

# DSMN8

Europe's Most Active Sporting Goods Professionals on Social - July 2021

## Industry at a glance:

Average Score:  
**6.23%**

Total Companies:  
**22**

Global Industry Average:  
**5.01%**

## 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](http://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	Asics EMEA	<a href="https://www.linkedin.com/company/asics-emea">https://www.linkedin.com/company/asics-emea</a>	Netherlands	934	116	12.42%
2	Decathlon Nederland	<a href="https://www.linkedin.com/company/decathlon-nederland">https://www.linkedin.com/company/decathlon-nederland</a>	Netherlands	685	85	12.41%
3	Oberalp Group	<a href="https://www.linkedin.com/company/oberalp-group">https://www.linkedin.com/company/oberalp-group</a>	Italy	509	53	10.41%
4	Salomon	<a href="https://www.linkedin.com/company/salomon">https://www.linkedin.com/company/salomon</a>	France	1,398	123	8.80%
5	Puma	<a href="https://www.linkedin.com/company/puma">https://www.linkedin.com/company/puma</a>	Germany	9,806	778	7.93%
6	Fenix Outdoor	<a href="https://www.linkedin.com/company/fenix-outdoor">https://www.linkedin.com/company/fenix-outdoor</a>	Switzerland	1,240	88	7.10%
7	Sprinter	<a href="https://www.linkedin.com/company/sprinter">https://www.linkedin.com/company/sprinter</a>	Spain	1,739	110	6.33%
8	Thule Group	<a href="https://www.linkedin.com/company/thule-group">https://www.linkedin.com/company/thule-group</a>	Sweden	1,060	67	6.32%
9	Decathlon Deutschland	<a href="https://www.linkedin.com/company/decathlon-deutschland">https://www.linkedin.com/company/decathlon-deutschland</a>	Germany	682	43	6.30%
10	Decathlon Belgium	<a href="https://www.linkedin.com/company/decathlon-belgium">https://www.linkedin.com/company/decathlon-belgium</a>	Belgium	1,377	84	6.10%
11	Decathlon Portugal	<a href="https://www.linkedin.com/company/decathlon-portugal">https://www.linkedin.com/company/decathlon-portugal</a>	Portugal	712	43	6.04%
12	Adidas	<a href="https://www.linkedin.com/company/adidas">https://www.linkedin.com/company/adidas</a>	Germany	41,498	2,475	5.96%
13	Amer Sports	<a href="https://www.linkedin.com/company/amer-sports">https://www.linkedin.com/company/amer-sports</a>	Finland	2,130	123	5.77%
14	Decathlon France	<a href="https://www.linkedin.com/company/decathlon-france">https://www.linkedin.com/company/decathlon-france</a>	France	24,577	1,314	5.35%
15	Decathlon España	<a href="https://www.linkedin.com/company/decathlon-espana">https://www.linkedin.com/company/decathlon-espana</a>	Spain	5,002	231	4.62%
16	Go Sport	<a href="https://www.linkedin.com/company/go-sport">https://www.linkedin.com/company/go-sport</a>	France	1,868	85	4.55%
17	Sport Zone	<a href="https://www.linkedin.com/company/sport-zone">https://www.linkedin.com/company/sport-zone</a>	Portugal	708	31	4.38%
18	Decathlon Italia	<a href="https://www.linkedin.com/company/decathlon-italia">https://www.linkedin.com/company/decathlon-italia</a>	Italy	4,323	182	4.21%
19	Head	<a href="https://www.linkedin.com/company/head">https://www.linkedin.com/company/head</a>	Austria	1,149	38	3.31%
20	Stadium	<a href="https://www.linkedin.com/company/stadium">https://www.linkedin.com/company/stadium</a>	Sweden	1,504	46	3.06%
21	Intersport Sweden	<a href="https://www.linkedin.com/company/intersport-sweden">https://www.linkedin.com/company/intersport-sweden</a>	Sweden	716	21	2.93%
22	XXL Sport & Villmark	<a href="https://www.linkedin.com/company/xxl-sport-villmark">https://www.linkedin.com/company/xxl-sport-villmark</a>	Norway	1,535	43	2.80%

## 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](#)



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