



Europe's Most Active Building Materials Professionals on Social - March 2022

Industry at a glance:

Average Score: **10.31%** Total Companies: **99** Global Industry Average: **7.38%**

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	Kerakoll	https://www.link€	Italy	1,161	203	17.48%	▲ 4
2	Purmo Group	https://www.link€	Finland	500	86	17.20%	New Entry
3	Cosentino	https://www.link€	Spain	2,807	476	16.96%	▲ 3
4	Etex	https://www.link€	Belgium	1,677	278	16.58%	▼ -2
5	Master Builders	https://www.link€	Germany	1,283	206	16.06%	▼ -1
6	Porcelanosa	https://www.link€	Spain	2,184	343	15.71%	New Entry
7	Davidsons Tømmerhandel	https://www.link€	Denmark	567	88	15.52%	▼ -6
8	Heras	https://www.link€	Netherlands	540	81	15.00%	▼ -5
9	Gerflor	https://www.link€	France	1,568	235	14.99%	New Entry
10	3A Composites	https://www.link€	Switzerland	778	115	14.78%	▲ 3
11	Armacell	https://www.link€	Luxemburg	1,162	171	14.72%	▼ -1
12	Forbo Flooring Systems	https://www.link€	Netherlands	1,634	239	14.63%	▼ -1
13	Brødrene Dahl	https://www.link€	Denmark	592	86	14.53%	▲ 13
14	IMI Hydronic Engineering	https://www.link€	Switzerland	802	114	14.21%	▼ -2
15	PUM	https://www.link€	France	778	109	14.01%	▼ -8
16	CEDEO	https://www.link€	France	1,350	189	14.00%	▲ 21
17	Mapei	https://www.link€	Italy	3,932	544	13.84%	▲ 54
18	Zehnder	https://www.link€	Switzerland	764	105	13.74%	▼ -10
19	Forbo Group	https://www.link€	Switzerland	2,192	300	13.69%	▼ -1
20	Reynaers Aluminium	https://www.link€	Belgium	675	92	13.63%	▲ 1
21	Lafarge France	https://www.link€	France	727	98	13.48%	▼ -12
22	Saint-Gobain Distribution B	https://www.link€	France	7,415	995	13.42%	▲ 7
23	DYKA	https://www.link€	Netherlands	703	93	13.23%	▼ -8
24	SAMSE	https://www.link€	France	959	125	13.03%	▲ 9

25	Uponor	https://www.link	Finland	2,061	262	12.71%	▼ -6
26	Stark	https://www.link	Denmark	1,790	227	12.68%	▲ 5
27	Bygma Group	https://www.link	Denmark	1,140	143	12.54%	▼ -7
28	SGDB France	https://www.link	France	1,157	145	12.53%	▲ 17
29	TERREAL	https://www.link	France	863	107	12.40%	▼ -1
30	STARK Group	https://www.link	Denmark	3,398	417	12.27%	New Entry
31	ASSA ABLOY Entrance Sy	https://www.link	Sweden	3,362	407	12.11%	▼ -1
32	Point.P Matériaux de const	https://www.link	France	3,005	363	12.08%	▲ 15
33	Timber and Building Suppli	https://www.link	Netherlands	1,020	123	12.06%	▲ 53
34	Kingspan Light + Air	https://www.link	Ireland	529	63	11.91%	New Entry
35	Tarkett	https://www.link	France	4,462	530	11.88%	▼ -11
36	Secil	https://www.link	Portugal	603	71	11.77%	▼ -20
37	Aliaxis	https://www.link	Belgium	3,564	409	11.48%	New Entry
38	Velux	https://www.link	Denmark	4,375	499	11.41%	▲ 5
39	Kingspan	https://www.link	Ireland	2,337	262	11.21%	▲ 13
40	BMN Nederland	https://www.link	Netherlands	732	82	11.20%	▲ 11
41	KP1	https://www.link	France	634	71	11.20%	▼ -5
42	Saint-Gobain Weber	https://www.link	France	2,360	261	11.06%	▼ -7
43	Unilin Group	https://www.link	Belgium	3,015	333	11.04%	▼ -3
44	VICAT	https://www.link	France	1,077	118	10.96%	▼ -10
45	EQUIOM	https://www.link	France	799	87	10.89%	▲ 3
46	Knauf Insulation	https://www.link	Belgium	1,818	197	10.84%	▲ 14
47	Fassa Bortolo	https://www.link	Italy	658	71	10.79%	▼ -8
48	FRANS BONHOMME	https://www.link	France	1,178	127	10.78%	▼ -2
49	Xella Group	https://www.link	Germany	764	82	10.73%	▼ -35
50	Wavin Group	https://www.link	Netherlands	1,287	138	10.72%	▼ -33
51	Selena Group	https://www.link	Poland	766	82	10.70%	▲ 5
52	Geberit	https://www.link	Switzerland	2,960	309	10.44%	▼ -29
53	Beijer Byggmaterial	https://www.link	Sweden	1,047	109	10.41%	▼ -21
54	Etex Building Performance	https://www.link	Belgium	1,310	136	10.38%	▼ -29
55	Bouwmaat	https://www.link	Netherlands	546	56	10.26%	▼ -17
56	Rockwool	https://www.link	Denmark	2,427	245	10.09%	▼ -12
57	Lindab	https://www.link	Sweden	1,700	171	10.06%	▲ 22
58	URSA	https://www.link	Spain	621	62	9.98%	▼ -4
59	Deceuninck	https://www.link	Belgium	854	85	9.95%	▼ -32
60	Wienerberger	https://www.link	Austria	3,117	308	9.88%	▲ 20
61	ACO Group	https://www.link	Germany	674	66	9.79%	▼ -20
62	DAW	https://www.link	Germany	707	69	9.76%	▼ -5
63	Buzzi Unicem	https://www.link	Italy	614	59	9.61%	New Entry
64	dormakaba	https://www.link	Switzerland	7,140	685	9.59%	▲ 9
65	Dovista	https://www.link	Denmark	522	50	9.58%	New Entry
66	Ahlsell Sverige	https://www.link	Sweden	2,301	214	9.30%	▼ -44
67	Saltoki	https://www.link	Spain	1,048	96	9.16%	▼ -17
68	ASSA ABLOY Group	https://www.link	Sweden	4,961	433	8.73%	▼ -19
69	GEZE	https://www.link	Germany	888	75	8.45%	▲ 11
70	Raab Karcher	https://www.link	Netherlands	748	63	8.42%	▼ -17
71	PLACO®	https://www.link	France	611	51	8.35%	▼ -13
72	Alumil	https://www.link	Greece	530	42	7.92%	New Entry
73	Financiera Maderera	https://www.link	Spain	683	54	7.91%	▼ -6
74	Viega	https://www.link	Germany	823	65	7.90%	▼ -5
75	Saint-Gobain	https://www.link	France	30,489	2,307	7.57%	▼ -16
76	Bona	https://www.link	Sweden	583	43	7.38%	▼ -11
77	Knauf	https://www.link	Germany	3,320	240	7.23%	▼ -11
78	Schüco	https://www.link	Germany	1,636	118	7.21%	▼ -15
79	HORNBACH Bouwmarkt	https://www.link	Netherlands	955	68	7.12%	▼ -37
80	HeidelbergCement	https://www.link	Germany	6,910	482	6.98%	▼ -3
81	Cersanit Group	https://www.link	Poland	634	44	6.94%	▲ 0
82	Titan Cement Company	https://www.link	Greece	647	44	6.80%	▼ -21
83	Hörmann	https://www.link	Germany	696	47	6.75%	▼ -9
84	Consolis	https://www.link	France	1,870	121	6.47%	▼ -16
85	Dahl Sverige	https://www.link	Sweden	773	50	6.47%	▼ -9
86	Epicentr K	https://www.link	Ukraine	509	32	6.29%	New Entry
87	CRH	https://www.link	Ireland	4,523	274	6.06%	▼ -17
88	GLASSOLUTIONS Saint-C	https://www.link	France	611	37	6.06%	▼ -24
89	PAROC	https://www.link	Finland	544	30	5.51%	▼ -17
90	SILVAN	https://www.link	Denmark	598	30	5.02%	▼ -28
91	Moelven	https://www.link	Norway	592	29	4.90%	▼ -13
92	Optimera	https://www.link	Norway	738	35	4.74%	▼ -37
93	Sto	https://www.link	Germany	591	26	4.40%	▼ -18
94	Byggmax	https://www.link	Sweden	515	20	3.88%	New Entry
95	Romstal	https://www.link	Romania	677	24	3.55%	▼ -11
96	Arabesque Online	https://www.link	Romania	605	19	3.14%	▼ -9

97	Holcim	https://www.link Switzerland	43,826	1,325	3.02%	▼ -14
98	Lafarge	https://www.link France	857	24	2.80%	New Entry
99	Italcementi	https://www.link Italy	1,251	31	2.48%	▼ -14

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.

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