



Europe's Most Active Financial Services Professionals on Social - December 2024

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
8.40%	129	7.95%

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	SBB Accountants & Adviso	https://www.linkedin.com/company/sbb-accountants-adviso/	Belgium	514	138	26.85%	New Entry
2	Pleo	https://www.linkedin.com/company/pleo/	Denmark	994	192	19.32%	▲ 2
3	RSM	https://www.linkedin.com/company/rsm/	Netherlands	580	112	19.31%	▼ -2
4	VGD	https://www.linkedin.com/company/vgd/	Belgium	616	116	18.83%	▲ 5
5	Getnet	https://www.linkedin.com/company/getnet/	Spain	850	155	18.24%	New Entry
6	Greenstep	https://www.linkedin.com/company/greenstep/	Finland	647	109	16.85%	▲ 39
7	Mollie	https://www.linkedin.com/company/mollie/	Netherlands	903	146	16.17%	▲ 9
8	PwC Austria	https://www.linkedin.com/company/pwc-austria/	Austria	1,000	154	15.40%	▲ 0
9	SCHUFA Holding	https://www.linkedin.com/company/schufa-holding/	Germany	540	77	14.26%	▲ 26
10	Cofidis Portugal	https://www.linkedin.com/company/cofidis-portugal/	Portugal	653	91	13.94%	▲ 27
11	AUREN	https://www.linkedin.com/company/auren/	Spain	997	138	13.84%	▲ 13
12	Bitpanda	https://www.linkedin.com/company/bitpanda/	Austria	683	94	13.76%	▼ -2
13	Carne Group	https://www.linkedin.com/company/carne-group/	Ireland	604	83	13.74%	▲ 37
14	JobRad	https://www.linkedin.com/company/jobrad/	Germany	621	85	13.69%	▼ -3
15	PwC Malta	https://www.linkedin.com/company/pwc-malta/	Malta	633	85	13.43%	▼ -13
16	Nayax	https://www.linkedin.com/company/nayax/	Israel	623	83	13.32%	New Entry
17	KPMG Meijburg & Co	https://www.linkedin.com/company/kpmg-meijburg-co/	Netherlands	731	97	13.27%	▲ 19
18	Trustly	https://www.linkedin.com/company/trustly/	Sweden	930	123	13.23%	▲ 11
19	Satispay	https://www.linkedin.com/company/satispay/	Italy	757	100	13.21%	▲ 14
20	Lunar	https://www.linkedin.com/company/lunar/	Denmark	605	79	13.06%	▼ -5
21	BDO Israel	https://www.linkedin.com/company/bdo-israel/	Israel	554	70	12.64%	New Entry

22	Fenergo	https://www.link	Ireland	716	90	12.57%	▼ -5
23	Solaris	https://www.link	Germany	763	95	12.45%	▼ -2
24	Lån & Spar Bank	https://www.link	Denmark	542	67	12.36%	▲ 31
25	Viva.com	https://www.link	Greece	893	106	11.87%	New Entry
26	Swile	https://www.link	France	670	78	11.64%	New Entry
27	Alantra	https://www.link	Spain	759	88	11.59%	▲ 19
28	Copenhagen Infrastructure	https://www.link	Denmark	707	79	11.17%	▲ 13
29	Raisin	https://www.link	Germany	618	67	10.84%	▲ 11
30	Digital Virgo	https://www.link	France	739	78	10.55%	▲ 54
31	VvAA	https://www.link	Netherlands	901	95	10.54%	▲ 3
32	Santander Asset Managemen	https://www.link	Spain	774	80	10.34%	▼ -19
33	Isracard	https://www.link	Israel	852	87	10.21%	New Entry
34	PKF Arsilon	https://www.link	France	692	70	10.12%	▲ 41
35	Candriam	https://www.link	Luxembourg	796	79	9.92%	▼ -9
36	Accuracy	https://www.link	France	857	84	9.80%	▼ -29
37	ZEDRA Group	https://www.link	Switzerland	776	76	9.79%	▼ -17
38	Alm. Brand Group	https://www.link	Denmark	971	94	9.68%	▼ -7
39	Knab	https://www.link	Netherlands	643	62	9.64%	▲ 29
40	Grant Thornton Poland	https://www.link	Poland	740	69	9.32%	▼ -17
41	Nordea Asset Managemen	https://www.link	Luxembourg	784	73	9.31%	▲ 12
42	Generali Investments	https://www.link	Italy	667	62	9.30%	▲ 5
43	Euroansa	https://www.link	Italy	607	56	9.23%	▲ 27
44	SpareBank 1 Østlandet	https://www.link	Norway	729	67	9.19%	▲ 111
45	FairMoney	https://www.link	France	970	88	9.07%	▼ -13
46	Catella	https://www.link	Sweden	566	51	9.01%	▼ -21
47	Scalable Capital	https://www.link	Germany	668	60	8.98%	▼ -8
48	Cofidis France	https://www.link	France	558	49	8.78%	▼ -26
49	Tink	https://www.link	Sweden	540	47	8.70%	▲ 3
50	ING Hubs Slovakia	https://www.link	Slovakia	831	71	8.54%	▲ 57
51	Younited	https://www.link	France	607	51	8.40%	▲ 32
52	Rantalainen	https://www.link	Finland	672	56	8.33%	▲ 65
53	Milleis Banque	https://www.link	France	794	66	8.31%	▼ -5
54	PATRIZIA	https://www.link	Germany	724	60	8.29%	▲ 4
55	BME	https://www.link	Spain	677	56	8.27%	▼ -17
56	Kepler Cheuvreux	https://www.link	France	802	66	8.23%	▲ 0
57	Avanza Bank	https://www.link	Sweden	789	64	8.11%	▲ 55
58	KPMG Israel	https://www.link	Israel	864	70	8.10%	New Entry
59	DEG	https://www.link	Germany	794	64	8.06%	▲ 8
60	KRUK	https://www.link	Poland	867	69	7.96%	▲ 35
61	Commerz Real	https://www.link	Germany	591	47	7.95%	▼ -10
62	Talent&Pro	https://www.link	Netherlands	793	63	7.94%	▲ 58
63	Telepass	https://www.link	Italy	508	40	7.87%	▲ 41
64	Unifiedpost Group	https://www.link	Belgium	605	47	7.77%	▲ 12
65	max o7n	https://www.link	Israel	551	42	7.62%	New Entry
66	LHV	https://www.link	Estonia	868	65	7.49%	▲ 67
67	Wüstenrot Gruppe	https://www.link	Austria	807	60	7.43%	▲ 25
68	Societe Generale Equipme	https://www.link	France	673	50	7.43%	▼ -3
69	MEAG	https://www.link	Germany	664	49	7.38%	▼ -9
70	Phinance	https://www.link	Poland	924	68	7.36%	▼ -8
71	Swisscard AECS	https://www.link	Switzerland	538	39	7.25%	▲ 18
72	Aktia	https://www.link	Finland	842	61	7.24%	▲ 72
73	EUROWAG	https://www.link	Czechia	838	60	7.16%	▼ -12
74	doValue Greece	https://www.link	Greece	587	42	7.16%	▲ 11
75	Aon Deutschland	https://www.link	Germany	664	47	7.08%	▼ -4
76	BFF Banking Group	https://www.link	Italy	721	50	6.93%	▲ 11
77	Interhyp Gruppe	https://www.link	Germany	838	58	6.92%	▼ -13
78	Europejski Fundusz Leasin	https://www.link	Poland	647	44	6.80%	▲ 19
79	Stadtsparkasse München	https://www.link	Germany	746	50	6.70%	▼ -13
80	Stellantis Finance & Servic	https://www.link	France	628	42	6.69%	▲ 8
81	Leonteq	https://www.link	Switzerland	595	39	6.55%	▲ 22
82	International Card Services	https://www.link	Netherlands	720	47	6.53%	▲ 50
83	grenke	https://www.link	Germany	736	48	6.52%	▼ -10
84	Kredinor	https://www.link	Norway	569	37	6.50%	▲ 46
85	AZL	https://www.link	Netherlands	694	45	6.48%	▼ -7
86	Pictet Wealth Management	https://www.link	Switzerland	803	52	6.48%	▲ 7
87	La Française	https://www.link	France	791	51	6.45%	▼ -15
88	Stellantis Financial Service	https://www.link	France	531	34	6.40%	▲ 17
89	Svea Bank	https://www.link	Sweden	909	58	6.38%	▲ 57
90	De Hypotheker	https://www.link	Netherlands	660	42	6.36%	▲ 0
91	Credit Agricole Payment S	https://www.link	France	693	44	6.35%	▲ 7
92	Santander Nordics	https://www.link	Norway	839	53	6.32%	▲ 10
93	SpareBank 1	https://www.link	Norway	921	58	6.30%	▼ -14

94	Welten	https://www.link	Netherlands	644	40	6.21%	▲ 30
95	La Banque Postale Consur	https://www.link	France	594	36	6.06%	▲ 18
96	Carnegie Investment Bank	https://www.link	Sweden	966	58	6.00%	▲ 12
97	Davy	https://www.link	Ireland	994	58	5.84%	▼ -17
98	Crédit Agricole Titres	https://www.link	France	615	34	5.53%	▲ 3
99	Obvion	https://www.link	Netherlands	525	28	5.33%	▼ -45
100	AZQORE	https://www.link	Switzerland	529	28	5.29%	▲ 9
101	Cembra	https://www.link	Switzerland	666	34	5.11%	▲ 9
102	PAYONE	https://www.link	Germany	885	43	4.86%	▲ 27
103	VAT IT	https://www.link	Luxembourg	845	40	4.73%	▼ -3
104	Flow Traders	https://www.link	Netherlands	797	37	4.64%	▲ 31
105	Athlon Nederland	https://www.link	Netherlands	554	25	4.51%	▲ 32
106	PKO Leasing	https://www.link	Poland	805	36	4.47%	▲ 22
107	New Ireland Assurance	https://www.link	Ireland	724	32	4.42%	▼ -8
108	KPMG Hungary	https://www.link	Hungary	973	43	4.42%	▲ 8
109	Eurizon	https://www.link	Italy	688	30	4.36%	▲ 5
110	Swedbank Lietuvoje	https://www.link	Lithuania	899	39	4.34%	New Entry
111	EIGHT ADVISORY	https://www.link	France	900	38	4.22%	▼ -81
112	OVH Holding	https://www.link	Germany	553	23	4.16%	▲ 7
113	Cofidis España	https://www.link	Spain	540	22	4.07%	▲ 5
114	Phoenix Financial	https://www.link	Israel	816	33	4.04%	New Entry
115	Fiditalia	https://www.link	Italy	749	30	4.01%	▼ -24
116	PPF Group	https://www.link	Czechia	605	24	3.97%	▲ 35
117	Globalcaja	https://www.link	Spain	544	21	3.86%	▲ 22
118	Europa Factor	https://www.link	Italy	650	25	3.85%	▲ 20
119	Prelios	https://www.link	Italy	863	31	3.59%	▲ 15
120	BNP Paribas Factoring	https://www.link	Belgium	813	28	3.44%	▲ 11
121	FRANFINANCE	https://www.link	France	869	29	3.34%	▲ 1
122	doValue en España	https://www.link	Spain	519	17	3.28%	▲ 4
123	AXA Bank Belgium	https://www.link	Belgium	604	19	3.15%	▲ 25
124	Raiffeisenbank Hrvatska	https://www.link	Croatia	799	25	3.13%	▲ 25
125	Worldline Switzerland	https://www.link	Switzerland	558	17	3.05%	▲ 16
126	Provident Financial Roman	https://www.link	Romania	846	24	2.84%	▲ 19
127	Aegon Nederland	https://www.link	Netherlands	722	20	2.77%	▼ -6
128	Mercedes-Benz Bank	https://www.link	Germany	653	15	2.30%	▲ 24
129	Cibergestión	https://www.link	Spain	981	16	1.63%	▲ 13

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