

DSMN8

Europe's Most Active Building Materials Professionals on Social - July 2021

Industry at a glance:

Average Score:
9.59%

Total Companies:
87

Global Industry Average:
6.53%

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	BMN	https://www.linkedin.com/company/bmn	Netherlands	645	125	19.38%
2	Cosentino	https://www.linkedin.com/company/cosentino	Spain	2,588	487	18.82%
3	Heras	https://www.linkedin.com/company/heras	Netherlands	519	95	18.30%
4	Master Builders Solutions	https://www.linkedin.com/company/master-builders-solutions	Germany	862	148	17.17%
5	Kerakoll	https://www.linkedin.com/company/kerakoll	Italy	1,076	183	17.01%
6	Etex	https://www.linkedin.com/company/etex	Belgium	1,396	230	16.48%
7	Davidsens	https://www.linkedin.com/company/davidsens	Denmark	526	85	16.16%
8	Zehnder	https://www.linkedin.com/company/zehnder	Switzerland	740	118	15.95%
9	PUM	https://www.linkedin.com/company/pum	France	688	109	15.84%
10	IMI	https://www.linkedin.com/company/imi	Switzerland	767	118	15.38%
11	LafargeHolcim France	https://www.linkedin.com/company/lafargeholcim-france	France	571	82	14.36%
12	VICAT	https://www.linkedin.com/company/vicat	France	989	126	12.74%
13	TERREAL	https://www.linkedin.com/company/terreal	France	827	104	12.58%
14	Reynaers Aluminium	https://www.linkedin.com/company/reynaers-aluminium	Belgium	649	81	12.48%
15	SGDB	https://www.linkedin.com/company/sgdb	France	1,051	131	12.46%
16	3A Composites	https://www.linkedin.com/company/3a-composites	Switzerland	696	86	12.36%
17	DYKA Group	https://www.linkedin.com/company/dyka-group	Netherlands	655	80	12.21%
18	Saint-Gobain Distribution Bâtim	https://www.linkedin.com/company/saint-gobain-distribution-batim	France	6,530	789	12.08%
19	Frans Bonhomme	https://www.linkedin.com/company/frans-bonhomme	France	1,111	132	11.88%
20	Forbo	https://www.linkedin.com/company/forbo	Switzerland	2,100	247	11.76%
21	Armocell	https://www.linkedin.com/company/armocell	Luxembourg	1,101	127	11.53%
22	KP1	https://www.linkedin.com/company/kp1	France	602	69	11.46%
23	Unilin Group	https://www.linkedin.com/company/unilin-group	Belgium	1,561	176	11.27%

24	TABS Holland	https://www.linkec	Netherlands	1,023	115	11.24%
25	Deceuninck	https://www.linkec	Belgium	803	90	11.21%
26	Tarkett	https://www.linkec	France	4,411	494	11.20%
27	Bygma Group	https://www.linkec	Denmark	1,117	123	11.01%
28	Xella Group	https://www.linkec	Germany	719	78	10.85%
29	Secil	https://www.linkec	Portugal	576	62	10.76%
30	Point.P	https://www.linkec	France	2,511	270	10.75%
31	Mapei	https://www.linkec	Italy	3,718	399	10.73%
32	Wienerberger	https://www.linkec	Austria	3,021	322	10.66%
33	Fassa Bortolo	https://www.linkec	Italy	603	64	10.61%
34	Groupe SAMSE	https://www.linkec	France	946	100	10.57%
35	ASSA ABLOY Entrance System	https://www.linkec	Sweden	3,173	333	10.49%
36	Geberit	https://www.linkec	Switzerland	2,782	288	10.35%
37	Wavin Group	https://www.linkec	Netherlands	1,177	120	10.20%
38	Etex Building Performance	https://www.linkec	Belgium	1,324	133	10.05%
39	CEDEO	https://www.linkec	France	1,215	122	10.04%
40	Stark	https://www.linkec	Denmark	1,785	179	10.03%
41	Saint-Gobain Weber	https://www.linkec	France	2,230	221	9.91%
42	ACO Group	https://www.linkec	Germany	619	61	9.85%
43	HORNBAACH	https://www.linkec	Netherlands	850	83	9.76%
44	Kingspan Global	https://www.linkec	Ireland	2,052	200	9.75%
45	Saltoki	https://www.linkec	Spain	959	93	9.70%
46	Raab Karcher	https://www.linkec	Netherlands	734	71	9.67%
47	dormakaba	https://www.linkec	Switzerland	6,938	659	9.50%
48	Uponor	https://www.linkec	Finland	1,990	187	9.40%
49	VELUX	https://www.linkec	Denmark	4,271	400	9.37%
50	Brødrene Dahl	https://www.linkec	Denmark	602	56	9.30%
51	GEZE	https://www.linkec	Germany	883	80	9.06%
52	DAW	https://www.linkec	Germany	515	45	8.74%
53	ROCKWOOL Group	https://www.linkec	Denmark	2,330	200	8.58%
54	EQUIOM	https://www.linkec	France	778	64	8.23%
55	Selena	https://www.linkec	Poland	599	49	8.18%
56	PLACO	https://www.linkec	France	590	48	8.14%
57	Beijer Byggmaterial	https://www.linkec	Sweden	948	76	8.02%
58	SILVAN	https://www.linkec	Denmark	602	48	7.97%
59	ASSA ABLOY Group	https://www.linkec	Sweden	4,557	355	7.79%
60	Ahlsell	https://www.linkec	Sweden	2,157	168	7.79%
61	Lindab	https://www.linkec	Sweden	593	46	7.76%
62	Schüco	https://www.linkec	Germany	1,563	120	7.68%
63	Bouwmaat	https://www.linkec	Netherlands	524	40	7.63%
64	URSA	https://www.linkec	Spain	594	44	7.41%
65	Financiera Maderera	https://www.linkec	Spain	637	46	7.22%
66	Saint-Gobain	https://www.linkec	France	28,933	2,000	6.91%
67	Knauf	https://www.linkec	Germany	3,108	206	6.63%
68	HeidelbergCement	https://www.linkec	Germany	6,175	401	6.49%
69	Consolis	https://www.linkec	France	1,835	118	6.43%
70	Viega	https://www.linkec	Germany	768	49	6.38%
71	Titan Cement Company	https://www.linkec	Greece	628	39	6.21%
72	Hörmann	https://www.linkec	Germany	631	39	6.18%
73	Dahl	https://www.linkec	Sweden	791	48	6.07%
74	Glassolutions	https://www.linkec	France	643	39	6.07%
75	Bona	https://www.linkec	Sweden	544	31	5.70%
76	Sapa Building System	https://www.linkec	France	575	31	5.39%
77	Parex Group	https://www.linkec	France	506	25	4.94%
78	CRH	https://www.linkec	Ireland	4,486	216	4.81%
79	PAROC	https://www.linkec	Finland	545	25	4.59%
80	Sto	https://www.linkec	Germany	556	25	4.50%
81	Optimera	https://www.linkec	Norway	745	28	3.76%
82	PcP	https://www.linkec	Denmark	540	20	3.70%
83	Cersanit	https://www.linkec	Poland	614	20	3.26%
84	LafargeHolcim	https://www.linkec	Switzerland	43,002	1,378	3.20%
85	Romstal	https://www.linkec	Romania	654	17	2.60%
86	Italcementi	https://www.linkec	Italy	1,233	28	2.27%
87	Arabesque Online	https://www.linkec	Romania	587	7	1.19%

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.

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