

DSMN8

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

Industry at a glance:

Average Score:
5.83%

Total Companies:
212

Average No. Employees:
4,060

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	https://www.linkedin.com/company/klaviyo	United States	1,692	475	28.07%	New Entry
2	Teads	https://www.linkedin.com/company/teads	United States	1,284	239	18.61%	▼ -1
3	Effectv	https://www.linkedin.com/company/effectv	United States	2,143	355	16.57%	▲ 5
4	Jellyfish	https://www.linkedin.com/company/jellyfish	United Kingdom	2,373	375	15.80%	▲ 2
5	PHMG	https://www.linkedin.com/company/phmg	United Kingdom	1,028	156	15.18%	▲ 76
6	Landor & Fitch	https://www.linkedin.com/company/landor-fitch	United Kingdom	1,098	164	14.94%	▼ -2
7	MiQ	https://www.linkedin.com/company/miq	United States	1,399	195	13.94%	▲ 15
8	Data Axle	https://www.linkedin.com/company/data-axle	United States	1,208	168	13.91%	New Entry
9	Merkle DACH	https://www.linkedin.com/company/merkle-dach	Switzerland	1,597	220	13.78%	▼ -2
10	American Marketing Assoc	https://www.linkedin.com/company/american-marketing-association	United States	1,856	250	13.47%	▲ 1
11	Best Version Media	https://www.linkedin.com/company/best-version-media	United States	1,919	258	13.44%	▲ 4
12	Awin Global	https://www.linkedin.com/company/awin	Germany	1,308	172	13.15%	▼ -8
13	We Are Social	https://www.linkedin.com/company/we-are-social	United Kingdom	1,522	192	12.61%	▲ 0
14	DEPT®	https://www.linkedin.com/company/dept	Netherlands	4,220	528	12.51%	New Entry
15	VMLY&R COMMERCE	https://www.linkedin.com/company/vml-y-r-commerce	United States	1,651	204	12.36%	▲ 15
16	dunnhumby	https://www.linkedin.com/company/dunnhumby	United Kingdom	2,443	300	12.28%	▲ 9
17	Media.Monks	https://www.linkedin.com/company/mediamonks	Netherlands	7,468	908	12.16%	▼ -5
18	HALO Branded Solutions	https://www.linkedin.com/company/halo-branded-solutions	United States	1,737	207	11.92%	▲ 4
19	VaynerMedia	https://www.linkedin.com/company/vaynermedia	United States	1,334	157	11.77%	▲ 0
20	Criteo	https://www.linkedin.com/company/criteo	France	3,545	417	11.76%	▼ -5
21	Cox Media	https://www.linkedin.com/company/cox-media	United States	1,115	131	11.75%	▲ 5
22	Tinuiti	https://www.linkedin.com/company/tinuiti	United States	1,040	122	11.73%	▼ -13
23	OLIVER	https://www.linkedin.com/company/oliver	United Kingdom	2,907	337	11.59%	▼ -6

24	The Mill	https://www.link	United Kingdom	1,633	189	11.57%	▲ 12
25	Design Bridge and Partner	https://www.link	United Kingdom	1,056	121	11.46%	▲ 15
26	Serviceplan Group	https://www.link	Germany	1,235	139	11.26%	▼ -6
27	EVERSANA INTOUCH	https://www.link	United States	1,230	137	11.14%	▲ 14
28	Attentive	https://www.link	United States	1,275	142	11.14%	▲ 9
29	Real Chemistry	https://www.link	United States	1,431	159	11.11%	▼ -18
30	LiveRamp	https://www.link	United States	1,424	158	11.10%	▼ -22
31	JCDecaux	https://www.link	France	5,819	642	11.03%	▼ -7
32	Accenture Song	https://www.link	United States	9,104	995	10.93%	New Entry
33	Spectrum Reach	https://www.link	United States	3,177	347	10.92%	▲ 12
34	Omnicom Media Group	https://www.link	United States	4,363	472	10.82%	▼ -6
35	Walmart Connect	https://www.link	United States	1,824	195	10.69%	▼ -17
36	Hearts & Science	https://www.link	United States	1,271	135	10.62%	▼ -9
37	Publicis Media	https://www.link	United Kingdom	6,836	724	10.59%	▼ -14
38	Reprise Digital	https://www.link	United States	1,913	197	10.30%	▼ -6
39	OUTFRONT Media	https://www.link	United States	2,330	236	10.13%	▼ -23
40	Octagon	https://www.link	United States	1,377	139	10.09%	▼ -6
41	Momentum Worldwide	https://www.link	United States	1,573	158	10.04%	▲ 14
42	Paragon Customer Commu	https://www.link	United Kingdom	1,514	151	9.97%	▲ 0
43	Matterkind	https://www.link	United States	1,124	110	9.79%	▼ -14
44	Scholz & Friends	https://www.link	Germany	1,298	125	9.63%	▲ 2
45	Hogarth	https://www.link	United Kingdom	4,728	453	9.58%	▲ 11
46	FreeWheel	https://www.link	United States	1,393	133	9.55%	▲ 16
47	Critical Mass	https://www.link	Canada	1,534	144	9.39%	▼ -3
48	Jack Morton Worldwide	https://www.link	United States	1,301	119	9.15%	▼ -17
49	Razorfish	https://www.link	United States	1,411	127	9.00%	▲ 28
50	Publicis Re:Sources	https://www.link	France	2,674	234	8.75%	▲ 0
51	Zeta Global	https://www.link	United States	1,703	149	8.75%	▼ -13
52	MullenLowe Group	https://www.link	United Kingdom	1,065	93	8.73%	▲ 9
53	Interbrand	https://www.link	United States	1,064	92	8.65%	▼ -18
54	Merkle	https://www.link	United States	7,062	608	8.61%	New Entry
55	Proforma	https://www.link	United States	1,191	101	8.48%	▲ 4
56	Confidential	https://www.link	United States	10,767	913	8.48%	▼ -13
57	iProspect	https://www.link	United Kingdom	2,988	253	8.47%	▲ 16
58	Klick	https://www.link	Canada	1,560	132	8.46%	▼ -5
59	Wunderman Thompson	https://www.link	United States	7,497	634	8.46%	▼ -20
60	Wieden + Kennedy	https://www.link	United States	1,988	162	8.15%	▲ 19
61	UM Worldwide	https://www.link	United States	2,791	225	8.06%	▼ -9
62	Annalect	https://www.link	United States	1,117	89	7.97%	▲ 5
63	MRM	https://www.link	United States	3,662	287	7.84%	▲ 2
64	Clear Channel Outdoor	https://www.link	United States	2,427	190	7.83%	▼ -17
65	BDS Connected Solutions	https://www.link	United States	1,298	101	7.78%	▲ 6
66	OMD USA	https://www.link	United States	1,417	108	7.62%	▼ -6
67	Initiative	https://www.link	United States	4,255	320	7.52%	▼ -34
68	Assembly Global	https://www.link	United States	1,669	124	7.43%	▼ -20
69	Seven.One Entertainment	https://www.link	Germany	1,065	79	7.42%	▼ -15
70	Kinesso	https://www.link	United States	1,017	74	7.28%	▼ -12
71	Spark Foundry	https://www.link	United States	2,808	204	7.26%	▲ 17
72	MEDIAPOST	https://www.link	France	1,508	107	7.10%	▼ -2
73	PHD	https://www.link	United Kingdom	5,666	402	7.09%	▼ -10
74	2020 Companies	https://www.link	United States	1,527	106	6.94%	▲ 16
75	Wavemaker	https://www.link	United Kingdom	5,935	411	6.93%	▼ -7
76	Social Media	https://www.link	United Kingdom	1,134	78	6.88%	▲ 0
77	Solocal	https://www.link	France	3,800	261	6.87%	▲ 8
78	Performics	https://www.link	United States	1,029	70	6.80%	▼ -14
79	Valpak	https://www.link	United States	1,516	103	6.79%	▲ 5
80	Havas Media Network	https://www.link	United States	6,453	437	6.77%	▼ -11
81	Townsquare Media	https://www.link	United States	2,030	135	6.65%	▲ 0
82	dentsu X	https://www.link	United Kingdom	1,130	75	6.64%	▼ -33
83	Ogilvy	https://www.link	United States	11,888	779	6.55%	▼ -5
84	Epsilon	https://www.link	United States	9,072	587	6.47%	▲ 10
85	George P Johnson Experie	https://www.link	United States	1,590	102	6.42%	▼ -19
86	CJ	https://www.link	United States	1,444	91	6.30%	▲ 29
87	GroupM	https://www.link	United States	16,768	1,040	6.20%	▼ -5
88	TEAM Enterprises	https://www.link	United States	1,243	77	6.19%	▲ 16
89	WSI World	https://www.link	Canada	1,218	75	6.16%	▼ -17
90	Iris	https://www.link	United Kingdom	2,061	126	6.11%	▼ -39
91	R/GA	https://www.link	United States	3,267	199	6.09%	▼ -5
92	GMR Marketing	https://www.link	United States	1,711	104	6.08%	▲ 5
93	MCI	https://www.link	Switzerland	1,919	115	5.99%	New Entry
94	APS Group	https://www.link	United Kingdom	1,006	60	5.96%	New Entry
95	Mosaic North America	https://www.link	United States	3,260	193	5.92%	▼ -4

96	Starcom	https://www.link€	United States	6,207		367	5.91%	▼ -4
97	Omicom	https://www.link€	United States	1,226		72	5.87%	▲ 92
98	American Solutions for Bus	https://www.link€	United States	1,127		65	5.77%	▼ -15
99	Kantar Media	https://www.link€	United Kingdom	1,304		75	5.75%	New Entry
100	Scorpion	https://www.link€	United States	1,374		76	5.53%	▼ -4
101	Grey Group	https://www.link€	United States	3,129		172	5.50%	▼ -44
102	Zenith	https://www.link€	United Kingdom	4,852		264	5.44%	▼ -1
103	Yell	https://www.link€	United Kingdom	1,490		81	5.44%	▼ -16
104	RAPP	https://www.link€	United States	2,147		116	5.40%	▼ -29
105	Pens.com	https://www.link€	United States	1,241		67	5.40%	New Entry
106	VMLY&R	https://www.link€	United States	18,895		1,012	5.36%	▼ -6
107	Mindshare	https://www.link€	United Kingdom	9,596		513	5.35%	▼ -12
108	AffinityX	https://www.link€	United States	2,513		134	5.33%	▼ -34
109	HH Global	https://www.link€	United Kingdom	5,647		298	5.28%	▼ -1
110	Centerfield	https://www.link€	United States	1,016		52	5.12%	New Entry
111	Google AdSense	https://www.link€	United States	3,412		172	5.04%	▼ -8
112	Axciom	https://www.link€	United States	4,461		217	4.86%	▼ -1
113	Carat	https://www.link€	United Kingdom	2,926		142	4.85%	▼ -24
114	Digitas North America	https://www.link€	United States	2,568		118	4.60%	▼ -15
115	FCB Health New York	https://www.link€	United States	1,793		82	4.57%	▼ -6
116	SGS & Co	https://www.link€	United States	3,661		167	4.56%	▼ -14
117	eCommerce	https://www.link€	United Kingdom	1,492		68	4.56%	▼ -3
118	Clearlink	https://www.link€	United States	1,037		47	4.53%	▼ -1
119	Hibu	https://www.link€	United States	4,221		190	4.50%	▲ 9
120	TRANZACT	https://www.link€	United States	1,228		55	4.48%	▲ 1
121	Lamar Advertising Compar	https://www.link€	United States	3,452		154	4.46%	▼ -28
122	M&C Saatchi London	https://www.link€	United Kingdom	1,018		45	4.42%	New Entry
123	Horizon Media	https://www.link€	United States	2,914		128	4.39%	▼ -1
124	Salesland	https://www.link€	Spain	3,753		164	4.37%	▼ -17
125	EssenceMediacom	https://www.link€	United Kingdom	10,569		458	4.33%	▼ -7
126	Leo Burnett	https://www.link€	United States	8,025		342	4.26%	▼ -13
127	Theorem	https://www.link€	United States	1,344		55	4.09%	New Entry
128	MarketSource	https://www.link€	United States	3,228		132	4.09%	▼ -8
129	RPA	https://www.link€	United States	1,193		48	4.02%	▼ -24
130	Essence	https://www.link€	United States	1,671		67	4.01%	▼ -4
131	Selbständig	https://www.link€	Switzerland	6,850		274	4.00%	New Entry
132	Göteborg & Co	https://www.link€	Sweden	1,428		55	3.85%	New Entry
133	Vericast	https://www.link€	United States	5,104		188	3.68%	▼ -10
134	Publicis Groupe	https://www.link€	France	42,995		1,575	3.66%	▼ -15
135	MMA Global	https://www.link€	United States	1,482		52	3.51%	▼ -23
136	Young Professionals	https://www.link€	United Kingdom	1,739		61	3.51%	▲ 6
137	Havas Creative Network	https://www.link€	United States	7,187		224	3.12%	New Entry
138	Chemistry	https://www.link€	United States	1,297		39	3.01%	New Entry
139	SGK	https://www.link€	United States	6,335		186	2.94%	▼ -10
140	Laundry Service	https://www.link€	United States	1,228		35	2.85%	▼ -9
141	Mediabrand	https://www.link€	United States	13,017		368	2.83%	▼ -8
142	McCann Worldgroup	https://www.link€	United States	12,360		345	2.79%	▼ -10
143	Advertising Specialty Instit	https://www.link€	United States	1,713		47	2.74%	▼ -4
144	Clipper Magazine	https://www.link€	United States	1,021		28	2.74%	▲ 15
145	Isobar	https://www.link€	United Kingdom	1,546		40	2.59%	▼ -20
146	Mother	https://www.link€	United Kingdom	2,558		63	2.46%	▼ -48
147	GTB	https://www.link€	United States	1,653		40	2.42%	▼ -11
148	Acosta	https://www.link€	United States	12,358		299	2.42%	New Entry
149	Saatchi & Saatchi	https://www.link€	United Kingdom	5,749		138	2.40%	▼ -22
150	INDIVIDUAL	https://www.link€	United States	2,029		48	2.37%	▲ 3
151	FM	https://www.link€	United States	1,636		38	2.32%	New Entry
152	SEO	https://www.link€	United States	1,041		24	2.31%	▼ -17
153	Morley	https://www.link€	United States	1,304		28	2.15%	▼ -29
154	J. Walter Thompson World	https://www.link€	United States	1,825		39	2.14%	▼ -10
155	Havas	https://www.link€	France	11,220		221	1.97%	▲ 1
156	MediaCom	https://www.link€	United Kingdom	7,582		148	1.95%	▼ -22
157	LAUNDRY	https://www.link€	United States	1,139		22	1.93%	▲ 5
158	Credico	https://www.link€	United States	1,016		19	1.87%	New Entry
159	Local Authority	https://www.link€	United States	2,038		38	1.86%	▼ -9
160	maison	https://www.link€	United States	1,720		32	1.86%	New Entry
161	Quad	https://www.link€	United States	10,029		184	1.83%	▼ -15
162	Adrexo	https://www.link€	France	1,424		26	1.83%	▼ -14
163	Yellow Pages	https://www.link€	Canada	1,832		33	1.80%	▼ -25
164	LABORATORY	https://www.link€	Canada	1,599		28	1.75%	▼ -7
165	Schawkl	https://www.link€	United States	2,051		35	1.71%	▼ -11
166	XYZ	https://www.link€	United States	2,302		39	1.69%	▼ -23
167	Star	https://www.link€	United States	1,287		21	1.63%	▼ -18

168	Harte Hanks	https://www.link	United States	4,196	68	1.62%	▼ -27
169	Other.™	https://www.link	Canada	2,357	37	1.57%	▼ -14
170	Graphic	https://www.link	Netherlands	1,279	20	1.56%	New Entry
171	Autotrader	https://www.link	United States	1,222	19	1.55%	▼ -8
172	FCB Global	https://www.link	United States	1,742	27	1.55%	▼ -32
173	BBDO Worldwide	https://www.link	United States	2,646	41	1.55%	▼ -36
174	RR Donnelley	https://www.link	United States	30,695	472	1.54%	▼ -22
175	Archway Marketing Service	https://www.link	United States	1,066	15	1.41%	▼ -9
176	TBC	https://www.link	United States	1,299	18	1.39%	▲ 2
177	SCI	https://www.link	United States	2,332	32	1.37%	New Entry
178	JK - Agency	https://www.link	France	1,255	17	1.35%	New Entry
179	Amazon Advertising Comm	https://www.link	United States	1,041	14	1.34%	▼ -34
180	Cargo	https://www.link	United States	1,454	19	1.31%	▼ -22
181	Valassis Marketing Solution	https://www.link	United States	1,941	25	1.29%	▼ -34
182	Young & Rubicam	https://www.link	United States	1,957	25	1.28%	▼ -17
183	Dominion Enterprises	https://www.link	United States	1,216	15	1.23%	▼ -22
184	DDB	https://www.link	United States	9,504	113	1.19%	▼ -33
185	heaven	https://www.link	France	1,443	17	1.18%	▼ -21
186	SapientNitro	https://www.link	United States	1,046	12	1.15%	▼ -16
187	TAXI	https://www.link	Canada	4,760	53	1.11%	▼ -18
188	Advantage Solutions	https://www.link	United States	25,236	272	1.08%	▼ -28
189	Omnicom Media Group UK	https://www.link	United Kingdom	3,584	37	1.03%	▼ -18
190	POP	https://www.link	United States	1,382	14	1.01%	▼ -15
191	Agent	https://www.link	United States	1,199	12	1.00%	New Entry
192	Somewhere	https://www.link	United States	1,094	10	0.91%	New Entry
193	MEC	https://www.link	United Kingdom	4,161	33	0.79%	New Entry
194	No name	https://www.link	France	3,418	27	0.79%	▼ -11
195	Online Marketing Institute	https://www.link	United States	2,051	15	0.73%	▼ -21
196	SHOP	https://www.link	Canada	3,928	28	0.71%	▼ -24
197	Wunderman	https://www.link	United States	2,882	20	0.69%	▼ -29
198	Clinic	https://www.link	United Kingdom	13,021	88	0.68%	▼ -22
199	WPP	https://www.link	United Kingdom	72,922	479	0.66%	▼ -22
200	TBWAWorldwide	https://www.link	United States	13,144	84	0.64%	▼ -19
201	IPG	https://www.link	United States	25,820	159	0.62%	▼ -22
202	InfoCision	https://www.link	United States	1,821	11	0.60%	▼ -22
203	Oi	https://www.link	United Kingdom	1,671	10	0.60%	▼ -17
204	BOUTIQUE	https://www.link	United Kingdom	2,907	16	0.55%	New Entry
205	FIRMA	https://www.link	Spain	3,810	20	0.52%	▼ -38
206	Marketing Werks	https://www.link	United States	1,924	10	0.52%	▼ -18
207	Library	https://www.link	United Kingdom	1,424	6	0.42%	New Entry
208	IR	https://www.link	United States	1,269	5	0.39%	New Entry
209	Ximim	https://www.link	United States	4,369	16	0.37%	▼ -25
210	YP	https://www.link	United States	2,342	7	0.30%	▼ -25
211	Clear Channel Europe	https://www.link	United Kingdom	16,030	35	0.22%	▼ -24
212	MERCADO	https://www.link	Portugal	6,097	7	0.11%	▼ -22

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.

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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

