



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

Industry at a glance:



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	Aleph Group	https://www.linkedin.com/company/aleph-group	United States	947	216	22.81%	▲ 1
2	Seedtag	https://www.linkedin.com/company/seedtag	United States	603	117	19.40%	▼ -1
3	Mars United Commerce	https://www.linkedin.com/company/mars-united-commerce	United States	855	134	15.67%	▲ 4
4	Innovid	https://www.linkedin.com/company/innovid	United States	533	79	14.82%	New Entry
5	160over90	https://www.linkedin.com/company/160over90	United States	880	120	13.64%	▼ -1
6	NP Digital	https://www.linkedin.com/company/np-digital	United States	968	126	13.02%	▲ 2
7	Apartments.com	https://www.linkedin.com/company/apartments-com	United States	616	78	12.66%	New Entry
8	INFUSE	https://www.linkedin.com/company/infuse	United States	733	92	12.55%	▲ 6
9	LocalIQ	https://www.linkedin.com/company/localiq	United States	954	117	12.26%	▲ 1
10	Foundry	https://www.linkedin.com/company/foundry	United States	969	116	11.97%	▲ 2
11	GumGum	https://www.linkedin.com/company/gumgum	United States	589	70	11.88%	New Entry
12	Goodway Group	https://www.linkedin.com/company/goodway-group	United States	525	62	11.81%	▲ 1
13	The Martin Agency	https://www.linkedin.com/company/the-martin-agency	United States	543	64	11.79%	▼ -8
14	Callbox	https://www.linkedin.com/company/callbox	United States	523	60	11.47%	▼ -8
15	TBWAIMedia Arts Lab	https://www.linkedin.com/company/tbwaimedia-arts-lab	United States	821	93	11.33%	▲ 35
16	MERGE	https://www.linkedin.com/company/merge	United States	849	95	11.19%	▼ -7
17	Nexxen	https://www.linkedin.com/company/nexxen	United States	660	73	11.06%	▼ -14
18	Marco MKT	https://www.linkedin.com/company/marco-mkt	United States	729	79	10.84%	▲ 25
19	Publicis Health Media	https://www.linkedin.com/company/publicis-health-media	United States	668	69	10.33%	▼ -8
20	MullenLowe U.S.	https://www.linkedin.com/company/mullenlowe-us	United States	603	61	10.12%	▲ 31
21	Ampersand	https://www.linkedin.com/company/ampersand	United States	687	69	10.04%	▲ 28

22	Wunderkind	https://www.link	United States	623	61	9.79%	▼ -7
23	BAMKO	https://www.link	United States	640	62	9.69%	▲ 16
24	Ariadna Communications C	https://www.link	United States	600	58	9.67%	▼ -1
25	INNOCEAN USA	https://www.link	United States	613	59	9.62%	▲ 1
26	RevLocal	https://www.link	United States	503	48	9.54%	New Entry
27	HCG	https://www.link	United States	806	76	9.43%	New Entry
28	TBWA\Chiat\Day	https://www.link	United States	871	82	9.41%	▼ -12
29	Samsung Ads	https://www.link	United States	976	91	9.32%	▲ 1
30	Kepler	https://www.link	United States	657	61	9.28%	▲ 16
31	PureRed	https://www.link	United States	640	59	9.22%	▼ -4
32	Digitalzone	https://www.link	United States	721	66	9.15%	▼ -8
33	ICF Next	https://www.link	United States	670	60	8.96%	▼ -14
34	Wpromote	https://www.link	United States	630	55	8.73%	▲ 32
35	RKD Group	https://www.link	United States	524	45	8.59%	▲ 3
36	MNTN	https://www.link	United States	641	55	8.58%	▼ -7
37	GSD&M	https://www.link	United States	597	51	8.54%	▼ -12
38	Moloco	https://www.link	United States	726	62	8.54%	▼ -21
39	Trailer Park Group	https://www.link	United States	510	43	8.43%	New Entry
40	S2W Media	https://www.link	United States	525	44	8.38%	▲ 13
41	MGID	https://www.link	United States	602	50	8.31%	▼ -9
42	MKTG	https://www.link	United States	778	64	8.23%	▲ 13
43	IMPACT BBDO	https://www.link	United States	555	45	8.11%	▲ 14
44	VideoAmp	https://www.link	United States	559	45	8.05%	▲ 10
45	Arteriad	https://www.link	United States	972	76	7.82%	New Entry
46	Publicis Collective	https://www.link	United States	536	41	7.65%	New Entry
47	GALE	https://www.link	United States	876	67	7.65%	▼ -10
48	Trader Interactive	https://www.link	United States	558	42	7.53%	▲ 21
49	Authentic Brands Group	https://www.link	United States	534	40	7.49%	New Entry
50	2X	https://www.link	United States	833	62	7.44%	▼ -22
51	Ovative Group	https://www.link	United States	549	40	7.29%	▼ -33
52	Liftoff Mobile	https://www.link	United States	649	47	7.24%	▲ 38
53	American Marketing & Pub	https://www.link	United States	607	43	7.08%	▲ 25
54	WebFX	https://www.link	United States	922	63	6.83%	▲ 21
55	FMG	https://www.link	United States	544	37	6.80%	▼ -15
56	XR Extreme Reach	https://www.link	United States	887	60	6.76%	▲ 4
57	Anomaly	https://www.link	United States	862	57	6.61%	▼ -23
58	Stream Companies	https://www.link	United States	565	36	6.37%	▼ -36
59	FCB Chicago	https://www.link	United States	629	39	6.20%	▼ -23
60	Doner	https://www.link	United States	760	46	6.05%	▲ 24
61	TPN	https://www.link	United States	547	33	6.03%	New Entry
62	OneMagnify	https://www.link	United States	888	53	5.97%	▼ -4
63	Biolumina	https://www.link	United States	524	31	5.92%	▼ -4
64	Barkley	https://www.link	United States	742	43	5.80%	▼ -31
65	Kargo	https://www.link	United States	986	57	5.78%	▲ 7
66	Mediahub Worldwide	https://www.link	United States	827	47	5.68%	▼ -45
67	Zimmerman Advertising	https://www.link	United States	656	37	5.64%	▼ -19
68	TRG	https://www.link	United States	592	33	5.57%	▼ -3
69	Canvas Worldwide	https://www.link	United States	557	31	5.57%	▼ -22
70	Safeguard Business System	https://www.link	United States	576	31	5.38%	▲ 18
71	Multiview	https://www.link	United States	638	34	5.33%	▲ 11
72	Craft Worldwide	https://www.link	United States	722	38	5.26%	▼ -31
73	Interbrand	https://www.link	United States	933	49	5.25%	▼ -29
74	EKCS	https://www.link	United States	632	32	5.06%	▲ 23
75	Ziff Davis Performance Ma	https://www.link	United States	769	38	4.94%	▲ 16
76	Barrows	https://www.link	United States	530	26	4.91%	▼ -9
77	Area 23	https://www.link	United States	997	48	4.81%	▲ 6
78	Entravision US Media	https://www.link	United States	776	37	4.77%	▲ 3
79	EducationDynamics	https://www.link	United States	624	29	4.65%	▲ 6
80	Droga5	https://www.link	United States	589	27	4.58%	▼ -60
81	Active International	https://www.link	United States	729	33	4.53%	▲ 14
82	Team One	https://www.link	United States	936	40	4.27%	▼ -14
83	Manlitics B2B ITES	https://www.link	United States	706	30	4.25%	▼ -12
84	Logical Position	https://www.link	United States	836	35	4.19%	▼ -10
85	Abstrakt Marketing Group	https://www.link	United States	712	29	4.07%	▼ -15
86	ScentAir	https://www.link	United States	504	20	3.97%	New Entry
87	The Bernard Group	https://www.link	United States	658	24	3.65%	▲ 11
88	BDA	https://www.link	United States	998	36	3.61%	▼ -11
89	BGB Group	https://www.link	United States	559	20	3.58%	▼ -25
90	Catalina USA	https://www.link	United States	776	27	3.48%	▼ -14
91	Townsquare Interactive	https://www.link	United States	554	19	3.43%	▼ -4
92	Katz Media Group	https://www.link	United States	681	23	3.38%	▲ 8
93	22Squared	https://www.link	United States	574	19	3.31%	▼ -13

94	Ogilvy Health	https://www.linkedin.com/company/ogilvy-health	United States	630	20	3.17%	▼ -21
95	TMA	https://www.linkedin.com/company/tma	United States	587	18	3.07%	▼ -33
96	Geiger	https://www.linkedin.com/company/geiger	United States	768	22	2.86%	▼ -4
97	Arc Worldwide	https://www.linkedin.com/company/arc-worldwide	United States	844	24	2.84%	▼ -36
98	Staples Promotional Products	https://www.linkedin.com/company/staples-promotional-products	United States	936	24	2.56%	▼ -35
99	Hit Promotional Products	https://www.linkedin.com/company/hit-promotional-products	United States	839	20	2.38%	▲ 2
100	IWCO	https://www.linkedin.com/company/iwco	United States	912	21	2.30%	▲ 3
101	Welcome Wagon	https://www.linkedin.com/company/welcome-wagon	United States	541	12	2.22%	▼ -7
102	Neptune Retail Solutions	https://www.linkedin.com/company/neptune-retail-solutions	United States	692	15	2.17%	▼ -6
103	Vestcom	https://www.linkedin.com/company/vestcom	United States	754	16	2.12%	▼ -10
104	ReachLocal	https://www.linkedin.com/company/reachlocal	United States	517	10	1.93%	▼ -5
105	Mittera	https://www.linkedin.com/company/mittera	United States	682	12	1.76%	▼ -3
106	Publishers Clearing House	https://www.linkedin.com/company/publishers-clearing-house	United States	977	16	1.64%	▼ -2
107	Clipper Magazine	https://www.linkedin.com/company/clipper-magazine	United States	978	15	1.53%	New Entry
108	4imprint	https://www.linkedin.com/company/4imprint	United States	693	9	1.30%	▼ -3
109	Bernstein-Rein Advertising	https://www.linkedin.com/company/bernstein-rein-advertising	United States	627	7	1.12%	▲ 0
110	TeleNet Marketing Solutions	https://www.linkedin.com/company/tele-net-marketing-solutions	United States	524	5	0.95%	▼ -3
111	ACB	https://www.linkedin.com/company/acb	United States	750	7	0.93%	▼ -3
112	OneTouch Direct	https://www.linkedin.com/company/onetouch-direct	United States	889	7	0.79%	▼ -6

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