



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

Industry at a glance:

Average Score:
7.06%

Total Companies:
166

Average No. Employees:
723

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	Equativ	https://www.linkedin.com/company/equativ	France	575	111	19.30%	▲ 24
2	Seedtag	https://www.linkedin.com/company/seedtag	United States	651	124	19.05%	▲ 0
3	TEAM LEWIS	https://www.linkedin.com/company/team-lewis	United Kingdom	848	132	15.57%	▲ 0
4	Grayling	https://www.linkedin.com/company/grayling	United Kingdom	574	83	14.46%	New Entry
5	Ogury	https://www.linkedin.com/company/ogury	United Kingdom	615	88	14.31%	▲ 4
6	NP Digital	https://www.linkedin.com/company/np-digital	United States	993	141	14.20%	▲ 5
7	Incubeta	https://www.linkedin.com/company/incubeta	United Kingdom	808	114	14.11%	▼ -2
8	Smarty	https://www.linkedin.com/company/smarty	Finland	859	121	14.09%	▼ -1
9	Nexxen	https://www.linkedin.com/company/nexxen	United States	698	97	13.90%	▲ 14
10	MERGE	https://www.linkedin.com/company/merge	United States	865	117	13.53%	▲ 12
11	FutureBrand	https://www.linkedin.com/company/futurebrand	United Kingdom	576	76	13.19%	▲ 44
12	ICF Next	https://www.linkedin.com/company/icf-next	United States	668	85	12.72%	▲ 29
13	Wpromote	https://www.linkedin.com/company/wpromote	United States	661	84	12.71%	▲ 31
14	Apartments.com	https://www.linkedin.com/company/apartments.com	United States	683	86	12.59%	▼ -2
15	Allison Worldwide	https://www.linkedin.com/company/allison-worldwide	United States	707	89	12.59%	New Entry
16	Ogilvy UK	https://www.linkedin.com/company/ogilvy-uk	United Kingdom	505	62	12.28%	New Entry
17	Making Science	https://www.linkedin.com/company/making-science	Spain	1,000	121	12.10%	▲ 17
18	Mars United Commerce	https://www.linkedin.com/company/mars-united-commerce	United States	894	107	11.97%	▼ -14
19	2X	https://www.linkedin.com/company/2x	United States	955	113	11.83%	▲ 46
20	VCCP	https://www.linkedin.com/company/vccp	United Kingdom	897	99	11.04%	▼ -10
21	Bond Brand Loyalty	https://www.linkedin.com/company/bond-brand-loyalty	Canada	621	68	10.95%	▲ 22

22	Zeno Group	https://www.link	United States	886	97	10.95%	New Entry
23	Samsung Ads	https://www.link	United States	988	108	10.93%	▲ 14
24	INFUSE	https://www.link	United States	778	85	10.93%	▼ -10
25	The Martin Agency	https://www.link	United States	545	59	10.83%	▼ -6
26	FCB Chicago	https://www.link	United States	579	62	10.71%	▲ 60
27	160over90	https://www.link	United States	882	94	10.66%	▼ -19
28	Wunderkind	https://www.link	United States	606	64	10.56%	▲ 1
29	DealerOn	https://www.link	United States	564	59	10.46%	New Entry
30	TBWA\Chiat\Day	https://www.link	United States	832	87	10.46%	▲ 6
31	IMPACT BBDO	https://www.link	United States	539	55	10.20%	▲ 25
32	Marco MKT	https://www.link	United States	799	81	10.14%	▼ -8
33	Stream Companies	https://www.link	United States	534	54	10.11%	▲ 51
34	VideoAmp	https://www.link	United States	614	62	10.10%	▲ 23
35	Moloco	https://www.link	United States	777	78	10.04%	▲ 13
36	72andSunny	https://www.link	United States	628	63	10.03%	New Entry
37	Brainlabs	https://www.link	United Kingdom	986	98	9.94%	▼ -24
38	Foundry	https://www.link	United States	988	98	9.92%	▼ -22
39	Kognitive Sales Solutions	https://www.link	Canada	588	58	9.86%	New Entry
40	BETC	https://www.link	France	968	94	9.71%	▲ 50
41	Content Writer	https://www.link	Poland	794	75	9.45%	▲ 8
42	GumGum	https://www.link	United States	621	58	9.34%	▼ -25
43	Liftoff Mobile	https://www.link	United States	666	62	9.31%	▲ 26
44	Croud	https://www.link	United Kingdom	713	65	9.12%	▲ 14
45	BBH London	https://www.link	United Kingdom	539	49	9.09%	New Entry
46	Golden Hippo	https://www.link	United States	520	47	9.04%	New Entry
47	MGID	https://www.link	United States	632	57	9.02%	▲ 6
48	BAMKO	https://www.link	United States	669	60	8.97%	▼ -18
49	Ovative Group	https://www.link	United States	526	47	8.94%	▲ 19
50	Porter Novelli	https://www.link	United States	996	88	8.84%	New Entry
51	INNOCEAN USA	https://www.link	United States	657	58	8.83%	▼ -19
52	Fingerpaint Group	https://www.link	United States	632	55	8.70%	New Entry
53	Calibox	https://www.link	United States	542	47	8.67%	▼ -33
54	American Marketing & Pub	https://www.link	United States	624	54	8.65%	▲ 16
55	Digitalzone	https://www.link	United States	705	61	8.65%	▼ -15
56	Canvas Worldwide	https://www.link	United States	594	51	8.59%	▲ 47
57	Mediahub Worldwide	https://www.link	United States	855	73	8.54%	▲ 42
58	Craft Worldwide	https://www.link	United States	763	64	8.39%	▲ 49
59	TBWA\Media Arts Lab	https://www.link	United States	834	69	8.27%	▼ -38
60	Publicis Collective	https://www.link	United States	548	45	8.21%	▲ 0
61	GroupM Germany	https://www.link	Germany	841	69	8.20%	▲ 43
62	Publicis Health Media	https://www.link	United States	703	57	8.11%	▼ -36
63	MKTG	https://www.link	United States	782	63	8.06%	▼ -9
64	PureRed	https://www.link	United States	660	53	8.03%	▼ -25
65	Onclusive	https://www.link	United Kingdom	966	77	7.97%	New Entry
66	MNTN	https://www.link	United States	673	53	7.88%	▼ -20
67	Anomaly	https://www.link	United States	826	65	7.87%	▲ 15
68	Trailer Park Group	https://www.link	United States	535	42	7.85%	▼ -18
69	choreograph	https://www.link	United States	597	46	7.71%	New Entry
70	EssenceMediacom UK	https://www.link	United Kingdom	563	43	7.64%	▼ -28
71	OMD Germany	https://www.link	Germany	587	44	7.50%	▼ -5
72	FMG	https://www.link	United States	562	42	7.47%	▲ 7
73	Indicia Worldwide	https://www.link	United Kingdom	697	51	7.32%	▼ -6
74	AVANTGARDE Group	https://www.link	Germany	742	54	7.28%	▼ -1
75	Trader Interactive	https://www.link	United States	580	42	7.24%	▼ -12
76	GALE	https://www.link	United States	872	63	7.22%	▼ -15
77	Epsilon France	https://www.link	France	526	38	7.22%	▲ 80
78	OMD EMEA	https://www.link	United Kingdom	711	51	7.17%	▼ -2
79	Ebiquity plc	https://www.link	United Kingdom	657	47	7.15%	▲ 8
80	VML MAP	https://www.link	Denmark	883	62	7.02%	▼ -29
81	Mediaplus Group	https://www.link	Germany	977	68	6.96%	▲ 41
82	GSD&M	https://www.link	United States	578	40	6.92%	▼ -35
83	Cossette	https://www.link	Canada	955	66	6.91%	▼ -6
84	Publicis Conseil	https://www.link	France	762	52	6.82%	▼ -9
85	Kepler	https://www.link	United States	736	50	6.79%	▼ -47
86	ICR	https://www.link	United States	722	49	6.79%	New Entry
87	MullenLowe U.S.	https://www.link	United States	546	37	6.78%	▼ -60
88	Linney	https://www.link	United Kingdom	808	54	6.68%	▼ -7
89	Droga5	https://www.link	United States	560	37	6.61%	▲ 29
90	Jones Knowles Ritchie	https://www.link	United Kingdom	646	42	6.50%	▲ 5
91	MG OMD	https://www.link	United Kingdom	640	40	6.25%	▼ -29
92	Ariadna Communications C	https://www.link	United States	561	34	6.06%	▼ -61
93	Pardgroup	https://www.link	Italy	960	58	6.04%	▲ 0

94	Interbrand	https://www.link	United States	931	56	6.02%	▲ 14
95	Netpeak	https://www.link	United Kingdom	622	37	5.95%	▲ 3
96	ScentAir	https://www.link	United States	505	30	5.94%	▲ 33
97	Maniltics B2B ITES	https://www.link	United States	706	41	5.81%	▲ 26
98	IMPACT Sales & Marketing	https://www.link	France	522	30	5.75%	▲ 15
99	Catalina USA	https://www.link	United States	741	42	5.67%	▲ 36
100	Datawords Group	https://www.link	France	955	54	5.65%	▼ -15
101	Abstrakt Marketing Group	https://www.link	United States	694	39	5.62%	▲ 25
102	Tenerity	https://www.link	United States	558	31	5.56%	New Entry
103	TMA	https://www.link	United States	677	37	5.47%	▲ 38
104	XR Extreme Reach	https://www.link	United States	949	51	5.37%	▼ -24
105	Ziff Davis Performance Ma	https://www.link	United States	700	37	5.29%	▲ 7
106	Entravision US Media	https://www.link	United States	782	41	5.24%	▲ 10
107	MADISON MK	https://www.link	Spain	787	41	5.21%	▲ 13
108	localsearch	https://www.link	Switzerland	732	38	5.19%	▲ 19
109	BCW Global	https://www.link	United States	655	34	5.19%	New Entry
110	Townsquare Interactive	https://www.link	United States	549	28	5.10%	▲ 26
111	CPM France	https://www.link	France	910	45	4.95%	▲ 17
112	EducationDynamics	https://www.link	United States	640	31	4.84%	▲ 5
113	TLC Worldwide	https://www.link	United Kingdom	993	48	4.83%	▲ 17
114	Geiger	https://www.link	United States	778	37	4.76%	▲ 28
115	Digitas UK	https://www.link	United Kingdom	801	38	4.74%	▼ -4
116	Biolumina	https://www.link	United States	506	24	4.74%	▼ -22
117	Staples Promotional Produ	https://www.link	United States	946	44	4.65%	▲ 30
118	Ruder Finn	https://www.link	United States	890	41	4.61%	New Entry
119	Zimmerman Advertising	https://www.link	United States	614	28	4.56%	▼ -18
120	BGB Group	https://www.link	United States	530	24	4.53%	▲ 14
121	Rai Pubblicità	https://www.link	Italy	645	29	4.50%	▲ 29
122	Ampersand	https://www.link	United States	654	29	4.43%	▼ -94
123	Performics	https://www.link	France	982	42	4.28%	New Entry
124	OneMagnify	https://www.link	United States	871	37	4.25%	▼ -33
125	S2W Media	https://www.link	United States	549	23	4.19%	▼ -73
126	Publitalia '80	https://www.link	Italy	552	23	4.17%	▲ 20
127	Logical Position	https://www.link	United States	869	36	4.14%	▼ -2
128	Neptune Retail Solutions	https://www.link	United States	736	30	4.08%	▲ 24
129	Tradedoubler	https://www.link	Sweden	740	30	4.05%	▲ 24
130	FLYERLARM	https://www.link	Germany	640	25	3.91%	▼ -38
131	Business Wire	https://www.link	United States	877	34	3.88%	New Entry
132	EKCS	https://www.link	United States	662	25	3.78%	▼ -23
133	TPN	https://www.link	United States	532	20	3.76%	▼ -44
134	3DEXCITE	https://www.link	Germany	515	19	3.69%	▲ 21
135	MullenLowe Global	https://www.link	United Kingdom	709	26	3.67%	▼ -4
136	Doner	https://www.link	United States	793	29	3.66%	▼ -48
137	The Bernard Group	https://www.link	United States	686	25	3.64%	▼ -5
138	Ogilvy Health	https://www.link	United States	619	22	3.55%	▲ 1
139	DIAM Group	https://www.link	France	662	23	3.47%	▲ 4
140	SJC	https://www.link	Canada	698	23	3.30%	▲ 19
141	Hunter	https://www.link	United States	948	31	3.27%	New Entry
142	Multiview	https://www.link	United States	658	21	3.19%	▼ -36
143	Nucleus Global	https://www.link	United Kingdom	664	21	3.16%	New Entry
144	Arc Worldwide	https://www.link	United States	767	24	3.13%	▲ 0
145	TRG	https://www.link	United States	649	20	3.08%	▼ -43
146	ATREVIA	https://www.link	Spain	610	18	2.95%	New Entry
147	Vestcom	https://www.link	United States	771	22	2.85%	▲ 7
148	Active International	https://www.link	United States	720	20	2.78%	▼ -29
149	TCC Global	https://www.link	Netherlands	930	24	2.58%	▼ -9
150	22squared	https://www.link	United States	593	14	2.36%	▼ -12
151	Welcome Wagon	https://www.link	United States	551	12	2.18%	▲ 0
152	M&C Saatchi UK	https://www.link	United Kingdom	939	20	2.13%	▼ -28
153	Publishers Clearing House	https://www.link	United States	960	20	2.08%	▲ 8
154	Katz Media Group	https://www.link	United States	696	14	2.01%	▼ -17
155	Creative Activation	https://www.link	Australia	520	10	1.92%	New Entry
156	Isentia	https://www.link	Australia	936	18	1.92%	New Entry
157	Centro	https://www.link	United States	518	9	1.74%	New Entry
158	4imprint	https://www.link	United States	697	12	1.72%	▲ 5
159	Communis	https://www.link	United Kingdom	711	12	1.69%	▼ -3
160	IWCO	https://www.link	United States	906	14	1.55%	▼ -11
161	Hit Promotional Products	https://www.link	United States	913	14	1.53%	▼ -13
162	Clipp	https://www.link	United States	976	14	1.43%	▲ 0
163	SapientNitro	https://www.link	United States	963	10	1.04%	New Entry
164	Eniro	https://www.link	Sweden	929	9	0.97%	▲ 5
165	Bernstein-Rein Advertising	https://www.link	United States	621	6	0.97%	▼ -1

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