

DSMN8

Europe's Most Active Computer Software Professionals on Social - March 2025

Industry at a glance:

Average Score:
7.93%

Total Companies:
110

Global Industry Average:
9.53%

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	Nexthink	https://www.linkedin.com/company/nexthink	Switzerland	1,069	261	24.42%	▲ 1
2	Mews	https://www.linkedin.com/company/mews	Netherlands	1,270	273	21.50%	▼ -1
3	monday.com	https://www.linkedin.com/company/monday-com	Israel	2,966	611	20.60%	New Entry
4	Ivalua	https://www.linkedin.com/company/ivalua	France	1,074	209	19.46%	▲ 3
5	RELEX Solutions	https://www.linkedin.com/company/relex-solutions	Finland	2,222	409	18.41%	▲ 3
6	SUSE	https://www.linkedin.com/company/suse	Germany	2,599	469	18.05%	▼ -3
7	Odoo	https://www.linkedin.com/company/odoo	Belgium	5,758	1,029	17.87%	▼ -1
8	Factorial	https://www.linkedin.com/company/factorial	Spain	1,795	306	17.05%	▲ 10
9	GetYourGuide	https://www.linkedin.com/company/getyourguide	Germany	1,140	193	16.93%	▲ 0
10	Acronis	https://www.linkedin.com/company/acronis	Switzerland	1,821	289	15.87%	▲ 4
11	TeamViewer	https://www.linkedin.com/company/teamviewer	Germany	2,075	324	15.61%	▼ -6
12	Personio	https://www.linkedin.com/company/personio	Germany	2,077	308	14.83%	▼ -2
13	DeepL	https://www.linkedin.com/company/deepl	Germany	1,475	213	14.44%	▼ -9
14	Axis Communications	https://www.linkedin.com/company/axis-communications	Sweden	4,844	658	13.58%	▲ 1
15	BrowserStack	https://www.linkedin.com/company/browserstack	Ireland	1,493	200	13.40%	▲ 4
16	OVHcloud	https://www.linkedin.com/company/ovhcloud	France	3,018	370	12.26%	▲ 5
17	Leboncoin.fr	https://www.linkedin.com/company/leboncoin-fr	France	1,340	162	12.09%	▲ 13
18	Regnology	https://www.linkedin.com/company/regnology	Germany	1,081	129	11.93%	New Entry
19	Contentsquare	https://www.linkedin.com/company/contentsquare	France	1,920	228	11.88%	▼ -8
20	Transporeon	https://www.linkedin.com/company/transporeon	Germany	1,189	139	11.69%	▼ -8
21	IFS	https://www.linkedin.com/company/ifs	Sweden	8,785	1,023	11.64%	▼ -1

22	Basware	https://www.link	Finland	1,658	189	11.40%	▼ -6
23	Milestone Systems	https://www.link	Denmark	1,823	207	11.35%	▼ -10
24	Eplan	https://www.link	Germany	1,167	130	11.14%	New Entry
25	Docolib	https://www.link	France	3,317	350	10.55%	▼ -8
26	RIB Software	https://www.link	Germany	1,152	121	10.50%	▲ 9
27	Cognyte	https://www.link	Israel	1,453	148	10.19%	New Entry
28	Decathlon Digital	https://www.link	France	1,411	143	10.13%	▼ -6
29	Bitdefender	https://www.link	Romania	2,256	220	9.75%	▲ 0
30	OMP	https://www.link	Belgium	1,493	145	9.71%	▲ 19
31	Systematic	https://www.link	Denmark	1,249	121	9.69%	▲ 0
32	Flix	https://www.link	Germany	2,287	215	9.40%	▼ -5
33	SAP	https://www.link	Germany	127,716	12,000	9.40%	▼ -7
34	TeamSystem	https://www.link	Italy	2,924	267	9.13%	▼ -10
35	CD PROJEKT RED	https://www.link	Poland	1,412	128	9.07%	▼ -12
36	JetBrains	https://www.link	Czechia	2,291	205	8.95%	▲ 1
37	Materialise	https://www.link	Belgium	1,822	163	8.95%	▼ -5
38	SOFTSWISS	https://www.link	Malta	1,370	122	8.91%	▼ -10
39	Cegid	https://www.link	France	4,243	353	8.32%	▼ -14
40	SimCorp	https://www.link	Denmark	3,313	273	8.24%	▼ -2
41	Vinted	https://www.link	Lithuania	2,877	237	8.24%	New Entry
42	Supercell	https://www.link	Finland	1,923	152	7.90%	New Entry
43	Esko	https://www.link	Belgium	1,879	147	7.82%	▼ -1
44	Plarium	https://www.link	Israel	1,360	106	7.79%	New Entry
45	Quadiant	https://www.link	France	3,842	295	7.68%	▼ -11
46	Klarna	https://www.link	Sweden	4,716	349	7.40%	▲ 8
47	Wolt	https://www.link	Finland	9,693	711	7.34%	▼ -7
48	Generix	https://www.link	France	1,079	78	7.23%	▲ 0
49	SBS	https://www.link	France	3,808	274	7.20%	▲ 18
50	Temenos	https://www.link	Switzerland	5,613	400	7.13%	▲ 10
51	SAP Ariba	https://www.link	Germany	2,707	189	6.98%	▼ -18
52	Wix	https://www.link	Israel	7,370	504	6.84%	New Entry
53	idealista	https://www.link	Spain	1,237	84	6.79%	▼ -6
54	Dassault Systèmes	https://www.link	France	26,819	1,814	6.76%	▲ 2
55	ETAS	https://www.link	Germany	1,971	131	6.65%	▲ 2
56	Global Blue	https://www.link	Switzerland	1,576	103	6.54%	▲ 6
57	Playtika	https://www.link	Israel	3,435	218	6.35%	New Entry
58	Sigma Software Group	https://www.link	Sweden	1,546	98	6.34%	▼ -17
59	Software	https://www.link	Germany	2,542	160	6.29%	▼ -9
60	Facile.it	https://www.link	Italy	1,224	77	6.29%	▼ -14
61	Moon Active	https://www.link	Israel	2,316	142	6.13%	New Entry
62	diconium	https://www.link	Germany	2,323	142	6.11%	▼ -19
63	Exact	https://www.link	Netherlands	2,493	152	6.10%	▼ -24
64	EG A/S	https://www.link	Denmark	2,822	172	6.09%	▼ -5
65	Etraveli Group	https://www.link	Sweden	1,949	118	6.05%	▼ -2
66	Booking.com	https://www.link	Netherlands	15,946	948	5.95%	▼ -15
67	ESET	https://www.link	Slovakia	1,856	107	5.77%	▼ -14
68	dSPACE	https://www.link	Germany	1,512	87	5.75%	▼ -7
69	REWE digital	https://www.link	Germany	1,697	96	5.66%	▼ -1
70	Visma	https://www.link	Norway	4,947	262	5.30%	▼ -5
71	ORTEC	https://www.link	Netherlands	1,136	60	5.28%	▼ -7
72	DATEV eG	https://www.link	Germany	4,687	246	5.25%	▼ -17
73	Bolt	https://www.link	Estonia	12,119	620	5.12%	▲ 1
74	TTTech Auto	https://www.link	Austria	1,294	66	5.10%	▼ -4
75	Sapiens	https://www.link	Israel	4,958	252	5.08%	New Entry
76	BBVA Technology en Euro	https://www.link	Spain	3,014	152	5.04%	▼ -5
77	Bosch Portugal	https://www.link	Portugal	1,591	80	5.03%	▼ -19
78	OLX	https://www.link	Netherlands	4,528	227	5.01%	▼ -12
79	Just Eat Takeaway.com	https://www.link	Netherlands	12,434	596	4.79%	▲ 10
80	Cabify	https://www.link	Spain	3,854	182	4.72%	▼ -2
81	Job&Talent	https://www.link	Spain	3,516	166	4.72%	▼ -12
82	Playrix	https://www.link	Ireland	1,750	81	4.63%	▼ -10
83	IDEMIA	https://www.link	France	13,531	611	4.52%	▼ -4
84	Linedata	https://www.link	France	2,079	92	4.43%	▲ 12
85	ABOUT YOU	https://www.link	Germany	1,520	66	4.34%	▼ -33
86	lastminute.com	https://www.link	Switzerland	2,050	89	4.34%	▲ 0
87	CARIAD	https://www.link	Germany	4,833	209	4.32%	▼ -6
88	Flink	https://www.link	Germany	2,492	107	4.29%	▲ 0
89	The Stepstone Group	https://www.link	Germany	3,013	127	4.22%	▼ -9
90	Solocal	https://www.link	France	3,262	135	4.14%	New Entry
91	VECTOR Informatik	https://www.link	Germany	2,755	111	4.03%	▼ -7
92	Comarch	https://www.link	Poland	5,328	213	4.00%	▼ -19
93	Asseco Poland	https://www.link	Poland	2,401	95	3.96%	▲ 4

94	showroomprive.com	https://www.link	France	1,317	52	3.95%	▼ -50
95	RGI Group	https://www.link	Italy	1,244	49	3.94%	New Entry
96	Elektrobit	https://www.link	Germany	2,582	100	3.87%	▼ -11
97	MBition	https://www.link	Germany	1,083	41	3.79%	▼ -22
98	Opera	https://www.link	Norway	2,177	78	3.58%	▼ -4
99	Cdiscount	https://www.link	France	2,100	74	3.52%	▼ -1
100	CHECK24 Vergleichsportal	https://www.link	Germany	3,891	133	3.42%	▼ -13
101	ESI Group	https://www.link	France	1,918	60	3.13%	▼ -9
102	Murex	https://www.link	France	3,520	95	2.70%	▼ -11
103	Keywords Studios	https://www.link	Ireland	11,279	289	2.56%	▼ -4
104	Bosch Magyarország	https://www.link	Hungary	3,822	91	2.38%	▼ -11
105	Ubisoft	https://www.link	France	22,586	479	2.12%	▼ -4
106	Gameloft	https://www.link	France	3,714	77	2.07%	▼ -3
107	Euro Information Developp	https://www.link	France	3,196	65	2.03%	▼ -7
108	Amazon Development Cen	https://www.link	Poland	2,715	50	1.84%	▼ -6
109	CGG	https://www.link	France	3,717	49	1.32%	▼ -4
110	Bosch	https://www.link	Germany	165,931	2,170	1.31%	▼ -6

Ready to win at social?

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