



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	99,224,073	3,276,246	The Food Network	10,806,007	4,204,607
National Geographic	41,885,926	13,167,434	Aeropostale	10,742,570	735,848
Converse	37,392,073	1,037,386	Dolce & Gabbana	10,686,803	4,166,208
Starbucks	36,434,882	11,741,110	Tommy Hilfiger	10,463,379	1,208,408
WWE wrestling	33,259,928	8,162,969	Gopro	9,817,624	1,663,994
Walmart	32,695,924	812,487	Clinique	9,553,218	326,942
Adidas Originals	28,610,601	3,410,831	Dell	9,401,474	591,293
H & M	28,102,830	8,048,359	eBay	9,308,722	600,659
Victoria's Secret	27,304,876	9,952,151	Microsoft	9,189,376	7,745,719
Amazon.com	26,846,963	2,400,021	Old Navy	9,187,566	341,747
Netflix	26,143,275	2,242,763	Abercrombie & Fitch	8,947,100	642,388
Nike	25,148,152	6,448,626	Tiffany & Co	8,856,847	1,459,287
Adidas	24,634,418	687,235	Ralph Lauren	8,571,388	1,868,854
Zara	24,370,101	1,168,054	Ben & Jerry's	8,442,003	307,165
Target	23,310,178	1,846,620	Hershey's	8,321,292	169,885
Levis	23,280,175	775,564	Gap	8,095,530	671,427
Louis Vuitton	18,693,399	1,545,353	Philips Electronics	7,753,034	292,896
Burberry	17,123,822	6,959,250	Lancome	7,582,243	290,590
Michael Kors	16,768,364	3,368,940	Zumba Fitness	7,539,190	175,053
Avon	16,742,209	114,327	Bath & Body Works	7,457,463	291,680
Groupon	16,722,036	145,437	Gibson Brands	7,405,818	1,060,782
ideeli	16,722,036	36,972	Sony	7,371,872	4,043,094
PUMA	16,527,391	1,441,810	Gatorade	7,303,931	338,174
Vans	16,277,594	1,124,066	Harley Davidson	7,262,251	340,735
M.A.C. Cosmetics	15,588,393	1,258,376	Best Buy	7,255,992	822,751
Jaguar	15,192,344	801,742	Verizon Wireless	7,211,565	1,721,890
Sephora	14,558,122	2,023,474	Game Stop	6,740,998	1,077,202
Lacoste	14,414,589	966,186	Timberland	6,712,406	143,691
Macy's	14,143,967	936,930	Guess	6,612,793	335,907
Victoria's Secret PINK	13,947,019	1,027,130	Coach	6,435,010	651,828
Land Rover	13,596,087	506,454	Just Fab	6,099,534	60,172
Forever 21	13,185,230	2,250,310	Shell Oil	6,010,846	141,603
Buffalo Wild Wings	12,456,019	671,558	Nautica	5,816,628	311,265
Hollister	12,159,554	857,441	Foot Locker	5,786,293	1,410,041
Gilly Hicks	12,159,553	145,534	Redbox	5,705,311	358,334
Calvin Klein	11,624,914	3,237,852	Hot Topic	5,616,440	524,360
Kohl's	11,582,877	681,748	Reebok US	5,588,433	707,429
LEGO	11,566,457	381,046	Procter & Gamble	5,579,100	152,440
American Eagle Outfitters	11,344,701	707,303	Under Armour	5,063,888	727,451
Mini	11,048,210	213,577	J.C. Penney	5,010,476	452,619
Nikon	10,986,154	184,226	L' Occitane	4,954,027	84,648



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
IKEA	4,715,783	366,640	Louboutin	3,194,467	2,263,558
Oakley	4,685,682	370,112	Bass Pro	3,181,940	305,721
NASCAR	4,632,595	2,938,142	Academy	3,147,215	1,670,160
Swatch	4,571,500	31,635	Big Lots	3,083,208	164,028
Shop at Home Network	4,560,633	260,740	Keds	3,080,364	67,211
The North Face	4,525,659	378,135	CSN Stores	3,063,129	32,848
Neutrogena	4,499,502	44,644	Wayfair	3,063,129	32,848
Diesel	4,489,640	144,288	Carter's	3,048,602	25,671
Billabong	4,456,798	200,742	Champs Sports	3,006,371	453,197
Express	4,433,968	257,886	Urban Decay	3,003,300	889,968
Walgreen	4,400,219	927,860	Little Caesars	2,985,276	151,523
Marks & Spencer	4,399,890	503,560	Hanes	2,947,761	21,207
Spencer Gifts	4,396,912	12,963	Petco	2,919,532	177,025
Fisher-Price	4,373,649	50,096	Panera Bread	2,908,837	425,496
Betty Crocker	4,365,194	150,088	UGG Australia	2,878,214	98,017
Toys R Us	4,214,164	1,821,872	Burt's Bees	2,876,362	107,580
Dick's Sporting Goods	4,206,928	387,847	Keurig	2,844,734	111,902
Fox Racing	4,205,364	91,039	Kate Spade	2,828,456	907,254
Topshop	4,190,600	1,299,381	Colgate-Palmolive	2,800,016	51,347
Bobbi Brown	4,181,099	518,533	Dollar Shave Club	2,790,795	81,425
Quiksilver	4,119,309	306,313	Sam's Club	2,741,846	99,162
Nordstrom	4,099,486	709,086	Radioshack	2,739,471	207,620
Carnival Cruise	4,083,661	182,328	TJ Maxx	2,733,710	380,951
Hewlett Packard	3,950,081	1,014,022	Carhartt	2,720,915	59,759
Volcom	3,908,244	305,486	Mary Kay	2,709,699	102,458
Zulily	3,869,973	58,951	Skechers	2,678,194	38,751
3M	3,839,331	1,540,982	Shutterfly	2,623,257	88,207
Pillsbury	3,699,134	141,001	PacSun	2,618,943	507,662
Bebe	3,681,371	82,800	Yves Saint Laurent	2,578,776	3,769,744
Airbnb	3,678,868	515,036	Deb Shops	2,540,211	4,676
Toms Shoes	3,672,175	2,158,759	Wrangler	2,538,257	20,391
Unilever	3,599,730	139,848	Hermes	2,536,457	28,751
Sears	3,597,823	195,591	Wrigley	2,530,750	7,063
New ERA	3,537,851	186,055	DSW	2,528,618	100,273
Cabela's	3,521,258	350,199	Home Depot	2,524,378	335,336
Shoedazzle	3,396,739	90,180	Asics	2,477,706	86,349
Herbalife	3,382,244	285,688	Fossil	2,467,856	71,423
Dollar General	3,282,369	70,238	Juicy Couture	2,461,491	154,602
7-Eleven	3,271,339	107,387	Build-A-Bear Workshop	2,442,166	55,860
bebeautiful	3,201,083	5,074	Crayola	2,418,309	45,817
Bose	3,199,657	26,318	QVC	2,396,480	131,083



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Fendi	2,352,994	366,138	Living Social	1,755,259	244,016
Petsmart	2,313,650	179,899	Ann Taylor Loft	1,753,887	90,574
ShopBop	2,309,005	215,351	Armani Exchange	1,738,772	76,185
Frito-Lay	2,297,217	283,679	The Finish Line	1,717,366	601,180
Boot Barn	2,284,753	27,078	Zale	1,714,924	21,167
Roberto Cavalli	2,278,626	1,502,717	Tory Burch	1,714,348	390,149
G-Star Raw	2,245,478	91,347	McCormick	1,702,912	4,535
Bed Bath & Beyond	2,243,425	138,722	American Apparel	1,695,378	569,254
Weight Watchers	2,223,713	302,004	Sunoco	1,685,626	55,962
Kmart	2,211,674	164,832	Rip Curl	1,685,024	59,694
Wet Seal	2,209,552	56,512	Maurices	1,671,673	57,661
Michaels Stores	2,201,487	163,244	Lululemon	1,665,450	859,705
Zappos	2,163,156	58,233	Blue Nile	1,662,433	16,451
Belk	2,156,433	95,221	Vera Bradley	1,653,919	82,633
Whole Foods	2,143,486	4,836,416	Revlon Holdings	1,653,084	358,013
Urban Outfitters	2,130,914	1,056,769	Zumiez	1,649,254	194,159
Gillette	2,129,040	84,824	Hobby Lobby	1,637,175	73,831
Clarins	2,110,800	48,660	Ecco	1,617,081	9,981
Bradford Exchange	2,101,022	1,875	J. Crew	1,600,522	383,840
Ulta	2,100,913	491,355	Jo-Ann Stores	1,599,344	97,855
Brides	2,093,584	196,210	Jansport	1,590,552	24,649
Lane Bryant	2,065,208	57,525	REI	1,568,757	347,301
Vista Print	2,057,235	50,901	Guitar Sale	1,544,269	189,769
Banana Republic	2,054,818	299,810	Specialized Bikes	1,541,757	277,820
Estee Lauder	2,020,304	308,688	Shoe Carnival	1,541,519	28,325
Family Dollar Stores	2,001,481	38,601	Free People	1,539,351	246,382
Dollar Tree	1,980,358	177,568	Ocean Spray Cranberries	1,523,326	22,743
Party City	1,957,689	22,995	Paul Frank	1,517,272	20,394
The Children's Place	1,954,150	54,922	Ticketmaster	1,515,743	311,508
Pier 1 Imports	1,945,586	118,483	The Yankee Candle	1,515,377	85,838
Sperry	1,924,997	49,548	Wilton Brands	1,513,431	50,379
Eastbay	1,911,397	408,213	Staples	1,497,695	323,023
Dole Food	1,899,059	59,341	New Balance	1,487,229	202,496
CVS Pharmacy	1,896,292	308,019	Ivanka Trump	1,486,434	2,038,570
Charlotte Russe	1,872,824	88,811	Build.com	1,480,263	37,295
Disney Store	1,855,219	478,486	Improvement Direct	1,480,263	37,295
DKNY	1,814,108	563,473	Newegg	1,479,863	151,817
Barnes & Noble	1,793,476	194,284	Craftsman	1,471,000	29,428
Fandango	1,788,345	198,094	Costco Wholesale	1,468,121	25,117
Pottery Barn	1,769,864	102,617	GNC	1,454,361	215,278
Advance Auto Parts	1,762,541	25,992	Home Center	1,440,843	44,182



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Mod Cloth	1,440,285	137,903	Chico's Fas	1,172,472	46,269
Jelly Belly	1,420,461	18,917	Anthropologie	1,171,743	556,636
Journey's	1,415,236	99,802	Montblanc	1,171,528	28,098
Quaker Oats	1,410,808	184,530	TigerDirect	1,163,246	45,003
Longchamp	1,407,836	18,164	Ann Taylor	1,159,659	77,974
David's Bridal	1,405,193	29,692	LeapFrog	1,154,095	31,062
Net-A-Porter	1,401,330	849,473	Heinz	1,154,008	31,327
White House Black Market	1,397,094	60,841	Steven Madden	1,150,573	5,974
Scotts Miracle-Gro	1,389,515	5,231	BH Cosmetics	1,142,086	116,310
Meijer	1,383,794	49,217	Fancy	1,138,617	131,465
Seventh Generation	1,382,845	80,080	Overstock.com	1,132,134	56,074
Merrell	1,351,378	110,546	Ritani	1,129,766	7,476
Cost Plus World Market	1,348,378	113,238	STA TRAVEL	1,123,386	216,000
Holland America	1,346,677	82,433	Gerber Life	1,120,121	23,137
Bridgestone Tires	1,330,607	91,056	La Senza	1,114,441	47,148
American Girl	1,328,773	17,441	Clorox	1,114,273	104,358
Ross Stores	1,324,224	1,044	Dickies	1,108,884	23,106
ThinkGeek	1,315,734	1,012,777	John Paul Mitchell	1,097,946	201,068
Karmaloop	1,313,124	470,816	iHerb	1,096,752	197,980
NYX Cosmetics	1,311,987	665,780	Oscar de la Renta	1,084,868	362,193
Sheetz	1,303,009	338,985	Hallmark	1,083,039	53,701
Alex and Ani	1,293,964	204,699	Omega	1,076,767	157,536
Lands' End	1,287,618	239,111	Coastal Contacts	1,068,721	20,030
Candie's	1,285,979	65,051	Payless ShoeSource	1,067,971	30,237
Wrigley	1,280,221	21,245	Food Lion	1,067,082	56,013
Safeway.com	1,274,690	74,609	AutoZone	1,063,708	28,222
Fry's Electronics	1,273,281	32,154	Autotrader.com	1,059,041	79,362
True Religion	1,263,211	40,207	Rue La La	1,045,536	46,162
Kroger	1,254,258	118,910	Office Depot	1,044,538	95,680
Udemy	1,251,199	106,097	Green Mountain Coffee	1,042,247	44,518
Zippo	1,250,959	61,964	FragranceNet.com	1,021,933	21,602
Barneys New York	1,243,043	466,743	John Lewis	1,018,052	305,975
Zildjian	1,242,319	114,486	Carols Daughter	1,017,763	49,292
Elf Cosmetics	1,240,276	15,853	Annie's	1,010,762	106,668
Discount Tire	1,221,964	23,276	Zenni Optical	1,000,142	15,799
Vitamin Shoppe	1,216,646	427,793	See's Candies	998,934	4,589
Perry Ellis	1,210,374	21,933	Kirkland's	983,674	30,130
The Sports Authority	1,200,964	58,451	Superdry	972,058	81,712
Jetblue	1,190,125	2,039,397	Brooks Running	970,459	193,845
Coupons.com	1,186,422	224,692	Personal Creations	958,617	4,119
Hsn	1,185,157	74,384	New York & Co.	957,225	29,491



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Origins	952,335	30,591	Moschino	774,695	336,965
Diane Von Furstenberg	950,569	928,663	Giant Eagle	773,945	23,668
1-800-Flowers.com	949,743	43,275	The Pampered Chef	773,291	14,683
Neiman Marcus	943,586	378,747	Venus Swimwear	772,637	4,743
Foot Action	937,403	393,937	Tarte	772,517	390,030
Jones Soda	930,686	16,434	Rite Aid	771,002	65,522
Beach Body	928,664	321,274	Stussy	769,508	208,406
Drugstore.com	896,568	18,611	YOOX	765,727	91,229
Saks & Co.	896,505	445,116	Woman Within	760,789	5,484
Ascena Retail Group	895,528	10,039	Burton Snowboards	759,964	155,573
The Dress Barn	895,528	10,039	Lorac Cosmetics	757,872	194,030
Haute Look	886,391	114,387	Kashi	757,658	12,603
5.11 Tactical	880,009	65,933	Reef	755,209	77,726
Perdue	867,819	32,570	Maidenform	754,188	12,668
Musician's Friend	859,596	49,073	Sobe Beverages	749,810	9,970
Uniqlo	854,261	52,947	Fragrancex.com	744,420	155,117
Dockers	852,124	10,724	Dennis Kirk	744,414	3,025
Tiny Prints	846,746	102,748	Williams-Sonoma	728,813	93,988
Clairol	840,733	74,326	Kenneth Cole	721,271	196,626
Entertainment Earth	838,146	41,171	Gilt	720,831	569,514
Edible Arrangements	835,392	32,376	Justice	718,532	3,376
Hhgregg	831,068	30,026	General Motors	716,643	532,358
Sleep Number	827,351	37,690	Johnson & Johnson	714,727	70,577
Motorcycle Superstore	827,004	5,714	Patagonia	713,485	309,550
Burlington Coat Factory	826,587	9,672	Peet's Coffee & Tea	710,437	50,195
La-Z-Boy	824,901	13,478	Movado	703,992	12,069
Philosophy	824,746	40,470	Crate and Barrel	699,472	77,303
Ritas Italian Ice	821,694	28,040	Lord & Taylor	697,793	71,435
Cisco Systems	815,931	570,467	L L Bean	689,808	47,784
Hearts On Fire	814,781	5,584	Back Country	688,967	73,001
Sierra Trading Post	813,248	82,963	B & H Foto & Electronics	682,732	399,677
JackThreads.com	798,788	87,512	King Arthur Flour	678,523	30,625
OshKosh B'gosh	798,069	12,700	Kohler	675,336	92,650
Vineyard Vines	796,575	241,907	Tervis	657,047	22,862
Things Remembered	793,320	8,838	Sole Society	655,359	13,987
Munchkin	792,433	15,312	Bolthouse Farms	653,559	16,955
Gander Mountain	787,158	129,279	Five Below	650,823	10,284
Aaron's	785,815	50,730	West Elm	645,487	88,942
Gymboree	784,815	28,735	Hollywood Records	645,087	391,804
Brooks Brothers	781,867	73,694	Apple & Eve	644,672	921
JACK WILLIS	780,816	156,344	Orbitz	638,917	156,189



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Blue Diamond	636,324	16,949	Tumi	500,159	17,722
Micro Electronics	635,089	28,319	Lucky Brand	492,627	21,072
Beyond the Rack	632,652	20,872	J&P Cycles	491,170	11,569
CafePress.com	632,212	25,229	Lids	489,574	64,075
Benjamin Moore	629,005	86,027	Nestle Purina	489,060	47,284
Wedding Paper Divas	628,630	122,489	Henri Bendel	486,661	44,779
Coffee Bean & Tea Leaf	627,695	232,147	Club Monaco	484,722	46,783
Nu Skin	622,913	29,782	Smuckers	483,311	19,431
John Varvatos	619,492	41,330	ShopHQ (NOW Evine)	482,457	9,375
Tilly's	616,357	71,280	Taylor Made Golf	479,885	315,966
Cavender Stores	610,697	9,058	Pet Health	479,731	4,275
Ice.com	608,277	8,513	Exclusively Weddings	478,844	587
Full Beauty	607,281	12,169	Stella & Dot	474,102	54,598
Stuart Weitzman	605,895	39,871	Beech-Nut Nutrition	472,939	8,818
Fiji Water	603,624	42,723	Physicians Formula	472,713	55,016
Kenmore	597,403	12,127	Dooney & Bourke	461,969	9,518
J Brand Jeans	585,517	67,662	Fruit of The Loom	461,166	7,509
Clarisonic	583,215	53,459	Bloomingdale's	459,937	384,202
Shopstyle	570,841	28,745	Save-A-Lot	459,124	8,267
Soma Intimates	567,335	18,183	Sheplers	451,196	8,679
Warby Parker	553,753	80,937	Harry and David	448,915	11,314
The Knot	551,581	230,029	Amway	445,704	57,864
Ace Hardware	548,257	122,116	Linen Chest	445,376	947
Madewell	546,467	67,129	Murad	438,522	13,440
Tupperware	545,498	18,090	Titleist	434,713	330,697
Frederick's of Hollywood	542,915	24,428	Snapfish	430,084	13,812
Sharis Berries	542,164	10,769	Coldwater Creek	429,916	4,045
Revolve Clothing	540,813	37,631	Jos A. Bank	427,184	25,803
Fitness Anywhere	539,637	137,347	Sherwin-Williams	424,986	146,386
Sealy	535,355	5,918	Big Fish Games	424,552	32,213
Dillard's	534,600	25,076	Original Penguin	424,458	17,244
Stein Mart	531,907	5,823	Entirely Pets	418,994	12,162
Caribou Coffee	530,937	121,742	Northern Tool & Equipment	417,902	50,066
Lion Brand Yarn	530,773	52,646	Shutterstock	417,347	352,052
Indigo Books & Music	524,094	130,536	Buckle Inc.	413,311	27,072
AllPosters.com	523,277	5,718	PetFoodDirect	404,624	2,101
Van Cleef & Arpels	515,021	60,575	SmartPak Equine	403,103	20,394
Campbell Soup	511,019	84,281	Everlast Worldwide	401,869	48,489
Sally Beauty Supply	509,989	57,500	Teva	401,003	19,668
The Men's Wearhouse	507,975	46,495	Tommy Bahama	397,291	21,617
BCBG Max Azria	507,123	1,507	KIND Healthy Snacks	395,796	66,847



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Bongo Jeans	395,052	16,754
The Limited	394,269	20,210
The Container Store	391,956	37,300
Talbots	389,678	13,459
ProFlowers	386,436	11,448
Lady Footlocker	380,228	4,981
Eddie Bauer	379,181	45,637
Bonobos	378,131	50,309
Skinit	365,614	9,620
Body Glove	361,032	9,896
Modnique	334,196	18,473
TomTom	63,920	56,790
Kodak	10,134	20,166

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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.