



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	101,106,999	3,313,528	Calvin Klein	11,280,970	3,322,107
National Geographic	43,127,430	14,911,405	Microsoft	11,101,238	7,859,470
Converse	37,280,344	1,043,042	Dolce & Gabbana	10,837,972	4,348,934
Starbucks	36,552,431	11,812,013	Tommy Hilfinger	10,826,039	1,250,320
WWE wrestling	35,396,785	8,588,579	Aeropostale	10,815,447	722,532
Walmart	33,179,700	847,885	Gopro	10,222,499	1,963,440
Netflix	29,706,392	2,567,704	Dell	10,012,558	610,876
Adidas Originals	29,548,786	3,565,762	Clinique	9,799,356	347,052
H & M	29,529,298	8,281,890	eBay	9,467,933	623,825
Victoria's Secret	27,808,234	10,422,078	Old Navy	9,448,236	349,906
Nike	27,453,158	6,742,782	Tiffany & Co	9,164,697	1,488,639
Amazon.com	27,111,666	2,515,164	Hershey's	9,010,849	178,853
Adidas	25,669,885	720,325	Abercrombie & Fitch	8,877,184	637,117
Zara	25,060,612	1,211,766	Ralph Lauren	8,674,174	1,935,344
Levis	23,793,751	781,052	Ben & Jerry's	8,454,011	319,735
Target	23,574,731	1,884,454	Gap	8,313,235	677,875
Louis Vuitton	18,984,062	1,558,100	Revlon Holdings	8,190,652	377,502
Burberry	17,222,743	7,483,663	Philips Electronics	8,146,610	334,591
Avon	17,196,457	117,885	Lancome	7,918,393	309,660
PUMA	17,003,986	1,469,529	Bath & Body Works	7,806,175	299,266
Michael Kors	16,997,405	3,420,310	Zumba Fitness	7,676,309	182,140
Groupon	16,812,795	148,311	Best Buy	7,517,643	859,100
ideeli	16,812,795	36,610	Sony	7,485,943	4,042,450
Vans	16,601,456	1,146,144	Harley Davidson	7,391,297	357,100
M.A.C. Cosmetics	16,400,295	1,320,313	Gibson Brands	7,375,093	1,089,746
Jaguar	15,683,585	851,905	Gatorade	7,286,324	338,719
Sephora	15,163,424	2,129,866	Verizon Wireless	7,273,749	1,731,946
Lacoste	14,512,461	976,847	Reebok US	7,118,197	721,887
Macy's	14,283,412	951,080	Timberland	7,026,817	149,283
Victoria's Secret PINK	14,034,807	1,045,553	Game Stop	6,796,570	1,098,492
Land Rover	13,998,768	545,677	Guess	6,793,282	344,785
Forever 21	13,517,710	2,275,033	Coach	6,591,804	657,711
The Food Network	12,820,078	4,398,241	Just Fab	6,553,856	61,211
Buffalo Wild Wings	12,450,389	677,747	Shell Oil	6,439,336	156,553
Gilly Hicks	12,176,353	143,373	Nautica	6,052,668	310,730
Hollister	12,176,352	850,391	Foot Locker	5,847,550	1,450,709
Nikon	11,883,093	197,284	Redbox	5,752,629	356,074
LEGO	11,828,137	417,494	Hot Topic	5,663,401	533,931
Kohl's	11,773,705	745,030	Procter & Gamble	5,569,119	159,580
American Eagle Outfitters	11,414,125	706,504	Under Armour	5,521,940	774,365
Mini	11,281,313	222,261	J.C. Penney	5,125,381	465,766



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L' Occitane	5,088,992	85,133	bebeautiful	3,333,721	5,284
Oakley	4,842,880	376,757	7-Eleven	3,310,033	109,122
The North Face	4,791,679	399,989	Dollar General	3,307,782	72,871
Fisher-Price	4,783,124	51,916	Academy	3,303,212	2,045,030
Airbnb	4,772,085	550,286	Urban Decay	3,297,284	973,318
IKEA	4,750,816	26,010	Louboutin	3,242,988	2,428,507
Swatch	4,699,312	31,901	Carter's	3,203,300	28,139
NASCAR	4,661,866	3,044,801	Bass Pro	3,202,320	314,845
Betty Crocker	4,621,015	151,328	Keds	3,194,572	66,729
Neutrogena	4,606,319	45,738	Big Lots	3,121,090	164,584
Marks & Spencer	4,596,731	526,215	Little Caesars	3,116,638	174,523
Diesel	4,582,770	153,864	Skechers	3,103,347	41,552
Shop at Home Network	4,538,896	259,642	Kate Spade	3,042,887	913,228
Express	4,511,393	257,719	Champs Sports	3,026,959	471,060
Billabong	4,472,853	203,240	UGG Australia	3,016,974	102,900
Carnival Cruise	4,435,227	191,453	Burt's Bees	2,970,982	107,884
Walgreen	4,415,721	929,673	Dollar Shave Club	2,945,904	83,578
Spencer Gifts	4,408,011	13,967	Hanes	2,936,358	22,119
Toys R Us	4,383,409	1,873,695	Petco	2,925,125	180,020
Nordstrom	4,305,640	726,119	Panera Bread	2,922,716	435,578
Bobbi Brown	4,295,123	541,802	Keurig	2,852,649	112,807
Dick's Sporting Goods	4,264,942	388,668	Mary Kay	2,843,060	106,106
Topshop	4,228,305	1,312,468	Sam's Club	2,817,686	102,750
Fox Racing	4,200,082	92,042	TJ Maxx	2,801,795	384,850
Quiksilver	4,134,514	308,026	Colgate-Palmolive	2,791,638	53,847
Zulily	4,100,199	59,112	Fossil	2,786,474	74,178
Hewlett Packard	4,069,341	1,031,746	Carhartt	2,764,668	62,742
3M	3,985,667	1,525,150	Home Depot	2,749,237	345,895
Pillsbury	3,958,033	142,525	Asics	2,733,198	88,687
Volcom	3,929,776	304,348	Radioshack	2,733,069	205,951
Toms Shoes	3,751,197	2,150,654	Shutterfly	2,704,420	89,574
Bebe	3,732,937	83,554	Yves Saint Laurent	2,656,760	3,838,483
Shoedazzle	3,705,251	93,081	Hermes	2,644,283	33,741
Herbalife	3,689,987	290,584	PacSun	2,605,181	505,526
Unilever	3,642,740	150,212	DSW	2,566,842	101,074
Sears	3,600,068	200,366	Wrangler	2,563,156	21,504
New ERA	3,552,580	191,504	Deb Shops	2,513,211	4,660
Cabela's	3,547,839	357,036	Wrigley	2,506,068	7,197
Bose	3,400,246	28,421	QVC	2,486,910	136,897
CSN Stores	3,349,782	37,052	Build-A-Bear Workshop	2,472,993	58,922
Wayfair	3,349,782	37,052	Juicy Couture	2,458,438	153,986



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Petsmart	2,440,415	189,122	DKNY	1,809,044	565,802
Crayola	2,417,494	47,819	Elf Cosmetics	1,807,897	15,689
Fendi	2,384,122	401,018	Tory Burch	1,800,091	394,154
Bed Bath & Beyond	2,361,761	149,442	Fandango	1,785,723	207,460
ShopBop	2,335,834	216,004	Ann Taylor Loft	1,774,181	91,417
Ivanka Trump	2,328,604	2,696,808	Armani Exchange	1,772,870	77,305
Roberto Cavalli	2,324,124	1,522,256	Maurices	1,765,386	58,170
Weight Watchers	2,322,962	306,474	Lululemon	1,762,636	924,927
Ulta	2,309,513	521,428	The Finish Line	1,754,257	622,509
Frito-Lay	2,303,547	292,881	Advance Auto Parts	1,753,117	28,685
Boot Barn	2,299,298	27,743	Living Social	1,752,685	242,771
Lane Bryant	2,298,147	73,312	Udemy	1,752,672	116,042
Michaels Stores	2,295,118	167,893	Ecco	1,746,839	10,345
Bradford Exchange	2,290,828	2,124	Blue Nile	1,732,225	17,615
G-Star Raw	2,289,896	95,569	Zale	1,727,237	22,549
CVS Pharmacy	2,226,150	314,482	Rip Curl	1,710,837	62,133
Zappos	2,222,307	71,758	Hobby Lobby	1,705,163	77,756
Kmart	2,221,097	168,255	REI	1,687,257	366,927
Brides	2,214,036	200,482	American Apparel	1,685,808	567,347
Belk	2,212,749	98,810	Sunoco	1,681,085	56,113
Whole Foods	2,203,292	4,848,949	Vera Bradley	1,674,862	82,612
Wet Seal	2,194,819	56,689	Jo-Ann Stores	1,674,787	101,686
Clarins	2,173,327	49,715	The Yankee Candle	1,670,161	92,117
Dollar Tree	2,159,195	185,398	J. Crew	1,655,178	388,222
Urban Outfitters	2,157,933	1,075,630	Zumiez	1,646,450	196,725
Banana Republic	2,131,266	306,953	Guitar Sale	1,602,305	193,676
Gillette	2,129,518	89,681	Ocean Spray Cranberries	1,593,253	23,049
Vista Print	2,104,458	52,073	New Balance	1,587,656	214,722
Estee Lauder	2,099,009	334,383	Specialized Bikes	1,586,137	282,153
The Children's Place	2,045,252	56,503	Jansport	1,583,192	24,572
Family Dollar Stores	2,034,546	40,463	Wilton Brands	1,569,251	51,373
Sperry	2,017,747	49,659	Free People	1,564,621	250,046
Pier 1 Imports	2,003,920	120,163	Ticketmaster	1,556,605	326,449
Disney Store	2,001,040	487,003	Shoe Carnival	1,551,037	28,340
Party City	1,966,027	24,715	Costco Wholesale	1,520,724	28,658
Eastbay	1,943,866	425,727	Reef	1,517,933	78,478
Charlotte Russe	1,901,841	89,642	NYX Cosmetics	1,505,183	736,973
Dole Food	1,890,860	60,237	Paul Frank	1,502,297	20,287
Pottery Barn	1,832,344	106,670	Staples	1,501,024	324,227
Barnes & Noble	1,825,185	204,035	Newegg	1,499,849	167,247
McCormick	1,817,241	5,150	Home Center	1,499,417	49,443



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Craftsman	1,484,646	30,411	Omega	1,219,314	168,963
Build.com	1,481,673	38,150	Anthropologie	1,206,369	558,180
Improvement Direct	1,481,673	38,150	Hsn	1,201,079	76,447
Net-A-Porter	1,480,446	863,437	Coupons.com	1,199,247	227,685
Merrell	1,479,517	111,749	Chico's Fas	1,192,699	46,396
Mod Cloth	1,469,277	137,751	The Sports Authority	1,192,628	57,885
Quaker Oats	1,465,629	187,064	STA TRAVEL	1,182,542	231,961
GNC	1,459,671	217,715	Ann Taylor	1,169,858	80,014
White House Black Market	1,449,741	60,468	Ritani	1,168,599	7,878
David's Bridal	1,449,069	30,119	John Lewis	1,167,806	335,162
Journey's	1,442,753	100,617	Steven Madden	1,166,440	69,191
Jelly Belly	1,430,800	21,384	iHerb	1,162,050	203,314
Longchamp	1,422,999	18,963	Overstock.com	1,158,915	57,298
Alex and Ani	1,419,379	205,004	LeapFrog	1,157,041	31,836
Meijer	1,416,504	52,105	TigerDirect	1,155,760	44,812
ThinkGeek	1,415,284	1,069,257	Heinz	1,151,477	31,842
Zippo	1,411,114	88,061	Gerber Life	1,150,121	23,312
American Girl	1,409,095	19,780	Payless ShoeSource	1,145,809	30,806
Seventh Generation	1,404,868	81,249	Dickies	1,142,170	24,263
Holland America	1,402,728	88,198	Fancy	1,126,441	131,075
Cost Plus World Market	1,384,926	114,157	Clorox	1,123,397	107,029
Ross Stores	1,383,090	1,032	La Senza	1,122,738	47,191
Scotts Miracle-Gro	1,382,296	5,759	Food Lion	1,121,274	56,554
Bridgestone Tires	1,353,478	96,512	Hallmark	1,116,020	56,533
Sheetz	1,325,050	394,471	Oscar de la Renta	1,110,784	401,834
Kroger	1,317,170	126,195	John Paul Mitchell	1,110,776	200,294
Candie's	1,312,463	63,467	Personal Creations	1,107,139	4,204
True Religion	1,309,108	42,831	Dockers	1,083,663	11,406
Karmaloop	1,301,288	467,023	AutoZone	1,072,779	31,297
Fry's Electronics	1,291,722	33,075	Office Depot	1,069,812	98,238
Lands' End	1,289,879	243,565	Coastal Contacts	1,063,098	19,943
Safeway.com	1,286,336	76,126	Rue La La	1,059,865	46,270
Vitamin Shoppe	1,275,327	425,087	Autotrader.com	1,058,726	80,449
Wrigley	1,271,018	21,051	Carols Daughter	1,040,599	49,791
Zildjian	1,256,100	117,345	Green Mountain Coffee	1,036,145	44,954
Montblanc	1,248,516	30,395	FragranceNet.com	1,034,744	22,376
Barneys New York	1,247,547	471,937	Annie's	1,033,006	108,701
Jetblue	1,242,784	2,068,681	Zenni Optical	1,028,172	16,412
BH Cosmetics	1,234,175	130,612	Kirkland's	1,024,719	30,942
Discount Tire	1,223,051	24,007	Beach Body	1,024,621	325,862
Perry Ellis	1,219,688	22,137	Brooks Running	1,012,329	198,548



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Superdry	1,008,203	84,057	Gymboree	823,523	29,638
Burlington Coat Factory	1,003,339	10,490	JackThreads.com	822,901	86,125
See's Candies	1,002,540	5,022	Ritas Italian Ice	817,851	28,117
New York & Co.	976,710	30,450	Venus Swimwear	817,141	4,897
Origins	968,380	31,554	JACK WILLIS	814,637	156,411
Neiman Marcus	965,812	386,022	Stussy	809,826	219,622
Hearts On Fire	956,388	5,692	Gander Mountain	798,770	132,641
5.11 Tactical	951,827	69,252	YOOX	795,382	91,208
Diane Von Furstenberg	950,427	949,280	The Pampered Chef	793,397	15,679
1-800-Flowers.com	950,091	44,016	Things Remembered	791,451	9,133
King Arthur Flour	939,975	32,012	Rite Aid	782,193	69,007
Foot Action	933,059	407,687	Giant Eagle	779,293	25,182
Movado	931,197	12,898	Lorac Cosmetics	776,087	208,056
Saks & Co.	928,681	451,224	Woman Within	770,743	6,181
Jones Soda	921,151	16,556	Burton Snowboards	768,398	159,866
Ascena Retail Group	914,941	10,258	Williams-Sonoma	768,173	96,393
The Dress Barn	914,941	10,258	Fragrancex.com	754,872	154,127
Tarte	901,884	456,914	Kashi	752,880	12,547
Haute Look	900,244	114,678	Maidenform	752,008	12,598
Munchkin	877,098	16,418	Dennis Kirk	751,456	3,067
Uniqlo	875,167	57,332	Sobe Beverages	745,370	9,921
Perdue	873,657	33,508	Johnson & Johnson	740,815	74,330
Nu Skin	872,837	30,873	L L Bean	738,751	51,109
Tiny Prints	869,832	103,229	Gilt	737,936	569,521
Sleep Number	867,479	40,732	Justice	734,144	3,863
Musician's Friend	866,975	50,215	Kenneth Cole	733,910	195,452
Aaron's	865,966	65,634	General Motors	731,126	559,282
Patagonia	862,715	331,426	Crate and Barrel	727,541	80,744
Sierra Trading Post	856,301	84,111	Back Country	718,896	76,422
Entertainment Earth	854,173	43,186	Lord & Taylor	714,202	72,111
Vineyard Vines	853,057	242,572	Peet's Coffee & Tea	711,753	51,080
Philosophy	848,878	42,560	B & H Foto & Electronics	707,433	438,947
Moschino	844,792	360,208	Sole Society	705,200	14,256
Edible Arrangements	844,015	32,872	Lids	684,350	68,362
La-Z-Boy	843,719	13,802	Kohler	680,172	94,157
Brooks Brothers	841,444	75,004	West Elm	677,647	92,419
Clairol	837,435	74,071	Five Below	668,309	11,483
Hhgregg	834,982	33,938	Benjamin Moore	664,422	90,453
Cisco Systems	832,148	586,482	Tervis	662,104	23,454
OshKosh B'gosh	831,282	14,222	Bolthouse Farms	658,642	17,149
Motorcycle Superstore	825,153	5,835	Tupperware	652,416	22,464



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Orbitz	645,907	159,174	Tumi	520,893	18,859
Wedding Paper Divas	643,988	124,561	Campbell Soup	520,432	84,879
Hollywood Records	643,882	391,772	BCBG Max Azria	518,511	539,528
Apple & Eve	641,758	1,003	Lucky Brand	500,565	21,382
Blue Diamond	636,413	17,196	ShopHQ (NOW Evine)	495,220	10,016
Micro Electronics	635,432	28,636	Nestle Purina	493,321	50,480
CafePress.com	634,271	25,659	Bloomingdale's	492,170	390,437
Stuart Weitzman	633,296	41,491	J&P Cycles	491,857	12,113
Beyond the Rack	630,772	21,015	Stella & Dot	490,980	54,886
Coffee Bean & Tea Leaf	628,849	233,041	Taylor Made Golf	490,665	331,218
John Varvatos	626,207	41,880	Smuckers	485,456	19,938
Tilly's	622,048	71,794	Club Monaco	484,818	47,211
Fiji Water	621,762	43,838	Save-A-Lot	480,511	9,439
Cavender Stores	620,219	9,458	Pet Health	478,664	4,273
Clarisonic	619,943	54,525	Beech-Nut Nutrition	476,999	8,738
Full Beauty	613,974	12,853	Exclusively Weddings	476,992	585
Ice.com	610,399	8,626	Physicians Formula	473,800	56,020
Warby Parker	606,440	82,735	Fruit of The Loom	463,427	7,793
Revolve Clothing	603,817	39,605	Harry and David	461,436	11,967
Kenmore	596,837	12,364	Linen Chest	460,354	971
The Knot	594,143	234,070	Shutterstock	458,443	292,393
Fitness Anywhere	591,815	144,915	Amway	457,756	60,176
J Brand Jeans	584,839	68,274	Sheplers	456,054	8,756
Madewell	580,591	68,780	Murad	454,920	13,575
Sharis Berries	576,794	11,052	Titleist	454,312	337,839
Shopstyle	576,062	32,906	Snapfish	454,008	14,055
Soma Intimates	574,808	18,358	Original Penguin	438,513	17,610
Ace Hardware	557,802	129,997	Jos A. Bank	435,425	26,696
Frederick's of Hollywood	555,292	24,430	Northern Tool & Equipment	433,365	50,133
Dooney & Bourke	549,643	9,947	Sherwin-Williams	432,940	147,551
Henri Bendel	549,420	45,611	Coldwater Creek	432,229	4,020
Dillard's	547,826	26,623	Big Fish Games	432,177	32,660
Indigo Books & Music	547,041	133,534	Entirely Pets	427,603	12,521
The Men's Wearhouse	541,983	47,735	Buckle Inc.	418,298	33,208
Van Cleef & Arpels	540,060	63,348	Bongo Jeans	418,270	16,499
Lion Brand Yarn	536,693	54,602	The Container Store	411,757	38,396
Caribou Coffee	536,415	129,195	Everlast Worldwide	411,318	48,210
Stein Mart	534,923	6,007	The Limited	408,612	20,879
Sally Beauty Supply	533,625	58,464	SmartPak Equine	403,359	20,696
Sealy	532,519	6,985	PetFoodDirect	403,174	2,119
AllPosters.com	523,097	5,862	KIND Healthy Snacks	400,776	70,243



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Tommy Bahama	398,097	21,754
Talbots	395,452	14,346
ProFlowers	392,329	11,607
Eddie Bauer	388,642	46,231
Bonobos	379,150	50,558
Lady Footlocker	377,512	5,254
Skinit	369,318	9,940
Body Glove	362,838	10,222
Teva	362,312	19,940
Modnique	331,698	18,331
TomTom	73,104	58,994
Kodak	21,923	23,721

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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.