



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	102,840,291	3,324,546	Calvin Klein	11,358,556	3,350,203
National Geographic	43,465,589	15,553,648	Mini	11,323,564	226,846
Converse	37,226,035	1,044,758	Microsoft	11,135,463	7,891,310
Starbucks	36,550,418	11,848,177	Tommy Hilfiger	10,917,868	1,274,911
WWE wrestling	36,049,621	8,722,811	Dolce & Gabbana	10,893,435	4,473,860
Walmart	33,164,957	853,398	Aeropostale	10,815,957	718,105
Netflix	30,721,798	2,724,625	Gopro	10,240,300	2,008,810
H & M	29,755,993	8,350,712	Dell	10,096,114	614,866
Adidas Originals	29,691,979	3,614,665	Clinique	9,907,777	352,434
Victoria's Secret	27,912,496	10,500,329	Old Navy	9,495,122	350,641
Nike	27,589,928	6,783,848	eBay	9,483,324	627,671
Amazon.com	27,133,002	2,534,320	Tiffany & Co	9,255,998	1,505,053
Adidas	26,055,472	733,965	Hershey's	9,054,552	181,676
Zara	25,123,395	1,218,208	Abercrombie & Fitch	8,848,978	634,565
Levis	23,883,818	782,088	Ralph Lauren	8,682,463	1,951,766
Target	23,598,129	1,886,931	Ben & Jerry's	8,459,530	320,882
IKEA	22,992,625	369,150	Gap	8,386,962	678,475
Louis Vuitton	19,101,795	1,560,475	Revlon Holdings	8,262,028	382,205
Avon	17,490,167	118,655	Philips Electronics	8,193,578	335,330
Burberry	17,214,145	7,631,300	Lancome	8,166,795	314,793
PUMA	17,111,121	1,479,757	Bath & Body Works	7,826,728	299,488
Michael Kors	17,029,403	3,442,420	Zumba Fitness	7,754,357	186,148
Groupon	16,902,922	148,751	Best Buy	7,545,805	861,976
ideeli	16,902,921	36,470	Sony	7,511,225	4,045,206
M.A.C. Cosmetics	16,773,872	1,334,372	Harley Davidson	7,454,060	364,473
Vans	16,655,627	1,150,909	Gibson Brands	7,363,958	1,091,790
Jaguar	15,764,101	864,355	Verizon Wireless	7,282,077	1,732,849
Sephora	15,293,516	2,154,905	Gatorade	7,272,830	338,213
Lacoste	14,508,245	980,846	Reebok US	7,159,282	723,409
Macy's	14,288,003	953,349	Timberland	7,077,646	150,325
Land Rover	14,134,094	555,521	Guess	6,825,853	347,422
Victoria's Secret PINK	14,055,799	1,046,410	Game Stop	6,804,386	1,101,175
The Food Network	13,833,639	4,532,835	Just Fab	6,642,778	61,251
Forever 21	13,581,238	2,277,327	Coach	6,625,735	659,106
Buffalo Wild Wings	12,449,759	681,701	Shell Oil	6,502,530	159,248
LEGO	12,245,431	425,162	Nautica	6,047,472	310,229
Nikon	12,185,065	201,461	Foot Locker	5,861,081	1,462,944
Gilly Hicks	12,155,442	142,814	Redbox	5,760,656	354,979
Hollister	12,155,441	847,128	Hot Topic	5,668,281	535,166
Kohl's	11,778,907	748,955	Under Armour	5,613,285	808,751
American Eagle Outfitters	11,413,294	704,825	Procter & Gamble	5,563,839	161,630



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Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Airbnb	5,171,148	571,835	CSN Stores	3,429,753	38,378
J.C. Penney	5,140,350	466,679	Wayfair	3,429,753	38,377
L' Occitane	5,127,516	85,124	Urban Decay	3,357,696	993,601
Ivanka Trump	5,081,339	3,235,828	bebeautiful	3,322,989	5,344
Oakley	4,868,445	377,931	7-Eleven	3,317,274	110,173
Fisher-Price	4,814,767	52,342	Academy	3,311,057	2,169,051
The North Face	4,808,959	403,928	Dollar General	3,310,217	73,390
Swatch	4,732,255	31,939	Louboutin	3,258,438	2,468,653
Betty Crocker	4,709,638	151,984	Skechers	3,232,155	41,842
NASCAR	4,666,904	3,124,150	Keds	3,230,814	66,529
Marks & Spencer	4,635,071	528,661	Carter's	3,230,800	28,389
Neutrogena	4,633,768	46,034	Little Caesars	3,210,574	181,884
Diesel	4,591,815	155,405	Bass Pro	3,202,269	316,545
Shop at Home Network	4,531,648	259,314	Big Lots	3,128,078	164,523
Express	4,526,620	257,187	Kate Spade	3,089,670	914,172
Carnival Cruise	4,511,539	193,950	Champs Sports	3,042,791	476,145
Billabong	4,468,693	203,767	UGG Australia	3,024,716	105,095
Walgreen	4,416,004	928,814	Dollar Shave Club	3,016,429	83,485
Nordstrom	4,414,402	756,367	Burt's Bees	2,995,837	107,891
Spencer Gifts	4,406,181	14,190	Hanes	2,932,908	22,195
Toys R Us	4,387,951	1,884,873	Panera Bread	2,927,136	438,383
Bobbi Brown	4,322,438	548,245	Petco	2,923,484	180,433
Dick's Sporting Goods	4,301,222	387,756	Mary Kay	2,863,061	107,024
Topshop	4,237,539	1,314,575	Fossil	2,852,035	74,620
Zulily	4,201,669	59,143	Keurig	2,852,006	112,890
Fox Racing	4,197,403	92,336	Sam's Club	2,846,255	103,679
Whole Foods	4,144,807	4,849,025	TJ Maxx	2,822,659	385,898
Quiksilver	4,135,754	308,494	Home Depot	2,812,334	348,175
Hewlett Packard	4,084,351	1,034,844	Colgate-Palmolive	2,787,926	54,849
Pillsbury	4,082,415	143,695	Asics	2,768,713	89,262
3M	4,002,422	1,521,784	Carhartt	2,766,736	63,449
Volcom	3,937,797	304,175	Radioshack	2,728,732	205,434
Herbalife	3,794,017	292,208	Shutterfly	2,712,344	89,613
Shoedazzle	3,781,606	93,567	Yves Saint Laurent	2,674,175	3,856,731
Toms Shoes	3,770,181	2,148,668	Hermes	2,660,526	35,074
Bebe	3,742,035	83,671	PacSun	2,599,622	505,091
Unilever	3,639,884	152,788	DSW	2,568,816	101,006
Sears	3,599,475	201,158	Wrangler	2,561,756	21,674
Cabela's	3,549,101	358,462	Deb Shops	2,505,945	4,649
New ERA	3,542,650	192,897	QVC	2,504,860	137,771
Bose	3,468,933	29,015	Wrigley	2,502,445	7,226



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Build-A-Bear Workshop	2,484,652	59,047	Barnes & Noble	1,826,699	206,083
Juicy Couture	2,463,266	153,941	McCormick	1,817,392	5,316
Petsmart	2,457,398	189,760	Tory Burch	1,815,949	394,694
Crayola	2,413,839	48,185	DKNY	1,807,936	565,902
Bed Bath & Beyond	2,399,521	150,092	Lululemon	1,788,895	968,837
Fendi	2,399,188	420,603	Fandango	1,787,936	210,891
Weight Watchers	2,383,451	309,919	Superdry	1,786,559	84,481
Bradford Exchange	2,382,211	2,169	Maurices	1,779,854	58,133
Ulta	2,342,743	530,504	Ann Taylor Loft	1,777,031	91,376
ShopBop	2,340,165	215,792	Armani Exchange	1,776,719	77,428
Lane Bryant	2,340,078	73,621	The Finish Line	1,759,303	629,286
Roberto Cavalli	2,336,707	1,524,743	Origins	1,757,008	31,813
Michaels Stores	2,316,885	168,588	Advance Auto Parts	1,751,032	29,444
Frito-Lay	2,301,863	295,854	Ecco	1,750,898	10,429
Boot Barn	2,297,373	27,895	Living Social	1,749,214	242,082
G-Star Raw	2,295,413	96,321	Blue Nile	1,748,428	17,739
CVS Pharmacy	2,234,227	315,560	Zale	1,731,973	22,751
Kmart	2,223,173	168,993	Hobby Lobby	1,722,838	78,971
Zappos	2,220,231	72,547	Rip Curl	1,715,654	62,429
Brides	2,216,927	201,760	REI	1,706,628	371,418
Belk	2,216,853	100,902	The Yankee Candle	1,683,147	92,905
Dollar Tree	2,211,339	186,432	American Apparel	1,681,885	566,386
Wet Seal	2,189,352	56,800	Vera Bradley	1,680,788	82,507
Clarins	2,188,064	49,979	Jo-Ann Stores	1,679,801	102,288
Urban Outfitters	2,159,175	1,075,327	Sunoco	1,678,491	56,106
Banana Republic	2,144,786	307,960	J. Crew	1,664,337	388,747
Gillette	2,129,016	91,110	Zumiez	1,644,349	197,323
Vista Print	2,122,923	52,303	Guitar Sale	1,616,072	197,382
Estee Lauder	2,107,943	340,980	Ocean Spray Cranberries	1,613,801	23,091
The Children's Place	2,055,908	56,727	New Balance	1,605,316	216,944
Family Dollar Stores	2,048,187	40,756	Specialized Bikes	1,595,512	283,106
Sperry	2,031,746	49,564	Wilton Brands	1,594,908	51,614
Disney Store	2,021,655	489,249	Jansport	1,580,427	24,546
Pier 1 Imports	2,015,069	120,548	Free People	1,569,049	250,703
Party City	1,974,581	24,922	Ticketmaster	1,568,344	328,777
Eastbay	1,949,630	429,719	Shoe Carnival	1,552,376	28,387
Charlotte Russe	1,907,108	89,614	NYX Cosmetics	1,548,139	755,971
Dole Food	1,888,078	9,841	Costco Wholesale	1,533,113	29,783
Udemy	1,876,544	119,100	Reef	1,531,207	78,620
Elf Cosmetics	1,873,374	15,653	Home Center	1,509,188	50,322
Pottery Barn	1,847,776	107,543	Staples	1,502,080	323,871



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Newegg	1,501,421	166,920	Omega	1,236,370	171,025
Paul Frank	1,498,616	20,256	Perry Ellis	1,228,701	22,130
Quaker Oats	1,492,394	187,777	Discount Tire	1,220,873	24,135
Craftsman	1,490,120	30,644	Anthropologie	1,214,425	557,911
Merrell	1,488,937	111,910	Hsn	1,203,148	76,888
Build.com	1,481,197	38,275	STA TRAVEL	1,202,961	236,700
Improvement Direct	1,481,197	38,275	Coupons.com	1,200,099	228,150
Net-A-Porter	1,480,616	864,680	Chico's Fas	1,196,119	46,366
Mod Cloth	1,476,674	137,393	The Sports Authority	1,190,097	57,613
David's Bridal	1,466,746	30,364	John Lewis	1,180,587	337,614
GNC	1,464,611	218,906	Ritani	1,178,658	7,947
White House Black Market	1,452,060	60,319	iHerb	1,176,343	206,052
Journey's	1,444,820	100,720	Ann Taylor	1,171,060	80,040
Alex and Ani	1,443,369	203,766	Steven Madden	1,170,156	5,914
Jelly Belly	1,434,577	21,751	Overstock.com	1,165,416	57,394
Zippo	1,429,932	87,939	LeapFrog	1,155,122	31,824
Longchamp	1,426,323	19,111	TigerDirect	1,153,512	44,671
ThinkGeek	1,425,914	1,071,197	Heinz	1,151,907	32,345
Holland America	1,424,146	89,477	Payless ShoeSource	1,150,480	30,852
Meijer	1,422,932	53,007	Gerber Life	1,149,647	23,346
American Girl	1,415,141	20,798	Food Lion	1,148,858	56,644
Seventh Generation	1,404,944	81,269	Dickies	1,146,079	24,562
Cost Plus World Market	1,397,486	114,375	Personal Creations	1,129,753	4,232
Ross Stores	1,389,071	1,025	Clorox	1,127,874	109,502
Scotts Miracle-Gro	1,379,972	5,787	La Senza	1,124,255	47,184
Bridgestone Tires	1,358,050	97,631	Fancy	1,121,398	130,837
Kroger	1,334,934	127,567	Hallmark	1,120,603	56,979
True Religion	1,333,977	43,385	Oscar de la Renta	1,117,463	411,858
Sheetz	1,329,791	406,692	John Paul Mitchell	1,110,994	200,053
Candie's	1,309,503	63,031	Dockers	1,099,997	11,467
Karmaloop	1,297,747	465,786	AutoZone	1,083,643	32,131
Fry's Electronics	1,295,644	33,112	Office Depot	1,070,481	98,696
Safeway.com	1,290,999	76,372	Rue La La	1,064,663	46,222
Lands' End	1,288,454	242,901	Autotrader.com	1,062,377	81,006
Vitamin Shoppe	1,284,900	424,336	Beach Body	1,062,093	326,709
Wrigley	1,273,289	21,050	Coastal Contacts	1,060,868	19,937
Montblanc	1,268,661	31,341	Annie's	1,045,050	108,800
Zildjian	1,258,491	118,263	Carols Daughter	1,042,679	49,903
BH Cosmetics	1,255,552	134,182	FragranceNet.com	1,036,383	22,534
Jetblue	1,255,284	2,075,173	Zenni Optical	1,035,554	16,538
Barneys New York	1,248,079	473,141	Green Mountain Coffee	1,034,143	44,984



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Kirkland's	1,028,622	31,126	Gymboree	828,788	29,758
Brooks Running	1,025,793	199,292	JackThreads.com	826,099	85,506
Burlington Coat Factory	1,013,574	10,629	Motorcycle Superstore	823,715	5,889
See's Candies	1,003,510	5,270	JACK WILLIS	820,812	155,809
New York & Co.	977,141	30,525	Stussy	819,693	219,979
5.11 Tactical	971,271	70,479	Ritas Italian Ice	816,535	28,062
Neiman Marcus	970,821	388,445	Gander Mountain	800,599	133,459
Hearts On Fire	966,794	5,701	YOOX	800,519	91,159
1-800-Flowers.com	952,169	44,258	The Pampered Chef	796,087	15,897
Diane Von Furstenberg	949,430	951,737	Things Remembered	791,550	9,201
King Arthur Flour	945,167	32,273	Rite Aid	787,207	69,505
Tarte	940,885	476,055	Lorac Cosmetics	780,190	212,752
Nu Skin	939,365	31,089	Giant Eagle	779,488	25,243
Saks & Co.	934,690	453,138	Williams-Sonoma	776,973	96,817
Movado	932,170	13,113	Woman Within	772,712	6,305
Foot Action	931,174	411,536	Burton Snowboards	772,001	160,894
Jones Soda	918,880	16,565	Lids	759,350	69,614
Ascena Retail Group	916,465	10,287	Fragrancex.com	757,252	153,913
The Dress Barn	916,465	10,287	Dennis Kirk	756,315	3,085
Haute Look	902,432	114,629	L L Bean	754,965	57,790
Aaron's	893,711	70,235	Kashi	751,457	12,590
Patagonia	889,640	339,623	Maidenform	751,002	12,567
Sleep Number	880,582	41,577	Sobe Beverages	743,729	9,910
Munchkin	879,672	16,439	Johnson & Johnson	742,952	75,210
Uniqlo	877,903	58,016	Gilt	742,827	569,043
Moschino	876,868	379,838	Kenneth Cole	735,785	195,100
Perdue	875,479	33,676	General Motors	735,713	567,847
Tiny Prints	870,221	102,957	Crate and Barrel	735,142	81,472
Musician's Friend	867,512	50,523	Justice	733,117	209
Entertainment Earth	867,174	43,899	Back Country	722,497	77,220
Sierra Trading Post	861,867	84,332	Lord & Taylor	716,327	72,091
La-Z-Boy	859,898	13,911	Sole Society	716,268	14,334
Vineyard Vines	855,195	242,273	Peet's Coffee & Tea	712,910	51,247
Philosophy	854,515	42,836	B & H Foto & Electronics	709,674	440,465
Brooks Brothers	852,315	75,063	West Elm	683,040	92,956
Edible Arrangements	848,515	33,642	Kohler	681,998	94,526
Venus Swimwear	846,681	4,904	Tupperware	669,910	24,277
Clairol	835,936	73,949	Five Below	668,569	11,891
OshKosh B'gosh	835,806	14,698	Benjamin Moore	666,907	91,085
Cisco Systems	835,594	590,496	Tervis	662,134	23,639
Hhgregg	833,572	34,604	Bolthouse Farms	659,068	17,191



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Orbitz	649,493	159,616	Campbell Soup	526,403	85,158
Wedding Paper Divas	648,606	125,145	AllPosters.com	522,859	5,878
Hollywood Records	642,570	391,444	BCBG Max Azria	520,615	1,490
Apple & Eve	640,674	1,051	Lucky Brand	501,510	21,397
Stuart Weitzman	637,278	41,678	Bloomingdale's	501,452	392,621
Blue Diamond	636,228	17,256	Taylor Made Golf	498,676	357,163
Micro Electronics	635,106	28,648	ShopHQ (NOW Evine)	495,748	10,093
Warby Parker	634,696	83,180	Stella & Dot	494,670	54,896
CafePress.com	633,931	25,900	Nestle Purina	493,719	50,957
Fiji Water	630,250	44,219	J&P Cycles	492,241	12,271
Beyond the Rack	629,380	21,061	Smuckers	486,685	20,080
Coffee Bean & Tea Leaf	628,736	233,160	Shutterstock	484,635	292,719
John Varvatos	625,603	41,988	Club Monaco	484,496	47,172
Clarisonic	624,737	54,698	Save-A-Lot	484,014	9,777
Tilly's	624,224	71,740	Pet Health	478,223	4,272
Cavender Stores	624,011	9,560	Beech-Nut Nutrition	476,286	8,708
Full Beauty	618,167	12,894	Exclusively Weddings	476,035	587
Revolve Clothing	617,444	39,859	Physicians Formula	473,784	56,311
The Knot	610,227	235,559	Murad	470,758	13,620
Ice.com	610,149	8,642	Titleist	463,110	342,561
Fitness Anywhere	603,003	157,875	Fruit of The Loom	462,997	7,862
Kenmore	596,418	12,397	Harry and David	461,221	12,005
Sharis Berries	593,139	11,536	Linen Chest	460,870	973
Madewell	591,126	69,080	Amway	460,018	61,028
Van Cleef & Arpels	585,004	63,834	Sheplers	457,283	8,848
J Brand Jeans	584,520	68,235	Snapfish	454,325	14,046
Soma Intimates	576,694	18,393	Original Penguin	452,435	17,668
Shopstyle	576,474	32,900	Jos A. Bank	439,545	26,689
Henri Bendel	560,562	45,558	Sherwin-Williams	435,156	147,828
Ace Hardware	558,570	130,309	Northern Tool & Equipment	434,382	50,263
Frederick's of Hollywood	558,292	24,428	Coldwater Creek	434,203	4,002
The Men's Wearhouse	556,707	47,737	Big Fish Games	433,462	32,736
Dooney & Bourke	551,949	10,041	Entirely Pets	428,208	12,545
Dillard's	549,120	26,963	Buckle Inc.	420,155	34,006
Indigo Books & Music	548,078	133,732	Bongo Jeans	417,366	16,423
Lion Brand Yarn	540,017	55,229	The Container Store	412,913	38,779
Sally Beauty Supply	538,235	58,764	Everlast Worldwide	412,636	48,107
Caribou Coffee	537,965	130,654	The Limited	407,891	20,807
Stein Mart	535,024	6,045	SmartPak Equine	404,204	20,835
Sealy	531,638	7,300	PetFoodDirect	403,193	2,128
Tumi	526,467	19,110	KIND Healthy Snacks	400,830	70,700



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Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter
ProFlowers	399,823	12,131
Tommy Bahama	398,491	21,823
Talbots	395,953	14,368
Eddie Bauer	389,208	46,369
Bonobos	379,543	50,502
Lady Footlocker	376,665	5,341
Skinit	371,950	10,943
Teva	364,141	19,964
Body Glove	362,820	10,271
Modnique	330,996	18,300
TomTom	74,610	59,206
Kodak	22,896	24,361

## 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.