



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

Industry at a glance:

| | | |
|----------------|------------------|--------------------------|
| Average Score: | Total Companies: | Global Industry Average: |
| 6.92% | 171 | 7.06% |

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 Change |
|----------|---------------------------|---|-------------|-----------------------|-------------------------------------|-------------------------|-------------|
| 1 | STX Group | https://www.linkedin.com/company/stx-group/ | Netherlands | 530 | 124 | 23.40% | New Entry |
| 2 | Moore DRV | https://www.linkedin.com/company/moore-drv/ | Netherlands | 783 | 160 | 20.43% | ▼ -1 |
| 3 | TriFinance Belgium | https://www.linkedin.com/company/trifinance-belgium/ | Belgium | 621 | 117 | 18.84% | ▲ 8 |
| 4 | Moore MKW | https://www.linkedin.com/company/moore-mkw/ | Netherlands | 635 | 114 | 17.95% | New Entry |
| 5 | VG D | https://www.linkedin.com/company/vgd/ | Belgium | 578 | 98 | 16.96% | ▲ 4 |
| 6 | Mollie | https://www.linkedin.com/company/mollie/ | Netherlands | 816 | 136 | 16.67% | ▲ 48 |
| 7 | Pleo | https://www.linkedin.com/company/pleo/ | Denmark | 922 | 146 | 15.84% | ▼ -1 |
| 8 | Trustly | https://www.linkedin.com/company/trustly/ | Sweden | 887 | 137 | 15.45% | ▲ 7 |
| 9 | Copenhagen Infrastructure | https://www.linkedin.com/company/copenhagen-infrastructure/ | Denmark | 624 | 94 | 15.06% | ▲ 9 |
| 10 | Mazars in Nederland | https://www.linkedin.com/company/mazars-in-nederland/ | Netherlands | 705 | 106 | 15.04% | ▼ -2 |
| 11 | PwC Austria | https://www.linkedin.com/company/pwc-austria/ | Austria | 982 | 146 | 14.87% | ▼ -8 |
| 12 | Satispay | https://www.linkedin.com/company/satispay/ | Italy | 661 | 97 | 14.67% | ▼ -5 |
| 13 | KPMG Meijburg & Co | https://www.linkedin.com/company/kpmg-meijburg-co/ | Netherlands | 735 | 100 | 13.61% | ▲ 0 |
| 14 | Greenstep | https://www.linkedin.com/company/greenstep/ | Finland | 611 | 83 | 13.58% | ▼ -10 |
| 15 | Bitpanda | https://www.linkedin.com/company/bitpanda/ | Austria | 615 | 80 | 13.01% | ▲ 16 |
| 16 | Alm. Brand Group | https://www.linkedin.com/company/alm-brand-group/ | Denmark | 874 | 112 | 12.81% | ▲ 40 |
| 17 | Alantra | https://www.linkedin.com/company/alantra/ | Spain | 827 | 105 | 12.70% | ▲ 26 |
| 18 | AUREN | https://www.linkedin.com/company/auren/ | Spain | 953 | 115 | 12.07% | ▼ -4 |
| 19 | RSM nl | https://www.linkedin.com/company/rsm-nl/ | Netherlands | 564 | 68 | 12.06% | ▲ 23 |
| 20 | Solaris SE | https://www.linkedin.com/company/solaris-se/ | Germany | 735 | 88 | 11.97% | ▲ 27 |
| 21 | SCHUFA Holding | https://www.linkedin.com/company/schufa-holding/ | Germany | 506 | 58 | 11.46% | New Entry |

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|----|-----------------------------|---|-------------|-----|-----|--------|-----------|
| 22 | ZEDRA Group | https://www.link | Switzerland | 725 | 83 | 11.45% | ▲ 5 |
| 23 | Cofidis Portugal | https://www.link | Portugal | 613 | 69 | 11.26% | ▲ 5 |
| 24 | Banking Circle | https://www.link | Luxembourg | 696 | 77 | 11.06% | ▲ 24 |
| 25 | Fenergo | https://www.link | Ireland | 744 | 81 | 10.89% | ▲ 28 |
| 26 | AirPlus International | https://www.link | Germany | 963 | 101 | 10.49% | ▲ 94 |
| 27 | IW Private Investments | https://www.link | Italy | 582 | 61 | 10.48% | ▼ -15 |
| 28 | BDO Austria | https://www.link | Austria | 612 | 63 | 10.29% | ▼ -12 |
| 29 | La Centrale de Financeme | https://www.link | France | 509 | 52 | 10.22% | ▼ -19 |
| 30 | Accuracy | https://www.link | France | 766 | 78 | 10.18% | ▲ 9 |
| 31 | Swisscard AECS | https://www.link | Switzerland | 515 | 51 | 9.90% | New Entry |
| 32 | Catella | https://www.link | Sweden | 576 | 56 | 9.72% | ▲ 23 |
| 33 | Velliv | https://www.link | Denmark | 725 | 70 | 9.66% | ▲ 7 |
| 34 | Nordea Asset Managemen | https://www.link | Luxembourg | 777 | 74 | 9.52% | ▲ 72 |
| 35 | Frilans Finans Sverige AB | https://www.link | Sweden | 893 | 85 | 9.52% | ▲ 94 |
| 36 | Raisin | https://www.link | Germany | 562 | 51 | 9.07% | ▲ 24 |
| 37 | Grant Thornton Poland | https://www.link | Poland | 673 | 61 | 9.06% | ▲ 14 |
| 38 | Candriam | https://www.link | Luxembourg | 784 | 70 | 8.93% | ▼ -9 |
| 39 | Dgpays | https://www.link | Slovakia | 521 | 46 | 8.83% | New Entry |
| 40 | Tink | https://www.link | Sweden | 648 | 57 | 8.80% | ▲ 32 |
| 41 | Waystone | https://www.link | Ireland | 903 | 79 | 8.75% | ▼ -18 |
| 42 | Credit Agricole Payment S | https://www.link | France | 679 | 59 | 8.69% | ▲ 55 |
| 43 | Euroansa | https://www.link | Italy | 579 | 49 | 8.46% | ▼ -11 |
| 44 | Lunar | https://www.link | Denmark | 579 | 49 | 8.46% | ▼ -23 |
| 45 | VvAA | https://www.link | Netherlands | 886 | 74 | 8.35% | ▲ 4 |
| 46 | PwC Malta | https://www.link | Malta | 615 | 51 | 8.29% | ▼ -27 |
| 47 | Interhyp Gruppe | https://www.link | Germany | 807 | 65 | 8.05% | ▲ 106 |
| 48 | Cofidis France | https://www.link | France | 535 | 42 | 7.85% | ▲ 23 |
| 49 | Edenred France | https://www.link | France | 997 | 78 | 7.82% | ▼ -29 |
| 50 | Telepass | https://www.link | Italy | 532 | 41 | 7.71% | ▲ 18 |
| 51 | Phinance | https://www.link | Poland | 840 | 64 | 7.62% | ▲ 23 |
| 52 | flatexDEGIRO | https://www.link | Germany | 992 | 75 | 7.56% | ▲ 65 |
| 53 | BME Bolsas y Mercados | https://www.link | Spain | 622 | 47 | 7.56% | ▼ -8 |
| 54 | Digital Virgo | https://www.link | France | 722 | 54 | 7.48% | ▲ 55 |
| 55 | Younited | https://www.link | France | 637 | 47 | 7.38% | ▲ 27 |
| 56 | Commerz Real | https://www.link | Germany | 570 | 42 | 7.37% | ▼ -4 |
| 57 | Swiss Life Select Deutschl | https://www.link | Germany | 559 | 41 | 7.33% | ▲ 37 |
| 58 | Generall Investments | https://www.link | Italy | 628 | 46 | 7.32% | ▲ 4 |
| 59 | EIGHT ADVISORY | https://www.link | France | 801 | 58 | 7.24% | ▲ 51 |
| 60 | TELIS FINANZ | https://www.link | Germany | 663 | 48 | 7.24% | ▲ 6 |
| 61 | Avanza Bank | https://www.link | Sweden | 742 | 53 | 7.14% | ▲ 17 |
| 62 | Carne Group | https://www.link | Ireland | 620 | 44 | 7.10% | ▲ 50 |
| 63 | LeasePlan Nederland | https://www.link | Netherlands | 550 | 39 | 7.09% | ▼ -4 |
| 64 | DEG | https://www.link | Germany | 737 | 52 | 7.06% | ▲ 5 |
| 65 | Milleis Banque | https://www.link | France | 767 | 54 | 7.04% | ▼ -35 |
| 66 | FLOA | https://www.link | France | 598 | 41 | 6.86% | ▼ -33 |
| 67 | Knab | https://www.link | Netherlands | 615 | 42 | 6.83% | ▲ 74 |
| 68 | PATRIZIA SE | https://www.link | Germany | 747 | 51 | 6.83% | ▲ 25 |
| 69 | ASA International | https://www.link | Netherlands | 719 | 49 | 6.82% | ▲ 64 |
| 70 | Admirals | https://www.link | Estonia | 636 | 43 | 6.76% | ▲ 29 |
| 71 | Nagelmackers | https://www.link | Belgium | 556 | 37 | 6.65% | ▲ 9 |
| 72 | Crédit Mutuel de Bretagne | https://www.link | France | 694 | 46 | 6.63% | ▼ -9 |
| 73 | AZL | https://www.link | Netherlands | 626 | 41 | 6.55% | ▲ 11 |
| 74 | Pictet Wealth Management | https://www.link | Switzerland | 739 | 48 | 6.50% | ▲ 15 |
| 75 | AvaTrade | https://www.link | Ireland | 604 | 39 | 6.46% | ▼ -5 |
| 76 | Aktia | https://www.link | Finland | 809 | 52 | 6.43% | ▲ 81 |
| 77 | Stadtsparkasse München | https://www.link | Germany | 655 | 42 | 6.41% | ▲ 83 |
| 78 | VZ VermögensZentrum | https://www.link | Switzerland | 941 | 59 | 6.27% | ▲ 37 |
| 79 | Norges Bank Investment M | https://www.link | Norway | 689 | 43 | 6.24% | ▲ 22 |
| 80 | SpareBank 1 SMN | https://www.link | Norway | 903 | 56 | 6.20% | ▲ 23 |
| 81 | Stellantis Finance & Servic | https://www.link | France | 613 | 38 | 6.20% | ▲ 5 |
| 82 | ING Hubs Slovakia | https://www.link | Slovakia | 727 | 45 | 6.19% | ▲ 60 |
| 83 | GRENKE | https://www.link | Germany | 632 | 39 | 6.17% | ▼ -22 |
| 84 | Santander Nordics | https://www.link | Norway | 893 | 55 | 6.16% | ▼ -5 |
| 85 | OVB Vermögensberatung | https://www.link | Germany | 717 | 44 | 6.14% | ▲ 3 |
| 86 | Obvion | https://www.link | Netherlands | 528 | 32 | 6.06% | ▲ 9 |
| 87 | Svea Bank | https://www.link | Sweden | 876 | 53 | 6.05% | ▲ 35 |
| 88 | MEAG | https://www.link | Germany | 631 | 38 | 6.02% | ▼ -7 |
| 89 | Aon Deutschland | https://www.link | Germany | 584 | 35 | 5.99% | ▼ -16 |
| 90 | PKF Arsilon | https://www.link | France | 673 | 40 | 5.94% | ▼ -66 |
| 91 | VAT IT | https://www.link | Luxembourg | 833 | 49 | 5.88% | ▲ 20 |
| 92 | doValue Greece | https://www.link | Greece | 552 | 32 | 5.80% | ▲ 15 |
| 93 | 4fin Better together | https://www.link | Czechia | 667 | 38 | 5.70% | ▲ 9 |

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|-----|-----------------------------|---|-------------|-----|----|-------|-----------|
| 94 | ALEKTUM GROUP | https://www.link | Sweden | 512 | 29 | 5.66% | New Entry |
| 95 | Redsys España | https://www.link | Spain | 621 | 35 | 5.64% | ▲ 63 |
| 96 | LHV | https://www.link | Estonia | 785 | 44 | 5.61% | ▲ 8 |
| 97 | BFF Banking Group | https://www.link | Italy | 661 | 37 | 5.60% | ▼ -62 |
| 98 | Swedbank Lietuvoje | https://www.link | Italy | 865 | 47 | 5.43% | ▲ 46 |
| 99 | Cembra | https://www.link | Switzerland | 637 | 34 | 5.34% | ▲ 41 |
| 100 | Monetra | https://www.link | Finland | 527 | 28 | 5.31% | New Entry |
| 101 | AZQORE | https://www.link | Switzerland | 513 | 27 | 5.26% | ▲ 20 |
| 102 | EUROWAG | https://www.link | Czechia | 784 | 41 | 5.23% | ▼ -38 |
| 103 | doValue en España | https://www.link | Spain | 595 | 31 | 5.21% | ▲ 2 |
| 104 | Kredinor | https://www.link | Norway | 577 | 30 | 5.20% | ▼ -19 |
| 105 | FOREX | https://www.link | Sweden | 902 | 46 | 5.10% | ▲ 59 |
| 106 | New Ireland Assurance | https://www.link | Ireland | 706 | 36 | 5.10% | ▲ 21 |
| 107 | Global Shares | https://www.link | Ireland | 657 | 33 | 5.02% | ▲ 24 |
| 108 | Fiditalia | https://www.link | Italy | 738 | 37 | 5.01% | ▲ 42 |
| 109 | Societe Generale Equipme | https://www.link | France | 647 | 32 | 4.95% | ▼ -19 |
| 110 | La Française | https://www.link | France | 730 | 36 | 4.93% | ▼ -72 |
| 111 | Hoist Finance | https://www.link | Sweden | 771 | 38 | 4.93% | ▲ 23 |
| 112 | Leasys | https://www.link | France | 996 | 49 | 4.92% | ▼ -37 |
| 113 | TINSA | https://www.link | Spain | 676 | 33 | 4.88% | ▼ -36 |
| 114 | Wellen | https://www.link | Netherlands | 659 | 32 | 4.86% | ▲ 10 |
| 115 | De Hypotheker | https://www.link | Netherlands | 644 | 31 | 4.81% | ▲ 13 |
| 116 | Davy | https://www.link | Ireland | 963 | 46 | 4.78% | ▲ 14 |
| 117 | KRUK | https://www.link | Poland | 820 | 39 | 4.76% | ▼ -25 |
| 118 | Mandatum | https://www.link | Finland | 552 | 26 | 4.71% | ▼ -74 |
| 119 | Forca | https://www.link | Denmark | 536 | 25 | 4.66% | ▲ 43 |
| 120 | Rantalainen Oy | https://www.link | Finland | 640 | 29 | 4.53% | ▼ -7 |
| 121 | Kepler Cheuvreux | https://www.link | France | 776 | 35 | 4.51% | ▼ -13 |
| 122 | Cofidis España | https://www.link | Spain | 510 | 23 | 4.51% | ▲ 1 |
| 123 | Europejski Fundusz Leasin | https://www.link | Poland | 601 | 27 | 4.49% | ▲ 14 |
| 124 | OVH Holding | https://www.link | Germany | 545 | 24 | 4.40% | ▲ 14 |
| 125 | Talent&Pro | https://www.link | Netherlands | 799 | 35 | 4.38% | ▲ 7 |
| 126 | Carnegie Investment Bank | https://www.link | Sweden | 967 | 42 | 4.34% | ▼ -30 |
| 127 | PAYONE | https://www.link | Germany | 878 | 38 | 4.33% | ▲ 20 |
| 128 | Worldline Switzerland | https://www.link | Switzerland | 584 | 25 | 4.28% | ▲ 43 |
| 129 | KPMG Global Services Hu | https://www.link | Hungary | 561 | 24 | 4.28% | ▲ 40 |
| 130 | PARTNERS GROUP SK | https://www.link | Slovakia | 632 | 27 | 4.27% | ▲ 43 |
| 131 | TKP Pensioen | https://www.link | Netherlands | 974 | 41 | 4.21% | ▲ 17 |
| 132 | FRANFINANCE | https://www.link | France | 858 | 36 | 4.20% | ▼ -6 |
| 133 | TauRes Gesellschaft für In | https://www.link | Germany | 536 | 22 | 4.10% | ▲ 30 |
| 134 | A&G | https://www.link | Spain | 713 | 29 | 4.07% | ▲ 40 |
| 135 | La Banque Postale Consur | https://www.link | France | 598 | 24 | 4.01% | ▼ -17 |
| 136 | Eurizon | https://www.link | Italy | 686 | 27 | 3.94% | ▲ 13 |
| 137 | NOTUS Finanse | https://www.link | Poland | 509 | 20 | 3.93% | ▲ 19 |
| 138 | SpareBank 1 Østlandet | https://www.link | Norway | 646 | 25 | 3.87% | ▲ 21 |
| 139 | International Card Services | https://www.link | Netherlands | 725 | 28 | 3.86% | ▲ 0 |
| 140 | BNP Paribas Factoring | https://www.link | Belgium | 806 | 31 | 3.85% | ▼ -15 |
| 141 | OVH Allfinanz Romania | https://www.link | Romania | 818 | 31 | 3.79% | ▼ -25 |
| 142 | CajaSur | https://www.link | Spain | 568 | 21 | 3.70% | ▲ 12 |
| 143 | KPMG Hungary | https://www.link | Hungary | 938 | 34 | 3.62% | ▼ -76 |
| 144 | iQera | https://www.link | France | 814 | 29 | 3.56% | ▲ 2 |
| 145 | Aegon Nederland | https://www.link | Netherlands | 880 | 31 | 3.52% | New Entry |
| 146 | Leonteq | https://www.link | Switzerland | 602 | 21 | 3.49% | ▼ -59 |
| 147 | Cepal Hellas Financial Ser | https://www.link | Greece | 526 | 18 | 3.42% | ▼ -11 |
| 148 | Prelios | https://www.link | Italy | 883 | 30 | 3.40% | ▼ -5 |
| 149 | PKO Leasing | https://www.link | Poland | 743 | 25 | 3.36% | ▲ 18 |
| 150 | Crédit Agricole Titres | https://www.link | France | 574 | 19 | 3.31% | ▲ 16 |
| 151 | Raiffeisenbank Hrvatska | https://www.link | Croatia | 769 | 25 | 3.25% | ▲ 17 |
| 152 | Flow Traders | https://www.link | Netherlands | 724 | 23 | 3.18% | ▲ 28 |
| 153 | Athlon Nederland | https://www.link | Netherlands | 547 | 17 | 3.11% | ▼ -34 |
| 154 | Provident Polska | https://www.link | Poland | 823 | 25 | 3.04% | ▲ 16 |
| 155 | AXA Bank Belgium | https://www.link | Belgium | 743 | 22 | 2.96% | ▼ -10 |
| 156 | Cibergestión | https://www.link | Spain | 925 | 26 | 2.81% | ▲ 5 |
| 157 | Pitagora | https://www.link | Italy | 575 | 16 | 2.78% | ▼ -2 |
| 158 | Globalcaja | https://www.link | Spain | 525 | 14 | 2.67% | New Entry |
| 159 | Wüstenrot Gruppe | https://www.link | Austria | 756 | 19 | 2.51% | ▼ -45 |
| 160 | Provident Financial Roman | https://www.link | Romania | 805 | 20 | 2.48% | ▲ 16 |
| 161 | PPF Group | https://www.link | Czechia | 574 | 14 | 2.44% | ▲ 16 |
| 162 | GGN | https://www.link | Netherlands | 591 | 14 | 2.37% | ▲ 13 |
| 163 | Grupo BC | https://www.link | Spain | 889 | 20 | 2.25% | ▼ -12 |
| 164 | Europa Factor | https://www.link | Italy | 639 | 14 | 2.19% | ▼ -12 |
| 165 | Raiffeisen | https://www.link | Austria | 830 | 16 | 1.93% | ▲ 20 |

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|-----|----------------------------|---|------------|-----|----|-------|------------------|
| 166 | efa | https://www.link | Luxembourg | 635 | 12 | 1.89% | ▲ 6 |
| 167 | Home Credit, Czech Reput | https://www.link | Czechia | 541 | 10 | 1.85% | ▲ 17 |
| 168 | OVB Allfinanz a.s. | https://www.link | Czechia | 998 | 18 | 1.80% | ▲ 14 |
| 169 | Kasa Stefczyka & Stefczyk | https://www.link | Poland | 569 | 10 | 1.76% | ▲ 17 |
| 170 | Mercedes-Benz Bank | https://www.link | Germany | 627 | 11 | 1.75% | ▲ 8 |
| 171 | Bayport Financial Services | https://www.link | Malta | 500 | 4 | 0.80% | New Entry |

Ready to win at social?

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