



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	104,378,386	3,357,470	Calvin Klein	11,621,822	3,387,213
National Geographic	44,170,891	17,373,288	Mini	11,479,557	228,365
WWE wrestling	37,526,099	9,111,503	American Eagle Outfitters	11,470,391	700,035
Converse	37,208,077	1,056,393	Tommy Hilfiger	11,138,114	1,307,024
Starbucks	36,741,420	11,886,745	Dolce & Gabbana	10,989,088	4,673,669
Netflix	34,661,274	3,145,341	Aeropostale	10,898,033	708,149
Walmart	33,189,314	865,144	Dell	10,471,628	654,596
H & M	30,877,856	8,492,725	Gopro	10,349,146	2,200,366
Adidas Originals	30,250,269	3,705,548	Clinique	10,231,512	363,698
Nike	28,169,843	6,932,143	eBay	9,927,954	638,677
Victoria's Secret	28,053,461	10,739,103	Old Navy	9,699,759	352,677
Amazon.com	27,304,624	2,578,769	Tiffany & Co	9,352,233	1,539,049
Adidas	27,242,798	756,928	Hershey's	9,296,120	187,582
Zara	25,402,708	1,236,686	Abercrombie & Fitch	8,810,061	628,722
Levis	24,352,541	786,023	Ralph Lauren	8,783,216	2,043,325
IKEA	23,865,611	370,861	Lancome	8,698,095	326,770
Target	23,655,641	1,896,596	Gap	8,594,887	679,715
Louis Vuitton	19,316,014	1,575,407	Ben & Jerry's	8,550,679	323,432
Avon	18,374,111	121,140	Philips Electronics	8,545,675	335,904
The Food Network	18,358,797	4,726,932	Revlon Holdings	8,480,518	393,525
PUMA	17,828,884	1,511,395	Bath & Body Works	8,001,005	299,446
M.A.C. Cosmetics	17,456,905	1,371,979	Zumba Fitness	7,933,380	187,915
Burberry	17,236,861	7,974,461	Reebok US	7,894,295	726,854
Michael Kors	17,125,331	3,512,175	Best Buy	7,657,578	875,605
Vans	17,084,464	1,166,443	Sony	7,574,002	4,085,027
Jaguar	16,560,450	896,228	Harley Davidson	7,522,353	376,794
Groupon	16,341,673	150,476	Timberland	7,403,034	151,586
ideeli	16,341,673	36,205	Gibson Brands	7,344,896	1,097,037
Sephora	15,625,553	2,221,094	Verizon Wireless	7,324,696	1,732,762
Land Rover	14,631,140	581,772	Gatorade	7,270,098	338,447
Lacoste	14,523,455	988,106	Guess	6,909,077	355,890
Macy's	14,314,833	953,616	Shell Oil	6,864,901	166,798
Victoria's Secret PINK	14,087,441	1,043,430	Game Stop	6,811,248	1,113,505
Forever 21	14,026,768	2,282,609	Just Fab	6,811,223	61,344
Nikon	12,531,772	206,786	Coach	6,769,001	661,870
Buffalo Wild Wings	12,514,596	687,888	Airbnb	6,367,262	595,727
LEGO	12,356,395	448,185	Nautica	6,084,686	308,981
Hollister	12,145,928	841,229	Under Armour	5,927,809	882,775
Gilly Hicks	12,145,927	141,541	Foot Locker	5,886,537	1,490,269
Kohl's	11,831,406	760,101	Redbox	5,767,841	353,491
Microsoft	11,625,279	8,033,644	Ivanka Trump	5,702,942	3,733,199



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Hot Topic	5,686,934	541,724	Cabela's	3,569,656	361,914
Procter & Gamble	5,564,091	166,892	New ERA	3,550,090	198,811
L' Occitane	5,232,818	85,020	Bose	3,541,427	31,016
J.C. Penney	5,183,501	467,428	Urban Decay	3,514,131	1,046,681
NASCAR	5,119,428	3,236,010	Little Caesars	3,455,674	195,982
Fisher-Price	5,089,625	53,333	Academy	3,364,038	2,618,590
The North Face	4,933,182	412,673	Carter's	3,359,593	29,075
Oakley	4,926,525	380,219	7-Eleven	3,345,212	111,015
Betty Crocker	4,833,333	153,465	Keds	3,322,939	66,041
Swatch	4,816,022	32,252	Dollar General	3,319,980	74,493
Marks & Spencer	4,748,464	534,959	bebeautiful	3,304,464	5,600
Neutrogena	4,746,532	46,596	Louboutin	3,285,022	2,662,550
Carnival Cruise	4,640,613	199,843	Bass Pro	3,210,569	321,588
Diesel	4,634,267	158,268	Kate Spade	3,192,915	915,335
Nordstrom	4,632,171	758,795	Big Lots	3,140,370	164,521
Express	4,547,780	256,757	Dollar Shave Club	3,134,534	83,386
Shop at Home Network	4,520,063	258,404	Burt's Bees	3,120,512	109,088
Billabong	4,458,554	206,001	Champs Sports	3,068,813	486,258
Walgreen	4,455,056	927,594	UGG Australia	3,036,925	106,448
Spencer Gifts	4,414,110	14,840	Home Depot	3,002,813	353,974
Toys R Us	4,406,801	1,913,733	Panera Bread	2,972,115	443,711
Bobbi Brown	4,393,157	563,013	Asics	2,952,669	90,598
Dick's Sporting Goods	4,371,018	385,579	Fossil	2,942,779	75,919
Zulily	4,356,260	59,206	Hanes	2,930,297	22,672
Topshop	4,257,437	1,320,275	Petco	2,926,616	181,662
Pillsbury	4,244,532	145,453	Mary Kay	2,913,022	108,896
Fox Racing	4,196,824	92,905	Sam's Club	2,900,240	104,946
Whole Foods	4,177,678	4,859,165	TJ Maxx	2,874,343	386,421
Quiksilver	4,146,371	309,883	Keurig	2,853,849	113,293
3M	4,132,720	1,516,648	Colgate-Palmolive	2,786,291	57,304
Hewlett Packard	4,112,093	1,044,139	Carhartt	2,778,775	65,174
Herbalife	4,068,773	298,967	Shutterfly	2,736,205	89,784
Volcom	4,014,993	304,251	Hermes	2,734,401	38,375
Shoedazzle	3,895,564	94,412	Radioshack	2,728,188	204,453
Toms Shoes	3,849,368	2,143,073	Yves Saint Laurent	2,723,967	3,899,382
Bebe	3,753,994	84,015	DSW	2,605,943	101,153
Skechers	3,697,688	42,741	PacSun	2,595,882	500,719
CSN Stores	3,653,079	41,105	Wrangler	2,569,291	22,265
Wayfair	3,653,079	41,105	Petsmart	2,568,337	191,765
Unilever	3,644,829	160,170	QVC	2,561,733	139,974
Sears	3,605,647	202,718	Build-A-Bear Workshop	2,515,971	59,392



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Bradford Exchange	2,505,951	2,258	Dole Food	1,884,338	10,106
Wrigley	2,493,175	7,392	Tory Burch	1,868,897	396,607
Deb Shops	2,492,604	4,609	Rip Curl	1,867,849	63,683
Weight Watchers	2,473,735	315,239	Barnes & Noble	1,856,637	210,939
Juicy Couture	2,460,374	153,363	Superdry	1,844,167	85,233
Fendi	2,456,833	432,425	Lululemon	1,838,505	1,056,997
Bed Bath & Beyond	2,453,215	151,031	McCormick	1,835,007	5,673
Ulta	2,452,076	557,985	DKNY	1,822,176	565,305
Michaels Stores	2,449,102	170,578	Maurices	1,816,527	58,151
Lane Bryant	2,444,541	74,431	Origins	1,798,263	32,756
Crayola	2,425,935	53,480	Armani Exchange	1,793,290	77,706
ShopBop	2,370,711	215,507	Ecco	1,787,313	10,625
Roberto Cavalli	2,362,456	1,530,972	Ann Taylor Loft	1,786,415	91,404
Boot Barn	2,314,919	28,312	Blue Nile	1,778,093	18,201
G-Star Raw	2,311,055	97,954	The Finish Line	1,775,888	643,990
Frito-Lay	2,300,443	300,418	Hobby Lobby	1,764,309	82,135
CVS Pharmacy	2,255,954	317,608	REI	1,755,521	385,247
Dollar Tree	2,255,408	188,980	Advance Auto Parts	1,749,268	32,122
Zappos	2,253,941	2,836,583	Living Social	1,747,517	241,071
Clarins	2,243,114	50,227	Zale	1,744,637	22,998
Banana Republic	2,237,897	309,973	The Yankee Candle	1,718,027	94,521
Belk	2,237,895	105,799	Vera Bradley	1,701,376	82,762
Kmart	2,222,610	170,670	Jo-Ann Stores	1,696,291	103,809
Brides	2,219,235	205,449	J. Crew	1,693,223	389,414
Vista Print	2,185,512	52,999	New Balance	1,690,026	223,922
Udemy	2,181,003	126,062	Sunoco	1,674,467	56,368
Estee Lauder	2,179,280	355,485	American Apparel	1,671,450	563,475
Wet Seal	2,179,129	56,319	Wilton Brands	1,645,767	52,411
Urban Outfitters	2,168,822	1,078,149	Zumiez	1,641,145	199,703
Gillette	2,132,620	95,611	NYX Cosmetics	1,635,473	807,558
The Children's Place	2,103,100	57,229	Guitar Sale	1,634,103	198,586
Sperry	2,101,810	49,414	Specialized Bikes	1,631,803	286,526
Disney Store	2,090,786	498,432	Ocean Spray Cranberries	1,628,433	23,216
Family Dollar Stores	2,071,674	41,396	Ticketmaster	1,608,514	344,825
Pier 1 Imports	2,038,182	121,393	Merrell	1,608,390	112,287
Elf Cosmetics	2,019,562	15,562	Free People	1,587,455	252,549
Fandango	2,010,962	218,455	Jansport	1,584,453	24,516
Eastbay	1,979,506	436,710	Reef	1,576,640	78,970
Party City	1,976,891	25,480	Costco Wholesale	1,561,692	32,889
Charlotte Russe	1,921,877	89,417	Shoe Carnival	1,557,191	28,362
Pottery Barn	1,885,550	109,219	Home Center	1,540,821	52,523



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Quaker Oats	1,536,872	188,635	Zildjian	1,263,092	120,694
Newegg	1,515,726	170,308	Barneys New York	1,251,825	474,331
Zippo	1,513,705	92,320	Anthropologie	1,241,767	558,073
Staples	1,511,150	323,163	Perry Ellis	1,239,382	22,147
Alex and Ani	1,507,342	205,487	iHerb	1,238,305	208,911
David's Bridal	1,495,390	30,887	Discount Tire	1,221,681	24,453
Craftsman	1,491,132	31,236	Hsn	1,214,393	80,035
Net-A-Porter	1,490,766	868,717	Dockers	1,212,082	11,617
Paul Frank	1,490,727	20,181	Chico's Fas	1,211,765	46,399
Candie's	1,488,854	62,180	Coupons.com	1,204,865	229,065
Journey's	1,480,630	101,556	John Lewis	1,201,194	342,147
White House Black Market	1,480,408	60,011	Dickies	1,189,723	25,372
Build.com	1,479,394	42,673	Overstock.com	1,187,585	57,612
Improvement Direct	1,479,394	42,673	The Sports Authority	1,185,550	57,056
Mod Cloth	1,474,217	136,649	Payless ShoeSource	1,184,363	31,203
GNC	1,464,903	219,357	Ritani	1,182,490	8,047
ThinkGeek	1,460,097	1,070,713	Steven Madden	1,181,988	5,915
Holland America	1,458,731	92,339	Ann Taylor	1,177,814	80,111
Longchamp	1,451,998	19,456	Food Lion	1,176,117	56,931
Ross Stores	1,445,092	1,024	Personal Creations	1,159,186	4,253
Meijer	1,444,848	54,862	Heinz	1,155,427	33,156
Jelly Belly	1,444,728	22,549	LeapFrog	1,152,033	31,930
American Girl	1,421,211	21,597	Gerber Life	1,150,724	23,781
Cost Plus World Market	1,413,810	115,166	TigerDirect	1,149,759	44,471
Seventh Generation	1,404,245	81,416	Beach Body	1,145,337	329,814
Scotts Miracle-Gro	1,393,473	5,944	Clorox	1,136,778	109,683
Kroger	1,386,935	130,057	Oscar de la Renta	1,131,704	455,798
Bridgestone Tires	1,369,079	99,837	La Senza	1,128,676	47,099
True Religion	1,345,527	44,612	Hallmark	1,127,509	58,257
Sheetz	1,339,269	434,996	John Paul Mitchell	1,116,608	199,478
Montblanc	1,330,007	33,612	Fancy	1,112,164	130,597
BH Cosmetics	1,309,032	141,635	AutoZone	1,095,670	34,488
Omega	1,304,270	181,397	Rue La La	1,085,373	46,244
Fry's Electronics	1,300,081	33,616	Office Depot	1,079,519	99,756
Safeway.com	1,300,050	76,975	Autotrader.com	1,070,669	81,794
Vitamin Shoppe	1,294,156	422,493	Brooks Running	1,065,649	201,789
Karmaloop	1,292,168	463,081	Carols Daughter	1,057,888	50,320
Lands' End	1,291,705	241,095	Coastal Contacts	1,057,714	19,939
Jetblue	1,284,453	2,092,460	Burlington Coat Factory	1,056,052	11,004
Wrigley	1,277,554	21,177	Zenni Optical	1,054,841	16,835
STA TRAVEL	1,268,831	236,166	Annie's	1,050,553	108,672



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FragranceNet.com	1,040,008	22,691	Clairol	835,398	73,739
Kirkland's	1,039,200	31,320	Hhgregg	831,338	34,543
Green Mountain Coffee	1,030,678	45,218	JACK WILLS	828,069	154,272
5.11 Tactical	1,021,813	73,460	JackThreads.com	826,403	84,264
Tarte	1,020,253	530,807	Lids	825,181	73,324
Nu Skin	1,019,911	31,734	Motorcycle Superstore	821,745	5,937
See's Candies	1,007,961	5,582	Ritas Italian Ice	820,666	29,214
Hearts On Fire	994,487	5,769	Lorac Cosmetics	818,519	221,640
Neiman Marcus	990,554	390,034	YOOX	816,918	91,021
New York & Co.	989,021	30,873	The Pampered Chef	803,741	16,266
Saks & Co.	963,542	454,162	Gander Mountain	800,267	135,767
Patagonia	962,585	351,777	Rite Aid	795,823	70,352
Movado	962,193	13,697	Things Remembered	795,295	9,226
1-800-Flowers.com	956,868	45,128	Williams-Sonoma	786,579	98,140
King Arthur Flour	954,341	33,010	Woman Within	782,283	6,710
Diane Von Furstenberg	951,136	967,724	Giant Eagle	778,426	25,411
Aaron's	936,017	84,215	Burton Snowboards	776,152	162,112
Foot Action	934,651	419,899	L L Bean	774,271	58,455
Ascena Retail Group	932,119	10,425	Dennis Kirk	765,546	3,122
The Dress Barn	932,119	10,425	Fragrancex.com	758,481	153,621
Jones Soda	914,990	16,665	General Motors	755,186	586,192
Haute Look	914,646	115,224	Sole Society	753,988	14,385
Sleep Number	912,001	42,702	Kashi	752,849	12,580
Venus Swimwear	911,203	5,019	Johnson & Johnson	751,121	78,061
Moschino	909,417	391,114	Maidenform	749,589	12,548
Philosophy	899,272	43,530	Kenneth Cole	747,882	194,066
Brooks Brothers	892,267	75,262	Gilt	746,477	568,293
Entertainment Earth	892,074	46,805	Crate and Barrel	743,838	82,966
Uniqlo	889,709	61,170	Sobe Beverages	741,151	9,902
Perdue	885,107	34,291	Back Country	731,431	337
Munchkin	884,925	16,573	Lord & Taylor	728,361	72,118
La-Z-Boy	884,303	14,002	Peet's Coffee & Tea	718,691	51,665
Tiny Prints	875,776	102,494	Tupperware	717,535	30,429
Musician's Friend	870,825	51,225	B & H Foto & Electronics	716,162	465,287
Vineyard Vines	864,003	241,414	West Elm	706,392	94,339
OshKosh B'gosh	863,034	14,963	Benjamin Moore	696,462	96,755
Sierra Trading Post	862,027	86,210	Kohler	689,876	95,390
Edible Arrangements	859,674	34,948	Five Below	686,410	12,341
Cisco Systems	843,399	601,771	Revolve Clothing	672,510	40,972
Gymboree	842,141	30,005	Tervis	665,923	24,231
Stussy	835,414	219,838	Bolthouse Farms	664,709	17,293



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Warby Parker	662,042	84,062	Sealy	527,027	7,759
Stuart Weitzman	661,583	41,978	AllPosters.com	526,686	5,932
Orbitz	659,010	160,633	Bloomingdale's	523,592	393,312
Wedding Paper Divas	655,006	126,385	BCBG Max Azria	523,044	1,484
Van Cleef & Arpels	647,821	66,352	Original Penguin	521,918	17,706
Fiji Water	644,292	45,056	Taylor Made Golf	521,076	419,169
Hollywood Records	642,900	390,767	Lucky Brand	508,874	22,217
Blue Diamond	639,818	17,391	Stella & Dot	507,754	54,979
Apple & Eve	639,381	1,074	Nestle Purina	499,582	52,745
The Knot	638,021	239,566	ShopHQ (NOW Evine)	498,045	10,366
Clarisonic	637,420	55,002	Murad	495,332	13,680
CafePress.com	634,319	25,963	J&P Cycles	494,117	12,615
Micro Electronics	634,182	29,105	Save-A-Lot	493,528	10,235
Full Beauty	632,524	13,229	Smuckers	486,006	20,403
Coffee Bean & Tea Leaf	629,972	233,688	Club Monaco	485,293	47,197
Fitness Anywhere	629,226	160,593	Titleist	481,555	357,972
Cavender Stores	628,466	9,762	Exclusively Weddings	477,649	585
Beyond the Rack	627,178	23,741	Beech-Nut Nutrition	477,440	8,663
John Varvatos	625,900	42,245	Pet Health	477,380	4,266
Tilly's	623,368	71,549	Physicians Formula	474,714	56,640
Madewell	620,183	69,503	Amway	469,748	63,071
Ice.com	609,940	8,662	Fruit of The Loom	463,699	8,062
Sharis Berries	605,121	11,832	Linen Chest	462,735	978
Kenmore	595,962	12,428	Harry and David	462,136	12,064
Soma Intimates	594,431	18,745	Sheplers	459,453	8,916
J Brand Jeans	583,964	68,217	Snapfish	455,247	14,089
The Men's Wearhouse	580,718	48,102	Northern Tool & Equipment	453,691	50,605
Shopstyle	576,629	32,955	Jos A. Bank	446,743	27,071
Henri Bendel	574,921	45,496	Lady Footlocker	443,481	5,756
Dooney & Bourke	568,709	10,229	Sherwin-Williams	441,251	149,405
Ace Hardware	566,558	131,388	Big Fish Games	436,438	32,844
Frederick's of Hollywood	563,425	24,439	Coldwater Creek	435,885	3,994
Sally Beauty Supply	561,543	59,606	Entirely Pets	429,855	12,640
Indigo Books & Music	555,426	134,480	Buckle Inc.	425,379	36,484
Dillard's	553,272	27,652	The Container Store	420,423	39,253
Lion Brand Yarn	548,758	56,849	Everlast Worldwide	419,754	48,094
Tumi	544,878	19,704	Bongo Jeans	416,058	16,289
Caribou Coffee	541,980	134,178	ProFlowers	411,856	12,598
Stein Mart	539,657	6,164	KIND Healthy Snacks	408,924	71,497
Shutterstock	534,896	293,489	The Limited	407,218	20,558
Campbell Soup	530,659	85,807	SmartPak Equine	404,897	21,158



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PetFoodDirect	402,342	2,149
Talbots	400,830	14,612
Tommy Bahama	400,643	22,005
Eddie Bauer	391,351	46,396
Bonobos	386,453	50,644
Teva	375,577	20,377
Skinit	375,541	11,241
Body Glove	367,780	10,317
Modnique	329,611	18,185
TomTom	85,125	60,469
Kodak	25,900	25,726

Can't find your company?

Let us know and we'll include you on the next Social Brand Index.

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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.