



Europe & UK's Most Active Marketing & Advertising Professionals on Social - March 2024

Industry at a glance:

Average Score:
8.23%

Total Companies:
241

Average No. Employees:
311

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact are often greater than that of your corporate channels? Your employees are a more trusted source of information for 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, and conversions.

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 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.

To learn more about the potential impact of employee advocacy, and how to manage a successful program, enroll for our free course, The Employee Advocacy Certification (dsmn8.com/employee-advocacy-course), and you'll receive a complimentary copy of Bradley Keenan's acclaimed book, Employee Advocacy: 101 Cheat Codes.

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://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	Cannes Lions International	https://www.linkedin.com/company/cannes-lions-international	United Kingdom	295	83	28.14%
2	SAMY Alliance	https://www.linkedin.com/company/samy-alliance	Spain	245	65	26.53%
3	NRJ Global Régions	https://www.linkedin.com/company/nrj-global-regions	France	339	78	23.01%
4	Clear Channel UK	https://www.linkedin.com/company/clear-channel-uk	United Kingdom	335	75	22.39%
5	s360	https://www.linkedin.com/company/s360	Denmark	292	64	21.92%
6	Highsnobiety	https://www.linkedin.com/company/highsnobiety	Germany	356	75	21.07%
7	Wiser	https://www.linkedin.com/company/wiser	United Kingdom	253	52	20.55%
8	Wavemaker UK	https://www.linkedin.com/company/wavemaker-uk	United Kingdom	215	42	19.53%
9	OgilvyES	https://www.linkedin.com/company/ogilvyes	Spain	333	64	19.22%
10	L'Agence	https://www.linkedin.com/company/lagence	France	225	40	17.78%
11	Acceleration	https://www.linkedin.com/company/acceleration	United Kingdom	216	38	17.59%
12	Radley Yeldar	https://www.linkedin.com/company/radley-yeldar	United Kingdom	211	37	17.54%
13	ELOGIA (Viko Group)	https://www.linkedin.com/company/elogia	Spain	209	34	16.27%
14	Clarity	https://www.linkedin.com/company/clarity	United Kingdom	223	36	16.14%
15	LoopMe	https://www.linkedin.com/company/loopme	United Kingdom	346	55	15.90%
16	Altice Media Ads & Connect	https://www.linkedin.com/company/altice-media-ads-connect	France	209	33	15.79%
17	TBWAINBOKO	https://www.linkedin.com/company/tbwainbokko	Netherlands	240	37	15.42%
18	Captify	https://www.linkedin.com/company/captify	United Kingdom	260	40	15.38%
19	SMG	https://www.linkedin.com/company/smg	United Kingdom	362	55	15.19%
20	UNIT9	https://www.linkedin.com/company/unit9	United Kingdom	246	37	15.04%
21	Cedar Communications	https://www.linkedin.com/company/cedar-communications	United Kingdom	201	30	14.93%

22	The Goat Agency	https://www.link	United Kingdom	371	55	14.82%
23	Caffeina	https://www.link	Italy	337	49	14.54%
24	Kunde & Co	https://www.link	Denmark	248	36	14.52%
25	Ogilvy UK	https://www.link	United Kingdom	454	64	14.10%
26	Talon	https://www.link	United Kingdom	223	31	13.90%
27	180 Global	https://www.link	Netherlands	288	40	13.89%
28	Clever Advertising	https://www.link	Portugal	300	41	13.67%
29	Sky Media UK	https://www.link	United Kingdom	216	29	13.43%
30	McCann Manchester	https://www.link	United Kingdom	308	41	13.31%
31	Havas Lynx	https://www.link	United Kingdom	489	65	13.29%
32	Webrepublic	https://www.link	Switzerland	241	32	13.28%
33	IMA-HOME	https://www.link	United Kingdom	427	56	13.11%
34	INDG Grip	https://www.link	Netherlands	229	30	13.10%
35	Jaywing	https://www.link	United Kingdom	245	32	13.06%
36	M6 Publicité	https://www.link	France	332	43	12.95%
37	The Marketing Practice	https://www.link	United Kingdom	468	60	12.82%
38	Media Impact GmbH & Co.	https://www.link	Germany	233	29	12.45%
39	Blis	https://www.link	United Kingdom	341	42	12.32%
40	CoSpirit Groupe	https://www.link	France	252	31	12.30%
41	Additi Média Groupe Oue	https://www.link	France	344	42	12.21%
42	Fonecta Oy	https://www.link	Finland	280	34	12.14%
43	Marcel	https://www.link	France	355	43	12.11%
44	Once Upon A Time	https://www.link	United Kingdom	282	34	12.06%
45	Sky Creative	https://www.link	United Kingdom	407	49	12.04%
46	HeimatTBWA\	https://www.link	Germany	241	28	11.62%
47	Springbok Agency	https://www.link	Netherlands	441	51	11.56%
48	TF1 PUB	https://www.link	France	320	37	11.56%
49	ShowHeroes Group	https://www.link	Germany	426	49	11.50%
50	Peach	https://www.link	United Kingdom	244	28	11.48%
51	Grey London	https://www.link	United Kingdom	220	25	11.36%
52	Locaria	https://www.link	United Kingdom	221	25	11.31%
53	primer impacto	https://www.link	Spain	301	34	11.30%
54	Grabarz & Partner	https://www.link	Germany	258	29	11.24%
55	Goldbach Group	https://www.link	Switzerland	378	42	11.11%
56	Transmission	https://www.link	United Kingdom	364	40	10.99%
57	UNIDAYS	https://www.link	United Kingdom	312	34	10.90%
58	26	https://www.link	United Kingdom	231	25	10.82%
59	GroupM Poland	https://www.link	Poland	260	28	10.77%
60	EssenceMediacomX	https://www.link	United Kingdom	325	35	10.77%
61	BBH London	https://www.link	United Kingdom	494	52	10.53%
62	Happy Horizon	https://www.link	Netherlands	449	47	10.47%
63	NMQ Digital	https://www.link	Netherlands	342	35	10.23%
64	Smarketer	https://www.link	Germany	238	24	10.08%
65	ICP	https://www.link	United Kingdom	371	37	9.97%
66	Total Media	https://www.link	United Kingdom	261	26	9.96%
67	Locala	https://www.link	France	242	24	9.92%
68	L - founders of loyalty	https://www.link	Netherlands	283	28	9.89%
69	BRAND NEW GALAXY	https://www.link	Poland	287	28	9.76%
70	Acosta Europe	https://www.link	United Kingdom	260	25	9.62%
71	LIGANOVA	https://www.link	Germany	304	29	9.54%
72	idhl	https://www.link	United Kingdom	455	43	9.45%
73	QDQmedia	https://www.link	Spain	297	28	9.43%
74	Dékuple	https://www.link	France	204	19	9.31%
75	Mediaworks	https://www.link	United Kingdom	205	19	9.27%
76	KINESSO UK&I	https://www.link	United Kingdom	205	19	9.27%
77	Boomerang. Part of Publici	https://www.link	Netherlands	423	39	9.22%
78	Gambling.com Group	https://www.link	Ireland	439	40	9.11%
79	TBWA\Belgium	https://www.link	Belgium	209	19	9.09%
80	Havas People	https://www.link	United Kingdom	211	19	9.00%
81	Ströer Media Deutschland	https://www.link	Germany	280	25	8.93%
82	Extreme Agency	https://www.link	France	260	23	8.85%
83	GroupM Spain	https://www.link	Spain	216	19	8.80%
84	fischerAppelt	https://www.link	Germany	490	43	8.78%
85	MullenLowe UK	https://www.link	United Kingdom	344	30	8.72%
86	Precis	https://www.link	Sweden	395	34	8.61%
87	thjnk	https://www.link	Germany	327	28	8.56%
88	Greenpark	https://www.link	United Kingdom	410	35	8.54%
89	mSix&Partners	https://www.link	United Kingdom	495	42	8.48%
90	Regicom	https://www.link	France	332	28	8.43%
91	Cheil Germany	https://www.link	Germany	381	32	8.40%
92	C3 Creative Code and Con	https://www.link	Germany	286	24	8.39%
93	antoni Berlin GmbH & Co.	https://www.link	Germany	204	17	8.33%

94	Publicis Le Pont	https://www.link	Poland	362	30	8.29%
95	Social Deal	https://www.link	Netherlands	242	20	8.26%
96	iGaming.com	https://www.link	Germany	233	19	8.15%
97	Langland	https://www.link	United Kingdom	319	26	8.15%
98	Districom Sales and Marke	https://www.link	France	284	23	8.10%
99	Piemme	https://www.link	Italy	397	32	8.06%
100	Kinetic	https://www.link	United Kingdom	447	36	8.05%
101	House 337	https://www.link	United Kingdom	236	19	8.05%
102	pilot group	https://www.link	Germany	412	33	8.01%
103	Sopro	https://www.link	United Kingdom	325	26	8.00%
104	Hopscotch Sopexa	https://www.link	France	326	26	7.98%
105	t26	https://www.link	Spain	226	18	7.96%
106	CAIROPRES MEDIA	https://www.link	Italy	253	20	7.91%
107	MEDIATRANSPORTS	https://www.link	France	306	24	7.84%
108	1000heads	https://www.link	United Kingdom	306	24	7.84%
109	SELLWERK	https://www.link	Germany	269	21	7.81%
110	OMD UK	https://www.link	United Kingdom	490	38	7.76%
111	DDB Paris	https://www.link	France	452	35	7.74%
112	Numberly	https://www.link	France	455	35	7.69%
113	Gravity Global	https://www.link	United Kingdom	390	30	7.69%
114	Add People	https://www.link	United Kingdom	275	21	7.64%
115	Four Agency Worldwide	https://www.link	United Kingdom	342	26	7.60%
116	AVIAREPS Group	https://www.link	Germany	398	30	7.54%
117	TBWA Paris	https://www.link	France	346	26	7.51%
118	Core	https://www.link	Ireland	416	31	7.45%
119	APG SGA	https://www.link	Switzerland	215	16	7.44%
120	TMW Unlimited	https://www.link	United Kingdom	418	31	7.42%
121	DDB Spain	https://www.link	Spain	244	18	7.38%
122	Ster	https://www.link	Netherlands	204	15	7.35%
123	Spring Studios	https://www.link	United Kingdom	368	27	7.34%
124	Dagmar	https://www.link	Finland	260	19	7.31%
125	Advice	https://www.link	Denmark	206	15	7.28%
126	Go Inspire Group	https://www.link	United Kingdom	236	17	7.20%
127	Ogilvy Greece	https://www.link	Greece	278	20	7.19%
128	Powerforce	https://www.link	United Kingdom	240	17	7.08%
129	satis&fy	https://www.link	Germany	287	20	6.97%
130	Armando Testa	https://www.link	Italy	259	18	6.95%
131	Freaks 4U Gaming	https://www.link	Germany	202	14	6.93%
132	IMPACT Sales & Marketing	https://www.link	France	491	34	6.92%
133	Valve	https://www.link	Finland	290	20	6.90%
134	TRO	https://www.link	United Kingdom	291	20	6.87%
135	Webranking	https://www.link	Italy	220	15	6.82%
136	antwerpes	https://www.link	Germany	206	14	6.80%
137	Mediaplanet	https://www.link	Sweden	473	32	6.77%
138	Leads.io	https://www.link	Netherlands	281	19	6.76%
139	Havas España	https://www.link	Spain	208	14	6.73%
140	the7stars	https://www.link	United Kingdom	286	19	6.64%
141	adam&eveDDB	https://www.link	United Kingdom	497	33	6.64%
142	G Partner	https://www.link	Poland	273	18	6.59%
143	Return on Investment	https://www.link	United Kingdom	259	17	6.56%
144	Clear Channel France	https://www.link	France	338	22	6.51%
145	Plan.Net Group	https://www.link	Germany	417	27	6.47%
146	WWP Group	https://www.link	Italy	217	14	6.45%
147	act.3	https://www.link	Germany	357	23	6.44%
148	JustWatch	https://www.link	Germany	204	13	6.37%
149	Prodigious Worldwide	https://www.link	France	364	23	6.32%
150	Netino by Webhelp	https://www.link	France	270	17	6.30%
151	Bray Leino	https://www.link	United Kingdom	207	13	6.28%
152	Field Sales Solutions	https://www.link	United Kingdom	352	22	6.25%
153	Grano	https://www.link	Finland	400	25	6.25%
154	PIA Media	https://www.link	Germany	305	19	6.23%
155	Mazarine	https://www.link	France	354	22	6.21%
156	gkk dialog	https://www.link	Germany	243	15	6.17%
157	DUDE	https://www.link	Italy	292	18	6.16%
158	M&C Saatchi World Service	https://www.link	United Kingdom	260	16	6.15%
159	ATRESMEDIA PUBLICIDA	https://www.link	Spain	310	19	6.13%
160	Zum goldenen Hirschen	https://www.link	Germany	329	20	6.08%
161	Fonky	https://www.link	Netherlands	215	13	6.05%
162	Havas Play UK	https://www.link	United Kingdom	315	19	6.03%
163	ACCOM	https://www.link	Spain	235	14	5.96%
164	Finixio	https://www.link	United Kingdom	471	28	5.94%
165	Havas Media Germany	https://www.link	Germany	303	18	5.94%

166	team x (Omnicom)	https://www.link	Germany	371	22	5.93%
167	ClickDealer	https://www.link	Netherlands	290	17	5.86%
168	iResearch Services	https://www.link	United Kingdom	428	25	5.84%
169	Golley Slater	https://www.link	United Kingdom	224	13	5.80%
170	Grow	https://www.link	Spain	244	14	5.74%
171	BNZSA	https://www.link	Spain	409	23	5.62%
172	Service Innovation Group F	https://www.link	France	249	14	5.62%
173	LOLA MullenLowe	https://www.link	Spain	234	13	5.56%
174	OPTIMARK	https://www.link	France	398	22	5.53%
175	Catalina Marketing France	https://www.link	France	237	13	5.49%
176	Wavemaker Italy	https://www.link	Italy	274	15	5.47%
177	Zalando Marketing Service	https://www.link	Germany	258	14	5.43%
178	France Télévisions Publicit	https://www.link	France	424	23	5.42%
179	GPD Agency & Film Studio	https://www.link	Poland	259	14	5.41%
180	SEK	https://www.link	Finland	428	23	5.37%
181	PTA Group	https://www.link	Italy	321	17	5.30%
182	cip marketing	https://www.link	Germany	229	12	5.24%
183	Change	https://www.link	France	308	16	5.19%
184	Winche Redes Comercial	https://www.link	Spain	347	18	5.19%
185	Milee	https://www.link	France	270	14	5.19%
186	HighCo Group	https://www.link	France	218	11	5.05%
187	LOOP	https://www.link	Austria	362	18	4.97%
188	Praesidium	https://www.link	Italy	205	10	4.88%
189	OMD Italy	https://www.link	Italy	267	13	4.87%
190	SYZGY GROUP	https://www.link	Germany	209	10	4.78%
191	hamilton bright	https://www.link	Netherlands	402	19	4.73%
192	Rebold	https://www.link	Spain	301	14	4.65%
193	Edit	https://www.link	United Kingdom	391	18	4.60%
194	Romance	https://www.link	France	267	12	4.49%
195	REL Field Marketing	https://www.link	United Kingdom	380	17	4.47%
196	AMV BBDO	https://www.link	United Kingdom	470	21	4.47%
197	WeNet Group	https://www.link	Poland	498	22	4.42%
198	Peppermins	https://www.link	Netherlands	388	17	4.38%
199	Service Graphics	https://www.link	United Kingdom	230	10	4.35%
200	EssenceMediacom Germa	https://www.link	Germany	369	16	4.34%
201	SARAWAK FRANCE	https://www.link	France	300	13	4.33%
202	The Delta Group	https://www.link	United Kingdom	353	15	4.25%
203	Republica	https://www.link	Denmark	212	9	4.25%
204	Ranger Marketing & Sales	https://www.link	Germany	431	18	4.18%
205	TechSell	https://www.link	France	241	10	4.15%
206	SQPeople	https://www.link	Netherlands	233	9	3.86%
207	Investis Digital	https://www.link	United Kingdom	210	8	3.81%
208	MSPS	https://www.link	Greece	272	10	3.68%
209	Interone	https://www.link	Germany	307	11	3.58%
210	Boost Group	https://www.link	Switzerland	453	16	3.53%
211	Stink Films	https://www.link	United Kingdom	201	7	3.48%
212	Mediapost Group	https://www.link	Spain	231	8	3.46%
213	TMS Trademarketing Servi	https://www.link	Germany	300	10	3.33%
214	Brandwise Group	https://www.link	Netherlands	217	7	3.23%
215	BeeDIGITAL	https://www.link	Spain	314	10	3.18%
216	RPM	https://www.link	United Kingdom	440	14	3.18%
217	Promedia	https://www.link	Italy	252	8	3.17%
218	Brand Addition	https://www.link	United Kingdom	328	10	3.05%
219	BBDO Belgium	https://www.link	Belgium	298	9	3.02%
220	IGPDecaux	https://www.link	Italy	269	8	2.97%
221	GUTENBERG	https://www.link	France	456	13	2.85%
222	LA DESPENZA	https://www.link	Spain	386	11	2.85%
223	DPV	https://www.link	Italy	318	9	2.83%
224	Polsat Media	https://www.link	Poland	274	7	2.55%
225	Socprime Field Merchandi	https://www.link	Portugal	397	10	2.52%
226	Student Beans	https://www.link	United Kingdom	478	12	2.51%
227	Svensk Direktreklam	https://www.link	Sweden	473	11	2.33%
228	Wunderman Thompson MA	https://www.link	Denmark	304	7	2.30%
229	Platino Marketing	https://www.link	Spain	255	5	1.96%
230	The Telemarketing Compar	https://www.link	United Kingdom	222	4	1.80%
231	GFM	https://www.link	United Kingdom	340	6	1.76%
232	Space	https://www.link	Belgium	411	7	1.70%
233	Array Willson & Brown	https://www.link	Poland	314	5	1.59%
234	Diadeis sgsco	https://www.link	France	341	5	1.47%
235	GroupM Netherlands	https://www.link	Netherlands	421	6	1.43%
236	Frontline	https://www.link	United Kingdom	369	5	1.36%
237	Kimia Group	https://www.link	Spain	249	3	1.20%

238	Instore Power Provider	https://www.link Romania	201	2	1.00%
239	Herold	https://www.link Austria	231	2	0.87%
240	Dare	https://www.link United Kingdom	232	2	0.86%
241	Posterscope	https://www.link United Kingdom	353	3	0.85%

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