



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

Industry at a glance:

Average Score:
5.55%

Total Companies:
18

Global Industry Average:
4.98%

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	Awin Global	https://www.linkedin.com/company/awin/	Germany	1,390	204	14.68%	▲ 1
2	Merkle DACH	https://www.linkedin.com/company/merkle-dach/	Switzerland	1,338	141	10.54%	▲ 2
3	Serviceplan Group	https://www.linkedin.com/company/serviceplan-group/	Germany	1,325	125	9.43%	▲ 2
4	DEPT	https://www.linkedin.com/company/dept/	Netherlands	4,275	298	6.97%	▼ -1
5	Publicis Groupe	https://www.linkedin.com/company/publicis-groupe/	France	16,301	1,129	6.93%	▲ 12
6	Seven.One Entertainment	https://www.linkedin.com/company/seven-one-entertainment/	Germany	1,177	75	6.37%	▲ 3
7	Havas	https://www.linkedin.com/company/havas/	France	2,479	153	6.17%	▲ 13
8	Criteo	https://www.linkedin.com/company/criteo/	France	3,647	224	6.14%	▼ -2
9	Publicis Re:Sources	https://www.linkedin.com/company/publicis-re-sources/	France	3,390	179	5.28%	▲ 2
10	JCDecaux	https://www.linkedin.com/company/jcdecaux/	France	6,110	301	4.93%	▲ 0
11	Scholz & Friends	https://www.linkedin.com/company/scholz-friends/	Germany	1,263	59	4.67%	▼ -3
12	Göteborg & Co	https://www.linkedin.com/company/goteborg-co/	Sweden	1,331	62	4.66%	▲ 0
13	MCI	https://www.linkedin.com/company/mci/	Switzerland	2,667	100	3.75%	▲ 1
14	MEDIAPOST	https://www.linkedin.com/company/mediapost/	France	1,450	36	2.48%	▼ -1
15	Solocal	https://www.linkedin.com/company/solocal/	France	3,332	79	2.37%	▲ 0
16	Salesland	https://www.linkedin.com/company/salesland/	Spain	4,476	101	2.26%	▲ 0
17	heaven	https://www.linkedin.com/company/heaven/	France	1,480	18	1.22%	▲ 2
18	Adrexo	https://www.linkedin.com/company/adrexo/	France	1,453	15	1.03%	New Entry

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