

Rank	Agency	Interactions	% Change
1	pilot	2,659	+54%
2	web-netz GmbH	1,591	-31%
3	fischerAppelt	1,521	-40%
4	dotSource	1,516	-17%
5	Demodem Digital Agency	1,249	+75%

31. August 2018

# Online Marketing Ranking Germany: Pilot agency takes the lead

247 SHARES

Using current Data Driven Insights, based on their online content with Facebook, Twitter, Instagram and YouTube. Interactions are summarized from all likes, shares, comments and reactions obtained by trending articles. Read on to find out who ranks at the top of this month's Online Marketing Ranking Germany!

## Pilot and web-netz surge to the top

The top three online marketing agencies in Germany are led by Pilot, who showcased a +54% performance increase to take the number one position. Behind them, web-netz GmbH took 2nd place, bumping fischerAppelt to number three. Looking at the Top Posts module below, it's clear that Pilot deserves the lead considering that four out of five of the top posts come from them. Their most popular post? This one, in which Pilot participated in a campaign inviting successful young talents to see what it's like working at their agency for eight weeks:

Mehrere #Agenturen in acht Wochen kennenlernen und ausprobieren? Das macht die #Nachwuchsaktion #KomminieAgentur der führenden Kommunikationsverbände möglich. Auch 2018 sind wir Teil der #EmployerBranding #Kampagne und freuen uns auf neue #Praktikanten: pilot.de/hjAeQoZ  
4:08 PM - Jul 19, 2018

Online Marketing Agenturen in Deutschland - Juli 2018

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5	Demodem Digital Agency	1,249	+75%
6	Futureice	792	-68%
7	team neusta	719	-6%
8	dikd Internet Service	681	-9%
8	TWT Interactive	681	-11%
10	Jinit AG für Digitale Kommunikation	666	+43%
11	brandung	560	-44%
12	elbkind GmbH	553	-26%
13	Interlutions	545	+132%
14	achtung!	543	-75%
15	kuehlhaus	524	-2%

Die erfolgreichsten Posts des Monats in sozialen Netzwerken nach Content-Typ.

Rank	Post Title	Interactions
1	pilot unterstützt Aktion 'Komm in die Agentur!'	330
2	Casual Workday	231
3	W&V-Agenturportrait: So arbeitet es sich bei pilot	211
4	Willkommen an Bord! Ab sofort verstärken diese neuen #Ko...	200
5	Unsere piloten waren erneut als Medientrainer an Schulen ...	186
6	9cdo_roundtable-hamburg	165
7	A special summer treat for our Finnish-speaking audience! ...	161
8	Hinter den Kulissen der PANIK CITY	145
9	DANKE an alle für dieses grandiose Wochenende! WL...	141
10	#OnlineMarketing, #Suchmaschinenoptimierung, #AdWord...	137

## About Storyclash

Storyclash is a social media monitoring tool for online media, agencies and brands that shows the distribution of content across social networks in real time. It records how often both your own contributions—and those of any number of competitors—are shared, liked and commented on. In addition, within minutes, Storyclash recognizes viral contributions around the world, enabling rapid response to trends. Thus, maximum reach and relevance in social networks can be achieved.

Convince yourself of Storyclash Insights and watch in real time to see which pages perform best (no registration required)!

START NOW

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