

DSMN8

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

Industry at a glance:

Average Score:
4.07%

Total Companies:
211

Average No. Employees:
4,032

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	Attentive	https://www.linkedin.com/company/attentive	United States	1,318	281	21.32%	▲ 27
2	Klaviyo	https://www.linkedin.com/company/klaviyo	United States	1,985	329	16.57%	▼ -1
3	Awin Global	https://www.linkedin.com/company/awin-global	Germany	1,341	168	12.53%	▲ 9
4	DoubleVerify	https://www.linkedin.com/company/doubleverify	United States	1,072	124	11.57%	New Entry
5	Best Version Media	https://www.linkedin.com/company/best-version-media	United States	2,017	230	11.40%	▲ 6
6	HALO Branded Solutions	https://www.linkedin.com/company/halo-branded-solutions	United States	1,795	201	11.20%	▲ 12
7	Effectv	https://www.linkedin.com/company/effectv	United States	2,137	233	10.90%	▼ -4
8	Jellyfish	https://www.linkedin.com/company/jellyfish	United Kingdom	2,240	239	10.67%	▼ -4
9	Teads	https://www.linkedin.com/company/teads	United States	1,296	138	10.65%	▼ -7
10	OUTFRONT Media	https://www.linkedin.com/company/outfront-media	United States	2,326	239	10.28%	▲ 29
11	Accenture Song	https://www.linkedin.com/company/accenture-song	United States	9,266	941	10.16%	▲ 21
12	Walmart Connect	https://www.linkedin.com/company/walmart-connect	United States	1,998	200	10.01%	▲ 23
13	Power Digital Marketing	https://www.linkedin.com/company/power-digital-marketing	United States	1,100	107	9.73%	New Entry
14	Tinuiti	https://www.linkedin.com/company/tinuiti	United States	1,044	98	9.39%	▲ 8
15	Media.Monks	https://www.linkedin.com/company/media-monks	Netherlands	7,456	687	9.21%	▲ 2
16	EVERSANA INTOUCH	https://www.linkedin.com/company/eversana-intouch	United States	1,236	113	9.14%	▲ 11
17	CMI Media Group	https://www.linkedin.com/company/cmi-media-group	United States	1,192	107	8.98%	New Entry
18	Serviceplan Group	https://www.linkedin.com/company/serviceplan-group	Germany	1,270	114	8.98%	▲ 8
19	Constant Contact	https://www.linkedin.com/company/constant-contact	United States	1,101	98	8.90%	New Entry
20	LiveRamp	https://www.linkedin.com/company/liveramp	United States	1,424	125	8.78%	▲ 10
21	Basis Technologies	https://www.linkedin.com/company/basis-technologies	United States	1,404	123	8.76%	New Entry
22	Octagon	https://www.linkedin.com/company/octagon	United States	1,282	110	8.58%	▲ 18
23	The Mill	https://www.linkedin.com/company/the-mill	United Kingdom	1,600	136	8.50%	▲ 1

24	Hearts & Science	https://www.link€	United States	1,316	109	8.28%	▲ 12
25	Seven.One Entertainment	https://www.link€	Germany	1,111	92	8.28%	▲ 44
26	Annalect	https://www.link€	United States	1,212	97	8.00%	▲ 36
27	Spectrum Reach	https://www.link€	United States	3,162	243	7.69%	▲ 6
28	Emerald	https://www.link€	United States	1,145	87	7.60%	New Entry
29	Omnicom Media Group	https://www.link€	United States	4,505	333	7.39%	▲ 5
30	Cox Media	https://www.link€	United States	1,117	82	7.34%	▼ -9
31	dunnhumby	https://www.link€	United Kingdom	2,501	183	7.32%	▼ -15
32	Momentum Worldwide	https://www.link€	United States	1,352	98	7.25%	▲ 9
33	OLIVER Agency	https://www.link€	United Kingdom	2,937	212	7.22%	▼ -10
34	Critical Mass	https://www.link€	Canada	1,529	109	7.13%	▲ 13
35	We Are Social	https://www.link€	United Kingdom	1,551	110	7.09%	▼ -22
36	MiQ	https://www.link€	United States	1,411	99	7.02%	▼ -29
37	Proforma	https://www.link€	United States	1,182	82	6.94%	▲ 18
38	dentsu X	https://www.link€	United Kingdom	1,076	74	6.88%	▲ 44
39	Real Chemistry	https://www.link€	United States	1,382	95	6.87%	▼ -10
40	FCB Health New York	https://www.link€	United States	1,703	117	6.87%	▲ 75
41	Criteo	https://www.link€	France	3,575	244	6.83%	▼ -21
42	Jack Morton Worldwide	https://www.link€	United States	1,190	81	6.81%	▲ 6
43	Wavemaker	https://www.link€	United Kingdom	6,095	411	6.74%	▲ 32
44	Scholz & Friends	https://www.link€	Germany	1,287	84	6.53%	▲ 0
45	WSI World	https://www.link€	Canada	1,204	77	6.40%	▲ 44
46	PHMG	https://www.link€	United Kingdom	1,066	68	6.38%	▼ -41
47	Hogarth	https://www.link€	United Kingdom	4,883	308	6.31%	▼ -2
48	Klick	https://www.link€	Canada	1,563	97	6.21%	▲ 10
49	VaynerMedia	https://www.link€	United States	1,291	79	6.12%	▼ -30
50	VMLY&R COMMERCE	https://www.link€	United States	1,667	102	6.12%	▼ -35
51	GroupM	https://www.link€	United States	17,647	1,052	5.96%	▲ 36
52	Wieden + Kennedy	https://www.link€	United States	1,937	115	5.94%	▲ 8
53	Publicis Media	https://www.link€	United Kingdom	6,985	413	5.91%	▼ -16
54	GroupM Nexus	https://www.link€	United States	2,730	161	5.90%	New Entry
55	Design Bridge and Partner	https://www.link€	United Kingdom	1,098	64	5.83%	▼ -30
56	Zeta Global	https://www.link€	United States	1,693	96	5.67%	▼ -5
57	JCDecaux	https://www.link€	France	5,913	334	5.65%	▼ -26
58	iProspect	https://www.link€	United Kingdom	2,891	163	5.64%	▼ -1
59	Assembly Global	https://www.link€	United States	1,722	97	5.63%	▲ 9
60	Initiative	https://www.link€	United States	4,056	226	5.57%	▲ 7
61	Wunderman Thompson	https://www.link€	United States	7,426	413	5.56%	▼ -2
62	Merkle	https://www.link€	United States	7,083	393	5.55%	▼ -8
63	FreeWheel	https://www.link€	United States	1,398	76	5.44%	▼ -17
64	KINESO	https://www.link€	United States	3,808	205	5.38%	▲ 6
65	American Solutions for Bus	https://www.link€	United States	1,141	61	5.35%	▲ 33
66	Confidential	https://www.link€	United States	9,974	530	5.31%	▼ -10
67	OMD Worldwide	https://www.link€	United States	4,815	253	5.25%	New Entry
68	Clear Channel Outdoor	https://www.link€	United States	2,438	127	5.21%	▼ -4
69	Lead Generation	https://www.link€	United States	1,036	53	5.12%	New Entry
70	George P Johnson Experie	https://www.link€	United States	1,609	82	5.10%	▲ 15
71	PHD	https://www.link€	United Kingdom	5,595	283	5.06%	▲ 2
72	Imagine	https://www.link€	United States	1,032	52	5.04%	New Entry
73	MRM	https://www.link€	United States	3,435	165	4.80%	▼ -10
74	GMR Marketing	https://www.link€	United States	1,572	75	4.77%	▲ 18
75	Social Media	https://www.link€	United Kingdom	1,183	56	4.73%	▲ 1
76	Publicis Re:Sources	https://www.link€	France	2,947	139	4.72%	▼ -26
77	Ogilvy	https://www.link€	United States	11,917	552	4.63%	▲ 6
78	APS Group	https://www.link€	United Kingdom	1,050	48	4.57%	▲ 16
79	Spark Foundry	https://www.link€	United States	2,869	131	4.57%	▼ -8
80	Razorfish	https://www.link€	United States	1,446	66	4.56%	▼ -31
81	Paragon Customer Commu	https://www.link€	United Kingdom	1,561	71	4.55%	▼ -39
82	CJ	https://www.link€	United States	1,518	68	4.48%	▲ 4
83	BDS Connected Solutions	https://www.link€	United States	1,376	61	4.43%	▼ -18
84	Grey Group	https://www.link€	United States	3,128	137	4.38%	▲ 17
85	Valpak	https://www.link€	United States	1,508	66	4.38%	▼ -6
86	Townsquare Media	https://www.link€	United States	2,013	88	4.37%	▼ -5
87	TEAM Enterprises	https://www.link€	United States	1,259	55	4.37%	▲ 1
88	Iris	https://www.link€	United Kingdom	2,086	90	4.31%	▲ 2
89	Google AdSense	https://www.link€	United States	3,639	153	4.20%	▲ 22
90	Omnicom	https://www.link€	United States	1,230	51	4.15%	▲ 7
91	UM Worldwide	https://www.link€	United States	2,710	112	4.13%	▼ -30
92	Jung von Matt	https://www.link€	Germany	1,047	42	4.01%	New Entry
93	Epsilon	https://www.link€	United States	9,112	358	3.93%	▼ -9
94	Mosaic North America	https://www.link€	United States	3,216	124	3.86%	▲ 1
95	e-Commerce	https://www.link€	United Kingdom	1,693	64	3.78%	▲ 22

96	Centerfield	https://www.link	United States	1,060	40	3.77%	▲ 14
97	R/GA	https://www.link	United States	3,109	117	3.76%	▼ -6
98	2020 Companies	https://www.link	United States	1,584	59	3.72%	▼ -24
99	TikTok for Business	https://www.link	United States	1,081	40	3.70%	New Entry
100	Pens.com	https://www.link	United States	1,271	47	3.70%	▲ 5
101	Ansira	https://www.link	United States	1,387	51	3.68%	New Entry
102	Scorpion	https://www.link	United States	1,365	50	3.66%	▼ -2
103	MEDIAPOST	https://www.link	France	1,505	55	3.65%	▼ -31
104	Digitas North America	https://www.link	United States	2,511	91	3.62%	▲ 10
105	APPLE TREE	https://www.link	Spain	1,050	38	3.62%	New Entry
106	Carat	https://www.link	United Kingdom	2,844	102	3.59%	▲ 7
107	Havas Media Network	https://www.link	United States	6,812	244	3.58%	▼ -27
108	MMA Global	https://www.link	United States	1,488	53	3.56%	▲ 27
109	OMD USA	https://www.link	United States	1,379	48	3.48%	▼ -43
110	Mindshare	https://www.link	United Kingdom	9,639	328	3.40%	▼ -3
111	RAPP	https://www.link	United States	1,973	65	3.29%	▼ -7
112	Zenith	https://www.link	United Kingdom	4,927	160	3.25%	▼ -10
113	Leo Burnett	https://www.link	United States	8,014	260	3.24%	▲ 13
114	Starcom	https://www.link	United States	6,099	193	3.16%	▼ -18
115	EssenceMediacom	https://www.link	United Kingdom	10,638	336	3.16%	▲ 10
116	Salesland	https://www.link	Spain	3,950	121	3.06%	▲ 8
117	Clearlink	https://www.link	United States	1,019	31	3.04%	▲ 1
118	VMLY&R	https://www.link	United States	19,409	589	3.03%	▼ -12
119	Solocal	https://www.link	France	3,703	111	3.00%	▼ -42
120	Yell	https://www.link	United Kingdom	1,482	44	2.97%	▼ -17
121	Mother	https://www.link	United Kingdom	2,639	74	2.80%	▲ 25
122	Horizon Media	https://www.link	United States	2,965	81	2.73%	▲ 1
123	AffinityX	https://www.link	United States	2,505	68	2.71%	▼ -15
124	Isobar	https://www.link	United Kingdom	1,455	39	2.68%	▲ 21
125	Hibu	https://www.link	United States	4,282	113	2.64%	▼ -6
126	M&C Saatchi London	https://www.link	United Kingdom	1,004	26	2.59%	▼ -4
127	HH Global	https://www.link	United Kingdom	6,058	155	2.56%	▼ -18
128	Acxiom	https://www.link	United States	3,810	97	2.55%	▼ -16
129	SGS & Co	https://www.link	United States	3,752	92	2.45%	▼ -13
130	SEO Inc	https://www.link	United States	1,029	25	2.43%	▲ 22
131	Lamar Advertising Compar	https://www.link	United States	3,511	84	2.39%	▼ -10
132	Laundry Service	https://www.link	United States	1,358	32	2.36%	▲ 8
133	Publicis Groupe	https://www.link	France	43,721	1,009	2.31%	▲ 1
134	IPG Mediabrands	https://www.link	United States	10,828	235	2.17%	▲ 7
135	McCann Worldgroup	https://www.link	United States	11,126	240	2.16%	▲ 7
136	RPA	https://www.link	United States	1,169	25	2.14%	▼ -7
137	Havas Creative Network	https://www.link	United States	6,563	138	2.10%	▲ 0
138	Evoke	https://www.link	United States	1,585	33	2.08%	New Entry
139	XYZ	https://www.link	United States	1,299	27	2.08%	▲ 27
140	Young Professionals	https://www.link	United Kingdom	1,510	31	2.05%	▼ -4
141	Chemistry	https://www.link	United States	1,379	28	2.03%	▼ -3
142	Morley	https://www.link	United States	1,342	27	2.01%	▲ 11
143	FCB Global	https://www.link	United States	1,350	27	2.00%	▲ 29
144	TRANZACT	https://www.link	United States	1,313	26	1.98%	▼ -24
145	MarketSource	https://www.link	United States	3,220	63	1.96%	▼ -17
146	Saatchi & Saatchi	https://www.link	United Kingdom	5,671	105	1.85%	▲ 3
147	Advertising Specialty Instit	https://www.link	United States	1,716	31	1.81%	▼ -4
148	Vericast	https://www.link	United States	5,076	91	1.79%	▼ -15
149	LAUNDRY	https://www.link	United States	1,211	21	1.73%	▲ 8
150	IPG Health	https://www.link	United States	5,056	86	1.70%	New Entry
151	SGK	https://www.link	United States	6,323	107	1.69%	▼ -12
152	Essence	https://www.link	United States	1,467	24	1.64%	▼ -22
153	ALTAVIA	https://www.link	France	1,922	30	1.56%	New Entry
154	INDIVIDUAL	https://www.link	United States	2,277	33	1.45%	▼ -4
155	BBDO Worldwide	https://www.link	United States	2,200	31	1.41%	▲ 18
156	Ströer SE & Co.	https://www.link	Germany	2,634	36	1.37%	New Entry
157	GTB	https://www.link	United States	1,647	22	1.34%	▼ -10
158	Yellow Pages	https://www.link	Canada	1,828	23	1.26%	▲ 5
159	Amazon Advertising Comm	https://www.link	United States	1,047	13	1.24%	▲ 20
160	Young & Rubicam	https://www.link	United States	1,902	23	1.21%	▲ 22
161	MediaCom	https://www.link	United Kingdom	7,130	86	1.21%	▼ -5
162	Harte Hanks	https://www.link	United States	4,198	50	1.19%	▲ 6
163	Clipper Magazine	https://www.link	United States	1,017	12	1.18%	▼ -19
164	FM	https://www.link	United States	1,683	19	1.13%	▼ -13
165	heaven	https://www.link	France	1,506	17	1.13%	▲ 20
166	Other.	https://www.link	Canada	3,121	35	1.12%	▲ 3
167	RR Donnelley	https://www.link	United States	30,958	329	1.06%	▲ 7

168	Credico	https://www.link	United States	1,138	12	1.05%	▼ -10
169	Havas	https://www.link	France	14,376	149	1.04%	▼ -14
170	Quad	https://www.link	United States	10,063	104	1.03%	▼ -9
171	DDB	https://www.link	United States	9,102	93	1.02%	▲ 13
172	JK	https://www.link	France	1,393	13	0.93%	▲ 6
173	LABORATORY	https://www.link	Canada	1,726	16	0.93%	▼ -9
174	POP	https://www.link	United States	1,442	13	0.90%	▲ 16
175	Comcast Spotlight	https://www.link	United States	1,666	15	0.90%	New Entry
176	BOUQUET	https://www.link	United Kingdom	3,121	28	0.90%	▲ 28
177	TCC	https://www.link	United Kingdom	1,004	9	0.90%	New Entry
178	SapientNitro	https://www.link	United States	1,030	9	0.87%	▲ 8
179	Archway Marketing Service	https://www.link	United States	1,058	9	0.85%	▼ -4
180	Star	https://www.link	United States	1,296	11	0.85%	▼ -13
181	Advantage Solutions	https://www.link	United States	25,711	212	0.82%	▲ 7
182	Dominion Enterprises	https://www.link	United States	1,213	10	0.82%	▲ 1
183	Autotrader US	https://www.link	United States	1,223	10	0.82%	▼ -12
184	Omnicom Media Group UK	https://www.link	United Kingdom	3,638	29	0.80%	▲ 5
185	Cargo	https://www.link	United States	1,482	11	0.74%	▼ -5
186	maison	https://www.link	United States	1,709	12	0.70%	▼ -26
187	Adrexo	https://www.link	France	1,431	10	0.70%	▼ -25
188	TAXI	https://www.link	Canada	5,383	37	0.69%	▼ -1
189	Valassis Marketing Solution	https://www.link	United States	1,913	13	0.68%	▼ -8
190	Agent	https://www.link	United States	1,241	8	0.64%	▲ 1
191	Clinic	https://www.link	United Kingdom	13,573	76	0.56%	▲ 7
192	IDG	https://www.link	United States	5,014	28	0.56%	New Entry
193	TBC	https://www.link	United States	1,311	7	0.53%	▼ -17
194	Wunderman	https://www.link	United States	2,824	15	0.53%	▲ 3
195	Library	https://www.link	United Kingdom	1,460	7	0.48%	▲ 12
196	WPP	https://www.link	United Kingdom	69,779	332	0.48%	▲ 3
197	TBWAWorldwide	https://www.link	United States	12,982	61	0.47%	▲ 3
198	SHOP	https://www.link	Canada	4,835	21	0.43%	▼ -2
199	MOD	https://www.link	Denmark	1,182	5	0.42%	New Entry
200	Ximim	https://www.link	United States	4,307	18	0.42%	▲ 9
201	No name	https://www.link	France	3,403	14	0.41%	▼ -7
202	*POST	https://www.link	United States	1,066	4	0.38%	New Entry
203	Interpublic Group	https://www.link	United States	24,953	86	0.34%	▼ -2
204	InfoCision Management C	https://www.link	United States	1,838	6	0.33%	▼ -2
205	FIRMA	https://www.link	Spain	3,974	12	0.30%	▲ 0
206	YP	https://www.link	United States	2,336	7	0.30%	▲ 4
207	Marketing Werks	https://www.link	United States	1,908	4	0.21%	▼ -1
208	Clear Channel Europe	https://www.link	United Kingdom	16,176	33	0.20%	▲ 3
209	K Particulier	https://www.link	France	3,099	5	0.16%	New Entry
210	BAR	https://www.link	Italy	7,497	9	0.12%	New Entry
211	Oi	https://www.link	United Kingdom	1,657	1	0.06%	▼ -8

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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