

# **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.

Further, social media managers can exercise more control over their business' messaging and voice on social platforms. 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.



# 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.



## 2022 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





#### 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.

58

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“Employee advocacy has become one of the top sources of our website traffic. Links that our advocates share via Oktopost account for almost half of all clicks from social media: over the past 2.5 years, advocacy went from generating around 15% of our social clicks to 45%.”



RACHEL YOUNG  
MARKETING MANAGER, XYLOS

“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

“With Oktopost, we enjoy the benefit of having both social publishing and employee advocacy in one platform. This streamlines all of our social media marketing activities in one place, helping us get more done in less time and drive results on social media.”



ERIN DUNN  
DIGITAL MARKETING MANAGER, DISCO

“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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48

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

“Employee advocacy has helped our colleagues have a voice on social media too. They've always had the option to post, but they don't always think about it and don't always have the content readily available in one place where they can see it. PostBeyond has given them a stronger voice to say, 'I'm proud of my company, I'm proud of the things that we're doing.’”



ISABELLA LORD  
SENIOR SOCIAL MEDIA SPECIALIST, CONNECTWISE

“PostBeyond is very easy to use. The best part is not having to do a lot of user training because of the product's guided onboarding and checklist. It takes only minutes to set up (including creating the account). It's very intuitive and users like it.”



SAPHIYA HINDEYEH  
DIGITAL COMMUNICATIONS MANAGER, GAINSIGHT

“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

“With PostBeyond, every employee can help fill the funnel, from awareness to lead generation. It helps your employees build thought leadership and gain trust, and puts the company as a whole in a positive light.”



ADRIANNA MACONTRE  
HEAD OF CONTENT STRATEGY, ROSETTA STONE

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#### ABOUT BAMBU BY SPROUT SOCIAL



Bambu by Sprout Social is an advocacy platform that gives your employees a simple way to share curated content across their social networks.

28

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“It's a great tool. We're able to make sharing content so easy because employees don't have to change a thing – they know they're being provided with the best copy that sends the right message to the proper audiences. All they have to do is push a button.”



WIM VAN DEN BROECK  
SOCIAL MEDIA MANAGER, AVID TECHNOLOGY

“The Bambu team has gone above and beyond to help us implement the platform. They've ensured that we have a realistic plan to train users, orchestrate content, and design a framework by which we scale. It couldn't have been done without their expertise and dedication!”



MOLLY CLEMENTS  
SOCIAL MARKETING MANAGER, UNITED WAY WORLDWIDE

“We had to make a significant shift in focus for our employee advocacy program shortly after launching it. Bambu's Services team provided a set of experienced hands to guide us through everything, from strategy to content to training. I couldn't have done it without them!”



MEGHAN DOHERTY  
CONTENT MARKETING MANAGER, HEALTHCARESOURCE

“I would say that the main benefit of using Bambu is the branding of our company, it's getting BlueGrace out on so many channels that we were not on before.”



ADAM WHITE  
DIRECTOR OF MARKETING, BLUEGRACE LOGISTICS

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63

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT DRUMUP



DrumUp is an intelligent social media marketing, content marketing and news tracking app. It helps marketers and professionals discover interesting content and trends, and work with them to 'drum up' social media and online presence of their businesses or brands. The app uses sophisticated NLP and data mining algorithms to make fresh, relevant content recommendations. The publishing and scheduling platform supports multiple channels and accounts and is super easy to work with.

### Featured Testimonials

“We have been running this program for the last few months here at SpinGo, and we have seen an increase in followers, likes, engagement, and reach. As we continue to share through LinkedIn, we make connections and expand our business opportunities. We are still currently running the social media advocacy program. The goal is to implement this permanently, which takes time and effort on our part. We started it in September 2015 with the goal to boost awareness and increase our social influence.”



COLIN MATTHES  
CONTENT MARKETING SPECIALIST, SPINGO

“DrumUp has helped me create engagement and brand loyalty through LinkedIn. It's very simple to use and quick to post daily. Makes social media easy and impactful.”



SHANE CONRAD  
MANAGER, ACTIONLINK

“DrumUp dramatically increased the reach and richness of our social media pages while dramatically decreasing the amount of time we have to dedicate to make 'em live and constantly updated. It's a perfect tool for startups and small businesses that cannot afford hiring a full-time or part-time Social Media Manager. Great job guys!”



LUCA CAMERINI  
CO-FOUNDER/MANAGING DIRECTOR, WELLD

“DrumUp is so good! It makes my content sharing easy. It really is a tool you should give a shot if you are facing a lot of issues sharing content online.”



SUCHARITH MENON  
HR BUSINESS PARTNER, HIKE MESSENGER

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Crate&Barrel





#### 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.

50

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“The employee advocacy program with its curated content and centralized platform serves as the rallying point to bring your employees together and gives them an online meeting spot to engage, deepen, and strengthen relationships.”



RANI MANI  
HEAD OF EMPLOYEE ADVOCACY, ADOBE

“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 have tried other platforms but the EveryoneSocial mobile app was a selling point for us. We needed something clean, easy to use, and a platform that allowed attorneys to save time while utilizing social media.”



KATIE BRIEL  
DIGITAL MARKETING MANAGER, WOMBLE BOND DICKINSON

“The newsletter is easy to create and customize enabling us to quickly and regularly curate and share a collection of stories with the entire company. EveryoneSocial is simpler to use than a dedicated marketing automation platform for creating a newsletter without the hassle of worrying about different templates.”



BAILEY GANNETT  
COMMUNICATIONS SPECIALIST, CHERWELL

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#### ABOUT GAGGLEAMP



GaggleAMP is an employee advocacy and engagement 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](https://gaggleamp.com).

59

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“I love the mobile app integration with the platform. Everyone is already on their phone, so by using push notifications in addition to the digest emails we can make sure our employees have multiple opportunities to see and share content.”



LAUREN GITLIN  
MARKETER MANAGING SOCIAL MEDIA & EMPLOYEE ADVOCACY, COHNREZNICK

“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 excels at many aspects of employee advocacy but their back-end measurements and tracking are superior to any other product in the market. The ability for myself as the solution manager in the company to run the tool easily is important but the ability to share the impact on our business with my executive team is what sets GaggleAMP apart. The easy to share analytics of results saves me time I don't have to spend in preparation for the execs which are the key group for measuring a tool's impact on the business.”



STEPHEN SPECTOR  
VICE PRESIDENT, BUURST

“This software makes it simple to share company news and promotions internally for amplification across many social media accounts for our Sales teams. We've been pleased with our engagement, reach, and tracking metrics from this software.”



TIA WOOD  
DIGITAL MARKETING SPECIALIST, DELTEK

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#### ABOUT LUMAPPS



LumApps is a cloud-based Employee Experience Platform built to enhance both Google Workspace and Microsoft 365. LumApps offers tools for managing and sharing employee information, social feeds, and collaborative environments. LumApps is an enterprise-level software solution that enables communication between distributed employees and teams with a powerful search that helps companies break down information silos. LumApps includes a user platform, social media profile integrations, and community-building tools. Pages, news, custom content, and corporate directories are available within the LumApps platform. The platform can be customized with custom colors and company branding. It also provides mobile applications for iOS and Android devices for Frontline "deskless" employee populations. LumApps offers services on an annual subscription basis that includes support via email and through ...

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“LumApps has provided an easy-to-use platform in which to connect all of our employees and improve our communication globally. The communities are particularly beneficial in facilitating the exchange of information and ideas amongst our technical experts and sales staff located in different parts of the world.”



LAUREN CALVERT  
GROUP MARKETING MANAGER, WELDING ALLOYS

“Since the launch of the platform, we have established a great synergy with LumApps Customer Success team. They not only provide us with technical support when needed but enriched our projects with their experience. They have brought many ideas and best practices to the table and greatly contributed to increasing adoption while inspiring us to further develop our platform.”



FADWA MADANI  
DIGITAL COMMUNICATION MANAGER, IDEX GROUP

“We looked for an easy-to-use and more collaborative solution, with the ability to provide personalized content to users, integrate work tools, create communities and facilitate interactions. LumApps was the right solution for us!”



REMY GUEGUEN  
IT SERVICE MANAGER, PERSONAL AND COLLABORATIVE SOLUTION SI, ESSILOR GROUP

“LumApps has, of course, enabled us to manage our corporate communications but overall we have provided a personalized space for each collaborator. Every co-worker has his own page where he can subscribe to activities reporting, find his favorite business applications, and get an overview of his Gmail and Calendar. As the improvement of information accessibility was a priority we had to think “Mobility.” Providing a responsive solution has added value for people on-the-go who are now able to work on tablets.”



LAURENCE ROUAULT  
PROJECT MANAGER, KILOUTOU

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ThoughtWorks®



FINISH LINE

Colgate

Air Liquide



#### 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.

35

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“After we deployed MarketBeam, we saw a clear hockey stick growth of LinkedIn followers!”



SAVIYNT

“I have implemented MarketBeam at 2 companies and believe it is an essential solution for our martech stack.”



XSOLIS

“A clean solution, that's easy to add users to, intuitive and secure. We are a security company who cares a lot about the security of any SaaS platform we use.”



SECURONIX

“The tool was very simple to set up and produced immediate results we were looking for, especially on LinkedIn. Our team adopted it and started using it immediately. The auto-share has truly enabled many of our team members who would not have utilized social media otherwise.”



NET HEALTH

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securonix

Capgemini

Fisher & Paykel  
HEALTHCARE

Net  
Health





53

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 is very intuitive and easy to use. One of the best features is that the platform recognizes individual users by providing feedback on how their content performs. Since we started using Smarp, our people have become more active on social media and they quickly branded themselves as experts in our field. We find that audiences prefer messages from actual people. Our Employee Advocacy program correlates directly with increased web traffic and leads.”



MARIA LAHTINEN  
SERVICE DIRECTOR, ZEF

“Employee advocacy has increased and improved our reach remarkably. Thanks to Smarp's advanced analytics functionality, we know exactly how much. We know what kind of content creates traction – not just generally but specifically in our target audience. This way we can keep on improving the quality of content continuously. Taking Smarp into use has also increased the traffic at Finpro.com.”



MIKKO LAAKSONEN  
DIGITAL COMMUNICATIONS SPECIALIST, FINPRO

“Using Smarp is very simple and easy. The results of our employee advocacy initiative have been really promising. In comparison, the results achieved with Smarp have outperformed the results of simultaneously run paid Twitter ad campaigns. I find Smarp especially beneficial in cases where campaign objectives are well pre-defined.”



NANNA JUSSILA  
COMMUNICATIONS SPECIALIST, FINNISH TAX ADMINISTRATION

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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.

72

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“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

“Our employees are proud to share content and to represent Toshiba TFIS on social media. Thanks to the content available to them on Sociabble they have been able to demonstrate expertise, are more aware of market activity, and feel better prepared for client meetings.”



SONIA MORAND  
MARKETING AND COMMUNICATION MANAGER, TOSHIBA

“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

“It was absolutely necessary to engage our employees in the factory by betting on the accessible, intuitive, and fun dimensions of Sociabble.”



ANTOINE PECHADRE  
DHR, BBGR

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TOSHIBA

L'ORÉAL









#### 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.

19

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“After a detailed review of both national and international players in the brand advocacy field, we have chosen Ambassify for their process-based and future-proof approach topped by their attractive price-quality offering. For this pilot project, the results so far have been very promising and Ambassify thinks along with the needs of their customer.”



INGE GOVAERTS  
PUBLIC RELATIONS MANAGER, BARCO

“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

“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

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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.

17

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

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



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

“Clearview has become part of the fabric of our company and is the cornerstone for our employee advocacy program. If you're not on the platform, you're not aware of all that's happening in the organization, so it's a critical tool for our employees.”



MELISSA LITON  
DIRECTOR, SUMO LOGIC

“Everyone loves using the software. Support is great and very responsive.”



HANNAH CAMPAIGNE  
HOGAN LOVELLS

“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

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sumo logic



#### 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.

36

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“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

“DSMN8 has been a phenomenal tool in helping to increase both professional and personal exposure. It has also helped changed the company perception where employees are now proud, pro-active and a collaborative force in sharing brand related content.”



LESLEY WHITE  
DEPUTY VICE PRESIDENT HUMAN RESOURCES, HUAWEI

“Our sales consultants have evolved into modern social sellers with the help of our advocacy program and the DSMN8 platform. They now adopt a short and long term approach to sales that has paid off and now sees business come to them.”



MAARTEN POOT  
MARKETING MANAGER, KRAUTHAMMER

“DSMN8 enabled us to manage social media exposure across relevant platforms in a cost-efficient manner. By taking a step back and contextualizing investment in social media and marketing in terms of targeted returns and growth rates, we have been able to boost customer uptake and increase returns.”



DUJE JURENIĆ  
CHIEF FINANCIAL OFFICER, GREYP BIKES

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