



Europe's Most Active Computer Software Professionals on Social - June 2024

Industry at a glance:



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	Mews	https://www.linkedin.com/company/mews/	Netherlands	1,076	266	24.72%	New Entry
2	Contentsquare	https://www.linkedin.com/company/contentsquare/	France	1,490	327	21.95%	▲ 5
3	SUSE	https://www.linkedin.com/company/suse/	Germany	2,447	533	21.78%	▼ -2
4	Nexthink	https://www.linkedin.com/company/nexthink/	Switzerland	1,025	212	20.68%	New Entry
5	DeepL	https://www.linkedin.com/company/deepl/	Germany	1,169	220	18.82%	New Entry
6	Odoo	https://www.linkedin.com/company/odoo/	Belgium	4,469	828	18.53%	▲ 0
7	RELEX Solutions	https://www.linkedin.com/company/relex-solutions/	Finland	2,054	380	18.50%	▼ -5
8	Factorial	https://www.linkedin.com/company/factorial/	Spain	1,501	256	17.06%	▲ 5
9	Milestone Systems	https://www.linkedin.com/company/milestone-systems/	Denmark	1,563	265	16.95%	▼ -5
10	TeamViewer	https://www.linkedin.com/company/teamviewer/	Germany	1,931	327	16.93%	▼ -7
11	Basware	https://www.linkedin.com/company/basware/	Finland	1,628	267	16.40%	New Entry
12	Personio	https://www.linkedin.com/company/personio/	Germany	2,143	350	16.33%	▼ -3
13	GetYourGuide	https://www.linkedin.com/company/getyourguide/	Germany	1,058	168	15.88%	New Entry
14	Acronis	https://www.linkedin.com/company/acronis/	Switzerland	2,010	312	15.52%	▼ -4
15	BrowserStack	https://www.linkedin.com/company/browserstack/	Ireland	1,218	188	15.44%	▼ -4
16	Ivalua	https://www.linkedin.com/company/ivalua/	France	1,007	154	15.29%	New Entry
17	TeamSystem	https://www.linkedin.com/company/team-system/	Italy	2,526	375	14.85%	▲ 0
18	IFS	https://www.linkedin.com/company/ifs/	Sweden	7,992	1,175	14.70%	▼ -10
19	Axis Communications	https://www.linkedin.com/company/axis-communications/	Sweden	4,672	637	13.63%	▼ -14
20	Decathlon Digital	https://www.linkedin.com/company/decathlon-digital/	France	1,138	155	13.62%	New Entry
21	Transporeon	https://www.linkedin.com/company/transporeon/	Germany	1,125	141	12.53%	▼ -2

22	OVHcloud	https://www.link€	France	2,899	354	12.21%	▼ -10
23	Docolib	https://www.link€	France	3,149	368	11.69%	▼ -9
24	Flix	https://www.link€	Germany	2,102	243	11.56%	New Entry
25	Cegid	https://www.link€	France	3,945	450	11.41%	▼ -7
26	Software	https://www.link€	Germany	3,913	420	10.73%	▼ -10
27	Generix	https://www.link€	France	1,093	115	10.52%	▲ 27
28	SimCorp	https://www.link€	Denmark	2,986	293	9.81%	▼ -5
29	Better Collective	https://www.link€	Denmark	1,900	182	9.58%	New Entry
30	Bitdefender	https://www.link€	Romania	2,131	204	9.57%	▲ 0
31	Betsson Group	https://www.link€	Malta	2,190	205	9.36%	▲ 3
32	Italiaonline	https://www.link€	Italy	2,756	257	9.33%	▲ 5
33	SOFTSWISS	https://www.link€	Malta	1,274	118	9.26%	New Entry
34	Exact	https://www.link€	Netherlands	2,420	222	9.17%	▲ 25
35	RIB Software	https://www.link€	Germany	1,134	102	8.99%	▼ -7
36	ESET	https://www.link€	Slovakia	1,784	159	8.91%	▼ -10
37	Quadiant	https://www.link€	France	3,711	330	8.89%	▼ -6
38	Temenos	https://www.link€	Switzerland	5,640	483	8.56%	▲ 2
39	SAP	https://www.link€	Germany	111,263	9,500	8.54%	▼ -12
40	DATEV	https://www.link€	Germany	4,381	373	8.51%	▼ -11
41	dSPACE	https://www.link€	Germany	1,303	110	8.44%	▲ 1
42	Bankdata	https://www.link€	Denmark	1,099	92	8.37%	New Entry
43	EG	https://www.link€	Denmark	2,184	181	8.29%	▼ -18
44	Klarna	https://www.link€	Sweden	5,160	423	8.20%	▲ 8
45	Materialise	https://www.link€	Belgium	1,753	140	7.99%	▼ -30
46	ETAS	https://www.link€	Germany	1,768	139	7.86%	▲ 14
47	Esko	https://www.link€	Belgium	1,743	137	7.86%	▲ 14
48	Global Blue	https://www.link€	Switzerland	1,437	111	7.72%	New Entry
49	Kiwi.com	https://www.link€	Czechia	1,037	79	7.62%	▲ 17
50	SAP Ariba	https://www.link€	Germany	2,862	218	7.62%	▼ -11
51	OMP	https://www.link€	Belgium	1,356	102	7.52%	▼ -15
52	Etraveli Group	https://www.link€	Sweden	1,665	123	7.39%	▼ -3
53	Systematic	https://www.link€	Denmark	1,186	87	7.34%	▼ -18
54	OLX	https://www.link€	Netherlands	4,312	316	7.33%	▼ -3
55	diconium	https://www.link€	Germany	2,231	161	7.22%	▼ -22
56	JetBrains	https://www.link€	Czechia	2,068	149	7.21%	▲ 12
57	Visma	https://www.link€	Norway	5,062	362	7.15%	▼ -4
58	Flowbird Group	https://www.link€	France	1,038	74	7.13%	New Entry
59	ABOUT YOU	https://www.link€	Germany	1,508	106	7.03%	New Entry
60	NSI IT Software & Services	https://www.link€	Belgium	1,106	76	6.87%	▼ -39
61	Job&Talent	https://www.link€	Spain	3,221	219	6.80%	▼ -3
62	Cabify	https://www.link€	Spain	3,608	238	6.60%	▲ 1
63	Dassault Systèmes	https://www.link€	France	26,501	1,732	6.54%	▼ -22
64	Sigma Software Group	https://www.link€	Sweden	1,507	98	6.50%	▼ -21
65	CARIAD	https://www.link€	Germany	4,650	302	6.49%	▲ 0
66	Sopra Banking Software	https://www.link€	France	4,146	269	6.49%	▼ -22
67	Wolt	https://www.link€	Finland	9,133	585	6.41%	▼ -19
68	Bosch Portugal	https://www.link€	Portugal	1,491	94	6.30%	▼ -36
69	Booking.com	https://www.link€	Netherlands	15,079	942	6.25%	▼ -31
70	showroomprive.com	https://www.link€	France	1,287	80	6.22%	▼ -25
71	The Stepstone Group	https://www.link€	Germany	3,013	184	6.11%	▼ -16
72	TTTech Auto	https://www.link€	Austria	1,086	66	6.08%	▼ -5
73	BBVA Technology en Euro	https://www.link€	Spain	2,579	156	6.05%	New Entry
74	REWE digital	https://www.link€	Germany	1,610	97	6.02%	▼ -17
75	ORTEC	https://www.link€	Netherlands	1,126	63	5.60%	▼ -11
76	MBition	https://www.link€	Germany	1,043	58	5.56%	New Entry
77	Pentalog	https://www.link€	France	1,060	57	5.38%	▼ -8
78	CHECK24 Vergleichsportal	https://www.link€	Germany	3,455	177	5.12%	New Entry
79	Murex	https://www.link€	France	3,413	171	5.01%	▼ -1
80	Comarch	https://www.link€	Poland	5,190	252	4.86%	▲ 0
81	Opera	https://www.link€	Norway	2,008	94	4.68%	▲ 1
82	Bolt	https://www.link€	Estonia	10,310	477	4.63%	▼ -20
83	lastminute.com	https://www.link€	Switzerland	2,004	92	4.59%	New Entry
84	IDEMIA	https://www.link€	France	13,114	572	4.36%	▼ -9
85	Elektrobit	https://www.link€	Germany	2,776	116	4.18%	▼ -29
86	VECTOR Informatik	https://www.link€	Germany	2,590	107	4.13%	▼ -14
87	ESI Group	https://www.link€	France	1,875	72	3.84%	▼ -2
88	Just Eat Takeaway.com	https://www.link€	Netherlands	15,252	584	3.83%	▼ -17
89	Bosch Magyarország	https://www.link€	Hungary	3,545	132	3.72%	▼ -13
90	Linedata	https://www.link€	France	2,015	73	3.62%	▼ -4
91	Asseco Poland	https://www.link€	Poland	2,304	75	3.26%	▼ -10
92	Cdiscount	https://www.link€	France	2,097	66	3.15%	▼ -13
93	Euro Information Developp	https://www.link€	France	2,957	85	2.87%	▼ -10

94	Pragmatic Play	https://www.linkedin.com/company/pragmatic-play/	Gibraltar	1,134	28	2.47%	New Entry
95	Amazon Development Cen	https://www.linkedin.com/company/amazon-development-centers/	Poland	2,645	58	2.19%	▼ -1
96	Covisian	https://www.linkedin.com/company/covisian/	Italy	8,373	146	1.74%	New Entry
97	ADB	https://www.linkedin.com/company/adb/	Switzerland	1,227	20	1.63%	New Entry
98	Bosch	https://www.linkedin.com/company/bosch/	Germany	168,246	1,975	1.17%	▼ -3

Ready to win at social?

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