



## Europe's Most Active Financial Services Professionals on Social - July 2024

### Industry at a glance:

Average Score:  
**6.79%**

Total Companies:  
**147**

Global Industry Average:  
**6.58%**

### 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](https://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](https://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	PwC Luxembourg	<a href="https://www.linkedin.com/company/pwc-luxembourg">https://www.linkedin.com/company/pwc-luxembourg</a>	Luxembourg	3,408	592	17.37%	▲ 24
2	Allianz Services	<a href="https://www.linkedin.com/company/allianz-services">https://www.linkedin.com/company/allianz-services</a>	Germany	3,164	547	17.29%	▲ 11
3	PagoNxt	<a href="https://www.linkedin.com/company/pagonxt">https://www.linkedin.com/company/pagonxt</a>	Spain	1,410	237	16.81%	▲ 26
4	Adyen	<a href="https://www.linkedin.com/company/adyen">https://www.linkedin.com/company/adyen</a>	Netherlands	4,569	744	16.28%	▲ 0
5	Azimut Italia	<a href="https://www.linkedin.com/company/azimut-italia">https://www.linkedin.com/company/azimut-italia</a>	Italy	2,323	359	15.45%	▲ 6
6	Fineco Bank	<a href="https://www.linkedin.com/company/fineco-bank">https://www.linkedin.com/company/fineco-bank</a>	Italy	4,159	642	15.44%	▲ 6
7	Qonto	<a href="https://www.linkedin.com/company/qonto">https://www.linkedin.com/company/qonto</a>	France	1,720	232	13.49%	▼ -1
8	N26	<a href="https://www.linkedin.com/company/n26">https://www.linkedin.com/company/n26</a>	Germany	1,641	218	13.28%	▼ -1
9	Van Lanschot Kempen	<a href="https://www.linkedin.com/company/van-lanschot-kempen">https://www.linkedin.com/company/van-lanschot-kempen</a>	Netherlands	1,315	168	12.78%	▼ -1
10	Baker Tilly Netherlands	<a href="https://www.linkedin.com/company/baker-tilly-netherlands">https://www.linkedin.com/company/baker-tilly-netherlands</a>	Netherlands	1,083	137	12.65%	▲ 6
11	KPMG Nederland	<a href="https://www.linkedin.com/company/kpmg-nederland">https://www.linkedin.com/company/kpmg-nederland</a>	Netherlands	3,632	459	12.64%	▼ -1
12	Backbase	<a href="https://www.linkedin.com/company/backbase">https://www.linkedin.com/company/backbase</a>	Netherlands	1,853	225	12.14%	▼ -7
13	Vontobel	<a href="https://www.linkedin.com/company/vontobel">https://www.linkedin.com/company/vontobel</a>	Switzerland	2,424	294	12.13%	▲ 6
14	PayU	<a href="https://www.linkedin.com/company/payu">https://www.linkedin.com/company/payu</a>	Netherlands	3,137	378	12.05%	▲ 27
15	Deriv	<a href="https://www.linkedin.com/company/deriv">https://www.linkedin.com/company/deriv</a>	Malta	2,404	289	12.02%	▲ 3
16	OVB Allfinanz España	<a href="https://www.linkedin.com/company/ovb-allfinanz-espana">https://www.linkedin.com/company/ovb-allfinanz-espana</a>	Spain	2,695	322	11.95%	▼ -13
17	<a href="https://www.viva.com">Viva.com</a>	<a href="https://www.linkedin.com/company/viva-com">https://www.linkedin.com/company/viva-com</a>	Greece	1,075	128	11.91%	▼ -15
18	Morningstar Sustainalytics	<a href="https://www.linkedin.com/company/morningstar-sustainalytics">https://www.linkedin.com/company/morningstar-sustainalytics</a>	Netherlands	1,123	133	11.84%	▲ 3
19	CAFPI	<a href="https://www.linkedin.com/company/cafpi">https://www.linkedin.com/company/cafpi</a>	France	1,491	174	11.67%	▼ -5
20	Euronext	<a href="https://www.linkedin.com/company/euronext">https://www.linkedin.com/company/euronext</a>	France	1,422	157	11.04%	▲ 10
21	CDP Cassa Depositi e Prestiti	<a href="https://www.linkedin.com/company/cdp-cassa-depositi-e-prestiti">https://www.linkedin.com/company/cdp-cassa-depositi-e-prestiti</a>	Italy	1,644	180	10.95%	▲ 1

22	Nykredit	<a href="https://www.link€">https://www.link€</a>	Denmark	4,197	459	10.94%	▲ 4
23	Robeco	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,461	157	10.75%	▲ 1
24	Meilleurtaux	<a href="https://www.link€">https://www.link€</a>	France	1,454	152	10.45%	▼ -15
25	OP Financial Group	<a href="https://www.link€">https://www.link€</a>	Finland	9,105	924	10.15%	▼ -8
26	KPMG France	<a href="https://www.link€">https://www.link€</a>	France	7,217	728	10.09%	▲ 9
27	Swiss Life	<a href="https://www.link€">https://www.link€</a>	Switzerland	2,808	280	9.97%	▼ -7
28	Swiss Life Select	<a href="https://www.link€">https://www.link€</a>	Switzerland	2,160	215	9.95%	▼ -5
29	Nexi Group	<a href="https://www.link€">https://www.link€</a>	Italy	1,852	173	9.34%	▲ 3
30	EQT Group	<a href="https://www.link€">https://www.link€</a>	Sweden	1,591	147	9.24%	New Entry
31	CA Auto Bank	<a href="https://www.link€">https://www.link€</a>	Italy	1,181	108	9.14%	▲ 41
32	Elavon Europe	<a href="https://www.link€">https://www.link€</a>	Ireland	1,298	117	9.01%	▲ 4
33	PGGM	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,407	126	8.96%	▲ 1
34	Wüstenrot Bausparkasse	<a href="https://www.link€">https://www.link€</a>	Germany	1,124	100	8.90%	▼ -7
35	IQ-EQ	<a href="https://www.link€">https://www.link€</a>	Luxembourg	4,562	405	8.88%	▼ -2
36	KPMG Luxembourg	<a href="https://www.link€">https://www.link€</a>	Luxembourg	1,916	168	8.77%	▲ 3
37	Amundi	<a href="https://www.link€">https://www.link€</a>	France	4,989	419	8.40%	▲ 6
38	Hipoges	<a href="https://www.link€">https://www.link€</a>	Spain	1,275	104	8.16%	▲ 6
39	Fexco	<a href="https://www.link€">https://www.link€</a>	Ireland	1,081	88	8.14%	▲ 8
40	Santander Corporate & Inv	<a href="https://www.link€">https://www.link€</a>	Spain	3,161	251	7.94%	▲ 8
41	OVB Allfinanz Polska Spół	<a href="https://www.link€">https://www.link€</a>	Poland	1,059	84	7.93%	▼ -13
42	Beobank	<a href="https://www.link€">https://www.link€</a>	Belgium	1,115	86	7.71%	▲ 9
43	TMF Group	<a href="https://www.link€">https://www.link€</a>	Netherlands	9,653	742	7.69%	▲ 3
44	DLL	<a href="https://www.link€">https://www.link€</a>	Netherlands	5,655	431	7.62%	▼ -4
45	APG Asset Management	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,186	90	7.59%	▲ 30
46	AXA Investment Managers	<a href="https://www.link€">https://www.link€</a>	France	3,583	270	7.54%	▲ 13
47	PostFinance	<a href="https://www.link€">https://www.link€</a>	Switzerland	3,118	234	7.50%	▼ -10
48	Deutsche Börse	<a href="https://www.link€">https://www.link€</a>	Germany	3,722	278	7.47%	▲ 14
49	Nationale-Nederlanden	<a href="https://www.link€">https://www.link€</a>	Netherlands	10,284	768	7.47%	▼ -4
50	CHG-MERIDIAN	<a href="https://www.link€">https://www.link€</a>	Germany	1,026	76	7.41%	New Entry
51	Swift	<a href="https://www.link€">https://www.link€</a>	Belgium	5,103	377	7.39%	▼ -20
52	Degroof Petercam	<a href="https://www.link€">https://www.link€</a>	Belgium	1,721	126	7.32%	▲ 12
53	Söderberg & Partners	<a href="https://www.link€">https://www.link€</a>	Sweden	2,024	147	7.26%	▲ 3
54	Edmond de Rothschild	<a href="https://www.link€">https://www.link€</a>	Switzerland	2,790	202	7.24%	▲ 4
55	MLP	<a href="https://www.link€">https://www.link€</a>	Germany	2,364	168	7.11%	▼ -5
56	Ardian	<a href="https://www.link€">https://www.link€</a>	France	1,536	109	7.10%	▲ 4
57	Findomestic Banca	<a href="https://www.link€">https://www.link€</a>	Italy	2,169	153	7.05%	▼ -5
58	Frilans Finans Sverige	<a href="https://www.link€">https://www.link€</a>	Sweden	1,137	80	7.04%	New Entry
59	Leasys	<a href="https://www.link€">https://www.link€</a>	France	1,026	72	7.02%	New Entry
60	Partners Group	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,947	136	6.99%	▲ 24
61	TGS France	<a href="https://www.link€">https://www.link€</a>	France	1,176	82	6.97%	New Entry
62	Swedbank Estonia	<a href="https://www.link€">https://www.link€</a>	Estonia	1,115	77	6.91%	▲ 50
63	BNP Paribas Asset Manag	<a href="https://www.link€">https://www.link€</a>	France	2,850	192	6.74%	▲ 11
64	Danske Bank	<a href="https://www.link€">https://www.link€</a>	Denmark	19,012	1,275	6.71%	New Entry
65	Broker Consulting	<a href="https://www.link€">https://www.link€</a>	Czechia	1,210	81	6.69%	▼ -27
66	SIX	<a href="https://www.link€">https://www.link€</a>	Switzerland	4,086	272	6.66%	▼ -11
67	Alter Domus	<a href="https://www.link€">https://www.link€</a>	Luxembourg	4,469	297	6.65%	▲ 18
68	Deutsche Leasing Gruppe	<a href="https://www.link€">https://www.link€</a>	Germany	1,214	80	6.59%	▲ 5
69	Stater	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,050	69	6.57%	▼ -4
70	Arval BNP Paribas Group	<a href="https://www.link€">https://www.link€</a>	France	7,774	507	6.52%	▼ -28
71	Universal-Investment	<a href="https://www.link€">https://www.link€</a>	Germany	1,103	71	6.44%	▲ 8
72	DWS Group	<a href="https://www.link€">https://www.link€</a>	Germany	3,768	237	6.29%	▲ 6
73	Grant-Thornton France	<a href="https://www.link€">https://www.link€</a>	France	2,234	140	6.27%	▲ 14
74	PFA	<a href="https://www.link€">https://www.link€</a>	Denmark	2,625	159	6.06%	▲ 6
75	Euroclear	<a href="https://www.link€">https://www.link€</a>	Belgium	5,446	329	6.04%	▲ 61
76	Worldline	<a href="https://www.link€">https://www.link€</a>	France	14,081	836	5.94%	▲ 7
77	AVEM	<a href="https://www.link€">https://www.link€</a>	France	1,149	68	5.92%	▼ -7
78	Clearstream	<a href="https://www.link€">https://www.link€</a>	Luxembourg	2,608	154	5.90%	▲ 14
79	UFF - Banque Conseil en c	<a href="https://www.link€">https://www.link€</a>	France	2,467	140	5.67%	▼ -30
80	ING Belgium	<a href="https://www.link€">https://www.link€</a>	Belgium	4,537	254	5.60%	▼ -11
81	Riverty	<a href="https://www.link€">https://www.link€</a>	Germany	2,237	124	5.54%	▼ -20
82	BNP Paribas CIB	<a href="https://www.link€">https://www.link€</a>	France	13,037	720	5.52%	▼ -6
83	NN	<a href="https://www.link€">https://www.link€</a>	Netherlands	9,239	496	5.37%	▲ 10
84	DVAG	<a href="https://www.link€">https://www.link€</a>	Germany	6,658	357	5.36%	▼ -21
85	Rothschild & Co	<a href="https://www.link€">https://www.link€</a>	France	5,525	294	5.32%	▲ 25
86	FOREX	<a href="https://www.link€">https://www.link€</a>	Sweden	1,082	57	5.27%	New Entry
87	J. Safra Sarasin	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,835	96	5.23%	▲ 1
88	Nets	<a href="https://www.link€">https://www.link€</a>	Denmark	2,785	145	5.21%	▲ 17
89	Ingenico	<a href="https://www.link€">https://www.link€</a>	France	4,048	210	5.19%	▼ -21
90	Santander Consumer Finai	<a href="https://www.link€">https://www.link€</a>	Spain	1,496	77	5.15%	▼ -13
91	SIBS	<a href="https://www.link€">https://www.link€</a>	Portugal	1,199	61	5.09%	▲ 0
92	tecis Finanzdienstleistung	<a href="https://www.link€">https://www.link€</a>	Germany	2,144	109	5.08%	▲ 19
93	Allfunds	<a href="https://www.link€">https://www.link€</a>	Spain	1,024	52	5.08%	New Entry

94	UBS	<a href="https://www.link€">https://www.link€</a>	Switzerland	82,159	4,000	4.87%	▼ -23
95	Belfius	<a href="https://www.link€">https://www.link€</a>	Belgium	6,904	335	4.85%	▲ 6
96	Union Investment	<a href="https://www.link€">https://www.link€</a>	Germany	1,979	96	4.85%	▲ 10
97	VeloBank	<a href="https://www.link€">https://www.link€</a>	Poland	2,104	102	4.85%	▲ 11
98	CCV	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,115	54	4.84%	▲ 4
99	Partners Financial Services	<a href="https://www.link€">https://www.link€</a>	Czechia	1,644	78	4.74%	▼ -42
100	Societe Generale Private B	<a href="https://www.link€">https://www.link€</a>	France	2,257	107	4.74%	▼ -34
101	Achmea	<a href="https://www.link€">https://www.link€</a>	Netherlands	7,249	335	4.62%	▲ 2
102	Cofidis Group	<a href="https://www.link€">https://www.link€</a>	France	1,386	64	4.62%	▼ -6
103	BNP Paribas - Securities S	<a href="https://www.link€">https://www.link€</a>	France	6,847	313	4.57%	▲ 1
104	Global Exchange Group	<a href="https://www.link€">https://www.link€</a>	Spain	1,219	55	4.51%	▲ 5
105	Edenred	<a href="https://www.link€">https://www.link€</a>	France	7,431	335	4.51%	▼ -10
106	Storebrand	<a href="https://www.link€">https://www.link€</a>	Norway	2,852	128	4.49%	▼ -20
107	Societe Generale Corporat	<a href="https://www.link€">https://www.link€</a>	France	10,411	467	4.49%	▲ 12
108	Intrum	<a href="https://www.link€">https://www.link€</a>	Sweden	6,977	306	4.39%	▼ -19
109	W&W-Gruppe	<a href="https://www.link€">https://www.link€</a>	Germany	1,815	79	4.35%	▲ 22
110	Agos Ducato	<a href="https://www.link€">https://www.link€</a>	Italy	1,960	85	4.34%	▼ -10
111	GAM Investments	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,656	71	4.29%	▲ 3
112	ATP	<a href="https://www.link€">https://www.link€</a>	Denmark	3,407	146	4.29%	▼ -31
113	Societe Generale Securitie	<a href="https://www.link€">https://www.link€</a>	France	2,160	92	4.26%	▼ -19
114	Compass Banca	<a href="https://www.link€">https://www.link€</a>	Italy	1,418	60	4.23%	▼ -16
115	Swedbank	<a href="https://www.link€">https://www.link€</a>	Sweden	15,077	633	4.20%	▼ -16
116	CNH Industrial Capital	<a href="https://www.link€">https://www.link€</a>	Italy	1,801	75	4.16%	▲ 8
117	Nexi Italy	<a href="https://www.link€">https://www.link€</a>	Italy	1,395	58	4.16%	▲ 1
118	Kiron Partner	<a href="https://www.link€">https://www.link€</a>	Italy	1,160	47	4.05%	▼ -36
119	DNB	<a href="https://www.link€">https://www.link€</a>	Norway	11,247	453	4.03%	▼ -2
120	Credit Agricole Leasing & F	<a href="https://www.link€">https://www.link€</a>	France	2,024	81	4.00%	▼ -53
121	Erste&Steiermärkische Bar	<a href="https://www.link€">https://www.link€</a>	Croatia	1,150	46	4.00%	▲ 12
122	Natixis Corporate & Investr	<a href="https://www.link€">https://www.link€</a>	France	14,134	547	3.87%	▼ -7
123	Mercedes-Benz Mobility	<a href="https://www.link€">https://www.link€</a>	Germany	2,261	87	3.85%	▲ 2
124	KBC Bank & Verzekering	<a href="https://www.link€">https://www.link€</a>	Belgium	12,940	493	3.81%	▼ -11
125	Boursorama	<a href="https://www.link€">https://www.link€</a>	France	1,079	41	3.80%	▼ -2
126	Brink's France	<a href="https://www.link€">https://www.link€</a>	France	1,107	42	3.79%	▲ 4
127	IMC Trading	<a href="https://www.link€">https://www.link€</a>	Netherlands	2,118	80	3.78%	▼ -7
128	Eurobank	<a href="https://www.link€">https://www.link€</a>	Greece	5,885	222	3.77%	▼ -12
129	KLP	<a href="https://www.link€">https://www.link€</a>	Norway	1,196	45	3.76%	▼ -32
130	Santander Private Banking	<a href="https://www.link€">https://www.link€</a>	Spain	1,118	41	3.67%	▼ -40
131	APG	<a href="https://www.link€">https://www.link€</a>	Netherlands	4,656	169	3.63%	▼ -9
132	LeasePlan	<a href="https://www.link€">https://www.link€</a>	Netherlands	7,000	253	3.61%	▼ -25
133	Deutsche Bank	<a href="https://www.link€">https://www.link€</a>	Germany	70,535	2,500	3.54%	▼ -6
134	Optiver	<a href="https://www.link€">https://www.link€</a>	Netherlands	2,236	76	3.40%	New Entry
135	TARGOBANK	<a href="https://www.link€">https://www.link€</a>	Germany	4,785	162	3.39%	▼ -7
136	Pictet Group	<a href="https://www.link€">https://www.link€</a>	Switzerland	4,907	153	3.12%	▼ -7
137	Volkswagen Financial Serv	<a href="https://www.link€">https://www.link€</a>	Germany	5,498	161	2.93%	▼ -16
138	Alm Brand	<a href="https://www.link€">https://www.link€</a>	Denmark	1,298	35	2.70%	▼ -12
139	ALD Automotive	<a href="https://www.link€">https://www.link€</a>	France	5,377	126	2.34%	▼ -7
140	OVB Allfinanz	<a href="https://www.link€">https://www.link€</a>	Czechia	1,030	23	2.23%	New Entry
141	Loomis	<a href="https://www.link€">https://www.link€</a>	Sweden	5,858	105	1.79%	▼ -4
142	Allianz	<a href="https://www.link€">https://www.link€</a>	Germany	144,081	2,500	1.74%	▼ -8
143	MN	<a href="https://www.link€">https://www.link€</a>	Netherlands	3,047	52	1.71%	▼ -8
144	Dexia	<a href="https://www.link€">https://www.link€</a>	Belgium	2,494	26	1.04%	▼ -6
145	NN Group	<a href="https://www.link€">https://www.link€</a>	Netherlands	21,270	199	0.94%	▼ -6
146	Aegon	<a href="https://www.link€">https://www.link€</a>	Netherlands	42,532	177	0.42%	▼ -6
147	Sparkasse	<a href="https://www.link€">https://www.link€</a>	Germany	33,899	61	0.18%	▼ -6

Ready to win at social?

Visit our website our contact us at [support@dsmn8.com](mailto:support@dsmn8.com)



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

