



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

Industry at a glance:

Average Score: 8.41%

Total Companies: 358

Average No. Employees: 332

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 7 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days). Lists 21 companies and their social media performance metrics.

22	TBWAINEBOKO	https://www.link	Netherlands	234	40	17.09%
23	Ignite Visibility	https://www.link	United States	220	37	16.82%
24	Partnerize	https://www.link	United States	343	57	16.62%
25	Suzy	https://www.link	United States	306	50	16.34%
26	billups	https://www.link	United States	276	45	16.30%
27	EssenceMediacom Austral	https://www.link	Australia	270	44	16.30%
28	McCann Canada	https://www.link	Canada	234	38	16.24%
29	Eskimi	https://www.link	Lithuania	210	34	16.19%
30	Bray Leino	https://www.link	United Kingdom	206	33	16.02%
31	Havas Worldwide Paris	https://www.link	France	500	80	16.00%
32	Highsnobiety	https://www.link	Germany	385	61	15.84%
33	Hotwire	https://www.link	United States	342	54	15.79%
34	JeffreyGroup	https://www.link	United States	317	50	15.77%
35	Rethink	https://www.link	Canada	400	63	15.75%
36	SAMY Alliance	https://www.link	Spain	301	47	15.61%
37	McCann Manchester	https://www.link	United Kingdom	327	51	15.60%
38	OgilvyES	https://www.link	Spain	360	56	15.56%
39	Webranking	https://www.link	Italy	241	36	14.94%
40	Kreab Worldwide	https://www.link	Sweden	282	42	14.89%
41	Tombras	https://www.link	United States	422	62	14.69%
42	Wavemaker UK	https://www.link	United Kingdom	232	34	14.66%
43	team x	https://www.link	Germany	364	53	14.56%
44	Relevate Health	https://www.link	United States	213	31	14.55%
45	Bader Rutter	https://www.link	United States	269	39	14.50%
46	Current Global	https://www.link	United States	207	29	14.01%
47	The Goat Agency	https://www.link	United Kingdom	411	57	13.87%
48	Sky Media UK	https://www.link	United Kingdom	239	33	13.81%
49	M&C Saatchi Performance	https://www.link	United Kingdom	365	50	13.70%
50	illumin	https://www.link	Canada	265	36	13.58%
51	BerlinRosen	https://www.link	United States	325	44	13.54%
52	Webrepublic	https://www.link	Switzerland	224	30	13.39%
53	MMGY Global	https://www.link	United States	374	50	13.37%
54	Forsman & Bodenfors	https://www.link	Sweden	203	27	13.30%
55	adMarketplace	https://www.link	United States	241	32	13.28%
56	Comcast Advertising	https://www.link	United States	257	34	13.23%
57	C Space	https://www.link	United States	367	48	13.08%
58	Saatchi & Saatchi X	https://www.link	United States	278	36	12.95%
59	WMH Project	https://www.link	France	310	40	12.90%
60	Wavemaker ANZ	https://www.link	Australia	249	32	12.85%
61	Comprend	https://www.link	Sweden	274	35	12.77%
62	Four Agency Worldwide	https://www.link	United Kingdom	306	39	12.75%
63	Add People	https://www.link	United Kingdom	275	35	12.73%
64	LoopMe	https://www.link	United Kingdom	367	46	12.53%
65	LiveIntent	https://www.link	United States	234	29	12.39%
66	Padilla	https://www.link	United States	220	27	12.27%
67	Blis	https://www.link	United Kingdom	376	46	12.23%
68	Captify	https://www.link	United Kingdom	246	30	12.20%
69	GroupM Spain	https://www.link	Spain	256	31	12.11%
70	Profiles by Kantar	https://www.link	United States	463	56	12.10%
71	PureCars	https://www.link	United States	232	28	12.07%
72	SmartBug Media	https://www.link	United States	241	29	12.03%
73	Greenpark	https://www.link	United Kingdom	400	48	12.00%
74	Sid Lee	https://www.link	Canada	493	59	11.97%
75	Jaywing	https://www.link	United Kingdom	237	28	11.81%
76	Opus Agency	https://www.link	United States	384	45	11.72%
77	Happy Horizon	https://www.link	Netherlands	456	53	11.62%
78	Entravision	https://www.link	United States	339	39	11.50%
79	iCrossing	https://www.link	United States	446	51	11.43%
80	AVIAREPS Group	https://www.link	Germany	403	46	11.41%
81	829 Studios	https://www.link	United States	237	27	11.39%
82	ressourcenmangel	https://www.link	Germany	282	32	11.35%
83	M Booth	https://www.link	United States	397	45	11.34%
84	Influential	https://www.link	United States	445	50	11.24%
85	CROSSMEDIA USA	https://www.link	United States	294	33	11.22%
86	IDHL	https://www.link	United Kingdom	339	38	11.21%
87	SPINS	https://www.link	United States	500	56	11.20%
88	C-4 Analytics	https://www.link	United States	280	31	11.07%
89	Havas People	https://www.link	United Kingdom	208	23	11.06%
90	Publicis Canada	https://www.link	Canada	291	32	11.00%
91	Acceleration Partners	https://www.link	United States	319	35	10.97%
92	LG Ad Solutions	https://www.link	United States	383	41	10.70%
93	DeepIntent	https://www.link	United States	327	35	10.70%

94	KINESO UK&I	https://www.link	United Kingdom	245	26	10.61%
95	Core	https://www.link	Ireland	375	39	10.40%
96	Zalando Marketing Service	https://www.link	Germany	279	29	10.39%
97	National Research Group	https://www.link	United States	261	27	10.34%
98	OMD UK	https://www.link	United Kingdom	495	51	10.30%
99	Goldbach Group	https://www.link	Switzerland	380	39	10.26%
100	Verve	https://www.link	United States	459	47	10.24%
101	Ogilvy Australia	https://www.link	Australia	225	23	10.22%
102	Talon	https://www.link	United Kingdom	246	25	10.16%
103	McCann Paris	https://www.link	France	207	21	10.14%
104	Meet Rise	https://www.link	United States	465	47	10.11%
105	National CineMedia	https://www.link	United States	465	47	10.11%
106	Leger	https://www.link	Canada	388	39	10.05%
107	QMS	https://www.link	Australia	231	23	9.96%
108	5WPR	https://www.link	United States	422	42	9.95%
109	UNIDAYS	https://www.link	United Kingdom	312	31	9.94%
110	HeimatTBWA	https://www.link	Germany	242	24	9.92%
111	M6 Publicité	https://www.link	France	333	33	9.91%
112	Instrument	https://www.link	United States	448	44	9.82%
113	Cossette Media	https://www.link	Canada	204	20	9.80%
114	Hawke Media	https://www.link	United States	235	23	9.79%
115	CoSpirit Groupe	https://www.link	France	266	26	9.77%
116	RevLocal	https://www.link	United States	432	42	9.72%
117	thjnk	https://www.link	Germany	341	33	9.68%
118	DDB Paris	https://www.link	France	466	45	9.66%
119	CHEP Network	https://www.link	Australia	312	30	9.62%
120	Viral Nation	https://www.link	Canada	437	42	9.61%
121	the7stars	https://www.link	United Kingdom	303	29	9.57%
122	fischerAppelt	https://www.link	Germany	463	44	9.50%
123	Havas España	https://www.link	Spain	212	20	9.43%
124	Mspark	https://www.link	United States	478	45	9.41%
125	Cision France	https://www.link	France	204	19	9.31%
126	Orion Worldwide	https://www.link	United States	259	24	9.27%
127	McCann New York	https://www.link	United States	378	35	9.26%
128	TF1 PUB	https://www.link	France	335	31	9.25%
129	Spectrio	https://www.link	United States	479	44	9.19%
130	Gravity Global	https://www.link	United Kingdom	393	36	9.16%
131	MediaRadar	https://www.link	United States	428	39	9.11%
132	Transmission	https://www.link	United Kingdom	385	35	9.09%
133	Grey London	https://www.link	United Kingdom	221	20	9.05%
134	IBISWorld	https://www.link	Australia	376	34	9.04%
135	The Harris Poll	https://www.link	United States	432	39	9.03%
136	Cardlytics	https://www.link	United States	455	41	9.01%
137	Future Market Insights	https://www.link	United States	312	28	8.97%
138	Dékuple	https://www.link	France	204	18	8.82%
139	Adams Outdoor	https://www.link	United States	408	36	8.82%
140	McKinney	https://www.link	United States	423	37	8.75%
141	Listrak	https://www.link	United States	366	32	8.74%
142	Pinnacle	https://www.link	United States	242	21	8.68%
143	HOPSCOTCH Season	https://www.link	France	300	26	8.67%
144	Golden Hippo	https://www.link	United States	497	43	8.65%
145	The Business Research Co	https://www.link	United Kingdom	302	26	8.61%
146	iSpot.tv	https://www.link	United States	414	35	8.45%
147	AMV BBDO	https://www.link	United Kingdom	485	41	8.45%
148	C3 Creative Code and Con	https://www.link	Germany	284	24	8.45%
149	Tinkle	https://www.link	Spain	286	24	8.39%
150	ICP	https://www.link	United Kingdom	394	33	8.38%
151	Dagmar	https://www.link	Finland	263	22	8.37%
152	Sunshine Sachs Morgan &	https://www.link	United States	335	28	8.36%
153	FAKTOR 3	https://www.link	Germany	216	18	8.33%
154	MEDIATRANSPORTS	https://www.link	France	373	31	8.31%
155	Merkle EMEA	https://www.link	United Kingdom	482	40	8.30%
156	Social Deal	https://www.link	Netherlands	290	24	8.28%
157	Fieldwork	https://www.link	United States	315	26	8.25%
158	Rebold	https://www.link	Spain	304	25	8.22%
159	New Engen	https://www.link	United States	450	37	8.22%
160	GCI Health	https://www.link	United States	426	35	8.22%
161	Marcel	https://www.link	France	380	31	8.16%
162	Optimum Media	https://www.link	United States	319	26	8.15%
163	PATTISON Outdoor	https://www.link	Canada	454	37	8.15%
164	Colle McVoy	https://www.link	United States	333	27	8.11%
165	Spring Studios	https://www.link	United Kingdom	359	29	8.08%

166	Nadel	https://www.link	United States	471	38	8.07%
167	TripleLift	https://www.link	United States	472	38	8.05%
168	TMW	https://www.link	United Kingdom	485	39	8.04%
169	Research Partnership	https://www.link	United Kingdom	299	24	8.03%
170	KARLA OTTO	https://www.link	United Kingdom	440	35	7.95%
171	The Shipyard	https://www.link	United States	241	19	7.88%
172	LIGANOVA	https://www.link	Germany	292	23	7.88%
173	SmartSites	https://www.link	United States	280	22	7.86%
174	EWI Worldwide	https://www.link	United States	204	16	7.84%
175	WFAA	https://www.link	United States	294	23	7.82%
176	AdTheorent	https://www.link	United States	308	24	7.79%
177	IZEA	https://www.link	United States	297	23	7.74%
178	Commonwealth/McCann	https://www.link	United States	247	19	7.69%
179	GroupM Poland	https://www.link	Poland	300	23	7.67%
180	Wavemaker Italy	https://www.link	Italy	261	20	7.66%
181	Havas Lynx	https://www.link	United Kingdom	483	37	7.66%
182	Portland	https://www.link	United Kingdom	444	34	7.66%
183	Horizon Next	https://www.link	United States	366	28	7.65%
184	Regicom	https://www.link	France	353	27	7.65%
185	First Page	https://www.link	Australia	368	28	7.61%
186	Flashtalking	https://www.link	United States	316	24	7.59%
187	Return on Investment	https://www.link	United Kingdom	278	21	7.55%
188	the community	https://www.link	United States	292	22	7.53%
189	Omnicom Media Group Ge	https://www.link	Germany	240	18	7.50%
190	Plan.Net Group	https://www.link	Germany	362	27	7.46%
191	Blue Chip	https://www.link	United States	255	19	7.45%
192	Premise	https://www.link	United States	473	35	7.40%
193	Langland	https://www.link	United Kingdom	298	22	7.38%
194	Fiftyfive5	https://www.link	Australia	217	16	7.37%
195	IGPDcaux	https://www.link	Italy	326	24	7.36%
196	Undertone	https://www.link	United States	248	18	7.26%
197	Brand Momentum	https://www.link	Canada	346	25	7.23%
198	AbelsonTaylor Group	https://www.link	United States	333	24	7.21%
199	Hall & Partners	https://www.link	United Kingdom	251	18	7.17%
200	Mediaplanet	https://www.link	Sweden	434	31	7.14%
201	Zefr	https://www.link	United States	239	17	7.11%
202	Cheil Germany	https://www.link	Germany	394	28	7.11%
203	GroundTruth	https://www.link	United States	354	25	7.06%
204	iResearch Services	https://www.link	United Kingdom	439	31	7.06%
205	Fluent	https://www.link	United States	227	16	7.05%
206	MAGNA Global	https://www.link	United States	314	22	7.01%
207	Walker Advertising	https://www.link	United States	230	16	6.96%
208	BVA Doxa	https://www.link	Italy	447	31	6.94%
209	Shutterstock	https://www.link	United States	304	21	6.91%
210	Kobie Marketing	https://www.link	United States	333	23	6.91%
211	NEON	https://www.link	United States	320	22	6.88%
212	Armando Testa	https://www.link	Italy	262	18	6.87%
213	Havas Edge	https://www.link	United States	205	14	6.83%
214	Adswerve	https://www.link	United States	251	17	6.77%
215	AdsWizz	https://www.link	United States	253	17	6.72%
216	imre	https://www.link	United States	283	19	6.71%
217	pilot group	https://www.link	Germany	452	30	6.64%
218	REL Field Marketing	https://www.link	United Kingdom	392	26	6.63%
219	Publicis Le Pont	https://www.link	Poland	378	25	6.61%
220	VERB Interactive	https://www.link	Canada	260	17	6.54%
221	Goodby Silverstein & Partn	https://www.link	United States	413	27	6.54%
222	Miles Partnership	https://www.link	United States	493	32	6.49%
223	Saatchi & Saatchi	https://www.link	United States	371	24	6.47%
224	Reingold	https://www.link	United States	310	20	6.45%
225	Augeo	https://www.link	United States	436	28	6.42%
226	Avery Dennison Graphics S	https://www.link	United States	359	23	6.41%
227	pep	https://www.link	United States	281	18	6.41%
228	Sincro	https://www.link	United States	428	27	6.31%
229	Wiland	https://www.link	United States	286	18	6.29%
230	TechSell	https://www.link	France	258	16	6.20%
231	Universum	https://www.link	Sweden	436	27	6.19%
232	ACCOM	https://www.link	Spain	243	15	6.17%
233	Heartbeat	https://www.link	United States	325	20	6.15%
234	Claritas	https://www.link	United States	344	21	6.10%
235	Hanover Research	https://www.link	United States	396	24	6.06%
236	Netquest	https://www.link	Spain	298	18	6.04%
237	Nepa	https://www.link	Sweden	448	27	6.03%

238	Brand Addition	https://www.link	United Kingdom	349	21	6.02%
239	Moroch	https://www.link	United States	433	26	6.00%
240	Environics Analytics	https://www.link	Canada	304	18	5.92%
241	TBWA Paris	https://www.link	France	324	19	5.86%
242	Arnold Worldwide	https://www.link	United States	478	28	5.86%
243	AMA Atlanta	https://www.link	United States	276	16	5.80%
244	FCBCURE	https://www.link	United States	242	14	5.79%
245	The Delta Group	https://www.link	United Kingdom	382	22	5.76%
246	iQuanti	https://www.link	United States	471	27	5.73%
247	Scala	https://www.link	United States	367	21	5.72%
248	Netino	https://www.link	France	246	14	5.69%
249	4Service Company	https://www.link	Austria	354	20	5.65%
250	Carmichael Lynch	https://www.link	United States	374	21	5.61%
251	GUTENBERG	https://www.link	France	428	24	5.61%
252	Energy BBDO	https://www.link	United States	214	12	5.61%
253	Precoa	https://www.link	United States	412	23	5.58%
254	Coalition Technologies	https://www.link	United States	305	17	5.57%
255	Kubik	https://www.link	United States	274	15	5.47%
256	ICUC	https://www.link	Canada	441	24	5.44%
257	Vaniam Group	https://www.link	United States	240	13	5.42%
258	Hill Holiday	https://www.link	United States	314	17	5.41%
259	HighCo Group	https://www.link	France	222	12	5.41%
260	Hearst Connecticut Media	https://www.link	United States	222	12	5.41%
261	DKC	https://www.link	United States	468	25	5.34%
262	Numberly	https://www.link	France	450	24	5.33%
263	GSP Retail	https://www.link	United States	264	14	5.30%
264	Hamilton Bright	https://www.link	Netherlands	415	22	5.30%
265	mc Group	https://www.link	Germany	233	12	5.15%
266	BBDO New York	https://www.link	United States	216	11	5.09%
267	Fusion92	https://www.link	United States	398	20	5.03%
268	Saatchi & Saatchi Wellness	https://www.link	United States	260	13	5.00%
269	SYZGY GROUP	https://www.link	Germany	202	10	4.95%
270	Mazarine Group	https://www.link	France	349	17	4.87%
271	Promodo	https://www.link	Ukraine	413	20	4.84%
272	Kinetic	https://www.link	United Kingdom	476	23	4.83%
273	Joelle Frank	https://www.link	United States	249	12	4.82%
274	ReminderMedia	https://www.link	United States	270	13	4.81%
275	Burke	https://www.link	United States	376	18	4.79%
276	Manifest	https://www.link	United States	213	10	4.69%
277	Betty	https://www.link	United States	302	14	4.64%
278	Ayzenberg	https://www.link	United States	216	10	4.63%
279	Fonecta Oy	https://www.link	Finland	265	12	4.53%
280	Grupo Inmark	https://www.link	Spain	401	18	4.49%
281	Cramer-Krasselt	https://www.link	United States	312	14	4.49%
282	OMD Italy	https://www.link	Italy	291	13	4.47%
283	EssenceMediacomX	https://www.link	United Kingdom	291	13	4.47%
284	Targetbase	https://www.link	United States	362	16	4.42%
285	MarketOne International	https://www.link	United States	430	19	4.42%
286	Gain Theory	https://www.link	United States	204	9	4.41%
287	PSB Insights	https://www.link	United States	228	10	4.39%
288	Darwill	https://www.link	United States	206	9	4.37%
289	Midnight Oil	https://www.link	United States	207	9	4.35%
290	Carat USA	https://www.link	United States	392	17	4.34%
291	Boats Group	https://www.link	United States	302	13	4.30%
292	ClickDealer	https://www.link	Netherlands	257	11	4.28%
293	Harmelin Media	https://www.link	United States	313	13	4.15%
294	Patients & Purpose	https://www.link	United States	241	10	4.15%
295	satis&fy	https://www.link	Germany	315	13	4.13%
296	Campbell Ewald	https://www.link	United States	440	18	4.09%
297	EIMS	https://www.link	United Kingdom	492	20	4.07%
298	OMD Australia	https://www.link	Australia	497	20	4.02%
299	GSW	https://www.link	United States	325	13	4.00%
300	Wellcom Worldwide	https://www.link	United States	337	13	3.86%
301	Brand Influence Group	https://www.link	Australia	467	18	3.85%
302	Boost Group	https://www.link	Switzerland	447	17	3.80%
303	Commerce Pundit	https://www.link	United States	212	8	3.77%
304	Cadent	https://www.link	United States	467	17	3.64%
305	Unimkt Research	https://www.link	United States	475	17	3.58%
306	Numeris	https://www.link	Canada	422	15	3.55%
307	R&R Partners	https://www.link	United States	483	17	3.52%
308	Pace	https://www.link	United States	319	11	3.45%
309	OPTIMARK	https://www.link	France	359	12	3.34%

310	Winche Redes Comerciale	https://www.link	Spain	359	12	3.34%
311	EssenceMediacom Germa	https://www.link	Germany	365	12	3.29%
312	Prodigious Worldwide	https://www.link	France	367	12	3.27%
313	Peppermins	https://www.link	Netherlands	367	12	3.27%
314	Viamedia	https://www.link	United States	368	12	3.26%
315	Lockwood	https://www.link	United States	399	13	3.26%
316	Roy Morgan	https://www.link	Australia	437	14	3.20%
317	GMMB	https://www.link	United States	281	9	3.20%
318	ICON International	https://www.link	United States	473	15	3.17%
319	TSL Marketing	https://www.link	United States	254	8	3.15%
320	M3 Global Research	https://www.link	United States	418	13	3.11%
321	CGI Digital	https://www.link	United States	419	13	3.10%
322	SnugZ USA	https://www.link	United States	259	8	3.09%
323	Zum goldenen Hirschen	https://www.link	Germany	334	10	2.99%
324	SDImktg	https://www.link	Canada	303	9	2.97%
325	Razorfish Health	https://www.link	United States	237	7	2.95%
326	Tracy-Locke	https://www.link	United States	484	14	2.89%
327	FranceTV Publicité	https://www.link	France	424	12	2.83%
328	ConcentricLife	https://www.link	United States	325	9	2.77%
329	Digitas Pixelpark	https://www.link	Germany	254	7	2.76%
330	EP+Co	https://www.link	United States	218	6	2.75%
331	Harrison/Star	https://www.link	United States	223	6	2.69%
332	The Lacek Group	https://www.link	United States	300	8	2.67%
333	Posterscope	https://www.link	United Kingdom	345	9	2.61%
334	Flexisales Marketing	https://www.link	United States	400	10	2.50%
335	Madwire	https://www.link	United States	407	10	2.46%
336	Animated Storyboards	https://www.link	United States	210	5	2.38%
337	Legacy Marketing	https://www.link	United States	294	7	2.38%
338	Koozie Group	https://www.link	United States	338	8	2.37%
339	Promedia	https://www.link	Italy	254	6	2.36%
340	Socprime Field Merchandi	https://www.link	Portugal	405	9	2.22%
341	Boostability	https://www.link	United States	373	8	2.14%
342	Deutsch NY	https://www.link	United States	384	8	2.08%
343	Avant Healthcare	https://www.link	United States	242	5	2.07%
344	Digital Media Solutions	https://www.link	United States	390	7	1.79%
345	The Taylor Group	https://www.link	Canada	289	5	1.73%
346	Zoom Media	https://www.link	United States	299	5	1.67%
347	Hylink Group	https://www.link	United States	390	6	1.54%
348	JumpCrew	https://www.link	United States	399	6	1.50%
349	SG360°	https://www.link	United States	481	7	1.46%
350	POSSIBLE	https://www.link	United States	251	3	1.20%
351	The Telemarketing Compar	https://www.link	United Kingdom	222	2	0.90%
352	aMarketForce	https://www.link	United States	347	3	0.86%
353	Targeted Victory	https://www.link	United States	246	2	0.81%
354	KERN	https://www.link	United States	262	2	0.76%
355	MRC Group	https://www.link	United States	294	2	0.68%
356	Meetsocial	https://www.link	United States	413	2	0.48%
357	Aeroplan	https://www.link	Canada	267	1	0.37%
358	LocalEdge	https://www.link	United States	479	1	0.21%

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