



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

Industry at a glance:

Average Score:
8.97%

Total Companies:
92

Global Industry Average:
8.41%

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)
1	Precis	https://www.linkedin.com/company/precis	Sweden	419	97	23.15%
2	evelyne.	https://www.linkedin.com/company/evelyne	France	246	49	19.92%
3	NRJ Global Régions	https://www.linkedin.com/company/nrj-global-regions	France	350	67	19.14%
4	Springbok Agency	https://www.linkedin.com/company/springbok-agency	Belgium	312	59	18.91%
5	Caffeina	https://www.linkedin.com/company/caffeina	Italy	361	67	18.56%
6	dentsu Benelux	https://www.linkedin.com/company/dentsu-benelux	Netherlands	247	45	18.22%
7	Grabarz & Partner	https://www.linkedin.com/company/grabarz-partner	Germany	255	44	17.25%
8	TBWAINEBOKO	https://www.linkedin.com/company/tbwaineboko	Netherlands	234	40	17.09%
9	Eskimi	https://www.linkedin.com/company/eskimi	Lithuania	210	34	16.19%
10	Havas Worldwide Paris	https://www.linkedin.com/company/havas-worldwide-paris	France	500	80	16.00%
11	Highsnobiety	https://www.linkedin.com/company/highsnobiety	Germany	385	61	15.84%
12	SAMY Alliance	https://www.linkedin.com/company/samy-alliance	Spain	301	47	15.61%
13	OgilvyES	https://www.linkedin.com/company/ogilvyes	Spain	360	56	15.56%
14	Webranking	https://www.linkedin.com/company/webranking	Italy	241	36	14.94%
15	Kreab Worldwide	https://www.linkedin.com/company/kreab-worldwide	Sweden	282	42	14.89%
16	team x	https://www.linkedin.com/company/team-x	Germany	364	53	14.56%
17	Webrepublic	https://www.linkedin.com/company/webrepublic	Switzerland	224	30	13.39%
18	Forsman & Bodenfors	https://www.linkedin.com/company/forsman-bodenfors	Sweden	203	27	13.30%
19	WMH Project	https://www.linkedin.com/company/wmh-project	France	310	40	12.90%
20	Comprend	https://www.linkedin.com/company/comprend	Sweden	274	35	12.77%
21	GroupM Spain	https://www.linkedin.com/company/groupm-spain	Spain	256	31	12.11%

22	Happy Horizon	https://www.link	Netherlands	456	53	11.62%
23	AVIAREPS Group	https://www.link	Germany	403	46	11.41%
24	ressourcenmangel	https://www.link	Germany	282	32	11.35%
25	Core	https://www.link	Ireland	375	39	10.40%
26	Zalando Marketing Service	https://www.link	Germany	279	29	10.39%
27	Goldbach Group	https://www.link	Switzerland	380	39	10.26%
28	McCann Paris	https://www.link	France	207	21	10.14%
29	HeimatTBWA	https://www.link	Germany	242	24	9.92%
30	M6 Publicité	https://www.link	France	333	33	9.91%
31	CoSpirit Groupe	https://www.link	France	266	26	9.77%
32	thjnk	https://www.link	Germany	341	33	9.68%
33	DDB Paris	https://www.link	France	466	45	9.66%
34	fischerAppelt	https://www.link	Germany	463	44	9.50%
35	Havas España	https://www.link	Spain	212	20	9.43%
36	Cision France	https://www.link	France	204	19	9.31%
37	TF1 PUB	https://www.link	France	335	31	9.25%
38	Dékuple	https://www.link	France	204	18	8.82%
39	HOPSCOTCH Season	https://www.link	France	300	26	8.67%
40	C3 Creative Code and Con	https://www.link	Germany	284	24	8.45%
41	Tinkle	https://www.link	Spain	286	24	8.39%
42	Dagmar	https://www.link	Finland	263	22	8.37%
43	FAKTOR 3	https://www.link	Germany	216	18	8.33%
44	MEDIATRANSPTS	https://www.link	France	373	31	8.31%
45	Social Deal	https://www.link	Netherlands	290	24	8.28%
46	Rebold	https://www.link	Spain	304	25	8.22%
47	Marcel	https://www.link	France	380	31	8.16%
48	LIGANOVA	https://www.link	Germany	292	23	7.88%
49	GroupM Poland	https://www.link	Poland	300	23	7.67%
50	Wavemaker Italy	https://www.link	Italy	261	20	7.66%
51	Regicom	https://www.link	France	353	27	7.65%
52	Omnicom Media Group Ge	https://www.link	Germany	240	18	7.50%
53	Plan.Net Group	https://www.link	Germany	362	27	7.46%
54	IGPDecaux	https://www.link	Italy	326	24	7.36%
55	Mediaplanet	https://www.link	Sweden	434	31	7.14%
56	Cheil Germany	https://www.link	Germany	394	28	7.11%
57	BVA Doxa	https://www.link	Italy	447	31	6.94%
58	Armando Testa	https://www.link	Italy	262	18	6.87%
59	pilot group	https://www.link	Germany	452	30	6.64%
60	Publicis Le Pont	https://www.link	Poland	378	25	6.61%
61	TechSell	https://www.link	France	258	16	6.20%
62	Universum	https://www.link	Sweden	436	27	6.19%
63	ACCOM	https://www.link	Spain	243	15	6.17%
64	Netquest	https://www.link	Spain	298	18	6.04%
65	Nepa	https://www.link	Sweden	448	27	6.03%
66	TBWA Paris	https://www.link	France	324	19	5.86%
67	Netino	https://www.link	France	246	14	5.69%
68	4Service Company	https://www.link	Austria	354	20	5.65%
69	GUTENBERG	https://www.link	France	428	24	5.61%
70	HighCo Group	https://www.link	France	222	12	5.41%
71	Numberly	https://www.link	France	450	24	5.33%
72	Hamilton Bright	https://www.link	Netherlands	415	22	5.30%
73	mc Group	https://www.link	Germany	233	12	5.15%
74	SYZGY GROUP	https://www.link	Germany	202	10	4.95%
75	Mazarine Group	https://www.link	France	349	17	4.87%
76	Promodo	https://www.link	Ukraine	413	20	4.84%
77	Fonecta Oy	https://www.link	Finland	265	12	4.53%
78	Grupo Inmark	https://www.link	Spain	401	18	4.49%
79	OMD Italy	https://www.link	Italy	291	13	4.47%
80	ClickDealer	https://www.link	Netherlands	257	11	4.28%
81	satis&fy	https://www.link	Germany	315	13	4.13%
82	Boost Group	https://www.link	Switzerland	447	17	3.80%
83	OPTIMARK	https://www.link	France	359	12	3.34%
84	Winche Redes Comerciale	https://www.link	Spain	359	12	3.34%
85	EssenceMediaacom Germa	https://www.link	Germany	365	12	3.29%
86	Prodigious Worldwide	https://www.link	France	367	12	3.27%
87	Pepperminds	https://www.link	Netherlands	367	12	3.27%
88	Zum goldenen Hirschen	https://www.link	Germany	334	10	2.99%
89	FranceTV Publicité	https://www.link	France	424	12	2.83%
90	Digitas Pixelpark	https://www.link	Germany	254	7	2.76%
91	Promomedia	https://www.link	Italy	254	6	2.36%
92	Sociprime Field Merchandi	https://www.link	Portugal	405	9	2.22%

Ready to win at social?

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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

