



# Social Brand Index

Top Retailers According to Fan Count\*

Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Coca-Cola	106,302,609	3,395,962	Microsoft	11,809,190	8,278,492
National Geographic	44,959,866	20,632,397	Mini	11,805,325	234,971
Converse	43,795,106	1,077,768	Tommy Hilfiger	11,752,252	1,468,016
Netflix	40,157,269	3,984,968	American Eagle Outfitters	11,418,790	693,708
WWE wrestling	38,526,962	9,731,473	Dolce & Gabbana	11,179,974	5,142,922
Starbucks	37,175,509	11,916,367	Dell	11,000,560	677,584
Walmart	33,549,786	903,372	Aeropostale	10,946,740	692,568
H & M	32,879,118	8,701,315	Clinique	10,667,785	388,204
Adidas	31,498,010	804,531	Gopro	10,498,656	2,352,611
Adidas Originals	31,449,176	3,853,978	eBay	10,161,314	669,881
Nike	29,243,064	7,273,777	Old Navy	9,889,653	357,890
Victoria's Secret	28,593,372	11,271,715	Hershey's	9,704,880	202,595
Amazon.com	28,075,755	2,697,307	Tiffany & Co	9,604,430	1,642,202
The Food Network	26,408,065	4,812,770	Airbnb	9,512,577	628,741
Zara	26,077,975	1,278,839	Lancome	9,314,203	349,366
IKEA	25,180,104	376,030	Just Fab	9,149,717	61,470
Levis	25,140,102	796,034	Under Armour	9,115,756	959,301
Target	23,974,432	1,935,301	Philips Electronics	9,002,421	344,731
Louis Vuitton	20,588,869	1,607,360	Revlon Holdings	8,941,482	418,640
Avon	19,475,752	125,179	Ralph Lauren	8,887,806	2,236,147
M.A.C. Cosmetics	18,669,445	1,442,791	Gap	8,808,395	683,160
PUMA	18,614,103	1,556,053	Abercrombie & Fitch	8,743,727	619,382
Vans	17,502,275	1,207,161	Ben & Jerry's	8,645,667	329,341
Groupon	17,454,213	152,683	Bath & Body Works	8,412,406	301,688
ideeli	17,454,203	35,743	Reebok US	8,371,882	741,886
Michael Kors	17,447,927	3,620,641	Zumba Fitness	8,273,501	191,324
Burberry	17,303,493	8,424,701	Gibson Brands	8,224,826	1,096,879
Jaguar	16,924,145	964,905	Best Buy	8,089,304	903,039
Sephora	16,467,697	2,324,815	Sony	7,730,502	4,180,532
Land Rover	15,463,804	636,597	Harley Davidson	7,637,231	399,983
Forever 21	14,766,319	2,302,745	Timberland	7,611,354	153,782
Lacoste	14,750,227	1,028,926	Verizon Wireless	7,393,167	1,736,969
Macy's	14,467,496	961,223	Gatorade	7,283,880	339,152
Victoria's Secret PINK	14,309,685	1,055,502	Shell Oil	7,257,704	182,058
Nikon	13,187,215	218,055	Guess	7,160,123	402,119
Buffalo Wild Wings	12,634,900	697,286	Coach	7,027,156	673,504
LEGO	12,567,306	489,131	Game Stop	6,847,854	1,147,708
Hollister	12,200,291	830,281	Quiksilver	6,403,077	317,473
Gilly Hicks	12,200,291	139,403	Nautica	6,119,516	306,693
Calvin Klein	12,045,128	3,563,973	Ivanka Trump	6,117,878	4,858,527
Kohl's	11,924,699	790,979	Foot Locker	5,955,434	1,539,069



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Hot Topic	5,773,547	556,563	Bose	3,759,994	34,532
Redbox	5,767,123	350,556	Bebe	3,758,054	84,032
Procter & Gamble	5,624,919	179,630	Little Caesars	3,738,082	224,748
Fisher-Price	5,566,722	54,893	Unilever	3,662,492	173,855
L' Occitane	5,434,230	85,035	Cabela's	3,640,145	369,709
Dick's Sporting Goods	5,307,993	383,271	Sears	3,619,991	207,976
The Sports Authority	5,307,991	56,210	Carter's	3,586,808	31,159
J.C. Penney	5,299,103	471,147	New ERA	3,564,450	208,456
The North Face	5,155,750	427,098	Keds	3,477,646	65,081
NASCAR	5,123,355	3,315,663	Academy	3,461,786	2,949,687
Oakley	5,058,580	384,414	Dollar Shave Club	3,421,567	83,305
Swatch	5,049,015	32,853	7-Eleven	3,394,116	114,644
Betty Crocker	5,034,726	155,655	Kate Spade	3,381,823	913,535
Marks & Spencer	4,988,333	552,015	Dollar General	3,359,019	77,470
Nordstrom	4,904,304	764,596	Louboutin	3,325,502	2,948,081
Neutrogena	4,902,020	47,588	bebebeautiful	3,259,425	5,832
Zulily	4,816,793	59,160	Bass Pro	3,237,791	329,888
Carnival Cruise	4,738,600	211,943	Burt's Bees	3,223,192	108,142
Diesel	4,683,080	163,600	Big Lots	3,184,615	168,988
Express	4,574,617	259,991	Asics	3,183,577	93,002
Bobbi Brown	4,539,966	593,929	Fossil	3,173,255	77,736
Shop at Home Network	4,500,937	256,392	Champs Sports	3,118,831	509,765
Walgreen	4,488,872	927,854	UGG Australia	3,086,633	106,092
Toys R Us	4,477,886	1,958,098	Shutterfly	3,067,065	90,324
Billabong	4,448,753	217,022	Mary Kay	3,039,543	111,913
Spencer Gifts	4,445,745	16,672	Panera Bread	3,018,351	454,139
Herbalife	4,433,632	308,058	Sam's Club	2,991,529	107,530
Pillsbury	4,420,672	148,651	Petco	2,980,363	184,476
CSN Stores	4,378,536	48,017	TJ Maxx	2,974,919	388,778
Wayfair	4,378,536	48,017	Hanes	2,938,268	24,137
3M	4,336,477	1,510,504	Hermes	2,878,517	44,011
Topshop	4,286,145	1,330,489	Keurig	2,861,202	127,922
Whole Foods	4,273,487	4,857,668	Udemy	2,859,369	139,304
Skechers	4,273,205	44,846	Colgate-Palmolive	2,804,316	62,261
Hewlett Packard	4,207,044	1,067,662	Carhartt	2,795,908	66,714
Fox Racing	4,193,736	93,999	Yves Saint Laurent	2,794,954	4,022,081
Shoedazzle	4,183,174	94,233	Petsmart	2,793,848	195,832
Home Depot	4,145,359	364,928	Radioshack	2,721,910	202,426
Volcom	4,057,672	305,528	Ulta	2,708,831	619,731
Toms Shoes	4,026,015	2,130,231	QVC	2,684,397	144,467
Urban Decay	3,870,992	1,154,392	DSW	2,672,667	101,312



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Bradford Exchange	2,626,002	2,468	Tory Burch	1,974,780	397,980
Michaels Stores	2,620,399	173,755	Charlotte Russe	1,963,553	89,120
Bed Bath & Beyond	2,598,176	166,730	Superdry	1,953,264	89,242
PacSun	2,595,897	493,117	Lululemon	1,919,447	1,075,728
Build-A-Bear Workshop	2,584,262	60,395	Maurices	1,902,046	58,227
Wrangler	2,578,133	23,448	Candie's	1,883,547	60,857
Lane Bryant	2,571,762	75,903	Barnes & Noble	1,882,376	220,955
Weight Watchers	2,563,749	320,492	REI	1,882,356	396,710
Fendi	2,534,941	503,672	Dole Food	1,879,240	10,770
Juicy Couture	2,472,776	152,146	Hobby Lobby	1,878,851	86,807
Deb Shops	2,470,070	4,567	Origins	1,875,182	35,680
Crayola	2,440,362	56,586	Merrell	1,873,234	114,393
ShopBop	2,435,181	214,788	Blue Nile	1,861,399	18,592
Dollar Tree	2,405,646	191,368	NYX Cosmetics	1,855,088	920,573
Roberto Cavalli	2,381,310	1,589,970	McCormick	1,855,081	6,222
Boot Barn	2,337,721	29,010	Armani Exchange	1,854,164	80,949
Clarins	2,335,949	50,521	DKNY	1,834,731	564,081
G-Star Raw	2,333,539	101,980	Ecco	1,833,856	10,876
Banana Republic	2,325,079	314,814	Ann Taylor Loft	1,815,178	91,658
Zappos	2,318,980	2,823,125	The Finish Line	1,797,739	668,724
Belk	2,303,511	111,351	New Balance	1,783,205	232,089
Frito-Lay	2,303,324	313,758	Vera Bradley	1,779,747	83,806
CVS Pharmacy	2,300,402	322,762	Living Social	1,779,437	238,924
Vista Print	2,277,075	53,961	Zale	1,773,671	23,542
Sperry	2,251,640	49,254	Jo-Ann Stores	1,760,254	106,382
Estee Lauder	2,243,265	385,971	The Yankee Candle	1,751,614	98,342
Disney Store	2,239,282	517,730	Advance Auto Parts	1,747,222	33,808
Kmart	2,231,828	175,265	J. Crew	1,742,045	390,327
Brides	2,219,028	210,902	Reef	1,740,731	80,496
Urban Outfitters	2,184,177	1,082,135	Wilton Brands	1,701,215	53,564
The Children's Place	2,181,875	58,150	Ticketmaster	1,698,948	365,911
Wet Seal	2,164,119	55,294	Specialized Bikes	1,698,711	293,430
Fandango	2,160,964	226,536	Sunoco	1,670,936	57,205
Elf Cosmetics	2,149,679	15,390	Ocean Spray Cranberries	1,666,389	23,660
Gillette	2,138,487	99,905	Guitar Sale	1,658,230	202,731
Family Dollar Stores	2,133,420	42,909	American Apparel	1,654,758	559,376
Pier 1 Imports	2,106,943	123,035	Costco Wholesale	1,641,258	39,027
Pottery Barn	2,050,239	112,577	Zumiez	1,637,533	205,227
Rip Curl	2,036,097	70,475	Alex and Ani	1,627,595	204,467
Party City	2,017,823	26,385	Zippo	1,621,247	92,367
Eastbay	1,999,120	448,989	Free People	1,617,713	255,594



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Home Center	1,608,949	55,995	Karmaloop	1,285,212	458,058
Jansport	1,608,134	24,722	Dickies	1,277,820	26,812
Quaker Oats	1,597,022	190,770	Zildjian	1,275,621	124,564
Staples	1,583,709	322,427	Beach Body	1,275,478	333,754
Shoe Carnival	1,574,438	28,348	Wrigley	1,272,939	21,250
Net-A-Porter	1,559,398	879,513	Extra Gum	1,272,812	21,249
Mod Cloth	1,559,127	135,217	Anthropologie	1,269,914	558,250
iHerb	1,557,355	213,162	John Lewis	1,266,878	362,524
Newegg	1,549,075	191,818	Perry Ellis	1,263,947	22,184
Ross Stores	1,545,967	1,011	Overstock.com	1,262,691	58,457
David's Bridal	1,544,104	31,438	Payless ShoeSource	1,259,803	31,524
White House Black Market	1,527,650	59,446	Barneys New York	1,256,010	477,201
ThinkGeek	1,517,988	1,092,206	TomTom	1,249,857	72,757
Journey's	1,513,281	106,873	Hsn	1,238,572	82,082
Holland America	1,505,170	98,511	Personal Creations	1,230,577	4,265
Kroger	1,503,261	135,861	Discount Tire	1,228,646	25,109
Longchamp	1,497,812	20,011	Chico's Fas	1,222,846	46,329
Craftsman	1,490,854	32,302	Coupons.com	1,216,852	232,062
Meijer	1,488,186	57,374	Tarte	1,203,669	642,684
Build.com	1,487,050	45,048	Steve Madden	1,191,734	70,321
Improvement Direct	1,487,050	45,048	Ritani	1,188,135	8,120
Paul Frank	1,478,959	20,039	Food Lion	1,186,039	57,931
GNC	1,476,587	218,857	Ann Taylor	1,185,350	80,418
Jelly Belly	1,467,812	22,499	Heinz	1,182,399	35,245
BH Cosmetics	1,462,979	161,335	La Senza	1,172,355	47,282
Omega	1,452,139	197,366	Burlington Coat Factory	1,164,244	11,692
Cost Plus World Market	1,446,177	116,610	Hallmark	1,159,284	60,479
American Girl	1,444,031	24,214	Gerber Life	1,157,673	24,593
Seventh Generation	1,430,741	84,979	Oscar de la Renta	1,150,103	452,973
Dockers	1,423,295	12,310	Clorox	1,149,424	109,705
Montblanc	1,418,372	36,229	LeapFrog	1,148,411	32,336
True Religion	1,393,583	46,472	TigerDirect	1,142,975	44,047
Scotts Miracle-Gro	1,387,388	6,042	Fancy	1,136,920	129,575
Bridgestone Tires	1,381,713	103,285	Brooks Running	1,136,568	206,406
STA TRAVEL	1,358,759	236,456	AutoZone	1,131,134	35,815
Sheetz	1,351,467	471,281	John Paul Mitchell	1,130,813	198,810
Jetblue	1,348,872	2,121,182	Kirkland's	1,114,957	31,843
Vitamin Shoppe	1,318,267	418,669	Office Depot	1,111,169	99,963
Safeway.com	1,318,123	78,015	Patagonia	1,107,292	368,235
Fry's Electronics	1,303,871	34,691	5.11 Tactical	1,105,666	79,264
Lands' End	1,299,271	238,379	Rue La La	1,104,170	46,124



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Company (.com**)	Facebook	Twitter	Company (.com**)	Facebook	Twitter
Autotrader.com	1,098,351	83,075	Gymboree	867,342	30,377
Zenni Optical	1,089,185	17,443	Clairol	853,751	73,801
Carols Daughter	1,071,311	50,954	JACK WILLIS	849,173	152,320
Annie's	1,065,381	108,855	Lorac Cosmetics	846,690	244,802
Movado	1,060,735	14,709	L L Bean	841,498	60,039
Nu Skin	1,055,639	32,994	Williams-Sonoma	833,315	102,106
Coastal Contacts	1,053,508	20,050	Hhgregg	828,065	39,083
FragranceNet.com	1,047,104	22,947	Rite Aid	820,028	72,866
Saks & Co.	1,038,345	457,668	JackThreads.com	819,468	81,674
Hearts On Fire	1,018,162	5,785	Sole Society	819,457	18,945
See's Candies	1,016,810	6,023	Ritas Italian Ice	819,353	29,495
Neiman Marcus	1,011,037	393,850	Motorcycle Superstore	817,528	5,974
New York & Co.	1,004,286	31,340	The Pampered Chef	816,590	16,780
Lids	1,003,132	79,135	West Elm	806,854	97,125
YOOX	993,687	90,752	Woman Within	798,231	7,099
King Arthur Flour	992,004	34,086	Things Remembered	795,820	9,228
Sleep Number	978,381	43,178	Revolve Clothing	793,247	42,625
Diane Von Furstenberg	972,996	1,128,311	Gander Mountain	790,769	138,064
Venus Swimwear	970,913	5,156	Crate and Barrel	780,108	85,948
Moschino	969,237	413,493	Giant Eagle	779,828	25,630
Philosophy	962,559	44,953	Burton Snowboards	779,731	163,698
1-800-Flowers.com	961,943	45,410	Dennis Kirk	773,836	3,181
Ascena Retail Group	957,785	10,557	Johnson & Johnson	771,083	86,371
The Dress Barn	957,785	10,557	Kenneth Cole	768,324	192,191
Brooks Brothers	955,050	75,682	General Motors	767,178	621,886
Aaron's	941,679	84,203	Gilt	763,694	566,743
Foot Action	937,481	432,782	Justice	763,675	537
Haute Look	929,722	116,781	Fragrancex.com	763,107	153,106
Cisco Systems	926,328	625,638	Tupperware	755,288	38,496
Entertainment Earth	922,467	52,102	Benjamin Moore	752,148	106,251
OshKosh B'gosh	916,744	15,845	Back Country	751,125	82,020
La-Z-Boy	910,518	14,092	B & H Foto & Electronics	749,475	474,327
Jones Soda	908,044	16,915	Kashi	749,342	12,549
Uniqlo	907,720	65,727	Maidenform	747,367	12,472
Vineyard Vines	905,088	240,450	Lord & Taylor	741,049	72,249
Perdue	892,860	34,782	Sobe Beverages	736,854	9,861
Edible Arrangements	887,909	35,831	Peet's Coffee & Tea	725,765	52,675
Musician's Friend	883,675	52,401	Five Below	710,914	13,051
Tiny Prints	877,962	101,699	Kohler	706,604	96,691
Sierra Trading Post	876,455	85,994	Van Cleef & Arpels	706,335	70,934
Stussy	876,158	220,746	Warby Parker	694,846	85,766



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Stuart Weitzman	694,781	47,445	Caribou Coffee	550,207	138,381
The Knot	687,465	245,141	Stein Mart	545,361	6,310
Orbitz	683,804	162,626	Murad	545,041	13,768
Tervis	671,177	25,412	Taylor Made Golf	542,834	454,265
Clarisonic	669,833	77,233	AllPosters.com	537,662	10,907
Bolthouse Farms	667,136	17,364	BCBG Max Azria	533,753	534,649
Munchkin	665,313	16,873	Campbell Soup	531,245	88,292
Fitness Anywhere	664,389	165,402	Sealy	529,197	10,523
Fiji Water	664,061	46,692	Stella & Dot	523,047	55,025
Sally Beauty Supply	662,196	60,481	Titleist	511,416	369,015
Madewell	658,558	70,174	Save-A-Lot	508,643	10,795
Full Beauty	655,473	13,677	Nestle Purina	507,864	55,372
Apple & Eve	641,065	2,705	ShopHQ (NOW Evine)	502,484	11,236
Blue Diamond	639,321	17,508	J&P Cycles	501,341	13,237
Cavender Stores	638,350	10,010	Physicians Formula	494,773	57,912
Coffee Bean & Tea Leaf	637,242	234,284	Smuckers	493,307	20,918
CafePress.com	637,008	26,188	Club Monaco	489,274	46,971
Hollywood Records	636,095	390,167	Beech-Nut Nutrition	487,036	8,572
Micro Electronics	632,262	30,103	Exclusively Weddings	484,528	574
The Men's Wearhouse	632,176	48,445	Amway	483,836	66,432
John Varvatos	631,542	42,562	Linen Chest	475,831	979
Beyond the Rack	631,539	23,876	Pet Health	475,795	4,286
Tilly's	623,467	71,290	Jos A. Bank	471,143	27,264
Original Penguin	613,460	17,803	Northern Tool & Equipment	470,585	51,105
Sharis Berries	613,276	11,798	Sheplers	470,306	8,871
Shutterstock	608,704	296,026	Fruit of The Loom	466,733	8,439
Ice.com	608,438	8,681	Sherwin-Williams	466,293	151,455
Soma Intimates	606,974	19,083	Snapfish	465,025	14,139
Dooney & Bourke	596,277	10,577	Harry and David	464,454	12,161
Henri Bendel	596,171	45,542	KIND Healthy Snacks	458,222	73,015
Kenmore	593,343	12,544	The Container Store	453,523	40,200
Ace Hardware	583,351	133,653	Buckle Inc.	449,077	35,870
Shopstyle	582,144	33,164	Lady Footlocker	442,867	6,122
J Brand Jeans	581,315	68,135	Big Fish Games	441,978	33,013
Lion Brand Yarn	578,805	59,683	Coldwater Creek	438,431	3,979
Frederick's of Hollywood	574,958	24,379	Entirely Pets	433,263	12,809
Tumi	572,628	20,871	Everlast Worldwide	426,528	48,997
Dillard's	572,296	28,631	Eddie Bauer	425,088	46,453
Indigo Books & Music	569,172	136,837	ProFlowers	415,653	12,622
Bloomingdale's	562,390	396,095	Bongo Jeans	413,195	16,394
Lucky Brand	555,639	25,779	Teva	412,489	20,704



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Company (.com**)	Facebook	Twitter
The Limited	409,669	20,385
SmartPak Equine	407,901	21,867
Talbots	406,980	14,912
Tommy Bahama	404,587	22,260
Bonobos	396,845	50,857
Skinit	384,494	13,392
Body Glove	378,678	10,575
Modnique	327,370	17,995
Kodak	33,745	29,778

## Can't find your company?

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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](mailto:info@pmxagency.com) to update your information.