

DSMN8

Europe's Most Active Consumer Electronics Professionals on Social - May 2022

Industry at a glance:

Average Score:
7.21%

Total Companies:
36

Global Industry Average:
6.28%

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	EPOS	https://www.linkedin.com/company/e-pos/	Denmark	536	133	24.81%	▲ 0
2	Jabra	https://www.linkedin.com/company/jabra/	Denmark	2,121	403	19.00%	▲ 1
3	Philips Domestic Appliance	https://www.linkedin.com/company/philips-domestic-appliance/	Netherlands	2,053	290	14.13%	▲ 2
4	Swappie	https://www.linkedin.com/company/swappie/	Finland	815	107	13.13%	▲ 0
5	Samsung Electronics Benelux	https://www.linkedin.com/company/samsung-electronics-benelux/	Netherlands	570	61	10.70%	New Entry
6	VanMoof	https://www.linkedin.com/company/vanmoof/	Netherlands	569	57	10.02%	▲ 1
7	Bang & Olufsen	https://www.linkedin.com/company/bang-olufsen/	Denmark	2,003	191	9.54%	▲ 12
8	Polar Electro	https://www.linkedin.com/company/polar-electro/	Finland	736	69	9.38%	▲ 10
9	PcComponentes	https://www.linkedin.com/company/pc-componentes/	Spain	514	46	8.95%	New Entry
10	Samsung Electronics Italia	https://www.linkedin.com/company/samsung-electronics-italia/	Italy	864	74	8.56%	▲ 1
11	Würth Elektronik Group	https://www.linkedin.com/company/wuerth-elektronik-group/	Germany	1,195	98	8.20%	New Entry
12	Leica Camera	https://www.linkedin.com/company/leica-camera/	Germany	516	41	7.95%	New Entry
13	Dixons South East Europe	https://www.linkedin.com/company/dixons-south-east-europe/	Greece	959	74	7.72%	▲ 0
14	TP Vision	https://www.linkedin.com/company/tp-vision/	Netherlands	920	68	7.39%	▲ 30
15	MediaMarkt Sverige	https://www.linkedin.com/company/mediamarkt-sverige/	Sweden	516	37	7.17%	New Entry
16	BSH	https://www.linkedin.com/company/bsh/	Spain	1,301	93	7.15%	▲ 14
17	Coolblue	https://www.linkedin.com/company/coolblue/	Netherlands	3,970	278	7.00%	▲ 5
18	Navico	https://www.linkedin.com/company/navico/	Norway	1,040	70	6.73%	▲ 5
19	Worten Portugal	https://www.linkedin.com/company/worten-portugal/	Portugal	2,460	163	6.63%	▲ 20
20	NetOnNet	https://www.linkedin.com/company/netonnet/	Sweden	527	33	6.26%	▲ 7
21	Elkjøp Nordic	https://www.linkedin.com/company/elkjop-nordic/	Norway	1,234	76	6.16%	▲ 27
22	Elgiganten	https://www.linkedin.com/company/elgiganten/	Denmark	1,495	87	5.82%	▲ 11
23	Interdiscount I microspot.ch	https://www.linkedin.com/company/interdiscount-i-microspot-ch/	Switzerland	515	29	5.63%	New Entry
24	Elkjøp Norge	https://www.linkedin.com/company/elkjop-norge/	Norway	847	44	5.19%	▲ 25

25	Independant	https://www.linkedin.com/company/independant/	France	1,496	76	5.08%	New Entry
26	Kjell & Company	https://www.linkedin.com/company/kjell-and-company/	Sweden	575	28	4.87%	▲ 26
27	MEDION	https://www.linkedin.com/company/medion/	Germany	537	23	4.28%	▲ 23
28	Elgiganten	https://www.linkedin.com/company/elgiganten/	Sweden	1,867	78	4.18%	▲ 32
29	Giganti	https://www.linkedin.com/company/giganti/	Finland	691	25	3.62%	▲ 30
30	Euronics Italia	https://www.linkedin.com/company/euronics-italia/	Italy	770	26	3.38%	▲ 23
31	Worten España	https://www.linkedin.com/company/worten-espana/	Spain	507	14	2.76%	▲ 31
32	Media Markt Iberia	https://www.linkedin.com/company/media-markt-iberia/	Spain	8,632	236	2.73%	▲ 23
33	ADB	https://www.linkedin.com/company/adb/	Switzerland	1,055	22	2.09%	New Entry
34	Parrot	https://www.linkedin.com/company/parrot/	France	1,312	23	1.75%	▲ 31
35	Фокстрот	https://www.linkedin.com/company/fokstrot/	Ukraine	751	6	0.80%	▲ 38
36	Trony	https://www.linkedin.com/company/trony/	Italy	635	5	0.79%	▲ 28

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)

