

# DSMN8

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

## Industry at a glance:

Average Score: <b>4.26%</b>	Total Companies: <b>140</b>	Global Industry Average: <b>4.07%</b>
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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	Attentive	<a href="https://www.linkedin.com/company/attentive">https://www.linkedin.com/company/attentive</a>	United States	1,318	281	21.32%	▲ 13
2	Klaviyo	<a href="https://www.linkedin.com/company/klaviyo">https://www.linkedin.com/company/klaviyo</a>	United States	1,985	329	16.57%	▼ -1
3	DoubleVerify	<a href="https://www.linkedin.com/company/doubleverify">https://www.linkedin.com/company/doubleverify</a>	United States	1,072	124	11.57%	New Entry
4	Best Version Media	<a href="https://www.linkedin.com/company/best-version-media">https://www.linkedin.com/company/best-version-media</a>	United States	2,017	230	11.40%	▲ 3
5	HALO Branded Solutions	<a href="https://www.linkedin.com/company/halo-branded-solutions">https://www.linkedin.com/company/halo-branded-solutions</a>	United States	1,795	201	11.20%	▲ 4
6	Effectv	<a href="https://www.linkedin.com/company/effectv">https://www.linkedin.com/company/effectv</a>	United States	2,137	233	10.90%	▼ -3
7	Teads	<a href="https://www.linkedin.com/company/teads">https://www.linkedin.com/company/teads</a>	United States	1,296	138	10.65%	▼ -5
8	OUTFRONT Media	<a href="https://www.linkedin.com/company/outfront-media">https://www.linkedin.com/company/outfront-media</a>	United States	2,326	239	10.28%	▲ 15
9	Accenture Song	<a href="https://www.linkedin.com/company/accenture-song">https://www.linkedin.com/company/accenture-song</a>	United States	9,266	941	10.16%	▲ 8
10	Walmart Connect	<a href="https://www.linkedin.com/company/walmart-connect">https://www.linkedin.com/company/walmart-connect</a>	United States	1,998	200	10.01%	▲ 10
11	Power Digital Marketing	<a href="https://www.linkedin.com/company/power-digital-marketing">https://www.linkedin.com/company/power-digital-marketing</a>	United States	1,100	107	9.73%	New Entry
12	Tinuiti	<a href="https://www.linkedin.com/company/tinuiti">https://www.linkedin.com/company/tinuiti</a>	United States	1,044	98	9.39%	▲ 0
13	EVERSANA INTOUCH	<a href="https://www.linkedin.com/company/eversana-intouch">https://www.linkedin.com/company/eversana-intouch</a>	United States	1,236	113	9.14%	▲ 0
14	CMI Media Group	<a href="https://www.linkedin.com/company/cmi-media-group">https://www.linkedin.com/company/cmi-media-group</a>	United States	1,192	107	8.98%	New Entry
15	Constant Contact	<a href="https://www.linkedin.com/company/constant-contact">https://www.linkedin.com/company/constant-contact</a>	United States	1,101	98	8.90%	New Entry
16	LiveRamp	<a href="https://www.linkedin.com/company/liveramp">https://www.linkedin.com/company/liveramp</a>	United States	1,424	125	8.78%	▲ 0
17	Basis Technologies	<a href="https://www.linkedin.com/company/basis-technologies">https://www.linkedin.com/company/basis-technologies</a>	United States	1,404	123	8.76%	New Entry
18	Octagon	<a href="https://www.linkedin.com/company/octagon">https://www.linkedin.com/company/octagon</a>	United States	1,282	110	8.58%	▲ 6
19	Hearts & Science	<a href="https://www.linkedin.com/company/hearts-science">https://www.linkedin.com/company/hearts-science</a>	United States	1,316	109	8.28%	▲ 2
20	Annalect	<a href="https://www.linkedin.com/company/annalect">https://www.linkedin.com/company/annalect</a>	United States	1,212	97	8.00%	▲ 18
21	Spectrum Reach	<a href="https://www.linkedin.com/company/spectrum-reach">https://www.linkedin.com/company/spectrum-reach</a>	United States	3,162	243	7.69%	▼ -3
22	Emerald	<a href="https://www.linkedin.com/company/emerald">https://www.linkedin.com/company/emerald</a>	United States	1,145	87	7.60%	New Entry
23	Omnicom Media Group	<a href="https://www.linkedin.com/company/omnicom-media-group">https://www.linkedin.com/company/omnicom-media-group</a>	United States	4,505	333	7.39%	▼ -4

24	Cox Media	<a href="https://www.link€">https://www.link€</a>	United States	1,117	82	7.34%	▼ -13
25	Momentum Worldwide	<a href="https://www.link€">https://www.link€</a>	United States	1,352	98	7.25%	▲ 0
26	MiQ	<a href="https://www.link€">https://www.link€</a>	United States	1,411	99	7.02%	▼ -22
27	Proforma	<a href="https://www.link€">https://www.link€</a>	United States	1,182	82	6.94%	▲ 6
28	Real Chemistry	<a href="https://www.link€">https://www.link€</a>	United States	1,382	95	6.87%	▼ -13
29	FCB Health New York	<a href="https://www.link€">https://www.link€</a>	United States	1,703	117	6.87%	▲ 45
30	Jack Morton Worldwide	<a href="https://www.link€">https://www.link€</a>	United States	1,190	81	6.81%	▼ -2
31	VaynerMedia	<a href="https://www.link€">https://www.link€</a>	United States	1,291	79	6.12%	▼ -21
32	VMLY&R COMMERCE	<a href="https://www.link€">https://www.link€</a>	United States	1,667	102	6.12%	▼ -24
33	GroupM	<a href="https://www.link€">https://www.link€</a>	United States	17,647	1,052	5.96%	▲ 23
34	Wieden + Kennedy	<a href="https://www.link€">https://www.link€</a>	United States	1,937	115	5.94%	▲ 2
35	GroupM Nexus	<a href="https://www.link€">https://www.link€</a>	United States	2,730	161	5.90%	New Entry
36	Zeta Global	<a href="https://www.link€">https://www.link€</a>	United States	1,693	96	5.67%	▼ -6
37	Assembly Global	<a href="https://www.link€">https://www.link€</a>	United States	1,722	97	5.63%	▲ 7
38	Initiative	<a href="https://www.link€">https://www.link€</a>	United States	4,056	226	5.57%	▲ 5
39	Wunderman Thompson	<a href="https://www.link€">https://www.link€</a>	United States	7,426	413	5.56%	▼ -4
40	Merkle	<a href="https://www.link€">https://www.link€</a>	United States	7,083	393	5.55%	▼ -8
41	FreeWheel	<a href="https://www.link€">https://www.link€</a>	United States	1,398	76	5.44%	▼ -14
42	KINESO	<a href="https://www.link€">https://www.link€</a>	United States	3,808	205	5.38%	▲ 3
43	American Solutions for Bus	<a href="https://www.link€">https://www.link€</a>	United States	1,141	61	5.35%	▲ 20
44	Confidential	<a href="https://www.link€">https://www.link€</a>	United States	9,974	530	5.31%	▼ -10
45	OMD Worldwide	<a href="https://www.link€">https://www.link€</a>	United States	4,815	253	5.25%	New Entry
46	Clear Channel Outdoor	<a href="https://www.link€">https://www.link€</a>	United States	2,438	127	5.21%	▼ -6
47	Lead Generation	<a href="https://www.link€">https://www.link€</a>	United States	1,036	53	5.12%	New Entry
48	George P Johnson Experie	<a href="https://www.link€">https://www.link€</a>	United States	1,609	82	5.10%	▲ 6
49	Imagine	<a href="https://www.link€">https://www.link€</a>	United States	1,032	52	5.04%	New Entry
50	MRM	<a href="https://www.link€">https://www.link€</a>	United States	3,435	165	4.80%	▼ -11
51	GMR Marketing	<a href="https://www.link€">https://www.link€</a>	United States	1,572	75	4.77%	▲ 8
52	Ogilvy	<a href="https://www.link€">https://www.link€</a>	United States	11,917	552	4.63%	▲ 0
53	Spark Foundry	<a href="https://www.link€">https://www.link€</a>	United States	2,869	131	4.57%	▼ -7
54	Razorfish	<a href="https://www.link€">https://www.link€</a>	United States	1,446	66	4.56%	▼ -25
55	CJ	<a href="https://www.link€">https://www.link€</a>	United States	1,518	68	4.48%	▲ 0
56	BDS Connected Solutions	<a href="https://www.link€">https://www.link€</a>	United States	1,376	61	4.43%	▼ -15
57	Grey Group	<a href="https://www.link€">https://www.link€</a>	United States	3,128	137	4.38%	▲ 8
58	Valpak	<a href="https://www.link€">https://www.link€</a>	United States	1,508	66	4.38%	▼ -9
59	Townsquare Media	<a href="https://www.link€">https://www.link€</a>	United States	2,013	88	4.37%	▼ -8
60	TEAM Enterprises	<a href="https://www.link€">https://www.link€</a>	United States	1,259	55	4.37%	▼ -3
61	Google AdSense	<a href="https://www.link€">https://www.link€</a>	United States	3,639	153	4.20%	▲ 10
62	Omnicom	<a href="https://www.link€">https://www.link€</a>	United States	1,230	51	4.15%	▲ 0
63	UM Worldwide	<a href="https://www.link€">https://www.link€</a>	United States	2,710	112	4.13%	▼ -26
64	Epsilon	<a href="https://www.link€">https://www.link€</a>	United States	9,112	358	3.93%	▼ -11
65	Mosaic North America	<a href="https://www.link€">https://www.link€</a>	United States	3,216	124	3.86%	▼ -5
66	Centerfield	<a href="https://www.link€">https://www.link€</a>	United States	1,060	40	3.77%	▲ 4
67	R/GA	<a href="https://www.link€">https://www.link€</a>	United States	3,109	117	3.76%	▼ -9
68	2020 Companies	<a href="https://www.link€">https://www.link€</a>	United States	1,584	59	3.72%	▼ -21
69	TikTok for Business	<a href="https://www.link€">https://www.link€</a>	United States	1,081	40	3.70%	New Entry
70	Pens.com	<a href="https://www.link€">https://www.link€</a>	United States	1,271	47	3.70%	▼ -3
71	Ansira	<a href="https://www.link€">https://www.link€</a>	United States	1,387	51	3.68%	New Entry
72	Scorpion	<a href="https://www.link€">https://www.link€</a>	United States	1,365	50	3.66%	▼ -8
73	Digitas North America	<a href="https://www.link€">https://www.link€</a>	United States	2,511	91	3.62%	▲ 0
74	Havas Media Network	<a href="https://www.link€">https://www.link€</a>	United States	6,812	244	3.58%	▼ -24
75	MMA Global	<a href="https://www.link€">https://www.link€</a>	United States	1,488	53	3.56%	▲ 12
76	OMD USA	<a href="https://www.link€">https://www.link€</a>	United States	1,379	48	3.48%	▼ -34
77	RAPP	<a href="https://www.link€">https://www.link€</a>	United States	1,973	65	3.29%	▼ -11
78	Leo Burnett	<a href="https://www.link€">https://www.link€</a>	United States	8,014	260	3.24%	▲ 3
79	Starcom	<a href="https://www.link€">https://www.link€</a>	United States	6,099	193	3.16%	▼ -18
80	Clearlink	<a href="https://www.link€">https://www.link€</a>	United States	1,019	31	3.04%	▼ -4
81	VMLY&R	<a href="https://www.link€">https://www.link€</a>	United States	19,409	589	3.03%	▼ -13
82	Horizon Media	<a href="https://www.link€">https://www.link€</a>	United States	2,965	81	2.73%	▼ -2
83	AffinityX	<a href="https://www.link€">https://www.link€</a>	United States	2,505	68	2.71%	▼ -14
84	Hibu	<a href="https://www.link€">https://www.link€</a>	United States	4,282	113	2.64%	▼ -7
85	Acxiom	<a href="https://www.link€">https://www.link€</a>	United States	3,810	97	2.55%	▼ -13
86	SGS & Co	<a href="https://www.link€">https://www.link€</a>	United States	3,752	92	2.45%	▼ -11
87	SEO Inc	<a href="https://www.link€">https://www.link€</a>	United States	1,029	25	2.43%	▲ 13
88	Lamar Advertising Compar	<a href="https://www.link€">https://www.link€</a>	United States	3,511	84	2.39%	▼ -9
89	Laundry Service	<a href="https://www.link€">https://www.link€</a>	United States	1,358	32	2.36%	▲ 2
90	IPG Mediabrands	<a href="https://www.link€">https://www.link€</a>	United States	10,828	235	2.17%	▲ 2
91	McCann Worldgroup	<a href="https://www.link€">https://www.link€</a>	United States	11,126	240	2.16%	▲ 2
92	RPA	<a href="https://www.link€">https://www.link€</a>	United States	1,169	25	2.14%	▼ -8
93	Havas Creative Network	<a href="https://www.link€">https://www.link€</a>	United States	6,563	138	2.10%	▼ -5
94	Evoke	<a href="https://www.link€">https://www.link€</a>	United States	1,585	33	2.08%	New Entry
95	XYZ	<a href="https://www.link€">https://www.link€</a>	United States	1,299	27	2.08%	▲ 14

96	Chemistry	<a href="https://www.link">https://www.link</a>	United States	1,379	28	2.03%	▼ -7
97	Morley	<a href="https://www.link">https://www.link</a>	United States	1,342	27	2.01%	▲ 4
98	FCB Global	<a href="https://www.link">https://www.link</a>	United States	1,350	27	2.00%	▲ 15
99	TRANZACT	<a href="https://www.link">https://www.link</a>	United States	1,313	26	1.98%	▼ -21
100	MarketSource	<a href="https://www.link">https://www.link</a>	United States	3,220	63	1.96%	▼ -17
101	Advertising Specialty Instit	<a href="https://www.link">https://www.link</a>	United States	1,716	31	1.81%	▼ -7
102	Vericast	<a href="https://www.link">https://www.link</a>	United States	5,076	91	1.79%	▼ -16
103	LAUNDRY	<a href="https://www.link">https://www.link</a>	United States	1,211	21	1.73%	▲ 0
104	IPG Health	<a href="https://www.link">https://www.link</a>	United States	5,056	86	1.70%	New Entry
105	SGK	<a href="https://www.link">https://www.link</a>	United States	6,323	107	1.69%	▼ -15
106	Essence	<a href="https://www.link">https://www.link</a>	United States	1,467	24	1.64%	▼ -21
107	INDIVIDUAL	<a href="https://www.link">https://www.link</a>	United States	2,277	33	1.45%	▼ -9
108	BBDO Worldwide	<a href="https://www.link">https://www.link</a>	United States	2,200	31	1.41%	▲ 6
109	GTB	<a href="https://www.link">https://www.link</a>	United States	1,647	22	1.34%	▼ -13
110	Amazon Advertising Comm	<a href="https://www.link">https://www.link</a>	United States	1,047	13	1.24%	▲ 9
111	Young & Rubicam	<a href="https://www.link">https://www.link</a>	United States	1,902	23	1.21%	▲ 11
112	Harte Hanks	<a href="https://www.link">https://www.link</a>	United States	4,198	50	1.19%	▼ -1
113	Clipper Magazine	<a href="https://www.link">https://www.link</a>	United States	1,017	12	1.18%	▼ -18
114	FM	<a href="https://www.link">https://www.link</a>	United States	1,683	19	1.13%	▼ -15
115	RR Donnelley	<a href="https://www.link">https://www.link</a>	United States	30,958	329	1.06%	▲ 0
116	Credico	<a href="https://www.link">https://www.link</a>	United States	1,138	12	1.05%	▼ -12
117	Quad	<a href="https://www.link">https://www.link</a>	United States	10,063	104	1.03%	▼ -10
118	DDB	<a href="https://www.link">https://www.link</a>	United States	9,102	93	1.02%	▲ 6
119	POP	<a href="https://www.link">https://www.link</a>	United States	1,442	13	0.90%	▲ 8
120	Comcast Spotlight	<a href="https://www.link">https://www.link</a>	United States	1,666	15	0.90%	New Entry
121	SapientNitro	<a href="https://www.link">https://www.link</a>	United States	1,030	9	0.87%	▲ 4
122	Archway Marketing Service	<a href="https://www.link">https://www.link</a>	United States	1,058	9	0.85%	▼ -6
123	Star	<a href="https://www.link">https://www.link</a>	United States	1,296	11	0.85%	▼ -13
124	Advantage Solutions	<a href="https://www.link">https://www.link</a>	United States	25,711	212	0.82%	▲ 2
125	Dominion Enterprises	<a href="https://www.link">https://www.link</a>	United States	1,213	10	0.82%	▼ -2
126	Autotrader US	<a href="https://www.link">https://www.link</a>	United States	1,223	10	0.82%	▼ -14
127	Cargo	<a href="https://www.link">https://www.link</a>	United States	1,482	11	0.74%	▼ -7
128	maison	<a href="https://www.link">https://www.link</a>	United States	1,709	12	0.70%	▼ -22
129	Valassis Marketing Solutio	<a href="https://www.link">https://www.link</a>	United States	1,913	13	0.68%	▼ -8
130	Agent	<a href="https://www.link">https://www.link</a>	United States	1,241	8	0.64%	▼ -2
131	IDG	<a href="https://www.link">https://www.link</a>	United States	5,014	28	0.56%	New Entry
132	TBC	<a href="https://www.link">https://www.link</a>	United States	1,311	7	0.53%	▼ -15
133	Wunderman	<a href="https://www.link">https://www.link</a>	United States	2,824	15	0.53%	▼ -2
134	TBWAWorldwide	<a href="https://www.link">https://www.link</a>	United States	12,982	61	0.47%	▼ -2
135	Ximim	<a href="https://www.link">https://www.link</a>	United States	4,307	18	0.42%	▲ 2
136	*POST	<a href="https://www.link">https://www.link</a>	United States	1,066	4	0.38%	New Entry
137	Interpublic Group	<a href="https://www.link">https://www.link</a>	United States	24,953	86	0.34%	▼ -4
138	InfoCision Management C	<a href="https://www.link">https://www.link</a>	United States	1,838	6	0.33%	▼ -4
139	YP	<a href="https://www.link">https://www.link</a>	United States	2,336	7	0.30%	▼ -1
140	Marketing Werks	<a href="https://www.link">https://www.link</a>	United States	1,908	4	0.21%	▼ -5

## 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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