

DSMN8

Europe's Most Active Marketing & Advertising Professionals on Social - April 2022

Industry at a glance:

Average Score:
8.70%

Total Companies:
47

Global Industry Average:
8.29%

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	675	171	25.33%	▲ 0
2	Awin Global	https://www.linkedin.com/company/awin-global	Germany	1,109	214	19.30%	▲ 0
3	Sendinblue	https://www.linkedin.com/company/sendinblue	France	504	93	18.45%	New Entry
4	Smarty.io	https://www.linkedin.com/company/smartyio	Finland	672	113	16.82%	New Entry
5	TERRITORY	https://www.linkedin.com/company/territory	Germany	717	108	15.06%	New Entry
6	Criteo	https://www.linkedin.com/company/criteo	France	3,143	466	14.83%	New Entry
7	Emakina	https://www.linkedin.com/company/emakina	Belgium	1,129	159	14.08%	▼ -1
8	Making Science	https://www.linkedin.com/company/making-science	Spain	851	114	13.40%	New Entry
9	WT	https://www.linkedin.com/company/wt	Denmark	571	76	13.31%	New Entry
10	Labelium	https://www.linkedin.com/company/labelium	France	528	68	12.88%	New Entry
11	CPM France	https://www.linkedin.com/company/cpm-france	France	818	100	12.22%	▲ 5
12	localsearch	https://www.linkedin.com/company/localsearch	Switzerland	679	80	11.78%	▼ -2
13	JCDecaux	https://www.linkedin.com/company/jcdecaux	France	5,434	622	11.45%	▲ 1
14	Seven.One Entertainment	https://www.linkedin.com/company/seven-one-entertainment	Germany	817	93	11.38%	▲ 10
15	Avantgarde	https://www.linkedin.com/company/avantgarde	Germany	705	80	11.35%	▼ -3
16	Solocal	https://www.linkedin.com/company/solocal	France	3,691	407	11.03%	▲ 1
17	Serviceplan Group	https://www.linkedin.com/company/serviceplan-group	Germany	1,082	119	11.00%	▲ 6
18	JAKALA	https://www.linkedin.com/company/jakala	Italy	1,045	114	10.91%	▼ -9
19	BETC	https://www.linkedin.com/company/betc	France	870	89	10.23%	▲ 8
20	Publicis Conseil	https://www.linkedin.com/company/publicis-conseil	France	703	69	9.82%	▼ -9
21	Scholz & Friends	https://www.linkedin.com/company/scholz-friends	Germany	875	83	9.49%	▲ 10
22	Publicis Groupe	https://www.linkedin.com/company/publicis-groupe	France	37,134	3,500	9.43%	▲ 0
23	MADISON MK	https://www.linkedin.com/company/madison-mk	Spain	591	50	8.46%	▼ -10
24	Gutenberg	https://www.linkedin.com/company/gutenberg	France	504	40	7.94%	▼ -4

25	A. Manzoni & C.	https://www.link	Italy	622	46	7.40%	▲ 0
26	MEDIAPOST	https://www.link	France	1,493	108	7.23%	▲ 8
27	Hopscotch	https://www.link	France	669	48	7.17%	▼ -22
28	MCI	https://www.link	Switzerland	1,892	133	7.03%	New Entry
29	EPSILON France	https://www.link	France	890	62	6.97%	▲ 3
30	Tradedoubler	https://www.link	Sweden	720	50	6.94%	▼ -2
31	tcc global	https://www.link	Netherlands	762	42	5.51%	▲ 4
32	Salesland	https://www.link	Spain	2,866	148	5.16%	▲ 11
33	ICCS	https://www.link	Spain	509	25	4.91%	New Entry
34	Lyconet	https://www.link	Switzerland	1,003	49	4.89%	▲ 3
35	Adrexo	https://www.link	France	1,357	63	4.64%	▲ 7
36	Merkle DACH	https://www.link	Switzerland	1,242	56	4.51%	New Entry
37	Arena Media	https://www.link	France	643	27	4.20%	▲ 7
38	Jung von Matt	https://www.link	Germany	896	35	3.91%	▼ -30
39	ADDITI	https://www.link	France	664	21	3.16%	New Entry
40	Ströer	https://www.link	Germany	1,774	55	3.10%	▼ -4
41	madrid	https://www.link	Spain	1,072	26	2.43%	▲ 7
42	Eniro	https://www.link	Sweden	1,021	24	2.35%	▲ 7
43	Seat Pagine Gialle	https://www.link	Italy	977	22	2.25%	▲ 2
44	Selbständig	https://www.link	Switzerland	5,360	119	2.22%	▲ 2
45	Havas Group	https://www.link	France	10,173	170	1.67%	▼ -26
46	HAVAS DIGITAL	https://www.link	Spain	727	10	1.38%	▲ 1
47	Publicis Re:Sources	https://www.link	France	1,912	0	0.00%	New Entry

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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