



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

Industry at a glance:

Average Score: 7.47%

Total Companies: 127

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?

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, Klaviyo, Teads, APCO, Real Chemistry, Golin, Tinuiti, Weber Shandwick, LiveRamp, Best Version Media, Effectv, Hearts & Science, Zeta Global, Octagon, MiQ, OUTFRONT Media, VaynerMedia, Ketchum, Accenture Song, HALO Branded Solutions, and Cox Media.

22	OMD USA	<a href="https://www.link">https://www.link</a>	United States	1,397	167	11.95%	▲ 54
23	Walmart Connect	<a href="https://www.link">https://www.link</a>	United States	2,103	250	11.89%	▼ -13
24	TechTarget	<a href="https://www.link">https://www.link</a>	United States	1,058	122	11.53%	New Entry
25	Fiverr and Upwork Freelance	<a href="https://www.link">https://www.link</a>	United States	7,340	833	11.35%	New Entry
26	Edelman	<a href="https://www.link">https://www.link</a>	United States	6,805	772	11.34%	New Entry
27	FGS Global	<a href="https://www.link">https://www.link</a>	United States	1,799	204	11.34%	New Entry
28	Momentum Worldwide	<a href="https://www.link">https://www.link</a>	United States	1,377	155	11.26%	▼ -3
29	FreeWheel	<a href="https://www.link">https://www.link</a>	United States	1,422	157	11.04%	▲ 12
30	Omnicom Media Group	<a href="https://www.link">https://www.link</a>	United States	4,810	527	10.96%	▼ -7
31	Flywheel	<a href="https://www.link">https://www.link</a>	United States	1,771	194	10.95%	New Entry
32	Cision	<a href="https://www.link">https://www.link</a>	United States	2,275	240	10.55%	New Entry
33	Jack Morton Worldwide	<a href="https://www.link">https://www.link</a>	United States	1,183	123	10.40%	▼ -3
34	PMG	<a href="https://www.link">https://www.link</a>	United States	1,073	108	10.07%	New Entry
35	Razorfish	<a href="https://www.link">https://www.link</a>	United States	1,763	176	9.98%	▲ 19
36	Power Digital Marketing	<a href="https://www.link">https://www.link</a>	United States	1,383	136	9.83%	▼ -25
37	Wieden + Kennedy	<a href="https://www.link">https://www.link</a>	United States	1,858	180	9.69%	▼ -3
38	BCW Global	<a href="https://www.link">https://www.link</a>	United States	2,013	195	9.69%	New Entry
39	Spectrum Reach	<a href="https://www.link">https://www.link</a>	United States	3,155	299	9.48%	▼ -18
40	Porter Novelli	<a href="https://www.link">https://www.link</a>	United States	1,037	97	9.35%	New Entry
41	Assembly Global	<a href="https://www.link">https://www.link</a>	United States	1,793	167	9.31%	▼ -4
42	Hill & Knowlton	<a href="https://www.link">https://www.link</a>	United States	4,419	403	9.12%	New Entry
43	Proforma	<a href="https://www.link">https://www.link</a>	United States	1,176	100	8.50%	▼ -16
44	MRM	<a href="https://www.link">https://www.link</a>	United States	3,381	287	8.49%	▲ 6
45	FleishmanHillard	<a href="https://www.link">https://www.link</a>	United States	2,447	205	8.38%	New Entry
46	KINESSO	<a href="https://www.link">https://www.link</a>	United States	3,731	304	8.15%	▼ -4
47	Epsilon	<a href="https://www.link">https://www.link</a>	United States	9,374	753	8.03%	▲ 17
48	Initiative	<a href="https://www.link">https://www.link</a>	United States	4,000	318	7.95%	▼ -10
49	Annalect	<a href="https://www.link">https://www.link</a>	United States	1,301	103	7.92%	▼ -29
50	George P Johnson Experience	<a href="https://www.link">https://www.link</a>	United States	1,610	125	7.76%	▼ -2
51	VML COMMERCE	<a href="https://www.link">https://www.link</a>	United States	1,429	107	7.49%	▼ -19
52	CJ	<a href="https://www.link">https://www.link</a>	United States	1,574	116	7.37%	▲ 3
53	Digitas North America	<a href="https://www.link">https://www.link</a>	United States	2,617	189	7.22%	▲ 20
54	WE Communications	<a href="https://www.link">https://www.link</a>	United States	1,802	130	7.21%	New Entry
55	RAPP	<a href="https://www.link">https://www.link</a>	United States	1,985	142	7.15%	▲ 22
56	Spark Foundry	<a href="https://www.link">https://www.link</a>	United States	2,972	212	7.13%	▼ -3
57	American Solutions for Business	<a href="https://www.link">https://www.link</a>	United States	1,155	81	7.01%	▼ -14
58	GMR Marketing	<a href="https://www.link">https://www.link</a>	United States	1,600	110	6.88%	▼ -7
59	Axciom	<a href="https://www.link">https://www.link</a>	United States	3,861	265	6.86%	▲ 26
60	Marigold	<a href="https://www.link">https://www.link</a>	United States	1,327	91	6.86%	New Entry
61	Mosaic North America	<a href="https://www.link">https://www.link</a>	United States	3,260	223	6.84%	▲ 4
62	UM Worldwide	<a href="https://www.link">https://www.link</a>	United States	2,655	180	6.78%	▲ 1
63	Townsquare Media	<a href="https://www.link">https://www.link</a>	United States	2,025	137	6.77%	▼ -4
64	VML	<a href="https://www.link">https://www.link</a>	United States	28,243	1,860	6.59%	▲ 17
65	Clear Channel Outdoor	<a href="https://www.link">https://www.link</a>	United States	2,458	160	6.51%	▼ -19
66	Ogilvy	<a href="https://www.link">https://www.link</a>	United States	11,886	773	6.50%	▼ -14
67	FCB Health New York   Advertising	<a href="https://www.link">https://www.link</a>	United States	1,652	105	6.36%	▼ -38
68	EVERSANA INTOUCH	<a href="https://www.link">https://www.link</a>	United States	1,241	78	6.29%	▼ -55
69	TEAM	<a href="https://www.link">https://www.link</a>	United States	1,258	79	6.28%	▼ -9
70	GroupM	<a href="https://www.link">https://www.link</a>	United States	19,504	1,209	6.20%	▼ -37
71	Scorpion	<a href="https://www.link">https://www.link</a>	United States	1,378	82	5.95%	▲ 1
72	BDS Connected Solutions	<a href="https://www.link">https://www.link</a>	United States	1,407	82	5.83%	▼ -16
73	TikTok for Business	<a href="https://www.link">https://www.link</a>	United States	1,295	75	5.79%	▼ -4
74	2020 Companies	<a href="https://www.link">https://www.link</a>	United States	1,734	99	5.71%	▼ -6
75	Havas Media Network	<a href="https://www.link">https://www.link</a>	United States	6,686	377	5.64%	▼ -1
76	Grey	<a href="https://www.link">https://www.link</a>	United States	3,289	185	5.62%	▼ -19
77	AffinityX	<a href="https://www.link">https://www.link</a>	United States	2,461	136	5.53%	▲ 6
78	R/GA	<a href="https://www.link">https://www.link</a>	United States	2,998	152	5.07%	▼ -11
79	<a href="https://www.pens.com">Pens.com</a>	<a href="https://www.link">https://www.link</a>	United States	1,277	64	5.01%	▼ -9
80	RPA	<a href="https://www.link">https://www.link</a>	United States	1,199	58	4.84%	▲ 12
81	DoubleVerify	<a href="https://www.link">https://www.link</a>	United States	1,125	53	4.71%	▼ -78
82	Clearlink	<a href="https://www.link">https://www.link</a>	United States	1,047	49	4.68%	▼ -2
83	Centerfield	<a href="https://www.link">https://www.link</a>	United States	1,133	53	4.68%	▼ -17
84	Valpak	<a href="https://www.link">https://www.link</a>	United States	1,500	69	4.60%	▼ -26
85	Leo Burnett	<a href="https://www.link">https://www.link</a>	United States	7,976	362	4.54%	▼ -7
86	Starcom	<a href="https://www.link">https://www.link</a>	United States	6,014	265	4.41%	▼ -7
87	Wunderman Thompson	<a href="https://www.link">https://www.link</a>	United States	4,627	198	4.28%	▼ -48
88	Lamar Advertising Comparison	<a href="https://www.link">https://www.link</a>	United States	3,544	147	4.15%	▲ 0
89	Chemistry	<a href="https://www.link">https://www.link</a>	United States	1,430	58	4.06%	▲ 7
90	Vericast	<a href="https://www.link">https://www.link</a>	United States	5,138	208	4.05%	▲ 12
91	SGS & Co	<a href="https://www.link">https://www.link</a>	United States	3,920	156	3.98%	▼ -5
92	Hibu	<a href="https://www.link">https://www.link</a>	United States	4,243	168	3.96%	▼ -8
93	Horizon Media	<a href="https://www.link">https://www.link</a>	United States	3,003	116	3.86%	▼ -11

94	TRANZACT	<a href="https://www.linkedin.com/company/TRANZACT">https://www.linkedin.com/company/TRANZACT</a>	United States	1,331	51	3.83%	▲ 5
95	Laundry Service	<a href="https://www.linkedin.com/company/laundry-service">https://www.linkedin.com/company/laundry-service</a>	United States	1,410	52	3.69%	▼ -6
96	Currently Seeking Opportunity	<a href="https://www.linkedin.com/company/currently-seeking-opportunity">https://www.linkedin.com/company/currently-seeking-opportunity</a>	United States	1,488	51	3.43%	New Entry
97	MarketSource	<a href="https://www.linkedin.com/company/market-source">https://www.linkedin.com/company/market-source</a>	United States	3,237	109	3.37%	▲ 3
98	XYZ	<a href="https://www.linkedin.com/company/xyz">https://www.linkedin.com/company/xyz</a>	United States	1,156	36	3.11%	▼ -3
99	McCann Worldgroup	<a href="https://www.linkedin.com/company/mccann-worldgroup">https://www.linkedin.com/company/mccann-worldgroup</a>	United States	10,946	326	2.98%	▼ -8
100	IPG Mediabrands	<a href="https://www.linkedin.com/company/ipg-mediabrands">https://www.linkedin.com/company/ipg-mediabrands</a>	United States	10,919	312	2.86%	▼ -10
101	Havas Creative Network	<a href="https://www.linkedin.com/company/havas-creative-network">https://www.linkedin.com/company/havas-creative-network</a>	United States	6,162	162	2.63%	▼ -8
102	Theorem	<a href="https://www.linkedin.com/company/theorem">https://www.linkedin.com/company/theorem</a>	United States	1,344	35	2.60%	New Entry
103	SEO	<a href="https://www.linkedin.com/company/seo">https://www.linkedin.com/company/seo</a>	United States	1,020	24	2.35%	▼ -16
104	GTB	<a href="https://www.linkedin.com/company/gtb">https://www.linkedin.com/company/gtb</a>	United States	1,622	37	2.28%	▲ 5
105	Advertising Specialty Institute	<a href="https://www.linkedin.com/company/advertising-specialty-institute">https://www.linkedin.com/company/advertising-specialty-institute</a>	United States	1,712	39	2.28%	▼ -4
106	FCB Global	<a href="https://www.linkedin.com/company/fcb-global">https://www.linkedin.com/company/fcb-global</a>	United States	1,358	30	2.21%	▼ -8
107	BBDO Worldwide	<a href="https://www.linkedin.com/company/bbdo-worldwide">https://www.linkedin.com/company/bbdo-worldwide</a>	United States	2,180	46	2.11%	▲ 1
108	SGK	<a href="https://www.linkedin.com/company/sgk">https://www.linkedin.com/company/sgk</a>	United States	6,302	132	2.09%	▼ -3
109	YESCO	<a href="https://www.linkedin.com/company/yesco">https://www.linkedin.com/company/yesco</a>	United States	1,014	21	2.07%	New Entry
110	Harte Hanks	<a href="https://www.linkedin.com/company/harte-hanks">https://www.linkedin.com/company/harte-hanks</a>	United States	4,258	78	1.83%	▲ 2
111	Quad	<a href="https://www.linkedin.com/company/quad">https://www.linkedin.com/company/quad</a>	United States	10,025	171	1.71%	▲ 6
112	Clipper Magazine	<a href="https://www.linkedin.com/company/clipper-magazine">https://www.linkedin.com/company/clipper-magazine</a>	United States	1,007	17	1.69%	▲ 1
113	DDB	<a href="https://www.linkedin.com/company/ddb">https://www.linkedin.com/company/ddb</a>	United States	7,760	130	1.68%	▲ 5
114	Autotrader US	<a href="https://www.linkedin.com/company/autotrader-us">https://www.linkedin.com/company/autotrader-us</a>	United States	1,211	19	1.57%	▲ 12
115	Morley	<a href="https://www.linkedin.com/company/morley">https://www.linkedin.com/company/morley</a>	United States	1,356	21	1.55%	▼ -18
116	RR Donnelley	<a href="https://www.linkedin.com/company/rr-donnelley">https://www.linkedin.com/company/rr-donnelley</a>	United States	31,313	448	1.43%	▼ -1
117	Archway Marketing Services	<a href="https://www.linkedin.com/company/archway-marketing-services">https://www.linkedin.com/company/archway-marketing-services</a>	United States	1,043	14	1.34%	▲ 5
118	Cargo	<a href="https://www.linkedin.com/company/cargo">https://www.linkedin.com/company/cargo</a>	United States	1,488	19	1.28%	▲ 9
119	Credico	<a href="https://www.linkedin.com/company/credico">https://www.linkedin.com/company/credico</a>	United States	1,264	16	1.27%	▼ -3
120	Advantage Solutions	<a href="https://www.linkedin.com/company/advantage-solutions">https://www.linkedin.com/company/advantage-solutions</a>	United States	26,132	307	1.17%	▲ 4
121	Star	<a href="https://www.linkedin.com/company/star">https://www.linkedin.com/company/star</a>	United States	1,315	15	1.14%	▲ 2
122	Dominion Enterprises	<a href="https://www.linkedin.com/company/dominion-enterprises">https://www.linkedin.com/company/dominion-enterprises</a>	United States	1,194	9	0.75%	▲ 3
123	TBC	<a href="https://www.linkedin.com/company/tbc">https://www.linkedin.com/company/tbc</a>	United States	1,313	9	0.69%	▲ 9
124	TBWAWorldwide	<a href="https://www.linkedin.com/company/tbwa-worldwide">https://www.linkedin.com/company/tbwa-worldwide</a>	United States	12,968	76	0.59%	▲ 10
125	Interpublic Group (IPG)	<a href="https://www.linkedin.com/company/interpublic-group-ipg">https://www.linkedin.com/company/interpublic-group-ipg</a>	United States	24,888	145	0.58%	▲ 12
126	Ximim	<a href="https://www.linkedin.com/company/ximim">https://www.linkedin.com/company/ximim</a>	United States	4,239	22	0.52%	▲ 9
127	Omnicom	<a href="https://www.linkedin.com/company/omnicom">https://www.linkedin.com/company/omnicom</a>	United States	45,503	78	0.17%	▼ -65

## 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.

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