



The World's Most Active Market Research Professionals on Social - May 2023

Industry at a glance:

Average Score: 8.78%	Total Companies: 37	Average No. Employees: 2,792
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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, and future employees.

Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI. Not bad, 'ey?

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!

So, 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 a minimum of **30-40%** of employees regularly sharing company-approved content, with little effort required.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at 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	Similarweb	https://www.linkedin.com/company/similarweb	United States	1,228	296	24.10%	▲ 0
2	GWJ	https://www.linkedin.com/company/gwj	United Kingdom	781	186	23.82%	New Entry
3	Escalent	https://www.linkedin.com/company/escalent	United States	834	181	21.70%	New Entry
4	Mintel	https://www.linkedin.com/company/mintel	United Kingdom	1,574	295	18.74%	▼ -2
5	Euromonitor International	https://www.linkedin.com/company/euromonitor-international	United Kingdom	2,272	400	17.61%	▼ -2
6	IDC	https://www.linkedin.com/company/idc	United States	4,170	625	14.99%	▼ -2
7	Ipsos North America	https://www.linkedin.com/company/ipsos-na	United States	983	134	13.63%	New Entry
8	Allied Market Research	https://www.linkedin.com/company/allied-market-research	United States	557	75	13.46%	New Entry
9	Sago	https://www.linkedin.com/company/sago	United States	870	111	12.76%	New Entry
10	MetrixLab	https://www.linkedin.com/company/metrixlab	Netherlands	1,029	120	11.66%	New Entry
11	Ipsos UK	https://www.linkedin.com/company/ipsos-uk	United Kingdom	1,877	214	11.40%	▼ -4
12	Kynetec	https://www.linkedin.com/company/kynetec	United Kingdom	745	84	11.28%	New Entry
13	Mediametrie	https://www.linkedin.com/company/mediametrie	France	649	67	10.32%	New Entry
14	Worldpanel by Kantar	https://www.linkedin.com/company/worldpanel	United Kingdom	2,782	285	10.24%	▼ -4
15	Toluna	https://www.linkedin.com/company/toluna	United States	1,696	163	9.61%	▼ -9
16	BARE International	https://www.linkedin.com/company/bare-international	United States	778	74	9.51%	New Entry
17	YouGov	https://www.linkedin.com/company/yougov	United Kingdom	2,858	264	9.24%	▼ -8
18	MarketCast	https://www.linkedin.com/company/marketcast	United States	632	57	9.02%	New Entry
19	Numerator	https://www.linkedin.com/company/numerator	United States	2,244	181	8.07%	▼ -11
20	Grand View Research	https://www.linkedin.com/company/grand-view-research	United States	578	42	7.27%	New Entry
21	Ipsos	https://www.linkedin.com/company/ipsos	France	16,351	1,012	6.19%	▼ -8
22	The NPD Group	https://www.linkedin.com/company/the-npd-group	United States	1,001	59	5.89%	▼ -17
23	Norstat	https://www.linkedin.com/company/norstat	Norway	622	35	5.63%	New Entry

24	Dynata	https://www.link	United States	4,160	201	4.83%	▼ -10
25	Infiniti Research	https://www.link	United Kingdom	759	35	4.61%	New Entry
26	Azure Knowledge	https://www.link	United States	588	27	4.59%	New Entry
27	Kantar	https://www.link	United Kingdom	33,273	1,375	4.13%	▼ -15
28	Market Force Information	https://www.link	United States	672	26	3.87%	New Entry
29	Ipsos Interactive Services	https://www.link	Romania	749	28	3.74%	New Entry
30	Insights by Kantar	https://www.link	United Kingdom	8,349	258	3.09%	▼ -15
31	IRI	https://www.link	United States	3,341	71	2.13%	▼ -20
32	Kantar Operations	https://www.link	United Kingdom	808	16	1.98%	New Entry
33	Management Science Assc	https://www.link	United States	554	10	1.81%	New Entry
34	MOA	https://www.link	Netherlands	547	9	1.65%	New Entry
35	Survey Sampling Internatio	https://www.link	United States	834	7	0.84%	New Entry
36	BASES	https://www.link	United States	697	5	0.72%	New Entry
37	Second To None	https://www.link	United States	853	6	0.70%	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.

[Visit our website](https://www.dsmn8.com) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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