



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	98,417,878	3,265,669	Tommy Hilfiger	10,381,617	1,199,802
National Geographic	41,290,420	12,580,144	Dolce & Gabbana	10,311,545	4,088,079
Converse	37,407,057	1,033,433	The Food Network	9,844,023	4,104,214
Starbucks	36,377,675	11,728,441	Gopro	9,764,656	1,582,683
Walmart	32,679,924	800,577	Clinique	9,446,962	318,558
WWE wrestling	32,466,891	7,691,475	Dell	9,305,865	585,412
Adidas Originals	28,202,127	3,353,526	eBay	9,260,188	593,966
H & M	27,662,006	7,969,108	Microsoft	9,121,896	7,714,521
Victoria's Secret	27,213,541	9,817,798	Old Navy	9,121,533	338,666
Amazon.com	26,762,090	2,364,431	Abercrombie & Fitch	8,942,072	643,812
Netflix	24,946,539	2,145,452	Tiffany & Co	8,770,660	1,454,830
Nike	24,613,599	6,188,587	Ralph Lauren	8,541,177	1,847,154
Adidas	24,095,321	676,615	Ben & Jerry's	8,390,413	306,463
Zara	23,306,616	1,152,233	Hershey's	8,280,864	165,372
Target	23,240,951	1,835,212	Gap	7,943,446	668,830
Levis	23,124,017	773,722	Philips Electronics	7,565,064	288,484
Louis Vuitton	18,610,028	1,543,517	Zumba Fitness	7,479,572	173,608
Burberry	17,103,242	6,788,463	Lancome	7,477,903	283,209
Michael Kors	16,727,337	3,356,560	Gibson Brands	7,412,130	1,057,389
Groupon	16,648,732	143,919	Bath & Body Works	7,380,210	290,517
ideeli	16,648,731	37,092	Gatorade	7,304,584	337,191
Avon	16,485,865	112,557	Sony	7,302,766	4,044,718
PUMA	16,400,200	1,430,424	Best Buy	7,235,885	809,242
Vans	16,121,726	1,114,085	Harley Davidson	7,221,693	334,821
M.A.C. Cosmetics	15,248,620	1,228,094	Verizon Wireless	7,191,327	1,718,949
Jaguar	15,025,515	781,935	Game Stop	6,738,618	1,069,323
Lacoste	14,372,348	960,880	Timberland	6,639,363	142,836
Sephora	14,322,056	1,989,670	Guess	6,593,066	332,827
Macy's	14,146,059	935,027	Coach	6,377,640	650,931
Victoria's Secret PINK	13,887,671	1,021,690	Just Fab	6,000,239	60,075
Land Rover	13,412,511	490,275	Shell Oil	5,951,442	137,155
Forever 21	13,116,327	2,236,048	Nautica	5,814,883	312,357
Buffalo Wild Wings	12,450,640	668,915	Foot Locker	5,767,369	1,400,686
Hollister	12,136,842	859,295	Redbox	5,709,275	359,371
Kohl's	11,563,332	671,703	Hot Topic	5,602,066	518,154
Calvin Klein	11,542,904	3,203,924	Procter & Gamble	5,546,732	149,486
LEGO	11,513,643	370,500	Reebok US	5,399,494	703,166
American Eagle Outfitters	11,272,915	708,328	J.C. Penney	4,991,038	450,052
Mini	10,984,847	210,374	Under Armour	4,918,771	692,215
Nikon	10,721,439	181,961	L'Occitane	4,910,732	84,322
Aeropostale	10,706,345	741,955	IKEA	4,690,735	25,524



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NASCAR	4,622,459	2,894,164	Bose	3,134,482	25,638
Oakley	4,612,199	366,457	Academy	3,131,225	1,518,744
Shop at Home Network	4,568,873	261,177	Keds	3,058,021	67,318
Swatch	4,513,182	31,563	Big Lots	3,040,215	160,415
Diesel	4,463,910	141,767	Carter's	3,008,512	25,141
Neutrogena	4,450,961	44,126	Champs Sports	2,992,183	448,383
Billabong	4,441,772	197,866	CSN Stores	2,981,471	31,458
Express	4,422,418	257,781	Wayfair	2,981,471	31,458
The North Face	4,398,955	373,858	Little Caesars	2,953,513	146,181
Spencer Gifts	4,396,689	12,415	Hanes	2,952,579	21,001
Walgreen	4,394,530	927,179	Petco	2,919,482	175,926
Marks & Spencer	4,331,265	498,201	Urban Decay	2,902,352	846,281
Toys R Us	4,207,418	1,803,552	Panera Bread	2,880,436	421,840
Fox Racing	4,203,386	90,553	Burt's Bees	2,851,437	107,876
Dick's Sporting Goods	4,185,455	387,406	Keurig	2,844,665	111,765
Fisher-Price	4,177,826	49,607	Colgate-Palmolive	2,802,932	50,086
Topshop	4,176,935	1,291,897	Kate Spade	2,781,846	904,834
Bobbi Brown	4,142,220	506,527	Dollar Shave Club	2,758,594	80,413
Quiksilver	4,106,031	304,861	Radioshack	2,743,815	208,219
Nordstrom	4,016,679	700,231	Carhartt	2,723,784	59,508
Carnival Cruise	3,971,265	178,929	TJ Maxx	2,722,007	380,487
Hewlett Packard	3,912,406	1,006,664	Sam's Club	2,713,447	97,838
Volcom	3,881,579	305,378	Mary Kay	2,659,205	101,053
Zulily	3,839,170	58,898	PacSun	2,621,950	510,105
3M	3,806,838	1,548,429	Shutterfly	2,611,259	87,998
Bebe	3,640,999	82,508	Skechers	2,597,071	36,193
Pillsbury	3,631,512	140,635	Yves Saint Laurent	2,556,128	3,742,120
Toms Shoes	3,614,555	2,161,649	Deb Shops	2,551,232	4,670
Sears	3,603,719	194,372	Wrigley	2,540,310	6,931
Unilever	3,563,324	136,761	Wrangler	2,532,599	55,493
New ERA	3,526,106	182,568	DSW	2,526,950	99,856
Cabela's	3,508,959	347,719	Hermes	2,516,342	27,147
Betty Crocker	3,506,830	149,719	Home Depot	2,470,158	332,665
Airbnb	3,414,015	502,302	Juicy Couture	2,461,924	154,850
Shoedazzle	3,354,508	90,214	Build-A-Bear Workshop	2,432,742	55,223
Herbalife	3,272,065	283,325	Fossil	2,427,787	70,893
Dollar General	3,267,615	69,335	Asics	2,421,746	85,272
7-Eleven	3,229,892	104,971	Crayola	2,420,087	45,108
Bass Pro	3,179,714	302,768	QVC	2,364,009	129,959
Louboutin	3,176,412	2,134,487	Fendi	2,343,464	359,050
bebeautiful	3,143,568	4,949	Frito-Lay	2,298,458	279,896



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Petsmart	2,295,398	177,723	Armani Exchange	1,727,568	75,805
Boot Barn	2,287,338	26,889	Zale	1,715,145	20,901
Roberto Cavalli	2,276,972	1,490,151	The Finish Line	1,705,475	595,820
G-Star Raw	2,237,821	90,048	McCormick	1,700,586	3,936
Kmart	2,211,118	163,931	Tory Burch	1,691,503	388,700
Bed Bath & Beyond	2,205,651	137,819	American Apparel	1,687,712	569,678
Weight Watchers	2,203,731	300,869	Sunoco	1,687,053	55,811
ShopBop	2,192,405	215,236	Rip Curl	1,674,116	58,963
Wet Seal	2,162,298	56,555	Maurices	1,653,472	57,561
Zappos	2,139,673	50,422	Zumiez	1,652,166	192,986
Belk	2,133,850	93,886	Vera Bradley	1,645,327	82,346
Michaels Stores	2,133,037	161,525	Blue Nile	1,634,613	16,090
Gillette	2,129,314	84,706	Lululemon	1,633,769	854,453
Urban Outfitters	2,120,564	1,051,131	Revlon Holdings	1,624,584	349,053
Clarins	2,090,460	47,739	Hobby Lobby	1,616,925	72,460
Bradford Exchange	2,068,242	1,838	Jansport	1,585,433	24,132
Ulta Beauty	2,057,582	480,248	J. Crew	1,584,142	382,469
Vista Print	2,048,602	50,537	Jo-Ann Stores	1,583,221	96,408
Banana Republic	2,020,160	297,456	Ecco	1,576,270	9,871
Brides	2,020,031	194,661	Shoe Carnival	1,538,522	28,021
Whole Foods	2,014,385	4,833,392	REI	1,536,430	344,379
Estee Lauder	1,999,033	299,298	Guitar Sale	1,525,944	188,435
Family Dollar Stores	1,998,828	37,880	Free People	1,525,882	244,383
Lane Bryant	1,992,769	45,674	Paul Frank	1,521,796	20,407
Party City	1,957,043	22,599	Specialized Bikes	1,519,004	275,036
Pier 1 Imports	1,932,959	118,027	Ocean Spray Cranberries	1,505,745	22,635
Dollar Tree	1,916,197	175,625	Ticketmaster	1,501,645	306,084
The Children's Place	1,910,064	53,710	Staples	1,488,018	321,984
Eastbay	1,903,220	403,937	The Yankee Candle	1,482,073	84,194
Dole Food	1,901,148	58,896	Build.com	1,480,873	36,847
CVS Pharmacy	1,885,834	305,532	Improvement Direct	1,480,873	36,847
Charlotte Russe	1,867,343	88,523	Wilton Brands	1,479,079	50,044
Sperry	1,864,241	49,400	Newegg	1,475,590	142,608
Disney Store	1,828,547	476,429	Craftsman	1,466,258	28,942
DKNY	1,817,731	562,612	GNC	1,452,801	214,906
Fandango	1,778,565	191,442	Costco Wholesale	1,445,048	23,971
Barnes & Noble	1,776,098	189,702	New Balance	1,444,359	198,558
Advance Auto Parts	1,766,149	24,997	Mod Cloth	1,423,839	137,960
Ann Taylor Loft	1,749,968	90,330	Jelly Belly	1,415,452	18,572
Living Social	1,748,861	242,013	Home Center	1,404,439	43,059
Pottery Barn	1,745,712	101,258	Quaker Oats	1,401,289	183,450



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Longchamp	1,399,892	17,887	Anthropologie	1,164,837	556,138
Journey's	1,393,793	98,052	Ann Taylor	1,158,281	77,528
White House Black Market	1,393,306	61,028	LeapFrog	1,156,040	30,478
Net-A-Porter	1,393,160	843,588	Heinz	1,152,724	30,938
David's Bridal	1,392,281	29,481	Steven Madden	1,146,324	67,765
Scotts Miracle-Gro	1,392,036	3,900	Fancy	1,144,954	131,562
Ivanka Trump	1,381,145	1,917,262	Montblanc	1,141,942	27,446
Seventh Generation	1,374,399	79,753	Overstock.com	1,125,876	55,753
Meijer	1,368,785	48,035	BH Cosmetics	1,124,228	111,443
Holland America	1,338,343	80,619	Ritani	1,117,521	7,348
Cost Plus World Market	1,331,863	112,971	Clorox	1,113,766	103,660
American Girl	1,322,388	16,863	Gerber Life	1,110,167	23,109
Bridgestone Tires	1,321,275	89,972	La Senza	1,109,373	47,141
Karmaloop	1,316,242	471,813	STA TRAVEL	1,099,139	215,519
Merrell	1,310,772	110,169	Dickies	1,097,459	22,764
ThinkGeek	1,305,061	1,012,951	John Paul Mitchell	1,097,241	201,379
Ross Stores	1,301,790	1,029	Hallmark	1,080,684	53,438
Sheetz	1,297,711	320,330	iHerb	1,079,536	194,672
Lands' End	1,286,326	240,397	Oscar de la Renta	1,076,300	356,925
Wrigley	1,282,092	21,288	Coastal Contacts	1,068,751	19,993
Candie's	1,278,383	65,586	AutoZone	1,060,873	27,289
Alex and Ani	1,271,381	204,022	Autotrader.com	1,059,326	78,629
Fry's Electronics	1,267,599	31,722	Payless ShoeSource	1,054,653	29,891
Safeway.com	1,267,591	74,002	Food Lion	1,053,965	55,786
True Religion	1,255,059	39,140	Omega	1,048,854	153,565
Zippo	1,250,229	57,861	Green Mountain Coffee	1,044,492	44,399
Barneys New York	1,244,991	464,750	Rue La La	1,044,109	46,156
Kroger	1,238,706	116,007	Office Depot	1,023,838	93,945
NYX Cosmetics	1,236,448	632,653	FragranceNet.com	1,020,686	21,016
Zildjian	1,236,155	113,474	John Lewis	1,013,073	301,873
Discount Tire	1,223,576	23,044	Carols Daughter	1,012,852	49,054
The Sports Authority	1,203,715	58,455	Annie's	1,000,409	106,524
Vitamin Shoppe	1,202,765	428,910	See's Candies	998,502	4,439
Udemy	1,200,555	103,398	Zenni Optical	976,883	15,196
Elf Cosmetics	1,198,859	15,891	Kirkland's	969,674	29,930
Perry Ellis	1,193,252	21,833	Superdry	965,434	81,137
Hsn	1,183,256	73,650	New York & Co.	955,688	29,234
Coupons.com	1,181,591	223,810	Diane Von Furstenberg	950,939	925,690
Jetblue	1,172,525	2,028,619	1-800-Flowers.com	950,448	43,106
Chico's Fas	1,166,572	46,219	Origins	948,400	30,302
TigerDirect	1,165,955	45,174	Personal Creations	948,164	4,104



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Brooks Running	947,488	191,671	YOOX	760,636	91,342
Foot Action	940,110	391,085	Kashi	759,017	12,593
Neiman Marcus	938,813	374,311	Venus Swimwear	757,936	4,703
Jones Soda	934,038	16,385	Munchkin	756,760	15,095
Drugstore.com	897,870	18,583	Moschino	755,913	333,078
The Dress Barn	893,547	10,030	Stussy	755,738	205,720
Ascena Retail Group	893,546	10,030	Woman Within	755,237	5,444
Saks & Co.	889,552	442,627	Lorac Cosmetics	752,022	186,398
Haute Look	879,079	113,832	Sobe Beverages	751,476	9,960
Beach Body	867,744	319,605	Reef	751,140	77,207
Perdue	861,302	31,499	La-Z-Boy	751,140	13,411
Musician's Friend	857,102	48,703	Maidenform	746,810	12,629
Uniqlo	852,445	51,244	Dennis Kirk	741,347	3,008
Tiny Prints	846,058	102,820	Fragrancex.com	739,329	155,713
Clairol	839,587	74,323	Tarte	736,005	353,969
Edible Arrangements	833,766	32,298	Williams-Sonoma	722,842	93,195
Hhgregg	830,775	29,472	Kenneth Cole	720,010	197,077
Motorcycle Superstore	828,501	5,684	Justice	715,450	2,754
Entertainment Earth	822,375	39,873	Gilt	715,288	569,076
Ritas Italian Ice	821,419	27,812	Johnson & Johnson	711,278	69,347
Dockers	817,359	10,545	General Motors	708,064	523,168
Philosophy	816,535	39,226	Peet's Coffee & Tea	706,809	49,914
5.11 Tactical	816,003	64,552	Movado	702,537	11,788
Sleep Number	811,448	36,449	Lord & Taylor	695,384	71,380
Hearts On Fire	803,647	5,551	Patagonia	694,347	304,765
Cisco Systems	803,037	565,025	Crate and Barrel	693,553	75,893
Sierra Trading Post	799,533	82,706	Back Country	682,342	71,993
JackThreads.com	799,105	88,115	L L Bean	677,632	47,014
OshKosh B'gosh	793,777	11,332	Kohler	673,862	92,455
Things Remembered	793,727	8,432	B & H Foto & Electronics	673,743	397,449
Burlington Coat Factory	792,338	9,515	Tervis	657,174	22,771
Vineyard Vines	790,364	241,026	Bolthouse Farms	650,086	16,821
Gander Mountain	785,748	128,171	Sole Society	645,776	13,957
JACK WILLIS	775,460	156,033	Five Below	644,529	10,091
Giant Eagle	773,594	23,431	Hollywood Records	639,850	391,355
Gymboree	769,524	28,426	Orbitz	636,978	155,084
The Pampered Chef	764,932	14,436	Blue Diamond	636,794	16,739
Aaron's	764,332	45,920	Micro Electronics	635,691	27,331
Brooks Brothers	763,241	73,326	Beyond the Rack	633,492	20,903
Rite Aid	762,256	64,252	CafePress.com	630,440	25,121
Burton Snowboards	761,228	155,439	Coffee Bean & Tea Leaf	627,781	231,804



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Apple & Eve	625,437	882	J&P Cycles	490,163	11,296
West Elm	625,039	87,750	Lids	487,831	63,375
Wedding Paper Divas	623,574	121,610	Nestle Purina	486,494	46,675
John Varvatos	619,228	40,833	Henri Bendel	485,385	44,653
Tilly's	612,808	71,073	Club Monaco	484,955	46,731
Cavender Stores	609,469	8,930	Pet Health	479,676	4,262
Ice.com	608,851	8,499	Exclusively Weddings	479,232	587
Full Beauty	604,692	11,878	Smuckers	478,379	18,139
Stuart Weitzman	601,562	39,625	ShopHQ	475,405	9,223
Benjamin Moore	599,828	82,634	Taylor Made Golf	474,259	310,064
Kenmore	597,469	12,045	Beech-Nut Nutrition	469,793	8,837
Fiji Water	594,927	41,798	Physicians Formula	467,540	54,223
J Brand Jeans	585,831	67,465	Stella & Dot	467,536	54,358
Clarisonic	574,870	52,910	Save-A-Lot	455,719	8,033
Shopstyle	569,980	28,612	Bloomingdale's	455,302	382,433
Nu Skin	569,114	29,309	Fruit of The Loom	454,544	7,018
Soma Intimates	563,298	18,141	Sheplers	451,400	8,698
King Arthur Flour	557,552	30,082	Harry and David	447,965	11,275
Warby Parker	547,680	80,317	Linen Chest	444,151	943
Ace Hardware	543,482	119,290	Amway	439,628	57,195
Frederick's of Hollywood	542,498	24,442	Titleist	430,911	326,970
Madewell	538,806	66,704	Snapfish	428,217	13,783
The Knot	538,076	228,464	Coldwater Creek	426,855	4,056
Sharis Berries	536,155	10,751	Jos A. Bank	426,595	25,309
Sealy	535,656	4,896	Murad	426,214	13,479
Tupperware	534,940	17,439	Dooney & Bourke	425,571	9,379
Stein Mart	531,288	5,790	Big Fish Games	422,384	32,042
Dillard's	530,945	24,653	Sherwin-Williams	421,262	145,749
Lion Brand Yarn	529,573	52,098	Entirely Pets	418,656	12,121
Caribou Coffee	529,389	118,673	Northern Tool & Equipment	413,005	50,046
Fitness Anywhere	529,148	136,105	Buckle Inc.	411,199	26,909
AllPosters.com	523,255	5,629	Shutterstock	410,993	364,474
Revolve Clothing	518,062	36,783	PetFoodDirect	405,273	2,090
Indigo Books & Music	511,161	129,936	SmartPak Equine	403,394	19,773
Campbell Soup	510,512	84,011	Tommy Bahama	397,196	21,489
BCBG Max Azria	504,027	3,140	Teva	396,589	19,329
Van Cleef & Arpels	501,607	59,836	Everlast Worldwide	396,489	48,576
The Men's Wearhouse	501,349	45,981	KIND Healthy Snacks	395,763	65,609
Sally Beauty Supply	499,066	57,245	Bongo Jeans	390,605	16,833
Tumi	493,909	17,361	The Limited	390,054	19,487
Lucky Brand	491,049	21,019	The Container Store	389,549	36,994



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Talbots	388,535	12,804
ProFlowers	384,003	11,391
Lady Footlocker	380,174	4,927
Eddie Bauer	379,469	45,561
Bonobos	378,282	50,188
Original Penguin	370,538	17,167
Skinit	363,420	9,568
Body Glove	359,830	9,808
Modnique	335,168	18,519
TomTom	61,616	56,433
Kodak	9,190	19,580
Gilly Hicks	5,193	146,334
UGG Australia	2,076	51,484

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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.