

DSMN8

Europe & UK's Most Active Marketing & Advertising Professionals on Social - July 2024

Industry at a glance:

Average Score:	Total Companies:	Average No. Employees:
8.95%	140	327

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	Clear Channel UK	https://www.linkedin.com/company/clear-channel-uk/	United Kingdom	353	100	28.33%	▲ 3
2	NRJ Global Régions	https://www.linkedin.com/company/nrj-global-regions/	France	345	68	19.71%	▲ 1
3	TBWAINEBOKO	https://www.linkedin.com/company/tbwaineboko/	Netherlands	240	47	19.58%	▲ 14
4	dentsu Benelux	https://www.linkedin.com/company/dentsu-benelux/	Netherlands	208	40	19.23%	New Entry
5	Ogilvy UK	https://www.linkedin.com/company/ogilvy-uk/	United Kingdom	459	88	19.17%	▲ 20
6	Eskimi	https://www.linkedin.com/company/eskimi/	Lithuania	204	37	18.14%	New Entry
7	OgilvyES	https://www.linkedin.com/company/ogilvyes/	Spain	349	63	18.05%	▲ 2
8	Havas Worldwide Paris	https://www.linkedin.com/company/havas-worldwide-paris/	France	496	88	17.74%	New Entry
9	LoopMe	https://www.linkedin.com/company/loopme/	United Kingdom	353	61	17.28%	▲ 6
10	Springbok Agency	https://www.linkedin.com/company/springbok-agency/	Belgium	325	56	17.23%	▲ 37
11	Wavemaker UK	https://www.linkedin.com/company/wavemaker-uk/	United Kingdom	227	38	16.74%	▼ -3
12	HeimatTBWA	https://www.linkedin.com/company/heimattbwa/	Germany	247	39	15.79%	▲ 34
13	Captify	https://www.linkedin.com/company/captify/	United Kingdom	262	41	15.65%	▲ 5
14	Media Impact GmbH & Co.	https://www.linkedin.com/company/media-impact-gmbh-co/	Germany	244	38	15.57%	▲ 24
15	Sky Media UK	https://www.linkedin.com/company/sky-media-uk/	United Kingdom	219	34	15.53%	▲ 14
16	Social Deal	https://www.linkedin.com/company/social-deal/	Netherlands	255	39	15.29%	▲ 79
17	McCann Manchester	https://www.linkedin.com/company/mccann-manchester/	United Kingdom	319	48	15.05%	▲ 13
18	Jaywing	https://www.linkedin.com/company/jaywing/	United Kingdom	240	36	15.00%	▲ 17
19	evelyne.	https://www.linkedin.com/company/evelyne/	France	231	34	14.72%	New Entry
20	dentsu Polska	https://www.linkedin.com/company/dentsu-polska/	Poland	201	29	14.43%	New Entry
21	Caffeina	https://www.linkedin.com/company/caffeina/	Italy	344	48	13.95%	▲ 2

22	IMA	https://www.link	United Kingdom	424	59	13.92%	▲ 11
23	Talon	https://www.link	United Kingdom	238	33	13.87%	▲ 3
24	Blis	https://www.link	United Kingdom	350	48	13.71%	▲ 15
25	Highsnobiety	https://www.link	Germany	368	50	13.59%	▼ -19
26	Additi Média Groupe Oue	https://www.link	France	346	47	13.58%	▲ 15
27	CoSpirit Groupe	https://www.link	France	257	34	13.23%	▲ 13
28	Mediaplanet	https://www.link	Sweden	425	56	13.18%	▲ 109
29	Webrepublic	https://www.link	Switzerland	240	31	12.92%	▲ 3
30	The Goat Agency	https://www.link	United Kingdom	404	52	12.87%	▼ -8
31	UNIDAYS	https://www.link	United Kingdom	309	38	12.30%	▲ 26
32	Marcel	https://www.link	France	368	45	12.23%	▲ 11
33	Acosta Europe	https://www.link	United Kingdom	282	34	12.06%	▲ 37
34	Four Agency Worldwide	https://www.link	United Kingdom	318	38	11.95%	▲ 81
35	GroupM Spain	https://www.link	Spain	236	28	11.86%	▲ 48
36	team x	https://www.link	Germany	375	44	11.73%	▲ 130
37	TF1 PUB	https://www.link	France	328	38	11.59%	▲ 11
38	EssenceMediacomX	https://www.link	United Kingdom	363	42	11.57%	▲ 22
39	GroupM Poland	https://www.link	Poland	276	31	11.23%	▲ 20
40	Happy Horizon	https://www.link	Netherlands	451	50	11.09%	▲ 22
41	Dékuple	https://www.link	France	208	23	11.06%	▲ 33
42	Precis	https://www.link	Sweden	393	42	10.69%	▲ 44
43	MEDIATRANSPORTS	https://www.link	France	329	35	10.64%	▲ 64
44	Add People	https://www.link	United Kingdom	273	29	10.62%	▲ 70
45	M6 Publicité	https://www.link	France	331	35	10.57%	▼ -9
46	Webranking	https://www.link	Italy	228	24	10.53%	▲ 89
47	TBWA Paris	https://www.link	France	351	36	10.26%	▲ 70
48	Greenpark	https://www.link	United Kingdom	431	44	10.21%	▲ 40
49	Langland	https://www.link	United Kingdom	318	32	10.06%	▲ 48
50	Havas People	https://www.link	United Kingdom	212	21	9.91%	▲ 30
51	KINESSO UK&I	https://www.link	United Kingdom	263	26	9.89%	▲ 25
52	pilot group	https://www.link	Germany	435	43	9.89%	▲ 50
53	APG SGA	https://www.link	Switzerland	215	21	9.77%	▲ 66
54	Grabarz & Partner	https://www.link	Germany	260	25	9.62%	▲ 0
55	Kinetic	https://www.link	United Kingdom	431	41	9.51%	▲ 45
56	OMD UK	https://www.link	United Kingdom	489	46	9.41%	▲ 54
57	AVIAREPS Group	https://www.link	Germany	406	38	9.36%	▲ 59
58	fischerAppelt	https://www.link	Germany	485	45	9.28%	▲ 26
59	thjnk	https://www.link	Germany	333	30	9.01%	▲ 28
60	Gravity Global	https://www.link	United Kingdom	405	36	8.89%	▲ 53
61	Havas Lynx	https://www.link	United Kingdom	484	43	8.88%	▼ -30
62	Goldbach Group	https://www.link	Switzerland	383	34	8.88%	▼ -7
63	DDB Paris	https://www.link	France	463	41	8.86%	▲ 48
64	Praesidium	https://www.link	Italy	204	18	8.82%	▲ 124
65	Publicis Le Pont	https://www.link	Poland	386	34	8.81%	▲ 29
66	TMW	https://www.link	United Kingdom	425	37	8.71%	▲ 54
67	Bray Leino	https://www.link	United Kingdom	207	18	8.70%	▲ 84
68	the7stars	https://www.link	United Kingdom	280	24	8.57%	▲ 72
69	M&C Saatchi Performance	https://www.link	United Kingdom	334	28	8.38%	New Entry
70	Zalando Marketing Service	https://www.link	Germany	275	23	8.36%	▲ 107
71	Grey London	https://www.link	United Kingdom	217	18	8.29%	▼ -20
72	OMD Italy	https://www.link	Italy	290	24	8.28%	▲ 117
73	Rebold	https://www.link	Spain	301	24	7.97%	▲ 119
74	C3 Creative Code and Con	https://www.link	Germany	281	22	7.83%	▲ 18
75	Plan.Net Group	https://www.link	Germany	410	32	7.80%	▲ 70
76	Transmission	https://www.link	United Kingdom	379	29	7.65%	▼ -20
77	HOPSCOTCH Season	https://www.link	France	327	25	7.65%	New Entry
78	LIGANOVA	https://www.link	Germany	301	23	7.64%	▼ -7
79	iResearch Services	https://www.link	United Kingdom	436	33	7.57%	▲ 89
80	idhl	https://www.link	United Kingdom	442	33	7.47%	▼ -8
81	Mazarine	https://www.link	France	349	26	7.45%	▲ 74
82	Zum goldenen Hirschen	https://www.link	Germany	337	25	7.42%	▲ 78
83	PIA Media	https://www.link	Germany	297	22	7.41%	▲ 71
84	Interone	https://www.link	Germany	311	23	7.40%	▲ 125
85	ICP	https://www.link	United Kingdom	397	29	7.30%	▼ -20
86	SELLWERK	https://www.link	Germany	304	22	7.24%	▲ 23
87	SARAWAK FRANCE	https://www.link	France	306	22	7.19%	▲ 114
88	Hamilton Bright	https://www.link	Netherlands	400	28	7.00%	▲ 103
89	BBH London	https://www.link	United Kingdom	486	34	7.00%	▼ -28
90	FranceTV Publicité	https://www.link	France	432	30	6.94%	New Entry
91	HighCo Group	https://www.link	France	217	15	6.91%	▲ 95
92	AMV BBDO	https://www.link	United Kingdom	483	33	6.83%	▲ 104
93	Spring Studios	https://www.link	United Kingdom	374	25	6.68%	▲ 30

94	TMS Trademarking Servi	https://www.link	Germany	311	20	6.43%	▲ 119
95	Regicom	https://www.link	France	331	21	6.34%	▼ -5
96	Cheil Germany	https://www.link	Germany	403	25	6.20%	▼ -5
97	Core	https://www.link	Ireland	454	28	6.17%	▲ 21
98	Armando Testa	https://www.link	Italy	260	16	6.15%	▲ 32
99	Prodigious Worldwide	https://www.link	France	358	22	6.15%	▲ 50
100	ACCOM	https://www.link	Spain	232	14	6.03%	▲ 63
101	satis&fy	https://www.link	Germany	300	18	6.00%	▲ 28
102	Powerforce GB	https://www.link	United Kingdom	235	14	5.96%	▲ 26
103	The Delta Group	https://www.link	United Kingdom	370	22	5.95%	▲ 99
104	SYZYG GROUP	https://www.link	Germany	202	12	5.94%	▲ 86
105	TechSell	https://www.link	France	259	15	5.79%	▲ 100
106	Winche Redes Comerciale	https://www.link	Spain	347	20	5.76%	▲ 78
107	Fonecta Oy	https://www.link	Finland	278	16	5.76%	▼ -65
108	Numberly	https://www.link	France	444	25	5.63%	▲ 4
109	Wavemaker Italy	https://www.link	Italy	269	15	5.58%	▲ 67
110	REL Field Marketing	https://www.link	United Kingdom	387	21	5.43%	▲ 85
111	Promodo	https://www.link	Ukraine	406	22	5.42%	New Entry
112	Return on Investment	https://www.link	United Kingdom	266	14	5.26%	▲ 31
113	IGPDecaux	https://www.link	Italy	273	14	5.13%	▲ 107
114	Brand Addition	https://www.link	United Kingdom	360	18	5.00%	▲ 104
115	Dagmar	https://www.link	Finland	256	12	4.69%	▲ 9
116	gkk dialog	https://www.link	Germany	245	11	4.49%	▲ 40
117	Digitas Pixelpark	https://www.link	Germany	308	13	4.22%	New Entry
118	GUTENBERG	https://www.link	France	438	18	4.11%	▲ 103
119	OPTIMARK	https://www.link	France	380	15	3.95%	▲ 55
120	GroupM Netherlands	https://www.link	Netherlands	407	16	3.93%	▲ 115
121	Netino by Concentrix	https://www.link	France	265	10	3.77%	▲ 29
122	Ranger Marketing & Sales	https://www.link	Germany	479	18	3.76%	▲ 82
123	Grano	https://www.link	Finland	400	15	3.75%	▲ 30
124	Milee	https://www.link	France	270	10	3.70%	▲ 61
125	EssenceMediacom Germa	https://www.link	Germany	381	14	3.67%	▲ 75
126	The Telemarketing Compar	https://www.link	United Kingdom	232	8	3.45%	▲ 104
127	Boost Group	https://www.link	Switzerland	451	14	3.10%	▲ 83
128	Socprime Field Merchandi	https://www.link	Portugal	396	12	3.03%	▲ 97
129	ClickDealer	https://www.link	Netherlands	241	7	2.90%	▲ 38
130	Brandwise Group	https://www.link	Netherlands	207	5	2.42%	▲ 84
131	SQPeople	https://www.link	Netherlands	214	5	2.34%	▲ 75
132	Posterscope	https://www.link	United Kingdom	349	8	2.29%	▲ 109
133	Array Willson & Brown	https://www.link	Poland	323	7	2.17%	▲ 100
134	Herold	https://www.link	Austria	229	4	1.75%	▲ 105
135	Promedia	https://www.link	Italy	250	4	1.60%	▲ 82
136	GFM	https://www.link	United Kingdom	346	5	1.45%	▲ 95
137	Mediapost Group	https://www.link	Spain	242	3	1.24%	▲ 75
138	Pepperminds	https://www.link	Netherlands	377	4	1.06%	▲ 60
139	Instore Power Provider	https://www.link	Romania	210	1	0.48%	▲ 99
140	Frontline	https://www.link	United Kingdom	374	1	0.27%	▲ 96

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