RESEARCH INDEX

Baltic LinkedIn Substance Index

Q4 2026 edition

Data window
90 days to 26 Oct 2026

Coverage
111 Baltic B2B companies checked, 91 ranked, 2,638 posts read; 2,098 scored

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1 Key findings

We read 2,638 LinkedIn company-page posts from 111 Baltic B2B companies over 90 days to 26 Oct 2026. We set aside 540 hiring and culture posts and scored the remaining 2,098. These are the main results.

r = 0.02	Likes and substance are unrelated. The correlation between a post's likes and its substance score is 0.02. A popular post is no more likely to be specific than an unpopular one.
42 vs 13	Celebratory posts get more likes than expert posts and score lower. They have a median of 42 likes and an average score of 48. Expert posts have a median of 13 likes and score 75.
67% vs 23%	Expert posts attract better conversation. 67% of comments on expert posts are substantive, compared with 23% on celebratory posts. About 1 in 5 commenters are decision-makers at every substance level.
74 vs 41	Posts that open with a statistic score 74 on average. Posts with no clear opening hook score 41. Text-only posts score lowest of the main formats we compared, at 45.
3.7 vs 0.9	Smaller companies get more engagement per follower. The median small company gets 3.7 engagements per 1,000 followers. The median large company gets 0.9.
53 of 97	Most company leaders are quiet. Of 97 confirmed leaders at the ranked companies, 53 did not post in the 90 days and 22 posted five or more times.
7 of 18	Energy and deep tech or manufacturing companies are 18 of the 91 ranked companies but 7 of the 18 Leaders. 39% of companies in these two sectors reached the Leaders tier, against 15% in all other sectors.
20%	One post in five was about hiring or company culture: 540 of 2,638 posts. These posts are shown separately and were not scored.

The Baltic median company score is 60.8. Scores run from 0 to 100. Engagement figures are reported for context and do not affect any score.

2 The Leaders tier

The Leaders tier is the top 20% of the 91 ranked companies. These 18 companies are the only ones named in this report. Other tiers are shown as counts only. A further 20 companies were checked but not ranked because they had fewer than 5 non-hiring posts in the window. They are not named.

Rank	Company	Country	Score (0 to 100)	Hit rate (posts 7+/9)	Posts with specific numbers	Posts per week
1	Repsense	Lithuania	**81.9**	82%	79%	2.8
2	Light Conversion	Lithuania	**79.3**	81%	95%	2.0
3	Elering	Estonia	**75.9**	89%	78%	2.3
4	Ekspla	Lithuania	**73.6**	85%	92%	1.3
5	Nortal	Estonia	**73.4**	64%	50%	3.5
6	Salv	Estonia	**73.1**	100%	67%	0.5
7	Primekss	Latvia	**73.1**	100%	100%	0.6
8	Bolt	Estonia	**72.3**	81%	69%	3.0
9	Milrem Robotics	Estonia	**70.7**	53%	28%	2.8
10	Edurio*	Latvia	**70.3**	80%	80%	1.2
11	Cybernetica	Estonia	**69.6**	50%	71%	1.2
12	Surfshark	Lithuania	**69.0**	43%	63%	4.1
13	Latvenergo	Latvia	**68.8**	57%	70%	1.8
14	Veriff	Estonia	**68.3**	54%	58%	5.3
15	SAF Tehnika	Latvia	**67.8**	48%	71%	2.8
16	Scoro*	Estonia	**67.8**	48%	43%	1.8
17	Sympower*	Estonia	**67.6**	83%	100%	0.5
18	Joom*	Latvia	**67.4**	60%	90%	1.9

* Baltic-founded, headquartered abroad: Edurio (United Kingdom), Scoro (United Kingdom), Sympower (Netherlands), Joom (Portugal). Country is the country of founding. Hit rate is the share of a company's scored posts that reached 7 or more out of 9. Score is after small-sample adjustment (see Method), so a company with few posts can have a high hit rate and a moderate score.

By country

Country	Companies ranked	Average score	In Leaders tier	Top company
Estonia	36	62.7	9	Elering
Lithuania	31	61.3	4	Repsense
Latvia	24	60.9	5	Primekss

All tiers

Tier	Band	Score range	Companies	Estonia	Latvia	Lithuania
Leaders	Top 20%	67.4 to 81.9	18	9	5	4
Strong	Next 30%	60.8 to 66.9	27	13	6	8
Average	Next 30%	57.0 to 60.8	27	8	6	13
Generic	Bottom 20%	47.6 to 56.9	19	6	7	6

3 Awards

The awards below are drawn from the same data as the ranking. All named winners are in the Leaders tier.

Best in Estonia	Elering	Highest-ranked Estonian company, score 75.9.
Best in Latvia	Primekss	Highest-ranked Latvian company, score 73.1.
Best in Lithuania	Repsense	Highest-ranked Lithuanian company, score 81.9.
Most evidence-backed	Primekss	100% of posts contained a specific, checkable number, with more posts than Sympower, which also reached 100%.
Most consistent	Repsense	82% of posts scored 7+/9 while posting 2.8 times a week (highest hit rate among Leaders posting 2.5+ per week).
Best engagement for its substance	Primekss	19.1 engagements per 1,000 followers, the highest in the index, with a top-10 score.
Loud but empty	Not named	A Generic-tier company whose posts drew more likes than most companies in the index while scoring below the Baltic median. We do not name companies outside the Leaders tier.

The best-by-country award goes to the top-ranked company founded in each country. Engagement is per 1,000 followers and does not affect any score.

4 By sector

Energy and deep tech or manufacturing companies are 18 of the 91 ranked companies but 7 of the 18 Leaders. That is 39% of companies in these two sectors, against 15% (11 of 73) in all other sectors.

Sector	Companies ranked	Average score	In Leaders tier	Posts with specific numbers	Hiring and culture posts
Energy	6	66.7	3	78%	28%
Deep tech and manufacturing	12	65.6	4	60%	16%
Transport and travel	3	62.8	0	65%	41%
Software and SaaS	22	62.5	5	55%	17%
Telecoms	6	62.3	1	61%	21%
IT services	26	59.8	4	55%	18%
Finance and banking	15	59.1	1	64%	24%

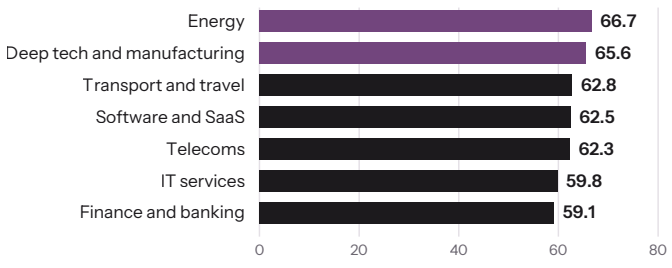


Figure 1. Average company score by sector. Energy and deep tech or manufacturing are highlighted.

Sectors are mapped from each company's LinkedIn industry field into 8 groups. 7 companies with no or an ambiguous industry were assigned by hand. Sectors with fewer than 3 ranked companies are left out of the table and chart: Consumer and other (1 company). That company is included in all other totals. The hiring and culture share is the share of all posts. The share with specific numbers is of scored posts.

5 What makes a post substantive

Three features of a post were linked to its score: its tone, the way it opens and its format. The figures below are average post scores on the 0 to 100 scale across all scored posts.

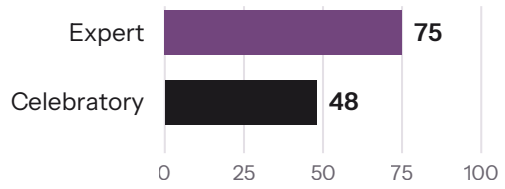


Figure 2. Average post score by tone, as classified by the scoring panel.

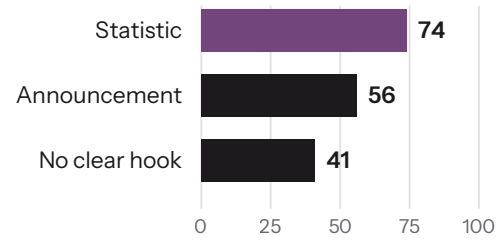


Figure 3. Average post score by opening hook, as classified by the scoring panel.

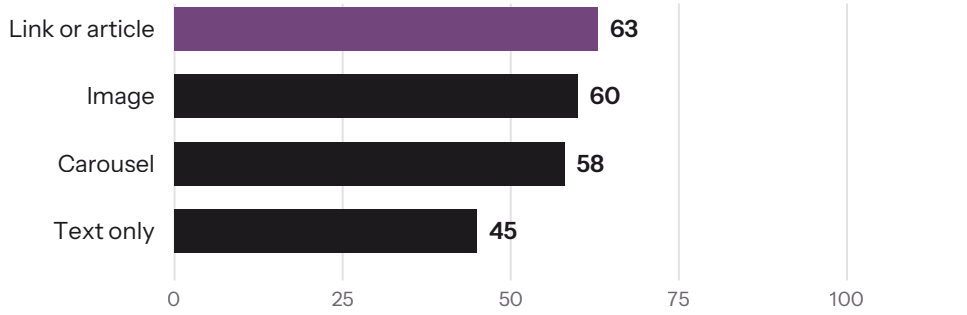


Figure 4. Average score by post format.

Posts that open with a specific number score 33 points higher on average than posts with no clear opening. Link and article posts score highest among formats at 63, and text-only posts score lowest at 45. These are associations across the sample. They do not show that changing the format of a given post would change its score.

6 What a strong post looks like

Two posts from Leaders-tier companies show the difference between a top score and an average one. Follow the links to read them in full.

100 **Light Conversion**. The post names the research, the method and what it enables; specific technical detail; scored 100 by both the five models and the founder check.
https://www.linkedin.com/posts/light-conversion_femtosecond-lasers-opas-activity-7487763952421031938-x5na

56 **Veriff**. This is a short informational post that points to an article: relevant topic, little evidence in the post itself.
https://www.linkedin.com/posts/veriff_what-if-signing-back-in-took-a-selfie-activity-7519725931083538432-_bk_

Post scores are on the 0 to 100 scale. A company's score averages many posts, so a Leaders-tier company can also publish average posts.

7 Likes and conversation

Likes do not track substance. The correlation between a post's likes and its score is 0.02, which is close to zero. Celebratory posts get more likes than expert posts and score lower.

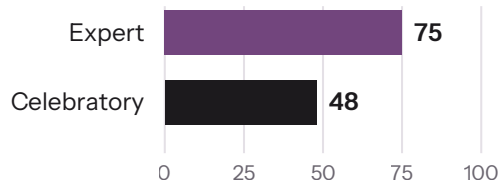


Figure 5. Average score by tone (as in Figure 2).

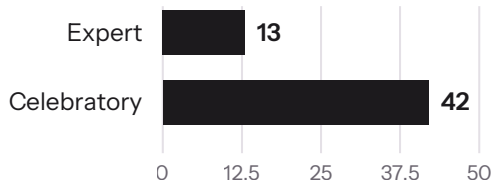


Figure 6. Median likes per post by tone.

Comments

We classified 2,872 comments. 48% were social (congratulations, emoji, tags) and 32% were substantive (a question, a point of view or added information). At the median company, 19% of comments came from the company's own staff.

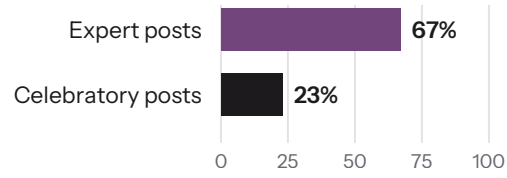


Figure 7. Share of comments that are substantive, by post tone.

Expert posts get fewer comments from outside the company: 1.0 per post, against 2.3 for celebratory posts. The comments they do get are more often substantive.

The share of commenters who are decision-makers is about 1 in 5 at every substance level. More substantive posts did not draw a larger share of decision-makers in this sample.

Company size

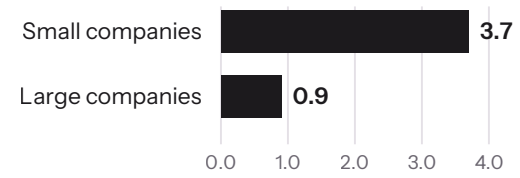


Figure 8. Median engagements per 1,000 followers, small and large companies.

Small companies get 3.7 engagements per 1,000 followers at the median, against 0.9 for large companies. The correlation between a company's substance score and its engagement rate is 0.16, which is weak.

Engagement is reported here for context. It is not part of any score.

8 Leaders' own posts

We also looked at the personal LinkedIn posts of company leaders (founders, chief executives and other named executives) at the ranked companies. All results in this section are aggregates. No individual is named.

Confirmed leaders	**97**
Did not post in the 90 days	**53**
Posted 5 or more times	**22**

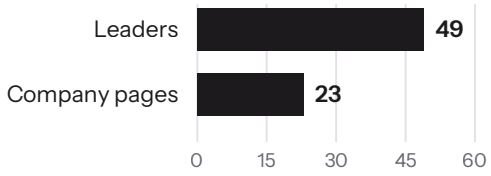


Figure 9. Median likes per post: leaders' own posts and company-page posts.

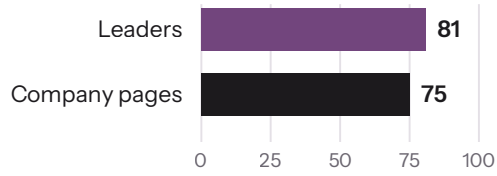


Figure 10. Average score of expert-tone posts: leaders and company pages.

Leaders' posts get a median of 49 likes, against 23 for company-page posts. When leaders write in an expert tone, their posts score 81 on average, against 75 for expert posts on company pages.

Caveat. Only 17 companies had enough posts from both the company page and its leaders to compare the two directly. In 13 of those 17, the company page scored higher. The sample is too small for a general claim about whether leaders or company pages post more substantively, and we make none.

9 Method

Data

Public company-page and profile posts collected through third-party LinkedIn data providers (accessed via an API marketplace), not through Byro accounts. The window is 90 days to 26 Oct 2026. We checked 111 Baltic B2B companies and read 2,638 posts, scoring 2,098. Likes, comments and follower counts are as shown publicly at collection time.

Scoring

The 2,098 non-hiring posts were scored by five language models. Company names were masked before scoring, and each model scored without seeing the others' scores. The models were Claude Sonnet 5.5 (Anthropic); Gemini 3.5 Flash (Google); gpt-oss-120b (OpenAI open weights); GLM 5.3 (Zhipu); Kimi K2.7 (Moonshot).

Each model scored three criteria from 0 to 3. A post's score is the median of the five model scores, with the 0 to 9 total converted to a 0 to 100 scale. Agreement across the panel was Krippendorff's alpha = 0.74.

Criterion	Scores 0	Scores 3
S, Specificity and evidence	No concrete content, such as slogans or "excited to announce".	Verifiable claims with a source, data or first-hand detail a reader can check.
E, Expertise	Unrelated to the company's field, such as holiday wishes or general motivation.	Shares real know-how or a point of view that only an expert in the field would write.
G, Generic style (inverted)	Reads as a template or filler text with no substance.	A distinctive voice. The post would be missed if removed.

Each post was also given one tone. Hiring and culture posts are shown separately and not scored.

Tone	Definition
Expert	explains how something works, what the team learned, or gives a reasoned view in its field
Informational	news or updates without much analysis
Promotional	product, event or offer promotion
Celebratory	awards, milestones, partnerships, 'proud to announce'
Personal	personal story or reflection
Hiring and culture	job ads, team events, employer branding (shown separately, not scored)

Checks

Panel scores were checked against a sample of 10 posts scored blind by Byro's founder, who did not see the model scores (r = 0.93), and against a separate blind AI judge on 50 posts (r = 0.80).

Company score and tiers

A company's score is the average of its non-hiring post scores with small-sample shrinkage: the score is pulled toward the overall average, with that average counted as if it were 10 posts. This stops a company with a few strong posts from ranking above companies with a long record. Hiring and culture posts are shown separately and not scored. Engagement is reported and not scored. A company needs at least 5 non-hiring posts to be ranked. Tiers: Leaders are the top 20%, Strong the next 30%, Average the next 30% and Generic the bottom 20%.

Company size

Small companies are those with under 9,611 followers (smallest third). Large companies are those with over 27,794 followers (largest third).

Comments

Comments pulled for every scored post with at least one comment (2,872 comments on 1,188 posts). Gemini 3.5 Flash classified each commenter from their public headline as own company staff, decision-maker at another organisation (exec, founder, director, head, VP, owner), practitioner, vendor or recruiter, or other; and each comment as substantive (adds a point, real question, disagreement, experience), social (congratulations, thanks, tags, emoji), self-promotion, or link only. Classification is automated and not hand-checked.

Leaders

Up to three leaders per company (CEO or founder, CTO or CPO, head of marketing) found via LinkedIn people search and web search, then confirmed by an AI check of the company profile and search evidence. 97 leaders confirmed (80 high confidence, 17 medium); roles left empty where evidence was unclear. Leader names were masked before scoring.

Post length

Longer posts score higher, for both humans and models. The correlation between post length and panel score is r = 0.56. Long posts scored 38 points higher than short posts in the founder-scored sample and 34 points higher in the panel. We kept length in the score, because longer posts have more room for specifics. We also computed a length-adjusted rank. 15 of the 18 Leaders are also in the top 18 on the length-adjusted rank, and none is lower than 24th.

10 Limitations

1. The index measures what a post says. It does not measure business outcomes, reach or leads. Public data does not show impressions, clicks or pipeline, so we cannot say whether substantive posts produce more business.
2. The window is 90 days. A company's position can change with a few posts, especially for companies that post rarely.
3. Scores come from language models. They agree with each other (alpha 0.74) and with a sample scored by Byro's founder (10 posts, r = 0.93), but that sample is only 10 posts from one reviewer, and the models may share blind spots.
4. Longer posts score higher. We disclose this and checked a length-adjusted rank, but the main ranking keeps length in.
5. Data comes from third-party providers. Some posts may be missing, and like and comment counts change after collection.
6. The company list is our selection of Baltic B2B companies and is not a complete census. Companies with fewer than 5 non-hiring posts are not ranked.
7. Comment classification and decision-maker identification rely on public profile information and may contain errors.
8. Associations in this report (tone, hooks, format, size) are correlations across the sample. They do not show cause.

11 Corrections and scorecards

If you think we matched the wrong LinkedIn page or misread a post, email info@byro.ee with the subject "Baltic Index correction". We review every request and publish corrections on https://byro.ee/research/baltic-linkedin-index-2026.

Any ranked company can request its private scorecard: https://byro.ee/research/baltic-linkedin-index-2026 or info@byro.ee.

Nominate a company for the Nordic edition (early 2027): info@byro.ee

12 About Byro

Byro is an Estonian company that helps B2B teams check the evidence behind their posts before they publish. Contact: info@byro.ee. Full results: https://byro.ee/research/baltic-linkedin-index-2026.