



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

Industry at a glance:

Average Score: 8.19%

Total Companies: 173

Average No. Employees: 711

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 21 companies including Seedtag, Ogury, TEAM LEWIS, Aleph Group, Nexxen, 160over90, The Martin Agency, Equativ, Callbox, Viral Nation, The Mars Agency, NP Digital, Smartly, MERGE, Incubeta, LocalIQ | USA TODAY NET, T&Pm, Sid Lee, Publicis Health Media, Foundry, and Goodway Group.

22	Croud	<a href="https://www.link">https://www.link</a>	United Kingdom	624	82	13.14%	▼ -5
23	INFUSE	<a href="https://www.link">https://www.link</a>	United States	693	90	12.99%	▼ -7
24	Wunderkind	<a href="https://www.link">https://www.link</a>	United States	649	84	12.94%	New Entry
25	TBWAiChiatDay	<a href="https://www.link">https://www.link</a>	United States	852	110	12.91%	▲ 42
26	Moloco	<a href="https://www.link">https://www.link</a>	United States	654	83	12.69%	▼ -4
27	Ovative Group	<a href="https://www.link">https://www.link</a>	United States	528	66	12.50%	▲ 71
28	ICF Next	<a href="https://www.link">https://www.link</a>	United States	678	84	12.39%	New Entry
29	EssenceMediacom UK	<a href="https://www.link">https://www.link</a>	United Kingdom	689	85	12.34%	▼ -3
30	Indicia Worldwide	<a href="https://www.link">https://www.link</a>	United Kingdom	677	83	12.26%	▲ 50
31	Droga5	<a href="https://www.link">https://www.link</a>	United States	620	74	11.94%	▲ 18
32	Mediahub Worldwide	<a href="https://www.link">https://www.link</a>	United States	829	98	11.82%	▲ 88
33	Stream Companies	<a href="https://www.link">https://www.link</a>	United States	559	66	11.81%	New Entry
34	Ariadna Communications C	<a href="https://www.link">https://www.link</a>	United States	601	70	11.65%	▼ -6
35	Digitalzone	<a href="https://www.link">https://www.link</a>	United States	719	83	11.54%	New Entry
36	GSD&M	<a href="https://www.link">https://www.link</a>	United States	612	70	11.44%	▲ 24
37	VCCP	<a href="https://www.link">https://www.link</a>	United Kingdom	879	100	11.38%	▲ 39
38	INNOCEAN USA	<a href="https://www.link">https://www.link</a>	United States	601	68	11.31%	▲ 41
39	PureRed	<a href="https://www.link">https://www.link</a>	United States	646	72	11.15%	▼ -7
40	2X	<a href="https://www.link">https://www.link</a>	United States	752	82	10.90%	New Entry
41	VML MAP	<a href="https://www.link">https://www.link</a>	Denmark	785	85	10.83%	New Entry
42	Publicis Conseil	<a href="https://www.link">https://www.link</a>	France	759	81	10.67%	▲ 57
43	MNTN	<a href="https://www.link">https://www.link</a>	United States	604	64	10.60%	▼ -35
44	Making Science	<a href="https://www.link">https://www.link</a>	Spain	980	102	10.41%	▼ -32
45	Samsung Ads	<a href="https://www.link">https://www.link</a>	United States	932	97	10.41%	▼ -1
46	BETC	<a href="https://www.link">https://www.link</a>	France	934	96	10.28%	▼ -11
47	72andSunny	<a href="https://www.link">https://www.link</a>	United States	536	54	10.07%	▲ 3
48	MGID	<a href="https://www.link">https://www.link</a>	United States	596	60	10.07%	▲ 18
49	Barkley	<a href="https://www.link">https://www.link</a>	United States	720	72	10.00%	▼ -8
50	BBH London	<a href="https://www.link">https://www.link</a>	United Kingdom	501	50	9.98%	New Entry
51	Anomaly	<a href="https://www.link">https://www.link</a>	United States	892	89	9.98%	▲ 30
52	AVANTGARDE Group	<a href="https://www.link">https://www.link</a>	Germany	763	76	9.96%	▼ -9
53	MG OMD	<a href="https://www.link">https://www.link</a>	United Kingdom	593	58	9.78%	▼ -19
54	Bond Brand Loyalty	<a href="https://www.link">https://www.link</a>	Canada	624	61	9.78%	New Entry
55	Jones Knowles Ritchie	<a href="https://www.link">https://www.link</a>	United Kingdom	666	65	9.76%	▲ 67
56	iQuanti	<a href="https://www.link">https://www.link</a>	United States	556	54	9.71%	▲ 67
57	FCB Chicago	<a href="https://www.link">https://www.link</a>	United States	698	67	9.60%	▲ 27
58	GALE	<a href="https://www.link">https://www.link</a>	United States	860	82	9.53%	▼ -1
59	RKD Group	<a href="https://www.link">https://www.link</a>	United States	520	49	9.42%	New Entry
60	BAMKO	<a href="https://www.link">https://www.link</a>	United States	605	57	9.42%	▼ -12
61	FMG	<a href="https://www.link">https://www.link</a>	United States	505	47	9.31%	New Entry
62	Craft Worldwide	<a href="https://www.link">https://www.link</a>	United States	710	66	9.30%	▼ -25
63	Digitas Health	<a href="https://www.link">https://www.link</a>	United States	984	91	9.25%	▲ 24
64	FutureBrand	<a href="https://www.link">https://www.link</a>	United Kingdom	532	49	9.21%	▼ -33
65	Marco MKT	<a href="https://www.link">https://www.link</a>	United States	657	59	8.98%	New Entry
66	Interbrand	<a href="https://www.link">https://www.link</a>	United States	943	84	8.91%	▼ -46
67	OMD Germany	<a href="https://www.link">https://www.link</a>	Germany	537	47	8.75%	▲ 5
68	Cossette	<a href="https://www.link">https://www.link</a>	Canada	976	85	8.71%	▼ -5
69	Linney	<a href="https://www.link">https://www.link</a>	United Kingdom	739	64	8.66%	New Entry
70	Content Writer	<a href="https://www.link">https://www.link</a>	Poland	640	55	8.59%	▼ -24
71	GroupM Germany	<a href="https://www.link">https://www.link</a>	Germany	634	54	8.52%	▼ -24
72	Archetype	<a href="https://www.link">https://www.link</a>	United States	1,000	85	8.50%	New Entry
73	Kepler	<a href="https://www.link">https://www.link</a>	United States	733	62	8.46%	▲ 27
74	DAC	<a href="https://www.link">https://www.link</a>	Canada	943	79	8.38%	▼ -5
75	Canvas Worldwide	<a href="https://www.link">https://www.link</a>	United States	527	44	8.35%	New Entry
76	Zimmerman Advertising	<a href="https://www.link">https://www.link</a>	United States	626	52	8.31%	▲ 34
77	Ampersand	<a href="https://www.link">https://www.link</a>	United States	654	53	8.10%	▲ 11
78	Ebiquity	<a href="https://www.link">https://www.link</a>	United Kingdom	643	52	8.09%	▼ -17
79	Brainlabs	<a href="https://www.link">https://www.link</a>	United Kingdom	910	73	8.02%	▼ -60
80	TBWAiMedia Arts Lab	<a href="https://www.link">https://www.link</a>	United States	826	65	7.87%	▼ -24
81	MullenLowe U.S.	<a href="https://www.link">https://www.link</a>	United States	599	47	7.85%	▲ 43
82	Moore	<a href="https://www.link">https://www.link</a>	United States	997	76	7.62%	▲ 23
83	S2W Media	<a href="https://www.link">https://www.link</a>	United States	530	40	7.55%	▼ -13
84	VideoAmp	<a href="https://www.link">https://www.link</a>	United States	520	39	7.50%	▲ 58
85	Merkle EMEA	<a href="https://www.link">https://www.link</a>	United Kingdom	588	44	7.48%	▼ -14
86	MKTG	<a href="https://www.link">https://www.link</a>	United States	793	59	7.44%	▲ 30
87	OMD EMEA	<a href="https://www.link">https://www.link</a>	United Kingdom	688	51	7.41%	▼ -48
88	Digital Turbine	<a href="https://www.link">https://www.link</a>	United States	1,000	74	7.40%	▼ -20
89	IMPACT BBDO	<a href="https://www.link">https://www.link</a>	United States	574	42	7.32%	▲ 4
90	OneMagnify	<a href="https://www.link">https://www.link</a>	United States	861	63	7.32%	▲ 29
91	Biolumina	<a href="https://www.link">https://www.link</a>	United States	510	37	7.25%	New Entry
92	XR Extreme Reach	<a href="https://www.link">https://www.link</a>	United States	849	61	7.18%	▲ 14
93	Datawords Group	<a href="https://www.link">https://www.link</a>	France	795	57	7.17%	New Entry

94	Mediaplus Group	<a href="https://www.link">https://www.link</a>	Germany	872	62	7.11%	▼ -11
95	localsearch (Swisscom Dir	<a href="https://www.link">https://www.link</a>	Switzerland	747	53	7.10%	▼ -36
96	Arc Worldwide	<a href="https://www.link">https://www.link</a>	United States	825	56	6.79%	▲ 55
97	3DEXCITE	<a href="https://www.link">https://www.link</a>	Germany	546	37	6.78%	New Entry
98	TMA (The Marketing Arm)	<a href="https://www.link">https://www.link</a>	United States	609	41	6.73%	▲ 34
99	FLYERLARM	<a href="https://www.link">https://www.link</a>	Germany	566	38	6.71%	New Entry
100	Staples Promotional Produ	<a href="https://www.link">https://www.link</a>	United States	936	62	6.62%	▲ 49
101	TLC Worldwide	<a href="https://www.link">https://www.link</a>	United Kingdom	896	59	6.58%	▼ -16
102	Tradedoubler	<a href="https://www.link">https://www.link</a>	Sweden	754	49	6.50%	▲ 44
103	BGB Group	<a href="https://www.link">https://www.link</a>	United States	570	37	6.49%	▼ -7
104	TRG	<a href="https://www.link">https://www.link</a>	United States	607	39	6.43%	▲ 30
105	Wpromote	<a href="https://www.link">https://www.link</a>	United States	640	41	6.41%	▼ -2
106	MADISON MK	<a href="https://www.link">https://www.link</a>	Spain	753	48	6.37%	▼ -9
107	Digitas UK	<a href="https://www.link">https://www.link</a>	United Kingdom	776	48	6.19%	▼ -15
108	CPM France	<a href="https://www.link">https://www.link</a>	France	860	53	6.16%	▲ 36
109	Barrows	<a href="https://www.link">https://www.link</a>	United States	532	32	6.02%	▼ -15
110	Team One	<a href="https://www.link">https://www.link</a>	United States	898	54	6.01%	▼ -2
111	Trader Interactive	<a href="https://www.link">https://www.link</a>	United States	518	31	5.98%	New Entry
112	Abstrakt Marketing Group	<a href="https://www.link">https://www.link</a>	United States	686	41	5.98%	▲ 13
113	eg+ worldwide	<a href="https://www.link">https://www.link</a>	United Kingdom	653	39	5.97%	▲ 20
114	Manitacs B2B ITES	<a href="https://www.link">https://www.link</a>	United States	766	45	5.87%	▼ -24
115	Team ITG	<a href="https://www.link">https://www.link</a>	United Kingdom	972	57	5.86%	▼ -42
116	Kargo	<a href="https://www.link">https://www.link</a>	United States	919	53	5.77%	▼ -15
117	Ogilvy Health	<a href="https://www.link">https://www.link</a>	United States	629	36	5.72%	▲ 51
118	Logical Position	<a href="https://www.link">https://www.link</a>	United States	844	48	5.69%	▲ 45
119	WebFX	<a href="https://www.link">https://www.link</a>	United States	820	46	5.61%	▼ -33
120	MullenLowe Global	<a href="https://www.link">https://www.link</a>	United Kingdom	822	46	5.60%	▼ -38
121	adm Group	<a href="https://www.link">https://www.link</a>	United Kingdom	930	52	5.59%	▲ 8
122	Catalina USA	<a href="https://www.link">https://www.link</a>	United States	805	45	5.59%	▼ -15
123	EIMS	<a href="https://www.link">https://www.link</a>	United Kingdom	524	29	5.53%	▼ -8
124	Netpeak	<a href="https://www.link">https://www.link</a>	United Kingdom	564	31	5.50%	▼ -7
125	BDA	<a href="https://www.link">https://www.link</a>	United States	978	53	5.42%	▲ 14
126	Pardgroup	<a href="https://www.link">https://www.link</a>	Italy	866	46	5.31%	▲ 4
127	Rai Pubblicità	<a href="https://www.link">https://www.link</a>	Italy	611	32	5.24%	▼ -15
128	American Marketing & Pub	<a href="https://www.link">https://www.link</a>	United States	584	30	5.14%	▼ -33
129	designory	<a href="https://www.link">https://www.link</a>	United States	586	30	5.12%	▲ 2
130	22Squared	<a href="https://www.link">https://www.link</a>	United States	547	28	5.12%	▲ 23
131	Entravision US Media	<a href="https://www.link">https://www.link</a>	United States	777	39	5.02%	▲ 27
132	Multiview	<a href="https://www.link">https://www.link</a>	United States	640	32	5.00%	New Entry
133	A. Manzoni & C.	<a href="https://www.link">https://www.link</a>	Italy	621	31	4.99%	▼ -81
134	Area 23	<a href="https://www.link">https://www.link</a>	United States	882	44	4.99%	▼ -111
135	Doner	<a href="https://www.link">https://www.link</a>	United States	725	36	4.97%	▼ -17
136	Digitas Pixelpark	<a href="https://www.link">https://www.link</a>	Germany	509	24	4.72%	New Entry
137	Epsilon France	<a href="https://www.link">https://www.link</a>	France	955	45	4.71%	▼ -28
138	DIAM Group · Retail & Mer	<a href="https://www.link">https://www.link</a>	France	618	29	4.69%	▲ 10
139	SJC	<a href="https://www.link">https://www.link</a>	Canada	664	30	4.52%	New Entry
140	EducationDynamics	<a href="https://www.link">https://www.link</a>	United States	621	28	4.51%	▲ 7
141	Quotient Technology	<a href="https://www.link">https://www.link</a>	United States	769	34	4.42%	New Entry
142	Townsquare Interactive	<a href="https://www.link">https://www.link</a>	United States	555	24	4.32%	▼ -6
143	Eniro	<a href="https://www.link">https://www.link</a>	Sweden	926	40	4.32%	▲ 32
144	Safeguard Business System	<a href="https://www.link">https://www.link</a>	United States	583	25	4.29%	▼ -23
145	Tenerity	<a href="https://www.link">https://www.link</a>	United States	564	24	4.26%	New Entry
146	Liftoff Mobile	<a href="https://www.link">https://www.link</a>	United States	635	27	4.25%	▼ -35
147	Ziff Davis Performance Ma	<a href="https://www.link">https://www.link</a>	United States	803	34	4.23%	▲ 20
148	Publitalia '80	<a href="https://www.link">https://www.link</a>	Italy	533	21	3.94%	▼ -34
149	Geiger	<a href="https://www.link">https://www.link</a>	United States	766	30	3.92%	▲ 10
150	WeNet Group	<a href="https://www.link">https://www.link</a>	Poland	513	20	3.90%	New Entry
151	Vestcom	<a href="https://www.link">https://www.link</a>	United States	745	28	3.76%	▲ 15
152	Welcome Wagon	<a href="https://www.link">https://www.link</a>	United States	537	20	3.72%	▲ 24
153	Active International	<a href="https://www.link">https://www.link</a>	United States	726	27	3.72%	▼ -27
154	Neptune Retail Solutions	<a href="https://www.link">https://www.link</a>	United States	658	24	3.65%	▲ 15
155	EKCS	<a href="https://www.link">https://www.link</a>	United States	632	20	3.16%	▼ -3
156	Communis	<a href="https://www.link">https://www.link</a>	United Kingdom	766	24	3.13%	New Entry
157	M&C Saatchi London	<a href="https://www.link">https://www.link</a>	United Kingdom	966	30	3.11%	New Entry
158	The Bernard Group	<a href="https://www.link">https://www.link</a>	United States	639	19	2.97%	▼ -13
159	ReachLocal	<a href="https://www.link">https://www.link</a>	United States	540	16	2.96%	▼ -31
160	Katz Media Group	<a href="https://www.link">https://www.link</a>	United States	676	19	2.81%	▲ 17
161	Direct Result Marketing	<a href="https://www.link">https://www.link</a>	Netherlands	500	13	2.60%	New Entry
162	Hit Promotional Products	<a href="https://www.link">https://www.link</a>	United States	782	19	2.43%	▲ 11
163	tcc global	<a href="https://www.link">https://www.link</a>	Netherlands	874	21	2.40%	New Entry
164	Mittera	<a href="https://www.link">https://www.link</a>	United States	650	15	2.31%	New Entry
165	ICCS - Contact Center	<a href="https://www.link">https://www.link</a>	Spain	574	12	2.09%	▲ 21

166	IWCO	<a href="https://www.link">https://www.link</a>	United States	902	17	1.88%	▲ 13
167	Publishers Clearing House	<a href="https://www.link">https://www.link</a>	United States	974	17	1.75%	▲ 21
168	4imprint	<a href="https://www.link">https://www.link</a>	United States	679	9	1.33%	▲ 24
169	OneTouch Direct	<a href="https://www.link">https://www.link</a>	United States	838	10	1.19%	▲ 20
170	LoyaltyOne	<a href="https://www.link">https://www.link</a>	Canada	592	7	1.18%	▲ 15
171	TeleNet Marketing Solution	<a href="https://www.link">https://www.link</a>	United States	524	6	1.15%	▲ 7
172	Advertising Checking Bure	<a href="https://www.link">https://www.link</a>	United States	751	4	0.53%	▲ 29
173	Bernstein-Rein Advertising	<a href="https://www.link">https://www.link</a>	United States	631	3	0.48%	▲ 36

## 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](mailto:support@dsmn8.com)



DSMN8

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

