



Europe's Most Active Unicorn Company Professionals on Social - January 2025

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
11.16%	102	10.55%

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)
1	Mistral AI	https://www.linkedin.com/company/mistral-ai/	France	206	71	34.47%
2	Pigment	https://www.linkedin.com/company/pigment/	France	534	168	31.46%
3	Pentera	https://www.linkedin.com/company/pentera/	Israel	397	123	30.98%
4	Simply	https://www.linkedin.com/company/simply/	Israel	220	54	24.55%
5	DataSnipper	https://www.linkedin.com/company/datasnipper/	The Netherlands	215	49	22.79%
6	Oura	https://www.linkedin.com/company/oura/	Finland	764	162	21.20%
7	Mirakl	https://www.linkedin.com/company/mirakl/	France	760	161	21.18%
8	EGYM	https://www.linkedin.com/company/egym/	Germany	269	54	20.07%
9	Contentful	https://www.linkedin.com/company/contentful/	Germany	854	167	19.56%
10	OneFootball	https://www.linkedin.com/company/onefootball/	Germany	362	68	18.78%
11	Flipdish	https://www.linkedin.com/company/flipdish/	Ireland	203	38	18.72%
12	NextSilicon	https://www.linkedin.com/company/nextsilicon/	Israel	289	54	18.69%
13	Wayflyer	https://www.linkedin.com/company/wayflyer/	Ireland	325	59	18.15%
14	AI21 Labs	https://www.linkedin.com/company/ai21-labs/	Israel	278	50	17.99%
15	Scandit	https://www.linkedin.com/company/scandit/	Switzerland	392	69	17.60%
16	Lightricks	https://www.linkedin.com/company/lightricks/	Israel	541	94	17.38%
17	Optibus	https://www.linkedin.com/company/optibus/	Israel	354	60	16.95%
18	Deliverect	https://www.linkedin.com/company/deliverect/	Belgium	461	78	16.92%
19	Veriff	https://www.linkedin.com/company/veriff/	Estonia	410	69	16.83%
20	Helsing	https://www.linkedin.com/company/helsing/	Germany	334	54	16.17%
21	Sonar	https://www.linkedin.com/company/sonar/	Switzerland	668	108	16.17%

22	commercetools	https://www.link€	Germany	712	115	16.15%
23	Infinidat	https://www.link€	Israel	515	80	15.53%
24	Aircall	https://www.link€	France	733	106	14.46%
25	Aiven	https://www.link€	Finland	460	65	14.13%
26	MindMaze	https://www.link€	Switzerland	156	21	13.46%
27	Earnix	https://www.link€	Israel	350	45	12.86%
28	Mollie	https://www.link€	The Netherlands	926	117	12.63%
29	Sorare	https://www.link€	France	183	23	12.57%
30	Cognite	https://www.link€	Norway	658	82	12.46%
31	DFINITY	https://www.link€	Switzerland	265	33	12.45%
32	Epidemic Sound	https://www.link€	Sweden	675	83	12.30%
33	Satispay	https://www.link€	Italy	766	94	12.27%
34	Bitpanda	https://www.link€	Austria	691	84	12.16%
35	Scalable Capital	https://www.link€	Germany	668	81	12.13%
36	StarkWare Industries	https://www.link€	Israel	191	23	12.04%
37	Pennylane	https://www.link€	France	590	70	11.86%
38	1Komma5°	https://www.link€	Germany	751	89	11.85%
39	CHEQ	https://www.link€	Israel	287	34	11.85%
40	Spendesk	https://www.link€	France	441	52	11.79%
41	Staffbase	https://www.link€	Germany	830	97	11.69%
42	Bringg	https://www.link€	Israel	213	24	11.27%
43	Verkor	https://www.link€	France	650	72	11.08%
44	Amarengo	https://www.link€	Ireland	244	27	11.07%
45	Volocopter	https://www.link€	Germany	527	58	11.01%
46	Ledger	https://www.link€	France	698	76	10.89%
47	Lunar	https://www.link€	Denmark	614	66	10.75%
48	21.co	https://www.link€	Switzerland	161	17	10.56%
49	Back Market	https://www.link€	France	891	94	10.55%
50	Aqua Security	https://www.link€	Israel	646	68	10.53%
51	Omio	https://www.link€	Germany	362	38	10.50%
52	Swile	https://www.link€	France	681	71	10.43%
53	Mambu	https://www.link€	Germany	655	67	10.23%
54	AutoStore	https://www.link€	Norway	826	83	10.05%
55	bunq	https://www.link€	The Netherlands	663	66	9.95%
56	Climeworks	https://www.link€	Switzerland	527	51	9.68%
57	Scalapay	https://www.link€	Italy	212	20	9.43%
58	DocPlanner	https://www.link€	Poland	901	85	9.43%
59	StoreDot	https://www.link€	Israel	141	13	9.22%
60	Fenergo	https://www.link€	Ireland	694	62	8.93%
61	Taxfix	https://www.link€	Germany	340	30	8.82%
62	Recover	https://www.link€	Spain	329	29	8.81%
63	Dental Monitoring	https://www.link€	France	491	43	8.76%
64	Solaris	https://www.link€	Germany	740	64	8.65%
65	Feedzai	https://www.link€	Portugal	695	59	8.49%
66	Raisin	https://www.link€	Germany	626	53	8.47%
67	Choco	https://www.link€	Germany	402	32	7.96%
68	Shift Technology	https://www.link€	France	556	42	7.55%
69	Firebolt	https://www.link€	Israel	173	13	7.51%
70	Sennder	https://www.link€	Germany	932	69	7.40%
71	Polarium	https://www.link€	Sweden	330	24	7.27%
72	ManoMano	https://www.link€	France	747	54	7.23%
73	Vayyar	https://www.link€	Israel	240	17	7.08%
74	TransferMate	https://www.link€	Ireland	399	28	7.02%
75	Younited	https://www.link€	France	604	41	6.79%
76	Exotec	https://www.link€	France	959	65	6.78%
77	Forto	https://www.link€	Germany	628	42	6.69%
78	Hailo	https://www.link€	Israel	267	17	6.37%
79	Voodoo	https://www.link€	France	695	43	6.19%
80	Mia.com	https://www.link€	Italy	262	16	6.11%
81	Agile Robots	https://www.link€	Germany	345	21	6.09%
82	Landa Digital Printing	https://www.link€	Israel	570	33	5.79%
83	Bending Spoons	https://www.link€	Italy	525	30	5.71%
84	DriveNets	https://www.link€	Israel	352	20	5.68%
85	Kry	https://www.link€	Sweden	855	48	5.61%
86	World	https://www.link€	Germany	354	19	5.37%
87	wefox	https://www.link€	Germany	535	28	5.23%
88	Vestiaire Collective	https://www.link€	France	749	39	5.21%
89	Razor Group	https://www.link€	Germany	379	19	5.01%
90	Meero	https://www.link€	France	721	36	4.99%
91	reMarkable	https://www.link€	Norway	565	28	4.96%
92	Ankorstore	https://www.link€	France	284	14	4.93%
93	Chrono24	https://www.link€	Germany	372	18	4.84%

94	TIER Mobility	https://www.linkedin.com/company/tier-mobility	Germany	689	33	4.79%
95	OCSiAI Group	https://www.linkedin.com/company/ocsiai	Luxembourg	182	8	4.40%
96	Grover	https://www.linkedin.com/company/grover	Germany	372	16	4.30%
97	Bird	https://www.linkedin.com/company/bird	The Netherlands	561	23	4.10%
98	Gelato	https://www.linkedin.com/company/gelato	Norway	496	17	3.43%
99	SellerX	https://www.linkedin.com/company/sellerx	Germany	506	14	2.77%
100	Berlin Brands Group	https://www.linkedin.com/company/berlin-brands-group	Germany	510	13	2.55%
101	Instabox	https://www.linkedin.com/company/instabox	Sweden	276	5	1.81%
102	Infarm	https://www.linkedin.com/company/infarm	Germany	181	3	1.66%

Ready to win at social?

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



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