

# DSMN8

Europe's Most Active Financial Services Professionals on Social - November 2023

## Industry at a glance:

Average Score: <b>5.80%</b>	Total Companies: <b>145</b>	Global Industry Average: <b>5.46%</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	Le Conservateur	<a href="https://www.linkedin.com/company/le-conservateur">https://www.linkedin.com/company/le-conservateur</a>	France	1,063	217	20.41%	▲ 0
2	<a href="https://www.viva.com">Viva.com</a>	<a href="https://www.linkedin.com/company/viva-com">https://www.linkedin.com/company/viva-com</a>	Greece	1,094	215	19.65%	New Entry
3	CAFPi	<a href="https://www.linkedin.com/company/cafp-i">https://www.linkedin.com/company/cafp-i</a>	France	1,536	210	13.67%	▲ 0
4	Söderberg & Partners	<a href="https://www.linkedin.com/company/soederberg-partners">https://www.linkedin.com/company/soederberg-partners</a>	Sweden	1,977	264	13.35%	▲ 44
5	Baker Tilly Netherlands	<a href="https://www.linkedin.com/company/baker-tilly-netherlands">https://www.linkedin.com/company/baker-tilly-netherlands</a>	Netherlands	1,080	143	13.24%	▲ 2
6	KPMG Nederland	<a href="https://www.linkedin.com/company/kpmg-nederland">https://www.linkedin.com/company/kpmg-nederland</a>	Netherlands	3,522	460	13.06%	▲ 8
7	Azimut Italia	<a href="https://www.linkedin.com/company/azimut-italia">https://www.linkedin.com/company/azimut-italia</a>	Italy	2,329	289	12.41%	▼ -1
8	Meilleurtaux	<a href="https://www.linkedin.com/company/meilleurtaux">https://www.linkedin.com/company/meilleurtaux</a>	France	1,426	172	12.06%	▼ -3
9	Adyen	<a href="https://www.linkedin.com/company/adyen">https://www.linkedin.com/company/adyen</a>	Netherlands	4,404	525	11.92%	▼ -7
10	Allianz Services	<a href="https://www.linkedin.com/company/allianz-services">https://www.linkedin.com/company/allianz-services</a>	Germany	2,627	309	11.76%	▲ 3
11	Fineco Bank	<a href="https://www.linkedin.com/company/fineco-bank">https://www.linkedin.com/company/fineco-bank</a>	Italy	4,016	460	11.45%	▲ 20
12	CDP	<a href="https://www.linkedin.com/company/cdp">https://www.linkedin.com/company/cdp</a>	Italy	1,471	164	11.15%	▼ -2
13	Backbase	<a href="https://www.linkedin.com/company/backbase">https://www.linkedin.com/company/backbase</a>	Netherlands	1,735	190	10.95%	▲ 2
14	OVB Allfinanz España	<a href="https://www.linkedin.com/company/ovb-allfinanz-espana">https://www.linkedin.com/company/ovb-allfinanz-espana</a>	Spain	2,556	277	10.84%	▲ 25
15	PagoNxt	<a href="https://www.linkedin.com/company/pagonxt">https://www.linkedin.com/company/pagonxt</a>	Spain	1,223	130	10.63%	▼ -7
16	KPMG Luxembourg	<a href="https://www.linkedin.com/company/kpmg-luxembourg">https://www.linkedin.com/company/kpmg-luxembourg</a>	Luxembourg	1,877	190	10.12%	▲ 12
17	Nexi Group	<a href="https://www.linkedin.com/company/nexi-group">https://www.linkedin.com/company/nexi-group</a>	Italy	1,649	165	10.01%	▲ 10
18	Hipoges	<a href="https://www.linkedin.com/company/hipoges">https://www.linkedin.com/company/hipoges</a>	Spain	1,236	122	9.87%	▼ -6
19	Qonto	<a href="https://www.linkedin.com/company/qonto">https://www.linkedin.com/company/qonto</a>	France	1,473	145	9.84%	▼ -1
20	KPMG France	<a href="https://www.linkedin.com/company/kpmg-france">https://www.linkedin.com/company/kpmg-france</a>	France	6,937	677	9.76%	▼ -9
21	PwC Luxembourg	<a href="https://www.linkedin.com/company/pwc-luxembourg">https://www.linkedin.com/company/pwc-luxembourg</a>	Luxembourg	3,179	309	9.72%	▼ -17
22	OP Financial Group	<a href="https://www.linkedin.com/company/op-financial-group">https://www.linkedin.com/company/op-financial-group</a>	Finland	8,123	770	9.48%	▲ 77
23	Van Lanschot Kempen	<a href="https://www.linkedin.com/company/van-lanschot-kempen">https://www.linkedin.com/company/van-lanschot-kempen</a>	Netherlands	1,298	123	9.48%	▼ -14

24	Morningstar Sustainability	<a href="https://www.link">https://www.link</a>	Netherlands	1,268	120	9.46%	▲ 0
25	De Nederlandsche Bank	<a href="https://www.link">https://www.link</a>	Netherlands	2,498	234	9.37%	▼ -3
26	Vontobel	<a href="https://www.link">https://www.link</a>	Switzerland	2,360	218	9.24%	▼ -3
27	Swiss Life	<a href="https://www.link">https://www.link</a>	Switzerland	2,714	248	9.14%	▲ 5
28	Deutsche Leasing Gruppe	<a href="https://www.link">https://www.link</a>	Germany	1,154	104	9.01%	▲ 59
29	KPMG Austria	<a href="https://www.link">https://www.link</a>	Austria	1,116	94	8.42%	▲ 1
30	Swiss Life Select	<a href="https://www.link">https://www.link</a>	Switzerland	2,014	164	8.14%	▲ 16
31	Robeco	<a href="https://www.link">https://www.link</a>	Netherlands	1,468	119	8.11%	▼ -11
32	IQ-EQ	<a href="https://www.link">https://www.link</a>	Luxembourg	4,174	332	7.95%	▼ -16
33	Euronext	<a href="https://www.link">https://www.link</a>	Netherlands	1,362	105	7.71%	New Entry
34	Broker Consulting	<a href="https://www.link">https://www.link</a>	Czechia	1,152	87	7.55%	▲ 60
35	PwC France	<a href="https://www.link">https://www.link</a>	France	3,866	278	7.19%	▼ -14
36	Nykredit	<a href="https://www.link">https://www.link</a>	Denmark	4,221	302	7.15%	▲ 46
37	N26	<a href="https://www.link">https://www.link</a>	Germany	1,735	122	7.03%	▼ -8
38	Wüstenrot Bausparkasse	<a href="https://www.link">https://www.link</a>	Germany	1,056	74	7.01%	New Entry
39	e-finance	<a href="https://www.link">https://www.link</a>	Egypt	1,301	89	6.84%	New Entry
40	PayU	<a href="https://www.link">https://www.link</a>	Netherlands	2,878	195	6.78%	▼ -7
41	Elavon Europe	<a href="https://www.link">https://www.link</a>	Ireland	1,259	85	6.75%	▼ -1
42	TMF Group	<a href="https://www.link">https://www.link</a>	Netherlands	9,272	613	6.61%	▲ 2
43	Ardian	<a href="https://www.link">https://www.link</a>	France	1,461	96	6.57%	▼ -7
44	Amundi	<a href="https://www.link">https://www.link</a>	France	4,934	321	6.51%	▼ -10
45	Fexco	<a href="https://www.link">https://www.link</a>	Ireland	1,004	65	6.47%	New Entry
46	Grant-Thornton France	<a href="https://www.link">https://www.link</a>	France	2,149	136	6.33%	▼ -8
47	DLL	<a href="https://www.link">https://www.link</a>	Netherlands	5,364	338	6.30%	▲ 13
48	Arval BNP Paribas Group	<a href="https://www.link">https://www.link</a>	France	7,706	474	6.15%	▼ -6
49	Beobank	<a href="https://www.link">https://www.link</a>	Belgium	1,065	64	6.01%	▼ -4
50	Degroef Petercam	<a href="https://www.link">https://www.link</a>	Belgium	1,698	101	5.95%	▼ -25
51	UFF - Banque Conseil en c	<a href="https://www.link">https://www.link</a>	France	2,518	149	5.92%	▼ -14
52	Riverty	<a href="https://www.link">https://www.link</a>	Germany	2,276	134	5.89%	▲ 3
53	Santander Consumer Finan	<a href="https://www.link">https://www.link</a>	Spain	1,431	84	5.87%	▲ 23
54	PGGM	<a href="https://www.link">https://www.link</a>	Netherlands	1,369	80	5.84%	▼ -3
55	Nationale-Nederlanden	<a href="https://www.link">https://www.link</a>	Netherlands	10,088	589	5.84%	▲ 8
56	PostFinance	<a href="https://www.link">https://www.link</a>	Switzerland	2,943	170	5.78%	▼ -9
57	Danske Bank	<a href="https://www.link">https://www.link</a>	Denmark	18,701	1,070	5.72%	▲ 54
58	SIX	<a href="https://www.link">https://www.link</a>	Switzerland	3,885	220	5.66%	▼ -2
59	LeasePlan	<a href="https://www.link">https://www.link</a>	Netherlands	8,296	467	5.63%	▲ 15
60	APG Asset Management	<a href="https://www.link">https://www.link</a>	Netherlands	1,145	64	5.59%	▼ -2
61	Edmond de Rothschild	<a href="https://www.link">https://www.link</a>	Switzerland	2,634	146	5.54%	▼ -42
62	Santander Corporate & Inv	<a href="https://www.link">https://www.link</a>	Spain	2,758	152	5.51%	▼ -21
63	MLP	<a href="https://www.link">https://www.link</a>	Germany	2,228	122	5.48%	▲ 28
64	Worldline	<a href="https://www.link">https://www.link</a>	France	12,878	695	5.40%	▼ -7
65	Ingenico	<a href="https://www.link">https://www.link</a>	France	4,000	213	5.33%	▲ 0
66	Clearstream	<a href="https://www.link">https://www.link</a>	Luxembourg	2,470	131	5.30%	▲ 22
67	Swift	<a href="https://www.link">https://www.link</a>	Belgium	4,947	257	5.20%	▼ -6
68	Mercedes-Benz Mobility	<a href="https://www.link">https://www.link</a>	Germany	2,226	115	5.17%	▲ 38
69	DVAG	<a href="https://www.link">https://www.link</a>	Germany	6,182	315	5.10%	▲ 40
70	SIBS	<a href="https://www.link">https://www.link</a>	Portugal	1,137	57	5.01%	▲ 1
71	Agos Ducato	<a href="https://www.link">https://www.link</a>	Italy	1,883	93	4.94%	▲ 4
72	Nexi Italy	<a href="https://www.link">https://www.link</a>	Italy	1,439	71	4.93%	▲ 25
73	Euroclear	<a href="https://www.link">https://www.link</a>	Belgium	5,287	260	4.92%	▲ 22
74	Deutsche Börse	<a href="https://www.link">https://www.link</a>	Germany	4,002	195	4.87%	▲ 18
75	PFA	<a href="https://www.link">https://www.link</a>	Denmark	2,528	123	4.87%	▲ 39
76	Findomestic Banca	<a href="https://www.link">https://www.link</a>	Italy	2,103	102	4.85%	▲ 7
77	J. Safra Sarasin	<a href="https://www.link">https://www.link</a>	Switzerland	1,775	86	4.85%	▼ -27
78	Intertrust Group	<a href="https://www.link">https://www.link</a>	Netherlands	4,360	209	4.79%	▲ 1
79	Partners Financial Services	<a href="https://www.link">https://www.link</a>	Czechia	1,595	76	4.76%	▲ 43
80	Intrum	<a href="https://www.link">https://www.link</a>	Sweden	7,142	337	4.72%	▼ -2
81	Universal-Investment	<a href="https://www.link">https://www.link</a>	Germany	1,084	51	4.70%	▼ -27
82	Credit Agricole Leasing & F	<a href="https://www.link">https://www.link</a>	France	1,163	54	4.64%	▼ -56
83	Nets	<a href="https://www.link">https://www.link</a>	Denmark	2,974	138	4.64%	▲ 22
84	Societe Generale Private B	<a href="https://www.link">https://www.link</a>	France	2,164	100	4.62%	▼ -35
85	DWS Group	<a href="https://www.link">https://www.link</a>	Germany	3,615	167	4.62%	▼ -26
86	BNP Paribas Asset Manag	<a href="https://www.link">https://www.link</a>	France	2,905	134	4.61%	▼ -17
87	Compass Banca	<a href="https://www.link">https://www.link</a>	Italy	1,331	61	4.58%	▼ -3
88	AVEM	<a href="https://www.link">https://www.link</a>	France	1,093	50	4.57%	▼ -20
89	Fiducial	<a href="https://www.link">https://www.link</a>	France	4,897	219	4.47%	▼ -25
90	Cofidis Group	<a href="https://www.link">https://www.link</a>	France	1,326	59	4.45%	▼ -38
91	Stater N.V.	<a href="https://www.link">https://www.link</a>	Netherlands	1,024	45	4.39%	▲ 2
92	ATP	<a href="https://www.link">https://www.link</a>	Denmark	3,321	144	4.34%	▲ 27
93	ING Belgium	<a href="https://www.link">https://www.link</a>	Belgium	4,528	194	4.28%	▼ -27
94	Allfunds	<a href="https://www.link">https://www.link</a>	Spain	1,005	43	4.28%	▼ -21
95	Swedbank	<a href="https://www.link">https://www.link</a>	Sweden	14,475	601	4.15%	▲ 23

96	Alter Domus	<a href="https://www.link€">https://www.link€</a>	Luxembourg	4,114	170	4.13%	▼ -7
97	Belfius	<a href="https://www.link€">https://www.link€</a>	Belgium	6,634	273	4.12%	▼ -30
98	Kiron Partner	<a href="https://www.link€">https://www.link€</a>	Italy	1,105	45	4.07%	▼ -2
99	KBC Bank & Verzekering	<a href="https://www.link€">https://www.link€</a>	Belgium	12,837	520	4.05%	▲ 1
100	BNP Paribas CIB	<a href="https://www.link€">https://www.link€</a>	France	11,866	475	4.00%	▼ -23
101	Edenred	<a href="https://www.link€">https://www.link€</a>	France	7,021	273	3.89%	▲ 3
102	UBS	<a href="https://www.link€">https://www.link€</a>	Switzerland	77,336	3,000	3.88%	▲ 8
103	NN	<a href="https://www.link€">https://www.link€</a>	Netherlands	8,691	336	3.87%	▲ 12
104	Global Exchange Group	<a href="https://www.link€">https://www.link€</a>	Spain	1,144	44	3.85%	▲ 24
105	Union Investment	<a href="https://www.link€">https://www.link€</a>	Germany	1,854	71	3.83%	New Entry
106	Santander Private Banking	<a href="https://www.link€">https://www.link€</a>	Spain	1,115	42	3.77%	▲ 19
107	CCV	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,119	42	3.75%	▼ -27
108	Brink's France	<a href="https://www.link€">https://www.link€</a>	France	1,040	39	3.75%	New Entry
109	Societe Generale Securitie	<a href="https://www.link€">https://www.link€</a>	France	2,138	80	3.74%	▼ -37
110	Eurobank	<a href="https://www.link€">https://www.link€</a>	Greece	5,723	210	3.67%	▲ 17
111	tecis Finanzdienstleistung	<a href="https://www.link€">https://www.link€</a>	Germany	1,994	73	3.66%	▼ -8
112	Achmea	<a href="https://www.link€">https://www.link€</a>	Netherlands	7,140	246	3.45%	▼ -10
113	Storebrand	<a href="https://www.link€">https://www.link€</a>	Norway	2,713	91	3.35%	▲ 4
114	Swedbank Estonia	<a href="https://www.link€">https://www.link€</a>	Estonia	1,045	35	3.35%	▲ 17
115	KLP	<a href="https://www.link€">https://www.link€</a>	Norway	1,138	38	3.34%	New Entry
116	BNP Paribas - Securities S	<a href="https://www.link€">https://www.link€</a>	France	7,213	239	3.31%	▼ -26
117	Societe Generale Corporat	<a href="https://www.link€">https://www.link€</a>	France	10,264	334	3.25%	▼ -19
118	ALD Automotive	<a href="https://www.link€">https://www.link€</a>	France	6,060	196	3.23%	▲ 3
119	Deutsche Bank	<a href="https://www.link€">https://www.link€</a>	Germany	68,162	2,200	3.23%	▲ 7
120	Partners Group	<a href="https://www.link€">https://www.link€</a>	Switzerland	2,441	76	3.11%	▼ -50
121	APG	<a href="https://www.link€">https://www.link€</a>	Netherlands	4,478	137	3.06%	▲ 2
122	Aegon Nederland	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,030	31	3.01%	▼ -41
123	Natixis Corporate & Investr	<a href="https://www.link€">https://www.link€</a>	France	13,867	394	2.84%	▼ -7
124	Boursorama	<a href="https://www.link€">https://www.link€</a>	France	1,032	29	2.81%	New Entry
125	DNB	<a href="https://www.link€">https://www.link€</a>	Norway	10,981	308	2.80%	▲ 9
126	Rothschild & Co	<a href="https://www.link€">https://www.link€</a>	France	5,250	147	2.80%	▼ -25
127	Erste&Steiermärkische Bar	<a href="https://www.link€">https://www.link€</a>	Croatia	1,084	30	2.77%	▲ 5
128	VeloBank	<a href="https://www.link€">https://www.link€</a>	Poland	1,928	49	2.54%	▲ 8
129	GAM Investments	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,654	41	2.48%	▲ 4
130	TARGOBANK	<a href="https://www.link€">https://www.link€</a>	Germany	4,584	113	2.47%	▼ -6
131	Alm Brand	<a href="https://www.link€">https://www.link€</a>	Denmark	1,410	34	2.41%	▼ -24
132	Pictet Group	<a href="https://www.link€">https://www.link€</a>	Switzerland	4,740	112	2.36%	▼ -2
133	W&W-Gruppe	<a href="https://www.link€">https://www.link€</a>	Germany	1,720	39	2.27%	▼ -21
134	CNH Industrial Capital	<a href="https://www.link€">https://www.link€</a>	Italy	1,812	41	2.26%	▼ -14
135	Volkswagen Financial Serv	<a href="https://www.link€">https://www.link€</a>	Germany	5,234	114	2.18%	▼ -6
136	IMC Trading	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,919	34	1.77%	▼ -1
137	Allianz	<a href="https://www.link€">https://www.link€</a>	Germany	145,295	2,168	1.49%	▲ 4
138	MN	<a href="https://www.link€">https://www.link€</a>	Netherlands	2,898	42	1.45%	▲ 0
139	Sparkasse	<a href="https://www.link€">https://www.link€</a>	Germany	4,078	50	1.23%	▲ 1
140	Loomis	<a href="https://www.link€">https://www.link€</a>	Sweden	5,518	65	1.18%	▼ -3
141	NN Group	<a href="https://www.link€">https://www.link€</a>	Netherlands	20,227	125	0.62%	▲ 3
142	Aegon	<a href="https://www.link€">https://www.link€</a>	Netherlands	42,131	186	0.44%	▲ 3
143	Steuerberater	<a href="https://www.link€">https://www.link€</a>	Germany	1,806	6	0.33%	New Entry
144	Finanzberatung Öffentliche	<a href="https://www.link€">https://www.link€</a>	Germany	2,119	5	0.24%	New Entry
145	Worldline Financial Service	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,665	3	0.18%	▼ -37

## 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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