

DSMN8

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

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
5.06%	116	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	Klaviyo	https://www.linkedin.com/company/klaviyo	United States	2,325	366	15.74%	▲ 1
2	Attentive	https://www.linkedin.com/company/attentive	United States	1,493	214	14.33%	▼ -1
3	OUTFRONT Media	https://www.linkedin.com/company/outfront-media	United States	2,381	291	12.22%	▲ 13
4	Effectv	https://www.linkedin.com/company/effectv	United States	2,142	256	11.95%	▲ 7
5	Best Version Media	https://www.linkedin.com/company/best-version-media	United States	2,204	262	11.89%	▲ 5
6	VaynerMedia	https://www.linkedin.com/company/vaynermedia	United States	1,259	132	10.48%	▲ 11
7	CMI Media Group	https://www.linkedin.com/company/cmi-media-group	United States	1,269	130	10.24%	New Entry
8	Teads	https://www.linkedin.com/company/teads	United States	1,346	132	9.81%	▼ -5
9	Zeta Global	https://www.linkedin.com/company/zeta-global	United States	1,853	181	9.77%	▲ 4
10	Real Chemistry	https://www.linkedin.com/company/real-chemistry	United States	1,429	138	9.66%	▼ -5
11	HALO Branded Solutions	https://www.linkedin.com/company/halo-branded-solutions	United States	1,879	181	9.63%	▲ 9
12	DoubleVerify	https://www.linkedin.com/company/doubleverify	United States	1,174	109	9.28%	▲ 69
13	Rent.	https://www.linkedin.com/company/rent	United States	1,267	117	9.23%	New Entry
14	My Amazon Guy	https://www.linkedin.com/company/my-amazon-guy	United States	1,106	100	9.04%	New Entry
15	Cox Media	https://www.linkedin.com/company/cox-media	United States	1,064	95	8.93%	▲ 6
16	LiveRamp	https://www.linkedin.com/company/liveramp	United States	1,547	138	8.92%	▼ -7
17	Tinuiti	https://www.linkedin.com/company/tinuiti	United States	1,125	100	8.89%	▼ -10
18	VML	https://www.linkedin.com/company/vml	United States	15,388	1,365	8.87%	▲ 46
19	Octagon	https://www.linkedin.com/company/octagon	United States	1,298	113	8.71%	▼ -5
20	PMG	https://www.linkedin.com/company/pmg	United States	1,127	97	8.61%	▲ 14
21	Power Digital Marketing	https://www.linkedin.com/company/power-digital-marketing	United States	1,528	130	8.51%	▲ 15

22	TechTarget	https://www.link€	United States	1,083		90	8.31%	▲ 2
23	Accenture Song	https://www.link€	United States	8,765		722	8.24%	▼ -4
24	MiQ	https://www.link€	United States	1,548		125	8.07%	▼ -9
25	Proforma	https://www.link€	United States	1,183		95	8.03%	▲ 18
26	Walmart Connect	https://www.link€	United States	2,286		180	7.87%	▼ -3
27	Hearts & Science	https://www.link€	United States	1,522		113	7.42%	▼ -15
28	Spectrum Reach	https://www.link€	United States	3,130		229	7.32%	▲ 11
29	Omnicom Media Group	https://www.link€	United States	5,241		372	7.10%	▲ 1
30	GroupM	https://www.link€	United States	14,305		1,010	7.06%	▲ 40
31	Flywheel	https://www.link€	United States	1,744		122	7.00%	▲ 0
32	FreeWheel	https://www.link€	United States	1,434		100	6.97%	▼ -3
33	IPG Mediabrands	https://www.link€	United States	3,958		275	6.95%	▲ 67
34	Clear Channel Outdoor	https://www.link€	United States	2,499		170	6.80%	▲ 31
35	MRM	https://www.link€	United States	3,360		219	6.52%	▲ 9
36	KINESO	https://www.link€	United States	3,714		240	6.46%	▲ 10
37	Digitas Health	https://www.link€	United States	1,001		64	6.39%	New Entry
38	Wieden + Kennedy	https://www.link€	United States	1,832		116	6.33%	▼ -1
39	BDS Connected Solutions	https://www.link€	United States	1,481		93	6.28%	▲ 33
40	Razorfish	https://www.link€	United States	1,834		110	6.00%	▼ -5
41	OMD USA	https://www.link€	United States	1,498		89	5.94%	▼ -19
42	American Solutions for Bus	https://www.link€	United States	1,129		67	5.93%	▲ 15
43	Annalect	https://www.link€	United States	1,348		79	5.86%	▲ 6
44	Axiom	https://www.link€	United States	3,864		225	5.82%	▲ 15
45	Ogilvy	https://www.link€	United States	8,187		476	5.81%	▲ 21
46	Omnicom	https://www.link€	United States	1,347		75	5.57%	▲ 81
47	Assembly Global	https://www.link€	United States	2,085		115	5.52%	▼ -6
48	Initiative	https://www.link€	United States	3,957		218	5.51%	▲ 0
49	EVERSANA INTOUCH	https://www.link€	United States	1,308		67	5.12%	▲ 19
50	Digitas North America	https://www.link€	United States	2,676		135	5.04%	▲ 3
51	Havas Media Network	https://www.link€	United States	4,108		205	4.99%	▲ 24
52	Scorpion	https://www.link€	United States	1,389		69	4.97%	▲ 19
53	CJ	https://www.link€	United States	1,688		83	4.92%	▼ -1
54	Momentum Worldwide	https://www.link€	United States	1,379		67	4.86%	▼ -26
55	George P Johnson Experie	https://www.link€	United States	1,626		78	4.80%	▼ -5
56	Townsquare Media	https://www.link€	United States	2,009		92	4.58%	▲ 7
57	GMR Marketing	https://www.link€	United States	1,661		76	4.58%	▲ 1
58	2020 Companies	https://www.link€	United States	1,915		83	4.33%	▲ 16
59	Epsilon	https://www.link€	United States	9,592		405	4.22%	▼ -12
60	McCann Worldgroup	https://www.link€	United States	5,101		210	4.12%	▲ 39
61	Mosaic North America	https://www.link€	United States	3,226		129	4.00%	▲ 0
62	Horizon Media	https://www.link€	United States	3,069		121	3.94%	▲ 31
63	BDA	https://www.link€	United States	1,015		40	3.94%	New Entry
64	RAPP	https://www.link€	United States	1,990		78	3.92%	▼ -9
65	Grey	https://www.link€	United States	3,458		135	3.90%	▲ 11
66	Clearlink	https://www.link€	United States	1,065		41	3.85%	▲ 16
67	Jack Morton Worldwide	https://www.link€	United States	1,146		44	3.84%	▼ -34
68	Starcom	https://www.link€	United States	5,864		217	3.70%	▲ 18
69	RPA	https://www.link€	United States	1,199		44	3.67%	▲ 11
70	Inizio Evoke	https://www.link€	United States	1,089		39	3.58%	New Entry
71	AffinityX	https://www.link€	United States	2,434		86	3.53%	▲ 6
72	UM Worldwide	https://www.link€	United States	2,617		92	3.52%	▼ -10
73	Hibu	https://www.link€	United States	4,276		150	3.51%	▲ 19
74	Spark Foundry	https://www.link€	United States	3,064		107	3.49%	▼ -18
75	FCB Health New York	https://www.link€	United States	1,519		53	3.49%	▼ -8
76	TEAM	https://www.link€	United States	1,666		57	3.44%	▼ -7
77	Google AdSense	https://www.link€	United States	3,859		132	3.42%	New Entry
78	TBWAWorldwide	https://www.link€	United States	1,594		53	3.32%	▲ 46
79	Lamar Advertising Compar	https://www.link€	United States	3,605		118	3.27%	▲ 9
80	Interpublic Group	https://www.link€	United States	2,872		93	3.24%	▲ 45
81	Pens.com	https://www.link€	United States	1,332		43	3.23%	▼ -2
82	Valpak	https://www.link€	United States	1,487		48	3.23%	▲ 2
83	SGK	https://www.link€	United States	4,593		145	3.16%	▲ 25
84	Wunderman Thompson	https://www.link€	United States	3,579		110	3.07%	▲ 3
85	TikTok for Business	https://www.link€	United States	1,682		51	3.03%	▼ -12
86	R/GA	https://www.link€	United States	2,920		83	2.84%	▼ -8
87	Centerfield	https://www.link€	United States	1,218		34	2.79%	▼ -4
88	Leo Burnett	https://www.link€	United States	7,746		207	2.67%	▼ -3
89	SGS & Co	https://www.link€	United States	4,103		107	2.61%	▲ 2
90	MarketSource	https://www.link€	United States	3,235		79	2.44%	▲ 7
91	Theorem	https://www.link€	United States	1,309		28	2.14%	▲ 11
92	Chemistry	https://www.link€	United States	1,547		33	2.13%	▼ -3
93	Publicis	https://www.link€	United States	3,259		69	2.12%	New Entry

94	Advertising Specialty Instit	https://www.link	United States	1,741	36	2.07%	▲ 11
95	Havas Creative Network	https://www.link	United States	4,823	93	1.93%	▲ 6
96	TRANZACT	https://www.link	United States	1,427	27	1.89%	▼ -2
97	Laundry Service	https://www.link	United States	1,549	28	1.81%	▼ -2
98	SEO	https://www.link	United States	1,000	17	1.70%	▲ 5
99	Quad	https://www.link	United States	9,873	143	1.45%	▲ 12
100	YESCO	https://www.link	United States	1,034	14	1.35%	▲ 9
101	FCB Global	https://www.link	United States	1,265	17	1.34%	▲ 5
102	Harte Hanks	https://www.link	United States	4,236	55	1.30%	▲ 8
103	BBDO Worldwide	https://www.link	United States	2,166	28	1.29%	▲ 4
104	Credico	https://www.link	United States	1,581	19	1.20%	▲ 15
105	Morley	https://www.link	United States	1,391	15	1.08%	▲ 10
106	Star	https://www.link	United States	1,362	14	1.03%	▲ 15
107	XYZ	https://www.link	United States	2,294	21	0.92%	▼ -9
108	Cargo	https://www.link	United States	1,546	13	0.84%	▲ 10
109	Autotrader US	https://www.link	United States	1,321	11	0.83%	▲ 5
110	DDB	https://www.link	United States	7,756	64	0.83%	▲ 3
111	Dominion Enterprises	https://www.link	United States	1,184	9	0.76%	▲ 11
112	POP	https://www.link	United States	1,462	10	0.68%	New Entry
113	Wunderman	https://www.link	United States	2,427	14	0.58%	New Entry
114	TBC	https://www.link	United States	1,352	7	0.52%	▲ 9
115	Archway Marketing Service	https://www.link	United States	1,024	5	0.49%	▲ 2
116	Ximim	https://www.link	United States	4,161	20	0.48%	▲ 10

Ready to win at social?

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