



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	104,885,450	3,362,862	Microsoft	11,714,677	8,078,532
National Geographic	44,385,521	17,948,329	Mini	11,544,884	229,477
WWE wrestling	37,701,900	9,173,802	American Eagle Outfitters	11,524,594	698,669
Converse	37,301,258	1,059,436	Tommy Hilfiger	11,305,369	1,315,503
Starbucks	36,810,140	11,891,817	Dolce & Gabbana	11,039,090	4,767,227
Netflix	35,756,452	3,261,250	Aeropostale	10,920,783	705,084
Walmart	33,226,003	870,036	Dell	10,519,902	658,188
H & M	31,202,333	8,526,197	Gopro	10,381,187	2,263,177
Adidas Originals	30,624,219	3,733,490	Clinique	10,318,956	367,656
Nike	28,393,805	7,052,567	eBay	9,971,481	643,218
Victoria's Secret	28,179,644	10,816,284	Old Navy	9,764,404	353,603
Adidas	27,529,696	763,523	Tiffany & Co	9,408,459	1,545,521
Amazon.com	27,423,446	2,594,423	Hershey's	9,366,181	189,969
Zara	25,498,055	1,242,671	Lancome	8,851,852	330,528
Levis	24,531,671	787,172	Ralph Lauren	8,821,607	2,088,538
IKEA	24,074,926	371,715	Abercrombie & Fitch	8,796,155	627,116
Target	23,683,217	1,899,993	Philips Electronics	8,653,981	343,487
The Food Network	20,698,615	4,759,140	Gap	8,652,193	680,056
Louis Vuitton	19,384,698	1,576,979	Ben & Jerry's	8,599,960	326,213
Avon	18,755,071	121,942	Revlon Holdings	8,567,672	397,525
PUMA	17,955,752	1,518,887	Under Armour	8,177,277	907,540
M.A.C. Cosmetics	17,846,121	1,384,442	Bath & Body Works	8,105,128	299,789
Burberry	17,243,374	8,072,892	Reebok US	8,042,258	727,794
Michael Kors	17,147,203	3,516,137	Zumba Fitness	8,001,666	188,847
Vans	17,138,502	1,172,374	Best Buy	7,715,392	878,972
Jaguar	16,636,412	906,545	Sony	7,611,783	4,104,569
ideeli	16,492,101	36,128	Harley Davidson	7,554,874	380,578
Groupon	16,492,099	150,914	Timberland	7,434,879	151,689
Sephora	15,742,272	2,240,045	Gibson Brands	7,339,155	1,098,886
Land Rover	14,717,196	589,877	Verizon Wireless	7,330,044	1,732,805
Lacoste	14,578,788	994,868	Gatorade	7,273,204	338,409
Macy's	14,354,076	953,661	Guess	6,977,306	359,131
Forever 21	14,180,940	2,281,572	Shell Oil	6,929,212	169,764
Victoria's Secret PINK	14,160,885	1,046,232	Just Fab	6,849,751	61,360
Nikon	12,651,481	208,443	Airbnb	6,826,856	601,964
Buffalo Wild Wings	12,536,895	689,219	Game Stop	6,815,024	1,117,403
LEGO	12,394,698	453,512	Coach	6,801,151	662,906
Hollister	12,148,333	839,052	Nautica	6,134,501	308,620
Gilly Hicks	12,148,333	141,152	Ivanka Trump	5,951,950	3,961,842
Kohl's	11,849,876	765,218	Foot Locker	5,894,507	1,499,394
Calvin Klein	11,787,543	3,406,461	Redbox	5,772,850	353,110



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Hot Topic	5,698,238	542,942	Sears	3,610,461	203,365
Procter & Gamble	5,576,240	168,673	Cabela's	3,581,005	363,230
L' Occitane	5,291,569	85,023	Bose	3,572,630	31,655
Fisher-Price	5,209,614	53,647	New ERA	3,560,213	201,204
J.C. Penney	5,208,254	467,756	Little Caesars	3,513,039	200,381
NASCAR	5,125,092	3,249,733	Home Depot	3,402,286	355,724
The North Face	5,001,454	414,842	Carter's	3,395,594	29,207
Oakley	4,960,810	381,362	Academy	3,383,468	2,762,934
Betty Crocker	4,883,704	153,701	Keds	3,355,004	65,812
Swatch	4,873,370	32,334	7-Eleven	3,348,608	111,702
Marks & Spencer	4,811,071	537,197	Dollar General	3,330,201	74,891
Neutrogena	4,773,957	46,778	bebeautiful	3,301,476	5,618
Nordstrom	4,702,618	759,093	Louboutin	3,293,328	2,708,193
Carnival Cruise	4,676,138	201,899	Kate Spade	3,236,191	914,998
Diesel	4,638,996	158,897	Bass Pro	3,215,436	323,031
Express	4,552,687	256,574	Dollar Shave Club	3,175,527	83,437
Shop at Home Network	4,516,346	258,090	Big Lots	3,152,917	164,586
Walgreen	4,466,364	927,514	Burt's Bees	3,136,615	108,938
Billabong	4,457,668	208,281	Champs Sports	3,073,923	489,561
Spencer Gifts	4,428,997	15,025	UGG Australia	3,038,988	106,335
Bobbi Brown	4,427,002	568,432	Asics	3,036,445	91,107
Dick's Sporting Goods	4,421,479	385,112	Fossil	2,988,810	76,118
Toys R Us	4,414,823	1,922,075	Shutterfly	2,986,443	89,892
Zulily	4,410,888	59,210	Panera Bread	2,985,241	444,817
Pillsbury	4,265,222	145,916	Mary Kay	2,944,737	109,483
Topshop	4,262,844	1,320,667	Hanes	2,931,109	23,172
Whole Foods	4,198,420	4,862,271	Petco	2,929,372	182,128
Fox Racing	4,196,725	93,106	Sam's Club	2,913,557	105,296
3M	4,160,192	1,515,205	TJ Maxx	2,890,282	386,622
Quiksilver	4,146,972	311,429	Keurig	2,853,886	113,380
Herbalife	4,139,566	300,691	Colgate-Palmolive	2,790,260	58,112
Hewlett Packard	4,126,402	1,048,321	Carhartt	2,782,223	65,340
Volcom	4,023,817	304,252	Hermes	2,751,818	39,538
Shoedazzle	3,944,366	94,393	Yves Saint Laurent	2,743,920	3,915,390
Toms Shoes	3,879,442	2,141,412	Radioshack	2,726,324	204,201
Skechers	3,801,012	43,044	Petsmart	2,614,525	192,505
Bebe	3,755,897	84,048	DSW	2,612,855	101,144
CSN Stores	3,750,626	43,610	PacSun	2,597,322	498,840
Wayfair	3,750,626	43,610	QVC	2,573,428	140,650
Unilever	3,651,436	163,083	Wrangler	2,570,446	22,517
Urban Decay	3,641,096	1,070,082	Build-A-Bear Workshop	2,537,439	59,467



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Bradford Exchange	2,526,618	2,287	Tory Burch	1,884,252	396,829
Weight Watchers	2,497,326	316,467	Dole Food	1,883,900	10,169
Wrigley	2,489,526	7,431	Rip Curl	1,872,521	65,911
Lane Bryant	2,488,787	74,543	Superdry	1,865,396	85,413
Deb Shops	2,488,528	4,609	Barnes & Noble	1,858,993	212,467
Ulta	2,484,540	568,726	Lululemon	1,852,278	1,057,755
Bed Bath & Beyond	2,479,923	151,212	McCormick	1,836,234	5,784
Michaels Stores	2,475,819	170,970	Maurices	1,830,857	58,150
Fendi	2,470,007	437,565	Origins	1,825,570	33,684
Juicy Couture	2,460,920	153,193	DKNY	1,823,385	565,142
Crayola	2,426,068	54,021	Armani Exchange	1,816,565	77,867
ShopBop	2,382,581	215,482	Ecco	1,804,351	10,686
Roberto Cavalli	2,369,525	1,534,373	Ann Taylor Loft	1,791,816	91,409
Boot Barn	2,331,489	28,471	Blue Nile	1,787,734	18,263
G-Star Raw	2,313,925	98,142	The Finish Line	1,784,037	648,571
Frito-Lay	2,302,455	302,294	REI	1,781,096	387,862
Udemy	2,298,575	128,405	Hobby Lobby	1,775,954	82,993
Dollar Tree	2,282,282	189,565	Advance Auto Parts	1,750,997	32,468
Zappos	2,276,638	2,834,955	Zale	1,749,809	23,062
Banana Republic	2,266,193	310,662	Living Social	1,746,109	240,780
CVS Pharmacy	2,265,920	318,387	The Yankee Candle	1,720,087	94,912
Belk	2,257,461	107,392	Vera Bradley	1,709,745	82,759
Clarins	2,257,021	50,365	New Balance	1,709,457	226,047
Kmart	2,226,052	171,179	J. Crew	1,701,994	389,510
Brides	2,220,364	206,541	Jo-Ann Stores	1,700,974	104,205
Vista Print	2,211,821	53,260	Sunoco	1,675,201	57,069
Estee Lauder	2,191,922	360,419	NYX Cosmetics	1,674,813	827,601
Wet Seal	2,176,310	56,104	American Apparel	1,668,357	562,483
Urban Outfitters	2,171,822	1,080,153	Merrell	1,665,224	112,424
Sperry	2,138,718	49,365	Wilton Brands	1,661,783	52,503
Gillette	2,136,212	95,570	Specialized Bikes	1,646,498	287,828
The Children's Place	2,116,857	57,303	Guitar Sale	1,640,276	199,425
Disney Store	2,111,792	501,838	Zumiez	1,639,503	200,520
Family Dollar Stores	2,085,612	41,622	Ocean Spray Cranberries	1,633,470	23,262
Elf Cosmetics	2,061,454	15,537	Ticketmaster	1,629,383	348,589
Pier 1 Imports	2,046,260	121,740	Free People	1,595,884	252,800
Fandango	2,014,639	220,940	Reef	1,595,738	79,198
Eastbay	1,984,114	439,025	Jansport	1,592,693	24,589
Party City	1,980,711	25,565	Candie's	1,580,988	61,889
Charlotte Russe	1,935,919	89,310	Costco Wholesale	1,575,717	33,966
Pottery Barn	1,895,620	109,771	Shoe Carnival	1,557,701	28,340



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Home Center	1,554,348	53,024	Dockers	1,276,071	11,662
Quaker Oats	1,542,290	188,735	Zildjian	1,265,734	121,388
Zippo	1,530,770	92,214	iHerb	1,259,379	209,525
Alex and Ani	1,526,615	205,508	Barneys New York	1,252,775	474,828
Newegg	1,526,550	176,515	Anthropologie	1,250,776	558,299
Net-A-Porter	1,515,596	869,873	Perry Ellis	1,246,430	22,126
Staples	1,512,079	322,869	Discount Tire	1,223,955	24,579
David's Bridal	1,503,336	30,981	Hsn	1,217,845	80,376
Mod Cloth	1,493,786	136,372	Chico's Fas	1,215,878	46,369
Craftsman	1,491,650	31,379	John Lewis	1,208,849	343,759
White House Black Market	1,489,373	59,897	Coupons.com	1,205,964	229,432
Paul Frank	1,488,976	20,152	Payless ShoeSource	1,203,194	31,293
Journey's	1,486,333	103,080	Overstock.com	1,199,595	57,804
Build.com	1,479,257	43,537	Dickies	1,198,257	25,675
Improvement Direct	1,479,257	43,537	Ritani	1,187,149	8,061
ThinkGeek	1,477,491	1,084,753	Beach Body	1,185,570	330,222
Holland America	1,467,590	93,645	Steven Madden	1,184,728	5,915
GNC	1,465,668	219,380	The Sports Authority	1,184,157	56,888
Ross Stores	1,458,135	1,020	Ann Taylor	1,179,217	80,152
Longchamp	1,457,637	19,568	Food Lion	1,177,413	57,177
Meijer	1,457,245	55,402	Personal Creations	1,168,208	4,263
Jelly Belly	1,449,619	22,498	Heinz	1,162,326	33,396
American Girl	1,423,593	22,322	LeapFrog	1,151,078	31,930
Cost Plus World Market	1,420,626	115,667	Gerber Life	1,150,625	24,053
Kroger	1,410,915	131,072	TigerDirect	1,148,711	44,381
Seventh Generation	1,409,486	82,847	Clorox	1,144,518	109,800
Scotts Miracle-Gro	1,392,735	5,975	Oscar de la Renta	1,135,514	455,139
Bridgestone Tires	1,372,406	100,758	La Senza	1,133,783	47,085
True Religion	1,359,681	44,906	Hallmark	1,133,450	58,551
Montblanc	1,355,193	34,385	John Paul Mitchell	1,118,825	199,332
Omega	1,342,796	183,279	Fancy	1,113,592	130,529
Sheetz	1,341,889	441,434	AutoZone	1,102,129	34,770
BH Cosmetics	1,325,194	144,220	Rue La La	1,089,527	46,227
Safeway.com	1,302,925	77,093	Burlington Coat Factory	1,088,623	11,109
Fry's Electronics	1,301,699	33,822	Brooks Running	1,083,550	202,759
STA TRAVEL	1,297,800	236,549	Office Depot	1,082,196	99,661
Vitamin Shoppe	1,296,379	421,796	Autotrader.com	1,073,072	81,973
Jetblue	1,295,853	2,098,792	Carols Daughter	1,061,995	50,445
Lands' End	1,293,470	240,557	Zenni Optical	1,058,854	16,970
Karmaloop	1,290,409	462,125	Coastal Contacts	1,057,653	19,975
Wrigley	1,278,051	21,185	Tarte	1,055,081	550,589



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Annie's	1,052,253	108,651	Stussy	845,286	220,642
Kirkland's	1,046,261	31,368	Lids	841,948	74,999
FragranceNet.com	1,041,200	22,723	Clairol	836,284	73,669
5.11 Tactical	1,037,225	74,570	Hhgregg	830,449	34,486
Green Mountain Coffee	1,029,716	45,266	JACK WILLIS	830,419	153,859
Movado	1,029,510	13,819	Lorac Cosmetics	828,015	226,345
Nu Skin	1,026,752	31,993	JackThreads.com	825,489	83,703
See's Candies	1,009,976	5,642	Motorcycle Superstore	820,999	5,932
Hearts On Fire	1,000,297	5,764	Ritas Italian Ice	820,631	29,299
Patagonia	995,879	354,648	The Pampered Chef	806,149	16,354
Neiman Marcus	994,420	390,632	Gander Mountain	800,373	136,612
New York & Co.	991,698	30,870	Rite Aid	799,803	70,749
Saks & Co.	982,116	454,553	Things Remembered	795,323	9,221
1-800-Flowers.com	957,687	45,216	Williams-Sonoma	790,278	98,485
Diane Von Furstenberg	957,574	977,375	Woman Within	786,720	6,816
King Arthur Flour	955,612	33,141	L L Bean	779,263	58,531
Aaron's	938,603	84,657	Giant Eagle	779,163	25,488
Ascena Retail Group	936,566	10,434	Burton Snowboards	776,277	162,125
The Dress Barn	936,566	10,434	Dennis Kirk	767,851	3,125
Foot Action	935,499	422,681	Sole Society	761,208	14,380
Sleep Number	924,791	42,768	General Motors	760,342	592,295
Venus Swimwear	921,242	5,047	Fragrancex.com	758,718	153,626
Moschino	919,495	393,143	Johnson & Johnson	756,795	79,203
Haute Look	917,637	115,581	Kenneth Cole	753,617	193,776
Philosophy	914,861	44,029	Kashi	752,400	12,588
Jones Soda	913,751	16,708	Maidenform	749,140	12,517
Munchkin	908,668	16,610	Gilt	748,409	568,131
Brooks Brothers	905,703	75,535	Crate and Barrel	748,292	83,489
Entertainment Earth	898,382	48,376	Sobe Beverages	740,356	9,908
Uniqlo	894,315	62,488	Justice	739,589	213
La-Z-Boy	889,958	14,025	Back Country	734,677	340
Perdue	886,404	34,360	Tupperware	731,199	32,598
Tiny Prints	876,822	102,352	Lord & Taylor	730,915	72,163
Musician's Friend	873,368	51,427	B & H Foto & Electronics	721,564	466,239
Vineyard Vines	870,300	241,292	Peet's Coffee & Tea	720,178	51,796
OshKosh B'gosh	869,649	15,016	West Elm	716,285	94,894
YOOX	869,161	91,009	Benjamin Moore	710,307	99,358
Sierra Trading Post	863,138	86,140	Kohler	692,972	95,702
Edible Arrangements	862,418	35,528	Five Below	692,517	12,488
Cisco Systems	847,208	607,560	Revolve Clothing	691,074	41,263
Gymboree	846,927	30,063	Stuart Weitzman	671,257	42,326



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Tervis	666,780	24,476	Stein Mart	540,434	6,218
Warby Parker	665,505	84,641	Bloomingdale's	531,405	393,648
Bolthouse Farms	665,260	17,333	Campbell Soup	530,229	85,985
Orbitz	662,260	160,882	AllPosters.com	530,103	5,957
Wedding Paper Divas	658,249	126,679	Sealy	529,342	7,957
Van Cleef & Arpels	657,217	66,635	Taylor Made Golf	529,042	428,697
Fiji Water	649,568	45,253	BCBG Max Azria	523,965	3,073
The Knot	648,574	240,699	Lucky Brand	512,854	22,579
Hollywood Records	642,723	390,182	Stella & Dot	510,091	54,978
Clarisonic	642,214	55,117	Nestle Purina	501,233	53,094
Blue Diamond	639,723	17,466	ShopHQ (NOW Evine)	498,756	10,438
Apple & Eve	639,325	1,082	Murad	498,379	13,713
Full Beauty	637,585	13,336	Save-A-Lot	496,611	10,274
Fitness Anywhere	636,922	162,343	J&P Cycles	495,820	12,712
CafePress.com	634,799	25,979	Titleist	491,658	360,133
Micro Electronics	633,755	29,158	Smuckers	486,470	20,480
Coffee Bean & Tea Leaf	631,213	234,054	Club Monaco	485,942	47,182
Cavender Stores	629,469	9,833	Exclusively Weddings	478,947	582
Madewell	629,055	69,594	Beech-Nut Nutrition	478,078	8,642
John Varvatos	628,478	42,351	Physicians Formula	477,184	56,715
Beyond the Rack	626,460	23,740	Pet Health	477,169	4,268
Tilly's	624,204	71,564	Amway	473,815	63,759
Ice.com	609,793	8,672	Fruit of The Loom	464,182	8,127
Sharis Berries	606,206	11,892	Linen Chest	463,292	976
Soma Intimates	596,247	18,831	Harry and David	462,286	12,042
Kenmore	595,464	12,436	Sheplers	460,941	8,910
The Men's Wearhouse	589,950	48,184	Snapfish	455,887	14,101
J Brand Jeans	583,569	68,184	Northern Tool & Equipment	455,587	50,747
Henri Bendel	579,191	45,472	Jos A. Bank	452,444	27,101
Shopstyle	577,602	32,991	Sherwin-Williams	445,655	149,797
Dooney & Bourke	573,987	10,327	Lady Footlocker	443,191	5,799
Sally Beauty Supply	572,219	59,735	Big Fish Games	437,724	32,889
Ace Hardware	570,004	131,687	Coldwater Creek	436,528	3,984
Frederick's of Hollywood	564,963	24,436	Entirely Pets	431,079	12,652
Indigo Books & Music	558,694	134,654	Buckle Inc.	429,547	36,342
Dillard's	554,682	27,758	The Container Store	424,526	39,489
Tumi	552,146	19,861	Everlast Worldwide	421,271	48,986
Lion Brand Yarn	550,833	57,324	KIND Healthy Snacks	417,974	71,674
Original Penguin	544,798	17,742	Bongo Jeans	415,612	16,248
Caribou Coffee	543,957	134,833	ProFlowers	412,031	12,649
Shutterstock	541,677	293,449	The Limited	406,929	20,480



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SmartPak Equine	405,291	21,266
Talbots	402,253	14,668
PetFoodDirect	402,091	2,147
Tommy Bahama	402,076	22,122
Eddie Bauer	392,304	46,391
Bonobos	390,803	50,965
Teva	381,374	20,539
Skinit	376,924	11,440
Body Glove	368,119	10,341
Modnique	329,153	18,149
TomTom	87,336	72,547
Kodak	27,037	26,526

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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.