



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

Industry at a glance:

Average Score:
7.65%

Total Companies:
189

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	Whalar	https://www.linkedin.com/company/whalar	United States	275	64	23.27%
2	Edelman Smithfield	https://www.linkedin.com/company/edelman-smithfield	United States	250	54	21.60%
3	Viant Technology	https://www.linkedin.com/company/viant-technology	United States	383	82	21.41%
4	MindgruveMacarta	https://www.linkedin.com/company/mindgruve-macarta	United States	230	45	19.57%
5	Butler/Till	https://www.linkedin.com/company/butler-till	United States	304	58	19.08%
6	Van Wagner	https://www.linkedin.com/company/van-wagner	United States	411	75	18.25%
7	LakeB2B	https://www.linkedin.com/company/lakeb2b	United States	255	46	18.04%
8	Madison Logic	https://www.linkedin.com/company/madison-logic	United States	322	58	18.01%
9	Just Global	https://www.linkedin.com/company/just-global	United States	258	46	17.83%
10	Prosek Partners	https://www.linkedin.com/company/prosek-partners	United States	454	80	17.62%
11	Ignite Visibility	https://www.linkedin.com/company/ignite-visibility	United States	220	37	16.82%
12	Partnerize	https://www.linkedin.com/company/partnerize	United States	343	57	16.62%
13	Suzy	https://www.linkedin.com/company/suzy	United States	306	50	16.34%
14	billups	https://www.linkedin.com/company/billups	United States	276	45	16.30%
15	Hotwire	https://www.linkedin.com/company/hotwire	United States	342	54	15.79%
16	JeffreyGroup	https://www.linkedin.com/company/jeffreygroup	United States	317	50	15.77%
17	Tombras	https://www.linkedin.com/company/tombras	United States	422	62	14.69%
18	Relevate Health	https://www.linkedin.com/company/relevate-health	United States	213	31	14.55%
19	Bader Rutter	https://www.linkedin.com/company/bader-rutter	United States	269	39	14.50%
20	Current Global	https://www.linkedin.com/company/current-global	United States	207	29	14.01%
21	BerlinRosen	https://www.linkedin.com/company/berlinrosen	United States	325	44	13.54%

22	MMGY Global	https://www.link	United States	374	50	13.37%
23	adMarketplace	https://www.link	United States	241	32	13.28%
24	Comcast Advertising	https://www.link	United States	257	34	13.23%
25	C Space	https://www.link	United States	367	48	13.08%
26	Saatchi & Saatchi X	https://www.link	United States	278	36	12.95%
27	Livelihood	https://www.link	United States	234	29	12.39%
28	Padilla	https://www.link	United States	220	27	12.27%
29	Profiles by Kantar	https://www.link	United States	463	56	12.10%
30	PureCars	https://www.link	United States	232	28	12.07%
31	SmartBug Media	https://www.link	United States	241	29	12.03%
32	Opus Agency	https://www.link	United States	384	45	11.72%
33	Entravision	https://www.link	United States	339	39	11.50%
34	iCrossing	https://www.link	United States	446	51	11.43%
35	829 Studios	https://www.link	United States	237	27	11.39%
36	M Booth	https://www.link	United States	397	45	11.34%
37	Influential	https://www.link	United States	445	50	11.24%
38	CROSSMEDIA USA	https://www.link	United States	294	33	11.22%
39	SPINS	https://www.link	United States	500	56	11.20%
40	C-4 Analytics	https://www.link	United States	280	31	11.07%
41	Acceleration Partners	https://www.link	United States	319	35	10.97%
42	LG Ad Solutions	https://www.link	United States	383	41	10.70%
43	Deeplint	https://www.link	United States	327	35	10.70%
44	National Research Group	https://www.link	United States	261	27	10.34%
45	Verve	https://www.link	United States	459	47	10.24%
46	Meet Rise	https://www.link	United States	465	47	10.11%
47	National CineMedia	https://www.link	United States	465	47	10.11%
48	5WPR	https://www.link	United States	422	42	9.95%
49	Instrument	https://www.link	United States	448	44	9.82%
50	Hawke Media	https://www.link	United States	235	23	9.79%
51	RevLocal	https://www.link	United States	432	42	9.72%
52	Mspark	https://www.link	United States	478	45	9.41%
53	Orion Worldwide	https://www.link	United States	259	24	9.27%
54	McCann New York	https://www.link	United States	378	35	9.26%
55	Spectrio	https://www.link	United States	479	44	9.19%
56	MediaRadar	https://www.link	United States	428	39	9.11%
57	The Harris Poll	https://www.link	United States	432	39	9.03%
58	Cardlytics	https://www.link	United States	455	41	9.01%
59	Future Market Insights	https://www.link	United States	312	28	8.97%
60	Adams Outdoor	https://www.link	United States	408	36	8.82%
61	McKinney	https://www.link	United States	423	37	8.75%
62	Listrak	https://www.link	United States	366	32	8.74%
63	Pinnacle	https://www.link	United States	242	21	8.68%
64	Golden Hippo	https://www.link	United States	497	43	8.65%
65	iSpot.tv	https://www.link	United States	414	35	8.45%
66	Sunshine Sachs Morgan &	https://www.link	United States	335	28	8.36%
67	Fieldwork	https://www.link	United States	315	26	8.25%
68	New Engen	https://www.link	United States	450	37	8.22%
69	GCI Health	https://www.link	United States	426	35	8.22%
70	Optimum Media	https://www.link	United States	319	26	8.15%
71	Colle McVoy	https://www.link	United States	333	27	8.11%
72	Nadel	https://www.link	United States	471	38	8.07%
73	TripleLift	https://www.link	United States	472	38	8.05%
74	The Shipyard	https://www.link	United States	241	19	7.88%
75	SmartSites	https://www.link	United States	280	22	7.86%
76	EWI Worldwide	https://www.link	United States	204	16	7.84%
77	WFAA	https://www.link	United States	294	23	7.82%
78	AdTheorent	https://www.link	United States	308	24	7.79%
79	IZEA	https://www.link	United States	297	23	7.74%
80	Commonwealth/McCann	https://www.link	United States	247	19	7.69%
81	Horizon Next	https://www.link	United States	366	28	7.65%
82	Flashtalking	https://www.link	United States	316	24	7.59%
83	the community	https://www.link	United States	292	22	7.53%
84	Blue Chip	https://www.link	United States	255	19	7.45%
85	Premise	https://www.link	United States	473	35	7.40%
86	Undertone	https://www.link	United States	248	18	7.26%
87	AbelsonTaylor Group	https://www.link	United States	333	24	7.21%
88	Zefr	https://www.link	United States	239	17	7.11%
89	GroundTruth	https://www.link	United States	354	25	7.06%
90	Fluent	https://www.link	United States	227	16	7.05%
91	MAGNA Global	https://www.link	United States	314	22	7.01%
92	Walker Advertising	https://www.link	United States	230	16	6.96%
93	Shutterstock	https://www.link	United States	304	21	6.91%

94	Kobie Marketing	https://www.link	United States	333	23	6.91%
95	NEON	https://www.link	United States	320	22	6.88%
96	Havas Edge	https://www.link	United States	205	14	6.83%
97	Adswerve	https://www.link	United States	251	17	6.77%
98	Adswizz	https://www.link	United States	253	17	6.72%
99	imre	https://www.link	United States	283	19	6.71%
100	Goodby Silverstein & Partn	https://www.link	United States	413	27	6.54%
101	Miles Partnership	https://www.link	United States	493	32	6.49%
102	Saatchi & Saatchi	https://www.link	United States	371	24	6.47%
103	Reingold	https://www.link	United States	310	20	6.45%
104	Augeo	https://www.link	United States	436	28	6.42%
105	Avery Dennison Graphics S	https://www.link	United States	359	23	6.41%
106	pep	https://www.link	United States	281	18	6.41%
107	Sincro	https://www.link	United States	428	27	6.31%
108	Wiland	https://www.link	United States	286	18	6.29%
109	Heartbeat	https://www.link	United States	325	20	6.15%
110	Claritas	https://www.link	United States	344	21	6.10%
111	Hanover Research	https://www.link	United States	396	24	6.06%
112	Moroch	https://www.link	United States	433	26	6.00%
113	Arnold Worldwide	https://www.link	United States	478	28	5.86%
114	AMA Atlanta	https://www.link	United States	276	16	5.80%
115	FCBCURE	https://www.link	United States	242	14	5.79%
116	iQuanti	https://www.link	United States	471	27	5.73%
117	Scala	https://www.link	United States	367	21	5.72%
118	Carmichael Lynch	https://www.link	United States	374	21	5.61%
119	Energy BBDO	https://www.link	United States	214	12	5.61%
120	Precoa	https://www.link	United States	412	23	5.58%
121	Coalition Technologies	https://www.link	United States	305	17	5.57%
122	Kubik	https://www.link	United States	274	15	5.47%
123	Vaniam Group	https://www.link	United States	240	13	5.42%
124	Hill Holiday	https://www.link	United States	314	17	5.41%
125	Hearst Connecticut Media	https://www.link	United States	222	12	5.41%
126	DKC	https://www.link	United States	468	25	5.34%
127	GSP Retail	https://www.link	United States	264	14	5.30%
128	BBDO New York	https://www.link	United States	216	11	5.09%
129	Fusion92	https://www.link	United States	398	20	5.03%
130	Saatchi & Saatchi Wellness	https://www.link	United States	260	13	5.00%
131	Joelle Frank	https://www.link	United States	249	12	4.82%
132	ReminderMedia	https://www.link	United States	270	13	4.81%
133	Burke	https://www.link	United States	376	18	4.79%
134	Manifest	https://www.link	United States	213	10	4.69%
135	Betty	https://www.link	United States	302	14	4.64%
136	Ayzenberg	https://www.link	United States	216	10	4.63%
137	Cramer-Krasselt	https://www.link	United States	312	14	4.49%
138	Targetbase	https://www.link	United States	362	16	4.42%
139	MarketOne International	https://www.link	United States	430	19	4.42%
140	Gain Theory	https://www.link	United States	204	9	4.41%
141	PSB Insights	https://www.link	United States	228	10	4.39%
142	Darwill	https://www.link	United States	206	9	4.37%
143	Midnight Oil	https://www.link	United States	207	9	4.35%
144	Carat USA	https://www.link	United States	392	17	4.34%
145	Boats Group	https://www.link	United States	302	13	4.30%
146	Harmelin Media	https://www.link	United States	313	13	4.15%
147	Patients & Purpose	https://www.link	United States	241	10	4.15%
148	Campbell Ewald	https://www.link	United States	440	18	4.09%
149	GSW	https://www.link	United States	325	13	4.00%
150	Wellcom Worldwide	https://www.link	United States	337	13	3.86%
151	Commerce Pundit	https://www.link	United States	212	8	3.77%
152	Cadent	https://www.link	United States	467	17	3.64%
153	Unimrkt Research	https://www.link	United States	475	17	3.58%
154	R&R Partners	https://www.link	United States	483	17	3.52%
155	Pace	https://www.link	United States	319	11	3.45%
156	Viamedia	https://www.link	United States	368	12	3.26%
157	Lockwood	https://www.link	United States	399	13	3.26%
158	GMMB	https://www.link	United States	281	9	3.20%
159	ICON International	https://www.link	United States	473	15	3.17%
160	TSL Marketing	https://www.link	United States	254	8	3.15%
161	M3 Global Research	https://www.link	United States	418	13	3.11%
162	CGI Digital	https://www.link	United States	419	13	3.10%
163	SnugZ USA	https://www.link	United States	259	8	3.09%
164	Razorfish Health	https://www.link	United States	237	7	2.95%
165	Tracy-Locke	https://www.link	United States	484	14	2.89%

166	ConcentricLife	https://www.link	United States	325	9	2.77%
167	EP+Co	https://www.link	United States	218	6	2.75%
168	Harrison/Star	https://www.link	United States	223	6	2.69%
169	The Lacek Group	https://www.link	United States	300	8	2.67%
170	Flexisales Marketing	https://www.link	United States	400	10	2.50%
171	Madwire	https://www.link	United States	407	10	2.46%
172	Animated Storyboards	https://www.link	United States	210	5	2.38%
173	Legacy Marketing	https://www.link	United States	294	7	2.38%
174	Koozie Group	https://www.link	United States	338	8	2.37%
175	Boostability	https://www.link	United States	373	8	2.14%
176	Deutsch NY	https://www.link	United States	384	8	2.08%
177	Avant Healthcare	https://www.link	United States	242	5	2.07%
178	Digital Media Solutions	https://www.link	United States	390	7	1.79%
179	Zoom Media	https://www.link	United States	299	5	1.67%
180	Hylink Group	https://www.link	United States	390	6	1.54%
181	JumpCrew	https://www.link	United States	399	6	1.50%
182	SG360°	https://www.link	United States	481	7	1.46%
183	POSSIBLE	https://www.link	United States	251	3	1.20%
184	aMarketForce	https://www.link	United States	347	3	0.86%
185	Targeted Victory	https://www.link	United States	246	2	0.81%
186	KERN	https://www.link	United States	262	2	0.76%
187	MRC Group	https://www.link	United States	294	2	0.68%
188	Meetsocial	https://www.link	United States	413	2	0.48%
189	LocalEdge	https://www.link	United States	479	1	0.21%

Ready to win at social?

[Visit our website](https://www.dsmn8.com) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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

