



Social Brand Index

Top Retailers According to Fan Count*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	106,035,913	3,390,580	Microsoft	11,802,244	8,243,147
National Geographic	44,877,678	20,010,778	Mini	11,735,988	234,117
Converse	43,765,693	1,075,883	Tommy Hilfiger	11,665,064	1,433,801
Netflix	39,544,148	3,719,443	American Eagle Outfitters	11,413,273	694,741
WWE wrestling	38,470,066	9,591,354	Dolce & Gabbana	11,158,999	5,084,372
Starbucks	37,109,207	11,905,602	Aeropostale	10,950,899	694,858
Walmart	33,451,222	896,466	Dell	10,823,196	674,470
H & M	32,455,677	8,673,933	Clinique	10,593,916	384,336
Adidas Originals	31,348,380	3,829,652	Gopro	10,484,093	2,353,444
Adidas	29,252,101	796,040	eBay	10,115,872	663,558
Nike	29,072,267	7,228,209	Old Navy	9,866,022	356,619
Victoria's Secret	28,525,716	11,196,849	Hershey's	9,655,527	200,009
Amazon.com	27,949,398	2,676,906	Tiffany & Co	9,538,427	1,620,582
Zara	25,996,369	1,270,725	Airbnb	9,278,874	623,996
The Food Network	25,880,991	4,803,176	Lancome	9,209,046	346,240
Levis	25,027,874	794,272	Under Armour	8,948,901	954,877
IKEA	24,944,011	375,488	Just Fab	8,896,520	61,408
Target	23,884,043	1,927,076	Philips Electronics	8,892,053	344,234
Louis Vuitton	20,529,239	1,604,237	Revlon Holdings	8,883,869	414,887
Avon	19,340,711	124,528	Ralph Lauren	8,877,554	2,212,850
PUMA	18,469,661	1,548,628	Gap	8,757,324	682,509
M.A.C. Cosmetics	18,461,407	1,433,960	Abercrombie & Fitch	8,755,197	620,961
Vans	17,433,201	1,199,675	Ben & Jerry's	8,702,461	328,924
Michael Kors	17,392,006	3,609,829	Bath & Body Works	8,332,784	301,147
Burberry	17,285,998	8,371,962	Reebok US	8,310,728	740,530
Groupon	17,262,506	152,441	Gibson Brands	8,233,297	1,098,518
ideeli	17,262,506	35,832	Zumba Fitness	8,209,181	190,976
Jaguar	16,893,188	952,136	Best Buy	7,970,427	897,341
Sephora	16,285,586	2,310,759	Sony	7,712,760	4,167,077
Land Rover	15,397,598	626,305	Harley Davidson	7,627,616	396,624
Lacoste	14,752,350	1,025,321	Timberland	7,549,306	153,101
Forever 21	14,656,515	2,295,384	Verizon Wireless	7,378,769	1,736,365
Macy's	14,447,978	959,770	Gatorade	7,290,004	339,338
Victoria's Secret PINK	14,286,954	1,054,615	Shell Oil	7,171,480	179,638
Nikon	13,110,993	216,383	Guess	7,115,480	397,165
Buffalo Wild Wings	12,647,176	696,764	Coach	6,990,097	672,744
LEGO	12,545,336	481,714	Game Stop	6,832,426	1,141,993
Hollister	12,176,927	832,296	Nautica	6,127,008	307,198
Gilly Hicks	12,176,927	139,816	Ivanka Trump	6,108,285	4,693,168
Calvin Klein	11,984,091	3,542,498	Foot Locker	5,944,793	1,532,311
Kohl's	11,897,195	783,057	Redbox	5,772,542	351,178



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Hot Topic	5,766,625	553,539	Little Caesars	3,695,086	220,110
Procter & Gamble	5,622,454	177,237	Unilever	3,660,443	171,221
Quiksilver	5,568,755	317,033	Home Depot	3,625,488	363,022
Fisher-Price	5,463,018	54,541	Sears	3,621,135	207,182
L' Occitane	5,395,587	85,000	Cabela's	3,620,830	368,267
J.C. Penney	5,273,635	470,142	New ERA	3,563,236	207,447
Dick's Sporting Goods	5,271,224	383,320	Carter's	3,548,964	30,940
The Sports Authority	5,271,224	56,318	Keds	3,461,260	65,157
NASCAR	5,126,082	3,305,017	Academy	3,442,651	2,911,793
The North Face	5,116,982	423,554	7-Eleven	3,393,496	114,704
Oakley	5,035,389	384,204	Dollar Shave Club	3,389,799	83,383
Swatch	5,018,062	32,724	Kate Spade	3,362,935	914,219
Betty Crocker	4,986,113	155,112	Dollar General	3,356,208	76,986
Marks & Spencer	4,932,126	546,563	Louboutin	3,319,785	2,905,325
Nordstrom	4,874,123	763,513	bebeautiful	3,268,254	5,748
Neutrogena	4,873,466	47,517	Bass Pro	3,217,720	328,270
Zulily	4,754,282	59,164	Burt's Bees	3,191,274	108,228
Carnival Cruise	4,722,531	210,463	Big Lots	3,181,088	169,054
Diesel	4,674,728	162,749	Asics	3,146,916	92,542
Express	4,566,479	259,786	Fossil	3,121,004	77,304
Shop at Home Network	4,504,843	256,818	Champs Sports	3,108,773	502,766
Bobbi Brown	4,502,330	589,110	UGG Australia	3,060,275	105,938
Walgreen	4,483,297	928,179	Shutterfly	3,054,088	90,194
Billabong	4,453,252	216,345	Mary Kay	3,024,044	111,472
Toys R Us	4,450,231	1,951,611	Panera Bread	3,013,071	452,452
Spencer Gifts	4,448,714	16,495	Sam's Club	2,978,325	107,080
Herbalife	4,379,058	307,077	TJ Maxx	2,946,144	388,072
Pillsbury	4,374,809	147,915	Petco	2,944,625	184,145
3M	4,305,148	1,512,423	Hanes	2,939,495	23,955
Topshop	4,279,590	1,328,160	Keurig	2,859,758	113,669
Whole Foods	4,258,254	4,860,754	Hermes	2,854,662	43,270
Wayfair	4,218,085	47,401	Colgate-Palmolive	2,805,608	61,405
Fox Racing	4,193,941	93,897	Carhartt	2,791,455	66,096
Hewlett Packard	4,189,686	1,064,742	Yves Saint Laurent	2,780,898	3,989,412
Skechers	4,185,020	44,746	Petsmart	2,746,446	195,311
Shoedazzle	4,064,334	94,216	Udemy	2,731,084	136,895
Volcom	4,055,353	305,411	Radioshack	2,723,476	202,783
Toms Shoes	4,012,801	2,133,323	Ulta	2,659,227	618,350
Urban Decay	3,832,977	1,140,742	QVC	2,651,233	143,562
Bebe	3,756,976	84,055	DSW	2,648,801	101,273
Bose	3,720,238	33,834	Bradford Exchange	2,606,334	2,421



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PacSun	2,598,235	494,344	Charlotte Russe	1,957,827	89,190
Michaels Stores	2,591,924	173,185	Tory Burch	1,949,463	398,030
Bed Bath & Beyond	2,577,820	164,465	Superdry	1,923,706	87,948
Wrangler	2,577,704	23,280	Lululemon	1,906,777	1,075,268
Build-A-Bear Workshop	2,574,719	60,121	Maurices	1,883,446	58,181
Lane Bryant	2,559,276	75,624	Dole Food	1,880,331	10,515
Weight Watchers	2,554,844	319,806	Barnes & Noble	1,879,584	219,253
Fendi	2,512,944	494,987	REI	1,865,918	394,838
Wrigley	2,480,900	7,630	Origins	1,865,439	35,501
Deb Shops	2,474,252	4,577	Hobby Lobby	1,862,623	86,163
Juicy Couture	2,466,095	152,414	Merrell	1,849,471	114,359
Crayola	2,434,458	56,099	McCormick	1,847,131	6,150
ShopBop	2,427,352	214,993	Armani Exchange	1,842,808	80,657
Roberto Cavalli	2,380,009	1,584,067	Candie's	1,837,348	61,096
Dollar Tree	2,374,205	191,124	Blue Nile	1,834,537	18,476
Boot Barn	2,335,516	28,878	DKNY	1,830,940	564,592
G-Star Raw	2,334,038	101,317	Ecco	1,827,342	10,815
Banana Republic	2,316,736	313,830	NYX Cosmetics	1,816,789	904,905
Zappos	2,316,532	2,825,988	Ann Taylor Loft	1,810,717	91,569
Clarins	2,313,662	50,624	The Finish Line	1,792,183	664,993
Frito-Lay	2,304,660	311,371	Living Social	1,779,679	239,341
CVS Pharmacy	2,296,568	322,872	New Balance	1,767,971	231,047
Belk	2,293,320	110,826	Zale	1,767,516	23,441
Vista Print	2,261,251	53,841	Vera Bradley	1,762,775	83,794
Kmart	2,231,881	174,482	Advance Auto Parts	1,749,429	33,573
Estee Lauder	2,230,505	381,024	The Yankee Candle	1,740,058	97,669
Sperry	2,229,879	49,331	Jo-Ann Stores	1,736,114	105,960
Brides	2,220,202	210,199	J. Crew	1,733,117	390,226
Disney Store	2,196,198	515,713	Reef	1,728,010	80,408
Urban Outfitters	2,179,898	1,081,677	Wilton Brands	1,695,492	53,429
Wet Seal	2,166,833	55,449	Specialized Bikes	1,690,569	292,769
The Children's Place	2,163,735	57,973	Ticketmaster	1,682,724	363,778
Fandango	2,141,963	224,787	Sunoco	1,672,236	57,209
Gillette	2,139,600	98,184	Ocean Spray Cranberries	1,659,132	23,540
Elf Cosmetics	2,137,676	15,430	American Apparel	1,658,894	559,938
Family Dollar Stores	2,129,040	42,687	Guitar Sale	1,654,345	202,049
Pier 1 Imports	2,088,575	122,750	Zumiez	1,638,968	204,304
Rip Curl	2,034,643	70,245	Costco Wholesale	1,624,274	37,995
Pottery Barn	2,021,678	111,942	Free People	1,616,506	255,671
Party City	2,012,801	26,141	Jansport	1,608,984	24,735
Eastbay	1,996,387	446,704	Home Center	1,599,641	55,144



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Zippo	1,593,424	92,391	Karmaloop	1,286,802	458,939
Alex and Ani	1,592,480	204,413	Wrigley	1,274,039	21,261
Quaker Oats	1,583,204	190,306	Zildjian	1,273,967	123,923
Staples	1,579,502	322,854	Anthropologie	1,265,549	558,379
Shoe Carnival	1,570,663	28,364	Beach Body	1,263,987	333,650
Mod Cloth	1,550,531	135,498	Perry Ellis	1,257,710	22,161
Newegg	1,547,085	191,793	Barneys New York	1,254,922	476,673
Net-A-Porter	1,543,760	878,806	Payless ShoeSource	1,250,012	31,489
David's Bridal	1,537,852	31,337	Dickies	1,242,522	26,509
Ross Stores	1,527,386	1,013	Overstock.com	1,237,911	58,312
White House Black Market	1,516,582	59,526	Hsn	1,236,108	81,763
ThinkGeek	1,510,172	1,095,188	John Lewis	1,235,020	350,417
Journey's	1,506,178	106,678	Discount Tire	1,227,669	24,985
Holland America	1,492,735	97,774	Chico's Fas	1,220,876	46,324
Longchamp	1,491,267	19,965	Coupons.com	1,215,304	231,465
Craftsman	1,490,979	32,113	Personal Creations	1,202,612	4,253
Build.com	1,486,647	45,188	Steven Madden	1,190,282	5,924
Improvement Direct	1,486,647	45,187	Ritani	1,188,752	8,118
Kroger	1,484,259	135,139	Food Lion	1,184,252	57,741
Meijer	1,482,991	56,902	Ann Taylor	1,183,696	80,331
Paul Frank	1,481,231	20,065	Heinz	1,180,390	35,043
GNC	1,473,926	219,006	Tarte	1,167,944	619,355
Jelly Belly	1,467,115	22,520	La Senza	1,166,726	47,268
iHerb	1,466,681	212,361	Gerber Life	1,155,742	24,522
Cost Plus World Market	1,439,720	116,272	Hallmark	1,153,175	59,887
American Girl	1,435,128	23,849	Clorox	1,148,849	109,758
Omega	1,434,671	195,415	Oscar de la Renta	1,148,506	453,270
Seventh Generation	1,424,548	84,451	LeapFrog	1,148,193	32,286
BH Cosmetics	1,422,407	158,069	TigerDirect	1,144,324	44,115
Montblanc	1,405,766	35,807	Burlington Coat Factory	1,144,295	11,571
Dockers	1,400,866	12,161	Fancy	1,139,525	129,786
Scotts Miracle-Gro	1,388,706	6,029	John Paul Mitchell	1,129,744	198,930
True Religion	1,385,051	46,187	Brooks Running	1,126,479	205,689
Bridgestone Tires	1,380,578	102,735	AutoZone	1,125,319	35,614
STA TRAVEL	1,351,381	236,501	Office Depot	1,110,369	100,002
Sheetz	1,349,199	467,504	Rue La La	1,101,643	46,138
Jetblue	1,339,556	2,115,232	5.11 Tactical	1,097,078	78,192
Safeway.com	1,316,739	77,843	Kirkland's	1,095,762	31,677
Vitamin Shoppe	1,316,106	419,469	Autotrader.com	1,089,069	82,805
Fry's Electronics	1,304,088	34,432	Zenni Optical	1,080,102	17,361
Lands' End	1,297,245	238,933	Patagonia	1,072,717	365,294



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Carols Daughter	1,070,557	50,854	JACK WILLIS	844,886	152,491
Annie's	1,064,946	108,909	Clairol	843,748	73,835
Coastal Contacts	1,054,749	20,075	Lorac Cosmetics	842,186	242,748
Movado	1,053,664	14,559	Hhgregg	828,601	38,032
Nu Skin	1,051,038	32,810	JackThreads.com	820,998	82,068
FragranceNet.com	1,045,083	22,920	Ritas Italian Ice	820,202	29,525
Saks & Co.	1,030,129	456,933	Williams-Sonoma	819,448	101,625
Green Mountain Coffee	1,026,772	45,438	Motorcycle Superstore	818,681	5,954
See's Candies	1,014,788	5,938	L L Bean	817,819	59,575
Hearts On Fire	1,013,683	5,777	Rite Aid	817,430	72,477
Neiman Marcus	1,005,120	393,118	The Pampered Chef	813,986	16,692
New York & Co.	1,002,146	31,241	Sole Society	809,884	15,137
King Arthur Flour	980,939	33,872	Woman Within	795,562	7,082
YOOX	976,570	90,851	Things Remembered	795,088	9,222
Diane Von Furstenberg	971,804	1,063,061	Gander Mountain	791,894	137,761
Sleep Number	967,792	43,120	West Elm	786,980	96,698
Moschino	964,423	411,112	Giant Eagle	779,310	25,608
Lids	961,246	78,585	Burton Snowboards	777,668	163,277
1-800-Flowers.com	960,244	45,380	Crate and Barrel	774,523	85,429
Philosophy	957,628	44,669	Dennis Kirk	773,130	3,179
Venus Swimwear	957,477	5,136	Johnson & Johnson	768,316	84,047
Ascena Retail Group	953,075	10,522	Kenneth Cole	766,143	192,594
The Dress Barn	953,075	10,522	General Motors	765,914	615,622
Brooks Brothers	945,348	75,596	Gilt	762,780	567,155
Aaron's	940,823	84,257	Revolve Clothing	762,575	42,403
Foot Action	938,241	430,664	Fragrancex.com	761,782	153,321
Haute Look	927,213	116,623	Justice	755,623	525
Entertainment Earth	919,082	51,307	Tupperware	751,772	37,178
Jones Soda	909,442	16,923	Kashi	750,065	12,554
OshKosh B'gosh	906,311	15,689	Maidenform	747,775	12,475
La-Z-Boy	906,069	14,077	Benjamin Moore	745,344	105,219
Uniqlo	904,097	64,905	Back Country	744,206	81,526
Vineyard Vines	899,067	241,094	B & H Foto & Electronics	739,986	471,846
Perdue	892,813	34,802	Sobe Beverages	737,939	9,873
Musician's Friend	881,939	52,225	Lord & Taylor	737,578	72,217
Edible Arrangements	878,529	35,777	Peet's Coffee & Tea	724,263	52,464
Tiny Prints	876,296	101,849	Five Below	708,823	12,925
Sierra Trading Post	872,916	86,031	Kohler	701,927	96,541
Stussy	869,604	220,860	Van Cleef & Arpels	692,302	70,545
Cisco Systems	863,465	622,899	Warby Parker	691,517	85,634
Gymboree	860,278	30,348	Stuart Weitzman	691,199	47,358



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Orbitz	681,302	162,508	Stein Mart	543,598	6,279
The Knot	679,639	244,294	Taylor Made Golf	541,860	448,581
Tervis	668,932	25,243	AllPosters.com	537,069	10,971
Bolthouse Farms	666,884	17,370	Murad	531,740	13,748
Clarisonic	665,064	78,265	Campbell Soup	531,481	87,876
Fiji Water	661,915	46,415	Sealy	529,617	10,465
Munchkin	661,435	16,818	BCBG Max Azria	529,368	1,473
Fitness Anywhere	659,824	165,152	Stella & Dot	520,918	54,973
Madewell	654,003	69,994	Titleist	509,837	368,178
Full Beauty	652,600	13,624	Nestle Purina	507,007	55,167
Apple & Eve	641,558	2,687	Save-A-Lot	505,315	10,744
Blue Diamond	639,905	17,531	ShopHQ (NOW Evine)	501,991	11,178
Hollywood Records	638,071	390,528	J&P Cycles	501,610	13,143
Sally Beauty Supply	637,243	60,341	Smuckers	492,564	20,834
CafePress.com	636,417	26,167	Physicians Formula	490,201	57,395
Coffee Bean & Tea Leaf	635,986	234,359	Club Monaco	488,903	47,069
Cavender Stores	633,094	9,985	Exclusively Weddings	483,428	576
Micro Electronics	632,770	29,949	Amway	482,311	65,871
Beyond the Rack	631,985	23,878	Beech-Nut Nutrition	481,795	8,599
John Varvatos	630,655	42,524	Pet Health	476,276	4,286
The Men's Wearhouse	627,302	48,414	Linen Chest	472,930	969
Tilly's	624,345	71,413	Jos A. Bank	467,889	27,258
Sharis Berries	611,929	11,816	Sheplers	467,253	8,889
Ice.com	608,714	8,691	Fruit of The Loom	466,408	8,402
Soma Intimates	605,871	19,042	Northern Tool & Equipment	466,003	51,169
Original Penguin	598,393	17,805	Snapfish	463,744	14,130
Kenmore	593,902	12,532	Sherwin-Williams	462,859	151,134
Dooney & Bourke	592,047	10,545	Harry and David	462,824	12,123
Henri Bendel	591,027	45,510	The Container Store	452,144	40,047
Shutterstock	589,219	295,743	KIND Healthy Snacks	447,643	72,812
Shopstyle	581,996	33,172	Buckle Inc.	446,005	35,965
J Brand Jeans	581,800	68,156	Lady Footlocker	443,279	6,083
Ace Hardware	580,981	133,260	Big Fish Games	441,441	33,014
Lion Brand Yarn	578,000	59,224	Coldwater Creek	438,407	3,979
Frederick's of Hollywood	570,397	24,374	Entirely Pets	433,449	12,783
Dillard's	568,770	28,423	Everlast Worldwide	425,683	48,907
Tumi	568,521	20,635	Eddie Bauer	421,719	46,368
Indigo Books & Music	565,597	136,088	ProFlowers	414,573	12,634
Bloomingdale's	556,992	395,388	Bongo Jeans	413,864	16,427
Caribou Coffee	550,110	138,123	Teva	410,769	20,736
Lucky Brand	546,911	25,792	The Limited	408,504	20,333



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Company (.com**)	Facebook	Twitter
SmartPak Equine	407,044	21,741
Talbots	405,489	14,845
Tommy Bahama	404,287	22,281
Bonobos	395,683	50,869
Skinit	384,770	13,141
Body Glove	374,448	10,539
Modnique	327,820	18,029
TomTom	93,260	72,598
Kodak	32,732	29,332

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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.