

DSMN8

Europe's Most Active Cosmetics Professionals on Social - August 2021

Industry at a glance:

Average Score:
5.03%

Total Companies:
42

Global Industry Average:
4.23%

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	Wella Company	https://www.linke	Switzerland	2,167	256	11.81%
2	La Prairie	https://www.linke	Switzerland	984	107	10.87%
3	Rituals	https://www.linke	Netherlands	3,289	309	9.39%
4	Davines	https://www.linke	Italy	705	64	9.08%
5	Laboratoires Filorga	https://www.linke	France	520	47	9.04%
6	Nuxe	https://www.linke	France	709	64	9.03%
7	Laboratoires Expanscience	https://www.linke	France	975	85	8.72%
8	Naos	https://www.linke	France	2,220	175	7.88%
9	Caudalie	https://www.linke	France	818	62	7.58%
10	Sesderma	https://www.linke	Spain	506	35	6.92%
11	Guerlain	https://www.linke	France	2,113	144	6.81%
12	Beiersdorf	https://www.linke	Germany	12,081	767	6.35%
13	Sisley Paris	https://www.linke	France	1,742	110	6.31%
14	FM World	https://www.linke	Portugal	616	38	6.17%
15	LVMH Fragrance Brands	https://www.linke	France	1,140	69	6.05%
16	Pierre Fabre Dermo	https://www.linke	France	515	30	5.83%
17	Essens	https://www.linke	Czech Republic	676	37	5.47%
18	Coty	https://www.linke	Netherlands	10,999	591	5.37%
19	L'OCCITANE	https://www.linke	Switzerland	4,462	232	5.20%
20	Groupe Rocher	https://www.linke	France	30,403	1,450	4.77%
21	Dior	https://www.linke	France	5,215	239	4.58%
22	Chromavis Fareva	https://www.linke	Italy	647	29	4.48%
23	Intercos	https://www.linke	Italy	1,141	51	4.47%
24	L'Oréal	https://www.linke	France	79,696	3,500	4.39%

25	Revlon	https://www.linke	Spain	737	32	4.34%
26	Clarins	https://www.linke	France	5,184	222	4.28%
27	Alfaparf	https://www.linke	Italy	1,309	50	3.82%
28	Yves Rocher	https://www.linke	France	5,479	202	3.69%
29	Kiko Milano	https://www.linke	Italy	4,330	155	3.58%
30	Dessange	https://www.linke	France	560	20	3.57%
31	Make up for ever	https://www.linke	France	1,483	52	3.51%
32	Marionnaud	https://www.linke	France	2,225	78	3.51%
33	Nocibé	https://www.linke	France	2,295	80	3.49%
34	Oriflame	https://www.linke	Switzerland	21,901	654	2.99%
35	Inglot	https://www.linke	Poland	523	9	1.72%
36	Makeup Artist	https://www.linke	Switzerland	2,758	39	1.41%
37	Bottega Verde	https://www.linke	Italy	534	7	1.31%
38	Kicks	https://www.linke	Sweden	998	12	1.20%
39	Make Up	https://www.linke	Luxembourg	938	7	0.75%
40	Cosméticos	https://www.linke	Spain	549	4	0.73%
41	Marco Aldany	https://www.linke	Spain	557	3	0.54%
42	Salon De Belleza	https://www.linke	Germany	1,802	8	0.44%

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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