



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

### Industry at a glance:

Average Score:  
**5.30%**

Total Companies:  
**116**

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	Teads	<a href="https://www.linkedin.com/company/teads">https://www.linkedin.com/company/teads</a>	United States	1,364	211	15.47%	▲ 7
2	Aleph Group	<a href="https://www.linkedin.com/company/aleph-group">https://www.linkedin.com/company/aleph-group</a>	United States	1,859	269	14.47%	New Entry
3	Klaviyo	<a href="https://www.linkedin.com/company/klaviyo">https://www.linkedin.com/company/klaviyo</a>	United States	2,574	368	14.30%	▼ -2
4	Rent.	<a href="https://www.linkedin.com/company/rent">https://www.linkedin.com/company/rent</a>	United States	1,260	169	13.41%	▲ 9
5	OUTFRONT Media	<a href="https://www.linkedin.com/company/outfront-media">https://www.linkedin.com/company/outfront-media</a>	United States	2,397	317	13.22%	▼ -2
6	Constant Contact	<a href="https://www.linkedin.com/company/constant-contact">https://www.linkedin.com/company/constant-contact</a>	United States	1,105	133	12.04%	New Entry
7	VaynerMedia	<a href="https://www.linkedin.com/company/vaynermedia">https://www.linkedin.com/company/vaynermedia</a>	United States	1,270	146	11.50%	▼ -1
8	Attentive	<a href="https://www.linkedin.com/company/attentive">https://www.linkedin.com/company/attentive</a>	United States	1,521	173	11.37%	▼ -6
9	Effectv	<a href="https://www.linkedin.com/company/effectv">https://www.linkedin.com/company/effectv</a>	United States	2,082	224	10.76%	▼ -5
10	Power Digital Marketing	<a href="https://www.linkedin.com/company/power-digital-marketing">https://www.linkedin.com/company/power-digital-marketing</a>	United States	1,697	178	10.49%	▲ 11
11	DoubleVerify	<a href="https://www.linkedin.com/company/doubleverify">https://www.linkedin.com/company/doubleverify</a>	United States	1,245	127	10.20%	▲ 1
12	Walmart Connect	<a href="https://www.linkedin.com/company/walmart-connect">https://www.linkedin.com/company/walmart-connect</a>	United States	2,445	246	10.06%	▲ 14
13	Tinuiti	<a href="https://www.linkedin.com/company/tinuiti">https://www.linkedin.com/company/tinuiti</a>	United States	1,110	108	9.73%	▲ 4
14	LocalIQ	<a href="https://www.linkedin.com/company/localiq">https://www.linkedin.com/company/localiq</a>	United States	1,004	97	9.66%	New Entry
15	HALO Branded Solutions	<a href="https://www.linkedin.com/company/halo-branded-solutions">https://www.linkedin.com/company/halo-branded-solutions</a>	United States	1,954	182	9.31%	▼ -4
16	Zeta Global	<a href="https://www.linkedin.com/company/zeta-global">https://www.linkedin.com/company/zeta-global</a>	United States	2,002	186	9.29%	▼ -7
17	Octagon	<a href="https://www.linkedin.com/company/octagon">https://www.linkedin.com/company/octagon</a>	United States	1,288	107	8.31%	▲ 2
18	Jack Morton Worldwide	<a href="https://www.linkedin.com/company/jack-morton-worldwide">https://www.linkedin.com/company/jack-morton-worldwide</a>	United States	1,120	93	8.30%	▲ 49
19	CMI Media Group	<a href="https://www.linkedin.com/company/cmi-media-group">https://www.linkedin.com/company/cmi-media-group</a>	United States	1,415	117	8.27%	▼ -12
20	Accenture Song	<a href="https://www.linkedin.com/company/accenture-song">https://www.linkedin.com/company/accenture-song</a>	United States	9,501	777	8.18%	▲ 3
21	LiveRamp	<a href="https://www.linkedin.com/company/liveramp">https://www.linkedin.com/company/liveramp</a>	United States	1,513	122	8.06%	▼ -5

22	Numerator	<a href="https://www.link">https://www.link</a>	United States	2,229	176	7.90%	New Entry
23	Wieden + Kennedy	<a href="https://www.link">https://www.link</a>	United States	1,862	143	7.68%	▲ 15
24	IDC	<a href="https://www.link">https://www.link</a>	United States	5,080	388	7.64%	New Entry
25	Assembly Global	<a href="https://www.link">https://www.link</a>	United States	2,159	162	7.50%	▲ 22
26	Inizio Evoke	<a href="https://www.link">https://www.link</a>	United States	1,129	84	7.44%	▲ 44
27	Escalent	<a href="https://www.link">https://www.link</a>	United States	1,133	84	7.41%	New Entry
28	Omnicom Media Group	<a href="https://www.link">https://www.link</a>	United States	5,576	409	7.34%	▲ 1
29	Circana	<a href="https://www.link">https://www.link</a>	United States	5,679	413	7.27%	New Entry
30	MIQ	<a href="https://www.link">https://www.link</a>	United States	1,652	118	7.14%	▼ -6
31	Razorfish	<a href="https://www.link">https://www.link</a>	United States	1,804	127	7.04%	▲ 9
32	PMG	<a href="https://www.link">https://www.link</a>	United States	1,312	91	6.94%	▼ -12
33	Fiverr and Upwork Freelan	<a href="https://www.link">https://www.link</a>	United States	8,040	553	6.88%	New Entry
34	Flywheel	<a href="https://www.link">https://www.link</a>	United States	1,573	106	6.74%	▼ -3
35	Spectrum Reach	<a href="https://www.link">https://www.link</a>	United States	3,103	202	6.51%	▼ -7
36	Proforma	<a href="https://www.link">https://www.link</a>	United States	1,221	79	6.47%	▼ -11
37	MRM	<a href="https://www.link">https://www.link</a>	United States	3,327	205	6.16%	▼ -2
38	Clear Channel Outdoor	<a href="https://www.link">https://www.link</a>	United States	2,536	156	6.15%	▼ -4
39	AREA 23	<a href="https://www.link">https://www.link</a>	United States	1,025	63	6.15%	New Entry
40	Hearts & Science	<a href="https://www.link">https://www.link</a>	United States	1,492	90	6.03%	▼ -13
41	FreeWheel	<a href="https://www.link">https://www.link</a>	United States	1,438	86	5.98%	▼ -9
42	Momentum Worldwide	<a href="https://www.link">https://www.link</a>	United States	1,346	78	5.79%	▲ 12
43	BDA	<a href="https://www.link">https://www.link</a>	United States	1,064	61	5.73%	▲ 20
44	My Amazon Guy	<a href="https://www.link">https://www.link</a>	United States	1,212	68	5.61%	▼ -30
45	Real Chemistry	<a href="https://www.link">https://www.link</a>	United States	2,274	126	5.54%	▼ -35
46	KINESSO	<a href="https://www.link">https://www.link</a>	United States	3,639	201	5.52%	▼ -10
47	Annalect	<a href="https://www.link">https://www.link</a>	United States	1,437	79	5.50%	▼ -4
48	Moore	<a href="https://www.link">https://www.link</a>	United States	1,283	68	5.30%	New Entry
49	TEAM	<a href="https://www.link">https://www.link</a>	United States	1,331	70	5.26%	▲ 27
50	GMR Marketing	<a href="https://www.link">https://www.link</a>	United States	1,644	86	5.23%	▲ 7
51	Scorpion	<a href="https://www.link">https://www.link</a>	United States	1,381	72	5.21%	▲ 1
52	Digitas North America	<a href="https://www.link">https://www.link</a>	United States	2,731	141	5.16%	▼ -2
53	Cox Media	<a href="https://www.link">https://www.link</a>	United States	1,004	51	5.08%	▼ -38
54	BDS Connected Solutions	<a href="https://www.link">https://www.link</a>	United States	1,583	80	5.05%	▼ -15
55	Initiative	<a href="https://www.link">https://www.link</a>	United States	3,615	181	5.01%	▼ -7
56	Townsquare Media	<a href="https://www.link">https://www.link</a>	United States	1,993	96	4.82%	▲ 0
57	Axiom	<a href="https://www.link">https://www.link</a>	United States	3,826	182	4.76%	▼ -13
58	Digitas Health	<a href="https://www.link">https://www.link</a>	United States	1,031	49	4.75%	▼ -21
59	<a href="https://www.pens.com">Pens.com</a>	<a href="https://www.link">https://www.link</a>	United States	1,397	66	4.72%	▲ 22
60	VML	<a href="https://www.link">https://www.link</a>	United States	30,738	1,441	4.69%	▼ -42
61	American Solutions for Bus	<a href="https://www.link">https://www.link</a>	United States	1,153	54	4.68%	▼ -19
62	FCB Health New York	<a href="https://www.link">https://www.link</a>	United States	1,455	68	4.67%	▲ 13
63	Grey	<a href="https://www.link">https://www.link</a>	United States	3,493	161	4.61%	▲ 2
64	RPA	<a href="https://www.link">https://www.link</a>	United States	1,243	56	4.51%	▲ 5
65	George P Johnson Experie	<a href="https://www.link">https://www.link</a>	United States	1,644	73	4.44%	▼ -10
66	Ogilvy	<a href="https://www.link">https://www.link</a>	United States	12,027	528	4.39%	▼ -21
67	Clearlink	<a href="https://www.link">https://www.link</a>	United States	1,084	47	4.34%	▼ -1
68	2020 Companies	<a href="https://www.link">https://www.link</a>	United States	2,104	91	4.33%	▼ -10
69	EVERSANA INTOUCH	<a href="https://www.link">https://www.link</a>	United States	1,271	54	4.25%	▼ -20
70	Team One	<a href="https://www.link">https://www.link</a>	United States	1,090	46	4.22%	New Entry
71	Lamar Advertising Compar	<a href="https://www.link">https://www.link</a>	United States	3,647	152	4.17%	▲ 8
72	RAPP	<a href="https://www.link">https://www.link</a>	United States	2,163	88	4.07%	▼ -8
73	UM Worldwide	<a href="https://www.link">https://www.link</a>	United States	2,561	103	4.02%	▼ -1
74	Epsilon	<a href="https://www.link">https://www.link</a>	United States	9,707	385	3.97%	▼ -15
75	Spark Foundry	<a href="https://www.link">https://www.link</a>	United States	3,089	117	3.79%	▼ -1
76	McCann Worldgroup	<a href="https://www.link">https://www.link</a>	United States	6,155	224	3.64%	▼ -16
77	Publicis	<a href="https://www.link">https://www.link</a>	United States	3,326	118	3.55%	▲ 16
78	Dynata	<a href="https://www.link">https://www.link</a>	United States	4,510	160	3.55%	New Entry
79	CJ	<a href="https://www.link">https://www.link</a>	United States	1,711	58	3.39%	▼ -26
80	Havas Media Network	<a href="https://www.link">https://www.link</a>	United States	6,559	218	3.32%	▼ -29
81	Valpak	<a href="https://www.link">https://www.link</a>	United States	1,482	49	3.31%	▲ 1
82	Centerfield	<a href="https://www.link">https://www.link</a>	United States	1,262	41	3.25%	▲ 5
83	Hibu	<a href="https://www.link">https://www.link</a>	United States	4,459	144	3.23%	▼ -10
84	Mosaic North America	<a href="https://www.link">https://www.link</a>	United States	3,134	101	3.22%	▼ -23
85	Toluna	<a href="https://www.link">https://www.link</a>	United States	3,114	100	3.21%	New Entry
86	TikTok for Business	<a href="https://www.link">https://www.link</a>	United States	1,948	62	3.18%	▼ -1
87	AffinityX	<a href="https://www.link">https://www.link</a>	United States	2,392	75	3.14%	▼ -16
88	Starcom	<a href="https://www.link">https://www.link</a>	United States	5,987	178	2.97%	▼ -20
89	GroupM	<a href="https://www.link">https://www.link</a>	United States	34,833	934	2.68%	▼ -59
90	Leo Burnett	<a href="https://www.link">https://www.link</a>	United States	7,576	200	2.64%	▼ -2
91	Horizon Media	<a href="https://www.link">https://www.link</a>	United States	3,051	79	2.59%	▼ -29
92	R/GA	<a href="https://www.link">https://www.link</a>	United States	2,834	73	2.58%	▼ -6
93	Theorem	<a href="https://www.link">https://www.link</a>	United States	1,395	34	2.44%	▼ -2

94	SGS & Co	<a href="https://www.link">https://www.link</a>	United States	3,473	83	2.39%	▼ -5
95	IPG Mediabrands	<a href="https://www.link">https://www.link</a>	United States	11,167	265	2.37%	▼ -62
96	Advertising Specialty Instit	<a href="https://www.link">https://www.link</a>	United States	1,763	41	2.33%	▼ -2
97	Laundry Service	<a href="https://www.link">https://www.link</a>	United States	1,713	39	2.28%	▲ 0
98	MarketSource	<a href="https://www.link">https://www.link</a>	United States	3,820	77	2.02%	▼ -8
99	SGK	<a href="https://www.link">https://www.link</a>	United States	6,542	124	1.90%	▼ -16
100	Morley	<a href="https://www.link">https://www.link</a>	United States	1,449	27	1.86%	▲ 5
101	Havas Creative Network	<a href="https://www.link">https://www.link</a>	United States	5,914	105	1.78%	▼ -6
102	FCB Global	<a href="https://www.link">https://www.link</a>	United States	1,309	22	1.68%	▼ -1
103	BBDO Worldwide	<a href="https://www.link">https://www.link</a>	United States	2,199	31	1.41%	▲ 0
104	TRANZACT	<a href="https://www.link">https://www.link</a>	United States	1,496	20	1.34%	▼ -8
105	Quad	<a href="https://www.link">https://www.link</a>	United States	10,145	122	1.20%	▼ -6
106	Harte Hanks	<a href="https://www.link">https://www.link</a>	United States	4,274	51	1.19%	▼ -4
107	Archway Marketing Service	<a href="https://www.link">https://www.link</a>	United States	1,009	12	1.19%	▲ 8
108	DDB	<a href="https://www.link">https://www.link</a>	United States	8,247	88	1.07%	▲ 2
109	Autotrader US	<a href="https://www.link">https://www.link</a>	United States	1,306	13	1.00%	▲ 0
110	YESCO	<a href="https://www.link">https://www.link</a>	United States	1,111	10	0.90%	▼ -10
111	Star	<a href="https://www.link">https://www.link</a>	United States	1,458	11	0.75%	▼ -5
112	Interpublic Group	<a href="https://www.link">https://www.link</a>	United States	15,213	99	0.65%	▼ -32
113	TBWAWorldwide	<a href="https://www.link">https://www.link</a>	United States	11,713	55	0.47%	▼ -35
114	Dominion Enterprises	<a href="https://www.link">https://www.link</a>	United States	1,182	5	0.42%	▼ -3
115	Ximim	<a href="https://www.link">https://www.link</a>	United States	4,090	14	0.34%	▲ 1
116	Omnicom	<a href="https://www.link">https://www.link</a>	United States	31,700	90	0.28%	▼ -70

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