

DSMN8

Europe's Most Active Marketing & Advertising Professionals on Social - August 2023

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
6.26%	25	5.83%

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	Merkle DACH	https://www.linkedin.com/company/merkle-dach	Switzerland	1,597	220	13.78%	▲ 2
2	Awin Global	https://www.linkedin.com/company/awin-global	Germany	1,308	172	13.15%	▲ 0
3	DEPT®	https://www.linkedin.com/company/dept	Netherlands	4,220	528	12.51%	New Entry
4	Media.Monks	https://www.linkedin.com/company/mediamonks	Netherlands	7,468	908	12.16%	▲ 0
5	Criteo	https://www.linkedin.com/company/criteo	France	3,545	417	11.76%	▲ 0
6	Serviceplan Group	https://www.linkedin.com/company/serviceplan-group	Germany	1,235	139	11.26%	▲ 0
7	JCDecaux	https://www.linkedin.com/company/jcdecaux	France	5,819	642	11.03%	▲ 0
8	Scholz & Friends	https://www.linkedin.com/company/scholz-friends	Germany	1,298	125	9.63%	▲ 0
9	Publicis Re:Sources	https://www.linkedin.com/company/publicis-re-sources	France	2,674	234	8.75%	▲ 0
10	Seven.One Entertainment	https://www.linkedin.com/company/seven-one-entertainment	Germany	1,065	79	7.42%	▲ 0
11	MEDIAPOST	https://www.linkedin.com/company/mediapost	France	1,508	107	7.10%	▲ 0
12	Solocal	https://www.linkedin.com/company/solocal	France	3,800	261	6.87%	▲ 0
13	MCI	https://www.linkedin.com/company/mci	Switzerland	1,919	115	5.99%	New Entry
14	Salesland	https://www.linkedin.com/company/salesland	Spain	3,753	164	4.37%	▼ -1
15	Selbständig	https://www.linkedin.com/company/selbstendig	Switzerland	6,850	274	4.00%	New Entry
16	Göteborg & Co	https://www.linkedin.com/company/goteborg-co	Sweden	1,428	55	3.85%	New Entry
17	Publicis Groupe	https://www.linkedin.com/company/publicis-groupe	France	42,995	1,575	3.66%	▼ -3
18	Havas	https://www.linkedin.com/company/havas	France	11,220	221	1.97%	▼ -2
19	Adrexo	https://www.linkedin.com/company/adrexo	France	1,424	26	1.83%	▼ -4
20	Graphic	https://www.linkedin.com/company/graphic	Netherlands	1,279	20	1.56%	New Entry
21	JK - Agency	https://www.linkedin.com/company/jk-agency	France	1,255	17	1.35%	New Entry
22	heaven	https://www.linkedin.com/company/heaven	France	1,443	17	1.18%	▼ -5
23	No name	https://www.linkedin.com/company/no-name	France	3,418	27	0.79%	▼ -2

24	FIRMA	https://www.linkedin.com/company/dsmn8	Spain	3,810	20	0.52%	▼ -6
25	MERCADO	https://www.linkedin.com/company/dsmn8	Portugal	6,097	7	0.11%	▼ -3

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)

