



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

Industry at a glance:

Average Score:
9.51%

Total Companies:
63

Global Industry Average:
9.68%

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	KINEXON	https://www.linkedin.com/company/kinexon	Germany	240	51	21.25%
2	Profitroom	https://www.linkedin.com/company/profitroom	Poland	260	55	21.15%
3	Nosto	https://www.linkedin.com/company/nosto	Finland	220	43	19.55%
4	DE-CIX	https://www.linkedin.com/company/de-cix	Germany	226	43	19.03%
5	VAVEL.com	https://www.linkedin.com/company/vavel-com	Spain	439	83	18.91%
6	Youwe	https://www.linkedin.com/company/youwe	Netherlands	276	50	18.12%
7	Mitgo	https://www.linkedin.com/company/mitgo	Germany	212	34	16.04%
8	MioDottore	https://www.linkedin.com/company/miodottore	Italy	398	62	15.58%
9	Kleinanzeigen	https://www.linkedin.com/company/kleinanzeigen	Germany	386	60	15.54%
10	IMPACT Commerce	https://www.linkedin.com/company/impact-commerce	Denmark	446	69	15.47%
11	NavVis	https://www.linkedin.com/company/navvis	Germany	350	54	15.43%
12	Sportserve	https://www.linkedin.com/company/sportserve	Malta	292	42	14.38%
13	willhaben	https://www.linkedin.com/company/willhaben	Austria	244	34	13.93%
14	eyeo	https://www.linkedin.com/company/eyeo	Germany	253	33	13.04%
15	Kongsberg Discovery	https://www.linkedin.com/company/kongsberg-discovery	Norway	499	65	13.03%
16	Jimdo	https://www.linkedin.com/company/jimdo	Germany	284	36	12.68%
17	Tiqets	https://www.linkedin.com/company/tiqets	Netherlands	230	29	12.61%
18	Bilendi & respondi	https://www.linkedin.com/company/bilendi-respondi	France	310	39	12.58%
19	Aleido	https://www.linkedin.com/company/aleido	Sweden	464	58	12.50%
20	Rakuten France	https://www.linkedin.com/company/rakuten-france	France	234	29	12.39%
21	Figaro Classifieds	https://www.linkedin.com/company/figaro-classifieds	France	307	35	11.40%

22	sofatutor	https://www.linke	Germany	255	29	11.37%
23	S-Communication Services	https://www.linke	Germany	420	46	10.95%
24	Gelato	https://www.linke	Norway	441	48	10.88%
25	NoA Ignite Norway	https://www.linke	Norway	233	25	10.73%
26	Triboo Group	https://www.linke	Italy	261	28	10.73%
27	Stepstone Deutschland	https://www.linke	Germany	464	45	9.70%
28	Eijsink	https://www.linke	Netherlands	211	19	9.00%
29	Kronen Zeitung	https://www.linke	Austria	242	21	8.68%
30	meinestadt.de	https://www.linke	Germany	210	18	8.57%
31	HiPay	https://www.linke	France	224	19	8.48%
32	acens	https://www.linke	Spain	296	25	8.45%
33	Vision-Box	https://www.linke	Portugal	467	38	8.14%
34	Mirai	https://www.linke	Spain	342	26	7.60%
35	Interia.pl Group	https://www.linke	Poland	442	33	7.47%
36	Jacob Elektronik	https://www.linke	Germany	259	19	7.34%
37	Miinto	https://www.linke	Denmark	288	21	7.29%
38	limango	https://www.linke	Germany	208	15	7.21%
39	PIA UDG	https://www.linke	Germany	292	21	7.19%
40	Blocket	https://www.linke	Sweden	244	17	6.97%
41	immowelt	https://www.linke	Germany	407	28	6.88%
42	Grover	https://www.linke	Germany	445	30	6.74%
43	Edenred Solutions CSE	https://www.linke	France	303	20	6.60%
44	Performance Media	https://www.linke	Poland	337	22	6.53%
45	Slevomat	https://www.linke	Czechia	231	15	6.49%
46	Quandoo	https://www.linke	Germany	347	21	6.05%
47	Amazon Development Cen	https://www.linke	Romania	233	14	6.01%
48	Gemius	https://www.linke	Poland	226	13	5.75%
49	morele.net	https://www.linke	Poland	279	16	5.73%
50	bodas.net	https://www.linke	Spain	241	13	5.39%
51	expondo	https://www.linke	Germany	243	13	5.35%
52	SHARE NOW	https://www.linke	Germany	312	16	5.13%
53	home.pl	https://www.linke	Poland	319	16	5.02%
54	Oscaro	https://www.linke	France	409	20	4.89%
55	PRIVATE SPORT SHOP	https://www.linke	France	246	12	4.88%
56	AOE	https://www.linke	Germany	263	11	4.18%
57	IQAir	https://www.linke	Switzerland	230	8	3.48%
58	Docler Holding Luxembour	https://www.linke	Luxembourg	220	7	3.18%
59	Rocket Internet SE	https://www.linke	Germany	387	12	3.10%
60	Frichti	https://www.linke	France	288	8	2.78%
61	MallGroup	https://www.linke	Czechia	493	8	1.62%
62	Together Networks	https://www.linke	Malta	433	4	0.92%
63	S&T Iskratel	https://www.linke	Slovenia	434	4	0.92%

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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