Electronics Benelux	https://www.linke	Netherlands	622	36	5.79%
75	Epson America	https://www.linke	United States	1,178	68	5.77%
76	Belkin International	https://www.linke	United States	1,323	76	5.74%
77	Hama Deutschland	https://www.linke	Germany	249	14	5.62%
78	GoPro	https://www.linke	United States	1,291	70	5.42%
79	NetOnNet	https://www.linke	Sweden	502	27	5.38%
80	BaByliss	https://www.linke	France	336	18	5.36%
81	Leica Camera	https://www.linke	Germany	467	25	5.35%
82	inMusic	https://www.linke	United States	380	20	5.26%
83	Elgiganten	https://www.linke	Denmark	1,380	72	5.22%
84	GE Lighting	https://www.linke	United States	684	35	5.12%
85	Canon USA	https://www.linke	United States	8,426	425	5.04%
86	Worten Portugal	https://www.linke	Portugal	2,023	101	4.99%
87	Universal Electronics	https://www.linke	United States	1,169	58	4.96%
88	Premium Audio Company	https://www.linke	United States	202	10	4.95%
89	OtterBox	https://www.linke	United States	574	27	4.70%
90	HARMAN	https://www.linke	United States	20828	949	4.56%
91	ZAGG	https://www.linke	United States	841	38	4.52%
92	Komplett Group	https://www.linke	Norway	429	19	4.43%
93	Navico	https://www.linke	Norway	962	42	4.37%
94	Elkjop Nordic	https://www.linke	Norway	1,317	57	4.33%
95	Jasco Products	https://www.linke	United States	315	13	4.13%
96	Bose Corporation	https://www.linke	United States	7,135	294	4.12%

97	MTI	https://www.linke	United States	852	35	4.11%
98	Worten España	https://www.linke	Spain	538	22	4.09%
99	Vanden Borre	https://www.linke	Belgium	468	19	4.06%
100	Garmin	https://www.linke	United States	6,851	271	3.96%
101	Magnolia Audio Video	https://www.linke	United States	1,024	37	3.61%
102	Condor Electronics	https://www.linke	United States	307	11	3.58%
103	Beats	https://www.linke	United States	341	12	3.52%
104	Media Markt Iberia	https://www.linke	Spain	8,813	309	3.51%
105	Gigantti	https://www.linke	Finland	634	20	3.15%
106	Vivint	https://www.linke	United States	6088	182	2.99%
107	Sling Media	https://www.linke	United States	249	7	2.81%
108	Apple	https://www.linke	United States	232,297	6,500	2.80%
109	LifeSafer Ignition Interlock	https://www.linke	United States	217	6	2.76%
110	Bowers & Wilkins	https://www.linke	United Kingdom	364	10	2.75%
111	Elgiganten	https://www.linke	Sweden	1,733	47	2.71%
112	Euronics Italia	https://www.linke	Italy	708	19	2.68%
113	PCH	https://www.linke	United States	429	11	2.56%
114	Elkjøp Norge	https://www.linke	Norway	573	14	2.44%
115	Electro World	https://www.linke	Czech Republic	252	6	2.38%
116	Sony Electronics	https://www.linke	United States	9,255	213	2.30%
117	Casio USA	https://www.linke	United States	494	11	2.23%
118	SureFire	https://www.linke	United States	234	5	2.14%
119	uBreakiFix	https://www.linke	United States	1361	28	2.06%
120	Trony	https://www.linke	Italy	576	11	1.91%
121	TiVo	https://www.linke	United States	2014	38	1.89%
122	Parrot	https://www.linke	France	1,295	24	1.85%
123	VTech	https://www.linke	United States	2,437	45	1.85%
124	MOYO	https://www.linke	Ukraine	277	5	1.81%
125	AMP Smart.	https://www.linke	United States	223	4	1.79%
126	Interdiscount / microspot.ch	https://www.linke	Switzerland	450	8	1.78%
127	Crutchfield	https://www.linke	United States	345	6	1.74%
128	JB Hi-Fi	https://www.linke	Australia	4,371	73	1.67%
129	AMX	https://www.linke	United States	311	5	1.61%
130	JL Audio	https://www.linke	United States	252	4	1.59%
131	Monster	https://www.linke	United States	339	5	1.47%
132	MEDION	https://www.linke	Germany	479	7	1.46%
133	Expert AS	https://www.linke	Norway	498	7	1.41%
134	AVAD	https://www.linke	United States	226	3	1.33%
135	VOXX	https://www.linke	United States	377	5	1.33%
136	TTE	https://www.linke	United States	490	6	1.22%
137	Motorola Mobility	https://www.linke	United States	23,334	268	1.15%
138	Creative Technology	https://www.linke	United States	418	4	0.96%
139	DataWind	https://www.linke	Canada	355	3	0.85%
140	Midea	https://www.linke	United States	1,222	10	0.82%
141	Merlin	https://www.linke	United Kingdom	247	2	0.81%
142	JBL Professional	https://www.linke	United States	502	4	0.80%
143	Фокстрот	https://www.linke	Ukraine	641	5	0.78%
144	ADB	https://www.linke	Switzerland	1,060	8	0.75%
145	Power Finland	https://www.linke	Finland	266	2	0.75%
146	Rakuten Kobo	https://www.linke	Canada	426	3	0.70%
147	F GROUP	https://www.linke	Denmark	460	3	0.65%
148	Pace	https://www.linke	United Kingdom	950	6	0.63%
149	Funai Corporation	https://www.linke	United States	341	2	0.59%
150	Priv	https://www.linke	United States	400	2	0.50%
151	Daewoo Electronics	https://www.linke	United Kingdom	404	2	0.50%
152	Valutech Outsourcing	https://www.linke	United States	219	1	0.46%
153	Amlogic	https://www.linke	United States	321	1	0.31%
154	HON	https://www.linke	Netherlands	345	1	0.29%
155	Dick Smith Electronics	https://www.linke	Australia	460	0	0.00%

Ready to win at social?

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