

Employee Advocacy Software Category



Employee Advocacy Software Category

Employee advocacy software can be used by businesses to enable their employees to share branded information and content through social channels. The platform allows brands to create content libraries that can be accessed and shared by their workforce via social media, email or mobile. Companies can use these tools to broaden their social presence with the help of their staff members.

Companies can use employee advocacy software to boost their social selling tactics by allowing sales agents to communicate with customers and prospects on social networks. Many of these solutions provide gamification capabilities to help employees share more. In short, employee advocacy software offers features for social media or marketing teams to share a content database with their workforce. It provides social integrations to enable the firm's staff members to share content and messaging directly from the system.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



2020 Customer Success Awards

Check out this list of the highest rated Employee Advocacy Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order



OVERALL BEST
**Employee Advocacy
Software**





34

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT POSTBEYOND



PostBeyond is your infrastructure for social business. Enable employees and partners to post approved brand content to their personal networks in an efficient, consistent, and measurable way. Content shared through brand channels is rapidly losing trust and reach. Using old social media promotional tactics no longer works. Most brands publish content in a linear fashion instead of maximizing reach through network effects. Employees and partners already discuss your company on social media, but there's no consistency or visibility into what they say or how they say it.

Featured Testimonials

“PostBeyond helps our employees scale social media sharing in an authentic way, driving inbound traffic that leads to new business opportunities for our brands. PostBeyond has been an amazing partner – both from a technology and services perspective – helping us showcase the incredible experiences that our employees and guests are having.”



DAN CHRISTIAN
CHIEF DIGITAL OFFICER, THE TRAVEL CORPORATION

“PostBeyond isn't just beneficial for the brand but it's also beneficial for the individual. By communicating the advantages of social selling to employees, it motivated them to help themselves and help the brand expand its reach.”



KAREN PACE
DIRECTOR, SOCIAL AND CONTENT MARKETING, RANDSTAD

“We strive to have an active social media presence during our trade shows. At one event, we shared 16 different posts across all of our corporate social channels that reached 15,000 impressions. By enabling our team with 3 posts through employee advocacy, we reached 56,000 impressions. It was an impactful 4X difference in our brand awareness.”



MEGAN GAY
MARKETING PROGRAM MANAGER, TURBONOMIC

“PostBeyond really helps with content generation and informs our content strategy. With the ‘Suggestions’ feature, I have 180 other eyes to help me find content, articles to share, infographics, videos, etc. A lot of the content that our advocates find, I wouldn't have been able to find myself.”



BRANDY WILSON
GLOBAL MARKETING & COMMUNICATIONS MANAGER, BCD TRAVEL

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2020



SUMMER 2020

Employee Advocacy
Software Category

MARKET LEADERS



122
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT DYNAMIC SIGNAL



Dynamic Signal redefines how companies communicate with the world in order to grow their businesses. Its proven employee advocacy platform lets employees receive and post company-approved content to their social networks, transforming them into experts, advocates and contributors. By extending their social media strategies, Dynamic Signal's clients ignite brand awareness, employee engagement and revenue. With its founding team's 20 years of digital marketing expertise, hundreds of companies of all sizes trust Dynamic Signal to launch, scale and measure their Employee Advocacy programs.

Featured Testimonials

“We've seen an increase in the number of people who are sharing content, which demonstrates how they are proud of their contribution to keeping society safe and secure. Those sharing through the Dynamic Signal platform like that they can see the results. You can see how many people interacted with you, and it helps them to understand how their social network engages with them.”

 YVONNE HARLEY
GROUP HEAD OF COMMUNICATIONS, NCC GROUP

“Our team loves the fact that VoiceStorm is a mobile platform because it means any employee can get involved. The programme is playing a key role in building confidence and advocacy for employees around social media and helping to build trust and engagement with the brand, so it's a real win-win and the engagement rates and NPS scores speak volumes.”

 KIMBERLEY HARCUMBE
SOCIAL MEDIA COMMS MANAGER, VODAFONE

“With Dynamic Signal we can objectively quantify the size, scope, and strength of our employees' collective networks – creating insight and opportunity that wasn't readily apparent before. The platform lets us empower our employees safely and creates a structured channel for brand advocates.”

 JOE SCHAEFFER
MANAGER, DIGITAL COMMUNICATIONS, PAYCHEX

“We drove 50,000 new registrations on IBM Verse in the first 2 weeks of the launch - a lot of that due to Employee Advocacy.”

 AMBER ARMSTRONG
MARKETING SOCIAL BUSINESS PROGRAM DIRECTOR, IBM

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60
Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT LUMAPPS



LumApps is a SaaS company founded in France in 2012, operating worldwide with offices in San Francisco, New York, London, Paris, Tokyo and historical headquarters in Lyon. The LumApps founders leveraged their experience as key players in Cloud Technology to develop and offer social and mobile enterprise software solutions.

Featured Testimonials

“With TIBCO Connect, we’re able to combine and leverage technology to combine various forms of media on a single platform. Our approach is to display compelling content instead of nesting resources in a list. We’re also excited to share the company’s different initiatives so that everyone can participate on a global scale.”



VALENTINA RUBI
LEARNING & DEVELOPMENT BUSINESS PARTNER, TIBCO

“LumApps has shown great potential to allow employees to be connected anytime & anywhere. With the boost of G Suite, we plan to integrate it more and more with their daily life. So we want to build a more robust mobility culture path, perhaps, followed by mobile access, which would break new frontiers with the employee, especially those who are not full-time connected to a desktop, but always have a mobile at the reach of their hand. This is certainly the next level of challenges that we will face.”



ROGER SPALDING
CORPORATE COMMUNICATION COORDINATOR, AIR LIQUIDE BRASIL

“LumApps administration is very simple even for business users. After a few hours training, collaborators can edit content, which is, for most of them, a new skill. MXNS Connect is definitely a central tool in our internal communication strategy uniting all Mérieux NutriSciences employees. We decided recently to go one step further by launching LumApps social to encourage interactions between peers and collaboration.”



MARION BERTRAND
CORPORATE COMMUNICATION OFFICER, MÉRIEUX NUTRISCIENCES

“With LumApps, collaborators become autonomous because they have an immediate access to information without wasting time searching. Also, with these responsive solutions available from mobile devices, all our employees are now involved in the project, even those who do not have computers.”



HENRI DUFOUR
INTERNAL COMMUNICATIONS MANAGER, NORAUTO

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42

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT OKTOPOST



Oktopost is the first solution to establish the ROI of social media for B2B companies, bridging the gap between social media and lead generation. Oktopost delivers the true business value from social media, generating new sales and integrates marketing and sales in today's social-centric marketplace.

Featured Testimonials

“Since launching Oktopost's employee advocacy solution, we have seen a clear increase not only in the amount of branded content that employees share, but also in the breadth of audience we are able to reach.”



MYA ACHIDOV
SOCIAL MEDIA MANAGER, SISENSE

“Oktopost made it possible for us to leverage an employee advocacy program, streamlining the way we offer social media content to our employees and allowing us to expand our reach by 500%.”



STACY PAINTER
SOCIAL MEDIA STRATEGIST, PYRAMID ANALYTICS

“When we look at the last 6 months, employee advocacy enabled us to share 10X more social content, generating a 70% increase in our organic social reach.”



DANIEL KLAUS
SENIOR MANAGER OF GLOBAL DIGITAL MARKETING, FUJITSU

“Oktopost's employee advocacy solution has really impacted our entire business — from positioning our sales team as experts in their fields to driving our brand awareness. Marketing efforts form the cornerstone, but there's nothing stronger than employees amplifying your brand story with their industry peers.”



CHRISTOPHER TAINE
SENIOR PR MANAGER, ACI WORLDWIDE

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2020



SUMMER 2020
Employee Advocacy
Software Category

TOP PERFORMERS



35

Total Customer References

VIEW ALL REFERENCES

ABOUT EVERYONESOCIAL



EveryoneSocial provides a social selling & employee advocacy platform designed to help your employees become powerful marketers, sellers, and recruiters. Their customers are generally B2B companies spanning high-tech, telecommunications, financial and professional services, staffing, commercial real estate, and others.

Featured Testimonials

“I have used EveryoneSocial at three companies now. The support from EveryoneSocial has always been excellent, but to be honest, the platform is so intuitive and reliable we haven't raised many support questions. Good product, good people.”

JED AYRES
CHIEF EXECUTIVE OFFICER, IGEL TECHNOLOGY

“They've been so great about making things happen and checking in with us, making sure things are going well, wanting to know where they can do better, where our pain points are and trying to take care of those things for us. I've been so incredibly impressed with the level of customer service that we get from them, that I would recommend EveryoneSocial to any other company that's needing an employee advocacy tool.”

NIA COPELAND
DELL

“Employee advocacy complements every facet of our digital and social brand presence - which is extensive and broad-based. It also enhances the storytelling of our internal communications. So, we offer a wide variety of content choices for our advocates to share.”

TOD HEMPHILL
GENERAL MANAGER, AMERICAN FAMILY INSURANCE

“We utilize EveryoneSocial to promote Sabre news / announcements and influencer-driven content produced by our Subject Matter Experts (SMEs). When our employees share new content from their connected networks, it generates high engagement and interest for the Sabre brand. We're a proud customer of the EveryoneSocial employee advocacy platform and look forward to continued success in the future.”

KEVIN CARRILLO
HEAD OF SOCIAL MEDIA STRATEGY, SABRE

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42

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT GAGGLEAMP



GaggleAMP is an employee advocacy and communications platform designed to empower employees and stakeholders through social selling and social media amplification to increase share of voice, press opportunities, and marketing campaign performance. We help your company increase brand awareness, enable sales teams, and empower communications and HR teams to drive internal communications and workplace engagement, while providing an outlet to attract and retain top talent and increase personal branding opportunities. GaggleAMP has over 50 different actions to support powerful employee advocacy programs at companies both big and small. To learn more about GaggleAMP, please visit us at gaggleamp.com.

Featured Testimonials

“ I like that GaggleAMP seamlessly integrates with all social platforms of the user and the good part is that you decide which social platform you want to use/not use and can instantly turn it on/off as per your needs. It has helped employees get their social profiles more active and engaged. Before this, we had a lot of content but just didn't have the right tool to disseminate it to employees. ”

ALINA NORONHA FERNANDES
MARKETING MANAGER, SOUTH ASIA, THOMSON REUTERS

“ The best thing about GaggleAMP from my perspective is the ability to spread messages quickly, and nearly effortlessly. It's easier to get buy-in from your internal team to push messages through their social media accounts when they are already tied into GaggleAMP and all they have to click is a button! ”

GREG DZIWULSKI
SR. DIGITAL MARKETING STRATEGIST & GLOBAL CAMPAIGN MANAGER, INFORMATICA

“ GaggleAMP is one of the most user-friendly and simple tools you can implement to drive direct impact. There are thousands of marketing technology products out there that will do a lot of really good things, but the amount of effort and brainpower that you need to spend to get value out of those tools is significant. In GaggleAMP's case, it's a very low barrier to entry and a very quick path to impact. ”

DOMENIC COLASANTE
CMO, WGROUP

“ GaggleAMP has been absolutely critical to the social media program for Carbon Black. Before we started using GaggleAMP, social media was very much a manual effort that often required gratuitous effort. With GaggleAMP, we found a tool that makes engagements and increasing total followers a bit easier. ”

RYAN MURPHY
SENIOR PUBLIC RELATIONS MANAGER, CARBON BLACK

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66

Total Customer References

VIEW ALL REFERENCES

ABOUT LINKEDIN ELEVATE



LinkedIn Elevate is a paid employee advocacy platform that makes it easy for employees to become social professionals. Elevate's employee-first design makes it easy for companies to empower employees to share smart content. Elevate makes sharing simple for employees and leverages data from the LinkedIn network to maximize program success.

Featured Testimonials

“Elevate makes a difference for us. It's attracting individuals over to our LinkedIn Page. It's creating engagements on the things that we're posting there. And it's actually helping to bring in new talent.”

JOHN ROCKER
SOCIAL MEDIA MANAGER, DYNATRACE

“Elevate makes the impact of employee advocacy more tangible. We can see how engagement with employee-shared content translates into benefits for our brand and for recruitment.”

STELLA WALSH
SENIOR MANAGER, SOCIAL AND DIGITAL COMMUNICATIONS, AUSTRALIA AND NEW ZEALAND BANKING GROUP

“Our employees are our greatest brand advocates and LinkedIn Elevate empowers them to share our company's stories while demonstrating expertise. We hoped to onboard 1,000 users in the first six months, but exceeded that in four months as users realized how easy it was to use and the impact they were having by sharing.”

LASANDRA BRILL
HEAD OF DIGITAL PLANNING AND ANALYTICS, NVIDIA

“The platform is so easy to use, and it enables employees to share across multiple social networks. And then there's the analytics: For the first time, we can see what happens with our content after employees share it.”

LIZ JUREWICZ
SOCIAL ENABLEMENT STRATEGIST, RACKSPACE TECHNOLOGY

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43

Total Customer References

VIEW ALL REFERENCES

ABOUT SMARP



Smarp is the leading app for employee communication, advocacy and engagement. Made for employees, and scalable to any organization, Smarp is the easiest way to create a well-informed and influential workforce. The Smarp employee app brings company news and content to the fingertips of employees, keeping your people up-to-date, engaging them to communicate and helping them to share their knowledge with their own social networks. Follow them to get regular updates on employee advocacy and other employee communication and social business best practices.

Featured Testimonials

“Employee Advocacy has proven to be a valuable asset for YIT, helping us to increase our reach significantly. It is an excellent tool for distributing corporate content more widely than the company could do by other means.”

KATRI JALO-SALOKANGAS
DIGITAL COMMUNICATIONS MANAGER, YIT

“Smarp provides our employees with an easy way to share authentic stories as well as develop their personal brand. Moreover, the tool allows us to foster understanding of and interest in social media and our key topics internally.”

MARCO IMBODEN
SWISS POST

“We managed to increase employee activity remarkably with our employee ambassador program. As we took Smarp into use, people started to create new Twitter accounts, and many old accounts were reactivated. As BBDO invests heavily in creating quality content, I find it important that people share it actively in their networks. This way we can best support our customers.”

STEFAN CEUNEN
DIRECTOR OF SOCIAL, BBDO

“The Smarp platform has helped us in our work to empower employees, increase internal conversations and build brand awareness. By using Smarp, we have reduced the internal silo effect while helping our employees to engage with their networks. We are also noticing a growing understanding internally. When our employees see how relevant content can lead to both hires and business opportunities, it grows awareness about the power of content marketing and social media.”

LAURA MANNINEN
HEAD OF CONTENT MARKETING & EXTERNAL COMMUNICATIONS, KPMG

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ABOUT SOCIABBLE



Sociabble is a software company dedicated to delivering top of the line enterprise social media solutions for Employee Advocacy, Social Selling, Internal Communications, and Brand Advocacy. Their technology platform is software as a service (SaaS) supported and developed by technical teams with over 20 years of experience in software application development.

57

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Since launching Sociabble we have seen a clear increase not only in the amount of brand content that employees share, but also in the amount of new content that they create.”



OTHMAN ABDELMOUMENE
GROUP SOCIAL MEDIA SPECIALIST, MAZARS

“We were looking for a content aggregation platform that offered a personalized advocate experience. We have found that in Sociabble, using a single tool to create two distinct sharing communities and tailor content to users according to their location.”



ANTOINE STATTNER
HEAD OF THE DIGITAL DEPARTMENT, GROUPAMA

“The principle benefit, in fact, is double. It allows our employees to develop their own personal branding on social media and to create a digital identity. Second, it allows us to gain reach when spreading the messages of the Group.”



LUCAS GARCIA
DIGITAL COMMUNICATIONS OFFICER, ADECCO FRANCE GROUP

“The Sociabble platform’s flexibility is its main advantage. We have been able to structure content in light of how the business is organized, as well as the needs of our social sellers.”



CAROLINE SAUTEREAU DU PART
SOCIAL MEDIA AND DIGITAL MANAGER, EDENRED

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L'OCCITANE
EN PROVENCE



TOSHIBA



L'ORÉAL





19

Total Customer References

VIEW ALL REFERENCES

ABOUT AMBASSIFY



Ambassify makes it a breeze to identify and recruit your best advocates. Ambassify allows you to discover and leverage your current brand superfans and to engage them in a way that will make them vital contributors to your online image. Ambassify helps you manage and direct online word of mouth and maximize its effect. You will also create a stable, vibrant community of satisfied customers who are interlinked with your brand in unimaginable ways and who will act as your fervent evangelists in a time of crisis.

Featured Testimonials

“We've been using the Ambassify Platform for over a year now and I must admit that I really like the idea of liking - sharing - caring. The Bike Valley members are spreading our content to their social networks and we notice immediate and measurable results!”



ELEONORE DYKMANS
MANAGEMENT ASSISTANT, FLANDERS' BIKE VALLEY

“The Ambassify platform embraces our business strategy perfectly! They offer a variety of campaigns and the platform is easy to use. We love the fact that the Ambassify software supports multiple languages, so we are able to communicate with our brand advocates in their own language.”



FREDERIC DEVOS
MARKETING & COMMUNICATIONS MANAGER, VELUX

“What satisfies us the most, is the usability of the Ambassify platform and the user-friendly overview of the different campaigns. It has been surprisingly easy to integrate our 50k+ database and filter this huge amount of data into a trustworthy community of vocal advocates to interact with. It's a real pleasure to activate our community members in a simple and playful way. By giving us feedback on a regular basis, they contribute to the realization of our idea of co-creation.”



ELLEN VAN WULPEN
COMMUNITY & CONTENT MANAGER, TOERISME OOST-VLAANDEREN

“Ambassify is a great platform when it comes to identifying your brand advocates and generating engagement. The platform offers you a variety of campaign types which not only help us gain more exposure and build a trustworthy brand image, but it also gives us inspiration on what sort of campaign to launch next!”



MARC BEENDERS
CORPORATE COMMUNITY MANAGER, LRM

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ABOUT CLEARVIEW SOCIAL, INC.



Clearview Social is the leading employee advocacy platform created to help companies increase revenue through more effective and systematic use of social media. With Clearview Social, employees can share on Facebook, LinkedIn & Twitter without leaving their inbox - helping companies bring in more business and increase exposure.

8

Total Customer References

VIEW ALL REFERENCES

Featured Testimonials

“Since starting Clearview, I've landed near the top of my leaderboard every month. I've seen high engagement with my network with a high number of clicks on what I post, including one recent post I wrote and shared, which resulted in being asked to speak at a major regional HR event.”

MICHAEL SUPERIOR GROUP

“Our first year using ClearView Social, traffic from LinkedIn to our website increased by over 1,300 percent and our year over year leads increased by 124, bringing in hundreds of thousands of dollars of new revenue.”

ERIC MAJCHRZAK CHIEF STRATEGY OFFICER, BEACHFLEISCHMANN CPAS

“It's difficult to get busy employees to adopt social sharing, but Clearview Social makes that a reality.”

TARRAH MARTINELLI DIGITAL CONTENT MARKETING SPECIALIST, NAPCO MEDIA

“Dependable, great support and constant upgrades! Also, the price is reasonable.”

ALLIE BASILLICA-JEANTY DIRECTOR OF DEVELOPMENT & ANALYTICS, ATRIUM STAFFING

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ABOUT DSMN8

DSMN8

DSMN8 helps brands tap into the power of their number one asset - their employees, through the world's most advanced all-in-one advocacy platform. They make it easy for employees to become influencers, content creators, social sellers, and publishers. Achieve more content engagement, more inbound sales, and find your next superstar employee with DSMN8.

20

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“DSMN8 helps us to deliver people to people social engagement at scale like never before. We have found that the more we post through the platform, the more we then get in terms of shares, clicks, traffic and goal completions on our site.”



ANDREW DIPPER
GLOBAL HEAD OF DIGITAL MARKETING, FRANK RECRUITMENT GROUP

“DSMN8 has made sharing content for our employees incredibly easy. We have seen great results in terms of reach and engagement since implementing DSMN8 worldwide. The platform is simple to use and sharing localized content in each region has never been easier.”



HEIDI CORMACK
SENIOR VICE PRESIDENT OF GLOBAL MARKETING, NETGEAR

“Employee shares on their personal social channels via DSMN8 has become one of the highest referrers of traffic to the AWIN site, securing employee advocacy as a core part of our marketing strategy. Seeing the results further motivates our teams to continue sharing company content.”



SARAH RUZGAR
GLOBAL COMMUNICATIONS LEAD, AWIN

“With DSMN8, we can put 'approved social content' in the hands of our employees, allowing them to add value to their customers while increasing their personal brand and the company image as a whole.”



ANTONIO IBARRA
OMNICHANNEL MANAGER, GRUNENTHAL

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ABOUT MARKETBEAM

MARKETBEAM

MarketBeam is a Social Amplification Platform. Today's winning companies must deliver authentic content from real people. Targets, prospects and customers expect to connect with brands in real-time to get the information when and where they need it. MarketBeam is designed for companies that operate in regulated environments. Administrators control content on social channels and approval processes, while employees safely and freely amplify employer's content on social media.

23

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“MarketBeam is our only digital marketing platform that is truly bringing thousands of potential clients to our website every week. Within 3 months, we have saved more than \$20,000 in sponsored ads while bringing quality traffic through organic reach.”



CHRISTOPHER PEREZ
DIRECTOR, 11 CAPITAL FINANCE

“What really drew us to MarketBeam was the auto share feature, allowing employees to pre-approve all content and share posts automatically when they get published. We knew that this auto share feature would be super helpful for our sales team.”



PAUL PLAZA
MARKETING & BUSINESS DEVELOPMENT, SAVIYNT

“It's a great mechanism go get the message out without any effort. It took me 5 minutes to set up my account. I love it. It's extremely easy and professional.”



TROY MCFADDEN
ACCOUNT EXECUTIVE, KAMINARIO

“I love how user friendly MarketBeam is! I get emails directly that let me know there are new articles to share and I can click a button and that's that! I also like that I can add a customized message if I want to.”



VICTORIA RAGAN
NETWORK DIRECTOR, WITI

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