

# DSMN8

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

## Industry at a glance:

Average Score:  
**5.50%**

Total Companies:  
**17**

Global Industry Average:  
**5.23%**

## 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)	Rank Change
1	Awin Global	<a href="https://www.linkedin.com/company/awin/">https://www.linkedin.com/company/awin/</a>	Germany	1,403	202	14.40%	▲ 0
2	Serviceplan Group	<a href="https://www.linkedin.com/company/serviceplan/">https://www.linkedin.com/company/serviceplan/</a>	Germany	1,378	127	9.22%	▲ 1
3	Criteo	<a href="https://www.linkedin.com/company/criteo/">https://www.linkedin.com/company/criteo/</a>	France	3,646	311	8.53%	▲ 5
4	DEPT	<a href="https://www.linkedin.com/company/dept/">https://www.linkedin.com/company/dept/</a>	Netherlands	4,231	342	8.08%	▲ 0
5	Merkle DACH	<a href="https://www.linkedin.com/company/merkle-dach/">https://www.linkedin.com/company/merkle-dach/</a>	Switzerland	1,290	93	7.21%	▼ -3
6	Scholz & Friends	<a href="https://www.linkedin.com/company/scholz-friends/">https://www.linkedin.com/company/scholz-friends/</a>	Germany	1,251	75	6.00%	▲ 5
7	JCDecaux	<a href="https://www.linkedin.com/company/jcdecaux/">https://www.linkedin.com/company/jcdecaux/</a>	France	6,220	371	5.96%	▲ 3
8	Italiaonline	<a href="https://www.linkedin.com/company/italiaonline/">https://www.linkedin.com/company/italiaonline/</a>	Italy	2,736	150	5.48%	New Entry
9	Seven.One Entertainment	<a href="https://www.linkedin.com/company/seven-one-entertainment/">https://www.linkedin.com/company/seven-one-entertainment/</a>	Germany	1,199	58	4.84%	▼ -3
10	Ipsos	<a href="https://www.linkedin.com/company/ipsos/">https://www.linkedin.com/company/ipsos/</a>	France	18,389	796	4.33%	New Entry
11	Publicis Re:Sources	<a href="https://www.linkedin.com/company/publicis-re-sources/">https://www.linkedin.com/company/publicis-re-sources/</a>	France	3,523	149	4.23%	▼ -2
12	Publicis Groupe	<a href="https://www.linkedin.com/company/publicis-groupe/">https://www.linkedin.com/company/publicis-groupe/</a>	France	29,535	1,173	3.97%	▼ -7
13	MEDIAPOST	<a href="https://www.linkedin.com/company/mediapost/">https://www.linkedin.com/company/mediapost/</a>	France	1,396	50	3.58%	▲ 1
14	MCI	<a href="https://www.linkedin.com/company/mci/">https://www.linkedin.com/company/mci/</a>	Switzerland	2,592	68	2.62%	▼ -1
15	Salesland	<a href="https://www.linkedin.com/company/salesland/">https://www.linkedin.com/company/salesland/</a>	Spain	4,867	114	2.34%	▲ 1
16	Ströer SE & Co.	<a href="https://www.linkedin.com/company/stroer-se-co/">https://www.linkedin.com/company/stroer-se-co/</a>	Germany	3,160	53	1.68%	New Entry
17	Havas	<a href="https://www.linkedin.com/company/havas/">https://www.linkedin.com/company/havas/</a>	France	15,166	163	1.07%	▼ -10

Ready to win at social?

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