



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	99,705,566	3,290,409	Calvin Klein	11,048,668	3,289,610
National Geographic	42,379,407	14,107,267	Microsoft	10,917,193	7,812,246
Converse	37,304,852	1,041,433	Dolce & Gabbana	10,782,449	4,283,512
Starbucks	36,484,764	11,764,532	Aeropostale	10,740,818	728,702
WWE wrestling	34,323,780	8,327,451	Tommy Hilfinger	10,672,357	1,239,020
Walmart	32,658,386	827,630	Gopro	10,098,311	1,855,151
Adidas Originals	29,114,351	3,493,804	Dell	9,737,934	603,184
H & M	28,831,914	8,186,556	Clinique	9,690,095	337,684
Netflix	28,198,498	2,383,410	eBay	9,394,571	614,224
Victoria's Secret	27,395,012	10,196,861	Old Navy	9,271,653	345,301
Nike	27,155,594	6,654,812	Tiffany & Co	8,967,065	1,474,775
Amazon.com	26,942,324	2,448,614	Abercrombie & Fitch	8,908,850	639,761
Adidas	25,045,101	2,900,048	Hershey's	8,752,241	173,650
Zara	24,687,046	1,193,598	Ralph Lauren	8,628,101	1,911,518
Levis	23,542,627	779,211	Ben & Jerry's	8,465,804	320,016
Target	23,410,277	1,861,821	Gap	8,202,760	674,923
Louis Vuitton	18,798,160	1,549,681	Revlon Holdings	8,017,940	368,669
Burberry	17,156,134	7,241,624	Philips Electronics	7,921,136	327,886
Avon	17,036,011	116,556	Lancome	7,706,875	300,713
Michael Kors	16,893,375	3,401,941	Zumba Fitness	7,634,401	176,921
PUMA	16,860,047	1,459,163	Bath & Body Works	7,589,042	294,657
ideeli	16,653,786	36,793	Sony	7,435,421	4,045,419
Groupon	16,653,785	147,049	Gibson Brands	7,389,052	1,074,994
Vans	16,432,174	1,137,559	Harley Davidson	7,334,860	350,411
M.A.C. Cosmetics	15,991,412	1,293,507	Best Buy	7,320,295	833,554
Jaguar	15,429,968	825,678	Gatorade	7,294,546	338,996
Sephora	14,840,320	2,070,976	Verizon Wireless	7,223,581	1,728,133
Lacoste	14,413,168	972,415	Timberland	6,883,447	146,442
Macy's	14,152,559	941,575	Game Stop	6,750,393	1,090,721
Victoria's Secret PINK	13,969,323	1,030,876	Guess	6,674,841	340,354
Land Rover	13,774,652	526,002	Coach	6,505,423	653,635
Forever 21	13,305,452	2,265,136	Just Fab	6,379,975	60,797
Buffalo Wild Wings	12,449,023	675,047	Shell Oil	6,138,006	147,370
Hollister	12,154,250	853,118	Nautica	5,936,657	310,519
Gilly Hicks	12,154,250	144,325	Foot Locker	5,805,957	1,427,564
The Food Network	11,843,554	4,284,987	Reebok US	5,785,429	710,405
LEGO	11,668,666	393,533	Redbox	5,730,057	357,056
Kohl's	11,633,061	701,186	Hot Topic	5,625,790	530,199
Nikon	11,374,185	189,275	Procter & Gamble	5,574,821	156,761
American Eagle Outfitters	11,367,982	705,801	Under Armour	5,296,908	751,070
Mini	11,150,364	217,798	J.C. Penney	5,042,160	454,202



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L' Occitane	5,005,671	84,819	Bose	3,284,352	27,418
Oakley	4,776,551	373,388	Academy	3,276,097	1,873,191
IKEA	4,734,989	25,899	Louboutin	3,218,978	2,356,250
The North Face	4,644,030	390,909	CSN Stores	3,205,924	35,445
NASCAR	4,638,050	2,983,894	Wayfair	3,205,924	35,445
Swatch	4,614,432	31,784	Bass Pro	3,187,806	310,181
Neutrogena	4,571,799	45,312	Urban Decay	3,148,090	934,523
Shop at Home Network	4,547,920	260,071	Carter's	3,125,845	27,010
Diesel	4,524,135	149,861	Keds	3,116,684	67,018
Fisher-Price	4,509,926	50,889	Big Lots	3,099,464	164,277
Marks & Spencer	4,470,295	512,112	Little Caesars	3,047,848	160,219
Betty Crocker	4,465,051	150,569	Champs Sports	3,010,080	461,274
Billabong	4,463,367	202,168	Hanes	2,939,710	21,378
Express	4,428,589	257,629	Kate Spade	2,935,627	910,841
Walgreen	4,401,701	928,333	UGG Australia	2,933,965	100,129
Spencer Gifts	4,392,403	13,493	Petco	2,919,553	178,430
Airbnb	4,304,360	534,212	Panera Bread	2,911,580	431,875
Toys R Us	4,294,810	1,848,594	Burt's Bees	2,900,433	107,363
Carnival Cruise	4,268,906	187,194	Skechers	2,876,170	39,623
Bobbi Brown	4,239,793	530,350	Keurig	2,843,618	112,198
Dick's Sporting Goods	4,224,768	387,395	Dollar Shave Club	2,842,933	82,049
Topshop	4,207,747	1,307,073	Colgate-Palmolive	2,794,258	52,822
Fox Racing	4,202,462	91,654	Mary Kay	2,787,890	104,828
Nordstrom	4,193,265	718,944	Sam's Club	2,786,898	100,770
Quiksilver	4,123,202	307,356	TJ Maxx	2,763,890	382,983
Hewlett Packard	4,022,505	1,025,713	Radioshack	2,732,854	206,681
Zulily	3,954,067	59,010	Carhartt	2,728,542	60,952
Volcom	3,914,695	304,945	Asics	2,670,603	87,611
3M	3,908,215	1,532,093	Shutterfly	2,660,246	88,709
Pillsbury	3,845,816	141,738	Yves Saint Laurent	2,621,435	3,806,351
Toms Shoes	3,714,447	2,153,917	Home Depot	2,620,687	340,779
Bebe	3,711,205	83,160	PacSun	2,611,460	507,767
Unilever	3,633,230	145,987	Hermes	2,598,662	31,629
Sears	3,593,994	197,343	Fossil	2,583,304	72,689
Shoedazzle	3,568,616	91,414	Wrangler	2,547,192	20,992
New ERA	3,547,547	189,216	DSW	2,546,284	100,810
Cabela's	3,534,261	353,504	Deb Shops	2,524,420	4,665
Herbalife	3,524,446	288,484	Wrigley	2,517,198	7,143
bebeautiful	3,317,437	5,207	Juicy Couture	2,452,843	154,215
7-Eleven	3,297,361	108,811	Build-A-Bear Workshop	2,447,471	58,110
Dollar General	3,293,732	71,701	QVC	2,442,559	134,272



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Crayola	2,417,371	46,703	Ann Taylor Loft	1,764,683	91,071
Fendi	2,365,322	380,062	McCormick	1,763,515	4,865
Petsmart	2,363,415	185,259	Tory Burch	1,758,608	392,863
ShopBop	2,325,316	215,803	Advance Auto Parts	1,756,508	27,625
Roberto Cavalli	2,304,819	1,513,265	Living Social	1,752,919	243,467
Bed Bath & Beyond	2,294,517	142,295	Armani Exchange	1,752,518	76,847
Frito-Lay	2,293,440	287,984	Ecco	1,728,565	10,178
Boot Barn	2,281,005	27,360	The Finish Line	1,725,093	608,062
Weight Watchers	2,268,228	303,932	Zale	1,716,632	21,731
G-Star Raw	2,267,351	93,696	Maurices	1,713,839	57,987
Michaels Stores	2,254,729	166,222	Ivanka Trump	1,711,775	2,254,588
Kmart	2,212,096	166,139	Lululemon	1,710,960	892,502
Wet Seal	2,200,217	56,482	Blue Nile	1,703,805	17,133
Ulta	2,191,532	505,917	Rip Curl	1,700,237	60,249
Zappos	2,184,811	65,995	American Apparel	1,693,256	568,678
Lane Bryant	2,177,461	72,472	Sunoco	1,680,921	56,067
Bradford Exchange	2,175,632	1,994	Hobby Lobby	1,672,860	76,151
Belk	2,174,693	97,567	Vera Bradley	1,661,324	82,705
Whole Foods	2,173,951	4,841,967	Jo-Ann Stores	1,655,518	100,360
Brides	2,170,485	198,580	Zumiez	1,643,738	194,910
Urban Outfitters	2,144,428	1,065,887	J. Crew	1,629,370	386,401
Clarins	2,141,333	49,228	REI	1,623,692	358,428
Gillette	2,126,737	84,900	The Yankee Candle	1,587,596	89,377
Dollar Tree	2,100,078	182,506	Jansport	1,586,956	24,629
Banana Republic	2,099,666	304,098	Guitar Sale	1,577,945	191,786
Vista Print	2,077,265	51,443	Specialized Bikes	1,568,526	280,249
Estee Lauder	2,053,906	322,664	Free People	1,550,101	248,713
Family Dollar Stores	2,013,680	39,662	Wilton Brands	1,545,464	50,903
The Children's Place	2,008,994	55,716	Ocean Spray Cranberries	1,545,156	22,869
Pier 1 Imports	1,972,170	119,189	Shoe Carnival	1,542,085	28,366
Party City	1,969,003	24,441	New Balance	1,541,546	207,155
Sperry	1,960,679	49,612	Ticketmaster	1,539,366	322,520
Eastbay	1,927,591	417,328	Paul Frank	1,508,319	20,319
Disney Store	1,923,417	482,552	Costco Wholesale	1,500,016	26,909
CVS Pharmacy	1,913,262	311,454	Staples	1,499,579	323,570
Dole Food	1,894,782	9,462	Newegg	1,485,128	159,926
Charlotte Russe	1,881,096	89,187	Build.com	1,482,289	37,644
DKNY	1,813,970	564,989	Improvement Direct	1,482,289	37,644
Barnes & Noble	1,805,385	198,805	Craftsman	1,478,556	29,866
Pottery Barn	1,802,235	104,767	Home Center	1,475,624	47,103
Fandango	1,785,603	201,335	Udemy	1,464,041	110,818



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Net-A-Porter	1,463,109	861,072	Coupons.com	1,194,547	226,200
Mod Cloth	1,460,741	137,974	Hsn	1,191,357	75,530
GNC	1,458,160	216,251	Chico's Fas	1,185,749	46,332
Journey's	1,433,085	100,234	BH Cosmetics	1,181,490	123,798
Quaker Oats	1,428,459	185,794	Ann Taylor	1,165,179	78,785
David's Bridal	1,425,752	29,915	TigerDirect	1,159,154	44,890
Jelly Belly	1,425,695	20,251	Steven Madden	1,158,131	68,786
White House Black Market	1,422,260	60,631	LeapFrog	1,156,377	31,206
Longchamp	1,417,522	18,693	STA TRAVEL	1,154,745	218,445
NYX Cosmetics	1,415,992	703,479	Heinz	1,151,969	31,585
Merrell	1,411,454	111,108	Ritani	1,148,293	7,699
Meijer	1,407,539	50,865	Overstock.com	1,144,597	56,674
Seventh Generation	1,399,654	80,955	iHerb	1,137,437	201,756
Scotts Miracle-Gro	1,385,563	5,757	Gerber Life	1,134,165	23,235
Holland America	1,381,525	85,046	Fancy	1,132,437	131,199
Cost Plus World Market	1,365,772	113,581	Clorox	1,121,070	105,669
American Girl	1,358,180	18,248	Dickies	1,120,294	23,697
Ross Stores	1,357,530	1,039	Omega	1,118,689	163,268
Zippo	1,344,163	78,447	La Senza	1,118,105	47,114
ThinkGeek	1,342,363	1,012,327	Payless ShoeSource	1,102,590	30,516
Bridgestone Tires	1,339,150	93,611	John Paul Mitchell	1,101,563	200,783
Alex and Ani	1,336,868	205,451	Oscar de la Renta	1,100,593	386,941
Sheetz	1,308,692	370,224	Food Lion	1,098,074	56,304
Elf Cosmetics	1,308,517	15,752	Hallmark	1,089,606	54,746
Karmaloop	1,306,541	468,847	John Lewis	1,079,410	320,447
Candie's	1,298,408	64,191	AutoZone	1,069,446	30,311
Lands' End	1,288,504	239,905	Coastal Contacts	1,065,740	19,906
Kroger	1,282,627	122,765	Office Depot	1,058,569	97,260
Safeway.com	1,280,228	75,383	Autotrader.com	1,057,324	79,915
Fry's Electronics	1,280,099	32,482	Rue La La	1,054,600	46,205
True Religion	1,278,643	41,689	Green Mountain Coffee	1,039,243	44,754
Wrigley	1,275,206	21,090	Annie's	1,028,717	107,604
Vitamin Shoppe	1,249,580	426,325	Carols Daughter	1,026,707	49,558
Zildjian	1,249,335	116,057	FragranceNet.com	1,024,820	21,983
Barneys New York	1,243,527	470,067	Personal Creations	1,018,751	4,174
Discount Tire	1,219,095	23,626	Zenni Optical	1,014,782	16,200
Perry Ellis	1,216,746	22,077	Kirkland's	1,007,204	30,618
Jetblue	1,214,858	2,055,771	See's Candies	998,839	4,769
Montblanc	1,211,035	29,345	Superdry	995,024	82,927
The Sports Authority	1,196,471	58,128	Dockers	994,228	11,059
Anthropologie	1,194,936	557,562	Brooks Running	992,842	196,452



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Beach Body	987,286	324,334	JACK WILLS	795,006	156,645
New York & Co.	964,652	29,898	Gander Mountain	793,806	130,967
Origins	960,996	31,087	Things Remembered	792,300	8,918
Neiman Marcus	955,059	381,998	Stussy	791,525	218,510
Diane Von Furstenberg	950,768	941,020	The Pampered Chef	783,698	15,150
1-800-Flowers.com	949,325	43,634	YOOX	783,620	91,246
Foot Action	933,094	400,326	Giant Eagle	776,788	24,995
Jones Soda	925,312	16,444	Rite Aid	776,394	67,430
Ascena Retail Group	910,693	10,152	Nu Skin	768,075	30,459
The Dress Barn	910,693	10,152	Lorac Cosmetics	766,863	201,385
Saks & Co.	910,034	448,376	Woman Within	766,761	5,927
Burlington Coat Factory	901,917	10,153	Burton Snowboards	762,877	157,095
5.11 Tactical	901,230	67,444	Patagonia	762,277	319,573
Haute Look	895,961	114,553	Reef	759,923	78,082
Hearts On Fire	881,462	5,644	Kashi	755,237	12,602
Perdue	871,377	33,129	Maidenform	752,753	12,619
Uniqlo	867,265	55,736	Fragrancex.com	748,584	154,494
Musician's Friend	863,079	49,662	Sobe Beverages	746,463	9,948
Munchkin	857,161	16,042	Dennis Kirk	746,358	3,034
Tiny Prints	853,630	102,789	Williams-Sonoma	746,212	95,223
Sleep Number	845,918	39,583	Johnson & Johnson	729,135	72,686
King Arthur Flour	840,526	31,360	Gilt	729,120	569,435
Clairol	839,214	74,258	General Motors	724,113	545,275
Sierra Trading Post	837,896	83,315	Kenneth Cole	723,249	195,956
Philosophy	836,906	41,693	Justice	721,940	3,588
Entertainment Earth	836,834	42,258	Movado	719,691	12,477
Edible Arrangements	836,446	32,633	Crate and Barrel	718,848	79,061
La-Z-Boy	834,533	13,568	L L Bean	716,256	49,361
Tarte	834,086	423,853	Peet's Coffee & Tea	711,265	50,647
Aaron's	833,328	59,954	Lord & Taylor	703,686	71,778
Hhgregg	833,186	32,845	Back Country	703,147	74,609
Cisco Systems	825,145	580,269	B & H Foto & Electronics	689,192	410,401
Motorcycle Superstore	824,068	5,749	Sole Society	688,192	14,044
Ritas Italian Ice	820,309	28,149	Kohler	679,101	93,690
Moschino	819,239	345,878	West Elm	665,180	90,874
Vineyard Vines	818,625	242,570	Tervis	658,637	23,176
OshKosh B'gosh	812,135	13,200	Bolthouse Farms	658,355	17,053
Brooks Brothers	810,852	74,475	Five Below	656,529	10,612
Gymboree	805,618	29,239	Benjamin Moore	655,948	89,461
JackThreads.com	804,745	86,738	Hollywood Records	644,711	391,861
Venus Swimwear	795,390	4,800	Apple & Eve	642,924	932



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Orbitz	641,797	157,879	BCBG Max Azria	512,569	1,496
Wedding Paper Divas	636,436	123,585	Tumi	511,688	18,329
Blue Diamond	635,173	17,053	Lids	498,922	66,550
Micro Electronics	634,810	28,510	Lucky Brand	495,993	21,257
CafePress.com	633,551	25,498	J&P Cycles	491,977	11,875
Beyond the Rack	630,803	20,925	Nestle Purina	491,236	48,243
Coffee Bean & Tea Leaf	627,909	232,964	ShopHQ (NOW Evine)	490,176	9,664
John Varvatos	621,238	41,623	Smuckers	485,020	19,750
Stuart Weitzman	620,900	40,798	Club Monaco	484,481	47,010
Tilly's	619,278	71,622	Taylor Made Golf	484,218	321,229
Tupperware	612,790	20,132	Stella & Dot	483,723	54,825
Cavender Stores	612,666	9,209	Pet Health	479,461	4,273
Full Beauty	610,138	12,663	Exclusively Weddings	477,932	586
Fiji Water	608,779	43,329	Bloomingdale's	477,805	387,319
Ice.com	607,660	8,565	Beech-Nut Nutrition	477,455	8,775
Kenmore	597,055	12,200	Physicians Formula	474,005	55,437
Clarisonic	596,917	54,020	Save-A-Lot	465,783	8,789
J Brand Jeans	585,154	68,022	Fruit of The Loom	461,389	7,646
Warby Parker	579,312	81,743	Sheplers	453,351	8,636
Shopstyle	573,577	29,033	Harry and David	452,138	11,437
Revolve Clothing	573,466	38,687	Amway	451,960	59,109
The Knot	571,003	232,295	Linen Chest	450,673	955
Soma Intimates	569,584	18,315	Murad	448,136	13,537
Fitness Anywhere	565,170	139,913	Titleist	442,488	334,222
Madewell	563,511	67,979	Shutterstock	437,359	291,838
Sharis Berries	560,863	10,809	Snapfish	436,357	13,872
Ace Hardware	551,088	126,495	Coldwater Creek	432,126	4,028
Frederick's of Hollywood	549,079	24,403	Sherwin-Williams	431,402	147,197
Dillard's	540,480	25,886	Big Fish Games	428,692	32,496
Indigo Books & Music	537,232	131,388	Jos A. Bank	428,181	26,423
Stein Mart	534,634	5,916	Original Penguin	427,197	17,495
Caribou Coffee	534,457	126,288	Northern Tool & Equipment	425,527	50,151
Lion Brand Yarn	533,764	53,657	Entirely Pets	423,435	12,312
Sealy	533,763	6,530	Buckle Inc.	414,881	32,852
Van Cleef & Arpels	527,130	62,074	Everlast Worldwide	408,388	48,348
AllPosters.com	523,085	5,809	Teva	405,440	19,892
Sally Beauty Supply	522,538	58,033	Bongo Jeans	404,181	16,627
Henri Bendel	519,610	45,288	PetFoodDirect	403,736	2,106
The Men's Wearhouse	518,720	47,399	The Limited	403,048	20,521
Dooney & Bourke	517,444	9,736	SmartPak Equine	402,531	20,574
Campbell Soup	515,361	84,596	The Container Store	401,313	37,820



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KIND Healthy Snacks	399,577	68,518
Tommy Bahama	397,121	21,682
Talbots	393,136	13,632
ProFlowers	389,862	11,507
Eddie Bauer	382,169	45,751
Lady Footlocker	378,594	5,097
Bonobos	378,552	50,462
Skinit	367,177	9,624
Body Glove	362,036	10,095
Modnique	332,836	18,403
TomTom	69,686	57,804
Kodak	17,365	21,861

Can't find your company?

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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.