



Europe's Most Active Internet Professionals on Social - June 2021

Industry at a glance:



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	Seedstars	https://www.linkedin.com/company/seedstars	Switzerland	243	130	53.50%
2	Back Market	https://www.linkedin.com/company/back-market	France	522	237	45.40%
3	Commercetools	https://www.linkedin.com/company/commercetools	Germany	275	99	36.00%
4	Gorillas	https://www.linkedin.com/company/gorillas	Germany	1,098	384	34.97%
5	Spendesk	https://www.linkedin.com/company/spendesk	France	280	90	32.14%
6	Platform	https://www.linkedin.com/company/platform	France	222	70	31.53%
7	Skoutz	https://www.linkedin.com/company/skoutz	Greece	444	140	31.53%
8	Falcon	https://www.linkedin.com/company/falcon	Denmark	517	161	31.14%
9	Dott	https://www.linkedin.com/company/dott	Netherlands	218	67	30.73%
10	TravelPerk	https://www.linkedin.com/company/travelperk	Spain	434	125	28.80%
11	izivork	https://www.linkedin.com/company/izivork	France	412	112	27.18%
12	Smart	https://www.linkedin.com/company/smart	France	309	82	26.54%
13	HelloWork	https://www.linkedin.com/company/hellowork	France	289	76	26.30%
14	TIER Mobility	https://www.linkedin.com/company/tier-mobility	Germany	723	188	26.00%
15	Leboncoin	https://www.linkedin.com/company/leboncoin	France	992	255	25.71%
16	Siteimprove	https://www.linkedin.com/company/siteimprove	Denmark	626	160	25.56%
17	TheFork	https://www.linkedin.com/company/thefork	France	577	141	24.44%
18	JobTeaser	https://www.linkedin.com/company/jobteaser	France	266	64	24.06%
19	StepStone	https://www.linkedin.com/company/stepstone	Germany	233	56	24.03%
20	Miraki	https://www.linkedin.com/company/miraki	France	472	113	23.94%
21	BrowserStack	https://www.linkedin.com/company/browserstack	Ireland	737	174	23.61%
22	Metro Markets	https://www.linkedin.com/company/metro-markets	Germany	274	63	22.99%
23	DocPlanner	https://www.linkedin.com/company/docplanner	Poland	1,540	332	21.56%

24	Groupe SeLogger	https://www.linkec	France	655	139	21.22%
25	SALESmanago	https://www.linkec	Poland	325	68	20.92%
26	Adevinta	https://www.linkec	Spain	2,478	516	20.82%
27	Bitpanda	https://www.linkec	Austria	405	82	20.25%
28	Dept Agency	https://www.linkec	Netherlands	2,077	405	19.50%
29	MotorK	https://www.linkec	Italy	283	55	19.43%
30	Trusted Shops	https://www.linkec	Germany	541	105	19.41%
31	Reworld Media	https://www.linkec	France	493	95	19.27%
32	Trustpilot	https://www.linkec	Denmark	815	156	19.14%
33	Voodoo	https://www.linkec	France	352	66	18.75%
34	Adevinta Spain	https://www.linkec	Spain	768	143	18.62%
35	Italiaonline	https://www.linkec	Italy	1,774	323	18.21%
36	Figaro Classifieds	https://www.linkec	France	352	64	18.18%
37	Truecaller	https://www.linkec	Sweden	306	55	17.97%
38	H-FARM	https://www.linkec	Italy	434	78	17.97%
39	RTB House	https://www.linkec	Poland	796	143	17.96%
40	Wallapop	https://www.linkec	Spain	280	49	17.50%
41	Global Savings Group	https://www.linkec	Germany	396	69	17.42%
42	ManoMano	https://www.linkec	France	632	110	17.41%
43	Vavel	https://www.linkec	Spain	513	89	17.35%
44	Catawiki	https://www.linkec	Netherlands	638	110	17.24%
45	OVHcloud	https://www.linkec	France	2,201	379	17.22%
46	HiPay	https://www.linkec	France	240	41	17.08%
47	Prosus	https://www.linkec	Netherlands	264	45	17.05%
48	GetYourGuide	https://www.linkec	Germany	655	110	16.79%
49	Alkemy	https://www.linkec	Italy	449	75	16.70%
50	New Work	https://www.linkec	Germany	342	57	16.67%
51	Uberall	https://www.linkec	Germany	380	63	16.58%
52	Shopware	https://www.linkec	Germany	201	33	16.42%
53	Vinted	https://www.linkec	Lithuania	832	136	16.35%
54	cleverbridge	https://www.linkec	Germany	262	42	16.03%
55	ecx.io	https://www.linkec	Germany	333	53	15.92%
56	Frichti	https://www.linkec	France	309	49	15.86%
57	plusserver	https://www.linkec	Germany	234	36	15.38%
58	Berlin Brands Group	https://www.linkec	Germany	438	67	15.30%
59	We are you	https://www.linkec	Netherlands	289	44	15.22%
60	Better Collective	https://www.linkec	Denmark	441	65	14.74%
61	Delivery Hero	https://www.linkec	Germany	16,089	2,350	14.61%
62	Facile	https://www.linkec	Italy	874	127	14.53%
63	hmmh	https://www.linkec	Germany	208	30	14.42%
64	idealista	https://www.linkec	Spain	615	84	13.66%
65	Blocket	https://www.linkec	Sweden	242	33	13.64%
66	NoA Ignite	https://www.linkec	Norway	250	34	13.60%
67	Rakuten Viber	https://www.linkec	Luxembourg	437	59	13.50%
68	BlaBlaCar	https://www.linkec	France	699	94	13.45%
69	momox	https://www.linkec	Germany	239	32	13.39%
70	Allegro	https://www.linkec	Poland	2,340	313	13.38%
71	Ringier Axel Springer	https://www.linkec	Poland	933	124	13.29%
72	Dailymotion	https://www.linkec	France	457	60	13.13%
73	Internetstores	https://www.linkec	Germany	305	40	13.11%
74	ESW	https://www.linkec	Ireland	462	60	12.99%
75	Wolt	https://www.linkec	Finland	2,562	325	12.69%
76	efood	https://www.linkec	Greece	396	49	12.37%
77	Bolt	https://www.linkec	Estonia	2,709	335	12.37%
78	Joyn	https://www.linkec	Germany	228	28	12.28%
79	StepStone	https://www.linkec	Germany	993	120	12.08%
80	OLX	https://www.linkec	Netherlands	3,650	438	12.00%
81	Meero	https://www.linkec	France	961	115	11.97%
82	Expereo	https://www.linkec	Netherlands	361	43	11.91%
83	Jobandtalent	https://www.linkec	Spain	862	102	11.83%
84	Zalando SE	https://www.linkec	Germany	7,424	870	11.72%
85	trivago	https://www.linkec	Germany	981	113	11.52%
86	Meetic	https://www.linkec	France	313	36	11.50%
87	About You	https://www.linkec	Germany	922	105	11.39%
88	Mister Spex	https://www.linkec	Germany	353	40	11.33%
89	Omio	https://www.linkec	Germany	256	29	11.33%
90	Axance	https://www.linkec	France	230	26	11.30%
91	diconium	https://www.linkec	Germany	1,109	125	11.27%
92	Rakuten France	https://www.linkec	France	217	24	11.06%
93	Visual Meta	https://www.linkec	Germany	213	23	10.80%

94	ImmoScout24	https://www.linkec	Germany	498	53	10.64%
95	Freelancer	https://www.linkec	Italy	1,830	194	10.60%
96	HomeToGo	https://www.linkec	Germany	240	25	10.42%
97	1&1 Mail & Media Applications	https://www.linkec	Germany	250	26	10.40%
98	ProwebCE	https://www.linkec	France	327	34	10.40%
99	Cdiscount	https://www.linkec	France	2,145	219	10.21%
100	Scout24 Group	https://www.linkec	Germany	1,323	135	10.20%
101	Netino	https://www.linkec	France	275	28	10.18%
102	idealo	https://www.linkec	Germany	907	92	10.14%
103	EOLO	https://www.linkec	Italy	653	66	10.11%
104	Oscaro	https://www.linkec	France	378	38	10.05%
105	Boozt	https://www.linkec	Sweden	498	50	10.04%
106	FFW	https://www.linkec	Denmark	446	44	9.87%
107	Flaconi	https://www.linkec	Germany	285	28	9.82%
108	AUTO1 Group	https://www.linkec	Germany	2,530	247	9.76%
109	Body&Fit	https://www.linkec	Netherlands	205	20	9.76%
110	Spread Group	https://www.linkec	Germany	472	46	9.75%
111	Triboo Group	https://www.linkec	Italy	298	29	9.73%
112	diva-e	https://www.linkec	Germany	432	42	9.72%
113	Aramisauto	https://www.linkec	France	557	54	9.69%
114	NMQ Digital	https://www.linkec	Netherlands	271	26	9.59%
115	AT Internet	https://www.linkec	France	284	27	9.51%
116	Jimdo	https://www.linkec	Germany	264	25	9.47%
117	acens	https://www.linkec	Spain	254	24	9.45%
118	SinnerSchrader	https://www.linkec	Germany	498	47	9.44%
119	Miinto Group	https://www.linkec	Denmark	212	20	9.43%
120	Datawords Group	https://www.linkec	France	684	64	9.36%
121	Mytheresa	https://www.linkec	Germany	623	58	9.31%
122	fifty-five	https://www.linkec	France	381	35	9.19%
123	Takeaway.com	https://www.linkec	Netherlands	1,339	119	8.89%
124	expondo	https://www.linkec	Germany	214	19	8.88%
125	Grupa Wirtualna	https://www.linkec	Poland	847	74	8.74%
126	Linkeo	https://www.linkec	France	573	50	8.73%
127	AutoScout24	https://www.linkec	Germany	543	47	8.66%
128	showroomprive.com	https://www.linkec	France	1,076	92	8.55%
129	UDG	https://www.linkec	Germany	258	22	8.53%
130	Adlibris	https://www.linkec	Sweden	263	22	8.37%
131	SFP	https://www.linkec	Germany	277	23	8.30%
132	vidaXL	https://www.linkec	Netherlands	567	47	8.29%
133	Spark Networks	https://www.linkec	Germany	318	26	8.18%
134	Rue du Commerce	https://www.linkec	France	246	20	8.13%
135	immowelt	https://www.linkec	Germany	272	22	8.09%
136	Saltside	https://www.linkec	Sweden	766	61	7.96%
137	Selectra	https://www.linkec	France	854	68	7.96%
138	home.pl	https://www.linkec	Poland	277	22	7.94%
139	Grupa Pracuj	https://www.linkec	Poland	482	38	7.88%
140	Leadtech	https://www.linkec	Spain	333	26	7.81%
141	MallGroup	https://www.linkec	Czech Republic	644	50	7.76%
142	Onet	https://www.linkec	Poland	483	37	7.66%
143	Bodas	https://www.linkec	Spain	463	35	7.56%
144	SoundCloud	https://www.linkec	Germany	1,559	117	7.50%
145	FINN.no	https://www.linkec	Norway	467	35	7.49%
146	Cabify	https://www.linkec	Spain	2,266	169	7.46%
147	Performance Media	https://www.linkec	Poland	296	22	7.43%
148	Arsys	https://www.linkec	Spain	296	22	7.43%
149	Quandoo	https://www.linkec	Germany	343	25	7.29%
150	Mytoys	https://www.linkec	Germany	420	30	7.14%
151	Verivox	https://www.linkec	Germany	282	20	7.09%
152	Booking.com	https://www.linkec	Netherlands	13,710	971	7.08%
153	eMAG	https://www.linkec	Romania	2,453	173	7.05%
154	BestSecret	https://www.linkec	Germany	230	16	6.96%
155	Cimpress	https://www.linkec	Ireland	7,213	496	6.88%
156	Wehkamp	https://www.linkec	Netherlands	781	51	6.53%
157	Docler Holding	https://www.linkec	Luxembourg	307	20	6.51%
158	Payback	https://www.linkec	Germany	877	57	6.50%
159	Veepee	https://www.linkec	France	7,193	461	6.41%
160	Interia	https://www.linkec	Poland	346	22	6.36%
161	Proximedia	https://www.linkec	Belgium	256	16	6.25%
162	Immobiliare	https://www.linkec	Italy	417	26	6.24%
163	real.digital	https://www.linkec	Germany	353	22	6.23%

164	Blip.pt	Portugal	337	21	6.23%
165	home24	Germany	402	25	6.22%
166	Qliro Group	Sweden	552	34	6.16%
167	Autodoc	Germany	781	47	6.02%
168	Bending Spoons	Italy	241	14	5.81%
169	IONOS	Germany	2,116	121	5.72%
170	Albelli	Netherlands	282	16	5.67%
171	Seznam.cz	Czech Republic	1,462	82	5.61%
172	Morele.net	Poland	272	15	5.51%
173	MindGeek	Luxembourg	1,434	79	5.51%
174	lastminute.com	Switzerland	1,576	85	5.39%
175	PYCOGroup	Belgium	355	19	5.35%
176	Zalando Lounge	Germany	524	28	5.34%
177	GFG	Luxembourg	6,485	346	5.34%
178	Hotmart	Netherlands	7,910	408	5.16%
179	Rocket Internet	Germany	435	22	5.06%
180	Creuna	Denmark	202	10	4.95%
181	Opera	Norway	1,759	80	4.55%
182	Travix	Netherlands	404	18	4.46%
183	AOE	Germany	248	11	4.44%
184	Gemius	Poland	210	9	4.29%
185	ParshipMeet	Germany	658	28	4.26%
186	EVO	Ukraine	807	34	4.21%
187	Cristian Lay	Spain	546	22	4.03%
188	CHECK24	Germany	1,903	76	3.99%
189	OTTO	Germany	2,755	110	3.99%
190	Social Discovery Ventures	Malta	277	11	3.97%
191	Spartoo	France	271	10	3.69%
192	XING	Germany	1,025	36	3.51%
193	Thuisbezorgd.nl	Netherlands	635	22	3.46%
194	Nelly.com	Sweden	263	8	3.04%
195	ARTOX	Belarus	231	6	2.60%
196	vente-privee	France	4,020	98	2.44%
197	XS4ALL	Netherlands	256	6	2.34%
198	Eigenes Startup	Germany	272	6	2.21%
199	Together Networks	Malta	478	10	2.09%
200	AdUX	France	275	4	1.45%
201	Robota	Ukraine	217	3	1.38%
202	Kapten	France	366	5	1.37%
203	YOOX	Italy	366	5	1.37%
204	Online.nl	Netherlands	1,007	6	0.60%
205	Dada	Italy	1,631	9	0.55%
206	Etraveli Group	Sweden	591	0	0.00%

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