



Europe's Most Active Computer Software Professionals on Social - October 2024

Industry at a glance:

Average Score:
7.26%

Total Companies:
106

Global Industry Average:
8.90%

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](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	Mews	https://www.linkedin.com/company/mews/	Netherlands	1,213	274	22.59%	▲ 0
2	Nexthink	https://www.linkedin.com/company/nexthink/	Switzerland	1,038	191	18.40%	▲ 2
3	SUSE	https://www.linkedin.com/company/suse/	Germany	2,522	445	17.64%	▲ 0
4	DeepL	https://www.linkedin.com/company/deepl/	Germany	1,357	219	16.14%	▲ 1
5	TeamViewer	https://www.linkedin.com/company/teamviewer/	Germany	1,989	319	16.04%	▲ 5
6	Odoo	https://www.linkedin.com/company/odoo/	Belgium	4,952	782	15.79%	▲ 0
7	Ivalua	https://www.linkedin.com/company/ivalua/	France	1,048	163	15.55%	▲ 9
8	RELEX Solutions	https://www.linkedin.com/company/relex-solutions/	Finland	2,135	329	15.41%	▼ -1
9	GetYourGuide	https://www.linkedin.com/company/getyourguide/	Germany	1,083	162	14.96%	▲ 4
10	Personio	https://www.linkedin.com/company/personio/	Germany	2,155	318	14.76%	▲ 2
11	Contentsquare	https://www.linkedin.com/company/contentsquare/	France	1,482	216	14.57%	▼ -9
12	Transporeon	https://www.linkedin.com/company/transporeon/	Germany	1,169	154	13.17%	▲ 9
13	Milestone Systems	https://www.linkedin.com/company/milestone-systems/	Denmark	1,584	207	13.07%	▼ -4
14	Acronis	https://www.linkedin.com/company/acronis/	Switzerland	1,972	252	12.78%	▲ 0
15	Axis Communications	https://www.linkedin.com/company/axis-communications/	Sweden	4,704	600	12.76%	▲ 4
16	Basware	https://www.linkedin.com/company/basware/	Finland	1,642	209	12.73%	▼ -5
17	Doctolib	https://www.linkedin.com/company/doctolib/	France	3,262	412	12.63%	▲ 6
18	Factorial	https://www.linkedin.com/company/factorial/	Spain	1,587	193	12.16%	▼ -10
19	BrowserStack	https://www.linkedin.com/company/browserstack/	Ireland	1,334	156	11.69%	▼ -4
20	IFS	https://www.linkedin.com/company/ifs/	Sweden	8,377	935	11.16%	▼ -2
21	OVHcloud	https://www.linkedin.com/company/ovhcloud/	France	2,951	319	10.81%	▲ 1

22	Decathlon Digital	https://www.link	France	1,311	141	10.76%	▼ -2
23	CD PROJEKT RED	https://www.link	Poland	1,288	135	10.48%	New Entry
24	TeamSystem	https://www.link	Italy	2,729	281	10.30%	▼ -7
25	Cegid	https://www.link	France	3,628	366	10.09%	▲ 0
26	SAP	https://www.link	Germany	122,380	12,000	9.81%	▲ 13
27	Flix	https://www.link	Germany	2,200	198	9.00%	▼ -3
28	SOFTSWISS	https://www.link	Malta	1,291	116	8.99%	▲ 5
29	Bitdefender	https://www.link	Romania	2,218	195	8.79%	▲ 1
30	Leboncoin.fr	https://www.link	France	1,297	113	8.71%	New Entry
31	Systematic	https://www.link	Denmark	1,197	99	8.27%	▲ 22
32	Materialise	https://www.link	Belgium	1,780	147	8.26%	▲ 13
33	SAP Ariba	https://www.link	Germany	2,798	231	8.26%	▲ 17
34	Quadient	https://www.link	France	3,750	306	8.16%	▲ 3
35	RIB Software	https://www.link	Germany	1,156	92	7.96%	▲ 0
36	Italiaonline	https://www.link	Italy	2,753	211	7.66%	▼ -4
37	JetBrains	https://www.link	Czechia	2,148	157	7.31%	▲ 19
38	SimCorp	https://www.link	Denmark	3,115	223	7.16%	▼ -10
39	Exact	https://www.link	Netherlands	2,466	171	6.93%	▼ -5
40	Wolt	https://www.link	Finland	9,520	655	6.88%	▲ 27
41	Sigma Software Group	https://www.link	Sweden	1,572	108	6.87%	▲ 23
42	Esko	https://www.link	Belgium	1,792	123	6.86%	▲ 5
43	diconium	https://www.link	Germany	2,273	155	6.82%	▲ 12
44	showroomprive.com	https://www.link	France	1,308	88	6.73%	▲ 26
45	Betsson Group	https://www.link	Malta	2,267	152	6.70%	▼ -14
46	Facile.it	https://www.link	Italy	1,218	81	6.65%	New Entry
47	idealista	https://www.link	Spain	1,218	81	6.65%	New Entry
48	Generix	https://www.link	France	1,098	73	6.65%	▼ -21
49	OMP	https://www.link	Belgium	1,404	93	6.62%	▲ 2
50	Software	https://www.link	Germany	3,077	200	6.50%	▼ -24
51	Booking.com	https://www.link	Netherlands	15,551	984	6.33%	▲ 18
52	ABOUT YOU	https://www.link	Germany	1,462	92	6.29%	▲ 7
53	ESET	https://www.link	Slovakia	1,821	114	6.26%	▼ -17
54	Klarna	https://www.link	Sweden	4,857	304	6.26%	▼ -10
55	DATEV	https://www.link	Germany	4,516	281	6.22%	▼ -15
56	Dassault Systèmes	https://www.link	France	26,523	1,650	6.22%	▲ 7
57	ETAS	https://www.link	Germany	1,889	116	6.14%	▼ -11
58	Bosch Portugal	https://www.link	Portugal	1,547	93	6.01%	▲ 10
59	EG	https://www.link	Denmark	3,009	176	5.85%	▼ -16
60	Temenos	https://www.link	Switzerland	5,845	341	5.83%	▼ -22
61	dSPACE	https://www.link	Germany	1,393	81	5.81%	▼ -20
62	Global Blue	https://www.link	Switzerland	1,508	87	5.77%	▼ -14
63	Etraveli Group	https://www.link	Sweden	1,800	101	5.61%	▼ -11
64	ORTEC	https://www.link	Netherlands	1,121	59	5.26%	▲ 11
65	Visma	https://www.link	Norway	5,012	262	5.23%	▼ -8
66	OLX	https://www.link	Netherlands	4,300	222	5.16%	▼ -12
67	SBS	https://www.link	France	3,861	194	5.02%	▼ -1
68	REWE digital	https://www.link	Germany	1,644	82	4.99%	▲ 6
69	Job&Talent	https://www.link	Spain	3,281	162	4.94%	▼ -8
70	TTTech Auto	https://www.link	Austria	1,126	55	4.88%	▲ 2
71	BBVA Technology en Euro	https://www.link	Spain	2,717	128	4.71%	▲ 2
72	Playrix	https://www.link	Ireland	1,708	79	4.63%	New Entry
73	Comarch	https://www.link	Poland	5,306	244	4.60%	▲ 7
74	Bolt	https://www.link	Estonia	11,164	504	4.51%	▲ 8
75	MBition	https://www.link	Germany	1,043	47	4.51%	▲ 1
76	PAYBACK	https://www.link	Germany	1,025	46	4.49%	New Entry
77	Flowbird Group	https://www.link	France	1,056	46	4.36%	▼ -19
78	Cabify	https://www.link	Spain	3,727	161	4.32%	▼ -16
79	IDEMIA	https://www.link	France	13,384	572	4.27%	▲ 5
80	The Stepstone Group	https://www.link	Germany	3,092	132	4.27%	▼ -9
81	CARIAD	https://www.link	Germany	4,769	201	4.21%	▼ -16
82	iO	https://www.link	Belgium	5,160	216	4.19%	New Entry
83	Betfair Romania Developm	https://www.link	Romania	1,011	42	4.15%	New Entry
84	VECTOR Informatik	https://www.link	Germany	2,720	111	4.08%	▲ 2
85	Elektrobit	https://www.link	Germany	2,655	103	3.88%	▲ 0
86	lastminute.com	https://www.link	Switzerland	2,019	74	3.67%	▼ -3
87	CHECK24 Vergleichsportal	https://www.link	Germany	3,625	127	3.50%	▼ -9
88	Flink	https://www.link	Germany	2,456	86	3.50%	New Entry
89	Just Eat Takeaway.com	https://www.link	Netherlands	15,342	524	3.42%	▼ -1
90	Testronic	https://www.link	Poland	1,248	42	3.37%	New Entry
91	Murex	https://www.link	France	3,449	114	3.31%	▼ -12
92	ESI Group	https://www.link	France	1,903	62	3.26%	▼ -5
93	Bosch Magyarország	https://www.link	Hungary	3,693	112	3.03%	▼ -4

94	Opera	https://www.link Norway	2,112	64	3.03%	▼ -13
95	Amber	https://www.link Romania	1,063	32	3.01%	New Entry
96	Linedata	https://www.link France	2,036	58	2.85%	▼ -6
97	Asseco Poland	https://www.link Poland	2,346	63	2.69%	▼ -6
98	Cdiscount	https://www.link France	2,076	51	2.46%	▼ -6
99	Keywords Studios	https://www.link Ireland	11,063	267	2.41%	New Entry
100	Euro Information Developp	https://www.link France	3,046	73	2.40%	▼ -7
101	Ubisoft	https://www.link France	22,801	488	2.14%	New Entry
102	Amazon Development Cen	https://www.link Poland	2,823	47	1.66%	▼ -7
103	Gameloft	https://www.link France	5,435	77	1.42%	New Entry
104	Bosch	https://www.link Germany	166,613	2,317	1.39%	▼ -6
105	CGG	https://www.link France	3,811	50	1.31%	New Entry
106	Covisian	https://www.link Italy	8,766	114	1.30%	▼ -10

Ready to win at social?

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