

DSMN8

Europe's Most Active Marketing & Advertising Professionals on Social - October 2021

Industry at a glance:

Average Score:
8.53%

Total Companies:
50

Global Industry Average:
7.41%

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	Adjust	https://www.linkedin.com/company/adjust	Germany	609	133	21.84%	▲ 6
2	Awin Global	https://www.linkedin.com/company/awin-global	Germany	1,081	212	19.61%	▲ 3
3	Clear Channel France	https://www.linkedin.com/company/clear-channel-france	France	502	97	19.32%	▲ 10
4	MediaMonks	https://www.linkedin.com/company/mediamonks	Netherlands	4,369	797	18.24%	▲ 6
5	Hopscotch	https://www.linkedin.com/company/hopscotch	France	649	115	17.72%	▲ 23
6	Emakina	https://www.linkedin.com/company/emakina	Belgium	1,005	167	16.62%	▲ 17
7	Artefact	https://www.linkedin.com/company/artefact	France	998	151	15.13%	▲ 59
8	Jung von Matt	https://www.linkedin.com/company/jung-von-matt	Germany	843	96	11.39%	▲ 104
9	JAKALA	https://www.linkedin.com/company/jakala	Italy	906	103	11.37%	▲ 62
10	localsearch	https://www.linkedin.com/company/localsearch	Switzerland	676	73	10.80%	▲ 58
11	Publicis Conseil	https://www.linkedin.com/company/publicis-conseil	France	702	74	10.54%	▲ 72
12	Avantgarde	https://www.linkedin.com/company/avantgarde	Germany	684	69	10.09%	▲ 66
13	MADISON MK	https://www.linkedin.com/company/madison-mk	Spain	581	58	9.98%	▲ 93
14	JCDecaux	https://www.linkedin.com/company/jcdcaux	France	5,418	536	9.89%	▲ 62
15	Greenhouse	https://www.linkedin.com/company/greenhouse	Netherlands	510	50	9.80%	▲ 33
16	CPM France	https://www.linkedin.com/company/cpm-france	France	779	76	9.76%	▲ 56
17	Solocal	https://www.linkedin.com/company/solocal	France	3,548	339	9.55%	▲ 43
18	MCI Group	https://www.linkedin.com/company/mci-group	Switzerland	1,281	121	9.45%	▲ 41
19	Havas Group	https://www.linkedin.com/company/havas-group	France	9,977	924	9.26%	▲ 77
20	Gutenberg	https://www.linkedin.com/company/gutenberg	France	506	46	9.09%	▲ 104
21	Admitad Global	https://www.linkedin.com/company/admitad-global	Germany	533	48	9.01%	▲ 74
22	Publicis Groupe	https://www.linkedin.com/company/publicis-groupe	France	34,541	3,000	8.69%	▲ 96
23	Serviceplan Group	https://www.linkedin.com/company/serviceplan-group	Germany	1,052	88	8.37%	▲ 64
24	Seven.One Entertainment	https://www.linkedin.com/company/seven-one-entertainment	Germany	699	57	8.15%	▲ 68

25	A. Manzoni & C.	https://www.link	Italy	620	49	7.90%	▲ 97
26	Digital Virgo	https://www.link	France	651	50	7.68%	▲ 27
27	BETC	https://www.link	France	855	65	7.60%	▲ 77
28	Tradedoubler	https://www.link	Sweden	725	53	7.31%	▲ 81
29	Re:Sources	https://www.link	France	1,648	120	7.28%	▲ 111
30	72andSunny	https://www.link	Netherlands	549	39	7.10%	▲ 51
31	Scholz & Friends	https://www.link	Germany	860	61	7.09%	▲ 60
32	EPSILON France	https://www.link	France	894	62	6.94%	▲ 99
33	DMF	https://www.link	France	505	34	6.73%	▲ 86
34	MEDIAPOST	https://www.link	France	1,446	97	6.71%	▲ 76
35	tcc global	https://www.link	Netherlands	788	52	6.60%	▲ 80
36	Ströer SE & Co. KGaA	https://www.link	Germany	1,613	100	6.20%	▲ 84
37	Lyconet	https://www.link	Switzerland	1,041	63	6.05%	▲ 76
38	Publitalia '80	https://www.link	Italy	505	30	5.94%	▲ 78
39	geninc	https://www.link	France	545	30	5.50%	▲ 103
40	Spir Communication	https://www.link	France	1,848	90	4.87%	▲ 85
41	Cheil Worldwide	https://www.link	Italy	2,519	109	4.33%	▲ 105
42	Adrexo	https://www.link	France	1,321	50	3.79%	▲ 92
43	SAESLAND	https://www.link	Spain	2,664	95	3.57%	▲ 115
44	Arena Media	https://www.link	France	657	19	2.89%	▲ 111
45	Seat Pagine Gialle	https://www.link	Italy	991	27	2.72%	▲ 106
46	Selbständig	https://www.link	Switzerland	5,574	148	2.66%	▲ 124
47	HAVAS DIGITAL	https://www.link	Spain	727	16	2.20%	▲ 115
48	madrid	https://www.link	Spain	1,075	20	1.86%	▲ 112
49	Eniro	https://www.link	Sweden	1,113	13	1.17%	▲ 120
50	SMS	https://www.link	Faroe Islands	895	3	0.34%	▲ 123

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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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

