

DSMN8

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

Industry at a glance:

Average Score: 5.74%	Total Companies: 138	Global Industry Average: 5.83%
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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](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%	▲ 0
4	MiQ	https://www.linkedin.com/company/miq	United States	1,399	195	13.94%	▲ 8
5	Data Axle	https://www.linkedin.com/company/data-axle	United States	1,208	168	13.91%	New Entry
6	American Marketing Assoc	https://www.linkedin.com/company/american-marketing-association	United States	1,856	250	13.47%	▲ 0
7	Best Version Media	https://www.linkedin.com/company/best-version-media	United States	1,919	258	13.44%	▲ 1
8	VMLY&R COMMERCE	https://www.linkedin.com/company/vml-y-r-commerce	United States	1,651	204	12.36%	▲ 9
9	HALO Branded Solutions	https://www.linkedin.com/company/halo-branded-solutions	United States	1,737	207	11.92%	▲ 3
10	VaynerMedia	https://www.linkedin.com/company/vaynermedia	United States	1,334	157	11.77%	▲ 0
11	Cox Media	https://www.linkedin.com/company/cox-media	United States	1,115	131	11.75%	▲ 2
12	Tinuiti	https://www.linkedin.com/company/tinuiti	United States	1,040	122	11.73%	▼ -8
13	EVERSANA INTOUCH	https://www.linkedin.com/company/eversana-intouch	United States	1,230	137	11.14%	▲ 13
14	Attentive	https://www.linkedin.com/company/attentive	United States	1,275	142	11.14%	▲ 9
15	Real Chemistry	https://www.linkedin.com/company/real-chemistry	United States	1,431	159	11.11%	▼ -9
16	LiveRamp	https://www.linkedin.com/company/liveramp	United States	1,424	158	11.10%	▼ -13
17	Accenture Song	https://www.linkedin.com/company/accenture-song	United States	9,104	995	10.93%	New Entry
18	Spectrum Reach	https://www.linkedin.com/company/spectrum-reach	United States	3,177	347	10.92%	▲ 10
19	Omnicom Media Group	https://www.linkedin.com/company/omnicom-media-group	United States	4,363	472	10.82%	▼ -4
20	Walmart Connect	https://www.linkedin.com/company/walmart-connect	United States	1,824	195	10.69%	▼ -11
21	Hearts & Science	https://www.linkedin.com/company/hearts-science	United States	1,271	135	10.62%	▼ -7
22	Reprise Digital	https://www.linkedin.com/company/reprise-digital	United States	1,913	197	10.30%	▼ -3
23	OUTFRONT Media	https://www.linkedin.com/company/outfront-media	United States	2,330	236	10.13%	▼ -15

24	Octagon	https://www.link	United States	1,377	139	10.09%	▼ -3
25	Momentum Worldwide	https://www.link	United States	1,573	158	10.04%	▲ 7
26	Matterkind	https://www.link	United States	1,124	110	9.79%	▼ -10
27	FreeWheel	https://www.link	United States	1,393	133	9.55%	▲ 10
28	Jack Morton Worldwide	https://www.link	United States	1,301	119	9.15%	▼ -10
29	Razorfish	https://www.link	United States	1,411	127	9.00%	▲ 17
30	Zeta Global	https://www.link	United States	1,703	149	8.75%	▼ -6
31	Interbrand	https://www.link	United States	1,064	92	8.65%	▼ -9
32	Merkle	https://www.link	United States	7,062	608	8.61%	New Entry
33	Proforma	https://www.link	United States	1,191	101	8.48%	▲ 2
34	Confidential	https://www.link	United States	10,767	913	8.48%	▼ -7
35	Wunderman Thompson	https://www.link	United States	7,497	634	8.46%	▼ -10
36	Wieden + Kennedy	https://www.link	United States	1,988	162	8.15%	▲ 12
37	UM Worldwide	https://www.link	United States	2,791	225	8.06%	▼ -6
38	Annalect	https://www.link	United States	1,117	89	7.97%	▲ 3
39	MRM	https://www.link	United States	3,662	287	7.84%	▲ 0
40	Clear Channel Outdoor	https://www.link	United States	2,427	190	7.83%	▼ -11
41	BDS Connected Solutions	https://www.link	United States	1,298	101	7.78%	▲ 2
42	OMD USA	https://www.link	United States	1,417	108	7.62%	▼ -6
43	Initiative	https://www.link	United States	4,255	320	7.52%	▼ -23
44	Assembly Global	https://www.link	United States	1,669	124	7.43%	▼ -14
45	Kinesso	https://www.link	United States	1,017	74	7.28%	▼ -11
46	Spark Foundry	https://www.link	United States	2,808	204	7.26%	▲ 9
47	2020 Companies	https://www.link	United States	1,527	106	6.94%	▲ 9
48	Performics	https://www.link	United States	1,029	70	6.80%	▼ -10
49	Valpak	https://www.link	United States	1,516	103	6.79%	▲ 4
50	Havas Media Network	https://www.link	United States	6,453	437	6.77%	▼ -8
51	Townsquare Media	https://www.link	United States	2,030	135	6.65%	▼ -1
52	Ogilvy	https://www.link	United States	11,888	779	6.55%	▼ -5
53	Epsilon	https://www.link	United States	9,072	587	6.47%	▲ 7
54	George P Johnson Experie	https://www.link	United States	1,590	102	6.42%	▼ -14
55	CJ	https://www.link	United States	1,444	91	6.30%	▲ 19
56	GroupM	https://www.link	United States	16,768	1,040	6.20%	▼ -5
57	TEAM Enterprises	https://www.link	United States	1,243	77	6.19%	▲ 10
58	R/GA	https://www.link	United States	3,267	199	6.09%	▼ -4
59	GMR Marketing	https://www.link	United States	1,711	104	6.08%	▲ 3
60	Mosaic North America	https://www.link	United States	3,260	193	5.92%	▼ -3
61	Starcom	https://www.link	United States	6,207	367	5.91%	▼ -3
62	Omnicom	https://www.link	United States	1,226	72	5.87%	▲ 63
63	American Solutions for Bus	https://www.link	United States	1,127	65	5.77%	▼ -11
64	Scorpion	https://www.link	United States	1,374	76	5.53%	▼ -3
65	Grey Group	https://www.link	United States	3,129	172	5.50%	▼ -32
66	RAPP	https://www.link	United States	2,147	116	5.40%	▼ -21
67	Pens.com	https://www.link	United States	1,241	67	5.40%	New Entry
68	VMLY&R	https://www.link	United States	18,895	1,012	5.36%	▼ -4
69	AffinityX	https://www.link	United States	2,513	134	5.33%	▼ -25
70	Centerfield	https://www.link	United States	1,016	52	5.12%	New Entry
71	Google AdSense	https://www.link	United States	3,412	172	5.04%	▼ -5
72	Acxiom	https://www.link	United States	4,461	217	4.86%	▼ -1
73	Digitas North America	https://www.link	United States	2,568	118	4.60%	▼ -10
74	FCB Health New York	https://www.link	United States	1,793	82	4.57%	▼ -5
75	SGS & Co	https://www.link	United States	3,661	167	4.56%	▼ -10
76	Clearlink	https://www.link	United States	1,037	47	4.53%	▲ 0
77	Hibu	https://www.link	United States	4,221	190	4.50%	▲ 6
78	TRANZACT	https://www.link	United States	1,228	55	4.48%	▲ 0
79	Lamar Advertising Compar	https://www.link	United States	3,452	154	4.46%	▼ -20
80	Horizon Media	https://www.link	United States	2,914	128	4.39%	▼ -1
81	Leo Burnett	https://www.link	United States	8,025	342	4.26%	▼ -8
82	Theorem	https://www.link	United States	1,344	55	4.09%	New Entry
83	MarketSource	https://www.link	United States	3,228	132	4.09%	▼ -6
84	RPA	https://www.link	United States	1,193	48	4.02%	▼ -16
85	Essence	https://www.link	United States	1,671	67	4.01%	▼ -3
86	Vericast	https://www.link	United States	5,104	188	3.68%	▼ -6
87	MMA Global	https://www.link	United States	1,482	52	3.51%	▼ -15
88	Havas Creative Network	https://www.link	United States	7,187	224	3.12%	New Entry
89	Chemistry	https://www.link	United States	1,297	39	3.01%	New Entry
90	SGK	https://www.link	United States	6,335	186	2.94%	▼ -6
91	Laundry Service	https://www.link	United States	1,228	35	2.85%	▼ -5
92	Mediabands	https://www.link	United States	13,017	368	2.83%	▼ -4
93	McCann Worldgroup	https://www.link	United States	12,360	345	2.79%	▼ -6
94	Advertising Specialty Instit	https://www.link	United States	1,713	47	2.74%	▼ -2
95	Clipper Magazine	https://www.link	United States	1,021	28	2.74%	▲ 12

96	GTB	https://www.link	United States	1,653	40	2.42%	▼ -6
97	Acosta	https://www.link	United States	12,358	299	2.42%	New Entry
98	INDIVIDUAL	https://www.link	United States	2,029	48	2.37%	▲ 6
99	FM	https://www.link	United States	1,636	38	2.32%	New Entry
100	SEO	https://www.link	United States	1,041	24	2.31%	▼ -11
101	Morley	https://www.link	United States	1,304	28	2.15%	▼ -20
102	J. Walter Thompson World	https://www.link	United States	1,825	39	2.14%	▼ -6
103	LAUNDRY	https://www.link	United States	1,139	22	1.93%	▲ 7
104	Credico	https://www.link	United States	1,016	19	1.87%	▼ -19
105	Local Authority	https://www.link	United States	2,038	38	1.86%	▼ -4
106	maison	https://www.link	United States	1,720	32	1.86%	New Entry
107	Quad	https://www.link	United States	10,029	184	1.83%	▼ -9
108	Schawkl	https://www.link	United States	2,051	35	1.71%	▼ -3
109	XYZ	https://www.link	United States	2,302	39	1.69%	▼ -14
110	Star	https://www.link	United States	1,287	21	1.63%	▼ -10
111	Harte Hanks	https://www.link	United States	4,196	68	1.62%	▼ -17
112	Autotrader	https://www.link	United States	1,222	19	1.55%	▼ -1
113	FCB Global	https://www.link	United States	1,742	27	1.55%	▼ -20
114	BBDO Worldwide	https://www.link	United States	2,646	41	1.55%	▼ -23
115	RR Donnelley	https://www.link	United States	30,695	472	1.54%	▼ -12
116	Archway Marketing Service	https://www.link	United States	1,066	15	1.41%	▼ -3
117	TBC	https://www.link	United States	1,299	18	1.39%	▲ 1
118	SCI	https://www.link	United States	2,332	32	1.37%	New Entry
119	Amazon Advertising Comm	https://www.link	United States	1,041	14	1.34%	▼ -22
120	Cargo	https://www.link	United States	1,454	19	1.31%	▼ -14
121	Valassis Marketing Solutio	https://www.link	United States	1,941	25	1.29%	▼ -22
122	Young & Rubicam	https://www.link	United States	1,957	25	1.28%	▼ -10
123	Dominion Enterprises	https://www.link	United States	1,216	15	1.23%	▼ -14
124	DDB	https://www.link	United States	9,504	113	1.19%	▼ -22
125	SapientNitro	https://www.link	United States	1,046	12	1.15%	▼ -10
126	Advantage Solutions	https://www.link	United States	25,236	272	1.08%	▼ -18
127	POP	https://www.link	United States	1,382	14	1.01%	▼ -10
128	Agent	https://www.link	United States	1,199	12	1.00%	New Entry
129	Somewhere	https://www.link	United States	1,094	10	0.91%	New Entry
130	Online Marketing Institute	https://www.link	United States	2,051	15	0.73%	▼ -14
131	Wunderman	https://www.link	United States	2,882	20	0.69%	▼ -17
132	TBWAWorldwide	https://www.link	United States	13,144	84	0.64%	▼ -11
133	IPG	https://www.link	United States	25,820	159	0.62%	▼ -14
134	InfoCision	https://www.link	United States	1,821	11	0.60%	▼ -14
135	Marketing Werks	https://www.link	United States	1,924	10	0.52%	▼ -11
136	IR	https://www.link	United States	1,269	5	0.39%	▼ -137
137	Ximim	https://www.link	United States	4,369	16	0.37%	▼ -15
138	YP	https://www.link	United States	2,342	7	0.30%	▼ -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.

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