

# DSMN8

Europe's Most Active Internet Professionals on Social - March 2024

## Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
<b>6.29%</b>	<b>30</b>	<b>5.87%</b>

## 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](https://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	Malt	<a href="https://www.linkedin.com/company/malt">https://www.linkedin.com/company/malt</a>	France	1,451	244	16.82%	▲ 0
2	Nova	<a href="https://www.linkedin.com/company/nova">https://www.linkedin.com/company/nova</a>	Spain	5,266	749	14.22%	▲ 0
3	Infopro Digital	<a href="https://www.linkedin.com/company/infopro-digital">https://www.linkedin.com/company/infopro-digital</a>	France	1,547	186	12.02%	▲ 0
4	Better Collective	<a href="https://www.linkedin.com/company/better-collective">https://www.linkedin.com/company/better-collective</a>	Denmark	1,043	123	11.79%	New Entry
5	Trustpilot	<a href="https://www.linkedin.com/company/trustpilot">https://www.linkedin.com/company/trustpilot</a>	Denmark	1,046	121	11.57%	▲ 1
6	TravelPerk	<a href="https://www.linkedin.com/company/travelperk">https://www.linkedin.com/company/travelperk</a>	Spain	1,286	138	10.73%	▲ 3
7	astara	<a href="https://www.linkedin.com/company/astara">https://www.linkedin.com/company/astara</a>	Spain	1,846	196	10.62%	▼ -3
8	<a href="https://www.linkedin.com/company/leboncoin-fr">Leboncoin.fr</a>	<a href="https://www.linkedin.com/company/leboncoin-fr">https://www.linkedin.com/company/leboncoin-fr</a>	France	1,290	125	9.69%	▼ -3
9	RTB House	<a href="https://www.linkedin.com/company/rtb-house">https://www.linkedin.com/company/rtb-house</a>	Poland	1,311	125	9.53%	▼ -1
10	Allegro	<a href="https://www.linkedin.com/company/allegro">https://www.linkedin.com/company/allegro</a>	Poland	4,129	317	7.68%	▲ 4
11	BlaBlaCar	<a href="https://www.linkedin.com/company/blabla-car">https://www.linkedin.com/company/blabla-car</a>	France	1,195	79	6.61%	▲ 1
12	Betclic Group	<a href="https://www.linkedin.com/company/betclic-group">https://www.linkedin.com/company/betclic-group</a>	France	1,079	71	6.58%	New Entry
13	<a href="https://www.linkedin.com/company/facile-it">Facile.it</a>	<a href="https://www.linkedin.com/company/facile-it">https://www.linkedin.com/company/facile-it</a>	Italy	1,160	69	5.95%	▲ 7
14	AUTO1 Group	<a href="https://www.linkedin.com/company/auto1-group">https://www.linkedin.com/company/auto1-group</a>	Germany	3,404	190	5.58%	New Entry
15	Selectra	<a href="https://www.linkedin.com/company/selectra">https://www.linkedin.com/company/selectra</a>	France	1,297	69	5.32%	▲ 4
16	<a href="https://www.linkedin.com/company/seznam-cz">Seznam.cz</a>	<a href="https://www.linkedin.com/company/seznam-cz">https://www.linkedin.com/company/seznam-cz</a>	Czechia	1,746	85	4.87%	▲ 14
17	Global Blue	<a href="https://www.linkedin.com/company/global-blue">https://www.linkedin.com/company/global-blue</a>	Switzerland	1,399	67	4.79%	▼ -6
18	eDreams ODIGEO	<a href="https://www.linkedin.com/company/edreams-odigeo">https://www.linkedin.com/company/edreams-odigeo</a>	Spain	2,115	89	4.21%	▲ 0
19	iO	<a href="https://www.linkedin.com/company/io">https://www.linkedin.com/company/io</a>	Belgium	5,080	209	4.11%	▲ 3
20	Flink	<a href="https://www.linkedin.com/company/flink">https://www.linkedin.com/company/flink</a>	Germany	2,435	87	3.57%	▲ 9
21	ABOUT YOU	<a href="https://www.linkedin.com/company/about-you">https://www.linkedin.com/company/about-you</a>	Germany	1,499	53	3.54%	▲ 0

22	Adevinta	<a href="https://www.linkedin.com/company/adevinta">https://www.linkedin.com/company/adevinta</a>	Spain	5,291	178	3.36%	New Entry
23	CGG	<a href="https://www.linkedin.com/company/cgg">https://www.linkedin.com/company/cgg</a>	France	4,300	134	3.12%	New Entry
24	CHECK24 Vergleichsportal	<a href="https://www.linkedin.com/company/check24">https://www.linkedin.com/company/check24</a>	Germany	3,311	101	3.05%	▲ 3
25	Hotmart	<a href="https://www.linkedin.com/company/hotmart">https://www.linkedin.com/company/hotmart</a>	Netherlands	11,366	323	2.84%	▲ 3
26	eMAG	<a href="https://www.linkedin.com/company/emag">https://www.linkedin.com/company/emag</a>	Romania	3,166	71	2.24%	▲ 6
27	OLX Autos	<a href="https://www.linkedin.com/company/olx-autos">https://www.linkedin.com/company/olx-autos</a>	Netherlands	2,278	48	2.11%	▼ -3
28	Delivery Hero	<a href="https://www.linkedin.com/company/delivery-hero">https://www.linkedin.com/company/delivery-hero</a>	Germany	32,272	353	1.09%	▲ 9
29	ADB	<a href="https://www.linkedin.com/company/adb">https://www.linkedin.com/company/adb</a>	Switzerland	1,218	7	0.57%	▲ 7
30	Cimpress	<a href="https://www.linkedin.com/company/cimpress">https://www.linkedin.com/company/cimpress</a>	Ireland	10,060	44	0.44%	▲ 9

## 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](#) [our contact us at support@dsmn8.com](#)



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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

