

DSMN8

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

Industry at a glance:

Average Score: **5.56%** Total Companies: **44** Global Industry Average: **5.51%**

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)
1	BNI Italia	https://www.linkedin.com/company/bni-italia	Italy	573	180	31.41%
2	Seedtag	https://www.linkedin.com/company/seedtag	Spain	522	107	20.50%
3	Making Science	https://www.linkedin.com/company/making-science	Spain	994	119	11.97%
4	Smartly.io	https://www.linkedin.com/company/smartly-io	Finland	750	89	11.87%
5	Equativ	https://www.linkedin.com/company/equativ	France	524	52	9.92%
6	Wunderman Thompson M&A	https://www.linkedin.com/company/wunderman-thompson-ma	Denmark	843	78	9.25%
7	BETC	https://www.linkedin.com/company/betc	France	917	80	8.72%
8	Groupe Nice-Matin	https://www.linkedin.com/company/groupe-nice-matin	France	542	47	8.67%
9	Clear Channel France	https://www.linkedin.com/company/clear-channel-france	France	562	48	8.54%
10	fischerAppelt	https://www.linkedin.com/company/fischerappelt	Germany	502	42	8.37%
11	AVANTGARDE Group	https://www.linkedin.com/company/avantgarde-group	Germany	753	62	8.23%
12	Content Writer	https://www.linkedin.com/company/content-writer	Poland	561	44	7.84%
13	GroupM Germany	https://www.linkedin.com/company/groupm-germany	Germany	550	43	7.82%
14	A. Manzoni & C.	https://www.linkedin.com/company/a-manzoni-c	Italy	630	48	7.62%
15	localsearch	https://www.linkedin.com/company/localsearch	Switzerland	743	55	7.40%
16	MARCO	https://www.linkedin.com/company/marco	Spain	591	41	6.94%
17	OMD Germany	https://www.linkedin.com/company/omd-germany	Germany	539	35	6.49%
18	Mediaplus Group	https://www.linkedin.com/company/mediaplus-group	Germany	755	45	5.96%
19	MADISON MK	https://www.linkedin.com/company/madison-mk	Spain	711	37	5.20%
20	Publicis Conseil	https://www.linkedin.com/company/publicis-conseil	France	752	38	5.05%
21	Epsilon France	https://www.linkedin.com/company/epsilon-france	France	937	42	4.48%
22	Rai Pubblicità	https://www.linkedin.com/company/rai-pubblicita	Italy	587	26	4.43%
23	Publitalia '80	https://www.linkedin.com/company/publitalia-80	Italy	525	23	4.38%

24	Pardgroup	https://www.link Italy	848	30	3.54%
25	Uniplan	https://www.link Germany	715	24	3.36%
26	Geninc	https://www.link France	633	21	3.32%
27	CPM France	https://www.link France	846	27	3.19%
28	Tradedoubler	https://www.link Sweden	740	23	3.11%
29	DIAM Group	https://www.link France	595	18	3.03%
30	SteamTalmark	https://www.link Netherlands	654	18	2.75%
31	Industrie	https://www.link France	723	14	1.94%
32	Eniro	https://www.link Sweden	926	16	1.73%
33	DMF sales&marketing	https://www.link France	547	9	1.65%
34	ICCS - Contact Center	https://www.link Spain	571	6	1.05%
35	ANÓNIMA	https://www.link Spain	636	5	0.79%
36	AMT	https://www.link Germany	796	6	0.75%
37	TRY Apt	https://www.link Norway	644	4	0.62%
38	Media Consultant	https://www.link Spain	658	4	0.61%
39	CHINA	https://www.link Spain	813	4	0.49%
40	ROSE PRIMAIRE	https://www.link France	723	3	0.41%
41staat	https://www.link Netherlands	777	3	0.39%
42	Societe	https://www.link Czechia	938	3	0.32%
43	Apartamento	https://www.link Spain	548	1	0.18%
44	ANY	https://www.link Germany	553	1	0.18%

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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