

DSMN8

Europe's Most Active Marketing & Advertising Professionals on Social - January 2025

Industry at a glance:

Average Score:
6.32%

Total Companies:
29

Global Industry Average:
7.06%

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	Equativ	https://www.linkedin.com/company/equativ	France	575	111	19.30%	▲ 1
2	Smartly	https://www.linkedin.com/company/smartly	Finland	859	121	14.09%	▼ -1
3	Making Science	https://www.linkedin.com/company/making-science	Spain	1,000	121	12.10%	▲ 0
4	BETC	https://www.linkedin.com/company/betc	France	968	94	9.71%	▲ 7
5	Content Writer	https://www.linkedin.com/company/content-writer	Poland	794	75	9.45%	▼ -1
6	GroupM Germany	https://www.linkedin.com/company/groupm-germany	Germany	841	69	8.20%	▲ 8
7	OMD Germany	https://www.linkedin.com/company/omd-germany	Germany	587	44	7.50%	▼ -1
8	AVANTGARDE Group	https://www.linkedin.com/company/avantgarde-group	Germany	742	54	7.28%	▲ 0
9	Epsilon France	https://www.linkedin.com/company/epsilon-france	France	526	38	7.22%	▲ 18
10	VML MAP	https://www.linkedin.com/company/vml-map	Denmark	883	62	7.02%	▼ -5
11	Mediaplus Group	https://www.linkedin.com/company/mediaplus-group	Germany	977	68	6.96%	▲ 6
12	Publicis Conseil	https://www.linkedin.com/company/publicis-conseil	France	762	52	6.82%	▼ -3
13	Pardgroup	https://www.linkedin.com/company/pardgroup	Italy	960	58	6.04%	▲ 0
14	IMPACT Sales & Marketing	https://www.linkedin.com/company/impact-sales-marketing	France	522	30	5.75%	▲ 1
15	Datawords Group	https://www.linkedin.com/company/datawords-group	France	955	54	5.65%	▼ -5
16	MADISON MK	https://www.linkedin.com/company/madison-mk	Spain	787	41	5.21%	▲ 0
17	localsearch	https://www.linkedin.com/company/localsearch	Switzerland	732	38	5.19%	▲ 1
18	CPM France	https://www.linkedin.com/company/cpm-france	France	910	45	4.95%	▲ 1
19	Rai Pubblicità	https://www.linkedin.com/company/rai-pubblicita	Italy	645	29	4.50%	▲ 5
20	Performics	https://www.linkedin.com/company/performics	France	982	42	4.28%	New Entry
21	Publitalia '80	https://www.linkedin.com/company/publitalia-80	Italy	552	23	4.17%	▲ 2

22	Tradedoubler	https://www.linkedin.com/company/tradedoubler	Sweden	740	30	4.05%	▲ 3
23	FLYERALARMA	https://www.linkedin.com/company/flyeralarm	Germany	640	25	3.91%	▼ -11
24	3DEXCITE	https://www.linkedin.com/company/3dexcite	Germany	515	19	3.69%	▲ 2
25	DIAM Group	https://www.linkedin.com/company/diam-group	France	662	23	3.47%	▼ -4
26	ATREVIA	https://www.linkedin.com/company/atrevia	Spain	610	18	2.95%	New Entry
27	TCC Global	https://www.linkedin.com/company/tcc-global	Netherlands	930	24	2.58%	▼ -7
28	Eniro	https://www.linkedin.com/company/eniro	Sweden	929	9	0.97%	▲ 1
29	Arena Media	https://www.linkedin.com/company/arena-media	France	616	2	0.32%	▼ -1

Ready to win at social?

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



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

