



Europe's Most Active Internet Professionals on Social - September 2021

Industry at a glance:

Average Score:
10.58%

Total Companies:
85

Global Industry Average:
10.46%

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	BrowserStack	https://www.linkedin.com/company/browserstack	Ireland	809	216	26.70%	▲ 20
2	Flink	https://www.linkedin.com/company/flink	Germany	534	138	25.84%	▲ 39
3	Siteimprove	https://www.linkedin.com/company/siteimprove	Denmark	619	141	22.78%	▲ 13
4	DocPlanner	https://www.linkedin.com/company/docplanner	Poland	1,695	381	22.48%	▲ 19
5	GetYourGuide	https://www.linkedin.com/company/getyourguide	Germany	692	153	22.11%	▲ 43
6	Catawiki	https://www.linkedin.com/company/catawiki	Netherlands	671	146	21.76%	▲ 38
7	TheFork	https://www.linkedin.com/company/thefork	France	621	135	21.74%	▲ 10
8	Berlin Brands	https://www.linkedin.com/company/berlin-brands	Germany	524	112	21.37%	▲ 50
9	Trustpilot	https://www.linkedin.com/company/trustpilot	Denmark	871	174	19.98%	▲ 23
10	Trusted Shops	https://www.linkedin.com/company/trusted-shops	Germany	581	108	18.59%	▲ 20
11	RTB House	https://www.linkedin.com/company/rtb-house	Poland	856	158	18.46%	▲ 28
12	Adevinta Spain	https://www.linkedin.com/company/adevinta-spain	Spain	814	149	18.30%	▲ 22
13	Reworld Media	https://www.linkedin.com/company/reworld-media	France	527	87	16.51%	▲ 18
14	Adevinta	https://www.linkedin.com/company/adevinta	Spain	3,055	489	16.01%	▲ 12
15	OLX Autos	https://www.linkedin.com/company/olx-autos	Netherlands	828	131	15.82%	▲ 51
16	Dept Agency	https://www.linkedin.com/company/dept-agency	Netherlands	2,230	349	15.65%	▲ 12
17	TIER Mobility	https://www.linkedin.com/company/tier-mobility	Germany	879	137	15.59%	▼ -3
18	VAVEL.com	https://www.linkedin.com/company/vavel-com	Spain	512	78	15.23%	▲ 25
19	Groupe SeLoger	https://www.linkedin.com/company/groupe-seloger	France	668	96	14.37%	▲ 5
20	OVHcloud	https://www.linkedin.com/company/ovhcloud	France	2,292	328	14.31%	▲ 25
21	diconium	https://www.linkedin.com/company/diconium	Germany	1,181	156	13.21%	▲ 70
22	Italiaonline	https://www.linkedin.com/company/italiaonline	Italy	1,810	239	13.20%	▲ 13
23	Gorillas	https://www.linkedin.com/company/gorillas	Germany	2,378	313	13.16%	▼ -19
24	Leboncoin.fr	https://www.linkedin.com/company/leboncoin-fr	France	1,058	139	13.14%	▼ -9

25	ManoMano	https://www.link	France	760	98	12.89%	▲ 17
26	Delivery Hero	https://www.link	Germany	18,650	2,349	12.60%	▲ 35
27	Allegro	https://www.link	Poland	2,679	320	11.94%	▲ 43
28	Vinted	https://www.link	Lithuania	1,034	116	11.22%	▲ 25
29	OLX Group	https://www.link	Netherlands	3,988	419	10.51%	▲ 51
30	Meero	https://www.link	France	947	98	10.35%	▲ 51
31	idealista	https://www.link	Spain	650	66	10.15%	▲ 33
32	Scout24	https://www.link	Germany	1,391	140	10.06%	▲ 68
33	Bolt	https://www.link	Estonia	3,334	334	10.02%	▲ 44
34	BlaBlaCar	https://www.link	France	741	74	9.99%	▲ 34
35	Zalando	https://www.link	Germany	7,812	768	9.83%	▲ 49
36	Facile.it	https://www.link	Italy	895	87	9.72%	▲ 26
37	AUTO1	https://www.link	Germany	2,710	263	9.70%	▲ 71
38	StepStone	https://www.link	Germany	1,020	97	9.51%	▲ 41
39	Aramisauto	https://www.link	France	589	56	9.51%	▲ 74
40	idealo internet	https://www.link	Germany	946	88	9.30%	▲ 62
41	Ringier Axel Springer Polst	https://www.link	Poland	958	89	9.29%	▲ 30
42	Freelancer	https://www.link	Italy	1,842	170	9.23%	▲ 53
43	Datawords	https://www.link	France	683	63	9.22%	▲ 77
44	mytheresa.com	https://www.link	Germany	659	60	9.10%	▲ 77
45	ImmoScout24	https://www.link	Germany	500	44	8.80%	▲ 49
46	Cabify	https://www.link	Spain	2,300	202	8.78%	▲ 100
47	trivago	https://www.link	Germany	995	87	8.74%	▲ 38
48	Wolt	https://www.link	Finland	3,045	261	8.57%	▲ 27
49	MallGroup	https://www.link	Czech Republic	643	55	8.55%	▲ 92
50	Etraveli Group	https://www.link	Sweden	617	52	8.43%	▲ 156
51	Qliro Group	https://www.link	Sweden	542	45	8.30%	▲ 115
52	ELO	https://www.link	Italy	657	53	8.07%	▲ 51
53	Betsson	https://www.link	Malta	1,728	139	8.04%	▲ 101
54	Grupa Wirtualna Polska	https://www.link	Poland	884	71	8.03%	▲ 71
55	Selectra	https://www.link	France	857	68	7.93%	▲ 82
56	XING	https://www.link	Germany	983	76	7.73%	▲ 136
57	Linéo	https://www.link	France	579	44	7.60%	▲ 69
58	vidaXL	https://www.link	Netherlands	603	45	7.46%	▲ 74
59	ABOUT YOU	https://www.link	Germany	1,020	75	7.35%	▲ 28
60	Booking.com	https://www.link	Netherlands	13,680	1,002	7.32%	▲ 92
61	Takeaway.com	https://www.link	Netherlands	1,148	84	7.32%	▲ 62
62	showroomprive.com	https://www.link	France	1,118	81	7.25%	▲ 66
63	Cdiscount	https://www.link	France	2,164	148	6.84%	▲ 36
64	Saltside	https://www.link	Sweden	788	53	6.73%	▲ 72
65	PAYBACK	https://www.link	Germany	849	56	6.60%	▲ 93
66	IONOS	https://www.link	Germany	2,134	138	6.47%	▲ 103
67	Cimpress	https://www.link	Ireland	7,685	474	6.17%	▲ 88
68	Wehkamp	https://www.link	Netherlands	801	47	5.87%	▲ 88
69	Veepee	https://www.link	France	7,385	431	5.84%	▲ 90
70	CHECK24	https://www.link	Germany	1,959	110	5.62%	▲ 118
71	ParshipMeet	https://www.link	Germany	672	35	5.21%	▲ 114
72	AUTODOC	https://www.link	Germany	878	44	5.01%	▲ 95
73	Hotmart	https://www.link	Netherlands	8,549	425	4.97%	▲ 105
74	Global Fashion	https://www.link	Luxembourg	6,906	338	4.89%	▲ 103
75	Zalando Lounge	https://www.link	Germany	569	27	4.75%	▲ 101
76	Seznam.cz	https://www.link	Czech Republic	1,509	71	4.71%	▲ 95
77	eMAG	https://www.link	Romania	2,595	119	4.59%	▲ 76
78	Opera	https://www.link	Norway	1,795	82	4.57%	▲ 103
79	lastminute.com	https://www.link	Switzerland	1,563	71	4.54%	▲ 95
80	EVO	https://www.link	Ukraine	804	34	4.23%	▲ 106
81	MindGeek	https://www.link	Luxembourg	1,413	59	4.18%	▲ 92
82	Thuisbezorgd.nl	https://www.link	Netherlands	638	26	4.08%	▲ 111
83	OTTO	https://www.link	Germany	2,817	106	3.76%	▲ 106
84	CRISTIAN LAY	https://www.link	Spain	565	16	2.83%	▲ 103
85	vente-privee	https://www.link	France	3,995	87	2.18%	▲ 111

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