



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

Industry at a glance:

Average Score:
6.18%

Total Companies:
238

Average No. Employees:
330

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)
1	Influential	https://www.linkedin.com/company/influential	United States	362	101	27.90%
2	LakeB2B - Enabling Growth	https://www.linkedin.com/company/lakeb2b	United States	246	51	20.73%
3	Van Wagner	https://www.linkedin.com/company/van-wagner	United States	383	77	20.10%
4	Whalar	https://www.linkedin.com/company/whalar	United States	283	52	18.37%
5	JeffreyGroup	https://www.linkedin.com/company/jeffreygroup	United States	315	56	17.78%
6	Just Global	https://www.linkedin.com/company/just-global	United States	254	45	17.72%
7	MindgruveMacarta	https://www.linkedin.com/company/mindgruve	United States	222	38	17.12%
8	Commonwealth/McCann	https://www.linkedin.com/company/commonwealth-mccann	United States	347	56	16.14%
9	Rethink	https://www.linkedin.com/company/rethink	Canada	417	66	15.83%
10	Suzy	https://www.linkedin.com/company/suzy	United States	306	46	15.03%
11	Butler/Till	https://www.linkedin.com/company/butler-till	United States	300	45	15.00%
12	rEvolution	https://www.linkedin.com/company/revolution	United States	396	52	13.13%
13	Hawke Media	https://www.linkedin.com/company/hawke-media	United States	237	30	12.66%
14	illumin	https://www.linkedin.com/company/illumin	Canada	256	32	12.50%
15	billups	https://www.linkedin.com/company/billups	United States	248	31	12.50%
16	Fieldwork	https://www.linkedin.com/company/fieldwork	United States	315	38	12.06%
17	Verve	https://www.linkedin.com/company/verve	United States	367	44	11.99%
18	National Research Group	https://www.linkedin.com/company/national-research-group	United States	276	33	11.96%
19	Carmichael Lynch	https://www.linkedin.com/company/carmichael-lynch	United States	386	46	11.92%
20	Relevate Health	https://www.linkedin.com/company/relevate-health	United States	220	26	11.82%
21	IZEA	https://www.linkedin.com/company/izea	United States	305	36	11.80%

22	Tombras	https://www.link	United States	415	48	11.57%
23	AdTheorent	https://www.link	United States	305	35	11.48%
24	ASTOUND Group	https://www.link	United States	201	23	11.44%
25	MMGY Global	https://www.link	United States	368	42	11.41%
26	DeepIntent	https://www.link	United States	302	34	11.26%
27	Product Connections	https://www.link	United States	282	31	10.99%
28	Spectrum Science	https://www.link	United States	444	48	10.81%
29	Green House Agency	https://www.link	United States	328	35	10.67%
30	adMarketplace	https://www.link	United States	226	24	10.62%
31	Publicis Canada	https://www.link	Canada	275	29	10.55%
32	Comcast Advertising	https://www.link	United States	241	25	10.37%
33	Golden Hippo	https://www.link	United States	455	46	10.11%
34	MCI USA	https://www.link	United States	323	32	9.91%
35	SummitMedia	https://www.link	United States	253	25	9.88%
36	C Space	https://www.link	United States	381	37	9.71%
37	Dig Insights	https://www.link	Canada	237	23	9.70%
38	Listrak	https://www.link	United States	361	35	9.70%
39	Madison Logic	https://www.link	United States	312	30	9.62%
40	McCann New York	https://www.link	United States	375	36	9.60%
41	JumpCrew	https://www.link	United States	388	37	9.54%
42	Environics Analytics	https://www.link	Canada	299	28	9.36%
43	Leger	https://www.link	Canada	396	37	9.34%
44	Opus Agency	https://www.link	United States	388	36	9.28%
45	TripleLift	https://www.link	United States	467	43	9.21%
46	GroundTruth	https://www.link	United States	359	33	9.19%
47	MediaRadar	https://www.link	United States	374	34	9.09%
48	BBDO New York	https://www.link	United States	245	22	8.98%
49	Acceleration Partners	https://www.link	United States	312	28	8.97%
50	TANK Worldwide	https://www.link	United States	212	19	8.96%
51	Viral Nation	https://www.link	Canada	481	43	8.94%
52	Kobie Marketing	https://www.link	United States	336	30	8.93%
53	Entravision	https://www.link	United States	339	30	8.85%
54	Miles Partnership	https://www.link	United States	480	42	8.75%
55	Havas Edge	https://www.link	United States	206	18	8.74%
56	Goodby Silverstein & Partn	https://www.link	United States	413	36	8.72%
57	McKinney	https://www.link	United States	461	40	8.68%
58	NCM	https://www.link	United States	474	41	8.65%
59	NJ Advance Media	https://www.link	United States	293	25	8.53%
60	Lockwood	https://www.link	United States	402	34	8.46%
61	Fluent	https://www.link	United States	228	19	8.33%
62	Viant Technology	https://www.link	United States	376	31	8.24%
63	Bader Rutter	https://www.link	United States	269	22	8.18%
64	Adams Outdoor	https://www.link	United States	398	32	8.04%
65	Pinnacle	https://www.link	United States	238	19	7.98%
66	Optimum Media	https://www.link	United States	289	23	7.96%
67	AbelsonTaylor Group	https://www.link	United States	365	29	7.95%
68	Meet Rise	https://www.link	United States	482	38	7.88%
69	Nadel	https://www.link	United States	457	36	7.88%
70	choreograph	https://www.link	United States	489	38	7.77%
71	Moroch	https://www.link	United States	430	33	7.67%
72	Future Market Insights	https://www.link	United States	326	25	7.67%
73	McCann Canada	https://www.link	Canada	222	17	7.66%
74	McCann	https://www.link	United States	383	29	7.57%
75	The Harris Poll	https://www.link	United States	415	31	7.47%
76	YipitData	https://www.link	United States	482	36	7.47%
77	LiveIntent	https://www.link	United States	241	18	7.47%
78	Energy BBDO	https://www.link	United States	241	18	7.47%
79	C-4 Analytics	https://www.link	United States	256	19	7.42%
80	Saatchi & Saatchi X	https://www.link	United States	284	21	7.39%
81	Burke	https://www.link	United States	370	27	7.30%
82	PureCars	https://www.link	United States	233	17	7.30%
83	Undertone by Perion	https://www.link	United States	247	18	7.29%
84	Frequence	https://www.link	United States	275	20	7.27%
85	Ayzenberg	https://www.link	United States	208	15	7.21%
86	Hearst Connecticut Media	https://www.link	United States	222	16	7.21%
87	Mspark	https://www.link	United States	487	35	7.19%
88	New Engen	https://www.link	United States	363	26	7.16%
89	WFAA	https://www.link	United States	295	21	7.12%
90	Fusion92	https://www.link	United States	395	28	7.09%
91	VERB Interactive	https://www.link	Canada	256	18	7.03%
92	Kognitive Sales Solutions	https://www.link	Canada	441	30	6.80%
93	Augeo	https://www.link	United States	430	29	6.74%

94	Wiland	https://www.link	United States	297	20	6.73%
95	Profiles by Kantar	https://www.link	United States	457	30	6.56%
96	Brand Momentum	https://www.link	Canada	351	23	6.55%
97	Zefr	https://www.link	United States	232	15	6.47%
98	Unimrkt Research	https://www.link	United States	484	31	6.40%
99	Harrison/Star	https://www.link	United States	221	14	6.33%
100	Colle McVoy	https://www.link	United States	321	20	6.23%
101	Boats Group	https://www.link	United States	305	19	6.23%
102	Betty	https://www.link	United States	273	17	6.23%
103	Spectrio	https://www.link	United States	483	30	6.21%
104	Blue Chip	https://www.link	United States	274	17	6.20%
105	Media Futures Group	https://www.link	United States	242	15	6.20%
106	PATTISON Outdoor	https://www.link	Canada	458	28	6.11%
107	Saatchi & Saatchi	https://www.link	United States	382	23	6.02%
108	Cardlytics	https://www.link	United States	455	27	5.93%
109	Advance Local	https://www.link	United States	472	28	5.93%
110	Premise	https://www.link	United States	494	29	5.87%
111	Instrument	https://www.link	United States	426	25	5.87%
112	Flexisales Marketing	https://www.link	United States	410	24	5.85%
113	Nahan	https://www.link	United States	260	15	5.77%
114	iCrossing	https://www.link	United States	313	18	5.75%
115	Hanover Research	https://www.link	United States	403	23	5.71%
116	Cadent	https://www.link	United States	458	26	5.68%
117	Empower Media	https://www.link	United States	212	12	5.66%
118	Horizon Next	https://www.link	United States	374	21	5.61%
119	Commerce Pundit	https://www.link	United States	233	13	5.58%
120	Campbell Ewald	https://www.link	United States	449	25	5.57%
121	Compas	https://www.link	United States	255	14	5.49%
122	Vaniam Group	https://www.link	United States	257	14	5.45%
123	M3 Global Research	https://www.link	United States	406	22	5.42%
124	Midnight Oil	https://www.link	United States	207	11	5.31%
125	Pace	https://www.link	United States	323	17	5.26%
126	Inspira Marketing Group	https://www.link	United States	209	11	5.26%
127	Flashtalking by Mediaocea	https://www.link	United States	309	16	5.18%
128	imre	https://www.link	United States	312	16	5.13%
129	Cramer-Krasselt	https://www.link	United States	332	17	5.12%
130	MOCEAN	https://www.link	United States	332	17	5.12%
131	R&R Partners	https://www.link	United States	490	25	5.10%
132	SmartSites	https://www.link	United States	276	14	5.07%
133	AMA Atlanta	https://www.link	United States	262	13	4.96%
134	the community	https://www.link	United States	284	14	4.93%
135	Claritas	https://www.link	United States	346	17	4.91%
136	Harmelin Media	https://www.link	United States	307	15	4.89%
137	Walker Advertising	https://www.link	United States	206	10	4.85%
138	Avery Dennison Graphics S	https://www.link	United States	354	17	4.80%
139	Coalition Technologies	https://www.link	United States	315	15	4.76%
140	Kubik	https://www.link	United States	280	13	4.64%
141	Deutsch NY	https://www.link	United States	389	18	4.63%
142	Razorfish Health	https://www.link	United States	238	11	4.62%
143	iSpot.tv	https://www.link	United States	413	19	4.60%
144	Koozie Group	https://www.link	United States	327	15	4.59%
145	EP+Co	https://www.link	United States	219	10	4.57%
146	MarketOne International	https://www.link	United States	440	20	4.55%
147	Manifest	https://www.link	United States	224	10	4.46%
148	Xcite Automotive	https://www.link	United States	269	12	4.46%
149	DCG ONE	https://www.link	United States	228	10	4.39%
150	MAGNA Global	https://www.link	United States	323	14	4.33%
151	GSP Retail	https://www.link	United States	234	10	4.27%
152	Vivix	https://www.link	United States	305	13	4.26%
153	DealerOn	https://www.link	United States	474	20	4.22%
154	CROSSMEDIA USA	https://www.link	United States	285	12	4.21%
155	Saatchi & Saatchi Wellnes	https://www.link	United States	262	11	4.20%
156	Arnold Worldwide	https://www.link	United States	484	20	4.13%
157	CGI Digital	https://www.link	United States	414	17	4.11%
158	GSW	https://www.link	United States	321	13	4.05%
159	IMS Integrated Merchandis	https://www.link	United States	346	14	4.05%
160	AdsWizz	https://www.link	United States	251	10	3.98%
161	Orion Worldwide	https://www.link	United States	255	10	3.92%
162	SGK — Brand Experience	https://www.link	United States	231	9	3.90%
163	ConcentricLife	https://www.link	United States	336	13	3.87%
164	Adswerve	https://www.link	United States	259	10	3.86%
165	pep	https://www.link	United States	286	11	3.85%

166	Precoa	https://www.link	United States	391	15	3.84%
167	Animated Storyboards	https://www.link	United States	210	8	3.81%
168	NEON	https://www.link	United States	345	13	3.77%
169	Legacy Marketing	https://www.link	United States	274	10	3.65%
170	Reingold	https://www.link	United States	304	11	3.62%
171	PSB Insights	https://www.link	United States	227	8	3.52%
172	Wellcom Worldwide	https://www.link	United States	343	12	3.50%
173	IMS	https://www.link	United States	467	16	3.43%
174	Madwire	https://www.link	United States	417	14	3.36%
175	Patients & Purpose	https://www.link	United States	241	8	3.32%
176	Digital Media Solutions	https://www.link	United States	368	12	3.26%
177	Medical Knowledge Group	https://www.link	United States	217	7	3.23%
178	Heartbeat	https://www.link	United States	313	10	3.19%
179	TSL Marketing	https://www.link	United States	256	8	3.13%
180	KERN	https://www.link	United States	289	9	3.11%
181	LG Ad Solutions	https://www.link	United States	386	12	3.11%
182	Avant Healthcare	https://www.link	United States	260	8	3.08%
183	ISG	https://www.link	United States	228	7	3.07%
184	EventLink	https://www.link	United States	229	7	3.06%
185	ICUC	https://www.link	Canada	439	13	2.96%
186	The Lacek Group	https://www.link	United States	305	9	2.95%
187	Scala	https://www.link	United States	375	11	2.93%
188	ReminderMedia	https://www.link	United States	273	8	2.93%
189	Hibbert	https://www.link	United States	342	10	2.92%
190	Snow Companies	https://www.link	United States	385	11	2.86%
191	Numeris	https://www.link	Canada	425	12	2.82%
192	Targeted Victory	https://www.link	United States	248	7	2.82%
193	ENPOINTE	https://www.link	United States	252	7	2.78%
194	Cheetah Digital	https://www.link	United States	399	11	2.76%
195	Boostability	https://www.link	United States	377	10	2.65%
196	Carat USA	https://www.link	United States	395	10	2.53%
197	ICON International	https://www.link	United States	479	12	2.51%
198	Hylink Group	https://www.link	United States	402	10	2.49%
199	Viamedia	https://www.link	United States	368	9	2.45%
200	Darwill	https://www.link	United States	209	5	2.39%
201	Hill Holiday	https://www.link	United States	330	7	2.12%
202	SnugZ USA	https://www.link	United States	249	5	2.01%
203	Marketing Alliance Group	https://www.link	United States	304	6	1.97%
204	Targetbase	https://www.link	United States	361	7	1.94%
205	OneTouchPoint	https://www.link	United States	259	5	1.93%
206	Direct Marketing Solutions	https://www.link	United States	214	4	1.87%
207	FCBCURE	https://www.link	United States	269	5	1.86%
208	Signs Now	https://www.link	United States	336	6	1.79%
209	Myron	https://www.link	United States	349	6	1.72%
210	Lead Generation & Deman	https://www.link	United States	350	6	1.71%
211	The Taylor Group	https://www.link	Canada	301	5	1.66%
212	Kodi Collective	https://www.link	United States	376	6	1.60%
213	Schlesinger Group	https://www.link	United States	342	5	1.46%
214	Innovairre	https://www.link	United States	353	5	1.42%
215	Zoom Media GymTV	https://www.link	United States	302	4	1.32%
216	Incept	https://www.link	United States	227	3	1.32%
217	SG360°	https://www.link	United States	478	6	1.26%
218	SenText	https://www.link	United States	259	3	1.16%
219	Yes Marketing	https://www.link	United States	443	5	1.13%
220	ReconMR	https://www.link	United States	370	4	1.08%
221	AARow Sign Spinners	https://www.link	United States	388	4	1.03%
222	MRC Group	https://www.link	United States	308	3	0.97%
223	Money Mailer	https://www.link	United States	440	4	0.91%
224	LocalEdge	https://www.link	United States	484	4	0.83%
225	America's Incredible Pizza	https://www.link	United States	254	2	0.79%
226	Hawkeye	https://www.link	United States	304	2	0.66%
227	Moxie	https://www.link	United States	326	2	0.61%
228	ListenTrust	https://www.link	United States	212	1	0.47%
229	Sunflower Group	https://www.link	United States	249	1	0.40%
230	C&C Market Research	https://www.link	United States	259	1	0.39%
231	Aeroplan	https://www.link	Canada	266	1	0.38%
232	DemandShore	https://www.link	United States	298	1	0.34%
233	Guthy Renker	https://www.link	United States	334	1	0.30%
234	Meetsocial	https://www.link	United States	408	1	0.25%
235	EPI Marketing Services	https://www.link	United States	412	1	0.24%
236	Precision Opinion	https://www.link	United States	425	1	0.24%
237	Koozie Group - Legacy Pa	https://www.link	United States	473	1	0.21%

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