



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	97,956,704	3,255,476	Tommy Hilfiger	10,356,130	1,196,366
National Geographic	40,882,838	12,056,643	Dolce & Gabbana	10,246,704	4,043,045
Converse	37,453,406	1,030,924	Gopro	9,685,084	1,554,138
Starbucks	36,270,744	11,714,922	Clinique	9,376,207	313,422
Walmart	32,664,538	792,880	eBay	9,216,806	588,388
WWE wrestling	32,128,121	7,165,603	Dell	9,129,084	581,228
Adidas Originals	27,962,744	3,319,220	Old Navy	9,040,537	336,699
H & M	27,438,638	7,918,033	Abercrombie & Fitch	8,941,208	644,941
Victoria's Secret	27,162,586	9,720,300	The Food Network	8,813,877	4,049,348
Amazon.com	26,684,180	2,332,725	Microsoft	8,775,341	7,678,358
Nike	24,409,471	6,110,481	Tiffany & Co	8,733,127	1,451,082
Netflix	24,172,692	2,055,878	Ralph Lauren	8,517,291	1,824,039
Zara	24,049,600	1,139,634	Ben & Jerry's	8,308,584	305,830
Adidas	23,837,112	669,376	Hershey's	8,268,067	161,434
Target	23,222,971	1,828,310	Gap	7,884,691	667,201
Levis	22,996,703	772,385	Zumba Fitness	7,438,183	172,459
Louis Vuitton	18,508,472	1,541,892	Gibson Brands	7,421,205	1,055,496
Burberry	17,094,345	6,639,624	Lancome	7,400,496	277,860
Michael Kors	16,707,706	3,346,346	Bath & Body Works	7,365,277	290,230
Groupon	16,491,492	142,829	Gatorade	7,306,624	336,245
ideeli	16,491,491	37,199	Philips Electronics	7,268,675	287,399
Avon	16,200,417	111,335	Sony	7,252,844	4,044,031
PUMA	16,146,489	1,420,684	Best Buy	7,227,502	794,327
Vans	16,056,875	1,106,486	Harley Davidson	7,198,684	330,827
M.A.C. Cosmetics	14,972,904	1,202,834	Verizon Wireless	7,188,575	1,715,838
Jaguar	14,658,150	762,474	Game Stop	6,729,325	1,062,401
Lacoste	14,331,320	957,698	Timberland	6,585,861	142,290
Macy's	14,148,179	933,279	Guess	6,585,767	331,235
Sephora	14,092,429	1,963,732	Coach	6,337,318	649,994
Victoria's Secret PINK	13,875,020	1,015,385	Just Fab	5,979,866	60,049
Land Rover	13,312,446	474,537	Shell Oil	5,877,091	134,360
Forever 21	13,057,342	2,230,358	Nautica	5,811,598	312,680
Buffalo Wild Wings	12,448,048	668,292	Foot Locker	5,753,230	1,391,950
Hollister	12,126,986	861,264	Redbox	5,697,177	359,847
Kohl's	11,554,747	662,096	Hot Topic	5,588,638	516,277
Calvin Klein	11,474,137	3,184,329	Procter & Gamble	5,535,952	146,937
LEGO	11,470,857	363,790	Reebok US	5,302,537	700,254
American Eagle Outfitters	11,231,960	709,756	J.C. Penney	4,963,295	449,524
Mini	10,930,162	207,556	L'Occitane	4,826,526	84,071
Aeropostale	10,690,569	746,662	Under Armour	4,788,292	632,293
Nikon USA	10,603,029	180,438	IKEA	4,680,598	25,344



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NASCAR	4,617,246	2,855,468	Bose	3,101,628	25,114
Oakley	4,586,819	363,243	Big Lots	3,020,983	156,875
Shop at Home Network	4,574,996	261,453	Keds	3,016,054	67,359
Swatch	4,472,484	31,449	Carter's	2,996,161	24,815
Diesel	4,433,327	139,940	Champs Sports	2,984,039	445,911
Billabong	4,428,490	196,591	Hanes	2,957,867	20,903
Express	4,414,746	258,058	Little Caesars	2,931,339	142,083
Spencers	4,395,436	12,259	Petco	2,918,572	175,184
Walgreen	4,391,659	927,160	CSN Stores	2,904,841	30,231
Neutrogena	4,384,407	43,909	Wayfair	2,904,841	30,231
The North Face	4,381,856	370,708	UGG	2,853,136	98,336
Marks & Spencer	4,290,252	494,626	Urban Decay	2,845,779	816,288
Toys R Us	4,203,403	1,785,946	Keurig	2,845,725	111,734
Fox Racing	4,202,193	90,189	Panera Bread	2,841,314	419,399
Dick's Sporting Goods	4,173,372	387,663	Burt's Bees	2,839,070	107,789
Topshop	4,171,944	1,286,711	Colgate-Palmolive	2,800,925	49,383
Fisher-Price	4,126,604	49,328	Kate Spade	2,746,304	903,358
Quiksilver	4,089,241	303,465	Radioshack	2,746,203	208,500
Nordstrom	3,977,471	696,959	Carhartt	2,726,576	59,330
Hewlett Packard	3,892,893	1,002,304	Dollar Shave Club	2,713,639	80,070
Carnival Cruise	3,890,740	176,677	TJ Maxx	2,708,339	380,199
Volcom	3,867,260	305,139	Sam's Club	2,693,999	96,798
Zulily	3,808,140	58,872	Mary Kay	2,627,957	100,064
3M	3,746,843	1,550,688	PacSun	2,625,021	513,275
Bebe	3,635,252	82,436	Shutterfly	2,598,746	87,848
Pillsbury	3,616,210	140,345	Deb Shops	2,557,759	4,672
Sears	3,607,389	193,217	Wrigley	2,546,506	6,910
Toms Shoes	3,579,986	2,163,700	Yves Saint Laurent	2,537,808	3,698,002
Unilever	3,564,450	133,593	Skechers	2,528,940	36,082
New ERA	3,518,769	181,104	DSW	2,527,526	99,758
Cabela's	3,501,429	346,148	Hermes	2,507,303	25,769
Betty Crocker	3,487,315	149,490	Juicy Couture	2,463,391	155,028
Shoedazzle	3,337,111	90,358	Build-A-Bear Workshop	2,435,122	54,734
Dollar General	3,263,004	68,652	Home Depot	2,432,915	330,337
7-Eleven	3,215,272	101,546	Crayola	2,423,261	44,700
Herbalife	3,203,022	280,809	Asics	2,385,331	84,571
Bass Pro	3,177,717	299,649	Fossil	2,381,373	70,584
Airbnb	3,176,249	492,715	QVC	2,348,098	129,183
Louboutin	3,160,660	2,020,748	Fendi	2,314,206	352,258
Academy	3,128,640	1,449,228	Frito-Lay	2,296,644	276,119
bebeautiful	3,107,397	4,849	Petsmart	2,291,014	175,685



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Boot Barn	2,289,805	26,746	Armani Exchange	1,719,378	75,469
Roberto Cavalli	2,271,611	1,473,001	Zale	1,715,487	20,678
Kmart	2,213,229	163,315	The Finish Line	1,705,597	591,744
G-Star Raw	2,211,049	89,278	McCormick	1,690,545	4,321
Weight Watchers	2,191,540	299,891	Sunoco	1,688,915	55,611
Bed Bath & Beyond	2,172,472	137,260	American Apparel	1,686,941	570,050
Wet Seal	2,166,792	56,660	Tory Burch	1,674,094	387,628
Zappos	2,125,863	46,878	Rip Curl	1,668,286	58,146
Gillette	2,125,547	84,207	Zumiez	1,654,247	192,847
Belk	2,120,075	92,144	Maurices	1,647,825	57,550
Urban Outfitters	2,116,789	1,051,215	Vera Bradley	1,638,613	82,167
Michaels Stores	2,096,259	160,871	Revlon Holdings	1,615,898	341,401
ShopBop	2,082,568	215,188	Blue Nile	1,613,201	15,675
Clarins	2,077,551	47,052	Hobby Lobby	1,607,489	71,476
Bradford Exchange	2,056,061	1,808	Lululemon	1,604,803	852,210
Vista Print	2,042,659	50,213	Jansport	1,585,475	23,932
Ulta Beauty	2,034,795	472,630	J. Crew	1,575,059	381,458
Wrangler	2,025,148	55,450	Jo-Ann Stores	1,568,052	95,701
Whole Foods	2,001,464	4,830,589	Ecco	1,560,905	9,773
Banana Republic	1,997,518	295,735	Shoe Carnival	1,539,487	28,028
Family Dollar Stores	1,990,705	37,453	Paul Frank	1,525,334	20,444
Brides	1,989,760	193,488	Guitar Sale	1,516,922	187,362
Estee Lauder	1,986,262	293,686	Bobbi Brown	1,515,620	495,915
Party City	1,947,942	22,347	REI	1,512,354	341,068
Lane Bryant	1,937,878	40,940	Free People	1,511,267	242,823
Pier 1 Imports	1,927,995	117,925	Ocean Spray Cranberries	1,505,679	22,567
Dole Food	1,903,509	58,778	Ticketmaster	1,487,437	297,723
Eastbay	1,899,144	399,598	Staples	1,483,498	321,828
Dollar Tree	1,883,677	175,245	Build.com	1,479,948	36,641
CVS Pharmacy	1,866,789	303,716	Improvement Direct	1,479,948	36,641
The Children's Place	1,865,025	53,345	Newegg	1,474,825	141,465
Charlotte Russe	1,864,522	88,399	The Yankee Candle	1,473,764	83,425
DKNY	1,820,139	561,828	Wilton Brands	1,471,414	49,802
Disney Store	1,813,947	474,293	Craftsman	1,463,370	28,553
Sperry	1,804,584	49,237	GNC	1,451,964	214,591
Fandango	1,772,988	190,118	New Balance	1,420,912	195,029
Barnes & Noble	1,765,021	186,798	Mod Cloth	1,418,308	137,787
Advance Auto Parts	1,763,672	24,361	Specialized Bikes	1,413,167	273,096
Living Social	1,747,382	240,589	Jelly Belly	1,412,688	17,856
Ann Taylor Loft	1,747,201	90,157	Costco Wholesale	1,410,476	23,004
Pottery Barn	1,738,286	100,643	Longchamp	1,397,901	17,653



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Home Center	1,394,205	42,568	Jetblue	1,164,000	2,022,501
Scotts Miracle-Gro	1,393,599	1,437	Anthropologie	1,158,761	555,830
Quaker Oats	1,390,188	182,468	Ann Taylor	1,157,387	77,248
White House Black Market	1,389,906	61,162	LeapFrog	1,157,256	29,758
Net-A-Porter	1,386,328	838,872	Heinz	1,149,318	30,613
Journey's	1,383,459	95,710	Fancy	1,147,048	131,630
David's Bridal	1,382,201	29,347	Steven Madden	1,143,182	67,471
Seventh Generation	1,365,027	79,069	Montblanc	1,126,044	26,896
Meijer	1,352,215	47,279	Overstock.com	1,123,441	55,593
Ivanka Trump	1,341,039	1,895,087	Ritani	1,109,396	7,269
Holland America	1,332,126	79,585	BH Cosmetics	1,106,005	108,527
Cost Plus World Market	1,328,856	112,925	La Senza	1,105,146	47,119
Karmaloop	1,318,769	472,749	Clorox	1,104,235	102,995
Bridgestone Tires	1,314,477	89,244	Gerber Life	1,102,171	23,097
American Girl	1,313,573	16,579	STA TRAVEL	1,098,223	215,099
ThinkGeek	1,302,728	1,013,714	John Paul Mitchell	1,096,681	201,795
Sheetz	1,295,378	306,255	Dickies	1,090,770	22,455
Lands' End	1,285,600	230,097	Hallmark	1,078,203	53,236
Wrigley	1,282,677	21,388	iHerb	1,071,796	186,459
Ross Stores	1,280,790	1,016	Coastal Contacts	1,070,251	19,984
Merrell	1,280,340	109,836	Oscar de la Renta	1,069,573	350,086
Candie's	1,268,299	64,842	AutoZone	1,060,905	26,556
Safeway.com	1,263,991	73,673	Autotrader.com	1,060,597	78,492
Fry's Electronics	1,262,176	31,434	TomTom	1,058,111	56,136
Alex and Ani	1,260,736	203,148	Payless ShoeSource	1,048,400	29,604
True Religion	1,247,796	38,575	Green Mountain Coffee	1,045,920	44,339
Barneys New York	1,246,188	463,012	Food Lion	1,045,364	55,610
Zippo	1,237,271	57,803	Rue La La	1,042,927	46,117
Zildjian	1,232,533	64	Omega	1,035,451	149,311
Discount Tire	1,225,345	22,842	FragranceNet.com	1,019,577	20,943
Kroger	1,221,392	114,289	Office Depot	1,016,018	92,701
The Sports Authority	1,205,526	58,291	Carols Daughter	1,010,241	48,810
Vitamin Shoppe	1,199,499	429,084	John Lewis	1,008,634	298,832
NYX Cosmetics	1,192,332	606,512	Annie's	996,929	106,554
Hsn	1,180,302	73,286	See's Candies	993,977	4,336
Coupons.com	1,179,043	223,091	Kirkland's	963,933	29,828
Perry Ellis	1,178,665	21,732	Zenni Optical	962,017	14,763
Elf Cosmetics	1,173,724	15,921	Superdry	957,853	80,515
TigerDirect	1,167,773	45,285	New York & Co.	954,893	29,074
Udemy	1,165,939	101,489	Diane Von Furstenberg	950,918	923,332
Chico's Fas	1,164,705	46,258	1-800-Flowers.com	950,865	42,930



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Personal Creations	947,624	4,096	YOOX	758,776	91,486
Origins	945,475	29,921	The Pampered Chef	758,409	14,249
Foot Action	941,689	388,782	Munchkin	755,876	14,968
Neiman Marcus	936,906	373,002	Sobe Beverages	752,788	9,948
Jones Soda	935,744	16,315	Aaron's	751,012	43,210
Brooks Running	932,672	190,019	Woman Within	750,418	5,412
Drugstore.com	898,777	18,558	Maidenform	747,867	12,647
Ascena Retail Group	892,821	10,003	Reef	747,346	76,801
The Dress Barn	892,821	10,002	Lorac Cosmetics	747,202	180,225
Saks & Co.	882,410	441,337	Stussy	746,498	202,295
Haute Look	875,077	113,871	Brooks Brothers	745,950	72,963
Perdue	857,847	30,504	La-Z-Boy	745,663	13,407
Musician's Friend	855,454	48,387	Venus Swimwear	745,460	4,690
Uniqlo	852,034	50,390	Moschino	743,667	329,880
Tiny Prints	845,797	102,902	Dennis Kirk	739,720	2,997
Clairol	840,555	74,361	Fragrancex.com	734,640	156,129
Beach Body	834,327	318,561	Williams-Sonoma	719,582	92,905
Edible Arrangements	831,777	32,184	Kenneth Cole	719,053	197,508
Hhgregg	831,247	29,398	Tarte	716,914	326,025
Motorcycle Superstore	829,179	5,617	Justice	713,446	2,566
Ritas Italian Ice	820,652	27,535	Gilt	712,407	568,156
Dockers	807,736	10,534	Johnson & Johnson	709,069	68,557
Entertainment Earth	807,698	39,075	Peet's Coffee	706,540	49,759
Philosophy	803,737	38,742	General Motors	703,597	515,540
JackThreads.com	799,679	88,487	Kodak	701,907	19,277
Sleep Number	799,215	35,684	Movado	699,763	11,576
5.11 Tactical	799,131	62,580	Lord & Taylor	694,684	71,374
Sierra Trading Post	798,412	82,654	Crate and Barrel	689,757	75,251
Things Remembered	794,202	8,334	Patagonia	682,178	301,462
OshKosh B'gosh	792,728	11,205	Back Country	679,893	71,241
Cisco Systems	790,665	559,512	Kohler	673,648	91,900
Hearts On Fire	787,510	5,510	L L Bean	670,983	46,333
Gander Mountain	781,886	127,456	B & H Foto & Electronics	664,620	394,852
Burlington Coat Factory	780,261	9,369	Tervis	657,186	22,762
Giant Eagle	773,861	23,348	Sole Society	646,299	13,877
JACK WILLIS	771,807	155,612	Bolthouse Farms	641,959	16,726
Vineyard Vines	768,889	239,590	Five Below	638,114	9,916
Gymboree	763,428	28,218	Hollywood Records	638,078	391,078
Burton Snowboards	761,826	155,377	Micro Electronics	636,436	27,191
Rite Aid	760,568	63,519	Blue Diamond	636,267	16,709
Kashi	759,774	12,592	Orbitz	635,989	154,038



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Beyond the Rack	634,304	20,945	J&P Cycles	489,841	11,090
CafePress.com	629,941	25,007	Lucky Brand	489,329	20,967
Coffee Bean & Tea Leaf	626,849	231,998	Tumi	488,533	17,150
Wedding Paper Divas	621,195	121,093	Lids	487,476	62,505
John Varvatos	618,835	40,545	Van Cleef & Arpels	486,336	58,916
Apple & Eve	614,915	853	Club Monaco	485,074	46,683
West Elm	614,380	87,159	Nestle Purina	484,396	46,137
Tilly's	612,484	71,081	Henri Bendel	484,295	44,554
Ice.com	609,426	8,489	Exclusively Weddings	479,721	654
Cavender Stores	607,246	8,864	Pet Health	478,289	4,256
Full Beauty	602,144	11,708	ShopHQ	470,295	9,137
Stuart Weitzman	598,313	39,443	Taylor Made Golf	468,760	298,183
Kenmore	597,389	11,945	Beech-Nut Nutrition	466,929	8,885
Benjamin Moore	592,312	81,850	Stella & Dot	464,799	54,173
Fiji Water	591,855	41,308	Physicians Formula	463,976	53,602
J Brand Jeans	586,350	67,413	Smuckers	457,437	17,689
Shopstyle	568,694	28,527	Fruit of The Loom	454,127	6,932
Clarisonic	566,326	52,441	Save-A-Lot	453,460	7,573
Soma Intimates	562,065	18,150	Bloomingdale's	452,225	381,246
Nu Skin	560,835	29,071	Sheplers	451,529	8,721
King Arthur Flour	544,053	29,862	Harry and David	444,480	11,260
Warby Parker	543,204	79,964	Linen Chest	440,459	941
Frederick's of Hollywood	542,185	24,438	Amway	436,435	56,649
Ace Hardware	538,112	117,175	Jos A. Bank	426,472	24,955
Sealy	535,490	4,690	Snapfish	426,398	13,739
Madewell	532,713	66,403	Titleist	426,307	320,859
Sharis Berries	531,295	10,743	Coldwater Creek	424,414	4,068
Stein Mart	531,279	5,749	Dooney & Bourke	421,505	9,309
Dillard's	529,668	24,355	Murad	421,174	13,488
Lion Brand Yarn	528,970	51,763	Big Fish Games	420,854	31,912
Tupperware	528,150	16,961	Sherwin-Williams	419,680	145,418
Caribou Coffee	526,507	116,687	Entirely Pets	417,083	12,075
The Knot	526,139	227,279	Northern Tool & Equipment	411,944	50,052
AllPosters.com	523,774	5,550	Buckle Inc.	411,027	26,884
Fitness Anywhere	521,610	135,164	PetFoodDirect	405,684	2,094
Campbell Soup	509,102	83,746	Shutterstock	405,115	364,311
Indigo Books & Music	506,785	129,574	SmartPak Equine	403,507	19,651
REVOLVE	501,453	36,330	Tommy Bahama	396,921	21,275
BCBG Max Azria	500,887	1,510	KIND Healthy Snacks	395,903	64,475
The Men's Wearhouse	496,469	45,544	Everlast Worldwide	393,444	48,592
Sally Beauty Supply	494,417	57,111	Teva	391,715	19,026



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The Limited	389,144	19,412
The Container Store	388,443	36,823
Talbots	387,602	12,700
Bongo Jeans	384,700	16,891
ProFlowers	383,408	11,361
Lady Footlocker	380,944	4,873
Eddie Bauer	379,372	45,457
Bonobos	378,213	50,136
Original Penguin	367,697	17,055
Skinit	363,896	9,490
Body Glove	358,997	9,730
Modnique	335,789	18,558
Gilly Hicks	5,177	146,918

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Not open to vendors, agencies, or service providers.

N/A: No Facebook page or Twitter feed found for the parent company or specific URLs.

* As ranked by Facebook fans.

** Numbers are for the individual company name listed, not the corporation. The names selected were chosen based on the main or largest property under each corporate listing. Please email info@pmxagency.com to update your information.