



Europe's Most Active Internet Professionals on Social - May 2024

Industry at a glance:

Average Score:
7.78%

Total Companies:
38

Global Industry Average:
9.17%

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	Expereo	https://www.linkedin.com/company/expereo	Netherlands	537	101	18.81%	▲ 1
2	HBX Group	https://www.linkedin.com/company/hbx-group	Spain	638	108	16.93%	New Entry
3	Catawiki	https://www.linkedin.com/company/catawiki	Netherlands	829	128	15.44%	▲ 2
4	Adevinta Spain	https://www.linkedin.com/company/adevinta-spain	Spain	848	104	12.26%	▲ 12
5	mobile.de	https://www.linkedin.com/company/mobile-de	Germany	520	62	11.92%	New Entry
6	Reworld Media	https://www.linkedin.com/company/reworld-media	France	858	101	11.77%	▲ 0
7	HelloWork	https://www.linkedin.com/company/hellowork	France	598	70	11.71%	▲ 7
8	Blip.pt	https://www.linkedin.com/company/blip-pt	Portugal	675	74	10.96%	▲ 5
9	Kongsberg Discovery	https://www.linkedin.com/company/kongsberg-discovery	Norway	515	56	10.87%	New Entry
10	Bird	https://www.linkedin.com/company/bird	Netherlands	556	56	10.07%	New Entry
11	VDE	https://www.linkedin.com/company/vde	Germany	707	67	9.48%	▲ 0
12	VusionGroup	https://www.linkedin.com/company/vusiongroup	France	665	60	9.02%	New Entry
13	Nextlane	https://www.linkedin.com/company/nextlane	France	645	58	8.99%	New Entry
14	Brevo	https://www.linkedin.com/company/brevo	France	620	54	8.71%	▼ -6
15	Grupa Pracuj	https://www.linkedin.com/company/grupa-pracuj	Poland	591	50	8.46%	▲ 3
16	ManoMano	https://www.linkedin.com/company/manomano	France	858	67	7.81%	▲ 5
17	Devoteam Creative Tech	https://www.linkedin.com/company/devoteam-creative-tech	France	860	67	7.79%	▼ -2
18	Global Savings Group	https://www.linkedin.com/company/global-savings-group	Germany	1,000	75	7.50%	▲ 12
19	Back Market	https://www.linkedin.com/company/back-market	France	836	62	7.42%	▼ -7
20	Leadtech Group	https://www.linkedin.com/company/leadtech-group	Spain	572	39	6.82%	▲ 3
21	EOLO	https://www.linkedin.com/company/eolo	Italy	846	56	6.62%	▲ 6

22	FINN.no	https://www.link€ Norway	557	35	6.28%	▲ 18
23	1&1 Mail & Media Applicati	https://www.link€ Germany	525	32	6.10%	▲ 5
24	trivago	https://www.link€ Germany	933	56	6.00%	▲ 5
25	Agicap	https://www.link€ France	685	40	5.84%	New Entry
26	Odigo	https://www.link€ France	722	41	5.68%	New Entry
27	Voodoo	https://www.link€ France	635	35	5.51%	▼ -17
28	METRO Markets	https://www.link€ Germany	537	29	5.40%	▼ -9
29	HUBSIDE	https://www.link€ France	682	36	5.28%	▲ 2
30	Travix	https://www.link€ Netherlands	562	29	5.16%	New Entry
31	EPG Ehrhardt Partner Gro	https://www.link€ Germany	507	26	5.13%	New Entry
32	XING	https://www.link€ Germany	744	35	4.70%	▼ -7
33	Onet	https://www.link€ Poland	537	25	4.66%	▼ -1
34	NeoXam	https://www.link€ France	570	25	4.39%	New Entry
35	Linkeo	https://www.link€ France	563	10	1.78%	▲ 4
36	CRISTIAN LAY	https://www.link€ Spain	582	10	1.72%	▲ 2
37	Vitec Software Group	https://www.link€ Sweden	576	8	1.39%	New Entry
38	Itiviti	https://www.link€ Sweden	636	7	1.10%	New Entry

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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