



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	98,707,689	3,269,943	Dolce & Gabbana	10,516,565	4,123,498
National Geographic	41,550,200	12,867,365	Tommy Hilfiger	10,412,877	1,204,267
Converse	37,388,519	1,035,229	The Food Network	10,321,968	4,131,471
Starbucks	36,432,698	11,735,537	Gopro	9,788,430	1,618,144
WWE wrestling	32,786,168	7,947,074	Clinique	9,512,434	321,959
Walmart	32,687,961	804,858	Dell	9,378,252	587,948
Adidas Originals	28,360,763	3,379,825	eBay	9,277,919	596,630
H & M	27,804,312	7,997,167	Old Navy	9,159,004	340,377
Victoria's Secret	27,268,868	9,873,483	Microsoft	9,143,775	7,728,977
Amazon.com	26,794,414	2,378,985	Abercrombie & Fitch	8,946,358	643,525
Netflix	25,539,745	2,203,792	Tiffany & Co	8,801,552	1,457,210
Nike	24,761,071	6,350,569	Ralph Lauren	8,557,013	1,857,974
Adidas	24,378,255	681,791	Ben & Jerry's	8,426,128	306,953
Zara	24,279,149	1,158,536	Hershey's	8,302,908	167,046
Target	23,272,882	1,839,520	Gap	8,015,426	669,884
Levis	23,198,368	774,486	Philips Electronics	7,679,706	289,026
Louis Vuitton	18,656,984	1,544,638	Lancome	7,534,900	286,376
Burberry	17,115,276	6,878,058	Zumba Fitness	7,505,338	174,216
Groupon	16,752,127	144,743	Gibson Brands	7,411,217	1,058,805
Michael Kors	16,746,883	3,363,003	Bath & Body Works	7,391,179	290,950
Avon	16,643,109	113,326	Sony	7,339,803	4,044,590
PUMA	16,471,718	1,435,177	Gatorade	7,308,614	337,276
Vans	16,158,164	1,118,000	Best Buy	7,245,368	811,820
M.A.C. Cosmetics	15,433,587	1,243,265	Harley Davidson	7,236,555	337,057
Jaguar	15,071,306	790,918	Verizon Wireless	7,206,040	1,720,317
Sephora	14,465,011	2,005,336	Game Stop	6,742,607	1,073,275
Lacoste	14,400,202	963,339	Timberland	6,676,970	143,034
Macy's	14,150,681	935,856	Guess	6,601,811	333,675
Victoria's Secret PINK	13,913,577	1,024,844	Coach	6,396,787	651,335
Land Rover	13,473,954	497,481	Just Fab	6,022,330	60,093
Forever 21	13,142,320	2,239,357	Shell Oil	5,981,860	138,787
Buffalo Wild Wings	12,459,814	669,841	Nautica	5,820,097	311,964
Hollister	12,151,371	859,110	Foot Locker	5,775,365	1,404,608
Gilly Hicks	12,150,621	145,998	Redbox	5,711,021	359,000
Calvin Klein	11,588,095	3,220,074	Hot Topic	5,611,896	520,109
Kohl's	11,568,794	675,656	Procter & Gamble	5,550,316	150,713
LEGO	11,536,911	376,683	Reebok US	5,472,296	705,306
American Eagle Outfitters	11,321,431	707,817	J.C. Penney	5,005,248	450,401
Mini	11,024,622	211,571	Under Armour	4,978,116	716,447
Nikon	10,858,177	183,111	L' Occitane	4,932,031	84,562
Aeropostale	10,728,054	739,349	IKEA	4,697,818	25,581



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Oakley	4,638,869	367,957	Bose	3,152,906	25,932
NASCAR	4,627,306	2,914,152	Academy	3,137,108	1,594,162
Shop at Home Network	4,565,747	261,000	Keds	3,067,235	67,295
Swatch	4,560,171	31,606	Big Lots	3,064,924	161,313
Diesel	4,479,578	142,564	Carter's	3,020,253	25,344
Neutrogena	4,471,381	44,434	CSN Stores	3,014,617	31,963
Billabong	4,455,471	198,665	Wayfair	3,014,617	31,963
The North Face	4,448,604	375,534	Champs Sports	2,997,017	449,936
Express	4,429,069	258,070	Little Caesars	2,961,939	147,992
Walgreen	4,399,536	927,054	Hanes	2,951,065	21,065
Spencer Gifts	4,397,468	12,773	Urban Decay	2,940,983	866,158
Marks & Spencer	4,365,799	500,247	Petco	2,920,567	176,418
Fisher-Price	4,265,574	49,788	Panera Bread	2,899,098	423,094
Toys R Us	4,210,924	1,811,337	Burt's Bees	2,867,099	107,717
Fox Racing	4,204,919	90,737	Keurig	2,846,234	111,791
Dick's Sporting Goods	4,201,230	387,183	Colgate-Palmolive	2,801,980	50,666
Topshop	4,182,776	1,295,434	Kate Spade	2,798,090	905,803
Bobbi Brown	4,160,738	513,025	Dollar Shave Club	2,777,606	81,111
Quiksilver	4,115,809	305,547	RadioShack	2,742,171	207,985
Nordstrom	4,066,744	704,611	TJ Maxx	2,728,000	380,744
Carnival Cruise	4,033,526	180,400	Sam's Club	2,727,015	98,376
Hewlett Packard	3,935,098	1,011,007	Carhartt	2,723,357	59,592
Volcom	3,901,739	305,498	Mary Kay	2,681,832	101,675
Zulily	3,854,448	58,864	Skechers	2,627,456	36,402
3M	3,819,022	1,545,995	PacSun	2,621,696	509,090
Bebe	3,664,446	82,604	Shutterfly	2,615,230	88,063
Pillsbury	3,648,606	140,823	Yves Saint Laurent	2,565,124	3,755,671
Toms Shoes	3,644,360	2,160,695	Deb Shops	2,547,165	4,681
Betty Crocker	3,639,660	149,902	Wrigley	2,536,861	6,982
Sears	3,601,855	194,803	Wrangler	2,535,041	20,157
Unilever	3,580,991	138,084	DSW	2,527,032	100,014
New ERA	3,529,566	183,304	Hermes	2,520,570	27,848
Cabela's	3,512,534	348,767	Home Depot	2,492,149	333,866
Airbnb	3,498,407	506,704	Juicy Couture	2,462,328	154,752
Shoedazzle	3,362,567	90,194	Asics	2,447,737	85,761
Herbalife	3,327,053	284,343	Fossil	2,441,454	71,016
Dollar General	3,274,828	69,669	Build-A-Bear Workshop	2,439,118	55,491
7-Eleven	3,246,752	105,850	Crayola	2,419,517	45,359
Louboutin	3,183,801	2,207,614	QVC	2,376,194	130,512
Bass Pro	3,180,612	303,705	Fendi	2,350,027	362,204
Be Beautiful	3,171,923	4,984	Frito-Lay	2,298,411	281,502



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Petsmart	2,298,150	178,881	Armani Exchange	1,732,172	75,955
Boot Barn	2,286,078	26,964	Zale	1,715,153	21,009
Roberto Cavalli	2,278,909	1,498,329	The Finish Line	1,709,190	598,028
G-Star Raw	2,246,011	90,599	McCormick Spices	1,701,479	4,450
ShopBop	2,225,766	215,279	Tory Burch	1,699,547	389,286
Bed Bath & Beyond	2,221,870	138,126	American Apparel	1,689,859	569,619
Wet Seal	2,213,704	56,544	Sunoco	1,687,247	55,872
Kmart	2,211,097	164,459	Rip Curl	1,678,272	59,428
Weight Watchers	2,210,914	301,362	Maurices	1,657,411	57,602
Michaels Stores	2,157,901	162,047	Zumiez	1,651,195	193,562
Belk	2,152,012	94,465	Vera Bradley	1,649,452	82,420
Zappos	2,151,644	54,390	Lululemon	1,647,511	856,887
Gillette	2,130,481	84,760	Blue Nile	1,646,175	16,264
Urban Outfitters	2,126,447	1,054,176	Revlon Holdings	1,640,562	353,134
Clarins	2,098,393	48,278	Hobby Lobby	1,624,488	73,030
Ulta Beauty	2,077,993	487,135	J. Crew	1,593,339	383,065
Bradford Exchange	2,070,939	1,851	Jansport	1,588,655	24,395
Brides	2,062,257	195,290	Jo-Ann Stores	1,587,802	96,962
Vista Print	2,052,206	50,700	Ecco	1,583,319	9,911
Banana Republic	2,037,026	298,326	REI	1,551,685	345,572
Whole Foods	2,023,114	4,835,031	Shoe Carnival	1,539,435	28,206
Lane Bryant	2,019,969	50,697	Guitar Sale	1,535,034	189,257
Estee Lauder	2,009,728	303,052	Free People	1,532,037	245,139
Family Dollar Stores	2,000,224	38,172	Specialized Bikes	1,528,735	276,295
Dollar Tree	1,976,024	176,039	Paul Frank	1,520,265	20,403
Party City	1,956,501	22,716	Ticketmaster	1,508,132	307,945
Pier 1 Imports	1,937,865	118,223	Ocean Spray Cranberries	1,506,832	22,689
The Children's Place	1,928,071	53,991	Staples	1,493,454	322,325
Eastbay	1,904,754	406,068	The Yankee Candle	1,488,550	84,745
Dole Foods	1,900,630	9,122	Wilton Brands	1,488,051	50,168
Sperry	1,898,052	49,422	Build.com	1,480,875	37,047
CVS Pharmacy	1,889,899	306,382	Improvement Direct	1,480,875	37,047
Charlotte Russe	1,869,777	88,651	Newegg	1,477,578	145,704
Disney Store	1,836,285	477,721	Craftsman	1,468,978	29,205
DKNY	1,816,120	563,138	Ivanka Trump	1,465,883	2,016,390
Fandango	1,789,638	193,979	Costco Wholesale	1,460,666	24,422
Barnes & Noble	1,786,611	192,611	New Balance	1,459,552	200,058
Advance Auto Parts	1,764,684	25,321	GNC	1,453,384	215,148
Living Social	1,753,433	244,189	Mod Cloth	1,430,604	137,953
Ann Taylor Loft	1,751,378	90,396	Home Center	1,421,648	43,315
Pottery Barn	1,750,989	101,818	Jelly Belly	1,418,689	18,731



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Journey's	1,407,765	99,424	TigerDirect	1,164,922	45,099
Longchamp	1,405,787	17,993	Ann Taylor	1,158,675	77,695
Quaker Oats	1,405,761	184,037	LeapFrog	1,155,365	30,853
David's Bridal	1,398,066	29,582	Heinz	1,154,157	31,178
Net-A-Porter	1,396,651	846,416	Montblanc	1,149,381	27,686
White House Black Market	1,395,475	60,941	Steven Madden	1,147,578	5,971
Scotts Miracle-Gro	1,391,100	4,422	Fancy	1,142,350	131,522
Seventh Generation	1,377,194	79,934	BH Cosmetics	1,131,419	113,859
Meijer	1,376,525	48,461	Overstock.com	1,128,219	55,878
Holland America	1,342,072	81,340	Ritani	1,122,499	7,409
Cost Plus World Market	1,336,615	113,068	Gerber Life	1,114,790	23,108
Merrell	1,332,030	110,285	Clorox	1,114,034	103,907
Bridgestone Tires	1,325,430	90,511	La Senza	1,112,013	47,170
American Girl	1,324,236	17,033	STA TRAVEL	1,108,011	215,771
Karmaloop	1,315,067	471,461	Dickies	1,103,660	22,890
Ross Stores	1,312,633	1,042	John Paul Mitchell	1,097,847	201,217
ThinkGeek	1,308,240	1,013,559	iHerb	1,086,128	196,148
Sheetz	1,299,036	328,220	Hallmark	1,081,508	53,520
Lands' End	1,286,773	239,904	Oscar de la Renta	1,080,802	360,858
Wrigley	1,281,629	21,265	Coastal Contacts	1,068,281	20,004
Candie's	1,280,040	65,359	AutoZone	1,062,364	27,532
Alex and Ani	1,278,323	204,614	Food Lion	1,060,799	55,892
Fry's Electronics	1,270,145	31,854	Payless ShoeSource	1,060,655	30,036
Safeway.com	1,268,462	74,174	Autotrader.com	1,059,563	78,866
NYX Cosmetics	1,264,201	648,882	Omega	1,057,921	155,061
True Religion	1,258,246	39,654	Rue La La	1,045,419	46,157
Zippo	1,250,472	59,419	Green Mountain Coffee	1,043,661	44,422
Kroger	1,244,260	116,963	Office Depot	1,034,612	94,601
Barneys New York	1,244,255	465,842	FragranceNet.com	1,021,194	21,470
Zildjian	1,238,927	113,983	Carols Daughter	1,016,746	49,166
Discount Tire	1,222,837	23,132	John Lewis	1,015,634	303,249
Udemy	1,217,463	104,453	Annie's	1,002,938	106,512
Elf Cosmetics	1,215,749	15,880	See's Candies	999,405	4,552
Perry Ellis	1,208,244	21,866	Zenni Optical	990,078	15,396
Vitamin Shoppe	1,202,992	428,639	Kirkland's	976,026	30,007
The Sports Authority	1,202,834	58,486	Superdry	967,682	81,379
Hsn	1,184,211	73,991	New York & Co.	956,630	29,344
Coupons.com	1,183,478	224,226	Brooks Running	955,821	192,648
Jetblue	1,179,904	2,032,901	Personal Creations	952,115	4,107
Chico's Fas	1,167,694	46,237	Diane Von Furstenberg	950,891	927,179
Anthropologie	1,167,178	556,407	1-800-Flowers.com	950,236	43,206



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Origins	948,954	30,434	Venus Swimwear	764,988	4,710
Neiman Marcus	940,116	376,558	Moschino	763,724	335,055
Foot Action	939,049	392,338	YOOX	762,245	91,304
Jones Soda	932,582	16,403	Stussy	761,011	207,426
Drugstore.com	897,492	18,587	Burton Snowboards	760,782	155,449
Beach Body	895,494	320,453	Kashi	758,630	12,581
Ascena Retail Group	894,333	10,037	Woman Within	757,469	5,464
The Dress Barn	894,333	10,037	Lorac Cosmetics	754,654	190,692
Saks & Co.	891,752	443,729	La-Z-Boy	754,336	13,436
Haute Look	882,194	113,837	Reef	753,281	77,438
Perdue	865,708	31,991	Tarte	752,577	371,405
Musician's Friend	858,379	48,874	Sobe Beverages	750,815	9,958
Uniqlo	853,325	51,842	Maidenform	747,354	12,618
Tiny Prints	846,171	102,795	Dennis Kirk	742,972	3,012
Clairol	839,523	74,321	Fragrancex.com	742,066	155,567
Edible Arrangements	834,473	32,350	Williams-Sonoma	725,190	93,467
Dockers	834,224	10,626	Kenneth Cole	720,230	196,923
Hhgregg	830,826	29,729	Gilt	718,786	569,119
Entertainment Earth	830,112	40,431	Justice	716,766	2,992
Motorcycle Superstore	827,976	5,694	Johnson & Johnson	712,814	69,891
5.11 Tactical	825,744	65,240	General Motors	712,358	526,932
Ritas Italian Ice	821,606	27,911	Peet's Coffee & Tea	707,860	50,044
Philosophy	819,870	39,616	Movado	702,766	11,885
Sleep Number	817,831	36,948	Patagonia	701,257	306,729
Cisco Systems	810,072	567,648	Lord & Taylor	696,032	71,427
Hearts On Fire	808,156	5,571	Crate and Barrel	695,196	76,463
Sierra Trading Post	801,473	82,719	Back Country	684,323	72,409
Burlington Coat Factory	799,803	9,592	L L Bean	682,390	47,316
JackThreads.com	799,284	87,880	B & H Foto & Electronics	676,243	398,930
OshKosh B'gosh	794,741	11,527	Kohler	674,730	92,486
Things Remembered	793,802	8,622	Tervis	657,167	22,779
Vineyard Vines	792,053	241,375	Bolthouse Farms	653,387	16,851
Gander Mountain	785,853	128,640	Five Below	648,115	10,171
JACK WILLIS	778,949	156,040	Sole Society	645,884	13,951
Giant Eagle	773,747	23,541	Hollywood Records	642,906	391,698
Brooks Brothers	773,318	73,483	Orbitz	637,520	155,556
Gymboree	773,312	28,535	Blue Diamond	636,500	16,837
Aaron's	773,205	47,748	Micro Electronics	635,716	28,050
Munchkin	769,455	15,199	Apple & Eve	633,984	895
The Pampered Chef	766,993	14,538	Beyond the Rack	633,076	20,892
Rite Aid	765,526	64,781	CafePress.com	631,992	25,177



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
West Elm	630,167	88,211	J&P Cycles	490,642	11,391
Coffee Bean & Tea Leaf	627,914	231,932	Nestle Purina	488,754	46,895
Wedding Paper Divas	624,678	121,997	Lids	488,382	63,802
King Arthur Flour	623,042	30,273	Henri Bendel	485,808	44,738
John Varvatos	619,741	41,115	Club Monaco	484,925	46,772
Benjamin Moore	615,556	84,297	Smuckers	480,167	18,348
Tilly's	615,482	71,181	Pet Health	479,915	4,261
Cavender Stores	610,445	9,001	Exclusively Weddings	479,203	588
Ice.com	608,642	8,515	Evine	478,276	9,268
Full Beauty	606,088	12,023	Taylor Made Golf	477,427	313,581
Stuart Weitzman	602,531	39,743	Beech-Nut Nutrition	471,183	8,830
Fiji Water	599,619	42,019	Stella & Dot	471,015	54,412
Kenmore	597,616	12,083	Physicians Formula	468,232	54,598
J Brand Jeans	585,799	67,531	Bloomingdale's	456,588	383,374
Clarisonic	578,864	53,199	Save-A-Lot	456,473	8,104
Nu Skin	574,630	29,492	Fruit of The Loom	455,838	7,141
Shopstyle	570,544	28,679	Sheplers	451,457	8,694
Soma Intimates	564,008	18,180	Harry and David	449,002	11,309
Warby Parker	550,215	80,533	Linen Chest	444,150	948
Ace Hardware	546,741	120,445	Dooney & Bourke	442,939	9,456
The Knot	544,743	229,138	Amway	442,783	57,469
Frederick's of Hollywood	542,836	24,423	Titleist	433,073	328,850
Madewell	541,860	66,877	Snapfish	428,808	13,796
Sharis Berries	540,805	10,751	Murad	428,101	13,459
Tupperware	539,262	17,702	Coldwater Creek	428,072	4,050
Sealy	535,959	5,176	Jos A. Bank	426,320	25,473
Fitness Anywhere	533,860	136,670	Big Fish Games	423,138	32,119
Dillard's	532,518	24,858	Sherwin-Williams	422,404	146,065
Stein Mart	531,464	5,799	Entirely Pets	418,883	12,147
Caribou Coffee	530,349	119,944	Shutterstock	413,473	364,365
Lion Brand Yarn	530,276	52,325	Northern Tool & Equipment	413,149	50,050
Revolve Clothing	529,091	37,174	Buckle Inc.	412,961	26,985
AllPosters.com	523,152	5,668	PetFoodDirect	405,008	2,095
Indigo Books & Music	513,365	130,218	SmartPak Equine	403,377	20,170
Campbell Soup	511,067	84,169	Everlast Worldwide	398,798	48,548
BCBG Max Azria	505,351	1,507	Teva	398,281	19,463
Van Cleef & Arpels	503,798	60,109	Tommy Bahama	397,267	21,532
The Men's Wearhouse	503,679	46,196	KIND Healthy Snacks	395,790	66,027
Sally Beauty Supply	502,945	57,377	Bongo Jeans	392,608	16,805
Tumi	497,122	17,494	The Limited	391,497	19,909
Lucky Brand	491,871	21,059	The Container Store	390,160	37,135



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter
Talbots	389,060	13,002
ProFlowers	385,585	11,412
Lady Footlocker	379,839	4,937
Eddie Bauer	379,345	45,596
Bonobos	378,319	50,253
Original Penguin	375,671	17,208
Skinit	364,023	9,617
Body Glove	360,351	9,835
Modnique	334,798	18,498
TomTom	61,997	56,615
UGG Australia	10,752	98,037
Kodak	9,430	19,796

## Can't find your company?

Let us know and we'll include you on the next Social Brand Index.

Email [info@pmxagency.com](mailto:info@pmxagency.com)

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](mailto:info@pmxagency.com) to update your information.