

DSMN8

Europe's Most Active Financial Services Professionals on Social - March 2024

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
5.10%	141	5.05%

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)	Rank
1	Le Conservateur	https://www.linkedin.com/company/le-conservateur	France	1,103	279	25.29%	▲ 0
2	Viva.com	https://www.linkedin.com/company/viva-com	Greece	1,141	152	13.32%	▲ 0
3	OVB Allfinanz España	https://www.linkedin.com/company/ovb-allfinanz-espana	Spain	2,613	294	11.25%	▲ 11
4	Adyen	https://www.linkedin.com/company/adyen	Netherlands	4,523	505	11.17%	▲ 5
5	Backbase	https://www.linkedin.com/company/backbase	Netherlands	1,802	194	10.77%	▲ 8
6	Qonto	https://www.linkedin.com/company/qonto	France	1,592	171	10.74%	▲ 13
7	N26	https://www.linkedin.com/company/n26	Germany	1,625	174	10.71%	▲ 30
8	Van Lanschot Kempen	https://www.linkedin.com/company/van-lanschot-kempen	Netherlands	1,315	138	10.49%	▲ 15
9	Meilleurtaux	https://www.linkedin.com/company/meilleurtaux	France	1,392	145	10.42%	▼ -1
10	KPMG Nederland	https://www.linkedin.com/company/kpmg-nederland	Netherlands	3,616	376	10.40%	▼ -4
11	Azimut Italia	https://www.linkedin.com/company/azimut-italia	Italy	2,343	238	10.16%	▼ -4
12	Fineco Bank	https://www.linkedin.com/company/fineco-bank	Italy	4,065	407	10.01%	▼ -1
13	Allianz Services	https://www.linkedin.com/company/allianz-services	Germany	2,876	283	9.84%	▼ -3
14	CAFPI	https://www.linkedin.com/company/cafpi	France	1,484	146	9.84%	▼ -11
15	De Nederlandsche Bank	https://www.linkedin.com/company/de-nederlandsche-bank	Netherlands	2,555	222	8.69%	▲ 10
16	Baker Tilly Netherlands	https://www.linkedin.com/company/baker-tilly-netherlands	Netherlands	1,102	94	8.53%	▼ -11
17	OP Financial Group	https://www.linkedin.com/company/op-financial-group	Finland	8,520	721	8.46%	▲ 5
18	Deriv	https://www.linkedin.com/company/deriv	Malta	2,272	190	8.36%	New Entry
19	Vontobel	https://www.linkedin.com/company/vontobel	Switzerland	2,399	199	8.30%	▲ 7
20	Swiss Life	https://www.linkedin.com/company/swiss-life	Switzerland	2,766	229	8.28%	▲ 7
21	Morningstar Sustainalytics	https://www.linkedin.com/company/morningstar-sustainalytics	Netherlands	1,180	97	8.22%	▲ 3

22	CDP Cassa Depositi e Pre	https://www.link	Italy	1,598	131	8.20%	▼ -10
23	Swiss Life Select	https://www.link	Switzerland	2,098	171	8.15%	▲ 7
24	Robeco	https://www.link	Netherlands	1,459	114	7.81%	▲ 7
25	PwC Luxembourg	https://www.link	Luxembourg	3,353	259	7.72%	▼ -4
26	Nykredit	https://www.link	Denmark	4,176	308	7.38%	▲ 10
27	Wüstenrot Bausparkasse	https://www.link	Germany	1,089	79	7.25%	▲ 11
28	OVB Allfinanz Polska Spół	https://www.link	Poland	1,032	73	7.07%	New Entry
29	PagoNxt	https://www.link	Spain	1,269	89	7.01%	▼ -14
30	Euronext	https://www.link	France	1,397	97	6.94%	▲ 3
31	Swift	https://www.link	Belgium	4,979	338	6.79%	▲ 36
32	Nexi Group	https://www.link	Italy	1,785	117	6.55%	▼ -15
33	IQ-EQ	https://www.link	Luxembourg	4,376	283	6.47%	▼ -1
34	PGGM	https://www.link	Netherlands	1,392	90	6.47%	▲ 20
35	KPMG France	https://www.link	France	7,214	464	6.43%	▼ -15
36	Elavon Europe	https://www.link	Ireland	1,266	81	6.40%	▲ 5
37	PostFinance	https://www.link	Switzerland	3,039	194	6.38%	▲ 19
38	Broker Consulting	https://www.link	Czechia	1,180	74	6.27%	▼ -4
39	KPMG Luxembourg	https://www.link	Luxembourg	1,954	120	6.14%	▼ -23
40	DLL	https://www.link	Netherlands	5,479	335	6.11%	▲ 7
41	PayU	https://www.link	Netherlands	2,994	174	5.81%	▼ -1
42	Arval BNP Paribas Group	https://www.link	France	7,636	436	5.71%	▲ 6
43	Amundi	https://www.link	France	4,810	273	5.68%	▲ 1
44	Hipoges	https://www.link	Spain	1,252	71	5.67%	▼ -26
45	Nationale-Nederlanden	https://www.link	Netherlands	10,153	561	5.53%	▲ 10
46	TMF Group	https://www.link	Netherlands	9,536	526	5.52%	▼ -4
47	Fexco	https://www.link	Ireland	1,038	57	5.49%	▼ -2
48	Santander Corporate & Inv	https://www.link	Spain	2,989	164	5.49%	▲ 14
49	UFF - Banque Conseil en c	https://www.link	France	2,484	136	5.48%	▲ 2
50	MLP	https://www.link	Germany	2,289	125	5.46%	▲ 13
51	Beobank NV/SA	https://www.link	Belgium	1,101	59	5.36%	▼ -2
52	Findomestic Banca	https://www.link	Italy	2,118	113	5.34%	▲ 24
53	Intertrust Group	https://www.link	Netherlands	4,275	224	5.24%	▲ 25
54	Paidwork	https://www.link	Poland	3,462	181	5.23%	New Entry
55	SIX	https://www.link	Switzerland	3,986	208	5.22%	▲ 3
56	Söderberg & Partners	https://www.link	Sweden	2,004	104	5.19%	▼ -52
57	Partners Financial Services	https://www.link	Czechia	1,615	80	4.95%	▲ 22
58	Edmond de Rothschild	https://www.link	Switzerland	2,715	134	4.94%	▲ 3
59	AXA Investment Managers	https://www.link	France	3,506	171	4.88%	New Entry
60	Ardian	https://www.link	France	1,498	72	4.81%	▼ -17
61	Riverty	https://www.link	Germany	2,237	107	4.78%	▼ -9
62	Deutsche Börse	https://www.link	Germany	3,595	171	4.76%	▲ 12
63	DVAG	https://www.link	Germany	6,390	302	4.73%	▲ 6
64	Degroof Petercam	https://www.link	Belgium	1,718	80	4.66%	▼ -14
65	Stater N.V.	https://www.link	Netherlands	1,044	48	4.60%	▲ 26
66	Societe Generale Private B	https://www.link	France	2,202	101	4.59%	▲ 18
67	Credit Agricole Leasing & F	https://www.link	France	1,249	57	4.56%	▲ 15
68	Ingenico	https://www.link	France	4,005	180	4.49%	▼ -3
69	ING Belgium	https://www.link	Belgium	4,501	199	4.42%	▲ 24
70	AVEM	https://www.link	France	1,114	49	4.40%	▲ 18
71	UBS	https://www.link	Switzerland	79,697	3,500	4.39%	▲ 31
72	CA Auto Bank	https://www.link	Italy	1,077	47	4.36%	New Entry
73	Deutsche Leasing Gruppe	https://www.link	Germany	1,193	52	4.36%	▼ -45
74	BNP Paribas Asset Manag	https://www.link	France	2,809	122	4.34%	▲ 12
75	APG Asset Management	https://www.link	Netherlands	1,161	50	4.31%	▼ -15
76	BNP Paribas CIB	https://www.link	France	12,310	523	4.25%	▲ 24
77	Santander Consumer Financ	https://www.link	Spain	1,442	61	4.23%	▼ -24
78	DWS Group	https://www.link	Germany	3,640	152	4.18%	▲ 7
79	Universal-Investment	https://www.link	Germany	1,081	45	4.16%	▲ 2
80	PFA	https://www.link	Denmark	2,589	106	4.09%	▼ -5
81	ATP	https://www.link	Denmark	3,372	136	4.03%	▲ 11
82	Kiron Partner	https://www.link	Italy	1,143	46	4.02%	▲ 16
83	Worldline	https://www.link	France	13,616	547	4.02%	▼ -19
84	Partners Group	https://www.link	Switzerland	2,507	99	3.95%	▲ 36
85	Alter Domus	https://www.link	Luxembourg	4,210	165	3.92%	▲ 11
86	Storebrand	https://www.link	Norway	2,777	108	3.89%	▲ 27
87	Grant-Thornton France	https://www.link	France	2,205	85	3.85%	▼ -41
88	J. Safra Sarasin	https://www.link	Switzerland	1,796	67	3.73%	▼ -11
89	Intrum	https://www.link	Sweden	7,119	264	3.71%	▼ -9
90	Santander Private Banking	https://www.link	Spain	1,117	41	3.67%	▲ 16
91	SIBS	https://www.link	Portugal	1,173	43	3.67%	▼ -21
92	Clearstream	https://www.link	Luxembourg	2,544	93	3.66%	▼ -26
93	NN	https://www.link	Netherlands	8,922	322	3.61%	▲ 10

94	Societe Generale Securitie	https://www.link€	France	2,134	77	3.61%	▲ 15
95	Edenred	https://www.link€	France	7,234	258	3.57%	▲ 6
96	Cofidis Group	https://www.link€	France	1,351	48	3.55%	▼ -6
97	KLP	https://www.link€	Norway	1,156	41	3.55%	▲ 18
98	Compass Banca	https://www.link€	Italy	1,378	48	3.48%	▼ -11
99	Swedbank	https://www.link€	Sweden	14,815	513	3.46%	▼ -4
100	Agos Ducato	https://www.link€	Italy	1,925	66	3.43%	▼ -29
101	Belfius	https://www.link€	Belgium	6,808	233	3.42%	▼ -4
102	CCV	https://www.link€	Netherlands	1,121	38	3.39%	▲ 5
103	Achmea	https://www.link€	Netherlands	7,125	238	3.34%	▲ 9
104	BNP Paribas	https://www.link€	France	7,037	233	3.31%	▲ 12
105	Nets	https://www.link€	Denmark	2,874	95	3.31%	▼ -22
106	Union Investment	https://www.link€	Germany	1,911	62	3.24%	▼ -1
107	LeasePlan	https://www.link€	Netherlands	8,004	254	3.17%	▼ -48
108	VeloBank	https://www.link€	Poland	2,021	64	3.17%	▲ 20
109	Global Exchange Group	https://www.link€	Spain	1,144	35	3.06%	▼ -5
110	Rothschild & Co	https://www.link€	France	5,403	162	3.00%	▲ 16
111	tecis Finanzdienstleistung	https://www.link€	Germany	2,055	61	2.97%	▲ 0
112	Swedbank Estonia	https://www.link€	Estonia	1,071	30	2.80%	▲ 2
113	KBC Bank & Verzekering	https://www.link€	Belgium	12,869	353	2.74%	▼ -14
114	GAM Investments	https://www.link€	Switzerland	1,639	44	2.68%	▲ 15
115	Natixis Corporate & Invest	https://www.link€	France	13,955	370	2.65%	▲ 8
116	Eurobank	https://www.link€	Greece	5,797	153	2.64%	▼ -6
117	DNB	https://www.link€	Norway	11,051	289	2.62%	▲ 8
118	Nexi Italy	https://www.link€	Italy	1,420	37	2.61%	▼ -46
119	Societe Generale Corporat	https://www.link€	France	10,286	260	2.53%	▼ -2
120	IMC Trading	https://www.link€	Netherlands	2,013	50	2.48%	▲ 16
121	Volkswagen Financial Serv	https://www.link€	Germany	5,389	133	2.47%	▲ 14
122	APG	https://www.link€	Netherlands	4,582	111	2.42%	▼ -1
123	Boursorama	https://www.link€	France	1,035	25	2.42%	▲ 1
124	CNH Industrial Capital	https://www.link€	Italy	1,799	43	2.39%	▲ 10
125	Mercedes-Benz Mobility	https://www.link€	Germany	2,270	53	2.33%	▼ -57
126	Alm Brand	https://www.link€	Denmark	1,344	31	2.31%	▲ 5
127	Deutsche Bank	https://www.link€	Germany	71,017	1,621	2.28%	▼ -8
128	TARGOBANK	https://www.link€	Germany	4,670	105	2.25%	▲ 2
129	Pictet Group	https://www.link€	Switzerland	4,787	105	2.19%	▲ 3
130	Brink's France	https://www.link€	France	1,064	23	2.16%	▼ -22
131	W&W-Gruppe	https://www.link€	Germany	1,778	37	2.08%	▲ 2
132	ALD Automotive	https://www.link€	France	6,053	108	1.78%	▼ -14
133	Erste&Steiermärkische Bar	https://www.link€	Hungary	1,110	18	1.62%	▼ -6
134	Allianz	https://www.link€	Germany	146,394	1,925	1.31%	▲ 3
135	MN	https://www.link€	Netherlands	2,997	39	1.30%	▲ 3
136	Euroclear	https://www.link€	Belgium	5,411	64	1.18%	▼ -63
137	Loomis	https://www.link€	Sweden	5,676	59	1.04%	▲ 3
138	Dexia	https://www.link€	Belgium	2,502	20	0.80%	New Entry
139	NN Group	https://www.link€	Netherlands	20,664	156	0.75%	▲ 2
140	Aegon	https://www.link€	Netherlands	42,229	146	0.35%	▲ 2
141	Sparkasse	https://www.link€	Germany	30,902	55	0.18%	▼ -2

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](https://www.dsmn8.com) our contact us at support@dsmn8.com



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