



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

Industry at a glance:

Average Score: 4.98%

Total Companies: 174

Average No. Employees: 2,848

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 21 companies including Klaviyo, Awinq Global, Attentive, etc.

22	VML	https://www.link€	United States	15,388		1,365	8.87%	▲ 68
23	Octagon	https://www.link€	United States	1,298		113	8.71%	▼ -6
24	Jellyfish	https://www.link€	United Kingdom	2,239		194	8.66%	▼ -12
25	PMG	https://www.link€	United States	1,127		97	8.61%	▲ 20
26	Power Digital Marketing	https://www.link€	United States	1,528		130	8.51%	▲ 22
27	TechTarget	https://www.link€	United States	1,083		90	8.31%	▲ 3
28	Accenture Song	https://www.link€	United States	8,765		722	8.24%	▼ -5
29	MiQ	https://www.link€	United States	1,548		125	8.07%	▼ -11
30	Proforma	https://www.link€	United States	1,183		95	8.03%	▲ 31
31	Walmart Connect	https://www.link€	United States	2,286		180	7.87%	▼ -2
32	T&Pm	https://www.link€	United Kingdom	1,186		92	7.76%	New Entry
33	We Are Social	https://www.link€	United Kingdom	1,650		125	7.58%	▼ -2
34	Hearts & Science	https://www.link€	United States	1,522		113	7.42%	▼ -19
35	dunnhumby	https://www.link€	United Kingdom	2,678		198	7.39%	▲ 12
36	Spectrum Reach	https://www.link€	United States	3,130		229	7.32%	▲ 16
37	WPP	https://www.link€	United Kingdom	5,061		370	7.31%	▲ 137
38	Omnicom Media Group	https://www.link€	United States	5,241		372	7.10%	▲ 0
39	GroupM	https://www.link€	United States	14,305		1,010	7.06%	▲ 58
40	Flywheel	https://www.link€	United States	1,744		122	7.00%	▼ -1
41	Design Bridge and Partner	https://www.link€	United Kingdom	1,158		81	6.99%	▲ 8
42	The Mill	https://www.link€	United Kingdom	1,373		96	6.99%	▲ 18
43	FreeWheel	https://www.link€	United States	1,434		100	6.97%	▼ -6
44	DEPT	https://www.link€	Netherlands	4,275		298	6.97%	▼ -24
45	IPG Mediabrands	https://www.link€	United States	3,958		275	6.95%	▲ 100
46	Publicis Groupe	https://www.link€	France	16,301		1,129	6.93%	▲ 93
47	WSI World	https://www.link€	Canada	1,169		80	6.84%	▲ 18
48	Clear Channel Outdoor	https://www.link€	United States	2,499		170	6.80%	▲ 43
49	Publicis Media	https://www.link€	United Kingdom	6,671		441	6.61%	▲ 15
50	MRM	https://www.link€	United States	3,360		219	6.52%	▲ 12
51	Critical Mass	https://www.link€	Canada	1,618		105	6.49%	▲ 8
52	KINESSO	https://www.link€	United States	3,714		240	6.46%	▲ 16
53	OLIVER Agency	https://www.link€	United Kingdom	3,565		229	6.42%	▼ -17
54	Digitas Health	https://www.link€	United States	1,001		64	6.39%	New Entry
55	Seven.One Entertainment	https://www.link€	Germany	1,177		75	6.37%	▲ 3
56	Klick	https://www.link€	Canada	1,638		104	6.35%	▼ -16
57	Wieden + Kennedy	https://www.link€	United States	1,832		116	6.33%	▼ -7
58	BDS Connected Solutions	https://www.link€	United States	1,481		93	6.28%	▲ 43
59	Havas	https://www.link€	France	2,479		153	6.17%	▲ 111
60	Criteo	https://www.link€	France	3,647		224	6.14%	▼ -19
61	Razorfish	https://www.link€	United States	1,834		110	6.00%	▼ -15
62	Hogarth	https://www.link€	United Kingdom	5,663		339	5.99%	▲ 4
63	OMD USA	https://www.link€	United States	1,498		89	5.94%	▼ -35
64	American Solutions for Bus	https://www.link€	United States	1,129		67	5.93%	▲ 17
65	EssenceMediacom	https://www.link€	United Kingdom	5,009		297	5.93%	▲ 53
66	Annalect	https://www.link€	United States	1,348		79	5.86%	▲ 5
67	Axiom	https://www.link€	United States	3,864		225	5.82%	▲ 16
68	Ogilvy	https://www.link€	United States	8,187		476	5.81%	▲ 24
69	Inspired Thinking Group	https://www.link€	United Kingdom	1,322		75	5.67%	New Entry
70	Omnicom	https://www.link€	United States	1,347		75	5.57%	▲ 112
71	Assembly Global	https://www.link€	United States	2,085		115	5.52%	▼ -17
72	Initiative	https://www.link€	United States	3,957		218	5.51%	▼ -2
73	dentsu X	https://www.link€	United Kingdom	1,027		55	5.36%	▼ -16
74	Publicis Re:Sources	https://www.link€	France	3,390		179	5.28%	▼ -1
75	EVERSANA INTOUCH	https://www.link€	United States	1,308		67	5.12%	▲ 20
76	Digitas North America	https://www.link€	United States	2,676		135	5.04%	▲ 1
77	Havas Media Network	https://www.link€	United States	4,108		205	4.99%	▲ 28
78	Scorpion	https://www.link€	United States	1,389		69	4.97%	▲ 21
79	JCDecaux	https://www.link€	France	6,110		301	4.93%	▼ -7
80	CJ	https://www.link€	United States	1,688		83	4.92%	▼ -4
81	Wavemaker	https://www.link€	United Kingdom	4,092		200	4.89%	▲ 27
82	Momentum Worldwide	https://www.link€	United States	1,379		67	4.86%	▼ -47
83	George P Johnson Experie	https://www.link€	United States	1,626		78	4.80%	▼ -9
84	PHD	https://www.link€	United Kingdom	5,143		242	4.71%	▲ 9
85	Scholz & Friends	https://www.link€	Germany	1,263		59	4.67%	▼ -30
86	Göteborg & Co	https://www.link€	Sweden	1,331		62	4.66%	▲ 14
87	Townsquare Media	https://www.link€	United States	2,009		92	4.58%	▲ 2
88	Iris	https://www.link€	United Kingdom	2,076		95	4.58%	▼ -3
89	GMR Marketing	https://www.link€	United States	1,661		76	4.58%	▼ -7
90	iProspect	https://www.link€	United Kingdom	2,874		129	4.49%	▼ -3
91	Mindshare	https://www.link€	United Kingdom	7,821		342	4.37%	▲ 11
92	2020 Companies	https://www.link€	United States	1,915		83	4.33%	▲ 12
93	Epsilon	https://www.link€	United States	9,592		405	4.22%	▼ -24

94	McCann Worldgroup	https://www.link€	United States	5,101	210	4.12%	▲ 50
95	Mosaic North America	https://www.link€	United States	3,226	129	4.00%	▼ -9
96	Horizon Media	https://www.link€	United States	3,069	121	3.94%	▲ 37
97	BDA	https://www.link€	United States	1,015	40	3.94%	New Entry
98	RAPP	https://www.link€	United States	1,990	78	3.92%	▼ -19
99	Grey	https://www.link€	United States	3,458	135	3.90%	▲ 7
100	Clearlink	https://www.link€	United States	1,065	41	3.85%	▲ 15
101	Jack Morton Worldwide	https://www.link€	United States	1,146	44	3.84%	▼ -58
102	PHMG	https://www.link€	United Kingdom	1,149	44	3.83%	▼ -35
103	MCI	https://www.link€	Switzerland	2,667	100	3.75%	▲ 27
104	Starcom	https://www.link€	United States	5,864	217	3.70%	▲ 18
105	RPA	https://www.link€	United States	1,199	44	3.67%	▲ 7
106	Inizio Evoke	https://www.link€	United States	1,089	39	3.58%	New Entry
107	Paragon UK	https://www.link€	United Kingdom	1,514	54	3.57%	▼ -9
108	AffinityX	https://www.link€	United States	2,434	86	3.53%	▼ -1
109	UM Worldwide	https://www.link€	United States	2,617	92	3.52%	▼ -21
110	Hibu	https://www.link€	United States	4,276	150	3.51%	▲ 21
111	Spark Foundry	https://www.link€	United States	3,064	107	3.49%	▼ -31
112	FCB Health New York	https://www.link€	United States	1,519	53	3.49%	▼ -18
113	TEAM	https://www.link€	United States	1,656	57	3.44%	▼ -17
114	Google AdSense	https://www.link€	United States	3,859	132	3.42%	New Entry
115	APS Group	https://www.link€	United Kingdom	1,199	41	3.42%	▲ 6
116	Carat	https://www.link€	United Kingdom	2,829	95	3.36%	▲ 4
117	Zenith	https://www.link€	United Kingdom	5,064	170	3.36%	▼ -4
118	TBWA\Worldwide	https://www.link€	United States	1,594	53	3.32%	▲ 60
119	Lamar Advertising Compar	https://www.link€	United States	3,605	118	3.27%	▲ 5
120	Interpublic Group	https://www.link€	United States	2,872	93	3.24%	▲ 59
121	Pens.com	https://www.link€	United States	1,332	43	3.23%	▼ -10
122	Valpak	https://www.link€	United States	1,487	48	3.23%	▼ -5
123	SGK	https://www.link€	United States	4,593	145	3.16%	▲ 33
124	Wunderman Thompson	https://www.link€	United States	3,579	110	3.07%	▼ -1
125	TikTok for Business	https://www.link€	United States	1,682	51	3.03%	▼ -22
126	Saatchi & Saatchi	https://www.link€	United Kingdom	3,613	109	3.02%	▲ 20
127	Yell	https://www.link€	United Kingdom	1,457	42	2.88%	▲ 8
128	R/GA	https://www.link€	United States	2,920	83	2.84%	▼ -18
129	Centerfield	https://www.link€	United States	1,218	34	2.79%	▼ -13
130	HH Global	https://www.link€	United Kingdom	6,907	187	2.71%	▲ 11
131	Leo Burnett	https://www.link€	United States	7,746	207	2.67%	▼ -12
132	Kantar Media	https://www.link€	United Kingdom	1,407	37	2.63%	▼ -23
133	SGS & Co	https://www.link€	United States	4,103	107	2.61%	▼ -4
134	MEDIAPOST	https://www.link€	France	1,450	36	2.48%	▼ -9
135	MarketSource	https://www.link€	United States	3,235	79	2.44%	▲ 5
136	Solocal	https://www.link€	France	3,332	79	2.37%	▼ -4
137	Mother	https://www.link€	United Kingdom	2,730	64	2.34%	▼ -9
138	Salesland	https://www.link€	Spain	4,476	101	2.26%	▼ -1
139	Theorem	https://www.link€	United States	1,309	28	2.14%	▲ 9
140	Chemistry	https://www.link€	United States	1,547	33	2.13%	▼ -14
141	Publicis	https://www.link€	United States	3,259	69	2.12%	New Entry
142	Advertising Specialty Instit	https://www.link€	United States	1,741	36	2.07%	▲ 11
143	Omnicom Media Group UK	https://www.link€	United Kingdom	1,421	29	2.04%	▲ 30
144	DCM	https://www.link€	Canada	1,238	24	1.94%	▲ 5
145	Havas Creative Network	https://www.link€	United States	4,823	93	1.93%	▲ 2
146	TRANZACT	https://www.link€	United States	1,427	27	1.89%	▼ -12
147	Laundry Service	https://www.link€	United States	1,549	28	1.81%	▼ -11
148	SEO	https://www.link€	United States	1,000	17	1.70%	▲ 2
149	Quad	https://www.link€	United States	9,873	143	1.45%	▲ 10
150	YESCO	https://www.link€	United States	1,034	14	1.35%	▲ 7
151	FCB Global	https://www.link€	United States	1,265	17	1.34%	▲ 3
152	Harte Hanks	https://www.link€	United States	4,236	55	1.30%	▲ 6
153	BBDO Worldwide	https://www.link€	United States	2,166	28	1.29%	▲ 2
154	heaven	https://www.link€	France	1,480	18	1.22%	▲ 11
155	Credico	https://www.link€	United States	1,581	19	1.20%	▲ 14
156	Morley	https://www.link€	United States	1,391	15	1.08%	▲ 7
157	Adrexo	https://www.link€	France	1,453	15	1.03%	New Entry
158	Star	https://www.link€	United States	1,362	14	1.03%	▲ 14
159	MediaCom	https://www.link€	United Kingdom	4,308	43	1.00%	▲ 7
160	XYZ	https://www.link€	United States	2,294	21	0.92%	▼ -18
161	Cargo	https://www.link€	United States	1,546	13	0.84%	▲ 7
162	Clear Channel Europe	https://www.link€	United Kingdom	2,875	24	0.83%	▲ 19
163	Autotrader US	https://www.link€	United States	1,321	11	0.83%	▼ -1
164	DDB	https://www.link€	United States	7,756	64	0.83%	▼ -3
165	Dominion Enterprises	https://www.link€	United States	1,184	9	0.76%	▲ 10

166	Yellow Pages / Pages Jaun	https://www.linkedin.com/company/yellow-pages/	Canada	1,809	13	0.72%	▼ -15
167	POP	https://www.linkedin.com/company/pop/	United States	1,462	10	0.68%	New Entry
168	Wunderman	https://www.linkedin.com/company/wunderman/	United States	2,427	14	0.58%	New Entry
169	TAXI	https://www.linkedin.com/company/taxi/	Canada	6,535	34	0.52%	▲ 8
170	TBC	https://www.linkedin.com/company/tbc/	United States	1,352	7	0.52%	▲ 6
171	Archway Marketing Service	https://www.linkedin.com/company/archway-marketing-service/	United States	1,024	5	0.49%	▼ -4
172	Ximim	https://www.linkedin.com/company/ximim/	United States	4,161	20	0.48%	▲ 8
173	MEC	https://www.linkedin.com/company/mec/	United Kingdom	4,258	15	0.35%	New Entry
174	Oi	https://www.linkedin.com/company/oi/	United Kingdom	1,632	2	0.12%	New Entry

Ready to win at social?

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