



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	103,878,270	3,348,219	Calvin Klein	11,511,332	3,372,006
National Geographic	43,993,380	16,731,256	Mini	11,436,738	227,551
Converse	37,221,083	1,053,947	American Eagle Outfitters	11,433,140	701,650
WWE wrestling	37,198,468	9,019,011	Tommy Hilfinger	11,071,389	1,299,399
Starbucks	36,642,642	11,865,969	Dolce & Gabbana	10,957,142	4,603,149
Walmart	33,181,503	860,366	Aeropostale	10,876,108	711,702
Netflix	33,162,377	2,967,247	Dell	10,315,878	645,716
H & M	30,519,586	8,444,564	Gopro	10,314,759	2,117,852
Adidas Originals	29,973,399	3,670,269	Clinique	10,150,693	359,943
Victoria's Secret	27,994,309	10,652,223	Old Navy	9,630,811	351,997
Nike	27,927,182	6,849,053	eBay	9,530,595	634,933
Amazon.com	27,213,235	2,563,552	Tiffany & Co	9,294,986	1,527,469
Adidas	26,894,713	748,771	Hershey's	9,196,400	184,909
Zara	25,326,789	1,229,632	Abercrombie & Fitch	8,822,960	630,649
Levis	24,138,026	784,509	Ralph Lauren	8,732,304	1,987,449
Target	23,632,107	1,892,513	Ben & Jerry's	8,538,972	322,566
IKEA	23,587,760	370,185	Gap	8,515,867	679,436
Louis Vuitton	19,239,450	1,561,009	Lancome	8,487,990	322,542
Avon	18,058,649	120,289	Philips Electronics	8,450,429	335,667
PUMA	17,570,361	1,499,755	Revlon Holdings	8,402,314	389,701
Burberry	17,229,413	7,842,700	Bath & Body Works	7,909,022	299,475
M.A.C. Cosmetics	17,157,834	1,359,928	Zumba Fitness	7,866,309	187,386
Michael Kors	17,092,879	3,491,613	Reebok US	7,762,257	725,811
Vans	16,823,812	1,160,432	Best Buy	7,608,421	866,925
Jaguar	16,477,786	884,759	Sony	7,563,028	4,067,761
The Food Network	16,428,281	4,669,523	Harley Davidson	7,497,034	372,428
Groupon	16,250,896	149,947	Gibson Brands	7,352,231	1,094,764
ideeli	16,250,896	36,289	Timberland	7,349,882	151,266
Sephora	15,525,505	2,199,847	Verizon Wireless	7,320,979	1,732,965
Land Rover	14,562,185	572,877	Gatorade	7,271,801	338,566
Lacoste	14,515,768	984,522	Guess	6,872,640	352,282
Macy's	14,297,113	953,499	Game Stop	6,812,463	1,109,329
Victoria's Secret PINK	14,085,246	1,045,017	Just Fab	6,784,775	61,320
Forever 21	13,820,333	2,281,507	Shell Oil	6,772,065	163,307
Buffalo Wild Wings	12,497,545	686,695	Coach	6,731,022	660,799
Nikon	12,402,879	205,170	Nautica	6,071,580	309,321
LEGO	12,324,400	437,933	Airbnb	5,922,196	589,020
Hollister	12,152,503	843,144	Foot Locker	5,876,109	1,480,005
Gilly Hicks	12,152,503	141,995	Under Armour	5,792,057	879,616
Kohl's	11,811,038	756,349	Redbox	5,764,208	354,068
Microsoft	11,569,304	7,984,468	Hot Topic	5,680,033	539,690



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Procter & Gamble	5,566,236	164,942	Skechers	3,563,511	42,477
Ivanka Trump	5,538,357	3,590,486	New ERA	3,546,840	196,439
L' Occitane	5,197,568	85,089	Bose	3,524,389	30,240
J.C. Penney	5,160,189	466,961	Urban Decay	3,464,393	1,029,677
Fisher-Price	4,964,528	52,984	Little Caesars	3,347,791	190,465
Oakley	4,902,237	379,356	Academy	3,347,739	2,469,653
The North Face	4,900,024	409,574	7-Eleven	3,338,676	110,441
Betty Crocker	4,790,141	152,928	Dollar General	3,315,540	74,046
Swatch	4,779,488	32,176	Carter's	3,315,527	28,784
NASCAR	4,726,758	3,216,209	bebeautiful	3,310,238	5,594
Neutrogena	4,712,357	46,387	Keds	3,285,192	66,233
Marks & Spencer	4,696,920	532,353	Louboutin	3,270,481	2,577,073
Diesel	4,634,529	157,588	Bass Pro	3,207,970	319,868
Carnival Cruise	4,593,270	197,697	Kate Spade	3,160,065	914,778
Nordstrom	4,554,572	758,167	Big Lots	3,134,220	164,515
Express	4,542,788	256,985	Dollar Shave Club	3,107,737	83,408
Shop at Home Network	4,524,007	258,735	Burt's Bees	3,078,022	108,459
Billabong	4,461,217	205,051	Champs Sports	3,058,846	482,471
Walgreen	4,441,627	927,810	UGG Australia	3,028,083	106,732
Spencer Gifts	4,412,366	14,529	Panera Bread	2,936,877	441,766
Toys R Us	4,401,097	1,902,534	Hanes	2,932,332	22,468
Bobbi Brown	4,365,419	558,120	Petco	2,925,422	181,040
Dick's Sporting Goods	4,342,676	386,280	Fossil	2,919,061	75,617
Zulily	4,301,458	59,153	Home Depot	2,910,303	351,842
Topshop	4,248,564	1,319,063	Asics	2,895,850	90,072
Pillsbury	4,201,582	144,829	Mary Kay	2,893,417	108,255
Fox Racing	4,195,942	92,669	Sam's Club	2,882,959	104,413
Whole Foods	4,168,273	4,854,199	Keurig	2,851,086	113,223
Quiksilver	4,143,737	309,287	TJ Maxx	2,851,044	385,944
Hewlett Packard	4,104,150	1,041,516	Colgate-Palmolive	2,785,917	56,523
3M	4,103,808	1,517,962	Carhartt	2,771,664	64,601
Herbalife	3,996,359	297,149	Radioshack	2,728,197	204,800
Volcom	3,948,375	304,194	Shutterfly	2,726,185	89,693
Shoedazzle	3,868,710	94,417	Hermes	2,705,910	37,368
Toms Shoes	3,812,862	2,145,053	Yves Saint Laurent	2,704,178	3,886,882
Bebe	3,749,140	83,826	PacSun	2,598,514	501,924
Unilever	3,644,875	157,248	DSW	2,590,977	101,080
Sears	3,600,186	202,118	Wrangler	2,565,638	22,048
CSN Stores	3,581,447	39,891	QVC	2,543,017	139,230
Wayfair	3,581,447	39,891	Petsmart	2,532,599	190,729
Cabela's	3,563,761	360,570	Build-A-Bear Workshop	2,507,954	59,291



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Deb Shops	2,496,686	4,639	Pottery Barn	1,874,633	108,582
Wrigley	2,496,333	7,318	Rip Curl	1,862,320	63,131
Juicy Couture	2,463,850	153,598	Tory Burch	1,844,603	396,432
Weight Watchers	2,454,935	313,590	Barnes & Noble	1,835,061	208,713
Fendi	2,439,385	427,531	McCormick	1,830,030	5,535
Bradford Exchange	2,438,861	2,233	DKNY	1,823,231	565,720
Bed Bath & Beyond	2,430,487	151,033	Lululemon	1,820,885	1,048,204
Crayola	2,423,554	52,778	Superdry	1,817,325	85,004
Ulta	2,409,603	548,712	Maurices	1,802,988	58,151
Michaels Stores	2,407,531	169,767	Armani Exchange	1,783,952	77,659
Lane Bryant	2,407,133	74,266	Ann Taylor Loft	1,783,039	91,393
ShopBop	2,361,032	215,529	Ecco	1,779,803	10,543
Roberto Cavalli	2,352,748	1,527,459	Origins	1,776,261	32,426
G-Star Raw	2,308,080	97,803	The Finish Line	1,772,233	638,787
Frito-Lay	2,301,701	298,784	Blue Nile	1,767,824	18,014
Boot Barn	2,295,196	28,181	Hobby Lobby	1,751,023	80,790
CVS Pharmacy	2,245,870	316,831	Living Social	1,749,330	241,407
Dollar Tree	2,234,139	188,058	Advance Auto Parts	1,748,804	30,927
Zappos	2,232,146	2,836,754	Zale	1,737,532	22,942
Belk	2,228,664	104,140	REI	1,736,181	380,824
Kmart	2,223,046	170,066	The Yankee Candle	1,713,932	94,150
Clarins	2,222,584	50,105	Vera Bradley	1,693,281	82,606
Brides	2,219,634	204,096	Jo-Ann Stores	1,689,129	103,314
Banana Republic	2,198,650	309,404	Sunoco	1,676,479	56,350
Wet Seal	2,181,509	56,463	American Apparel	1,675,593	564,617
Vista Print	2,165,823	52,713	J. Crew	1,673,113	389,467
Urban Outfitters	2,164,649	1,078,019	New Balance	1,668,312	221,987
Estee Lauder	2,139,603	350,586	Zumiez	1,641,542	198,625
Gillette	2,129,748	96,053	Guitar Sale	1,629,655	197,819
The Children's Place	2,087,221	57,075	Wilton Brands	1,629,006	52,191
Sperry	2,079,008	49,447	Ocean Spray Cranberries	1,621,975	23,183
Disney Store	2,072,064	494,990	Specialized Bikes	1,618,492	285,250
Udemy	2,071,025	123,743	NYX Cosmetics	1,595,304	789,903
Family Dollar Stores	2,065,672	41,151	Ticketmaster	1,591,297	332,548
Pier 1 Imports	2,027,948	120,869	Free People	1,580,014	252,119
Fandango	2,009,759	214,152	Jansport	1,579,317	24,516
Party City	1,976,677	25,276	Reef	1,556,610	78,706
Eastbay	1,974,020	434,026	Shoe Carnival	1,553,769	28,386
Elf Cosmetics	1,946,290	15,600	Costco Wholesale	1,545,151	31,721
Charlotte Russe	1,916,847	89,465	Merrell	1,541,269	112,074
Dole Food	1,885,476	10,054	Home Center	1,529,859	51,757



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Quaker Oats	1,527,471	188,461	Barneys New York	1,248,613	473,933
Newegg	1,510,798	170,118	Perry Ellis	1,237,233	22,148
Staples	1,508,315	323,471	STA TRAVEL	1,234,494	236,134
Paul Frank	1,493,383	20,210	Anthropologie	1,232,987	558,117
Craftsman	1,491,186	30,997	Discount Tire	1,222,032	24,341
David's Bridal	1,487,721	30,714	iHerb	1,217,702	207,744
Net-A-Porter	1,485,662	867,227	Hsn	1,210,140	79,349
Build.com	1,479,984	41,522	Chico's Fas	1,206,816	46,421
Improvement Direct	1,479,984	41,522	Coupons.com	1,202,750	228,720
Zippo	1,478,829	92,447	John Lewis	1,192,543	340,342
White House Black Market	1,476,109	60,094	The Sports Authority	1,187,260	57,233
Journey's	1,474,028	101,284	Ritani	1,183,525	8,019
Alex and Ani	1,473,633	204,968	Steven Madden	1,177,118	5,915
Mod Cloth	1,471,375	136,999	Overstock.com	1,176,735	57,487
GNC	1,464,471	219,219	Ann Taylor	1,176,180	80,152
ThinkGeek	1,446,435	1,069,148	Food Lion	1,174,797	56,821
Holland America	1,444,982	91,262	Payless ShoeSource	1,174,400	31,077
Longchamp	1,444,169	19,331	Dickies	1,169,749	25,037
Jelly Belly	1,440,694	22,287	Heinz	1,153,485	32,569
Meijer	1,435,505	54,236	LeapFrog	1,153,059	31,803
Ross Stores	1,420,873	1,024	Gerber Life	1,151,541	23,461
American Girl	1,420,490	20,935	TigerDirect	1,151,037	44,523
Cost Plus World Market	1,406,379	114,667	Dockers	1,140,429	11,549
Seventh Generation	1,403,513	81,385	Personal Creations	1,139,387	4,242
Scotts Miracle-Gro	1,387,374	5,886	Clorox	1,132,225	109,539
Candie's	1,378,481	62,488	La Senza	1,128,030	47,120
Bridgestone Tires	1,365,993	98,953	Oscar de la Renta	1,126,407	439,530
Kroger	1,364,544	129,250	Hallmark	1,122,778	57,489
True Religion	1,340,999	44,260	Beach Body	1,119,284	328,903
Sheetz	1,336,638	426,219	Fancy	1,115,467	130,589
Montblanc	1,312,103	32,506	John Paul Mitchell	1,114,161	199,630
Fry's Electronics	1,299,015	33,397	AutoZone	1,090,925	33,327
Safeway.com	1,297,346	76,800	Rue La La	1,080,648	46,225
Vitamin Shoppe	1,294,500	423,116	Office Depot	1,073,634	99,400
Karmaloop	1,293,894	464,110	Autotrader.com	1,067,472	81,543
BH Cosmetics	1,293,302	139,009	Coastal Contacts	1,058,594	19,937
Lands' End	1,287,910	241,711	Carols Daughter	1,050,705	50,173
Omega	1,286,869	176,511	Brooks Running	1,049,731	200,695
Wrigley	1,278,395	21,107	Annie's	1,049,597	108,727
Jetblue	1,273,040	2,087,037	Zenni Optical	1,048,657	16,719
Zildjian	1,261,606	119,684	FragranceNet.com	1,038,599	22,605



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Burlington Coat Factory	1,036,027	10,903	Hhgregg	832,573	34,562
Kirkland's	1,032,915	31,252	JackThreads.com	827,416	84,759
Green Mountain Coffee	1,031,711	45,155	Stussy	826,723	219,737
See's Candies	1,006,886	5,455	JACK WILLS	826,049	154,865
5.11 Tactical	1,004,103	72,420	Motorcycle Superstore	822,631	5,937
Hearts On Fire	990,074	5,743	Ritas Italian Ice	820,792	29,071
Nu Skin	988,229	31,459	YOOX	812,008	91,070
Tarte	987,302	507,573	Lids	805,443	71,662
Neiman Marcus	980,695	389,535	The Pampered Chef	800,586	16,152
New York & Co.	980,284	30,739	Gander Mountain	800,458	134,251
1-800-Flowers.com	953,942	44,741	Lorac Cosmetics	796,524	218,079
Saks & Co.	953,494	453,857	Rite Aid	793,476	70,047
King Arthur Flour	952,216	32,702	Things Remembered	792,529	9,213
Diane Von Furstenberg	950,146	959,949	Williams-Sonoma	782,704	97,684
Movado	944,744	13,558	Giant Eagle	778,761	25,359
Foot Action	933,166	416,917	Woman Within	776,908	6,560
Patagonia	927,698	347,120	Burton Snowboards	775,764	162,058
Aaron's	926,503	80,318	L L Bean	766,139	58,265
Ascena Retail Group	925,316	10,374	Dennis Kirk	762,628	3,107
The Dress Barn	925,316	10,374	Fragrancex.com	758,580	153,660
Jones Soda	916,369	16,637	Kashi	752,436	12,563
Haute Look	908,025	114,555	Maidenform	749,856	12,555
Sleep Number	900,145	42,513	General Motors	748,886	579,542
Moschino	897,299	388,494	Johnson & Johnson	747,367	76,892
Venus Swimwear	890,281	4,977	Gilt	745,310	568,559
Entertainment Earth	885,105	45,838	Sole Society	743,061	14,369
Uniqlo	884,426	59,500	Kenneth Cole	742,869	194,477
Perdue	884,241	34,115	Sobe Beverages	742,174	9,913
Munchkin	883,133	16,526	Crate and Barrel	741,539	82,407
Philosophy	880,306	43,226	Back Country	728,533	78,360
Brooks Brothers	876,084	75,214	Lord & Taylor	720,057	72,067
La-Z-Boy	875,530	13,952	Peet's Coffee & Tea	714,420	51,398
Tiny Prints	873,234	102,657	B & H Foto & Electronics	713,374	460,282
Musician's Friend	869,940	51,013	Tupperware	701,262	28,335
Sierra Trading Post	861,312	86,184	West Elm	695,447	93,870
Vineyard Vines	857,312	241,654	Kohler	686,559	95,016
OshKosh B'gosh	854,309	14,799	Benjamin Moore	683,964	93,726
Edible Arrangements	850,984	33,942	Five Below	679,693	12,183
Cisco Systems	840,193	597,696	Tervis	662,896	23,950
Gymboree	836,834	29,938	Bolthouse Farms	662,673	17,235
Clairol	835,375	73,821	Warby Parker	657,771	83,737



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Orbitz	655,766	160,267	Sealy	526,475	7,548
Wedding Paper Divas	652,415	125,884	AllPosters.com	523,742	5,905
Revolve Clothing	648,135	40,312	BCBG Max Azria	521,711	1,485
Stuart Weitzman	646,410	41,886	Bloomingdale's	516,206	393,103
Hollywood Records	642,991	391,202	Taylor Made Golf	508,360	410,019
Apple & Eve	639,751	1,069	Stella & Dot	505,798	54,963
Fiji Water	639,677	44,712	Lucky Brand	505,391	21,465
Blue Diamond	639,345	17,360	Nestle Purina	497,804	51,514
Micro Electronics	634,424	29,012	ShopHQ (NOW Evine)	497,032	10,294
CafePress.com	633,723	25,919	J&P Cycles	493,015	12,462
Clarisonic	632,046	54,887	Original Penguin	492,304	17,680
Coffee Bean & Tea Leaf	629,364	233,274	Save-A-Lot	490,908	10,076
Full Beauty	628,247	13,095	Smuckers	486,422	20,315
Beyond the Rack	627,870	23,784	Murad	484,926	13,670
The Knot	627,000	238,116	Club Monaco	484,438	47,177
Cavender Stores	625,787	9,701	Pet Health	477,670	4,270
John Varvatos	624,919	42,160	Beech-Nut Nutrition	476,474	8,668
Tilly's	623,919	71,634	Exclusively Weddings	474,715	587
Fitness Anywhere	618,858	159,547	Titleist	474,362	354,813
Ice.com	610,093	8,645	Physicians Formula	473,765	56,505
Madewell	609,541	69,422	Amway	464,251	62,344
Van Cleef & Arpels	608,017	65,900	Fruit of The Loom	463,264	7,974
Sharis Berries	596,952	11,617	Linen Chest	462,345	972
Kenmore	596,344	12,407	Harry and David	461,916	12,013
Soma Intimates	590,344	18,524	Sheplers	458,425	8,922
J Brand Jeans	584,030	68,246	Snapfish	454,710	14,074
Shopstyle	576,726	32,940	Jos A. Bank	444,399	26,852
The Men's Wearhouse	572,046	47,909	Northern Tool & Equipment	442,783	50,485
Henri Bendel	569,192	45,536	Sherwin-Williams	438,219	148,686
Ace Hardware	562,132	130,886	Coldwater Creek	435,280	3,998
Frederick's of Hollywood	562,076	24,441	Big Fish Games	434,669	32,816
Dooney & Bourke	561,851	10,153	Entirely Pets	428,552	12,580
Indigo Books & Music	552,815	134,073	Lady Footlocker	425,571	5,510
Dillard's	551,959	27,490	Buckle Inc.	421,975	36,580
Sally Beauty Supply	551,598	59,435	Bongo Jeans	416,712	16,350
Lion Brand Yarn	545,565	56,262	Everlast Worldwide	416,647	48,145
Caribou Coffee	541,118	132,938	The Container Store	416,434	39,103
Tumi	540,234	19,483	The Limited	407,557	20,654
Stein Mart	536,780	6,131	SmartPak Equine	404,759	21,056
Campbell Soup	530,992	85,562	KIND Healthy Snacks	403,940	71,277
Shutterstock	528,471	293,233	PetFoodDirect	402,695	2,145



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ProFlowers	402,141	12,443
Tommy Bahama	399,161	21,907
Talbots	398,069	14,558
Eddie Bauer	391,025	46,424
Bonobos	383,232	50,458
Skinit	374,561	11,049
Teva	368,973	20,066
Body Glove	366,819	10,303
Modnique	330,165	18,238
TomTom	79,384	60,065
Kodak	24,924	25,294

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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.