



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	105,684,089	3,383,905	Microsoft	11,804,209	8,188,943
National Geographic	44,785,994	19,307,903	Mini	11,644,952	233,132
Converse	43,630,931	1,070,743	Tommy Hilfiger	11,514,290	1,378,350
Netflix	38,431,874	3,586,466	American Eagle Outfitters	11,404,163	695,807
WWE wrestling	38,265,090	9,460,979	Dolce & Gabbana	11,119,750	4,965,419
Starbucks	37,063,614	11,903,152	Aeropostale	10,938,191	697,654
Walmart	33,405,317	887,520	Dell	10,686,233	669,144
H & M	31,872,334	8,601,189	Clinique	10,478,693	378,979
Adidas Originals	31,058,691	3,801,008	Gopro	10,434,368	2,319,547
Nike	28,921,687	7,152,005	eBay	10,078,035	656,102
Victoria's Secret	28,440,785	11,074,940	Old Navy	9,845,928	355,436
Adidas	28,040,327	3,225,016	Hershey's	9,565,088	196,381
Amazon.com	27,817,347	2,651,051	Tiffany & Co	9,497,364	1,593,798
Zara	25,796,868	1,259,581	Lancome	9,065,219	341,216
Levis	24,863,606	791,358	Airbnb	8,843,486	617,511
IKEA	24,617,573	374,490	Ralph Lauren	8,831,442	2,173,669
The Food Network	24,518,929	4,788,435	Revlon Holdings	8,806,227	409,332
Target	23,815,841	1,916,855	Philips Electronics	8,805,510	343,614
Louis Vuitton	20,386,850	1,591,157	Abercrombie & Fitch	8,770,718	622,960
Avon	19,136,142	123,782	Under Armour	8,762,030	941,540
PUMA	18,322,400	1,538,211	Gap	8,702,060	681,214
M.A.C. Cosmetics	18,201,968	1,421,840	Just Fab	8,693,546	61,366
Vans	17,348,272	1,189,862	Ben & Jerry's	8,680,760	328,058
Burberry	17,248,138	8,285,265	Reebok US	8,258,271	737,119
Michael Kors	17,198,099	3,568,123	Gibson Brands	8,243,110	1,100,539
Groupon	17,102,454	152,132	Bath & Body Works	8,241,563	300,504
ideel	17,102,454	35,957	Zumba Fitness	8,109,560	190,444
Jaguar	16,812,697	936,136	Best Buy	7,878,471	891,112
Sephora	16,052,529	2,288,118	Sony	7,685,883	4,147,378
Land Rover	15,274,773	613,233	Harley Davidson	7,615,904	391,656
Lacoste	14,623,848	1,017,012	Timberland	7,499,142	152,310
Forever 21	14,477,194	2,289,173	Verizon Wireless	7,352,886	1,734,326
Macy's	14,420,384	958,782	Gatorade	7,294,361	339,565
Victoria's Secret PINK	14,262,232	1,051,522	Shell Oil	7,087,611	175,941
Nikon	12,967,352	213,670	Guess	7,078,198	388,087
Buffalo Wild Wings	12,632,215	694,969	Coach	6,929,426	671,206
LEGO	12,504,536	472,837	Game Stop	6,824,963	1,133,212
Gilly Hicks	12,164,728	140,295	Nautica	6,133,314	307,714
Hollister	12,164,727	834,638	Ivanka Trump	6,080,188	4,469,727
Calvin Klein	11,923,186	3,518,085	Foot Locker	5,926,465	1,522,508
Kohl's	11,880,680	776,724	Redbox	5,775,009	351,846



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Hot Topic	5,754,210	550,791	Little Caesars	3,660,190	214,540
Procter & Gamble	5,623,421	174,667	Bose	3,658,879	32,980
Fisher-Price	5,383,667	54,284	Sears	3,620,157	206,112
L' Occitane	5,359,260	85,023	Cabela's	3,605,848	366,685
J.C. Penney	5,245,684	469,302	New ERA	3,564,182	205,403
NASCAR	5,131,203	3,289,760	Home Depot	3,538,973	360,502
The North Face	5,092,746	420,429	Carter's	3,487,219	29,682
Oakley	5,011,530	383,768	Keds	3,443,837	65,351
Swatch	4,977,179	32,576	Academy	3,427,833	2,870,614
Betty Crocker	4,950,254	154,697	7-Eleven	3,386,159	114,176
Marks & Spencer	4,889,648	543,051	Dollar Shave Club	3,351,507	83,517
Neutrogena	4,832,475	47,407	Dollar General	3,350,316	76,350
Nordstrom	4,814,367	762,137	Kate Spade	3,316,987	914,661
Carnival Cruise	4,705,712	206,841	Louboutin	3,310,165	2,829,153
Diesel	4,659,909	161,288	bebeautiful	3,282,155	5,693
Zulily	4,632,397	59,210	Bass Pro	3,217,050	326,727
Express	4,559,931	259,970	Burt's Bees	3,184,261	108,474
Shop at Home Network	4,508,821	257,305	Big Lots	3,177,004	168,711
Dick's Sporting Goods	4,483,220	384,039	Champs Sports	3,098,676	497,530
Walgreen	4,480,939	927,378	Fossil	3,061,578	76,937
Bobbi Brown	4,470,318	582,652	Asics	3,054,364	92,056
Billabong	4,458,694	215,343	UGG Australia	3,044,148	105,956
Spencer Gifts	4,449,213	15,981	Shutterfly	3,030,082	90,132
Toys R Us	4,431,408	1,940,525	Panera Bread	3,002,122	449,577
Pillsbury	4,311,571	147,257	Mary Kay	3,001,380	110,849
Herbalife	4,300,857	305,614	Sam's Club	2,957,172	106,383
Topshop	4,270,097	1,325,725	Hanes	2,933,596	23,677
Whole Foods	4,239,842	4,864,442	Petco	2,931,193	183,482
3M	4,234,185	1,512,493	TJ Maxx	2,919,893	387,550
Fox Racing	4,194,574	93,703	Keurig	2,855,171	113,487
Hewlett Packard	4,166,117	1,059,578	Hermes	2,803,586	42,376
Quiksilver	4,147,484	316,443	Colgate-Palmolive	2,800,357	60,318
CSN Stores	4,069,209	46,138	Carhartt	2,783,038	65,716
Wayfair	4,069,209	46,139	Yves Saint Laurent	2,768,713	3,954,545
Volcom	4,049,418	305,058	Radioshack	2,725,051	203,185
Skechers	4,041,927	44,351	Petsmart	2,702,155	194,505
Shoedazzle	4,001,560	94,287	DSW	2,634,963	101,236
Toms Shoes	3,987,965	2,136,910	QVC	2,609,198	142,629
Urban Decay	3,779,624	1,119,697	PacSun	2,600,969	494,590
Bebe	3,755,823	84,116	Udemy	2,587,441	133,867
Unilever	3,661,145	168,115	Ulta	2,583,585	609,837



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Wrangler	2,576,762	23,036	Charlotte Russe	1,954,029	89,267
Bradford Exchange	2,575,839	2,380	Tory Burch	1,921,766	398,009
Build-A-Bear Workshop	2,555,003	59,701	Superdry	1,898,010	86,101
Michaels Stores	2,550,427	172,413	Lululemon	1,888,033	1,071,627
Lane Bryant	2,540,014	75,228	Dole Food	1,881,512	10,404
Bed Bath & Beyond	2,538,991	164,574	Barnes & Noble	1,871,227	216,854
Weight Watchers	2,529,627	318,654	Maurices	1,856,362	58,103
Fendi	2,493,509	477,414	Origins	1,850,577	34,908
Wrigley	2,484,886	21,265	REI	1,839,597	392,747
Deb Shops	2,479,052	4,599	McCormick	1,836,724	6,028
Juicy Couture	2,460,734	152,672	Armani Exchange	1,836,003	80,613
Crayola	2,433,453	55,224	Hobby Lobby	1,825,938	85,125
ShopBop	2,412,475	215,304	DKNY	1,823,429	564,995
Roberto Cavalli	2,376,423	1,559,791	Ecco	1,818,611	10,769
Dollar Tree	2,339,143	190,638	Blue Nile	1,814,690	18,383
Boot Barn	2,335,472	28,714	Merrell	1,808,300	114,314
G-Star Raw	2,323,950	99,534	Ann Taylor Loft	1,806,396	91,495
Zappos	2,307,148	2,830,811	The Finish Line	1,791,485	660,191
Frito-Lay	2,305,889	307,966	NYX Cosmetics	1,774,370	881,983
Banana Republic	2,297,437	312,467	Living Social	1,773,933	239,962
Clarins	2,289,029	50,600	Zale	1,761,900	23,304
CVS Pharmacy	2,287,155	321,705	Candie's	1,758,872	61,369
Belk	2,278,823	110,011	Vera Bradley	1,754,174	83,920
Vista Print	2,245,384	53,699	Advance Auto Parts	1,750,781	33,276
Kmart	2,231,873	173,385	New Balance	1,747,387	229,603
Brides	2,222,061	209,082	The Yankee Candle	1,727,443	96,463
Estee Lauder	2,218,915	374,419	J. Crew	1,723,248	389,918
Sperry	2,185,801	49,369	Jo-Ann Stores	1,716,465	105,307
Urban Outfitters	2,175,728	1,081,254	Reef	1,708,181	80,017
Wet Seal	2,169,617	55,585	Wilton Brands	1,685,392	53,168
Disney Store	2,167,446	512,370	Specialized Bikes	1,677,884	291,423
The Children's Place	2,143,654	57,738	Sunoco	1,673,325	57,271
Gillette	2,139,698	95,500	Ticketmaster	1,664,745	360,060
Elf Cosmetics	2,121,225	15,492	American Apparel	1,662,025	560,924
Family Dollar Stores	2,115,188	42,383	Ocean Spray Cranberries	1,652,376	23,417
Pier 1 Imports	2,074,499	122,412	Guitar Sale	1,650,406	201,285
Fandango	2,072,974	223,950	Zumiez	1,639,201	203,104
Rip Curl	2,030,919	69,921	Free People	1,609,501	255,296
Party City	1,993,898	25,838	Jansport	1,608,507	24,725
Eastbay	1,993,880	444,249	Costco Wholesale	1,604,927	36,480
Pottery Barn	1,958,334	111,201	Home Center	1,585,155	54,456



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Shoe Carnival	1,570,397	28,352	Karmaloop	1,287,919	460,065
Staples	1,570,181	323,269	Wrigley	1,276,004	21,265
Alex and Ani	1,567,328	204,970	Zildjian	1,270,925	123,140
Quaker Oats	1,564,225	189,750	Anthropologie	1,261,626	558,546
Zippo	1,553,794	92,486	Barneys New York	1,254,048	475,920
Newegg	1,542,176	190,144	Perry Ellis	1,251,606	22,133
Mod Cloth	1,536,956	135,747	Beach Body	1,249,222	333,295
Net-A-Porter	1,529,114	875,882	Payless ShoeSource	1,238,400	31,417
David's Bridal	1,525,922	31,265	Hsn	1,232,106	81,417
White House Black Market	1,506,892	59,641	Discount Tire	1,225,829	24,836
Journey's	1,504,102	106,604	Overstock.com	1,225,099	58,198
ThinkGeek	1,499,308	1,086,803	Dickies	1,222,523	26,194
Ross Stores	1,499,051	1,015	John Lewis	1,222,256	347,445
Craftsman	1,491,666	31,900	Chico's Fas	1,218,918	46,360
Holland America	1,486,387	96,576	Coupons.com	1,209,878	230,977
Build.com	1,484,256	45,397	Steven Madden	1,188,649	5,926
Improvement Direct	1,484,256	45,397	Ritani	1,188,649	8,091
Paul Frank	1,483,469	20,104	Personal Creations	1,184,214	4,258
Meijer	1,475,649	56,490	Ann Taylor	1,182,258	80,266
Longchamp	1,474,073	19,857	Food Lion	1,181,989	57,490
GNC	1,471,483	219,152	The Sports Authority	1,181,000	56,548
Jelly Belly	1,464,094	22,504	Heinz	1,177,757	34,724
Kroger	1,459,071	133,473	La Senza	1,157,415	47,146
Cost Plus World Market	1,434,366	116,127	Gerber Life	1,154,025	24,475
American Girl	1,429,187	23,515	LeapFrog	1,149,077	32,148
iHerb	1,420,507	211,610	Clorox	1,147,396	109,814
Seventh Generation	1,416,953	84,383	TigerDirect	1,145,767	44,233
Omega	1,414,846	192,872	Hallmark	1,145,304	59,360
Scotts Miracle-Gro	1,390,223	6,029	Oscar de la Renta	1,142,917	453,611
Montblanc	1,384,325	35,455	Burlington Coat Factory	1,134,188	11,408
Bridgestone Tires	1,378,352	102,238	Tarte	1,132,785	603,579
True Religion	1,372,140	45,753	Fancy	1,128,167	130,089
BH Cosmetics	1,369,633	153,940	John Paul Mitchell	1,126,937	199,141
Dockers	1,363,463	11,823	AutoZone	1,116,562	35,350
Sheetz	1,346,671	459,860	Brooks Running	1,111,357	204,780
STA TRAVEL	1,337,402	236,666	Rue La La	1,098,339	46,226
Jetblue	1,326,634	2,108,846	Office Depot	1,097,738	99,834
Safeway.com	1,313,894	77,599	5.11 Tactical	1,084,808	77,007
Vitamin Shoppe	1,306,519	420,324	Autotrader.com	1,082,938	82,520
Fry's Electronics	1,303,447	34,245	Zenni Optical	1,071,472	17,223
Lands' End	1,297,307	239,458	Kirkland's	1,071,216	31,559



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Carols Daughter	1,069,056	50,760	Gymboree	855,599	30,298
Annie's	1,059,278	108,980	Clairol	841,733	73,898
Coastal Contacts	1,055,853	20,063	Lorac Cosmetics	840,223	238,829
Movado	1,047,964	14,437	JACK WILLIS	838,994	152,930
Patagonia	1,045,614	361,751	Hhgregg	828,099	34,684
Nu Skin	1,044,031	32,539	JackThreads.com	822,837	82,600
FragranceNet.com	1,043,091	22,851	Ritas Italian Ice	820,790	29,544
Green Mountain Coffee	1,027,748	45,385	Motorcycle Superstore	819,612	5,936
See's Candies	1,013,726	5,861	The Pampered Chef	811,101	16,580
Hearts On Fire	1,010,141	5,772	Rite Aid	811,099	71,878
Saks & Co.	1,008,252	456,026	Williams-Sonoma	805,214	99,860
Neiman Marcus	1,000,165	392,246	Gander Mountain	796,964	137,436
New York & Co.	998,189	31,168	Sole Society	795,587	15,116
King Arthur Flour	974,572	33,588	Things Remembered	795,193	9,244
Diane Von Furstenberg	968,935	1,034,483	L L Bean	794,287	59,028
1-800-Flowers.com	959,100	45,295	Woman Within	792,012	7,044
Sleep Number	954,730	42,993	Giant Eagle	779,421	25,594
Philosophy	949,968	44,461	Burton Snowboards	776,281	163,124
YOOX	948,085	90,872	Dennis Kirk	771,656	3,156
Ascena Retail Group	944,297	10,489	General Motors	764,436	607,129
The Dress Barn	944,297	10,489	Crate and Barrel	764,106	84,814
Aaron's	939,449	84,392	Kenneth Cole	763,416	192,982
Foot Action	936,926	428,495	Johnson & Johnson	762,506	82,528
Venus Swimwear	935,679	5,122	Fragrancex.com	760,501	153,374
Moschino	934,591	405,353	Gilt	755,375	567,657
Brooks Brothers	931,432	75,624	Justice	753,488	576
Haute Look	924,517	116,316	Kashi	750,820	12,551
Entertainment Earth	912,640	50,582	Tupperware	748,491	35,937
Jones Soda	910,714	16,772	Maidenform	748,166	12,491
Lids	906,714	77,938	West Elm	747,560	96,151
La-Z-Boy	899,329	14,089	Back Country	741,892	80,831
Uniqlo	898,808	63,977	Sobe Beverages	738,677	9,896
Perdue	892,124	34,724	Revolve Clothing	736,214	42,230
OshKosh B'gosh	891,432	15,426	Benjamin Moore	735,783	103,889
Vineyard Vines	889,970	241,483	Lord & Taylor	733,891	72,178
Musician's Friend	879,768	51,981	B & H Foto & Electronics	733,150	470,558
Tiny Prints	876,315	102,054	Peet's Coffee & Tea	722,579	52,129
Edible Arrangements	871,997	35,814	Five Below	703,748	12,789
Sierra Trading Post	866,074	86,121	Kohler	697,796	96,293
Stussy	862,668	221,068	Warby Parker	684,873	85,418
Cisco Systems	858,204	618,600	Stuart Weitzman	683,629	47,421



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Van Cleef & Arpels	681,751	70,083	Bloomingdale's	545,634	394,746
Orbitz	675,309	162,029	Stein Mart	541,814	6,262
The Knot	672,810	243,222	Taylor Made Golf	538,793	445,362
Tervis	668,148	25,085	AllPosters.com	535,007	11,032
Bolthouse Farms	665,495	17,350	Campbell Soup	531,993	87,530
Wedding Paper Divas	665,306	127,477	Sealy	529,893	8,418
Fiji Water	658,808	46,128	BCBG Max Azria	527,654	1,476
Munchkin	656,792	16,741	Lucky Brand	523,915	25,844
Fitness Anywhere	650,274	164,833	Stella & Dot	518,007	55,014
Clarisonic	648,671	55,402	Murad	515,246	13,763
Full Beauty	647,166	13,574	Titleist	506,521	366,613
Madewell	645,514	69,833	Nestle Purina	505,015	54,380
Apple & Eve	641,241	2,181	Save-A-Lot	503,083	10,431
Hollywood Records	640,762	390,723	J&P Cycles	501,727	13,001
Blue Diamond	640,649	17,531	ShopHQ (NOW Evine)	501,147	11,031
CafePress.com	635,923	26,128	Smuckers	491,370	20,664
Coffee Bean & Tea Leaf	634,491	234,655	Club Monaco	488,266	47,110
Micro Electronics	633,545	29,835	Physicians Formula	485,869	57,160
Cavender Stores	633,179	9,915	Exclusively Weddings	481,906	581
Beyond the Rack	631,654	23,824	Amway	480,181	65,133
John Varvatos	629,513	42,452	Beech-Nut Nutrition	479,970	8,622
Tilly's	623,303	71,518	Pet Health	476,733	4,278
Sally Beauty Supply	621,665	60,101	Linen Chest	468,752	973
The Men's Wearhouse	619,593	48,363	Fruit of The Loom	465,949	8,316
Sharis Berries	610,670	11,833	Sheplers	464,946	8,892
Ice.com	609,090	8,694	Jos A. Bank	463,196	27,268
Soma Intimates	603,857	18,979	Northern Tool & Equipment	461,407	51,116
Kenmore	594,366	12,524	Snapfish	460,286	14,131
Dooney & Bourke	586,276	10,482	Sherwin-Williams	457,826	150,656
Henri Bendel	585,419	45,506	The Container Store	448,191	39,972
J Brand Jeans	582,479	68,178	Buckle Inc.	442,616	36,091
Shopstyle	581,538	33,176	Lady Footlocker	442,429	6,042
Ace Hardware	577,766	132,739	Big Fish Games	440,568	32,972
Original Penguin	577,613	17,800	Coldwater Creek	436,907	3,985
Shutterstock	576,099	293,854	Entirely Pets	433,595	12,758
Frederick's of Hollywood	568,868	24,403	KIND Healthy Snacks	432,797	72,474
Lion Brand Yarn	565,471	58,521	Harry and David	429,240	12,142
Indigo Books & Music	563,025	135,500	Everlast Worldwide	424,454	48,881
Tumi	561,919	20,309	Bongo Jeans	414,470	16,410
Dillard's	559,533	28,172	ProFlowers	413,723	12,632
Caribou Coffee	548,073	136,950	Eddie Bauer	413,584	46,370



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Teva	408,847	20,733
The Limited	406,476	20,317
SmartPak Equine	406,464	21,555
Tommy Bahama	403,970	22,235
Talbots	403,864	14,744
Bonobos	394,580	50,882
Skinit	384,194	12,851
Body Glove	370,902	10,502
Modnique	328,232	18,081
TomTom	89,072	72,480
Kodak	29,614	28,425

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* As ranked by Facebook likes.

** 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.