



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

Industry at a glance:

Average Score:
8.18%

Total Companies:
109

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	Seedtag	https://www.linkedin.com/company/seedtag	United States	555	156	28.11%	New Entry
2	Aleph Group	https://www.linkedin.com/company/aleph-group	United States	873	165	18.90%	▼ -1
3	Nexxen	https://www.linkedin.com/company/nexxen	United States	646	119	18.42%	▲ 14
4	160over90	https://www.linkedin.com/company/160over90	United States	841	153	18.19%	▲ 9
5	The Martin Agency	https://www.linkedin.com/company/the-martin-agency	United States	540	98	18.15%	▼ -1
6	Callbox	https://www.linkedin.com/company/callbox	United States	528	87	16.48%	New Entry
7	The Mars Agency	https://www.linkedin.com/company/the-mars-agency	United States	789	126	15.97%	▲ 7
8	NP Digital	https://www.linkedin.com/company/np-digital	United States	881	140	15.89%	▼ -2
9	MERGE	https://www.linkedin.com/company/merge	United States	813	126	15.50%	New Entry
10	LocalIQ USA TODAY NET	https://www.linkedin.com/company/localiq	United States	910	136	14.95%	▲ 16
11	Publicis Health Media	https://www.linkedin.com/company/publicis-health-media	United States	648	89	13.73%	▲ 27
12	Foundry	https://www.linkedin.com/company/foundry	United States	957	129	13.48%	▼ -7
13	Goodway Group	https://www.linkedin.com/company/goodway-group	United States	524	69	13.17%	▼ -3
14	INFUSE	https://www.linkedin.com/company/infuse	United States	693	90	12.99%	▼ -7
15	Wunderkind	https://www.linkedin.com/company/wunderkind	United States	649	84	12.94%	New Entry
16	TBWA\Chiat\Day	https://www.linkedin.com/company/tbwa-chiat-day	United States	852	110	12.91%	▲ 18
17	Moloco	https://www.linkedin.com/company/moloco	United States	654	83	12.69%	▼ -6
18	Ovative Group	https://www.linkedin.com/company/ovative-group	United States	528	66	12.50%	▲ 34
19	ICF Next	https://www.linkedin.com/company/icf-next	United States	678	84	12.39%	New Entry
20	Droga5	https://www.linkedin.com/company/droga5	United States	620	74	11.94%	▲ 4
21	Mediahub Worldwide	https://www.linkedin.com/company/mediahub-worldwide	United States	829	98	11.82%	▲ 47

22	Stream Companies	https://www.link	United States	559	66	11.81%	New Entry
23	Ariadna Communications C	https://www.link	United States	601	70	11.65%	▼ -8
24	Digitalzone	https://www.link	United States	719	83	11.54%	New Entry
25	GSD&M	https://www.link	United States	612	70	11.44%	▲ 5
26	INNOCEAN USA	https://www.link	United States	601	68	11.31%	▲ 13
27	PureRed	https://www.link	United States	646	72	11.15%	▼ -11
28	2X	https://www.link	United States	752	82	10.90%	New Entry
29	MNTN	https://www.link	United States	604	64	10.60%	▼ -26
30	Samsung Ads	https://www.link	United States	932	97	10.41%	▼ -9
31	72andSunny	https://www.link	United States	536	54	10.07%	▼ -6
32	MGID	https://www.link	United States	596	60	10.07%	▲ 1
33	Barkley	https://www.link	United States	720	72	10.00%	▼ -14
34	Anomaly	https://www.link	United States	892	89	9.98%	▲ 6
35	iQuanti	https://www.link	United States	556	54	9.71%	▲ 35
36	FCB Chicago	https://www.link	United States	698	67	9.60%	▲ 5
37	GALE	https://www.link	United States	860	82	9.53%	▼ -9
38	RKD Group	https://www.link	United States	520	49	9.42%	New Entry
39	BANKO	https://www.link	United States	605	57	9.42%	▼ -16
40	FMG	https://www.link	United States	505	47	9.31%	New Entry
41	Craft Worldwide	https://www.link	United States	710	66	9.30%	▼ -23
42	Digitas Health	https://www.link	United States	984	91	9.25%	▲ 1
43	Marco MKT	https://www.link	United States	657	59	8.98%	New Entry
44	Interbrand	https://www.link	United States	943	84	8.91%	▼ -35
45	Archetype	https://www.link	United States	1,000	85	8.50%	New Entry
46	Kepler	https://www.link	United States	733	62	8.46%	▲ 7
47	Canvas Worldwide	https://www.link	United States	527	44	8.35%	New Entry
48	Zimmerman Advertising	https://www.link	United States	626	52	8.31%	▲ 14
49	Ampersand	https://www.link	United States	654	53	8.10%	▼ -5
50	TBWAIMedia Arts Lab	https://www.link	United States	826	65	7.87%	▼ -23
51	MullenLowe U.S.	https://www.link	United States	599	47	7.85%	▲ 20
52	Moore	https://www.link	United States	997	76	7.62%	▲ 6
53	S2W Media	https://www.link	United States	530	40	7.55%	▼ -17
54	VideoAmp	https://www.link	United States	520	39	7.50%	▲ 30
55	MKTG	https://www.link	United States	793	59	7.44%	▲ 10
56	Digital Turbine	https://www.link	United States	1,000	74	7.40%	▼ -21
57	IMPACT BBDO	https://www.link	United States	574	42	7.32%	▼ -9
58	OneMagnify	https://www.link	United States	861	63	7.32%	▲ 9
59	Biolumina	https://www.link	United States	510	37	7.25%	New Entry
60	XR Extreme Reach	https://www.link	United States	849	61	7.18%	▼ -1
61	Arc Worldwide	https://www.link	United States	825	56	6.79%	▲ 29
62	TMA (The Marketing Arm)	https://www.link	United States	609	41	6.73%	▲ 15
63	Staples Promotional Produ	https://www.link	United States	936	62	6.62%	▲ 25
64	BGB Group	https://www.link	United States	570	37	6.49%	▼ -13
65	TRG	https://www.link	United States	607	39	6.43%	▲ 13
66	Wpromote	https://www.link	United States	640	41	6.41%	▼ -10
67	Barrows	https://www.link	United States	532	32	6.02%	▼ -18
68	Team One	https://www.link	United States	898	54	6.01%	▼ -7
69	Trader Interactive	https://www.link	United States	518	31	5.98%	New Entry
70	Abstrakt Marketing Group	https://www.link	United States	686	41	5.98%	▲ 2
71	Manlitics B2B ITES	https://www.link	United States	766	45	5.87%	▼ -25
72	Kargo	https://www.link	United States	919	53	5.77%	▼ -18
73	Ogilvy Health	https://www.link	United States	629	36	5.72%	▲ 33
74	Logical Position	https://www.link	United States	844	48	5.69%	▲ 27
75	WebFX	https://www.link	United States	820	46	5.61%	▼ -33
76	Catalina USA	https://www.link	United States	805	45	5.59%	▼ -16
77	BDA	https://www.link	United States	978	53	5.42%	▲ 5
78	American Marketing & Pub	https://www.link	United States	584	30	5.14%	▼ -28
79	designory	https://www.link	United States	586	30	5.12%	▼ -3
80	22Squared	https://www.link	United States	547	28	5.12%	▲ 12
81	Entravision US Media	https://www.link	United States	777	39	5.02%	▲ 15
82	Multiview	https://www.link	United States	640	32	5.00%	New Entry
83	Area 23	https://www.link	United States	882	44	4.99%	▼ -71
84	Doner	https://www.link	United States	725	36	4.97%	▼ -18
85	EducationDynamics	https://www.link	United States	621	28	4.51%	▲ 2
86	Quotient Technology	https://www.link	United States	769	34	4.42%	New Entry
87	Townsquare Interactive	https://www.link	United States	555	24	4.32%	▼ -7
88	Safeguard Business Syster	https://www.link	United States	583	25	4.29%	▼ -19
89	Tenerity	https://www.link	United States	564	24	4.26%	New Entry
90	Liftoff Mobile	https://www.link	United States	635	27	4.25%	▼ -27
91	Ziff Davis Performance Ma	https://www.link	United States	803	34	4.23%	▲ 14
92	Geiger	https://www.link	United States	766	30	3.92%	▲ 5
93	Vestcom	https://www.link	United States	745	28	3.76%	▲ 11

94	Welcome Wagon	https://www.linkedin.com/company/welcome-wagon/	United States	537	20	3.72%	▲ 17
95	Active International	https://www.linkedin.com/company/active-international/	United States	726	27	3.72%	▼ -22
96	Neptune Retail Solutions	https://www.linkedin.com/company/neptune-retail-solutions/	United States	658	24	3.65%	▲ 11
97	EKCS	https://www.linkedin.com/company/ekcs/	United States	632	20	3.16%	▼ -6
98	The Bernard Group	https://www.linkedin.com/company/the-bernard-group/	United States	639	19	2.97%	▼ -12
99	ReachLocal	https://www.linkedin.com/company/reachlocal/	United States	540	16	2.96%	▼ -24
100	Katz Media Group	https://www.linkedin.com/company/katz-media-group/	United States	676	19	2.81%	▲ 12
101	Hit Promotional Products	https://www.linkedin.com/company/hit-promotional-products/	United States	782	19	2.43%	▲ 8
102	Mittera	https://www.linkedin.com/company/mittera/	United States	650	15	2.31%	New Entry
103	IWCO	https://www.linkedin.com/company/iwco/	United States	902	17	1.88%	▲ 11
104	Publishers Clearing House	https://www.linkedin.com/company/publishers-clearing-house/	United States	974	17	1.75%	▲ 15
105	4imprint	https://www.linkedin.com/company/4imprint/	United States	679	9	1.33%	▲ 17
106	OneTouch Direct	https://www.linkedin.com/company/onetouch-direct/	United States	838	10	1.19%	▲ 14
107	TeleNet Marketing Solution	https://www.linkedin.com/company/tele-net-marketing-solution/	United States	524	6	1.15%	▲ 6
108	Advertising Checking Bureau	https://www.linkedin.com/company/advertising-checking-bureau/	United States	751	4	0.53%	▲ 18
109	Bernstein-Rein Advertising	https://www.linkedin.com/company/bernstein-rein-advertising/	United States	631	3	0.48%	▲ 21

Ready to win at social?

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