



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

Industry at a glance:

Average Score:
5.23%

Total Companies:
175

Average No. Employees:
4,456

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	Teads	https://www.linkedin.com/company/teads	United States	1,364	211	15.47%	▲ 9
2	Aleph Group	https://www.linkedin.com/company/aleph-group	United States	1,859	269	14.47%	New Entry
3	Awin Global	https://www.linkedin.com/company/awin-global	Germany	1,403	202	14.40%	▼ -1
4	Klaviyo	https://www.linkedin.com/company/klaviyo	United States	2,574	368	14.30%	▼ -3
5	Rent.	https://www.linkedin.com/company/rent	United States	1,260	169	13.41%	▲ 12
6	OUTFRONT Media	https://www.linkedin.com/company/outfront-media	United States	2,397	317	13.22%	▼ -2
7	Mintel	https://www.linkedin.com/company/mintel	United Kingdom	1,574	202	12.83%	New Entry
8	Euromonitor International	https://www.linkedin.com/company/euromonitor-international	United Kingdom	2,160	261	12.08%	New Entry
9	Constant Contact	https://www.linkedin.com/company/constant-contact	United States	1,105	133	12.04%	New Entry
10	VaynerMedia	https://www.linkedin.com/company/vaynermedia	United States	1,270	146	11.50%	▼ -2
11	Attentive	https://www.linkedin.com/company/attentive	United States	1,521	173	11.37%	▼ -8
12	Jellyfish	https://www.linkedin.com/company/jellyfish	United Kingdom	2,259	245	10.85%	▲ 12
13	Effectv	https://www.linkedin.com/company/effectv	United States	2,082	224	10.76%	▼ -8
14	Power Digital Marketing	https://www.linkedin.com/company/power-digital-marketing	United States	1,697	178	10.49%	▲ 12
15	DoubleVerify	https://www.linkedin.com/company/doubleverify	United States	1,245	127	10.20%	▲ 1
16	Walmart Connect	https://www.linkedin.com/company/walmart-connect	United States	2,445	246	10.06%	▲ 15
17	Tinuiti	https://www.linkedin.com/company/tinuiti	United States	1,110	108	9.73%	▲ 4
18	LocalIQ	https://www.linkedin.com/company/localiq	United States	1,004	97	9.66%	New Entry
19	T&Pm	https://www.linkedin.com/company/t-p-m	United Kingdom	1,128	107	9.49%	▲ 13
20	HALO Branded Solutions	https://www.linkedin.com/company/halo-branded-solutions	United States	1,954	182	9.31%	▼ -7
21	Zeta Global	https://www.linkedin.com/company/zeta-global	United States	2,002	186	9.29%	▼ -10

22	Serviceplan Group	https://www.link€	Germany	1,378		127	9.22%	▼ -7
23	We Are Social	https://www.link€	United Kingdom	1,687		145	8.60%	▲ 10
24	Monks	https://www.link€	United Kingdom	6,883		588	8.54%	▼ -10
25	Criteo	https://www.link€	France	3,646		311	8.53%	▲ 35
26	Octagon	https://www.link€	United States	1,288		107	8.31%	▼ -3
27	Jack Morton Worldwide	https://www.link€	United States	1,120		93	8.30%	▲ 74
28	CMI Media Group	https://www.link€	United States	1,415		117	8.27%	▼ -19
29	Accenture Song	https://www.link€	United States	9,501		777	8.18%	▼ -1
30	DEPT	https://www.link€	Netherlands	4,231		342	8.08%	▲ 14
31	LiveRamp	https://www.link€	United States	1,513		122	8.06%	▼ -11
32	Numerator	https://www.link€	United States	2,229		176	7.90%	New Entry
33	Wieden + Kennedy	https://www.link€	United States	1,862		143	7.68%	▲ 24
34	Design Bridge and Partner	https://www.link€	United Kingdom	1,198		92	7.68%	▲ 7
35	IDC	https://www.link€	United States	5,080		388	7.64%	New Entry
36	Assembly Global	https://www.link€	United States	2,159		162	7.50%	▲ 35
37	WSI World	https://www.link€	Canada	1,182		88	7.45%	▲ 10
38	Inizio Evoke	https://www.link€	United States	1,129		84	7.44%	▲ 68
39	Escalent	https://www.link€	United States	1,133		84	7.41%	New Entry
40	Omnicon Media Group	https://www.link€	United States	5,576		409	7.34%	▼ -2
41	Circana	https://www.link€	United States	5,679		413	7.27%	New Entry
42	Merkle DACH	https://www.link€	Switzerland	1,290		93	7.21%	▼ -35
43	MiQ	https://www.link€	United States	1,652		118	7.14%	▼ -14
44	Critical Mass	https://www.link€	Canada	1,691		120	7.10%	▲ 7
45	Razorfish	https://www.link€	United States	1,804		127	7.04%	▲ 16
46	Ipsos UK	https://www.link€	United Kingdom	1,764		123	6.97%	New Entry
47	PMG	https://www.link€	United States	1,312		91	6.94%	▼ -22
48	Fiverr and Upwork Freelan	https://www.link€	United States	8,040		553	6.88%	New Entry
49	OLIVER Agency	https://www.link€	United Kingdom	3,685		251	6.81%	▲ 4
50	Flywheel	https://www.link€	United States	1,573		106	6.74%	▼ -10
51	The Mill	https://www.link€	United Kingdom	1,404		93	6.62%	▼ -9
52	Inspired Thinking Group	https://www.link€	United Kingdom	1,383		91	6.58%	▲ 17
53	Spectrum Reach	https://www.link€	United States	3,103		202	6.51%	▼ -17
54	Klick	https://www.link€	Canada	1,742		113	6.49%	▲ 2
55	Proforma	https://www.link€	United States	1,221		79	6.47%	▼ -25
56	Worldpanel	https://www.link€	United Kingdom	2,954		188	6.36%	New Entry
57	MRM	https://www.link€	United States	3,327		205	6.16%	▼ -7
58	Clear Channel Outdoor	https://www.link€	United States	2,536		156	6.15%	▼ -10
59	AREA 23	https://www.link€	United States	1,025		63	6.15%	New Entry
60	Hearts & Science	https://www.link€	United States	1,492		90	6.03%	▼ -26
61	Hogarth	https://www.link€	United Kingdom	5,853		352	6.01%	▲ 1
62	Scholz & Friends	https://www.link€	Germany	1,251		75	6.00%	▲ 23
63	FreeWheel	https://www.link€	United States	1,438		86	5.98%	▼ -20
64	JCDecaux	https://www.link€	France	6,220		371	5.96%	▲ 15
65	Momentum Worldwide	https://www.link€	United States	1,346		78	5.79%	▲ 17
66	BDA	https://www.link€	United States	1,064		61	5.73%	▲ 31
67	My Amazon Guy	https://www.link€	United States	1,212		68	5.61%	▼ -49
68	Real Chemistry	https://www.link€	United States	2,274		126	5.54%	▼ -56
69	KINESSO	https://www.link€	United States	3,639		201	5.52%	▼ -17
70	Annalect	https://www.link€	United States	1,437		79	5.50%	▼ -4
71	Italiaonline	https://www.link€	Italy	2,736		150	5.48%	New Entry
72	PHMG	https://www.link€	United Kingdom	1,127		61	5.41%	▲ 30
73	Moore	https://www.link€	United States	1,283		68	5.30%	New Entry
74	TEAM	https://www.link€	United States	1,331		70	5.26%	▲ 39
75	GMR Marketing	https://www.link€	United States	1,644		86	5.23%	▲ 14
76	Scorpion	https://www.link€	United States	1,381		72	5.21%	▲ 2
77	Digitas North America	https://www.link€	United States	2,731		141	5.16%	▼ -1
78	Cox Media	https://www.link€	United States	1,004		51	5.08%	▼ -59
79	BDS Connected Solutions	https://www.link€	United States	1,583		80	5.05%	▼ -21
80	Initiative	https://www.link€	United States	3,615		181	5.01%	▼ -8
81	PHD	https://www.link€	United Kingdom	5,195		260	5.00%	▲ 3
82	Seven.One Entertainment	https://www.link€	Germany	1,199		58	4.84%	▼ -27
83	Townsquare Media	https://www.link€	United States	1,993		96	4.82%	▲ 4
84	iProspect	https://www.link€	United Kingdom	2,799		134	4.79%	▲ 6
85	Axiom	https://www.link€	United States	3,826		182	4.76%	▼ -18
86	Digitas Health	https://www.link€	United States	1,031		49	4.75%	▼ -32
87	Pens.com	https://www.link€	United States	1,397		66	4.72%	▲ 34
88	VML	https://www.link€	United States	30,738		1,441	4.69%	▼ -66
89	American Solutions for Bus	https://www.link€	United States	1,153		54	4.68%	▼ -25
90	FCB Health New York	https://www.link€	United States	1,455		68	4.67%	▲ 22
91	Grey	https://www.link€	United States	3,493		161	4.61%	▲ 8
92	DAC	https://www.link€	Canada	1,311		60	4.58%	New Entry
93	RPA	https://www.link€	United States	1,243		56	4.51%	▲ 12

94	DCM	https://www.link	Canada	1,274	57	4.47%	▲ 50
95	George P Johnson Experie	https://www.link	United States	1,644	73	4.44%	▼ -12
96	Ogilvy	https://www.link	United States	12,027	528	4.39%	▼ -28
97	Clearlink	https://www.link	United States	1,084	47	4.34%	▲ 3
98	Ipsos	https://www.link	France	18,389	796	4.33%	New Entry
99	2020 Companies	https://www.link	United States	2,104	91	4.33%	▼ -7
100	EVERSANA INTOUCH	https://www.link	United States	1,271	54	4.25%	▼ -25
101	Publicis Re:Sources	https://www.link	France	3,523	149	4.23%	▼ -27
102	Team One	https://www.link	United States	1,090	46	4.22%	New Entry
103	Lamar Advertising Compar	https://www.link	United States	3,647	152	4.17%	▲ 16
104	RAPP	https://www.link	United States	2,163	88	4.07%	▼ -6
105	Carat	https://www.link	United Kingdom	2,805	114	4.06%	▲ 11
106	Publicis Media	https://www.link	United Kingdom	10,794	438	4.06%	▼ -57
107	UM Worldwide	https://www.link	United States	2,561	103	4.02%	▲ 2
108	Publicis Groupe	https://www.link	France	29,535	1,173	3.97%	▼ -62
109	Epsilon	https://www.link	United States	9,707	385	3.97%	▼ -16
110	Yell	https://www.link	United Kingdom	1,466	56	3.82%	▲ 17
111	Spark Foundry	https://www.link	United States	3,089	117	3.79%	▲ 0
112	McCann Worldgroup	https://www.link	United States	6,155	224	3.64%	▼ -18
113	Iris	https://www.link	United Kingdom	2,309	83	3.59%	▼ -25
114	MEDIAPOST	https://www.link	France	1,396	50	3.58%	▲ 20
115	Publicis	https://www.link	United States	3,326	118	3.55%	▲ 26
116	Dynata	https://www.link	United States	4,510	160	3.55%	New Entry
117	Wavemaker	https://www.link	United Kingdom	5,698	202	3.55%	▼ -36
118	Zenith	https://www.link	United Kingdom	5,351	184	3.44%	▼ -1
119	APS Group	https://www.link	United Kingdom	1,282	44	3.43%	▼ -4
120	CJ	https://www.link	United States	1,711	58	3.39%	▼ -40
121	Havas Media Network	https://www.link	United States	6,559	218	3.32%	▼ -44
122	Valpak	https://www.link	United States	1,482	49	3.31%	▲ 0
123	Paragon UK	https://www.link	United Kingdom	1,474	48	3.26%	▼ -16
124	Centerfield	https://www.link	United States	1,262	41	3.25%	▲ 5
125	Kantar Media	https://www.link	United Kingdom	1,579	51	3.23%	▲ 7
126	Hibu	https://www.link	United States	4,459	144	3.23%	▼ -16
127	Mosaic North America	https://www.link	United States	3,134	101	3.22%	▼ -32
128	Toluna	https://www.link	United States	3,114	100	3.21%	New Entry
129	TikTok for Business	https://www.link	United States	1,948	62	3.18%	▼ -4
130	AffinityX	https://www.link	United States	2,392	75	3.14%	▼ -22
131	Mindshare	https://www.link	United Kingdom	9,305	285	3.06%	▼ -40
132	Starcom	https://www.link	United States	5,987	178	2.97%	▼ -28
133	Mother	https://www.link	United Kingdom	2,797	79	2.82%	▲ 4
134	Kantar	https://www.link	United Kingdom	35,297	963	2.73%	New Entry
135	EssenceMediacom	https://www.link	United Kingdom	10,045	272	2.71%	▼ -70
136	GroupM	https://www.link	United States	34,833	934	2.68%	▼ -97
137	Leo Burnett	https://www.link	United States	7,576	200	2.64%	▼ -6
138	MCI	https://www.link	Switzerland	2,592	68	2.62%	▼ -35
139	Horizon Media	https://www.link	United States	3,051	79	2.59%	▼ -43
140	R/GA	https://www.link	United States	2,834	73	2.58%	▼ -12
141	Theorem	https://www.link	United States	1,395	34	2.44%	▼ -2
142	SGS & Co	https://www.link	United States	3,473	83	2.39%	▼ -9
143	IPG Mediabrands	https://www.link	United States	11,167	265	2.37%	▼ -98
144	Salesland	https://www.link	Spain	4,867	114	2.34%	▼ -6
145	Advertising Specialty Instit	https://www.link	United States	1,763	41	2.33%	▼ -3
146	Laundry Service	https://www.link	United States	1,713	39	2.28%	▲ 1
147	HH Global	https://www.link	United Kingdom	7,432	157	2.11%	▼ -17
148	MarketSource	https://www.link	United States	3,820	77	2.02%	▼ -13
149	Yellow Pages	https://www.link	Canada	1,809	36	1.99%	▲ 17
150	SGK	https://www.link	United States	6,542	124	1.90%	▼ -27
151	Morley	https://www.link	United States	1,449	27	1.86%	▲ 5
152	Havas Creative Network	https://www.link	United States	5,914	105	1.78%	▼ -7
153	FCB Global	https://www.link	United States	1,309	22	1.68%	▼ -2
154	Ströer SE & Co.	https://www.link	Germany	3,160	53	1.68%	New Entry
155	Omnicom Media Group UK	https://www.link	United Kingdom	3,082	46	1.49%	▼ -12
156	Saatchi & Saatchi	https://www.link	United Kingdom	5,875	87	1.48%	▼ -30
157	BBDO Worldwide	https://www.link	United States	2,199	31	1.41%	▼ -4
158	TRANZACT	https://www.link	United States	1,496	20	1.34%	▼ -12
159	Quad	https://www.link	United States	10,145	122	1.20%	▼ -10
160	Harte Hanks	https://www.link	United States	4,274	51	1.19%	▼ -8
161	Archway Marketing Service	https://www.link	United States	1,009	12	1.19%	▲ 10
162	Havas	https://www.link	France	15,166	163	1.07%	▼ -103
163	DDB	https://www.link	United States	8,247	88	1.07%	▲ 1
164	Autotrader US	https://www.link	United States	1,306	13	1.00%	▼ -1
165	YESCO	https://www.link	United States	1,111	10	0.90%	▼ -15

166	WPP	https://www.linkedin.com/company/wpp	United Kingdom	54,854	420	0.77%	▼ -129
167	Star	https://www.linkedin.com/company/star	United States	1,458	11	0.75%	▼ -9
168	Interpublic Group	https://www.linkedin.com/company/interpublic-group	United States	15,213	99	0.65%	▼ -48
169	MediaCom	https://www.linkedin.com/company/media-com	United Kingdom	5,889	34	0.58%	▼ -10
170	TBWAWorldwide	https://www.linkedin.com/company/tbwa-worldwide	United States	11,713	55	0.47%	▼ -52
171	Dominion Enterprises	https://www.linkedin.com/company/dominion-enterprises	United States	1,182	5	0.42%	▼ -6
172	TAXI	https://www.linkedin.com/company/taxi	Canada	7,143	30	0.42%	▼ -3
173	Ximim	https://www.linkedin.com/company/ximim	United States	4,090	14	0.34%	▼ -1
174	Omnicom	https://www.linkedin.com/company/omnicom	United States	31,700	90	0.28%	▼ -104
175	Clear Channel Europe	https://www.linkedin.com/company/clear-channel-europe	United Kingdom	15,816	35	0.22%	▼ -13

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