

# DSMN8

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

## Industry at a glance:

Average Score:  
**9.33%**

Total Companies:  
**47**

Global Industry Average:  
**7.74%**

## 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](https://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	Cato Networks	<a href="https://www.linkedin.com/company/catonetworks/">https://www.linkedin.com/company/catonetworks/</a>	Israel	1,167	283	24.25%
2	Wiz	<a href="https://www.linkedin.com/company/wiz/">https://www.linkedin.com/company/wiz/</a>	Israel	2,119	507	23.93%
3	HiBob	<a href="https://www.linkedin.com/company/hibob/">https://www.linkedin.com/company/hibob/</a>	Israel	1,484	276	18.60%
4	Celonis	<a href="https://www.linkedin.com/company/celonis/">https://www.linkedin.com/company/celonis/</a>	Germany	3,400	610	17.94%
5	IAD France	<a href="https://www.linkedin.com/company/iad-france/">https://www.linkedin.com/company/iad-france/</a>	France	8,996	1,553	17.26%
6	Workhuman	<a href="https://www.linkedin.com/company/workhuman/">https://www.linkedin.com/company/workhuman/</a>	Ireland	1,123	189	16.83%
7	Pleo	<a href="https://www.linkedin.com/company/pleo/">https://www.linkedin.com/company/pleo/</a>	Denmark	1,008	154	15.28%
8	RELEX Solutions	<a href="https://www.linkedin.com/company/relex-solutions/">https://www.linkedin.com/company/relex-solutions/</a>	Finland	2,177	319	14.65%
9	Nexthink	<a href="https://www.linkedin.com/company/nexthink/">https://www.linkedin.com/company/nexthink/</a>	Switzerland	1,043	148	14.19%
10	Factorial	<a href="https://www.linkedin.com/company/factorial/">https://www.linkedin.com/company/factorial/</a>	Spain	1,652	229	13.86%
11	Collibra	<a href="https://www.linkedin.com/company/collibra/">https://www.linkedin.com/company/collibra/</a>	Belgium	1,010	130	12.87%
12	GetYourGuide	<a href="https://www.linkedin.com/company/getyourguide/">https://www.linkedin.com/company/getyourguide/</a>	Germany	1,105	141	12.76%
13	Ivalua	<a href="https://www.linkedin.com/company/ivalua/">https://www.linkedin.com/company/ivalua/</a>	France	1,063	133	12.51%
14	BrowserStack	<a href="https://www.linkedin.com/company/browserstack/">https://www.linkedin.com/company/browserstack/</a>	Ireland	1,396	168	12.03%
15	eToro	<a href="https://www.linkedin.com/company/etoro/">https://www.linkedin.com/company/etoro/</a>	Israel	2,458	278	11.31%
16	N26	<a href="https://www.linkedin.com/company/n26/">https://www.linkedin.com/company/n26/</a>	Germany	1,614	177	10.97%
17	Alan	<a href="https://www.linkedin.com/company/alan/">https://www.linkedin.com/company/alan/</a>	France	1,065	109	10.23%
18	Nord Security	<a href="https://www.linkedin.com/company/nord-security/">https://www.linkedin.com/company/nord-security/</a>	Lithuania	1,581	160	10.12%
19	Personio	<a href="https://www.linkedin.com/company/personio/">https://www.linkedin.com/company/personio/</a>	Germany	2,145	205	9.56%
20	Backbase	<a href="https://www.linkedin.com/company/backbase/">https://www.linkedin.com/company/backbase/</a>	The Netherlands	1,985	188	9.47%
21	ABB E-Mobility	<a href="https://www.linkedin.com/company/abb-emobility/">https://www.linkedin.com/company/abb-emobility/</a>	Switzerland	1,065	99	9.30%

22	TravelPerk	<a href="https://www.linkedin.com/company/travelperk">https://www.linkedin.com/company/travelperk</a>	Spain	1,563	145	9.28%
23	Qonto	<a href="https://www.linkedin.com/company/qonto">https://www.linkedin.com/company/qonto</a>	France	1,860	163	8.76%
24	Contentsquare	<a href="https://www.linkedin.com/company/contentsquare">https://www.linkedin.com/company/contentsquare</a>	France	1,971	167	8.47%
25	Kaseya	<a href="https://www.linkedin.com/company/kaseya">https://www.linkedin.com/company/kaseya</a>	Ireland	4,841	372	7.68%
26	Saxo Bank	<a href="https://www.linkedin.com/company/saxobank">https://www.linkedin.com/company/saxobank</a>	Denmark	1,848	141	7.63%
27	Doctolib	<a href="https://www.linkedin.com/company/doctolib">https://www.linkedin.com/company/doctolib</a>	France	3,307	235	7.11%
28	Moon Active	<a href="https://www.linkedin.com/company/moonactive">https://www.linkedin.com/company/moonactive</a>	Israel	2,331	162	6.95%
29	Trade Republic	<a href="https://www.linkedin.com/company/traderepublic">https://www.linkedin.com/company/traderepublic</a>	Germany	1,038	71	6.84%
30	Vinted	<a href="https://www.linkedin.com/company/vinted">https://www.linkedin.com/company/vinted</a>	Lithuania	2,811	192	6.83%
31	Northvolt	<a href="https://www.linkedin.com/company/northvolt">https://www.linkedin.com/company/northvolt</a>	Sweden	5,598	375	6.70%
32	Binance	<a href="https://www.linkedin.com/company/binance">https://www.linkedin.com/company/binance</a>	Malta	9,067	600	6.62%
33	BlaBlaCar	<a href="https://www.linkedin.com/company/blablacar">https://www.linkedin.com/company/blablacar</a>	France	1,294	75	5.80%
34	GoStudent	<a href="https://www.linkedin.com/company/gostudent">https://www.linkedin.com/company/gostudent</a>	Austria	3,395	190	5.60%
35	Enpal	<a href="https://www.linkedin.com/company/enpal">https://www.linkedin.com/company/enpal</a>	Germany	2,829	150	5.30%
36	Klarna	<a href="https://www.linkedin.com/company/klarna">https://www.linkedin.com/company/klarna</a>	Sweden	4,714	232	4.92%
37	Picnic	<a href="https://www.linkedin.com/company/picnic">https://www.linkedin.com/company/picnic</a>	The Netherlands	4,391	201	4.58%
38	Trendyol Group	<a href="https://www.linkedin.com/company/trendyol">https://www.linkedin.com/company/trendyol</a>	Turkey	11,378	459	4.03%
39	Bolt	<a href="https://www.linkedin.com/company/bolt">https://www.linkedin.com/company/bolt</a>	Estonia	11,652	464	3.98%
40	Ottobock	<a href="https://www.linkedin.com/company/ottobock">https://www.linkedin.com/company/ottobock</a>	Germany	3,774	149	3.95%
41	TTTech Auto	<a href="https://www.linkedin.com/company/tttech">https://www.linkedin.com/company/tttech</a>	Austria	1,165	45	3.86%
42	Cabify	<a href="https://www.linkedin.com/company/cabify">https://www.linkedin.com/company/cabify</a>	Spain	3,773	134	3.55%
43	ABOUT YOU	<a href="https://www.linkedin.com/company/aboutyou">https://www.linkedin.com/company/aboutyou</a>	Germany	1,479	51	3.45%
44	Job&Talent	<a href="https://www.linkedin.com/company/job-talent">https://www.linkedin.com/company/job-talent</a>	Spain	3,380	101	2.99%
45	Hotmart	<a href="https://www.linkedin.com/company/hotmart">https://www.linkedin.com/company/hotmart</a>	The Netherlands	11,861	341	2.87%
46	Veepee	<a href="https://www.linkedin.com/company/veepee">https://www.linkedin.com/company/veepee</a>	France	5,720	94	1.64%
47	Airtel Mobile Commerce	<a href="https://www.linkedin.com/company/airtel">https://www.linkedin.com/company/airtel</a>	The Netherlands	93,245	1,100	1.18%

Ready to win at social?

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



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