

DSMN8

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

Industry at a glance:

Average Score: **8.43%** Total Companies: **20** Global Industry Average: **7.30%**

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	LLYC	https://www.linkedin.com/company/llyc	Spain	1,369	375	27.39%	New Entry
2	Awin Global	https://www.linkedin.com/company/awin	Germany	1,348	256	18.99%	▼ -1
3	DEPT	https://www.linkedin.com/company/dept	Netherlands	4,168	523	12.55%	New Entry
4	Merkle DACH	https://www.linkedin.com/company/merkle-dach	Switzerland	1,463	180	12.30%	New Entry
5	Serviceplan Group	https://www.linkedin.com/company/serviceplan	Germany	1,304	160	12.27%	▼ -2
6	Criteo	https://www.linkedin.com/company/criteo	France	3,626	386	10.65%	▼ -1
7	Media.Monks	https://www.linkedin.com/company/mediamonks	Netherlands	7,393	766	10.36%	▼ -5
8	Scholz & Friends	https://www.linkedin.com/company/scholz-friends	Germany	1,249	116	9.29%	▼ -2
9	Seven.One Entertainment	https://www.linkedin.com/company/sevenone	Germany	1,153	102	8.85%	▼ -5
10	JCDecaux	https://www.linkedin.com/company/jcdecaux	France	6,054	477	7.88%	▼ -3
11	Publicis Re:Sources	https://www.linkedin.com/company/publicis-re-sources	France	3,204	251	7.83%	▼ -3
12	Göteborg & Co	https://www.linkedin.com/company/goteborg-co	Sweden	1,365	80	5.86%	New Entry
13	MEDIAPOST	https://www.linkedin.com/company/mediapost	France	1,471	60	4.08%	▼ -3
14	MCI	https://www.linkedin.com/company/mci	Switzerland	2,644	105	3.97%	New Entry
15	Solocal	https://www.linkedin.com/company/solocal	France	3,657	143	3.91%	▼ -2
16	Salesland	https://www.linkedin.com/company/salesland	Spain	4,173	146	3.50%	▼ -4
17	Publicis Groupe	https://www.linkedin.com/company/publicis-groupe	France	45,569	1,538	3.38%	▼ -3
18	MSL (Global)	https://www.linkedin.com/company/msl-global	France	3,150	95	3.02%	New Entry
19	heaven	https://www.linkedin.com/company/heaven	France	1,590	22	1.38%	▼ -2
20	Havas	https://www.linkedin.com/company/havas	France	15,480	191	1.23%	▼ -2

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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