



Europe's Most Active Marketing & Advertising Professionals on Social - April 2024

Industry at a glance:

Average Score:
7.11%

Total Companies:
30

Global Industry Average:
8.19%

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)	Rank Change
1	Equativ	https://www.linkedin.com/company/equativ	France	533	90	16.89%	▲ 4
2	Smartly	https://www.linkedin.com/company/smartly	Finland	781	122	15.62%	▲ 2
3	VML MAP	https://www.linkedin.com/company/vmlmap	Denmark	785	85	10.83%	New Entry
4	Publicis Conseil	https://www.linkedin.com/company/publicis-conseil	France	759	81	10.67%	▲ 16
5	Making Science	https://www.linkedin.com/company/making-science	Spain	980	102	10.41%	▼ -2
6	BETC	https://www.linkedin.com/company/betc	France	934	96	10.28%	▲ 1
7	AVANTGARDE Group	https://www.linkedin.com/company/avantgarde-group	Germany	763	76	9.96%	▲ 4
8	OMD Germany	https://www.linkedin.com/company/omd-germany	Germany	537	47	8.75%	▲ 9
9	Content Writer	https://www.linkedin.com/company/content-writer	Poland	640	55	8.59%	▲ 3
10	GroupM Germany	https://www.linkedin.com/company/groupm-germany	Germany	634	54	8.52%	▲ 3
11	Datawords Group	https://www.linkedin.com/company/datawords-group	France	795	57	7.17%	New Entry
12	Mediaplus Group	https://www.linkedin.com/company/mediaplus-group	Germany	872	62	7.11%	▲ 6
13	localsearch (Swisscom Dir	https://www.linkedin.com/company/localsearch	Switzerland	747	53	7.10%	▲ 2
14	3DEXCITE	https://www.linkedin.com/company/3excite	Germany	546	37	6.78%	New Entry
15	FLYERLARM	https://www.linkedin.com/company/flyeralarm	Germany	566	38	6.71%	New Entry
16	Tradedoubler	https://www.linkedin.com/company/tradedoubler	Sweden	754	49	6.50%	▲ 12
17	MADISON MK	https://www.linkedin.com/company/madison-mk	Spain	753	48	6.37%	▲ 2
18	CPM France	https://www.linkedin.com/company/cpm-france	France	860	53	6.16%	▲ 9
19	Pardgroup	https://www.linkedin.com/company/pardgroup	Italy	866	46	5.31%	▲ 5
20	Rai Pubblicità	https://www.linkedin.com/company/rai-pubblicita	Italy	611	32	5.24%	▲ 2
21	A. Manzoni & C.	https://www.linkedin.com/company/a-manzoni-c	Italy	621	31	4.99%	▼ -7

22	Digitas Pixelpark	https://www.linkedin.com/company/digitas-pixelpark/	Germany	509	24	4.72%	New Entry
23	Epsilon France	https://www.linkedin.com/company/epsilon-france/	France	955	45	4.71%	▼ -2
24	DIAM Group · Retail & Mer	https://www.linkedin.com/company/diam-group/	France	618	29	4.69%	▲ 5
25	Eniro	https://www.linkedin.com/company/eniro/	Sweden	926	40	4.32%	▲ 7
26	Publitalia '80	https://www.linkedin.com/company/publitalia-80/	Italy	533	21	3.94%	▼ -3
27	WeNet Group	https://www.linkedin.com/company/wenet-group/	Poland	513	20	3.90%	New Entry
28	Direct Result Marketing	https://www.linkedin.com/company/direct-result-marketing/	Netherlands	500	13	2.60%	New Entry
29	tcc global	https://www.linkedin.com/company/tcc-global/	Netherlands	874	21	2.40%	New Entry
30	ICCS - Contact Center	https://www.linkedin.com/company/iccs-contact-center/	Spain	574	12	2.09%	▲ 4

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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