

DSMN8

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

Industry at a glance:

Average Score:
8.00%

Total Companies:
87

Global Industry Average:
5.83%

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)	Rank Change
1	Davidsens Tømmerhandel	https://www.link	Denmark	530	100	18.87%	▲ 6
2	Etex	https://www.link	Belgium	1,495	238	15.92%	▲ 4
3	Heras	https://www.link	Netherlands	536	81	15.11%	▲ 0
4	Master Builders	https://www.link	Germany	1,005	148	14.73%	▲ 0
5	Kerakoll	https://www.link	Italy	1,106	153	13.83%	▲ 0
6	Cosentino	https://www.link	Spain	2,679	353	13.18%	▼ -4
7	PUM	https://www.link	France	712	92	12.92%	▲ 2
8	Zehnder	https://www.link	Switzerland	738	94	12.74%	▲ 0
9	LafargeHolcim	https://www.link	France	624	75	12.02%	▲ 2
10	Armaceil	https://www.link	Luxembourg	1,132	136	12.01%	▲ 11
11	Forbo Flooring Systems	https://www.link	Netherlands	1,599	190	11.88%	New Entry
12	IMI Hydronic Engineering	https://www.link	Switzerland	780	91	11.67%	▼ -2
13	3A Composites	https://www.link	Switzerland	715	83	11.61%	▲ 3
14	Xella Group	https://www.link	Germany	738	84	11.38%	▲ 14
15	DYKA	https://www.link	Netherlands	669	74	11.06%	▲ 2
16	Secil	https://www.link	Portugal	580	64	11.03%	▲ 13
17	Wavin Group	https://www.link	Netherlands	1,207	133	11.02%	▲ 20
18	Forbo Group	https://www.link	Switzerland	2,116	233	11.01%	▲ 2
19	Uponor	https://www.link	Finland	2,001	205	10.24%	▲ 29
20	Bygma Group	https://www.link	Denmark	1,103	110	9.97%	▲ 7
21	Reynaers Aluminium	https://www.link	Belgium	650	64	9.85%	▼ -7
22	Ahlsell Sverige	https://www.link	Sweden	2,180	214	9.82%	▲ 38
23	Geberit	https://www.link	Switzerland	2,851	278	9.75%	▲ 13
24	Tarkett	https://www.link	France	4,420	427	9.66%	▲ 2

25	Etex Building Performance	https://www.link	Belgium	1,318	127	9.64%	▲ 13
26	Brødrene Dahl	https://www.link	Denmark	602	58	9.63%	▲ 24
27	Deceuninck	https://www.link	Belgium	810	77	9.51%	▼ -2
28	TERREAL	https://www.link	France	834	79	9.47%	▼ -15
29	Saint-Gobain Distribution B	https://www.link	France	6,695	627	9.37%	▼ -11
30	ASSAABLOY	https://www.link	Sweden	3,188	296	9.28%	▲ 5
31	STARK	https://www.link	Denmark	1,802	165	9.16%	▲ 9
32	Beijer Byggmaterial	https://www.link	Sweden	958	87	9.08%	▲ 25
33	SAMSE	https://www.link	France	963	87	9.03%	▲ 1
34	VICAT	https://www.link	France	1,021	92	9.01%	▼ -22
35	Saint-Gobain Weber	https://www.link	France	2,249	199	8.85%	▲ 6
36	KP1	https://www.link	France	611	54	8.84%	▼ -14
37	CEDEO	https://www.link	France	1,227	107	8.72%	▲ 2
38	Bouwmaat	https://www.link	Netherlands	521	45	8.64%	▲ 25
39	Fassa Bortolo	https://www.link	Italy	628	54	8.60%	▼ -6
40	Unilin Group	https://www.link	Belgium	1,609	137	8.51%	▼ -17
41	ACO Group	https://www.link	Germany	647	55	8.50%	▲ 1
42	HORNBACH Bouwmarkt	https://www.link	Netherlands	859	73	8.50%	▲ 1
43	VELUX	https://www.link	Denmark	4,326	365	8.44%	▲ 6
44	Rockwool	https://www.link	Denmark	2,344	195	8.32%	▲ 9
45	SGDB	https://www.link	France	1,068	87	8.15%	▼ -30
46	FRANS BONHOMME	https://www.link	France	1,139	91	7.99%	▼ -27
47	Point.P	https://www.link	France	2,606	207	7.94%	▼ -17
48	EQUIOM	https://www.link	France	784	61	7.78%	▲ 6
49	ASSAABLOY Group	https://www.link	Sweden	4,636	356	7.68%	▲ 10
50	Saltoki	https://www.link	Spain	980	74	7.55%	▼ -5
51	BMN Nederland	https://www.link	Netherlands	673	49	7.28%	▼ -50
52	Kingspan	https://www.link	Ireland	2,153	156	7.25%	▼ -8
53	Raab Karcher	https://www.link	Netherlands	726	51	7.02%	▼ -7
54	URSA	https://www.link	Spain	609	42	6.90%	▲ 10
55	Optimera	https://www.link	Norway	748	50	6.68%	▲ 26
56	Selena Group	https://www.link	Poland	754	50	6.63%	▼ -1
57	DAW	https://www.link	Germany	533	35	6.57%	▼ -5
58	PLACO®	https://www.link	France	591	38	6.43%	▼ -2
59	Saint-Gobain	https://www.link	France	29,172	1,875	6.43%	▲ 7
60	Knaf Insulation	https://www.link	Belgium	1,788	114	6.38%	New Entry
61	Titan Cement Company	https://www.link	Greece	629	39	6.20%	▲ 10
62	SILVAN	https://www.link	Denmark	587	36	6.13%	▼ -4
63	Schüco International	https://www.link	Germany	1,600	94	5.88%	▼ -1
64	GLASSOLUTIONS Saint-G	https://www.link	France	636	37	5.82%	▲ 10
65	Bona	https://www.link	Sweden	561	32	5.70%	▲ 10
66	Knaf	https://www.link	Germany	3,135	178	5.68%	▲ 1
67	Financiera Maderera	https://www.link	Spain	658	37	5.62%	▼ -2
68	Consolis	https://www.link	France	1,846	96	5.20%	▲ 1
69	Viega	https://www.link	Germany	786	39	4.96%	▲ 1
70	CRH	https://www.link	Ireland	4,490	210	4.68%	▲ 8
71	Mapei	https://www.link	Italy	3,777	176	4.66%	▼ -40
72	PAROC	https://www.link	Finland	555	25	4.50%	▲ 7
73	dormakaba	https://www.link	Switzerland	7,011	306	4.36%	▼ -26
74	Hörmann	https://www.link	Germany	640	27	4.22%	▼ -2
75	Sto	https://www.link	Germany	566	23	4.06%	▲ 5
76	Dahl Sverige	https://www.link	Sweden	797	29	3.64%	▼ -3
77	HeidelbergCement	https://www.link	Germany	6,717	243	3.62%	▼ -9
78	Moelven	https://www.link	Norway	511	18	3.52%	New Entry
79	Lindab	https://www.link	Sweden	1,343	47	3.50%	▼ -18
80	GEZE	https://www.link	Germany	873	27	3.09%	▼ -29
81	CERSANIT GROUP	https://www.link	Poland	616	19	3.08%	▲ 2
82	Wienerberger	https://www.link	Austria	3,071	93	3.03%	▼ -50
83	Holcim	https://www.link	Switzerland	42,988	1,215	2.83%	New Entry
84	Romstal	https://www.link	Romania	666	15	2.25%	▲ 1
85	Italcementi	https://www.link	Italy	1,239	22	1.78%	▲ 1
86	Timber and Building Suppl	https://www.link	Netherlands	1,019	18	1.77%	▼ -62
87	Arabesque Online	https://www.link	Romania	588	6	1.02%	▲ 0

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](https://www.dsmn8.com)



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