



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

Industry at a glance:

Average Score: 7.05%	Total Companies: 106	Global Industry Average: 7.06%
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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	Seedtag	https://www.link	United States	651	124	19.05%	▲ 1
2	NP Digital	https://www.link	United States	993	141	14.20%	▲ 4
3	Nexxen	https://www.link	United States	698	97	13.90%	▲ 14
4	MERGE	https://www.link	United States	865	117	13.53%	▲ 12
5	ICF Next	https://www.link	United States	668	85	12.72%	▲ 28
6	Wpromote	https://www.link	United States	661	84	12.71%	▲ 28
7	Apartments.com	https://www.link	United States	683	86	12.59%	▲ 0
8	Allison Worldwide	https://www.link	United States	707	89	12.59%	New Entry
9	Mars United Commerce	https://www.link	United States	894	107	11.97%	▼ -6
10	2X	https://www.link	United States	955	113	11.83%	▲ 40
11	Zeno Group	https://www.link	United States	886	97	10.95%	New Entry
12	Samsung Ads	https://www.link	United States	988	108	10.93%	▲ 17
13	INFUSE	https://www.link	United States	778	85	10.93%	▼ -5
14	The Martin Agency	https://www.link	United States	545	59	10.83%	▼ -1
15	FCB Chicago	https://www.link	United States	579	62	10.71%	▲ 44
16	160over90	https://www.link	United States	882	94	10.66%	▼ -11
17	Wunderkind	https://www.link	United States	606	64	10.56%	▲ 5
18	DealerOn	https://www.link	United States	564	59	10.46%	New Entry
19	TBWA\Chiat\Day	https://www.link	United States	832	87	10.46%	▲ 9
20	IMPACT BBDO	https://www.link	United States	539	55	10.20%	▲ 23
21	Marco MKT	https://www.link	United States	799	81	10.14%	▼ -3

22	Stream Companies	https://www.link	United States	534	54	10.11%	▲ 36
23	VideoAmp	https://www.link	United States	614	62	10.10%	▲ 21
24	Moloco	https://www.link	United States	777	78	10.04%	▲ 14
25	72andSunny	https://www.link	United States	628	63	10.03%	New Entry
26	Foundry	https://www.link	United States	988	98	9.92%	▼ -16
27	GumGum	https://www.link	United States	621	58	9.34%	▼ -16
28	Liftoff Mobile	https://www.link	United States	666	62	9.31%	▲ 24
29	Golden Hippo	https://www.link	United States	520	47	9.04%	New Entry
30	MGID	https://www.link	United States	632	57	9.02%	▲ 11
31	BAMKO	https://www.link	United States	669	60	8.97%	▼ -8
32	Ovative Group	https://www.link	United States	526	47	8.94%	▲ 19
33	Porter Novelli	https://www.link	United States	996	88	8.84%	New Entry
34	INNOCEAN USA	https://www.link	United States	657	58	8.83%	▼ -9
35	Fingerprint Group	https://www.link	United States	632	55	8.70%	New Entry
36	Callbox	https://www.link	United States	542	47	8.67%	▼ -22
37	American Marketing & Pub	https://www.link	United States	624	54	8.65%	▲ 16
38	Digitalzone	https://www.link	United States	705	61	8.65%	▼ -6
39	Canvas Worldwide	https://www.link	United States	594	51	8.59%	▲ 30
40	Mediahub Worldwide	https://www.link	United States	855	73	8.54%	▲ 26
41	Craft Worldwide	https://www.link	United States	763	64	8.39%	▲ 31
42	TBWAiMedia Arts Lab	https://www.link	United States	834	69	8.27%	▼ -27
43	Publicis Collective	https://www.link	United States	548	45	8.21%	▲ 3
44	Publicis Health Media	https://www.link	United States	703	57	8.11%	▼ -25
45	MKTG	https://www.link	United States	782	63	8.06%	▼ -3
46	PureRed	https://www.link	United States	660	53	8.03%	▼ -15
47	MNTN	https://www.link	United States	673	53	7.88%	▼ -11
48	Anomaly	https://www.link	United States	826	65	7.87%	▲ 9
49	Trailer Park Group	https://www.link	United States	535	42	7.85%	▼ -10
50	choreograph	https://www.link	United States	597	46	7.71%	New Entry
51	FMG	https://www.link	United States	562	42	7.47%	▲ 4
52	Trader Interactive	https://www.link	United States	580	42	7.24%	▼ -4
53	GALE	https://www.link	United States	872	63	7.22%	▼ -6
54	GSD&M	https://www.link	United States	578	40	6.92%	▼ -17
55	Kepler	https://www.link	United States	736	50	6.79%	▼ -25
56	ICR	https://www.link	United States	722	49	6.79%	New Entry
57	MullenLowe U.S.	https://www.link	United States	546	37	6.78%	▼ -37
58	Droga5	https://www.link	United States	560	37	6.61%	▲ 22
59	Ariadna Communications C	https://www.link	United States	561	34	6.06%	▼ -35
60	Interbrand	https://www.link	United States	931	56	6.02%	▲ 13
61	ScentAir	https://www.link	United States	505	30	5.94%	▲ 25
62	Manitlics B2B ITES	https://www.link	United States	706	41	5.81%	▲ 21
63	Catalina USA	https://www.link	United States	741	42	5.67%	▲ 27
64	Abstrakt Marketing Group	https://www.link	United States	694	39	5.62%	▲ 21
65	Tenerity	https://www.link	United States	558	31	5.56%	New Entry
66	TMA	https://www.link	United States	677	37	5.47%	▲ 29
67	XR Extreme Reach	https://www.link	United States	949	51	5.37%	▼ -11
68	Ziff Davis Performance Ma	https://www.link	United States	700	37	5.29%	▲ 7
69	Entravision US Media	https://www.link	United States	782	41	5.24%	▲ 9
70	BCW Global	https://www.link	United States	655	34	5.19%	New Entry
71	Townsquare Interactive	https://www.link	United States	549	28	5.10%	▲ 20
72	EducationDynamics	https://www.link	United States	640	31	4.84%	▲ 7
73	Geiger	https://www.link	United States	778	37	4.76%	▲ 23
74	Biolumina	https://www.link	United States	506	24	4.74%	▼ -11
75	Staples Promotional Produ	https://www.link	United States	946	44	4.65%	▲ 23
76	Ruder Finn	https://www.link	United States	890	41	4.61%	New Entry
77	Zimmerman Advertising	https://www.link	United States	614	28	4.56%	▼ -10
78	BGB Group	https://www.link	United States	530	24	4.53%	▲ 11
79	Ampersand	https://www.link	United States	654	29	4.43%	▼ -58
80	OneMagnify	https://www.link	United States	871	37	4.25%	▼ -18
81	S2W Media	https://www.link	United States	549	23	4.19%	▼ -41
82	Logical Position	https://www.link	United States	869	36	4.14%	▲ 2
83	Neptune Retail Solutions	https://www.link	United States	736	30	4.08%	▲ 19
84	Business Wire	https://www.link	United States	877	34	3.88%	New Entry
85	EKCS	https://www.link	United States	662	25	3.78%	▼ -11
86	TPN	https://www.link	United States	532	20	3.76%	▼ -25
87	Doner	https://www.link	United States	793	29	3.66%	▼ -27
88	The Bernard Group	https://www.link	United States	686	25	3.64%	▼ -1
89	Ogilvy Health	https://www.link	United States	619	22	3.55%	▲ 5
90	Hunter	https://www.link	United States	948	31	3.27%	New Entry
91	Multiview	https://www.link	United States	658	21	3.19%	▼ -20
92	Arc Worldwide	https://www.link	United States	767	24	3.13%	▲ 5
93	TRG	https://www.link	United States	649	20	3.08%	▼ -25

94	Vestcom	https://www.link	United States	771	22	2.85%	▲ 9
95	Active International	https://www.link	United States	720	20	2.78%	▼ -14
96	22squared	https://www.link	United States	593	14	2.36%	▼ -3
97	Welcome Wagon	https://www.link	United States	551	12	2.18%	▲ 4
98	Publishers Clearing House	https://www.link	United States	960	20	2.08%	▲ 8
99	Katz Media Group	https://www.link	United States	696	14	2.01%	▼ -7
100	Centro	https://www.link	United States	518	9	1.74%	New Entry
101	4imprint	https://www.link	United States	697	12	1.72%	▲ 7
102	IWCO	https://www.link	United States	906	14	1.55%	▼ -2
103	Hit Promotional Products	https://www.link	United States	913	14	1.53%	▼ -4
104	Clipp	https://www.link	United States	976	14	1.43%	▲ 3
105	SapientNitro	https://www.link	United States	963	10	1.04%	New Entry
106	Bernstein-Rein Advertising	https://www.link	United States	621	6	0.97%	▲ 3

Ready to win at social?

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