



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	105,464,283	3,381,664	Microsoft	11,797,111	8,167,020
National Geographic	44,674,773	18,920,723	Mini	11,621,479	232,587
Converse	43,548,991	1,066,593	Tommy Hilfiger	11,497,451	1,361,381
WWE wrestling	38,129,352	9,384,637	American Eagle Outfitters	11,392,740	696,237
Netflix	37,957,336	3,506,971	Dolce & Gabbana	11,112,763	4,913,044
Starbucks	37,037,275	11,903,232	Aeropostale	10,940,566	699,178
Walmart	33,356,144	883,353	Dell	10,660,153	665,900
H & M	31,704,231	8,583,359	Clinique	10,452,508	377,028
Adidas Originals	30,878,155	3,787,617	Gopro	10,427,091	2,306,686
Nike	28,796,600	7,131,494	eBay	10,058,246	653,414
Victoria's Secret	28,395,811	11,031,392	Old Navy	9,836,588	355,021
Adidas	27,894,887	782,747	Hershey's	9,535,374	195,224
Amazon.com	27,760,274	2,640,161	Tiffany & Co	9,482,652	1,582,311
Zara	25,764,645	1,255,575	Lancome	9,019,834	339,482
Levis	24,766,371	790,141	Ralph Lauren	8,829,638	2,153,279
IKEA	24,473,177	27,062	Abercrombie & Fitch	8,776,708	623,919
The Food Network	23,939,772	4,783,325	Philips Electronics	8,775,644	343,577
Target	23,786,748	1,911,030	Revlon Holdings	8,765,353	407,255
Louis Vuitton	20,168,467	1,588,522	Under Armour	8,687,315	938,942
Avon	19,090,685	123,378	Gap	8,676,810	680,862
PUMA	18,236,042	1,534,918	Airbnb	8,585,465	614,243
M.A.C. Cosmetics	18,137,196	1,415,916	Ben & Jerry's	8,575,977	327,624
Vans	17,306,416	1,185,532	Gibson Brands	8,245,997	1,101,347
Burberry	17,239,385	8,237,759	Reebok US	8,224,272	736,517
Michael Kors	17,181,275	3,549,377	Bath & Body Works	8,203,325	300,138
Groupon	16,966,070	151,897	Zumba Fitness	8,084,641	190,262
ideeli	16,966,070	35,994	Best Buy	7,842,989	888,313
Jaguar	16,781,553	931,054	Sony	7,673,160	4,137,727
Sephora	15,969,192	2,279,454	Harley Davidson	7,594,239	388,674
Land Rover	14,896,988	608,889	Timberland	7,484,926	152,091
Lacoste	14,619,653	1,012,575	Verizon Wireless	7,343,008	1,733,930
Macy's	14,412,056	956,732	Gatorade	7,293,828	339,488
Forever 21	14,398,194	2,285,449	Guess	7,053,940	383,665
Victoria's Secret PINK	14,245,746	1,050,160	Shell Oil	7,044,702	174,694
Nikon	12,907,618	212,390	Coach	6,881,168	669,859
Buffalo Wild Wings	12,623,071	694,209	Just Fab	6,875,662	61,355
LEGO	12,464,206	467,299	Game Stop	6,820,308	1,127,992
Hollister	12,160,714	835,520	Nautica	6,135,193	307,992
Gilly Hicks	12,160,714	140,473	Ivanka Trump	6,060,955	4,358,937
Calvin Klein	11,898,922	3,484,021	Foot Locker	5,915,650	1,517,419
Kohl's	11,872,400	774,819	Redbox	5,776,295	352,201



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Hot Topic	5,746,220	549,477	Bose	3,637,356	32,711
Procter & Gamble	5,599,090	173,794	Sears	3,619,276	205,509
Fisher-Price	5,350,363	54,143	Little Caesars	3,617,379	211,109
L' Occitane	5,339,807	85,028	Cabela's	3,601,880	366,144
J.C. Penney	5,236,914	468,894	New ERA	3,563,866	204,492
NASCAR	5,132,974	3,281,076	Home Depot	3,519,676	359,372
The North Face	5,078,551	419,189	Carter's	3,464,187	29,527
Oakley	4,995,478	383,549	Keds	3,437,172	65,408
Swatch	4,961,186	32,542	Academy	3,419,187	2,851,778
Betty Crocker	4,938,159	154,512	7-Eleven	3,375,894	113,895
Marks & Spencer	4,873,851	541,877	Dollar General	3,347,332	76,154
Neutrogena	4,807,277	47,260	Louboutin	3,308,010	2,791,882
Nordstrom	4,799,893	761,725	Kate Spade	3,296,812	914,857
Carnival Cruise	4,700,548	205,787	bebeautiful	3,287,213	5,675
Diesel	4,655,732	160,799	Dollar Shave Club	3,228,697	83,520
Zulily	4,570,559	59,190	Bass Pro	3,215,891	325,979
Express	4,557,405	260,034	Burt's Bees	3,172,899	108,581
Shop at Home Network	4,510,230	257,537	Big Lots	3,171,032	168,703
Walgreen	4,477,724	927,331	Champs Sports	3,092,100	495,981
Dick's Sporting Goods	4,464,488	384,234	Fossil	3,046,277	76,698
Billabong	4,459,546	214,886	UGG Australia	3,041,369	105,992
Bobbi Brown	4,456,218	580,184	Shutterfly	3,021,245	90,125
Spencer Gifts	4,450,582	884	Asics	3,016,266	91,866
Toys R Us	4,426,793	1,935,990	Panera Bread	3,000,178	448,720
Pillsbury	4,303,918	147,012	Mary Kay	2,990,917	110,553
Topshop	4,268,128	1,324,835	Sam's Club	2,947,467	106,030
Herbalife	4,259,891	304,804	Petco	2,930,928	183,198
Whole Foods	4,231,366	4,862,865	Hanes	2,929,297	23,492
3M	4,219,807	1,513,426	TJ Maxx	2,912,391	387,378
Fox Racing	4,194,504	93,600	Keurig	2,853,739	113,469
Hewlett Packard	4,155,105	1,056,221	Colgate-Palmolive	2,798,201	59,918
Quiksilver	4,147,532	316,112	Hermes	2,785,543	42,043
Volcom	4,043,098	304,897	Carhartt	2,782,821	65,650
CSN Stores	3,998,131	45,823	Yves Saint Laurent	2,765,133	3,945,356
Wayfair	3,998,131	45,823	Radioshack	2,725,325	203,449
Shoedazzle	3,996,225	94,311	Petsmart	2,667,845	194,070
Skechers	3,986,269	44,123	DSW	2,628,739	101,212
Toms Shoes	3,978,727	2,138,136	PacSun	2,601,110	495,404
Bebe	3,756,591	84,113	QVC	2,600,585	142,265
Urban Decay	3,747,907	1,111,479	Wrangler	2,576,127	22,871
Unilever	3,660,409	167,149	Ulta	2,561,835	605,003



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Bradford Exchange	2,552,642	2,352	Pottery Barn	1,940,882	110,870
Build-A-Bear Workshop	2,548,518	59,668	Tory Burch	1,913,720	397,904
Michaels Stores	2,535,591	172,098	Superdry	1,888,260	85,840
Lane Bryant	2,530,744	75,042	Dole Food	1,881,759	10,355
Bed Bath & Beyond	2,528,183	163,137	Lululemon	1,879,509	1,067,786
Weight Watchers	2,521,651	318,260	Barnes & Noble	1,869,620	216,045
Udemy	2,510,410	132,619	Maurices	1,848,338	58,103
Fendi	2,489,361	469,296	Origins	1,845,120	34,633
Wrigley	2,486,091	7,600	McCormick	1,836,298	5,970
Deb Shops	2,481,059	4,605	REI	1,830,880	391,595
Juicy Couture	2,455,431	152,811	Armani Exchange	1,829,191	80,432
Crayola	2,430,561	55,065	DKNY	1,824,096	565,227
ShopBop	2,405,878	215,384	Hobby Lobby	1,816,583	84,822
Roberto Cavalli	2,375,508	1,551,405	Ecco	1,815,692	10,758
Boot Barn	2,335,424	28,664	Blue Nile	1,808,380	18,365
Dollar Tree	2,331,796	190,391	Ann Taylor Loft	1,804,052	91,514
G-Star Raw	2,324,607	99,045	The Finish Line	1,789,729	657,945
Frito-Lay	2,305,846	306,635	Merrell	1,779,801	114,242
Zappos	2,300,503	2,832,423	Zale	1,759,014	23,275
Banana Republic	2,287,249	312,132	NYX Cosmetics	1,755,615	872,755
Clarins	2,283,728	50,531	Living Social	1,752,394	240,180
CVS Pharmacy	2,282,743	320,245	Advance Auto Parts	1,750,842	33,080
Belk	2,275,651	109,644	Vera Bradley	1,748,241	83,926
Vista Print	2,238,192	53,603	New Balance	1,737,918	228,823
Kmart	2,229,998	172,933	The Yankee Candle	1,725,537	95,653
Brides	2,220,937	208,577	Candie's	1,725,471	61,536
Estee Lauder	2,214,880	371,969	J. Crew	1,716,356	389,828
Urban Outfitters	2,174,575	1,080,827	Jo-Ann Stores	1,709,820	105,064
Sperry	2,172,613	49,395	Reef	1,705,820	79,900
Wet Seal	2,170,995	55,667	Wilton Brands	1,680,954	52,952
Disney Store	2,156,141	510,647	Sunoco	1,674,119	57,289
Gillette	2,140,218	95,561	Specialized Bikes	1,672,150	290,822
The Children's Place	2,137,390	57,662	American Apparel	1,662,453	561,177
Elf Cosmetics	2,111,363	15,509	Ticketmaster	1,656,346	353,530
Family Dollar Stores	2,108,023	42,229	Ocean Spray Cranberries	1,649,539	23,358
Pier 1 Imports	2,070,354	122,263	Guitar Sale	1,648,835	200,901
Fandango	2,055,641	223,475	Zumiez	1,639,491	202,567
Rip Curl	2,005,683	69,749	Jansport	1,607,196	24,702
Eastbay	1,992,024	443,390	Free People	1,606,364	254,968
Party City	1,991,995	25,769	Costco Wholesale	1,596,746	35,971
Charlotte Russe	1,952,600	89,285	Home Center	1,576,130	54,261



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Shoe Carnival	1,567,791	28,362	Karmaloop	1,288,209	460,562
Staples	1,564,216	323,243	Wrigley	1,276,755	21,158
Quaker Oats	1,561,507	189,557	Zildjian	1,268,868	122,790
Alex and Ani	1,555,922	204,828	Anthropologie	1,259,703	558,587
Zippo	1,544,814	92,484	Barneys New York	1,253,636	475,687
Newegg	1,539,733	188,431	Perry Ellis	1,249,691	22,117
Net-A-Porter	1,524,462	874,272	Beach Body	1,243,674	332,778
David's Bridal	1,520,075	31,241	Payless ShoeSource	1,231,888	31,409
Mod Cloth	1,519,143	135,904	Hsn	1,227,857	81,258
White House Black Market	1,505,136	59,692	Discount Tire	1,225,050	24,797
Journey's	1,501,319	106,141	Overstock.com	1,220,236	58,153
ThinkGeek	1,496,453	1,086,454	John Lewis	1,218,742	346,675
Ross Stores	1,494,562	1,015	Chico's Fas	1,218,430	46,354
Craftsman	1,491,764	31,817	Dickies	1,215,366	26,061
Holland America	1,484,493	96,180	Coupons.com	1,209,013	230,775
Paul Frank	1,484,381	20,116	Ritani	1,188,334	8,089
Build.com	1,483,092	46,453	Steven Madden	1,188,084	5,922
Improvement Direct	1,483,092	46,453	Ann Taylor	1,181,742	80,291
Meijer	1,472,779	56,252	The Sports Authority	1,181,628	56,614
Longchamp	1,468,932	19,816	Food Lion	1,180,936	57,444
GNC	1,466,337	219,256	Personal Creations	1,180,161	4,252
Jelly Belly	1,461,987	22,508	Heinz	1,172,948	34,509
Kroger	1,445,197	132,603	Gerber Life	1,152,663	24,469
Cost Plus World Market	1,432,037	116,060	La Senza	1,150,453	47,121
American Girl	1,426,787	23,293	LeapFrog	1,149,451	32,155
Seventh Generation	1,413,957	84,022	Clorox	1,146,707	109,787
Omega	1,410,823	191,712	TigerDirect	1,146,423	44,256
Scotts Miracle-Gro	1,390,780	6,025	Hallmark	1,144,013	59,198
iHerb	1,387,949	211,698	Oscar de la Renta	1,140,987	454,043
Montblanc	1,379,657	35,276	Fancy	1,125,836	130,170
Bridgestone Tires	1,377,886	101,906	John Paul Mitchell	1,124,924	199,191
True Religion	1,370,953	45,599	Burlington Coat Factory	1,121,927	11,343
BH Cosmetics	1,363,053	152,407	Tarte	1,120,384	597,257
Dockers	1,351,867	11,777	AutoZone	1,112,244	35,259
Sheetz	1,345,473	456,819	Brooks Running	1,106,891	204,358
STA TRAVEL	1,327,791	236,661	Office Depot	1,094,866	99,810
Jetblue	1,320,117	2,107,372	Rue La La	1,094,704	46,237
Safeway.com	1,311,316	77,474	Autotrader.com	1,081,138	82,423
Vitamin Shoppe	1,304,174	420,833	5.11 Tactical	1,079,389	76,585
Fry's Electronics	1,303,036	34,172	Carols Daughter	1,068,819	50,705
Lands' End	1,296,624	239,800	Kirkland's	1,068,581	31,529



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Zenni Optical	1,068,459	17,178	Gymboree	854,376	30,203
Coastal Contacts	1,056,034	20,058	Clairol	841,230	73,929
Annie's	1,055,551	108,972	Lorac Cosmetics	839,962	236,934
Movado	1,046,461	14,349	JACK WILLS	838,084	153,122
FragranceNet.com	1,042,517	22,836	Hhgregg	828,798	34,268
Nu Skin	1,040,345	32,423	JackThreads.com	823,403	82,809
Patagonia	1,029,522	359,835	Ritas Italian Ice	820,951	29,531
Green Mountain Coffee	1,028,149	45,365	Motorcycle Superstore	819,911	5,935
See's Candies	1,014,124	5,834	The Pampered Chef	810,141	16,524
Hearts On Fire	1,007,723	5,768	Rite Aid	809,486	71,685
Saks & Co.	1,001,220	455,741	Williams-Sonoma	801,866	99,283
Neiman Marcus	998,999	391,970	Gander Mountain	797,725	137,438
New York & Co.	995,616	31,115	Things Remembered	795,362	9,234
King Arthur Flour	968,323	33,488	Woman Within	791,017	7,006
Diane Von Furstenberg	967,921	1,031,854	L L Bean	790,442	58,871
1-800-Flowers.com	958,847	45,295	Sole Society	786,386	14,419
Sleep Number	945,745	42,927	Giant Eagle	779,396	25,598
Philosophy	943,650	44,379	Burton Snowboards	775,947	163,025
Ascena Retail Group	941,791	10,464	Dennis Kirk	771,112	3,150
The Dress Barn	941,791	10,464	General Motors	763,691	604,408
YOOX	941,370	90,930	Kenneth Cole	761,441	193,192
Aaron's	938,726	84,443	Fragrancex.com	760,307	153,530
Foot Action	935,702	427,185	Johnson & Johnson	760,193	81,809
Venus Swimwear	932,114	5,107	Crate and Barrel	755,962	84,526
Moschino	932,053	402,269	Gilt	754,326	567,813
Brooks Brothers	926,973	75,646	Justice	752,633	576
Haute Look	923,315	116,092	Kashi	751,062	12,547
Jones Soda	911,117	16,775	Maidenform	748,438	12,503
Entertainment Earth	909,894	49,982	Tupperware	746,533	35,181
Uniqlo	898,198	63,638	Back Country	740,266	80,533
La-Z-Boy	896,728	14,061	Sobe Beverages	738,834	9,898
Perdue	891,611	34,696	West Elm	738,757	95,886
Lids	890,078	77,276	Lord & Taylor	732,938	72,189
OshKosh B'gosh	885,608	15,266	Benjamin Moore	732,218	103,875
Vineyard Vines	884,219	241,255	B & H Foto & Electronics	730,258	469,633
Musician's Friend	878,130	51,857	Revolve Clothing	727,113	42,127
Tiny Prints	876,391	102,123	Peet's Coffee & Tea	722,341	52,050
Edible Arrangements	869,043	35,746	Five Below	701,965	12,728
Sierra Trading Post	864,881	86,125	Kohler	696,926	96,234
Stussy	859,030	221,110	Warby Parker	682,389	85,233
Cisco Systems	856,250	616,011	Stuart Weitzman	679,222	47,419



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Van Cleef & Arpels	676,150	69,927	Bloomingdale's	542,321	394,546
Orbitz	673,226	161,737	Stein Mart	541,733	6,256
The Knot	669,707	242,761	Taylor Made Golf	536,169	441,292
Tervis	668,011	24,920	AllPosters.com	533,539	11,066
Bolthouse Farms	665,818	17,355	Campbell Soup	532,065	87,117
Wedding Paper Divas	665,349	127,349	Sealy	529,763	8,292
Fiji Water	656,985	45,939	BCBG Max Azria	526,913	1,478
Fitness Anywhere	647,488	164,520	Lucky Brand	520,401	23,980
Clarisonic	647,380	55,398	Stella & Dot	517,260	54,998
Full Beauty	645,419	13,543	Murad	509,766	13,760
Hollywood Records	641,219	389,799	Nestle Purina	504,441	54,124
Blue Diamond	639,943	17,501	Titleist	504,272	365,510
Apple & Eve	639,686	1,085	J&P Cycles	501,667	12,957
Madewell	639,521	69,787	Save-A-Lot	501,313	10,415
CafePress.com	635,827	26,132	ShopHQ (NOW Evine)	500,846	11,016
Coffee Bean & Tea Leaf	633,735	234,558	Smuckers	490,179	20,610
Micro Electronics	633,514	29,731	Club Monaco	487,903	47,141
Cavender Stores	630,640	9,902	Physicians Formula	484,527	57,071
John Varvatos	629,273	42,430	Exclusively Weddings	481,420	581
Munchkin	629,117	16,697	Beech-Nut Nutrition	479,627	8,623
Beyond the Rack	627,298	23,793	Amway	478,722	64,816
Tilly's	623,550	71,561	Pet Health	476,843	4,277
Sally Beauty Supply	615,330	60,027	Chewy.com	472,173	18,424
Sharis Berries	609,872	11,846	Linen Chest	467,604	977
Ice.com	609,267	8,692	Fruit of The Loom	465,606	8,264
The Men's Wearhouse	607,879	48,339	Sheplers	464,131	8,894
Soma Intimates	602,228	18,947	Harry and David	462,532	12,133
Kenmore	594,548	12,498	Northern Tool & Equipment	460,308	51,119
Dooney & Bourke	583,638	10,434	Snapfish	459,407	14,125
J Brand Jeans	582,601	68,188	Jos A. Bank	455,861	27,249
Henri Bendel	581,433	45,549	Sherwin-Williams	454,992	150,560
Shopstyle	580,515	33,156	The Container Store	444,219	39,864
Ace Hardware	576,408	132,561	Lady Footlocker	442,584	6,026
Frederick's of Hollywood	567,725	24,405	Buckle Inc.	440,570	36,127
Shutterstock	567,381	293,888	Big Fish Games	439,955	32,947
Original Penguin	563,453	17,793	Coldwater Creek	436,953	3,985
Indigo Books & Music	561,898	135,380	Entirely Pets	433,090	12,749
Tumi	559,603	20,221	KIND Healthy Snacks	428,122	72,179
Dillard's	558,678	28,088	Everlast Worldwide	423,801	48,920
Lion Brand Yarn	555,482	58,264	Bongo Jeans	414,759	16,442
Caribou Coffee	546,746	136,435	ProFlowers	412,872	12,637



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter
Teva	407,751	20,702
The Limited	406,533	20,357
SmartPak Equine	406,143	21,506
Tommy Bahama	403,637	22,206
Talbots	403,362	14,726
Eddie Bauer	402,194	46,384
Bonobos	394,000	50,894
Skinit	382,975	12,795
Body Glove	370,386	10,479
Modnique	328,402	18,096
TomTom	88,640	72,548
Kodak	28,731	28,133

## 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.