



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

Industry at a glance:

Average Score: 8.25%

Total Companies: 239

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 24 companies including Iterable, MGID, cOffe3, Teads, AppsFlyer, Fiverr, NP Digital, LOCALIQ, Tinuiti, DoubleVerify, NextRoll, ICF Next, FINN Partners, LiveRamp, The Mars Agency, Effectv, TechTarget, Real Chemistry, VaynerMedia, Fingerpaint, 160over90, Attentive, Samsung Ads, and Catalina.

25	Walmart Connect	https://www.link	United States	783	124	15.84%	▼ -5
26	Wunderkind	https://www.link	United States	783	123	15.71%	▲ 213
27	CMI Media Group	https://www.link	United States	927	144	15.53%	▼ -13
28	MIQ	https://www.link	United States	872	134	15.37%	▼ -2
29	Sincro	https://www.link	United States	687	101	14.70%	▼ -5
30	Basis Technologies	https://www.link	United States	1,209	177	14.64%	New Entry
31	Zeta	https://www.link	United States	1,387	198	14.28%	▲ 23
32	Xandr	https://www.link	United States	1,309	185	14.13%	▼ -20
33	Kinesso	https://www.link	United States	980	138	14.08%	▼ -16
34	IMS Internet Media Service	https://www.link	United States	528	74	14.02%	New Entry
35	Digital Turbine	https://www.link	United States	986	137	13.89%	▲ 170
36	R/GA	https://www.link	United States	2,584	350	13.54%	▲ 12
37	Accenture Interactive	https://www.link	United States	6,115	819	13.39%	▼ -14
38	Wunderman Thompson	https://www.link	United States	7,413	990	13.35%	▼ -3
39	FCB Chicago	https://www.link	United States	578	77	13.32%	▲ 21
40	Quotient Technology	https://www.link	United States	1,122	149	13.28%	▲ 55
41	S2W Media	https://www.link	United States	517	68	13.15%	New Entry
42	ITA Group	https://www.link	United States	657	86	13.09%	▼ -20
43	DemandScience	https://www.link	United States	1,349	176	13.05%	New Entry
44	Spark Foundry	https://www.link	United States	2,666	346	12.98%	▲ 57
45	Razorfish	https://www.link	United States	1,160	149	12.84%	▲ 41
46	Xaxis	https://www.link	United States	963	123	12.77%	▼ -17
47	Hearts & Science	https://www.link	United States	1,189	151	12.70%	▲ 21
48	Constant Contact	https://www.link	United States	1,181	144	12.19%	▼ -5
49	MERGE	https://www.link	United States	648	79	12.19%	New Entry
50	Spectrum Reach	https://www.link	United States	3,047	369	12.11%	▼ -3
51	Reprise Digital	https://www.link	United States	1,702	203	11.93%	▼ -23
52	Amobee	https://www.link	United States	818	97	11.86%	▲ 5
53	Publicis Health Media	https://www.link	United States	638	75	11.76%	▲ 12
54	IMPACT BBDO	https://www.link	United States	607	71	11.70%	▲ 78
55	Edelman	https://www.link	United States	6,812	783	11.49%	▼ -28
56	Assembly Global	https://www.link	United States	1,169	134	11.46%	New Entry
57	Ampersand	https://www.link	United States	702	78	11.11%	▼ -21
58	Publicis Health	https://www.link	United States	2,619	288	11.00%	▲ 41
59	Anomaly	https://www.link	United States	904	99	10.95%	▲ 31
60	Omnicom	https://www.link	United States	45,677	5,000	10.95%	▲ 56
61	Intouch Group	https://www.link	United States	1,589	171	10.76%	▼ -2
62	Neo Media World	https://www.link	United States	531	57	10.73%	New Entry
63	Active International	https://www.link	United States	663	70	10.56%	▲ 15
64	Cox Media	https://www.link	United States	1,081	114	10.55%	▼ -43
65	Emerald	https://www.link	United States	884	93	10.52%	New Entry
66	Craft Worldwide	https://www.link	United States	594	62	10.44%	▼ -34
67	Octagon	https://www.link	United States	1,189	124	10.43%	▲ 13
68	FreeWheel	https://www.link	United States	1,174	122	10.39%	▲ 6
69	Extreme Reach	https://www.link	United States	674	70	10.39%	▲ 36
70	Evoke	https://www.link	United States	569	59	10.37%	▼ -9
71	TBWA	https://www.link	United States	802	81	10.10%	▲ 13
72	Doner	https://www.link	United States	689	69	10.01%	▲ 94
73	Omnicom Media Group	https://www.link	United States	3,337	334	10.01%	▼ -15
74	MKTG	https://www.link	United States	1,035	103	9.95%	▼ -8
75	CIENCE	https://www.link	United States	1,982	197	9.94%	▼ -37
76	Mediahub Worldwide	https://www.link	United States	846	84	9.93%	▼ -34
77	Droga5	https://www.link	United States	733	72	9.82%	▼ -22
78	The Bernard Group	https://www.link	United States	552	54	9.78%	▲ 106
79	McCann Health	https://www.link	United States	787	76	9.66%	▼ -28
80	Mediabrand	https://www.link	United States	11,784	1,109	9.41%	▼ -3
81	Essence	https://www.link	United States	2,623	245	9.34%	▲ 13
82	Merkle	https://www.link	United States	5,876	547	9.31%	▼ -48
83	Momentum Worldwide	https://www.link	United States	1,485	138	9.29%	▲ 28
84	BI WORLDWIDE	https://www.link	United States	1,776	164	9.23%	▼ -34
85	Code and Theory	https://www.link	United States	968	89	9.19%	New Entry
86	Digitas Health	https://www.link	United States	860	79	9.19%	▲ 43
87	FCB Health	https://www.link	United States	1,633	150	9.19%	▼ -4
88	Jack Morton Worldwide	https://www.link	United States	1,199	110	9.17%	▼ -39
89	Epsilon	https://www.link	United States	8,341	759	9.10%	▲ 41
90	VMLY&R	https://www.link	United States	11,953	1,087	9.09%	▼ -23
91	Area 23	https://www.link	United States	832	74	8.89%	▼ -52
92	Hawkeye	https://www.link	United States	592	52	8.78%	New Entry
93	Archetype	https://www.link	United States	917	80	8.72%	▼ -20
94	ReachLocal	https://www.link	United States	735	64	8.71%	▲ 32
95	Interbrand	https://www.link	United States	1,013	88	8.69%	▼ -64
96	Grey Group	https://www.link	United States	2,820	243	8.62%	▲ 38

97	TBWA	https://www.link	United States	12,788	1,100	8.60%	▼ -18
98	OMD Worldwide	https://www.link	United States	4,007	343	8.56%	▲ 11
99	Ogilvy	https://www.link	United States	9,655	825	8.54%	▼ -27
100	DDB	https://www.link	United States	8,602	729	8.47%	▲ 7
101	Annalect	https://www.link	United States	863	73	8.46%	▼ -30
102	MDC Partners	https://www.link	United States	9,163	772	8.43%	▲ 53
103	GroupM	https://www.link	United States	25,619	2,140	8.35%	▼ -41
104	OMD USA	https://www.link	United States	1,383	115	8.32%	▼ -15
105	Initiative	https://www.link	United States	3,745	311	8.30%	▼ -13
106	Ansira	https://www.link	United States	777	64	8.24%	▲ 12
107	Townsquare Media	https://www.link	United States	1,998	164	8.21%	New Entry
108	HALO Branded Solutions	https://www.link	United States	1,386	111	8.01%	▼ -44
109	Proforma	https://www.link	United States	1,134	90	7.94%	▼ -13
110	TBWA\Media Arts Lab	https://www.link	United States	846	67	7.92%	▲ 9
111	densuMB	https://www.link	United States	825	65	7.88%	New Entry
112	Omnicom Health Group	https://www.link	United States	1,364	107	7.84%	▼ -42
113	Ziff Davis Performance Ma	https://www.link	United States	718	56	7.80%	New Entry
114	Arc Worldwide	https://www.link	United States	763	59	7.73%	▼ -1
115	CJ	https://www.link	United States	1,625	123	7.57%	▼ -71
116	Scorpion	https://www.link	United States	1,427	108	7.57%	▼ -35
117	Kepler	https://www.link	United States	681	51	7.49%	New Entry
118	Clear Channel Outdoor	https://www.link	United States	2,259	169	7.48%	▼ -42
119	The Marketing Arm	https://www.link	United States	706	52	7.37%	▼ -26
120	Digitas	https://www.link	United States	2,346	172	7.33%	▲ 3
121	Neptune Retail Solutions	https://www.link	United States	520	38	7.31%	New Entry
122	The Integer Group	https://www.link	United States	686	50	7.29%	▲ 39
123	Publicis	https://www.link	United States	15,271	1,104	7.23%	▼ -23
124	GPJ	https://www.link	United States	1,337	95	7.11%	▼ -39
125	TEAM Enterprises	https://www.link	United States	1,193	84	7.04%	▲ 60
126	Havas Media Group	https://www.link	United States	6,339	442	6.97%	▼ -11
127	BDS Connected	https://www.link	United States	1,222	85	6.96%	▲ 6
128	Material	https://www.link	United States	1,549	107	6.91%	▼ -1
129	MRM	https://www.link	United States	3,521	242	6.87%	▲ 11
130	CreativeDrive	https://www.link	United States	818	55	6.72%	▼ -28
131	Performics	https://www.link	United States	1,055	70	6.64%	▼ -23
132	Katz Media Group	https://www.link	United States	652	43	6.60%	▲ 16
133	UM Worldwide	https://www.link	United States	2,674	176	6.58%	▲ 2
134	RAPP	https://www.link	United States	1,829	119	6.51%	▲ 8
135	Townsquare Interactive	https://www.link	United States	648	42	6.48%	▲ 16
136	Vestcom	https://www.link	United States	605	39	6.45%	▲ 17
137	YP	https://www.link	United States	2,295	147	6.41%	▼ -12
138	Vivial	https://www.link	United States	948	60	6.33%	▼ -34
139	Intouch Solutions	https://www.link	United States	836	52	6.22%	▼ -15
140	Project Worldwide	https://www.link	United States	2,031	124	6.11%	▼ -30
141	Safeguard Business System	https://www.link	United States	558	34	6.09%	▲ 6
142	Wieden + Kennedy	https://www.link	United States	1,861	113	6.07%	▼ -51
143	Starcom	https://www.link	United States	6,127	372	6.07%	▲ 3
144	MullenLowe U.S.	https://www.link	United States	808	49	6.06%	▼ -56
145	Havas	https://www.link	United States	7,844	475	6.06%	▲ 0
146	Entravision US Media	https://www.link	United States	839	50	5.96%	▼ -64
147	AffinityX	https://www.link	United States	2,182	130	5.96%	New Entry
148	Mosaic	https://www.link	United States	2,970	176	5.93%	▲ 23
149	American Solutions for Bus	https://www.link	United States	994	58	5.84%	New Entry
150	Campbell Ewald	https://www.link	United States	617	36	5.83%	▼ -9
151	Logical Position	https://www.link	United States	964	56	5.81%	▲ 22
152	IPG	https://www.link	United States	25,840	1,500	5.80%	▼ -32
153	Horizon Media	https://www.link	United States	2,726	156	5.72%	▲ 11
154	Geiger	https://www.link	United States	718	41	5.71%	▲ 11
155	Staples Promotional Produ	https://www.link	United States	946	53	5.60%	▼ -41
156	Google AdSense	https://www.link	United States	2,578	144	5.59%	▲ 6
157	Valpak	https://www.link	United States	1,424	79	5.55%	▼ -19
158	Clearlink	https://www.link	United States	1,095	59	5.39%	▲ 11
159	Zimmerman Advertising	https://www.link	United States	558	30	5.38%	▲ 30
160	GMR Marketing	https://www.link	United States	1,788	96	5.37%	▼ -10
161	RPA	https://www.link	United States	1,274	68	5.34%	▲ 7
162	360i	https://www.link	United States	682	36	5.28%	▼ -65
163	Syneos Health Communic	https://www.link	United States	997	52	5.22%	▼ -157
164	Mood Media	https://www.link	United States	1,486	75	5.05%	▼ -52
165	Ogilvy Health	https://www.link	United States	718	36	5.01%	▼ -8
166	Lamar Advertising Compar	https://www.link	United States	3,152	158	5.01%	▲ 15
167	GSD&M	https://www.link	United States	602	30	4.98%	▼ -50
168	2020 Companies	https://www.link	United States	1,305	65	4.98%	▼ -16

169	Centerfield	https://www.link	United States	684	34	4.97%	▼ -33
170	The Marketing Store	https://www.link	United States	671	33	4.92%	▼ -26
171	Leo Burnett	https://www.link	United States	7,862	382	4.86%	▼ -1
172	SGS & Co	https://www.link	United States	3,342	160	4.79%	▲ 2
173	Madwire®	https://www.link	United States	515	24	4.66%	▼ -36
174	Vericast	https://www.link	United States	6,025	275	4.56%	New Entry
175	National Pen	https://www.link	United States	1,123	51	4.54%	▲ 2
176	VMLY&R COMMERCE	https://www.link	United States	1,241	55	4.43%	▼ -143
177	QuinStreet	https://www.link	United States	801	35	4.37%	▼ -19
178	TRG	https://www.link	United States	879	38	4.32%	New Entry
179	Carat USA	https://www.link	United States	537	23	4.28%	▼ -3
180	IDG	https://www.link	United States	4,481	180	4.02%	New Entry
181	MarketSource	https://www.link	United States	3,085	117	3.79%	▲ 7
182	Morley	https://www.link	United States	1,111	42	3.78%	▲ 11
183	Geometry Global	https://www.link	United States	987	37	3.75%	▼ -4
184	TRANZACT	https://www.link	United States	934	35	3.75%	▲ 3
185	TMP Worldwide	https://www.link	United States	653	24	3.68%	▼ -22
186	Hibu	https://www.link	United States	4,098	150	3.66%	▲ 5
187	Bizgurukul Earnings	https://www.link	United States	2,741	100	3.65%	New Entry
188	Engine	https://www.link	United States	1,223	44	3.60%	▼ -125
189	BDA	https://www.link	United States	1,069	38	3.55%	▼ -7
190	SGK	https://www.link	United States	6,144	216	3.52%	▼ -18
191	J. Walter Thompson World	https://www.link	United States	1,945	67	3.44%	▲ 5
192	Theorem	https://www.link	United States	1,201	40	3.33%	▼ -9
193	Hit Promotional Products	https://www.link	United States	541	18	3.33%	▲ 8
194	Valassis	https://www.link	United States	2,172	67	3.08%	▲ 4
195	GTB	https://www.link	United States	2,090	63	3.01%	▼ -52
196	McCann Worldgroup	https://www.link	United States	13,299	396	2.98%	▼ -75
197	Autotrader	https://www.link	United States	1,246	37	2.97%	▼ -2
198	cxLoyalty	https://www.link	United States	991	29	2.93%	▼ -18
199	amazon market	https://www.link	United States	780	22	2.82%	New Entry
200	Imagine	https://www.link	United States	1,376	36	2.62%	▼ -10
201	Tribal Worldwide	https://www.link	United States	621	16	2.58%	▼ -26
202	Publishers Clearing House	https://www.link	United States	963	24	2.49%	▲ 0
203	RTC	https://www.link	United States	1,541	38	2.47%	▲ 8
204	VML	https://www.link	United States	665	16	2.41%	▼ -4
205	IWCO Direct	https://www.link	United States	876	21	2.40%	▲ 4
206	ActionLink	https://www.link	United States	922	22	2.39%	▼ -14
207	Comcast Spotlight	https://www.link	United States	1,906	43	2.26%	▲ 0
208	Intersection	https://www.link	United States	2,166	47	2.17%	▲ 2
209	FCB Global	https://www.link	United States	1,750	37	2.11%	▲ 3
210	BBDO Worldwide	https://www.link	United States	2,572	54	2.10%	▼ -13
211	Maritz	https://www.link	United States	3,061	59	1.93%	▲ 7
212	USMP	https://www.link	United States	627	12	1.91%	▲ 13
213	RR Donnelley	https://www.link	United States	29,154	535	1.84%	▲ 2
214	Time Warner Cable Media	https://www.link	United States	799	14	1.75%	▼ -8
215	Home Based Business and	https://www.link	United States	933	16	1.71%	New Entry
216	Harte Hanks	https://www.link	United States	3,964	63	1.59%	▲ 3
217	Dominion Enterprises	https://www.link	United States	1,258	19	1.51%	▲ 10
218	Young & Rubicam	https://www.link	United States	2,054	30	1.46%	▼ -10
219	Quad	https://www.link	United States	10,364	150	1.45%	▲ 5
220	SapientRazorfish	https://www.link	United States	2,398	33	1.38%	▼ -7
221	4imprint	https://www.link	United States	536	7	1.31%	New Entry
222	Hearst Digital Marketing Se	https://www.link	United States	543	7	1.29%	▼ -28
223	SapientNitro	https://www.link	United States	1,199	15	1.25%	▼ -7
224	BIC Graphic	https://www.link	United States	522	6	1.15%	▲ 2
225	Archway Marketing Service	https://www.link	United States	1,079	12	1.11%	▼ -4
226	OneTouch Direct	https://www.link	United States	642	7	1.09%	▼ -12
227	SCI	https://www.link	United States	1,253	12	0.96%	▲ 2
228	Ximim	https://www.link	United States	4,825	35	0.73%	▲ 8
229	Zurvita	https://www.link	United States	578	4	0.69%	New Entry
230	InfoCision	https://www.link	United States	1,544	10	0.65%	▲ 1
231	MPG	https://www.link	United States	1,095	5	0.46%	▲ 3
232	Affinion Group	https://www.link	United States	684	3	0.44%	▲ 0
234	Dallas	https://www.link	United States	656	2	0.30%	New Entry
233	News America Marketing	https://www.link	United States	984	3	0.30%	▲ 4
235	LivingSocial	https://www.link	United States	724	2	0.28%	▲ 9
236	Vertis Communications	https://www.link	United States	639	1	0.16%	▲ 4
237	motor club of america	https://www.link	United States	824	1	0.12%	New Entry
238	Carlson Marketing	https://www.link	United States	561	0	0.00%	▲ 7
239	ACCENT Marketing	https://www.link	United States	537	0	0.00%	▲ 2

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