

# DSMN8

The World's Most Active Marketing Services Professionals on Social - May 2023

## Industry at a glance:

Average Score:	Total Companies:	Average No. Employees:
<b>8.76%</b>	<b>12</b>	<b>4,439</b>

## 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](https://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	Klaviyo	<a href="https://www.linkedin.com/company/klaviyo">https://www.linkedin.com/company/klaviyo</a>	United States	1,681	367	21.83%	▲ 1
2	Accenture Song	<a href="https://www.linkedin.com/company/accenture-song">https://www.linkedin.com/company/accenture-song</a>	United States	8,747	1,156	13.22%	▲ 6
3	Data Axle	<a href="https://www.linkedin.com/company/data-axle">https://www.linkedin.com/company/data-axle</a>	United States	1,148	132	11.50%	▲ 7
4	Marigold	<a href="https://www.linkedin.com/company/marigold">https://www.linkedin.com/company/marigold</a>	United States	1,302	131	10.06%	▲ 3
5	Merkle	<a href="https://www.linkedin.com/company/merkle">https://www.linkedin.com/company/merkle</a>	United States	6,934	691	9.97%	▲ 14
6	PCC	<a href="https://www.linkedin.com/company/pcc">https://www.linkedin.com/company/pcc</a>	United Kingdom	1,491	138	9.26%	▲ 10
7	MCI	<a href="https://www.linkedin.com/company/mci">https://www.linkedin.com/company/mci</a>	Switzerland	1,524	126	8.27%	▲ 11
8	Media by Kantar	<a href="https://www.linkedin.com/company/media-by-kantar">https://www.linkedin.com/company/media-by-kantar</a>	United Kingdom	1,138	75	6.59%	▲ 13
9	Theorem	<a href="https://www.linkedin.com/company/theorem">https://www.linkedin.com/company/theorem</a>	United States	1,274	69	5.42%	▲ 13
10	Acosta	<a href="https://www.linkedin.com/company/acosta">https://www.linkedin.com/company/acosta</a>	United States	16,539	609	3.68%	▲ 15
11	RTC	<a href="https://www.linkedin.com/company/rtc">https://www.linkedin.com/company/rtc</a>	United States	1,418	51	3.60%	▲ 13
12	Quad	<a href="https://www.linkedin.com/company/quad">https://www.linkedin.com/company/quad</a>	United States	10,077	172	1.71%	▲ 15

## 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](mailto:support@dsmn8.com)

