



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

Industry at a glance:

Average Score:
7.57%

Total Companies:
160

Global Industry Average:
8.23%

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

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	SAMY Alliance	https://www.linkedin.com/company/samy-alliance	Spain	245	65	26.53%
2	NRJ Global Régions	https://www.linkedin.com/company/nrj-global-regions	France	339	78	23.01%
3	s360	https://www.linkedin.com/company/s360	Denmark	292	64	21.92%
4	Highsnobiety	https://www.linkedin.com/company/highsnobiety	Germany	356	75	21.07%
5	OgilvyES	https://www.linkedin.com/company/ogilvyes	Spain	333	64	19.22%
6	L'Agence	https://www.linkedin.com/company/lagence	France	225	40	17.78%
7	ELOGIA (Viko Group)	https://www.linkedin.com/company/elogia	Spain	209	34	16.27%
8	Altice Media Ads & Connec	https://www.linkedin.com/company/altice-media-ads	France	209	33	15.79%
9	TBWAINEBOKO	https://www.linkedin.com/company/tbwaineboko	Netherlands	240	37	15.42%
10	Caffeina	https://www.linkedin.com/company/caffeina	Italy	337	49	14.54%
11	Kunde & Co	https://www.linkedin.com/company/kunde-co	Denmark	248	36	14.52%
12	180 Global	https://www.linkedin.com/company/180-global	Netherlands	288	40	13.89%
13	Clever Advertising	https://www.linkedin.com/company/clever-advertising	Portugal	300	41	13.67%
14	Webrepublic	https://www.linkedin.com/company/webrepublic	Switzerland	241	32	13.28%
15	INDG Grip	https://www.linkedin.com/company/indg-grip	Netherlands	229	30	13.10%
16	M6 Publicité	https://www.linkedin.com/company/m6-publicite	France	332	43	12.95%
17	Media Impact GmbH & Co.	https://www.linkedin.com/company/media-impact	Germany	233	29	12.45%
18	CoSpirit Groupe	https://www.linkedin.com/company/cospirit	France	252	31	12.30%
19	Additi Média Groupe Oue	https://www.linkedin.com/company/additi-media	France	344	42	12.21%
20	Fonecta Oy	https://www.linkedin.com/company/fonecta	Finland	280	34	12.14%
21	Marcel	https://www.linkedin.com/company/marcel	France	355	43	12.11%

22	HeimatTBWA	https://www.link	Germany	241	28	11.62%
23	Springbok Agency	https://www.link	Netherlands	441	51	11.56%
24	TF1 PUB	https://www.link	France	320	37	11.56%
25	ShowHeroes Group	https://www.link	Germany	426	49	11.50%
26	primer impacto	https://www.link	Spain	301	34	11.30%
27	Grabarz & Partner	https://www.link	Germany	258	29	11.24%
28	Goldbach Group	https://www.link	Switzerland	378	42	11.11%
29	GroupM Poland	https://www.link	Poland	260	28	10.77%
30	Happy Horizon	https://www.link	Netherlands	449	47	10.47%
31	NMQ Digital	https://www.link	Netherlands	342	35	10.23%
32	Smarketer	https://www.link	Germany	238	24	10.08%
33	Locala	https://www.link	France	242	24	9.92%
34	L - founders of loyalty	https://www.link	Netherlands	283	28	9.89%
35	BRAND NEW GALAXY	https://www.link	Poland	287	28	9.76%
36	LIGANOVA	https://www.link	Germany	304	29	9.54%
37	QDQmedia	https://www.link	Spain	297	28	9.43%
38	Dékuple	https://www.link	France	204	19	9.31%
39	Boomerang. Part of Publici	https://www.link	Netherlands	423	39	9.22%
40	Gambling.com Group	https://www.link	Ireland	439	40	9.11%
41	TBWAI Belgium	https://www.link	Belgium	209	19	9.09%
42	Ströer Media Deutschland	https://www.link	Germany	280	25	8.93%
43	Extreme Agency	https://www.link	France	260	23	8.85%
44	GroupM Spain	https://www.link	Spain	216	19	8.80%
45	fischerAppelt	https://www.link	Germany	490	43	8.78%
46	Precis	https://www.link	Sweden	395	34	8.61%
47	thjnk	https://www.link	Germany	327	28	8.56%
48	Regicom	https://www.link	France	332	28	8.43%
49	Cheil Germany	https://www.link	Germany	381	32	8.40%
50	C3 Creative Code and Con	https://www.link	Germany	286	24	8.39%
51	antoni Berlin GmbH & Co.	https://www.link	Germany	204	17	8.33%
52	Publicis Le Pont	https://www.link	Poland	362	30	8.29%
53	Social Deal	https://www.link	Netherlands	242	20	8.26%
54	iGaming.com	https://www.link	Germany	233	19	8.15%
55	District Sales and Marke	https://www.link	France	284	23	8.10%
56	Piemme	https://www.link	Italy	397	32	8.06%
57	pilot group	https://www.link	Germany	412	33	8.01%
58	Hopscotch Sopexa	https://www.link	France	326	26	7.98%
59	izó	https://www.link	Spain	226	18	7.96%
60	CAIRORCS MEDIA	https://www.link	Italy	253	20	7.91%
61	MEDIATRANSPORTS	https://www.link	France	306	24	7.84%
62	SELLWERK	https://www.link	Germany	269	21	7.81%
63	DDB Paris	https://www.link	France	452	35	7.74%
64	Numberly	https://www.link	France	455	35	7.69%
65	AVIAREPS Group	https://www.link	Germany	398	30	7.54%
66	TBWA Paris	https://www.link	France	346	26	7.51%
67	Core	https://www.link	Ireland	416	31	7.45%
68	APG SGA	https://www.link	Switzerland	215	16	7.44%
69	DDB Spain	https://www.link	Spain	244	18	7.38%
70	Ster	https://www.link	Netherlands	204	15	7.35%
71	Dagmar	https://www.link	Finland	260	19	7.31%
72	Advice	https://www.link	Denmark	206	15	7.28%
73	Ogilvy Greece	https://www.link	Greece	278	20	7.19%
74	satis&fy	https://www.link	Germany	287	20	6.97%
75	Armando Testa	https://www.link	Italy	259	18	6.95%
76	Freaks 4U Gaming	https://www.link	Germany	202	14	6.93%
77	IMPACT Sales & Marketing	https://www.link	France	491	34	6.92%
78	Valve	https://www.link	Finland	290	20	6.90%
79	Webranking	https://www.link	Italy	220	15	6.82%
80	antwerpes	https://www.link	Germany	206	14	6.80%
81	Mediaplanet	https://www.link	Sweden	473	32	6.77%
82	Leads.io	https://www.link	Netherlands	281	19	6.76%
83	Havas España	https://www.link	Spain	208	14	6.73%
84	G Partner	https://www.link	Poland	273	18	6.59%
85	Clear Channel France	https://www.link	France	338	22	6.51%
86	Plan.Net Group	https://www.link	Germany	417	27	6.47%
87	WWP Group	https://www.link	Italy	217	14	6.45%
88	act.3	https://www.link	Germany	357	23	6.44%
89	JustWatch	https://www.link	Germany	204	13	6.37%
90	Prodigious Worldwide	https://www.link	France	364	23	6.32%
91	Netino by Webhelp	https://www.link	France	270	17	6.30%
92	Grano	https://www.link	Finland	400	25	6.25%
93	PIA Media	https://www.link	Germany	305	19	6.23%

94	Mazarine	https://www.link	France	354	22	6.21%
95	gkk dialog	https://www.link	Germany	243	15	6.17%
96	DUDE	https://www.link	Italy	292	18	6.16%
97	ATRESMEDIA PUBLICIDA	https://www.link	Spain	310	19	6.13%
98	Zum goldenen Hirschen	https://www.link	Germany	329	20	6.08%
99	Fonky	https://www.link	Netherlands	215	13	6.05%
100	ACCOM	https://www.link	Spain	235	14	5.96%
101	Havas Media Germany	https://www.link	Germany	303	18	5.94%
102	team x (Omnicom)	https://www.link	Germany	371	22	5.93%
103	ClickDealer	https://www.link	Netherlands	290	17	5.86%
104	Grow	https://www.link	Spain	244	14	5.74%
105	BNZSA	https://www.link	Spain	409	23	5.62%
106	Service Innovation Group F	https://www.link	France	249	14	5.62%
107	LOLA MullenLowe	https://www.link	Spain	234	13	5.56%
108	OPTIMARK	https://www.link	France	398	22	5.53%
109	Catalina Marketing France	https://www.link	France	237	13	5.49%
110	Wavemaker Italy	https://www.link	Italy	274	15	5.47%
111	Zalando Marketing Service	https://www.link	Germany	258	14	5.43%
112	France Télévisions Publicit	https://www.link	France	424	23	5.42%
113	GPD Agency & Film Studio	https://www.link	Poland	259	14	5.41%
114	SEK	https://www.link	Finland	428	23	5.37%
115	PTA Group	https://www.link	Italy	321	17	5.30%
116	cip marketing	https://www.link	Germany	229	12	5.24%
117	Change	https://www.link	France	308	16	5.19%
118	Winche Redes Comerciale	https://www.link	Spain	347	18	5.19%
119	Milee	https://www.link	France	270	14	5.19%
120	HighCo Group	https://www.link	France	218	11	5.05%
121	LOOP	https://www.link	Austria	362	18	4.97%
122	Praesidium	https://www.link	Italy	205	10	4.88%
123	OMD Italy	https://www.link	Italy	267	13	4.87%
124	SYZGY GROUP	https://www.link	Germany	209	10	4.78%
125	hamilton bright	https://www.link	Netherlands	402	19	4.73%
126	Rebold	https://www.link	Spain	301	14	4.65%
127	Romance	https://www.link	France	267	12	4.49%
128	WeNet Group	https://www.link	Poland	498	22	4.42%
129	Pepperminds	https://www.link	Netherlands	388	17	4.38%
130	EssenceMediacom Germa	https://www.link	Germany	369	16	4.34%
131	SARAWAK FRANCE	https://www.link	France	300	13	4.33%
132	Republica	https://www.link	Denmark	212	9	4.25%
133	Ranger Marketing & Sales	https://www.link	Germany	431	18	4.18%
134	TechSell	https://www.link	France	241	10	4.15%
135	SQPeople	https://www.link	Netherlands	233	9	3.86%
136	MSPS	https://www.link	Greece	272	10	3.68%
137	Interone	https://www.link	Germany	307	11	3.58%
138	Boost Group	https://www.link	Switzerland	453	16	3.53%
139	Mediapost Group	https://www.link	Spain	231	8	3.46%
140	TMS Trademarketing Servi	https://www.link	Germany	300	10	3.33%
141	Brandwise Group	https://www.link	Netherlands	217	7	3.23%
142	BeeDIGITAL	https://www.link	Spain	314	10	3.18%
143	Promomedia	https://www.link	Italy	252	8	3.17%
144	BBDO Belgium	https://www.link	Belgium	298	9	3.02%
145	IGPDecaux	https://www.link	Italy	269	8	2.97%
146	GUTENBERG	https://www.link	France	456	13	2.85%
147	LA DESPENSA	https://www.link	Spain	386	11	2.85%
148	DPV	https://www.link	Italy	318	9	2.83%
149	Polsat Media	https://www.link	Poland	274	7	2.55%
150	Sociprime Field Merchandi	https://www.link	Portugal	397	10	2.52%
151	Svensk Direktreklam	https://www.link	Sweden	473	11	2.33%
152	Wunderman Thompson MA	https://www.link	Denmark	304	7	2.30%
153	Platino Marketing	https://www.link	Spain	255	5	1.96%
154	Space	https://www.link	Belgium	411	7	1.70%
155	Array Willson & Brown	https://www.link	Poland	314	5	1.59%
156	Diadeis sgsco	https://www.link	France	341	5	1.47%
157	GroupM Netherlands	https://www.link	Netherlands	421	6	1.43%
158	Kimia Group	https://www.link	Spain	249	3	1.20%
159	Instore Power Provider	https://www.link	Romania	201	2	1.00%
160	Herold	https://www.link	Austria	231	2	0.87%

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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