



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	103,517,220	3,330,722	Calvin Klein	11,412,881	3,361,085
National Geographic	43,715,687	16,003,218	Microsoft	11,394,161	7,929,583
Converse	37,207,516	1,046,920	Mini	11,370,015	227,854
Starbucks	36,623,332	11,860,308	Tommy Hilfiger	10,983,167	1,291,545
WWE wrestling	36,388,753	8,809,762	Dolce & Gabbana	10,935,828	4,525,115
Walmart	33,159,907	856,244	Aeropostale	10,829,115	715,456
Netflix	31,542,949	2,826,167	Gopro	10,265,538	2,040,098
H & M	29,989,709	8,393,930	Dell	10,120,928	619,194
Adidas Originals	29,781,191	3,640,956	Clinique	9,967,662	355,825
Victoria's Secret	27,945,729	10,556,151	Old Navy	9,535,522	351,216
Nike	27,688,183	6,804,148	eBay	9,497,958	630,188
Amazon.com	27,150,979	2,545,139	Tiffany & Co	9,268,917	1,525,521
Adidas	26,540,282	740,626	Hershey's	9,097,110	183,017
Zara	25,172,931	1,222,868	Abercrombie & Fitch	8,834,463	632,837
Levis	23,960,512	782,982	Ralph Lauren	8,686,165	1,960,698
Target	23,604,392	1,889,183	Ben & Jerry's	8,472,049	321,683
IKEA	23,347,085	369,851	Gap	8,431,677	678,996
Louis Vuitton	19,144,860	1,561,213	Philips Electronics	8,382,930	335,451
Avon	17,798,080	119,278	Lancome	8,337,346	318,358
PUMA	17,359,569	1,488,979	Revlon Holdings	8,321,279	385,969
Burberry	17,221,324	7,722,644	Bath & Body Works	7,855,857	299,395
Michael Kors	17,057,149	3,466,178	Zumba Fitness	7,796,817	186,798
M.A.C. Cosmetics	16,924,364	1,344,624	Best Buy	7,573,215	863,191
Vans	16,728,764	1,154,390	Reebok US	7,539,273	724,677
Groupon	16,713,016	149,116	Sony	7,529,530	4,053,080
ideeli	16,713,015	36,400	Harley Davidson	7,470,031	367,612
Jaguar	16,369,027	871,882	Gibson Brands	7,357,200	1,092,957
Sephora	15,378,782	2,173,913	Verizon Wireless	7,297,810	1,732,116
Lacoste	14,500,427	982,476	Gatorade	7,268,669	338,182
The Food Network	14,451,801	4,604,367	Timberland	7,165,134	150,735
Land Rover	14,426,332	562,609	Guess	6,843,320	348,798
Macy's	14,285,177	953,409	Game Stop	6,810,560	1,104,174
Victoria's Secret PINK	14,066,386	1,045,996	Just Fab	6,679,823	61,290
Forever 21	13,631,460	2,279,287	Coach	6,662,850	659,971
Buffalo Wild Wings	12,458,040	682,196	Shell Oil	6,562,028	161,537
LEGO	12,276,079	430,468	Nautica	6,053,994	309,811
Nikon	12,268,146	203,101	Foot Locker	5,870,103	1,470,603
Hollister	12,146,099	845,390	Redbox	5,762,549	354,833
Gilly Hicks	12,146,098	142,471	Hot Topic	5,673,553	535,901
Kohl's	11,784,793	751,836	Under Armour	5,666,291	843,297
American Eagle Outfitters	11,416,437	703,390	Procter & Gamble	5,563,152	163,037



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Ivanka Trump	5,421,945	3,416,630	CSN Stores	3,491,845	38,979
Airbnb	5,349,074	577,782	Wayfair	3,491,845	38,979
L' Occitane	5,156,765	85,133	Urban Decay	3,395,237	1,007,850
J.C. Penney	5,142,800	466,838	Skechers	3,354,274	42,014
Oakley	4,876,264	378,564	7-Eleven	3,323,985	110,364
Fisher-Price	4,841,028	52,685	Academy	3,319,475	2,339,896
The North Face	4,831,854	405,837	bebeautiful	3,318,205	5,392
Betty Crocker	4,746,281	152,357	Dollar General	3,312,871	73,635
Swatch	4,744,119	31,980	Little Caesars	3,292,119	185,401
NASCAR	4,711,222	3,172,469	Louboutin	3,265,055	2,509,978
Neutrogena	4,671,710	46,223	Carter's	3,262,024	28,541
Marks & Spencer	4,659,288	530,320	Keds	3,259,065	66,430
Diesel	4,624,735	156,239	Bass Pro	3,203,878	317,992
Carnival Cruise	4,552,818	195,591	Big Lots	3,130,184	164,496
Express	4,533,729	256,972	Kate Spade	3,118,118	914,473
Shop at Home Network	4,528,072	259,068	Dollar Shave Club	3,054,890	83,366
Billabong	4,465,654	204,137	Champs Sports	3,053,651	478,894
Nordstrom	4,456,963	757,341	UGG Australia	3,025,032	106,958
Walgreen	4,419,197	928,413	Burt's Bees	3,020,775	108,297
Spencer Gifts	4,407,522	14,354	Panera Bread	2,932,250	439,806
Toys R Us	4,389,911	1,891,855	Hanes	2,931,968	22,240
Bobbi Brown	4,335,526	552,213	Petco	2,924,741	180,620
Dick's Sporting Goods	4,310,592	387,160	Mary Kay	2,876,641	107,550
Zulily	4,249,465	59,150	Fossil	2,872,440	75,006
Topshop	4,241,540	1,316,388	Sam's Club	2,863,930	104,077
Fox Racing	4,196,820	92,463	Keurig	2,852,740	113,189
Whole Foods	4,152,597	4,852,024	Home Depot	2,838,050	349,490
Pillsbury	4,144,131	144,137	TJ Maxx	2,832,078	385,883
Quiksilver	4,135,556	308,686	Asics	2,798,447	89,587
Hewlett Packard	4,094,958	1,037,971	Colgate-Palmolive	2,787,030	55,597
3M	4,039,054	1,519,973	Carhartt	2,768,989	63,870
Volcom	3,941,628	304,162	Radioshack	2,726,656	205,135
Herbalife	3,860,473	294,365	Shutterfly	2,716,913	89,669
Shoedazzle	3,830,731	94,385	Yves Saint Laurent	2,687,640	3,869,783
Toms Shoes	3,781,476	2,147,102	Hermes	2,679,389	36,021
Bebe	3,742,643	83,717	PacSun	2,599,922	503,834
Unilever	3,640,945	154,946	DSW	2,571,394	101,007
Sears	3,599,573	201,502	Wrangler	2,564,779	21,825
Cabela's	3,552,793	359,326	QVC	2,518,200	138,330
New ERA	3,544,423	194,052	Deb Shops	2,501,536	4,646
Bose	3,496,914	29,557	Wrigley	2,499,884	7,280



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Build-A-Bear Workshop	2,493,471	59,135	Pottery Barn	1,858,719	107,930
Petsmart	2,492,554	190,116	Rip Curl	1,856,638	62,633
Juicy Couture	2,462,392	153,775	Barnes & Noble	1,827,648	207,068
Weight Watchers	2,428,655	311,995	Tory Burch	1,827,238	396,008
Fendi	2,418,425	424,222	DKNY	1,821,260	565,930
Crayola	2,411,683	48,360	McCormick	1,820,299	5,396
Bradford Exchange	2,407,454	2,212	Lululemon	1,804,582	1,007,308
Bed Bath & Beyond	2,406,029	150,548	Superdry	1,801,760	84,654
Lane Bryant	2,370,754	73,869	Maurices	1,785,933	58,136
Michaels Stores	2,365,664	169,144	Armani Exchange	1,779,315	77,554
Ulta	2,361,929	537,268	Ann Taylor Loft	1,779,269	91,413
ShopBop	2,349,499	215,695	The Finish Line	1,765,632	633,587
Roberto Cavalli	2,345,623	1,526,643	Origins	1,763,873	31,947
G-Star Raw	2,306,903	97,317	Ecco	1,762,278	10,479
Frito-Lay	2,302,557	297,039	Blue Nile	1,757,029	17,832
Boot Barn	2,296,618	27,968	Advance Auto Parts	1,749,905	30,043
CVS Pharmacy	2,235,829	316,132	Living Social	1,747,281	241,764
Belk	2,223,380	102,252	Zale	1,734,320	22,849
Zappos	2,222,826	73,004	Hobby Lobby	1,734,205	79,678
Kmart	2,222,601	169,294	REI	1,713,351	373,826
Brides	2,218,205	202,744	The Yankee Candle	1,701,590	93,668
Dollar Tree	2,216,799	187,283	Vera Bradley	1,684,460	82,449
Clarins	2,198,820	50,045	Jo-Ann Stores	1,684,091	102,753
Wet Seal	2,185,056	56,669	American Apparel	1,679,152	565,912
Banana Republic	2,171,068	308,717	Sunoco	1,678,353	56,277
Urban Outfitters	2,160,980	1,077,595	J. Crew	1,666,216	389,041
Vista Print	2,145,816	52,468	Zumiez	1,642,947	197,820
Gillette	2,128,983	96,613	New Balance	1,631,740	220,104
Estee Lauder	2,114,770	345,229	Guitar Sale	1,623,792	197,847
The Children's Place	2,068,503	56,815	Ocean Spray Cranberries	1,617,653	23,157
Family Dollar Stores	2,063,866	40,895	Wilton Brands	1,609,128	51,809
Sperry	2,052,555	49,523	Specialized Bikes	1,603,806	283,903
Disney Store	2,035,239	491,421	Ticketmaster	1,580,252	330,064
Pier 1 Imports	2,020,352	120,640	Jansport	1,579,561	24,525
Fandango	2,003,108	211,728	Free People	1,573,163	251,217
Party City	1,974,336	25,042	NYX Cosmetics	1,572,303	769,356
Udemy	1,971,183	121,128	Shoe Carnival	1,552,749	28,388
Eastbay	1,958,527	431,792	Reef	1,542,699	78,644
Charlotte Russe	1,910,769	89,565	Costco Wholesale	1,537,947	30,621
Elf Cosmetics	1,898,166	15,622	Home Center	1,516,714	50,842
Dole Food	1,886,424	9,944	Quaker Oats	1,512,630	188,242



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Newegg	1,503,629	167,123	Barneys New York	1,248,288	473,432
Staples	1,503,351	323,631	Perry Ellis	1,230,264	22,126
Merrell	1,501,599	112,024	Anthropologie	1,221,992	557,978
Paul Frank	1,496,229	20,242	Discount Tire	1,221,419	24,212
Craftsman	1,491,711	30,746	STA TRAVEL	1,215,452	236,270
Net-A-Porter	1,480,950	865,519	Hsn	1,205,240	77,964
Build.com	1,480,636	39,868	Coupons.com	1,200,965	228,407
Improvement Direct	1,480,636	39,868	Chico's Fas	1,198,408	46,385
Mod Cloth	1,477,453	137,264	iHerb	1,190,665	206,695
David's Bridal	1,476,697	30,559	The Sports Authority	1,188,751	57,454
GNC	1,464,292	219,279	John Lewis	1,186,705	338,844
Zippo	1,459,141	92,729	Ritani	1,184,187	7,970
White House Black Market	1,455,145	60,224	Ann Taylor	1,172,891	80,077
Alex and Ani	1,454,868	203,692	Steven Madden	1,172,614	5,909
Journey's	1,452,963	100,962	Overstock.com	1,171,638	57,430
Jelly Belly	1,435,450	21,914	Food Lion	1,161,149	56,668
Holland America	1,434,131	90,334	Payless ShoeSource	1,154,919	30,893
ThinkGeek	1,433,131	1,070,063	LeapFrog	1,154,160	31,832
Longchamp	1,430,386	19,175	TigerDirect	1,152,411	44,583
Meijer	1,428,770	53,675	Heinz	1,152,335	32,440
American Girl	1,418,747	20,867	Dickies	1,151,263	24,725
Ross Stores	1,407,380	1,086	Gerber Life	1,150,714	23,392
Seventh Generation	1,403,741	81,245	Personal Creations	1,130,067	4,235
Cost Plus World Market	1,399,317	114,492	Clorox	1,129,259	109,537
Scotts Miracle-Gro	1,379,611	5,823	La Senza	1,125,514	47,162
Bridgestone Tires	1,361,461	98,291	Oscar de la Renta	1,123,347	426,516
Kroger	1,346,180	128,264	Hallmark	1,122,133	57,208
True Religion	1,334,988	43,927	Fancy	1,118,172	130,717
Sheetz	1,333,104	413,875	John Paul Mitchell	1,111,651	199,851
Candie's	1,307,906	62,815	Dockers	1,107,274	11,504
Fry's Electronics	1,297,590	33,271	AutoZone	1,085,805	32,787
Karmaloop	1,295,763	465,088	Beach Body	1,085,329	327,447
Safeway.com	1,293,042	76,491	Rue La La	1,072,292	46,197
Vitamin Shoppe	1,292,506	423,867	Office Depot	1,071,029	99,057
Lands' End	1,288,357	242,386	Autotrader.com	1,065,185	81,321
Montblanc	1,287,836	31,607	Coastal Contacts	1,059,820	19,940
BH Cosmetics	1,275,849	135,876	Annie's	1,045,731	108,721
Wrigley	1,272,364	21,088	Carols Daughter	1,043,498	49,966
Jetblue	1,262,028	2,079,928	Zenni Optical	1,042,781	16,598
Zildjian	1,260,616	118,809	FragranceNet.com	1,037,549	22,561
Omega	1,251,489	172,412	Brooks Running	1,034,757	199,863



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Green Mountain Coffee	1,032,971	45,101	Gymboree	831,896	29,817
Kirkland's	1,030,167	31,177	JackThreads.com	826,610	85,214
Burlington Coat Factory	1,020,170	10,770	JACK WILLIS	823,607	155,395
See's Candies	1,005,165	5,358	Motorcycle Superstore	823,202	5,913
5.11 Tactical	984,398	71,206	Stussy	822,736	220,000
New York & Co.	977,244	30,571	Ritas Italian Ice	816,437	28,169
Nu Skin	976,546	31,219	YOOX	803,967	91,138
Neiman Marcus	973,926	388,907	Gander Mountain	800,418	133,824
Hearts On Fire	970,543	5,719	The Pampered Chef	797,974	15,983
Tarte	956,265	486,049	Things Remembered	790,820	9,210
1-800-Flowers.com	952,990	44,680	Rite Aid	788,924	69,710
Diane Von Furstenberg	949,313	955,847	Lids	785,973	70,248
King Arthur Flour	946,667	32,506	Lorac Cosmetics	784,300	214,868
Saks & Co.	943,108	453,509	Williams-Sonoma	780,384	97,224
Movado	932,818	13,238	Giant Eagle	779,066	25,311
Foot Action	930,971	413,819	Burton Snowboards	775,201	161,651
Ascena Retail Group	919,415	10,325	Woman Within	774,563	6,341
The Dress Barn	919,415	10,325	Dennis Kirk	758,957	3,083
Jones Soda	917,738	16,612	Fragrancex.com	757,802	153,766
Aaron's	907,104	73,758	L L Bean	757,102	58,026
Haute Look	902,734	114,529	Kashi	751,470	12,583
Patagonia	901,754	342,729	Maidenform	750,521	12,551
Sleep Number	889,537	42,158	Johnson & Johnson	744,896	75,878
Moschino	888,049	385,411	Gilt	743,510	568,847
Munchkin	880,071	16,472	General Motors	743,284	572,732
Uniqlo	878,690	58,590	Sobe Beverages	742,942	9,910
Perdue	878,170	33,912	Crate and Barrel	738,439	81,807
Entertainment Earth	872,806	44,220	Kenneth Cole	737,949	194,858
Tiny Prints	871,059	102,839	Justice	734,314	210
La-Z-Boy	868,683	13,947	Sole Society	727,958	14,346
Musician's Friend	868,193	50,745	Back Country	725,596	77,725
Venus Swimwear	864,681	4,915	Lord & Taylor	717,420	72,085
Philosophy	862,895	42,989	Peet's Coffee & Tea	713,834	51,316
Sierra Trading Post	861,732	86,109	B & H Foto & Electronics	710,988	440,995
Brooks Brothers	859,345	75,083	West Elm	687,732	93,330
Vineyard Vines	855,643	241,990	Kohler	683,348	94,689
Edible Arrangements	850,587	33,841	Tupperware	682,364	26,022
OshKosh B'gosh	843,239	14,522	Benjamin Moore	673,425	92,107
Cisco Systems	837,614	593,403	Five Below	671,912	11,934
Clairol	835,346	73,878	Tervis	661,749	23,633
Hhgregg	833,074	34,600	Bolthouse Farms	660,210	17,209



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Orbitz	650,956	159,838	Sealy	526,977	7,404
Wedding Paper Divas	650,621	125,449	AllPosters.com	522,824	5,880
Warby Parker	645,669	83,401	BCBG Max Azria	521,010	1,488
Hollywood Records	642,133	391,172	Shutterstock	518,643	292,990
Apple & Eve	640,153	1,054	Bloomingdale's	506,437	392,898
Stuart Weitzman	639,314	41,771	Lucky Brand	502,418	21,401
Blue Diamond	637,075	17,322	Taylor Made Golf	502,004	380,280
Fiji Water	636,286	44,446	Stella & Dot	500,873	54,916
Micro Electronics	634,595	28,888	ShopHQ (NOW Evine)	496,249	10,173
CafePress.com	633,713	25,923	Nestle Purina	495,741	51,179
Coffee Bean & Tea Leaf	628,874	233,224	J&P Cycles	492,380	12,339
Beyond the Rack	628,673	21,078	Save-A-Lot	487,696	9,866
Clarisonic	628,356	54,784	Smuckers	486,771	20,188
Revolve Clothing	628,102	40,025	Club Monaco	484,540	47,199
John Varvatos	625,413	42,048	Original Penguin	480,333	17,679
Cavender Stores	625,198	9,626	Pet Health	477,903	4,270
Tilly's	623,822	71,632	Beech-Nut Nutrition	475,971	8,683
Full Beauty	623,162	12,947	Exclusively Weddings	475,561	585
The Knot	620,330	236,637	Murad	474,462	13,645
Ice.com	609,972	8,643	Physicians Formula	473,588	56,385
Fitness Anywhere	607,926	159,154	Titleist	465,964	348,545
Kenmore	596,506	12,369	Fruit of The Loom	462,835	7,878
Madewell	596,501	69,140	Amway	461,714	61,599
Sharis Berries	595,182	11,633	Linen Chest	461,535	966
Van Cleef & Arpels	591,000	64,131	Harry and David	461,326	12,006
J Brand Jeans	584,253	68,254	Sheplers	457,696	8,893
Soma Intimates	580,262	18,434	Snapfish	454,338	14,065
Shopstyle	576,374	32,901	Jos A. Bank	441,725	26,771
Henri Bendel	564,854	45,563	Northern Tool & Equipment	439,513	50,373
The Men's Wearhouse	564,722	47,783	Sherwin-Williams	436,165	148,165
Ace Hardware	560,085	130,476	Coldwater Creek	434,585	4,001
Frederick's of Hollywood	558,569	24,421	Big Fish Games	434,096	32,758
Dooney & Bourke	555,652	10,069	Entirely Pets	428,219	12,560
Dillard's	550,462	27,274	Buckle Inc.	420,726	34,842
Indigo Books & Music	549,846	133,857	Bongo Jeans	416,824	16,385
Sally Beauty Supply	544,313	58,919	The Container Store	414,111	38,940
Lion Brand Yarn	541,487	55,742	Everlast Worldwide	413,822	48,168
Caribou Coffee	539,187	131,667	The Limited	407,482	20,772
Stein Mart	535,494	6,079	SmartPak Equine	404,597	20,936
Tumi	533,194	19,223	PetFoodDirect	402,985	2,140
Campbell Soup	529,863	85,388	KIND Healthy Snacks	401,295	70,997



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ProFlowers	400,886	12,343
Tommy Bahama	398,567	21,823
Talbots	396,671	14,469
Eddie Bauer	390,043	46,406
Bonobos	380,544	50,491
Lady Footlocker	376,317	5,406
Skinit	373,124	11,075
Body Glove	366,313	10,276
Teva	366,203	20,005
Modnique	330,624	18,281
TomTom	78,467	59,860
Kodak	24,299	24,673

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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.