

# DSMN8

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

## Industry at a glance:

Average Score:  
**3.62%**

Total Companies:  
**25**

Global Industry Average:  
**4.07%**

## 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	Awin Global	<a href="https://www.linkedin.com/company/awin/">https://www.linkedin.com/company/awin/</a>	Germany	1,341	168	12.53%	▲ 1
2	Media.Monks	<a href="https://www.linkedin.com/company/mediamonks/">https://www.linkedin.com/company/mediamonks/</a>	Netherlands	7,456	687	9.21%	▲ 2
3	Serviceplan Group	<a href="https://www.linkedin.com/company/serviceplan/">https://www.linkedin.com/company/serviceplan/</a>	Germany	1,270	114	8.98%	▲ 3
4	Seven.One Entertainment	<a href="https://www.linkedin.com/company/sevenoneentertainment/">https://www.linkedin.com/company/sevenoneentertainment/</a>	Germany	1,111	92	8.28%	▲ 6
5	Criteo	<a href="https://www.linkedin.com/company/criteo/">https://www.linkedin.com/company/criteo/</a>	France	3,575	244	6.83%	▲ 0
6	Scholz & Friends	<a href="https://www.linkedin.com/company/scholz-friends/">https://www.linkedin.com/company/scholz-friends/</a>	Germany	1,287	84	6.53%	▲ 2
7	JCDecaux	<a href="https://www.linkedin.com/company/jcdecaux/">https://www.linkedin.com/company/jcdecaux/</a>	France	5,913	334	5.65%	▲ 0
8	Publicis Re:Sources	<a href="https://www.linkedin.com/company/publicis-re-sources/">https://www.linkedin.com/company/publicis-re-sources/</a>	France	2,947	139	4.72%	▲ 1
9	Jung von Matt	<a href="https://www.linkedin.com/company/jung-von-matt/">https://www.linkedin.com/company/jung-von-matt/</a>	Germany	1,047	42	4.01%	New Entry
10	MEDIAPOST	<a href="https://www.linkedin.com/company/mediapost/">https://www.linkedin.com/company/mediapost/</a>	France	1,505	55	3.65%	▲ 1
11	APPLE TREE	<a href="https://www.linkedin.com/company/apple-tree/">https://www.linkedin.com/company/apple-tree/</a>	Spain	1,050	38	3.62%	New Entry
12	Salesland	<a href="https://www.linkedin.com/company/salesland/">https://www.linkedin.com/company/salesland/</a>	Spain	3,950	121	3.06%	▲ 2
13	Solocal	<a href="https://www.linkedin.com/company/solocal/">https://www.linkedin.com/company/solocal/</a>	France	3,703	111	3.00%	▼ -1
14	Publicis Groupe	<a href="https://www.linkedin.com/company/publicis-groupe/">https://www.linkedin.com/company/publicis-groupe/</a>	France	43,721	1,009	2.31%	▲ 3
15	ALTAVIA	<a href="https://www.linkedin.com/company/altavia/">https://www.linkedin.com/company/altavia/</a>	France	1,922	30	1.56%	New Entry
16	Ströer SE & Co.	<a href="https://www.linkedin.com/company/stroer-se-co/">https://www.linkedin.com/company/stroer-se-co/</a>	Germany	2,634	36	1.37%	New Entry
17	heaven	<a href="https://www.linkedin.com/company/heaven/">https://www.linkedin.com/company/heaven/</a>	France	1,506	17	1.13%	▲ 5
18	Havas	<a href="https://www.linkedin.com/company/havas/">https://www.linkedin.com/company/havas/</a>	France	14,376	149	1.04%	▲ 0
19	JK	<a href="https://www.linkedin.com/company/jk/">https://www.linkedin.com/company/jk/</a>	France	1,393	13	0.93%	▲ 2
20	Adrexo	<a href="https://www.linkedin.com/company/adrexo/">https://www.linkedin.com/company/adrexo/</a>	France	1,431	10	0.70%	▼ -1
21	MOD	<a href="https://www.linkedin.com/company/mod/">https://www.linkedin.com/company/mod/</a>	Denmark	1,182	5	0.42%	New Entry
22	No name	<a href="https://www.linkedin.com/company/no-name/">https://www.linkedin.com/company/no-name/</a>	France	3,403	14	0.41%	▲ 1
23	FIRMA	<a href="https://www.linkedin.com/company/firma/">https://www.linkedin.com/company/firma/</a>	Spain	3,974	12	0.30%	▲ 1

24	K Particulier	<a href="https://www.linkedin.com/company/k-particulier/">https://www.linkedin.com/company/k-particulier/</a> France	3,099	5	0.16%	New Entry
25	BAR	<a href="https://www.linkedin.com/company/bar-italy/">https://www.linkedin.com/company/bar-italy/</a> Italy	7,497	9	0.12%	New Entry

## 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](#)



DSMN8

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

