

# DSMN8

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

## Industry at a glance:

Average Score:  
**5.28%**

Total Companies:  
**29**

Global Industry Average:  
**6.79%**

## 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	Smartly	<a href="https://www.linkedin.com/company/smartly/">https://www.linkedin.com/company/smartly/</a>	Finland	829	122	14.72%	▲ 1
2	Equativ	<a href="https://www.linkedin.com/company/equativ/">https://www.linkedin.com/company/equativ/</a>	France	556	59	10.61%	▼ -1
3	Making Science	<a href="https://www.linkedin.com/company/making-science/">https://www.linkedin.com/company/making-science/</a>	Spain	971	92	9.47%	▲ 2
4	Content Writer	<a href="https://www.linkedin.com/company/content-writer/">https://www.linkedin.com/company/content-writer/</a>	Poland	746	63	8.45%	▲ 5
5	VML MAP	<a href="https://www.linkedin.com/company/vml-map/">https://www.linkedin.com/company/vml-map/</a>	Denmark	854	72	8.43%	▼ -2
6	OMD Germany	<a href="https://www.linkedin.com/company/omd-germany/">https://www.linkedin.com/company/omd-germany/</a>	Germany	554	41	7.40%	▲ 2
7	WeNet Group	<a href="https://www.linkedin.com/company/wenet-group/">https://www.linkedin.com/company/wenet-group/</a>	Poland	537	38	7.08%	▲ 20
8	AVANTGARDE Group	<a href="https://www.linkedin.com/company/avantgarde-group/">https://www.linkedin.com/company/avantgarde-group/</a>	Germany	746	52	6.97%	▼ -1
9	Publicis Conseil	<a href="https://www.linkedin.com/company/publicis-conseil/">https://www.linkedin.com/company/publicis-conseil/</a>	France	760	52	6.84%	▼ -5
10	Datawords Group	<a href="https://www.linkedin.com/company/datawords-group/">https://www.linkedin.com/company/datawords-group/</a>	France	867	54	6.23%	▲ 1
11	BETC	<a href="https://www.linkedin.com/company/betc/">https://www.linkedin.com/company/betc/</a>	France	951	57	5.99%	▼ -5
12	FLYERALARM	<a href="https://www.linkedin.com/company/flyeralarm/">https://www.linkedin.com/company/flyeralarm/</a>	Germany	604	36	5.96%	▲ 3
13	Pardgroup	<a href="https://www.linkedin.com/company/pardgroup/">https://www.linkedin.com/company/pardgroup/</a>	Italy	911	54	5.93%	▲ 6
14	GroupM Germany	<a href="https://www.linkedin.com/company/groupm-germany/">https://www.linkedin.com/company/groupm-germany/</a>	Germany	686	38	5.54%	▼ -4
15	IMPACT	<a href="https://www.linkedin.com/company/impact/">https://www.linkedin.com/company/impact/</a>	France	506	25	4.94%	New Entry
16	MADISON MK	<a href="https://www.linkedin.com/company/madison-mk/">https://www.linkedin.com/company/madison-mk/</a>	Spain	762	34	4.46%	▲ 1
17	Mediaplus Group	<a href="https://www.linkedin.com/company/mediaplus-group/">https://www.linkedin.com/company/mediaplus-group/</a>	Germany	869	37	4.26%	▼ -5
18	localsearch	<a href="https://www.linkedin.com/company/localsearch/">https://www.linkedin.com/company/localsearch/</a>	Switzerland	744	30	4.03%	▼ -5
19	CPM France	<a href="https://www.linkedin.com/company/cpm-france/">https://www.linkedin.com/company/cpm-france/</a>	France	895	36	4.02%	▼ -1
20	tcc global	<a href="https://www.linkedin.com/company/tcc-global/">https://www.linkedin.com/company/tcc-global/</a>	Netherlands	886	28	3.16%	▲ 9
21	DIAM Group	<a href="https://www.linkedin.com/company/diam-group/">https://www.linkedin.com/company/diam-group/</a>	France	633	18	2.84%	▲ 3

22	ADSENSE	<a href="https://www.link">https://www.link</a>	Belgium	533	15	2.81%	New Entry
23	Publitalia '80	<a href="https://www.link">https://www.link</a>	Italy	539	15	2.78%	▲ 3
24	Rai Pubblicità	<a href="https://www.link">https://www.link</a>	Italy	624	14	2.24%	▼ -4
25	Tradedoubler	<a href="https://www.link">https://www.link</a>	Sweden	746	16	2.14%	▼ -9
26	3DEXCITE	<a href="https://www.link">https://www.link</a>	Germany	532	11	2.07%	▼ -12
27	Epsilon France	<a href="https://www.link">https://www.link</a>	France	946	19	2.01%	▼ -4
28	Arena Media	<a href="https://www.link">https://www.link</a>	France	613	6	0.98%	New Entry
29	Eniro	<a href="https://www.link">https://www.link</a>	Sweden	908	7	0.77%	▼ -4

Ready to win at social?

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



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

