



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	99,341,663	3,283,605	Calvin Klein	10,949,981	3,262,117
National Geographic	42,136,388	13,617,169	Dolce & Gabbana	10,744,387	4,244,412
Converse	37,295,613	1,039,209	Aeropostale	10,728,865	732,284
Starbucks	36,454,268	11,750,877	Tommy Hilfiger	10,592,803	1,231,425
WWE wrestling	33,844,357	8,239,789	Gopro	10,060,745	1,773,514
Walmart	32,664,222	819,734	Clinique	9,626,649	332,320
Adidas Originals	28,820,283	3,456,707	Dell	9,525,433	598,436
H & M	28,491,538	8,128,776	Microsoft	9,496,351	7,778,323
Netflix	27,309,990	2,302,921	eBay	9,355,751	605,312
Victoria's Secret	27,307,807	10,071,376	Old Navy	9,218,053	343,343
Nike	26,984,956	6,598,417	Abercrombie & Fitch	8,942,589	641,144
Amazon.com	26,895,646	2,424,316	Tiffany & Co	8,929,677	1,469,093
Adidas	24,819,654	694,730	Ralph Lauren	8,597,038	1,890,695
Zara	24,567,618	1,181,213	Ben & Jerry's	8,451,266	307,608
Levis	23,377,443	777,067	Hershey's	8,336,329	171,806
Target	23,353,422	1,854,104	Gap	8,148,295	673,177
Louis Vuitton	18,760,339	1,546,997	Philips Electronics	7,838,983	297,013
Burberry	17,135,893	7,085,115	Lancome	7,638,159	295,697
Avon	16,845,653	115,451	Zumba Fitness	7,581,047	175,877
Michael Kors	16,843,557	3,381,163	Bath & Body Works	7,504,686	293,413
PUMA	16,694,889	1,452,251	Sony	7,410,026	4,045,488
Groupon	16,547,485	146,312	Gibson Brands	7,396,404	1,064,334
ideeli	16,547,484	36,898	Harley Davidson	7,300,684	345,400
Vans	16,348,763	1,130,874	Gatorade	7,300,017	338,738
M.A.C. Cosmetics	15,783,480	1,275,570	Best Buy	7,267,711	827,985
Jaguar	15,252,653	814,049	Verizon Wireless	7,221,187	1,726,369
Sephora	14,695,022	2,042,873	Timberland	6,792,511	144,861
Lacoste	14,409,693	969,607	Game Stop	6,742,367	1,085,158
Macy's	14,139,930	938,736	Guess	6,638,706	338,155
Victoria's Secret PINK	13,957,134	1,028,218	Coach	6,470,886	653,013
Land Rover	13,682,310	516,607	Just Fab	6,252,379	60,452
Forever 21	13,232,741	2,255,440	Shell Oil	6,072,343	144,304
Buffalo Wild Wings	12,443,980	673,979	Nautica	5,849,458	310,705
Hollister	12,159,814	855,246	Foot Locker	5,797,758	1,419,507
Gilly Hicks	12,159,814	144,932	Redbox	5,709,703	357,718
Kohl's	11,599,772	688,193	Reebok US	5,689,528	708,516
LEGO	11,598,343	386,652	Hot Topic	5,618,292	527,859
American Eagle Outfitters	11,353,809	706,644	Procter & Gamble	5,580,728	154,386
Nikon	11,167,350	186,143	Under Armour	5,151,656	733,070
Mini	11,081,292	216,053	J.C. Penney	5,018,029	453,132
The Food Network	11,034,209	4,229,904	L'Occitane	4,977,209	84,796



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IKEA	4,722,320	25,892	Louboutin	3,209,254	2,304,150
Oakley	4,709,518	371,911	Academy	3,199,426	1,787,806
NASCAR	4,635,896	2,956,523	Bass Pro	3,185,745	307,646
Swatch	4,592,610	31,735	CSN Stores	3,131,444	34,099
The North Face	4,583,947	381,655	Wayfair	3,131,444	34,098
Shop at Home Network	4,554,442	260,425	Keds	3,096,660	67,077
Neutrogena	4,527,112	45,038	Big Lots	3,094,049	164,223
Diesel	4,508,419	147,557	Urban Decay	3,085,397	911,493
Billabong	4,463,470	201,497	Carter's	3,085,227	26,529
Express	4,430,797	257,750	Little Caesars	3,011,866	154,997
Marks & Spencer	4,428,145	507,208	Champs Sports	3,008,826	458,045
Fisher-Price	4,427,820	50,407	Hanes	2,942,707	21,288
Betty Crocker	4,404,599	150,277	Petco	2,919,739	177,682
Walgreen	4,398,019	927,913	Panera Bread	2,911,435	428,624
Spencer Gifts	4,393,342	891	UGG Australia	2,897,721	98,971
Toys R Us	4,236,991	1,834,556	Burt's Bees	2,882,033	107,523
Bobbi Brown	4,206,742	523,729	Kate Spade	2,880,143	908,683
Dick's Sporting Goods	4,206,494	387,237	Keurig	2,846,019	112,155
Fox Racing	4,204,629	91,372	Skechers	2,806,079	39,411
Topshop	4,198,265	1,303,528	Dollar Shave Club	2,805,597	81,826
Carnival Cruise	4,166,671	184,444	Colgate-Palmolive	2,796,980	52,048
Nordstrom	4,139,829	714,387	Sam's Club	2,774,533	99,924
Quiksilver	4,119,609	306,900	TJ Maxx	2,748,356	381,833
Hewlett Packard	3,987,151	1,020,663	Mary Kay	2,744,548	103,658
Airbnb	3,932,671	525,484	Radioshack	2,736,102	207,166
Volcom	3,911,583	305,210	Carhartt	2,719,945	60,126
Zulily	3,901,684	58,942	Shutterfly	2,636,854	88,447
3M	3,866,938	1,536,416	PacSun	2,613,497	507,903
Pillsbury	3,786,392	141,318	Yves Saint Laurent	2,603,462	3,788,630
Toms Shoes	3,699,068	2,156,496	Home Depot	2,568,001	337,941
Bebe	3,697,273	82,997	Hermes	2,563,924	30,093
Unilever	3,611,727	142,461	Wrangler	2,542,863	20,676
Sears	3,595,187	196,345	Asics	2,535,653	86,825
New ERA	3,539,517	187,668	DSW	2,532,248	100,538
Cabela's	3,526,217	351,851	Deb Shops	2,531,873	4,689
Shoedazzle	3,470,232	90,228	Wrigley	2,523,960	7,118
Herbalife	3,451,672	287,034	Fossil	2,511,875	71,937
Dollar General	3,287,743	70,961	Juicy Couture	2,456,916	154,424
7-Eleven	3,279,103	107,920	Build-A-Bear Workshop	2,441,783	57,892
bebeautiful	3,262,843	5,138	Crayola	2,416,216	46,221
Bose	3,242,684	26,879	QVC	2,412,756	131,890



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Fendi	2,358,866	372,771	Ann Taylor Loft	1,758,602	90,835
Petsmart	2,331,243	181,206	Living Social	1,752,303	243,802
ShopBop	2,318,233	215,419	Armani Exchange	1,744,808	76,478
Frito-Lay	2,295,702	285,974	Tory Burch	1,734,016	391,725
Roberto Cavalli	2,292,369	1,505,333	McCormick	1,723,728	4,727
Boot Barn	2,283,151	27,232	The Finish Line	1,718,926	606,309
Bed Bath & Beyond	2,263,327	139,224	Zale	1,714,815	21,443
G-Star Raw	2,250,203	92,127	American Apparel	1,694,692	568,788
Weight Watchers	2,249,455	303,087	Maurices	1,691,754	57,894
Michaels Stores	2,223,664	164,640	Rip Curl	1,691,548	59,942
Kmart	2,211,926	165,419	Sunoco	1,683,215	56,045
Wet Seal	2,204,928	56,527	Blue Nile	1,679,990	16,756
Zappos	2,173,045	63,536	Lululemon	1,679,106	865,038
Belk	2,165,299	97,080	Ecco	1,665,892	10,050
Whole Foods	2,160,405	4,838,943	Revlon Holdings	1,664,411	363,837
Ulta	2,138,610	498,097	Hobby Lobby	1,656,694	74,971
Urban Outfitters	2,138,175	1,064,459	Vera Bradley	1,656,483	82,706
Bradford Exchange	2,136,692	1,926	Zumiez	1,646,153	194,373
Gillette	2,129,105	84,885	Jo-Ann Stores	1,621,592	99,184
Clarins	2,123,861	48,972	J. Crew	1,612,931	385,073
Brides	2,123,538	197,279	Jansport	1,589,059	24,642
Lane Bryant	2,118,868	70,917	REI	1,588,039	349,595
Banana Republic	2,083,844	302,040	Guitar Sale	1,559,803	190,655
Vista Print	2,067,090	51,149	Specialized Bikes	1,558,036	279,212
Dollar Tree	2,055,281	180,217	The Yankee Candle	1,547,122	87,696
Estee Lauder	2,036,687	315,477	Free People	1,545,070	247,821
Family Dollar Stores	2,006,457	39,114	Ocean Spray Cranberries	1,541,573	22,814
The Children's Place	1,989,117	55,358	Shoe Carnival	1,540,554	28,355
Party City	1,960,918	23,695	Ivanka Trump	1,532,119	2,074,004
Pier 1 Imports	1,956,368	118,750	Wilton Brands	1,529,846	50,646
Sperry	1,944,082	49,601	Ticketmaster	1,525,658	316,242
Eastbay	1,917,855	413,037	New Balance	1,514,820	204,883
CVS Pharmacy	1,905,831	309,687	Paul Frank	1,512,616	20,349
Dole Food	1,896,643	9,338	Staples	1,498,942	323,302
Charlotte Russe	1,875,985	89,024	Build.com	1,480,524	37,500
Disney Store	1,875,982	480,401	Improvement Direct	1,480,524	37,500
DKNY	1,817,378	564,441	Newegg	1,480,334	153,158
Barnes & Noble	1,798,837	196,771	Costco Wholesale	1,478,308	25,936
Fandango	1,787,129	199,287	Craftsman	1,473,251	29,623
Pottery Barn	1,782,410	103,577	GNC	1,456,096	215,809
Advance Auto Parts	1,759,590	27,221	Home Center	1,455,520	45,333



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Net-A-Porter	1,453,568	855,122	Anthropologie	1,186,679	556,971
Mod Cloth	1,451,584	137,874	Hsn	1,186,363	74,837
Jelly Belly	1,421,824	19,649	Chico's Fas	1,181,269	46,323
Journey's	1,420,896	100,153	Ann Taylor	1,161,410	78,278
David's Bridal	1,416,758	29,797	TigerDirect	1,161,250	44,938
Quaker Oats	1,414,021	185,061	BH Cosmetics	1,159,028	119,890
White House Black Market	1,409,849	60,737	Steven Madden	1,154,106	9,837
Longchamp	1,409,286	18,367	LeapFrog	1,153,051	31,138
Meijer	1,395,088	49,999	Heinz	1,153,000	31,411
Seventh Generation	1,391,674	80,342	STA TRAVEL	1,139,640	216,154
Scotts Miracle-Gro	1,387,688	5,717	Ritani	1,138,029	7,585
Merrell	1,385,206	110,817	Overstock.com	1,137,083	56,325
NYX Cosmetics	1,369,061	683,416	Fancy	1,134,572	131,317
Cost Plus World Market	1,355,077	113,376	Gerber Life	1,126,014	23,169
Holland America	1,353,880	83,390	Clorox	1,121,393	105,057
Ross Stores	1,343,869	1,043	La Senza	1,115,888	47,115
American Girl	1,336,745	17,808	Dickies	1,112,402	23,371
Bridgestone Tires	1,334,062	91,919	iHerb	1,107,610	200,160
ThinkGeek	1,329,124	1,013,797	John Paul Mitchell	1,098,037	200,936
Udemy	1,312,529	108,390	Oscar de la Renta	1,093,734	366,001
Alex and Ani	1,311,708	204,989	Omega	1,089,270	160,171
Karmaloop	1,310,142	469,942	Hallmark	1,085,350	54,035
Sheetz	1,303,936	355,138	Food Lion	1,081,927	56,204
Candie's	1,291,227	64,631	Payless ShoeSource	1,078,213	30,375
Lands' End	1,287,818	238,274	Coastal Contacts	1,067,466	20,025
Wrigley	1,277,767	21,154	AutoZone	1,066,074	29,692
Safeway.com	1,277,558	75,009	Autotrader.com	1,058,077	79,591
Fry's Electronics	1,276,206	32,330	Office Depot	1,052,897	96,605
Zippo	1,273,988	64,584	Rue La La	1,046,379	46,181
Elf Cosmetics	1,270,766	15,816	Green Mountain Coffee	1,040,800	44,660
Kroger	1,267,216	120,756	John Lewis	1,024,104	308,729
True Religion	1,263,923	40,965	FragranceNet.com	1,023,011	21,764
Zildjian	1,245,735	115,270	Carols Daughter	1,019,997	49,402
Barneys New York	1,241,076	468,198	Annie's	1,019,436	106,650
Vitamin Shoppe	1,225,633	427,102	Zenni Optical	1,008,171	16,071
Discount Tire	1,220,889	23,435	See's Candies	998,256	4,657
Perry Ellis	1,212,218	21,987	Kirkland's	991,644	30,474
Jetblue	1,202,426	2,049,455	Brooks Running	982,853	195,062
The Sports Authority	1,198,679	58,208	Personal Creations	978,367	4,145
Coupons.com	1,191,493	225,395	Superdry	977,568	82,167
Montblanc	1,189,199	28,721	Beach Body	962,469	322,093



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New York & Co.	961,307	29,738	Gander Mountain	790,300	130,092
Origins	956,524	30,866	JACK WILLIS	786,634	156,028
Diane Von Furstenberg	950,702	930,664	Venus Swimwear	781,205	4,783
1-800-Flowers.com	949,263	43,387	Stussy	780,320	213,888
Neiman Marcus	949,181	380,284	The Pampered Chef	779,051	14,927
Foot Action	935,243	397,602	YOOX	776,354	91,173
Jones Soda	927,932	16,466	Giant Eagle	773,588	23,783
Dockers	920,386	10,907	Rite Aid	772,702	66,268
Saks & Co.	901,870	446,721	Woman Within	764,283	5,736
Ascena Retail Group	900,555	10,104	Lorac Cosmetics	762,793	197,504
The Dress Barn	900,555	10,104	Burton Snowboards	760,197	156,139
Drugstore.com	895,326	18,627	Reef	757,701	77,919
Haute Look	890,931	114,488	Kashi	756,448	12,615
5.11 Tactical	885,512	66,651	Maidenform	753,451	12,647
Perdue	869,417	32,792	King Arthur Flour	749,696	30,966
Burlington Coat Factory	862,920	9,943	Sobe Beverages	748,121	9,955
Musician's Friend	860,566	49,338	Fragrancex.com	746,882	154,724
Uniqlo	857,767	54,542	Dennis Kirk	745,456	3,025
Tiny Prints	847,383	102,928	Williams-Sonoma	737,332	94,583
Clairol	840,477	74,273	Patagonia	731,450	313,270
Entertainment Earth	836,982	41,744	Gilt	724,650	569,447
Edible Arrangements	836,679	32,538	Kenneth Cole	721,694	196,262
Hearts On Fire	836,136	5,607	Johnson & Johnson	721,034	71,593
Sleep Number	835,561	38,532	General Motors	720,491	539,062
Hhgregg	831,621	32,180	Justice	718,972	3,522
Philosophy	831,078	41,262	Peet's Coffee & Tea	711,175	50,513
La-Z-Boy	828,231	13,526	Movado	710,054	12,259
Motorcycle Superstore	825,576	5,731	Crate and Barrel	709,883	78,013
Sierra Trading Post	825,129	83,151	L L Bean	701,081	48,447
Ritas Italian Ice	821,365	28,171	Lord & Taylor	699,378	71,568
Cisco Systems	820,303	575,162	Nu Skin	698,375	30,115
Munchkin	813,563	15,578	Back Country	692,890	73,640
Moschino	805,998	341,058	B & H Foto & Electronics	686,550	401,881
OshKosh B'gosh	803,490	12,967	Kohler	676,549	93,110
Vineyard Vines	801,975	242,451	Sole Society	669,556	14,023
Aaron's	801,765	54,133	Tervis	656,979	22,930
JackThreads.com	798,655	87,131	West Elm	655,301	89,844
Tarte	798,349	404,663	Bolthouse Farms	654,188	17,030
Gymboree	795,767	29,021	Five Below	653,822	10,409
Things Remembered	793,470	8,867	Hollywood Records	645,016	391,865
Brooks Brothers	792,657	73,887	Apple & Eve	643,778	926



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Orbitz	640,344	156,997	Tumi	503,769	17,953
Benjamin Moore	639,833	87,705	Lucky Brand	494,111	21,178
Blue Diamond	635,873	17,001	Lids	492,478	64,898
Micro Electronics	634,879	28,424	Henri Bendel	491,673	45,086
Wedding Paper Divas	632,803	123,102	J&P Cycles	491,277	11,725
CafePress.com	632,707	25,319	Nestle Purina	490,211	47,760
Beyond the Rack	631,784	20,883	Dooney & Bourke	487,611	9,644
Coffee Bean & Tea Leaf	627,667	232,705	ShopHQ (NOW Evine)	486,966	9,530
John Varvatos	619,659	41,521	Club Monaco	484,678	46,827
Tilly's	618,000	71,135	Smuckers	484,188	19,630
Cavender Stores	610,789	9,130	Taylor Made Golf	482,285	318,170
Stuart Weitzman	610,431	40,137	Pet Health	479,600	4,276
Full Beauty	607,752	12,425	Exclusively Weddings	478,398	585
Ice.com	607,662	8,532	Stella & Dot	476,820	54,722
Fiji Water	606,106	43,051	Beech-Nut Nutrition	474,965	8,798
Kenmore	596,920	12,203	Physicians Formula	473,485	55,237
Clarisonic	589,857	53,708	Bloomingdale's	468,555	385,757
J Brand Jeans	585,444	67,754	Save-A-Lot	462,017	8,436
Tupperware	578,662	18,992	Fruit of The Loom	461,138	7,582
Shopstyle	572,856	28,809	Sheplers	452,039	8,663
Soma Intimates	568,489	18,285	Harry and David	450,495	11,301
Warby Parker	566,166	81,378	Linen Chest	449,176	958
The Knot	559,134	231,105	Amway	448,805	58,468
Revolve Clothing	555,358	38,132	Murad	445,402	13,493
Madewell	553,562	67,563	Titleist	437,627	332,231
Fitness Anywhere	550,364	138,925	Coldwater Creek	431,939	4,041
Ace Hardware	549,417	124,216	Snapfish	431,277	13,838
Sharis Berries	545,601	10,793	Shutterstock	429,611	317,675
Frederick's of Hollywood	545,249	24,420	Sherwin-Williams	428,808	146,712
Dillard's	537,732	25,467	Jos A. Bank	427,441	26,163
Sealy	534,550	6,148	Big Fish Games	426,373	32,355
Stein Mart	532,766	5,872	Original Penguin	425,209	17,389
Caribou Coffee	532,041	124,160	Entirely Pets	421,882	12,178
Lion Brand Yarn	531,959	53,148	Northern Tool & Equipment	420,194	50,025
Indigo Books & Music	529,333	130,845	Buckle Inc.	414,025	28,063
AllPosters.com	523,410	5,784	Everlast Worldwide	406,368	48,428
Van Cleef & Arpels	521,866	61,283	PetFoodDirect	404,188	2,103
Sally Beauty Supply	516,887	57,716	Teva	402,931	19,835
The Men's Wearhouse	512,192	46,999	SmartPak Equine	402,865	20,472
Campbell Soup	511,172	84,428	The Limited	399,020	20,381
BCBG Max Azria	509,656	540,090	Bongo Jeans	398,510	16,679



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KIND Healthy Snacks	398,313	67,620
Tommy Bahama	397,223	21,669
The Container Store	396,714	37,474
Talbots	390,696	13,556
ProFlowers	387,850	11,494
Eddie Bauer	380,035	45,691
Lady Footlocker	379,438	5,056
Bonobos	378,231	50,417
Skinit	366,516	9,639
Body Glove	361,554	9,965
Modnique	333,530	18,446
TomTom	67,117	57,304
Kodak	11,218	20,577

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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.