



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

Industry at a glance:

Average Score:
8.43%

Total Companies:
94

Global Industry Average:
8.95%

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	NRJ Global Régions	https://www.linkedin.com/company/nrj-global-regions/	France	345	68	19.71%	▲ 1
2	TBWAINBOKO	https://www.linkedin.com/company/tbwainboko/	Netherlands	240	47	19.58%	▲ 7
3	dentsu Benelux	https://www.linkedin.com/company/dentsu-benelux/	Netherlands	208	40	19.23%	New Entry
4	Eskimi	https://www.linkedin.com/company/eskimi/	Lithuania	204	37	18.14%	New Entry
5	OgilvyES	https://www.linkedin.com/company/ogilvyes/	Spain	349	63	18.05%	▲ 0
6	Havas Worldwide Paris	https://www.linkedin.com/company/havas-worldwide-paris/	France	496	88	17.74%	New Entry
7	Springbok Agency	https://www.linkedin.com/company/springbok-agency/	Belgium	325	56	17.23%	▲ 16
8	HeimatTBWA	https://www.linkedin.com/company/heimattbwa/	Germany	247	39	15.79%	▲ 14
9	Media Impact GmbH & Co.	https://www.linkedin.com/company/media-impact-gmbh-co/	Germany	244	38	15.57%	▲ 8
10	Social Deal	https://www.linkedin.com/company/social-deal/	Netherlands	255	39	15.29%	▲ 43
11	evelyne.	https://www.linkedin.com/company/evelyne/	France	231	34	14.72%	New Entry
12	dentsu Polska	https://www.linkedin.com/company/dentsu-polska/	Poland	201	29	14.43%	New Entry
13	Caffeina	https://www.linkedin.com/company/caffeina/	Italy	344	48	13.95%	▼ -3
14	Highsnobiety	https://www.linkedin.com/company/highsnobiety/	Germany	368	50	13.59%	▼ -10
15	Additi Média Groupe Oued	https://www.linkedin.com/company/additi-media-groupe-oued/	France	346	47	13.58%	▲ 4
16	CoSpirit Groupe	https://www.linkedin.com/company/co-spirit-groupe/	France	257	34	13.23%	▲ 2
17	Mediaplanet	https://www.linkedin.com/company/mediaplanet/	Sweden	425	56	13.18%	▲ 64
18	Webrepublic	https://www.linkedin.com/company/webrepublic/	Switzerland	240	31	12.92%	▼ -4
19	Marcel	https://www.linkedin.com/company/marcel/	France	368	45	12.23%	▲ 2
20	GroupM Spain	https://www.linkedin.com/company/groupm-spain/	Spain	236	28	11.86%	▲ 24
21	team x	https://www.linkedin.com/company/team-x/	Germany	375	44	11.73%	▲ 81

22	TF1 PUB	https://www.link	France	328	38	11.59%	▲ 2
23	GroupM Poland	https://www.link	Poland	276	31	11.23%	▲ 6
24	Happy Horizon	https://www.link	Netherlands	451	50	11.09%	▲ 6
25	Dékuple	https://www.link	France	208	23	11.06%	▲ 13
26	Precis	https://www.link	Sweden	393	42	10.69%	▲ 20
27	MEDIATRANSPORTS	https://www.link	France	329	35	10.64%	▲ 34
28	M6 Publicité	https://www.link	France	331	35	10.57%	▼ -12
29	Webranking	https://www.link	Italy	228	24	10.53%	▲ 50
30	TBWA Paris	https://www.link	France	351	36	10.26%	▲ 36
31	pilot group	https://www.link	Germany	435	43	9.89%	▲ 26
32	APGJSGA	https://www.link	Switzerland	215	21	9.77%	▲ 36
33	Grabarz & Partner	https://www.link	Germany	260	25	9.62%	▼ -6
34	AVIAREPS Group	https://www.link	Germany	406	38	9.36%	▲ 31
35	fischerAppelt	https://www.link	Germany	485	45	9.28%	▲ 10
36	thjnk	https://www.link	Germany	333	30	9.01%	▲ 11
37	Goldbach Group	https://www.link	Switzerland	383	34	8.88%	▼ -9
38	DDB Paris	https://www.link	France	463	41	8.86%	▲ 25
39	Praesidium	https://www.link	Italy	204	18	8.82%	▲ 83
40	Publicis Le Pont	https://www.link	Poland	386	34	8.81%	▲ 12
41	Zalando Marketing Service	https://www.link	Germany	275	23	8.36%	▲ 70
42	OMD Italy	https://www.link	Italy	290	24	8.28%	▲ 81
43	Rebold	https://www.link	Spain	301	24	7.97%	▲ 83
44	C3 Creative Code and Con	https://www.link	Germany	281	22	7.83%	▲ 6
45	Plan.Net Group	https://www.link	Germany	410	32	7.80%	▲ 41
46	HOPSCOTCH Season	https://www.link	France	327	25	7.65%	New Entry
47	LIGANOVA	https://www.link	Germany	301	23	7.64%	▼ -11
48	Mazarine	https://www.link	France	349	26	7.45%	▲ 46
49	Zum goldenen Hirschen	https://www.link	Germany	337	25	7.42%	▲ 49
50	PIA Media	https://www.link	Germany	297	22	7.41%	▲ 43
51	Interone	https://www.link	Germany	311	23	7.40%	▲ 86
52	SELLWERK	https://www.link	Germany	304	22	7.24%	▲ 10
53	SARAWAK FRANCE	https://www.link	France	306	22	7.19%	▲ 78
54	Hamilton Bright	https://www.link	Netherlands	400	28	7.00%	▲ 71
55	FranceTV Publicité	https://www.link	France	432	30	6.94%	New Entry
56	HighCo Group	https://www.link	France	217	15	6.91%	▲ 64
57	TMS Trademarketing Servi	https://www.link	Germany	311	20	6.43%	▲ 83
58	Regicom	https://www.link	France	331	21	6.34%	▼ -10
59	Cheil Germany	https://www.link	Germany	403	25	6.20%	▼ -10
60	Core	https://www.link	Ireland	454	28	6.17%	▲ 7
61	Armando Testa	https://www.link	Italy	260	16	6.15%	▲ 14
62	Prodigious Worldwide	https://www.link	France	358	22	6.15%	▲ 28
63	ACCOM	https://www.link	Spain	232	14	6.03%	▲ 37
64	satis&fy	https://www.link	Germany	300	18	6.00%	▲ 10
65	SYZYGY GROUP	https://www.link	Germany	202	12	5.94%	▲ 59
66	TechSell	https://www.link	France	259	15	5.79%	▲ 68
67	Winche Redes Comerciale	https://www.link	Spain	347	20	5.76%	▲ 51
68	Fonecta Oy	https://www.link	Finland	278	16	5.76%	▼ -48
69	Numberly	https://www.link	France	444	25	5.63%	▼ -5
70	Wavemaker Italy	https://www.link	Italy	269	15	5.58%	▲ 40
71	Promodo	https://www.link	Ukraine	406	22	5.42%	New Entry
72	IGPDecaux	https://www.link	Italy	273	14	5.13%	▲ 73
73	Dagmar	https://www.link	Finland	256	12	4.69%	▼ -2
74	gkk dialog	https://www.link	Germany	245	11	4.49%	▲ 21
75	Digitas Pixelpark	https://www.link	Germany	308	13	4.22%	New Entry
76	GUTENBERG	https://www.link	France	438	18	4.11%	▲ 70
77	OPTIMARK	https://www.link	France	380	15	3.95%	▲ 31
78	GroupM Netherlands	https://www.link	Netherlands	407	16	3.93%	▲ 79
79	Netino by Concentrix	https://www.link	France	265	10	3.77%	▲ 12
80	Ranger Marketing & Sales	https://www.link	Germany	479	18	3.76%	▲ 53
81	Grano	https://www.link	Finland	400	15	3.75%	▲ 11
82	Milee	https://www.link	France	270	10	3.70%	▲ 37
83	EssenceMediacom Germa	https://www.link	Germany	381	14	3.67%	▲ 47
84	Boost Group	https://www.link	Switzerland	451	14	3.10%	▲ 54
85	Sociprime Field Merchandi	https://www.link	Portugal	396	12	3.03%	▲ 65
86	ClickDealer	https://www.link	Netherlands	241	7	2.90%	▲ 17
87	Brandwise Group	https://www.link	Netherlands	207	5	2.42%	▲ 54
88	SQPeople	https://www.link	Netherlands	214	5	2.34%	▲ 47
89	Array Willson & Brown	https://www.link	Poland	323	7	2.17%	▲ 66
90	Herold	https://www.link	Austria	229	4	1.75%	▲ 70
91	Promedia	https://www.link	Italy	250	4	1.60%	▲ 52
92	Mediapost Group	https://www.link	Spain	242	3	1.24%	▲ 47
93	Pepperminds	https://www.link	Netherlands	377	4	1.06%	▲ 36

94 | Instore Power Provider

<https://www.link> Romania

210

1

0.48%

▲ 65

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