

DSMN8

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

Industry at a glance:

Average Score:
5.01%

Total Companies:
50

Average Number of Employees:
4,936

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	Asics EMEA	https://www.linkedin.com/company/asics-emea	Netherlands	934	116	12.42%
2	Decathlon Nederland	https://www.linkedin.com/company/decathlon-nederland	Netherlands	685	85	12.41%
3	Oberalp Group	https://www.linkedin.com/company/oberalp-group	Italy	509	53	10.41%
4	Brooks Running	https://www.linkedin.com/company/brooks-running	United States	1,064	103	9.68%
5	Salomon	https://www.linkedin.com/company/salomon	France	1,398	123	8.80%
6	Cycling Sports Group	https://www.linkedin.com/company/cycling-sports-group	United States	614	50	8.14%
7	Puma	https://www.linkedin.com/company/puma	Germany	9,806	778	7.93%
8	Decathlon UK	https://www.linkedin.com/company/decathlon-uk	United Kingdom	810	59	7.28%
9	Wilson	https://www.linkedin.com/company/wilson	United States	1,096	79	7.21%
10	Specialized	https://www.linkedin.com/company/specialized	United States	1,800	128	7.11%
11	Fenix Outdoor	https://www.linkedin.com/company/fenix-outdoor	Switzerland	1,240	88	7.10%
12	Under Armour	https://www.linkedin.com/company/under-armour	United States	9,317	593	6.36%
13	Sprinter	https://www.linkedin.com/company/sprinter	Spain	1,739	110	6.33%
14	Thule Group	https://www.linkedin.com/company/thule-group	Sweden	1,060	67	6.32%
15	Decathlon Deutschland	https://www.linkedin.com/company/decathlon-deutschland	Germany	682	43	6.30%
16	Trek Bicycle	https://www.linkedin.com/company/trek-bicycle	United States	2,617	160	6.11%
17	Decathlon Belgium	https://www.linkedin.com/company/decathlon-belgium	Belgium	1,377	84	6.10%
18	Decathlon Portugal	https://www.linkedin.com/company/decathlon-portugal	Portugal	712	43	6.04%
19	Adidas	https://www.linkedin.com/company/adidas	Germany	41,498	2,475	5.96%
20	Amer Sports	https://www.linkedin.com/company/amer-sports	Finland	2,130	123	5.77%
21	Remington Arms Company	https://www.linkedin.com/company/remington-arms-company	United States	928	51	5.50%
22	Decathlon France	https://www.linkedin.com/company/decathlon-france	France	24,577	1,314	5.35%
23	Decathlon España	https://www.linkedin.com/company/decathlon-espana	Spain	5,002	231	4.62%

24	Go Sport	https://www.linkedin.com/company/go-sport/	France	1,868	85	4.55%
25	Asics America	https://www.linkedin.com/company/asics-america/	United States	902	41	4.55%
26	Callaway Golf	https://www.linkedin.com/company/callaway-golf/	United States	2,066	93	4.50%
27	Sport Zone	https://www.linkedin.com/company/sport-zone/	Portugal	708	31	4.38%
28	TaylorMade Golf	https://www.linkedin.com/company/taylormadegolf/	United States	1,437	62	4.31%
29	Decathlon Italia	https://www.linkedin.com/company/decathlon-italia/	Italy	4,323	182	4.21%
30	Burton Snowboards	https://www.linkedin.com/company/burton-snowboards/	United States	848	34	4.01%
31	New Balance	https://www.linkedin.com/company/new-balance/	United States	5,422	202	3.73%
32	North Sails	https://www.linkedin.com/company/north-sails/	United States	785	26	3.31%
33	Head	https://www.linkedin.com/company/head-sport/	Austria	1,149	38	3.31%
34	Sig Sauer	https://www.linkedin.com/company/sig-sauer/	United States	940	31	3.30%
35	BSN Sports	https://www.linkedin.com/company/bsn-sports/	United States	1,884	61	3.24%
36	Sram	https://www.linkedin.com/company/sram/	United States	1,041	32	3.07%
37	Stadium	https://www.linkedin.com/company/stadium/	Sweden	1,504	46	3.06%
38	Intersport Sweden	https://www.linkedin.com/company/intersport-sweden/	Sweden	716	21	2.93%
39	Smith & Wesson	https://www.linkedin.com/company/smith-wesson/	United States	856	24	2.80%
40	XXL Sport & Villmark	https://www.linkedin.com/company/xxl-sport-villmark/	Norway	1,535	43	2.80%
41	Sportsdirect	https://www.linkedin.com/company/sportsdirect/	United Kingdom	597	16	2.68%
42	Nike	https://www.linkedin.com/company/nike/	United States	97,567	2,500	2.56%
43	Riddell	https://www.linkedin.com/company/riddell/	United States	518	12	2.32%
44	Sport Chek	https://www.linkedin.com/company/sport-cheq/	Canada	2,090	48	2.30%
45	Ping	https://www.linkedin.com/company/ping/	United States	698	15	2.15%
46	Pure Fishing	https://www.linkedin.com/company/pure-fishing/	United States	905	19	2.10%
47	Johnson Outdoors	https://www.linkedin.com/company/johnson-outdoors/	United States	1,131	20	1.77%
48	Acushnet Company	https://www.linkedin.com/company/acushnet-company/	United States	1,478	24	1.62%
49	Road Runner Sports	https://www.linkedin.com/company/road-runner-sports/	United States	600	6	1.00%
50	Gander Outdoors	https://www.linkedin.com/company/gander-outdoors/	United States	1,627	9	0.55%

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.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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