



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

Industry at a glance:

Average Score: 7.30%

Total Companies: 182

Average No. Employees: 4,507

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 Attentive, LLYC, Klaviyo, Teads, APCO, Real Chemistry, Golin, Awin Global, Tinuiti, Weber Shandwick, LiveRamp, Jellyfish, Best Version Media, Effectv, Hearts & Science, Zeta Global, Octagon, MIQ, OUTFRONT Media, DEPT, and VaynerMedia.

22	Ketchum	<a href="https://www.link">https://www.link</a>	United States	1,295	161	12.43%	New Entry
23	Accenture Song	<a href="https://www.link">https://www.link</a>	United States	9,359	1,155	12.34%	▼ -12
24	HALO Branded Solutions	<a href="https://www.link">https://www.link</a>	United States	1,807	223	12.34%	▼ -18
25	Cox Media	<a href="https://www.link">https://www.link</a>	United States	1,094	135	12.34%	▲ 5
26	Merkle DACH	<a href="https://www.link">https://www.link</a>	Switzerland	1,463	180	12.30%	New Entry
27	Serviceplan Group	<a href="https://www.link">https://www.link</a>	Germany	1,304	160	12.27%	▼ -9
28	OMD USA	<a href="https://www.link">https://www.link</a>	United States	1,397	167	11.95%	▲ 81
29	Walmart Connect	<a href="https://www.link">https://www.link</a>	United States	2,103	250	11.89%	▼ -17
30	TechTarget	<a href="https://www.link">https://www.link</a>	United States	1,058	122	11.53%	New Entry
31	We Are Social	<a href="https://www.link">https://www.link</a>	United Kingdom	1,575	179	11.37%	▲ 4
32	Fiverr and Upwork Freelan	<a href="https://www.link">https://www.link</a>	United States	7,340	833	11.35%	New Entry
33	Edelman	<a href="https://www.link">https://www.link</a>	United States	6,805	772	11.34%	New Entry
34	FGS Global	<a href="https://www.link">https://www.link</a>	United States	1,799	204	11.34%	New Entry
35	Momentum Worldwide	<a href="https://www.link">https://www.link</a>	United States	1,377	155	11.26%	▼ -3
36	OLIVER Agency	<a href="https://www.link">https://www.link</a>	United Kingdom	3,016	333	11.04%	▼ -3
37	FreeWheel	<a href="https://www.link">https://www.link</a>	United States	1,422	157	11.04%	▲ 26
38	Omnicom Media Group	<a href="https://www.link">https://www.link</a>	United States	4,810	527	10.96%	▼ -9
39	Flywheel	<a href="https://www.link">https://www.link</a>	United States	1,771	194	10.95%	New Entry
40	Klick	<a href="https://www.link">https://www.link</a>	Canada	1,601	174	10.87%	▲ 8
41	Criteo	<a href="https://www.link">https://www.link</a>	France	3,626	386	10.65%	▲ 0
42	Cision	<a href="https://www.link">https://www.link</a>	United States	2,275	240	10.55%	New Entry
43	Jack Morton Worldwide	<a href="https://www.link">https://www.link</a>	United States	1,183	123	10.40%	▼ -1
44	Media.Monks	<a href="https://www.link">https://www.link</a>	Netherlands	7,393	766	10.36%	▼ -29
45	PMG	<a href="https://www.link">https://www.link</a>	United States	1,073	108	10.07%	New Entry
46	Razorfish	<a href="https://www.link">https://www.link</a>	United States	1,763	176	9.98%	▲ 34
47	dunnhumby	<a href="https://www.link">https://www.link</a>	United Kingdom	2,535	251	9.90%	▼ -16
48	Power Digital Marketing	<a href="https://www.link">https://www.link</a>	United States	1,383	136	9.83%	▼ -35
49	Design Bridge and Partner	<a href="https://www.link">https://www.link</a>	United Kingdom	1,109	108	9.74%	▲ 6
50	Wieden + Kennedy	<a href="https://www.link">https://www.link</a>	United States	1,858	180	9.69%	▲ 2
51	BCW Global	<a href="https://www.link">https://www.link</a>	United States	2,013	195	9.69%	New Entry
52	Spectrum Reach	<a href="https://www.link">https://www.link</a>	United States	3,155	299	9.48%	▼ -25
53	Porter Novelli	<a href="https://www.link">https://www.link</a>	United States	1,037	97	9.35%	New Entry
54	Assembly Global	<a href="https://www.link">https://www.link</a>	United States	1,793	167	9.31%	▲ 5
55	Scholz & Friends	<a href="https://www.link">https://www.link</a>	Germany	1,249	116	9.29%	▼ -11
56	Hill & Knowlton	<a href="https://www.link">https://www.link</a>	United States	4,419	403	9.12%	New Entry
57	dentsu X	<a href="https://www.link">https://www.link</a>	United Kingdom	1,049	94	8.96%	▼ -19
58	Seven.One Entertainment	<a href="https://www.link">https://www.link</a>	Germany	1,153	102	8.85%	▼ -33
59	Critical Mass	<a href="https://www.link">https://www.link</a>	Canada	1,602	139	8.68%	▼ -25
60	The Mill	<a href="https://www.link">https://www.link</a>	United Kingdom	1,609	138	8.58%	▼ -37
61	Proforma	<a href="https://www.link">https://www.link</a>	United States	1,176	100	8.50%	▼ -24
62	MRM	<a href="https://www.link">https://www.link</a>	United States	3,381	287	8.49%	▲ 11
63	FleishmanHillard	<a href="https://www.link">https://www.link</a>	United States	2,447	205	8.38%	New Entry
64	Publicis Media	<a href="https://www.link">https://www.link</a>	United Kingdom	7,140	593	8.31%	▼ -11
65	WSI World	<a href="https://www.link">https://www.link</a>	Canada	1,181	98	8.30%	▼ -20
66	Hogarth	<a href="https://www.link">https://www.link</a>	United Kingdom	5,025	415	8.26%	▼ -19
67	PHMG	<a href="https://www.link">https://www.link</a>	United Kingdom	1,107	91	8.22%	▼ -21
68	KINESO	<a href="https://www.link">https://www.link</a>	United States	3,731	304	8.15%	▼ -4
69	Epsilon	<a href="https://www.link">https://www.link</a>	United States	9,374	753	8.03%	▲ 24
70	Initiative	<a href="https://www.link">https://www.link</a>	United States	4,000	318	7.95%	▼ -10
71	Annalect	<a href="https://www.link">https://www.link</a>	United States	1,301	103	7.92%	▼ -45
72	JCDecaux	<a href="https://www.link">https://www.link</a>	France	6,054	477	7.88%	▼ -15
73	Publicis Re:Sources	<a href="https://www.link">https://www.link</a>	France	3,204	251	7.83%	▲ 3
74	George P Johnson Experie	<a href="https://www.link">https://www.link</a>	United States	1,610	125	7.76%	▼ -4
75	VML COMMERCE	<a href="https://www.link">https://www.link</a>	United States	1,429	107	7.49%	▼ -25
76	CJ	<a href="https://www.link">https://www.link</a>	United States	1,574	116	7.37%	▲ 6
77	Digitas North America	<a href="https://www.link">https://www.link</a>	United States	2,617	189	7.22%	▲ 27
78	WE Communications	<a href="https://www.link">https://www.link</a>	United States	1,802	130	7.21%	New Entry
79	RAPP	<a href="https://www.link">https://www.link</a>	United States	1,985	142	7.15%	▲ 32
80	Spark Foundry	<a href="https://www.link">https://www.link</a>	United States	2,972	212	7.13%	▼ -1
81	American Solutions for Bus	<a href="https://www.link">https://www.link</a>	United States	1,155	81	7.01%	▼ -16
82	GMR Marketing	<a href="https://www.link">https://www.link</a>	United States	1,600	110	6.88%	▼ -8
83	Acxiom	<a href="https://www.link">https://www.link</a>	United States	3,861	265	6.86%	▲ 45
84	Marigold	<a href="https://www.link">https://www.link</a>	United States	1,327	91	6.86%	New Entry
85	Iris	<a href="https://www.link">https://www.link</a>	United Kingdom	2,102	144	6.85%	▲ 3
86	Mosaic North America	<a href="https://www.link">https://www.link</a>	United States	3,260	223	6.84%	▲ 8
87	iProspect	<a href="https://www.link">https://www.link</a>	United Kingdom	2,975	203	6.82%	▼ -29
88	UM Worldwide	<a href="https://www.link">https://www.link</a>	United States	2,655	180	6.78%	▲ 3
89	Townsquare Media	<a href="https://www.link">https://www.link</a>	United States	2,025	137	6.77%	▼ -3
90	VML	<a href="https://www.link">https://www.link</a>	United States	28,243	1,860	6.59%	▲ 28
91	Clear Channel Outdoor	<a href="https://www.link">https://www.link</a>	United States	2,458	160	6.51%	▼ -23
92	Ogilvy	<a href="https://www.link">https://www.link</a>	United States	11,886	773	6.50%	▼ -15
93	PHD	<a href="https://www.link">https://www.link</a>	United Kingdom	5,710	371	6.50%	▼ -22

94	FCB Health New York   An	<a href="https://www.link">https://www.link</a>	United States	1,652		105	6.36%	▼ -54
95	EVERSANA INTOUCH	<a href="https://www.link">https://www.link</a>	United States	1,241		78	6.29%	▼ -79
96	TEAM	<a href="https://www.link">https://www.link</a>	United States	1,258		79	6.28%	▼ -9
97	GroupM	<a href="https://www.link">https://www.link</a>	United States	19,504		1,209	6.20%	▼ -46
98	Paragon UK	<a href="https://www.link">https://www.link</a>	United Kingdom	1,573		94	5.98%	▼ -17
99	Scorpion	<a href="https://www.link">https://www.link</a>	United States	1,378		82	5.95%	▲ 3
100	Göteborg & Co	<a href="https://www.link">https://www.link</a>	Sweden	1,365		80	5.86%	New Entry
101	BDS Connected Solutions	<a href="https://www.link">https://www.link</a>	United States	1,407		82	5.83%	▼ -18
102	Mindshare	<a href="https://www.link">https://www.link</a>	United Kingdom	9,604		559	5.82%	▲ 8
103	TikTok for Business	<a href="https://www.link">https://www.link</a>	United States	1,295		75	5.79%	▼ -4
104	2020 Companies	<a href="https://www.link">https://www.link</a>	United States	1,734		99	5.71%	▼ -6
105	Havas Media Network	<a href="https://www.link">https://www.link</a>	United States	6,686		377	5.64%	▲ 2
106	Grey	<a href="https://www.link">https://www.link</a>	United States	3,289		185	5.62%	▼ -22
107	AffinityX	<a href="https://www.link">https://www.link</a>	United States	2,461		136	5.53%	▲ 16
108	Wavemaker	<a href="https://www.link">https://www.link</a>	United Kingdom	6,023		321	5.33%	▼ -65
109	Kantar Media	<a href="https://www.link">https://www.link</a>	United Kingdom	1,342		70	5.22%	New Entry
110	R/GA	<a href="https://www.link">https://www.link</a>	United States	2,998		152	5.07%	▼ -13
111	<a href="https://www.link">Pens.com</a>	<a href="https://www.link">https://www.link</a>	United States	1,277		64	5.01%	▼ -11
112	RPA	<a href="https://www.link">https://www.link</a>	United States	1,199		58	4.84%	▲ 24
113	Zenith	<a href="https://www.link">https://www.link</a>	United Kingdom	4,973		240	4.83%	▼ -1
114	DoubleVerify	<a href="https://www.link">https://www.link</a>	United States	1,125		53	4.71%	▼ -110
115	Clearlink	<a href="https://www.link">https://www.link</a>	United States	1,047		49	4.68%	▲ 2
116	Centerfield	<a href="https://www.link">https://www.link</a>	United States	1,133		53	4.68%	▼ -20
117	Valpak	<a href="https://www.link">https://www.link</a>	United States	1,500		69	4.60%	▼ -32
118	EssenceMediacom	<a href="https://www.link">https://www.link</a>	United Kingdom	10,550		479	4.54%	▼ -3
119	Leo Burnett	<a href="https://www.link">https://www.link</a>	United States	7,976		362	4.54%	▼ -6
120	Carat	<a href="https://www.link">https://www.link</a>	United Kingdom	2,852		128	4.49%	▼ -14
121	APS Group	<a href="https://www.link">https://www.link</a>	United Kingdom	1,105		49	4.43%	▼ -43
122	Starcom	<a href="https://www.link">https://www.link</a>	United States	6,014		265	4.41%	▼ -8
123	Wunderman Thompson	<a href="https://www.link">https://www.link</a>	United States	4,627		198	4.28%	▼ -62
124	Lamar Advertising Compar	<a href="https://www.link">https://www.link</a>	United States	3,544		147	4.15%	▲ 7
125	MEDIAPOST	<a href="https://www.link">https://www.link</a>	France	1,471		60	4.08%	▼ -22
126	Chemistry	<a href="https://www.link">https://www.link</a>	United States	1,430		58	4.06%	▲ 15
127	Vericast	<a href="https://www.link">https://www.link</a>	United States	5,138		208	4.05%	▲ 21
128	Mother	<a href="https://www.link">https://www.link</a>	United Kingdom	2,691		108	4.01%	▼ -7
129	SGS & Co	<a href="https://www.link">https://www.link</a>	United States	3,920		156	3.98%	▲ 0
130	MCI	<a href="https://www.link">https://www.link</a>	Switzerland	2,644		105	3.97%	New Entry
131	Hibu	<a href="https://www.link">https://www.link</a>	United States	4,243		168	3.96%	▼ -6
132	Solocal	<a href="https://www.link">https://www.link</a>	France	3,657		143	3.91%	▼ -13
133	Horizon Media	<a href="https://www.link">https://www.link</a>	United States	3,003		116	3.86%	▼ -11
134	TRANZACT	<a href="https://www.link">https://www.link</a>	United States	1,331		51	3.83%	▲ 10
135	Yell	<a href="https://www.link">https://www.link</a>	United Kingdom	1,489		57	3.83%	▼ -15
136	Laundry Service	<a href="https://www.link">https://www.link</a>	United States	1,410		52	3.69%	▼ -4
137	Salesland	<a href="https://www.link">https://www.link</a>	Spain	4,173		146	3.50%	▼ -21
138	Currently Seeking Opportu	<a href="https://www.link">https://www.link</a>	United States	1,488		51	3.43%	New Entry
139	Publicis Groupe	<a href="https://www.link">https://www.link</a>	France	45,569		1,538	3.38%	▼ -6
140	MarketSource	<a href="https://www.link">https://www.link</a>	United States	3,237		109	3.37%	▲ 5
141	HH Global	<a href="https://www.link">https://www.link</a>	United Kingdom	6,371		211	3.31%	▼ -14
142	XYZ	<a href="https://www.link">https://www.link</a>	United States	1,156		36	3.11%	▼ -3
143	MSL (Global)	<a href="https://www.link">https://www.link</a>	France	3,150		95	3.02%	New Entry
144	McCann Worldgroup	<a href="https://www.link">https://www.link</a>	United States	10,946		326	2.98%	▼ -9
145	IPG Mediabrand	<a href="https://www.link">https://www.link</a>	United States	10,919		312	2.86%	▼ -11
146	Saatchi & Saatchi	<a href="https://www.link">https://www.link</a>	United Kingdom	5,611		156	2.78%	▲ 0
147	Havas Creative Network	<a href="https://www.link">https://www.link</a>	United States	6,162		162	2.63%	▼ -10
148	Theorem	<a href="https://www.link">https://www.link</a>	United States	1,344		35	2.60%	New Entry
149	DCM	<a href="https://www.link">https://www.link</a>	Canada	1,115		29	2.60%	New Entry
150	SEO	<a href="https://www.link">https://www.link</a>	United States	1,020		24	2.35%	▼ -20
151	Yellow Pages / Pages Jaur	<a href="https://www.link">https://www.link</a>	Canada	1,814		42	2.32%	▲ 7
152	GTB	<a href="https://www.link">https://www.link</a>	United States	1,622		37	2.28%	▲ 5
153	Advertising Specialty Instit	<a href="https://www.link">https://www.link</a>	United States	1,712		39	2.28%	▼ -6
154	FCB Global	<a href="https://www.link">https://www.link</a>	United States	1,358		30	2.21%	▼ -11
155	BBDO Worldwide	<a href="https://www.link">https://www.link</a>	United States	2,180		46	2.11%	▲ 0
156	SGK	<a href="https://www.link">https://www.link</a>	United States	6,302		132	2.09%	▼ -5
157	YESCO	<a href="https://www.link">https://www.link</a>	United States	1,014		21	2.07%	New Entry
158	Harte Hanks	<a href="https://www.link">https://www.link</a>	United States	4,258		78	1.83%	▲ 4
159	Quad	<a href="https://www.link">https://www.link</a>	United States	10,025		171	1.71%	▲ 11
160	Clipper Magazine	<a href="https://www.link">https://www.link</a>	United States	1,007		17	1.69%	▲ 3
161	DDB	<a href="https://www.link">https://www.link</a>	United States	7,760		130	1.68%	▲ 10
162	Autotrader US	<a href="https://www.link">https://www.link</a>	United States	1,211		19	1.57%	▲ 21
163	Morley	<a href="https://www.link">https://www.link</a>	United States	1,356		21	1.55%	▼ -21
164	RR Donnelley	<a href="https://www.link">https://www.link</a>	United States	31,313		448	1.43%	▲ 3
165	heaven	<a href="https://www.link">https://www.link</a>	France	1,590		22	1.38%	▲ 0

166	MediaCom	<a href="https://www.link">https://www.link</a>	United Kingdom	6,782	93	1.37%	▼ -5
167	Archway Marketing Service	<a href="https://www.link">https://www.link</a>	United States	1,043	14	1.34%	▲ 12
168	Cargo	<a href="https://www.link">https://www.link</a>	United States	1,488	19	1.28%	▲ 17
169	Credico	<a href="https://www.link">https://www.link</a>	United States	1,264	16	1.27%	▼ -1
170	Havas	<a href="https://www.link">https://www.link</a>	France	15,480	191	1.23%	▼ -1
171	Advantage Solutions	<a href="https://www.link">https://www.link</a>	United States	26,132	307	1.17%	▲ 10
172	Star	<a href="https://www.link">https://www.link</a>	United States	1,315	15	1.14%	▲ 8
173	Omnicom Media Group UK	<a href="https://www.link">https://www.link</a>	United Kingdom	3,717	38	1.02%	▲ 11
174	WPP	<a href="https://www.link">https://www.link</a>	United Kingdom	61,204	475	0.78%	▲ 22
175	Dominion Enterprises	<a href="https://www.link">https://www.link</a>	United States	1,194	9	0.75%	▲ 7
176	TBC	<a href="https://www.link">https://www.link</a>	United States	1,313	9	0.69%	▲ 17
177	TAXI	<a href="https://www.link">https://www.link</a>	Canada	5,846	35	0.60%	▲ 11
178	TBWAWorldwide	<a href="https://www.link">https://www.link</a>	United States	12,968	76	0.59%	▲ 19
179	Interpublic Group (IPG)	<a href="https://www.link">https://www.link</a>	United States	24,888	145	0.58%	▲ 24
180	Ximim	<a href="https://www.link">https://www.link</a>	United States	4,239	22	0.52%	▲ 20
181	Clear Channel Europe	<a href="https://www.link">https://www.link</a>	United Kingdom	15,733	36	0.23%	▲ 27
182	Omnicom	<a href="https://www.link">https://www.link</a>	United States	45,503	78	0.17%	▼ -92

## Ready to win at social?

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