



F.A.V.E. 50

SOCIAL
RETAIL
REPORT

TOP 50 RETAILERS ON FACEBOOK

H1 2013 REPORT

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INTRODUCTION



F.A.V.E.
FAN ACTIONS. VOLUME. ENGAGEMENT.

EXECUTIVE SUMMARY & OVERVIEW

Expion F.A.V.E. 50 Social Retail Report analyzes the Facebook presence of the top 50 U.S. retail brands¹ during the first half (H1) of 2013. Expion leveraged its social media and marketing insights software to unearth key social trends in the industry, as well as winners and losers across brands, posts and post types in both engagement and volume.

KEY METRICS DEFINED

Fan Actions: Sum of all likes, comments and shares generated on an individual or group of Facebook posts.

Fan Actions per Post: Total Fan Actions across all posts published during H1, divided by the number of posts, creating an average for Fan Actions per Post.

Fan Action Growth: Percentage increase in total Fan Actions accumulated by a brand between set periods of time.

KEY RANKINGS DEFINED

The **Engagement Ranking** (pages 6-7) is based on Fan Actions per Post and demonstrates how effective a brand's content is. It calculates the average rate at which fans are engaging with posts and shows how retailers stack up against each other in content effectiveness by demonstrating which brands consistently have a high rate of engagement.

The **Volume Ranking** (pages 11-12) lists retailers according to the total number of Fan Actions they generated across all posts, measuring the total volume of engagement that a brand created during a set time period. This measures total size of the conversation created by each brand, as opposed to the effectiveness of each post.

Other metrics throughout the report are clearly defined within their corresponding sections.

¹ Interbrand Best Retail Brands 2013 report , Most Valuable U.S. Retail Brands 2013

INTRODUCTION

KEY FINDINGS

Engagement: Tiffany & Co. Quality Over Walmart Quantity

Tiffany & Co. topped the Engagement Ranking and edged out Walmart, the retail Goliath, thanks to aspirational, high-quality, image-driven posts. With a quantity-driven approach, Walmart published more posts and had more fans than any other retailer; however, it generated less engagement per post than both Tiffany & Co. and Victoria's Secret.

Trends: More Dollars = Less Creativity?

Brands are handing Facebook more ad dollars (Facebook just experienced its [highest revenue in Q2 2013](#) at \$1.6B), but during H1 2013 retail brands experienced the slowest growth period in 2 1/2 years, with an actual decline in engagement and volume despite an increase in the number of posts that were published. Are brands opting for paid reach over innovative and engaging content? 2013 could be a tipping point for retailers as Facebook focuses on revenue in the ad and mobile ad space.

Volume: Quality versus Quantity Content Strategy

Four of the top ten retailers on the Volume Ranking focus on quantity and four on quality, showing that brands publishing a smaller number of dynamic, effective posts are creating just as much volume as brands posting more frequently. As Facebook becomes more saturated, we expect to see the quality-driven approach beat out the quantity-driven approach.

Volume: The Growth Divide

There was a 50/50 split across the retailers in terms of growth in volume – 25 saw an increase in social volume, while 25 saw a decrease. However, Coach and Guess were the only two brands in the top 10 with positive growth figures.

Post Type: Video Did Not Kill the Image Star

Despite video popularity across social media platforms like Vine and Instagram, posts with images still dominated Facebook. Images represented 80% of the 16,047 posts published by retailers in H1; video posts accounted for a meager 3%.

Retailers by Sector: It's a Luxe Life

When looking at industry sectors, luxury brands were the highest performing in terms of total fan engagement, driven by captivating product (jewelry, purses) images, often tied to pop culture. Retail sectors such as drug stores, supermarkets and small-format value stores, which depend on mass appeal, fell to the bottom of the list.

Comparative Analysis: Battle of the Brands

Head-to-head brand comparisons show which brands dominate certain sectors. Whole Foods lost to Publix and Kohl's lost to Macy's in engagement. The losing brands could take a page out of their competitor's playbook and stop focusing on product-based posts to create more diversity within the content they're publishing.

Top 100 Awards: Bath & Body Works Raises the Bar

Top posts for H1? Bath & Body Works takes home top honors, engaging more than 250k fans with a product promotion around Mother's Day. It generated more than 5X the shares than any other post, showing contests with a low barrier to entry will motivate fans to share content.

Top 10% and Bottom 10%: More Brands Hit Bottom

Thirty-four of the 50 brands had posts in the top 10% while a whopping 45 brands had posts in the bottom 10%. Unfortunately, more brands know how to strikeout than hit a home run.

Timing: Summertime Blues, Too-Frequent Friday and the Afternoon Slumps

June, Friday and the period from 2 - 5 p.m. ET were over-saturated with poor performing posts. A look at the month, day and times of retailers' posts show brands should curb habits of posting during certain months, days of the week, and even times of day to avoid getting lost in the clutter.

SECTION 1:

ENGAGEMENT RANKING

METHODOLOGY

Expion ranked the 50 retailers according to how engaging their Facebook posts were during H1 2013 (January 1 - June 30). Post engagement² represents the number Fan Actions per Post. For reference, the total number of fans and posts published during the six month time period are displayed on page 8.

ANALYSIS

Quality versus Quantity: With an average of only one post per day, **Tiffany & Co.** topped the Engagement Ranking proving it made every post count. On the flip side, with an average of nearly six posts a day, **Walmart** has more fans, published more frequently, and generated more volume (or total Fan Actions) than any other retailer, but falls behind both **Tiffany & Co.** and **Victoria's Secret**, showing that Facebook fans value quality.

FAN ACTIONS PER POST

- Average number of Fan Actions per Post across all retailers = 4,530
- Tiffany & Co. is #1 with 28,741 Fan Actions per Post
- Rent-A-Center is #50 with 50 Fan Actions per Post

FAN COUNT

- As a group, retailers have 222M fans; the average per retailer is 4.4M
- Walmart has the most fans at 30.6M; Rent-A-Center has the least with 34k

FREQUENCY OF POSTS

- As a group, retailers published 16,047 posts; the average was 312 per retailer
- Walmart published the most posts (1,034); Ross published the fewest posts (27)

ENGAGEMENT AWARDS

TIFFANY & CO.

TOP NOTCH

Tiffany & Co. proved that diamonds are a Facebook fan's best friend. The luxury retailer generated the most engagement with more fans liking, sharing and commenting on each post than any other brand.



STRIKE OUTS

Michaels and **AutoZone** both published more than 400 total posts – at least twice a day – but generated less than 1,000 Fan Actions per Post.



BIGGEST LOSER

Rent-A-Center is at the bottom of the engagement list, generating only about 50 Fan Actions per post and it had lowest number of total Fan Actions across all the brands despite posting nearly once a day.

² Expion tallied the number of Fan Actions that each post generated and divided it by the total number of posts published during the six month period.

ENGAGEMENT RANKING

01 TIFFANY & Co. 28,741	02 VICTORIA'S SECRET 18,562	03 Walmart 11,461	04 Bath&BodyWorks 10,965	05 COACH 10,196
06 ★macy's 9,866	07 TARGET 8,354	08 PETSMART 7,360	09 amazon 7,151	10 GameStop 6,353
11 GUESS 6,312	12 NORDSTROM 6,203	13 KOHL'S 6,105	14 ebay 5,703	15 OLD NAVY 4,840
16 LOWE'S 4,375	17 Marshalls 4,262	18 Cabela's 3,884	19 AVON 3,846	20 EXPRESS 3,191
21 TJ-maxx 3,121	22 GAP 3,018	23 DICK'S SPORTING GOODS. 2,314	24 Publix 2,252	25 Walgreens 2,205
26 AMERICAN EAGLE OUTFITTERS 2,006	27 WHOLE FOODS MARKET 1,995	28 URBAN OUTFITTERS 1,832	29 THE HOME DEPOT 1,785	30 J.CREW 1,630
31 DOLLAR GENERAL 1,455	32 BEST BUY 1,403	33 BED BATH & BEYOND 1,333	34 FAMILY DOLLAR 1,159	35 CVS/pharmacy 1,094
36 Sam's CLUB 1,085	37 RadioShack 1,080	38 COSTCO WHOLESALE 1,020	39 BANANA REPUBLIC 986	40 Michaels 966
41 ROSS DRESS FOR LESS 878	42 DOLLAR TREE 809	43 AutoZone 805	44 ANTHROPOLOGIE 622	45 STAPLES 577
46 SHERWIN-WILLIAMS 392	47 TSC TRACTOR SUPPLY CO. 204	48 BIG LOTS! 160	49 Buckle 108	50 RBC 50

ENGAGEMENT RANKING

RETAILER METRIC SNAPSHOT

RANKING	BRAND	FAN ACTIONS PER POST	LIFETIME TOTAL FANS	FAN ACTIONS	COMPANY POSTS
1	Tiffany & Co.	28,741	4,314,862	5,345,880	186
2	Victoria's Secret	18,562	22,591,608	8,761,247	472
3	Walmart	11,461	30,644,130	11,850,417	1,034
4	Bath & Body Works	10,965	6,121,679	2,182,075	199
5	Coach	10,196	4,547,552	3,711,444	364
6	Macy's	9,866	11,609,730	3,877,236	393
7	Target	8,354	21,919,120	1,662,400	199
8	PetSmart	7,360	1,825,980	1,773,839	241
9	Amazon	7,151	19,227,180	1,773,541	248
10	GameStop	6,353	5,568,999	3,233,775	509
11	Guess	6,312	4,977,401	2,228,061	353
12	Nordstrom	6,203	2,101,964	1,730,512	279
13	Kohl's	6,105	10,464,826	3,437,301	563
14	eBay	5,703	5,913,778	1,950,517	342
15	Old Navy	4,840	7,620,910	2,027,936	419
16	Lowe's	4,375	2,489,799	787,434	180
17	Marshalls	4,262	1,539,462	1,125,203	264
18	Cabela's	3,884	2,579,961	555,464	143
19	Avon	3,846	1,767,631	688,491	179
20	Express	3,191	3,877,388	1,078,436	338
21	T.J.Maxx	3,121	1,579,726	795,840	255
22	Gap	3,018	4,496,771	941,652	312
23	Dick's Sporting Goods	2,314	2,166,322	1,249,297	540
24	Publix	2,252	1,696,289	880,653	391
25	Walgreens	2,205	2,576,976	1,043,179	473
26	American Eagle Outfitters	2,006	8,907,473	672,138	335
27	Whole Foods	1,995	1,275,949	586,388	294
28	Urban Outfitters	1,832	1,786,442	822,612	449
29	The Home Depot	1,785	1,121,544	408,773	229
30	J.Crew	1,630	1,023,476	226,533	139
31	Dollar General	1,455	2,308,424	887,437	610
32	Best Buy	1,403	6,740,305	611,854	436
33	Bed, Bath and Beyond	1,333	1,056,249	293,215	220
34	Family Dollar	1,159	1,686,630	558,779	482
35	CVS	1,094	1,195,252	192,551	176
36	Sam's Club	1,085	1,605,789	428,410	395
37	RadioShack	1,080	2,164,152	403,831	374
38	Costco	1,020	932,857	213,238	209
39	Banana Republic	986	1,061,254	174,506	177
40	Michaels	966	1,361,605	467,568	484
41	Ross	878	458,274	76,388	87
42	Dollar Tree	809	761,697	157,721	195
43	AutoZone	805	510,624	329,972	410
44	Anthropologie	622	733,901	185,864	299
45	Staples	577	727,074	129,834	225
46	Sherwin-Williams	392	175,196	62,266	159
47	Tractor Supply Co.	204	58,452	39,768	195
48	Big Lots	160	89,452	18,040	113
49	Buckle	108	348,258	34,799	323
50	Rent-A-Center	50	34,601	7,750	156

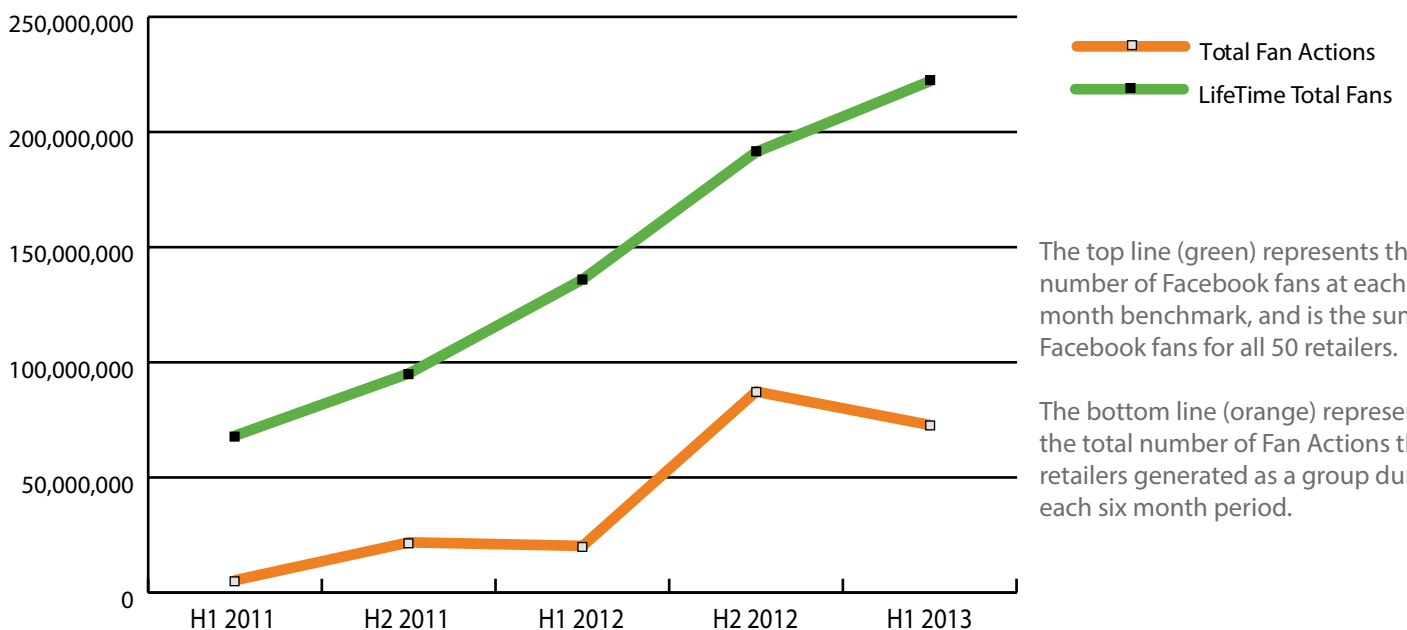
SECTION 2:

TRENDS

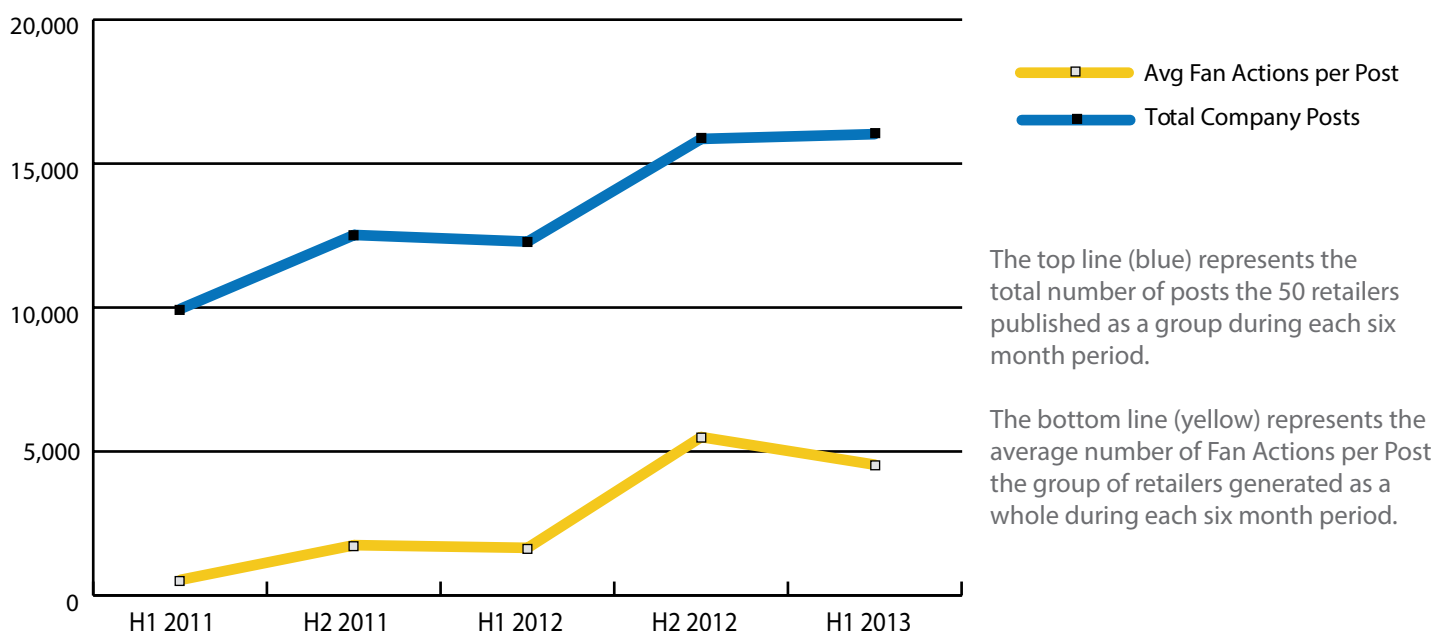
METHODOLOGY

Expion graphed fan acquisition, volume, post frequency, and engagement trends for the 50 retailers in six month increments, from H1 2011 through H1 2013, as visualized in Trends in Fan Acquisition and Volume (graph 1), and Trends in Volume of Content and Engagement (graph 2).

TRENDS IN FAN ACQUISITION AND VOLUME



TRENDS IN VOLUME OF CONTENT AND ENGAGEMENT



TRENDS

ANALYSIS

The first half of 2013 marks the first time that the frequency of company posts didn't mirror engagement and volume trends.

2013: A TIPPING POINT FOR FACEBOOK SUCCESS

2013 is shaping up to be a tipping point for the retail industry on Facebook as H1 has experienced the greatest decline in key metrics since 2011. H1 2013 showed the greatest decrease in volume and engagement, and the lowest fan acquisition growth rate since 2011. In addition, this is the first six month period where the company posts trend didn't mirror engagement and volume trends - showing that brands are publishing less effective content than before.

In 2011 and 2012, when there was an increase in the number of posts published by retailers, the engagement and volume metrics also grew at a positive rate. In H1 2013, there was an increase in the number of posts the retailers published, but engagement and volume metrics saw the biggest decrease in growth since 2011. This shows that either fans are less engaged or retailers are publishing less-appealing content.

With Facebook reporting it's highest revenue in Q2, 2013 is shaping up to be the watershed year as some retailers shift from a more basic content-driven approach to one that is dependent upon paid reach. If there is a significant positive growth rate across engagement and volume in H2 2013, then Facebook success for the retail industry could be back on track.

THE HOLIDAY FACTOR

Over the last two years, the trends in volume and engagement show that the holiday season is the busiest time of the year on Facebook, as there has been a drastic difference in growth between the first and second halves of the year.

The number of Fan Actions grew by more than 300% in H2 2011 and 2012, but decreased by 7% and 16% in H1 2012 and 2013, respectively.

The Fan Actions Per Post numbers mirror this trend as H2 2011 and 2012 both saw an increase of more than 230%, while declining by 5% and 17% in H1 2012 and 2013, respectively.

U.S. FAN GROWTH HAS PEAKED

During 2011 and 2012, retailers increased their Facebook fan base by more than 40% every six months. The biggest jump (43%) occurred during H1 2012.

However, it looks like there are fewer fans to acquire, as retailers saw only a 16% increase in H1 2013 – a drastic decline in the growth rate - showing that fan acquisition has hit a plateau.

SECTION 3:

VOLUME RANKING

METHODOLOGY

To show how much volume, or size of the social conversation, each brand is generating, Expion ranked the retailers according to the total number of Fan Actions that were generated across all posts during H1 2013.

The Fan Action Growth Chart (pages 11-12) shows the percentage increase or decrease in the number of Fan Actions that each retailer generated from H2 2012 to H1 2013.

ANALYSIS

While there was a 50/50 split between the brands that saw a positive increase in Fan Actions, and those that saw a decrease, Fan Action growth was down by 16% across the board. In addition, only two of the top 10 brands on the Volume Ranking experienced positive Fan Action growth – **Coach** and **Guess** – showing the majority of top retailers experienced a decline in volume.

Walmart and **Victoria's Secret** top both the Engagement and Share of Voice Rankings; however, both showed a significant decline in their total Fan Action number.

SHARE OF VOICE AWARDS



SHERWIN-WILLIAMS.

AVON



MOST IMPROVED

Coach's volume grew by 52%. It was the only retailer in the top five for both Engagement and Volume Rankings that showed positive Fan Actions growth.

The luxury brand proved it has created a balance between quality and quantity by posting two highly engaging posts per day (on average).

BIGGEST GAINERS

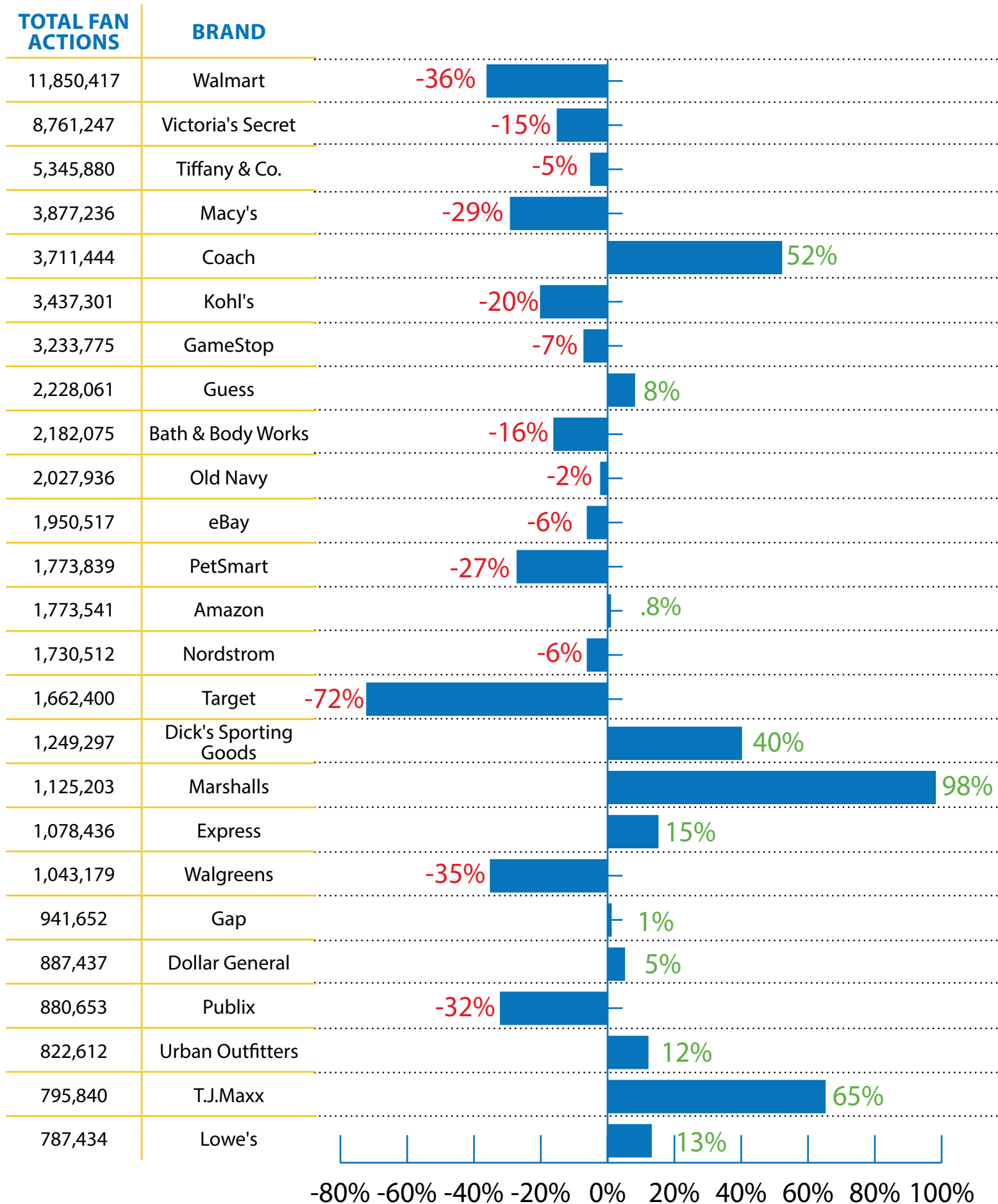
Tractor Supply Co., Avon, The Home Depot and **Sherwin-Williams** all grew their Fan Action numbers by more than 100% from H2 2012 to the H1 2013.

BIGGEST LOSER

With a 72% decline, **Target** had the biggest drop in the number of Fan Actions generated.

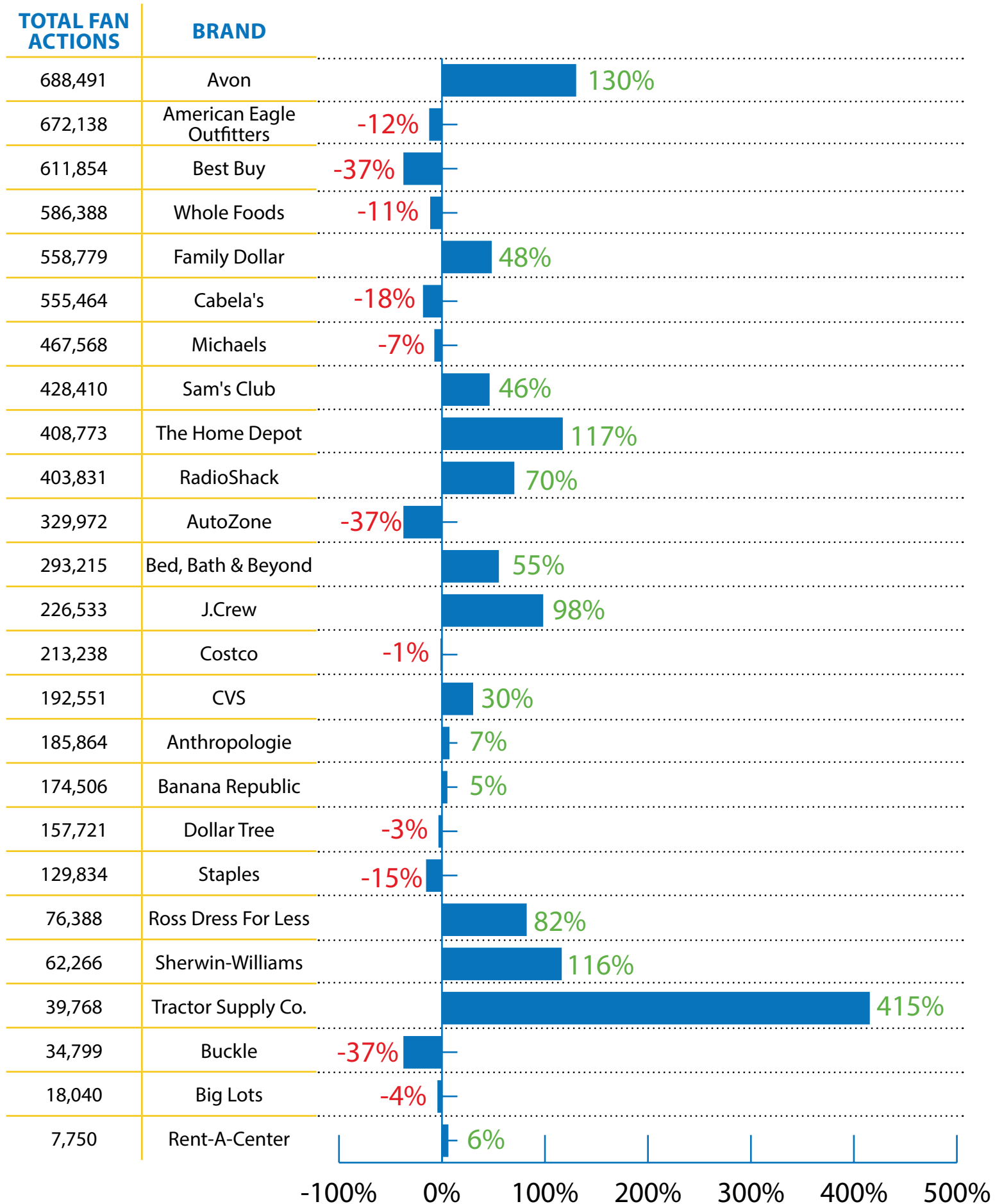
VOLUME RANKING

Average Fan Action Growth: -16%



VOLUME RANKING

Average Fan Action Growth: -16%

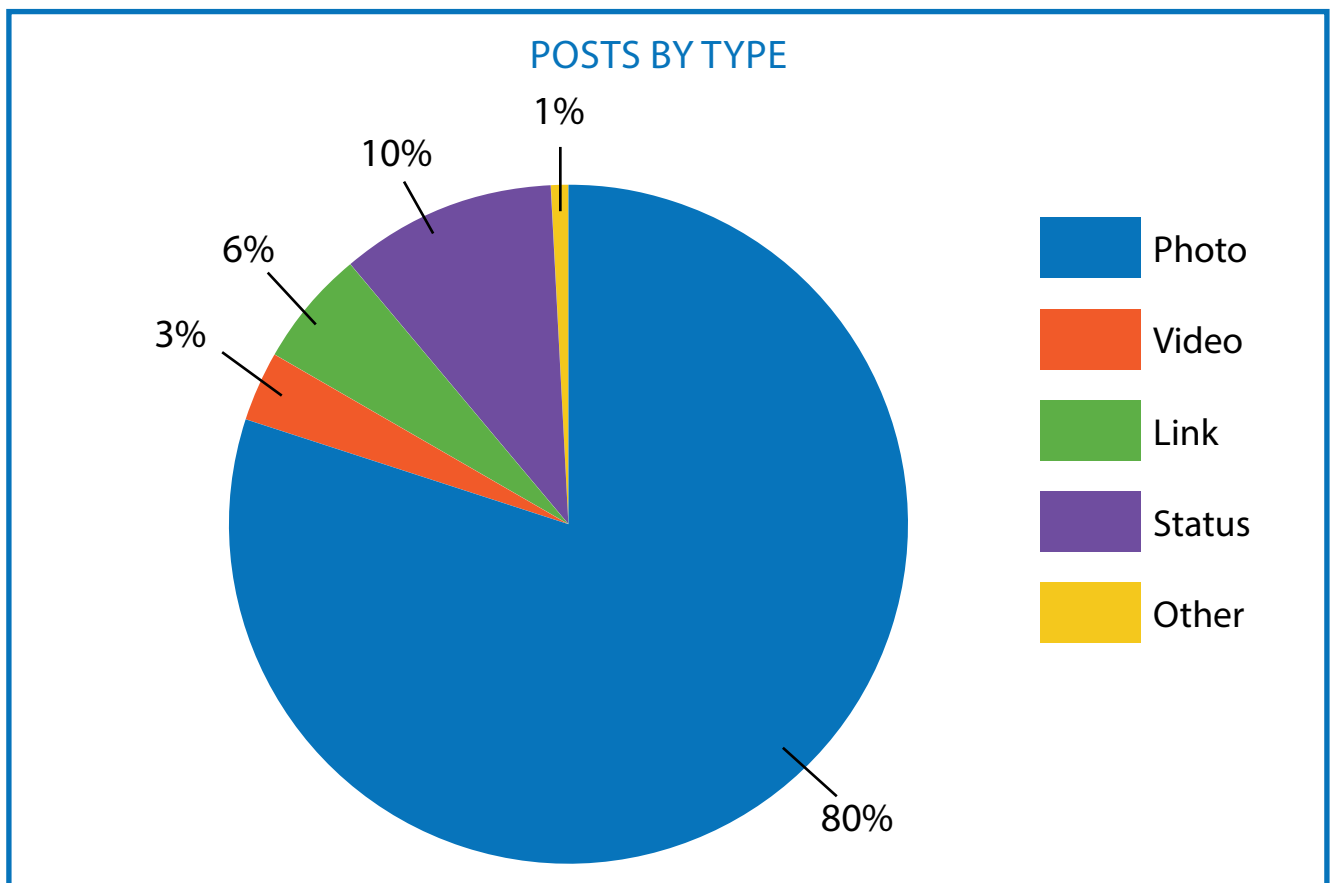


SECTION 4:

POSTTYPE

METHODOLOGY

Expion categorized each post published during H1 2013 according to the content type (based on Facebook's API tagging system).



ANALYSIS

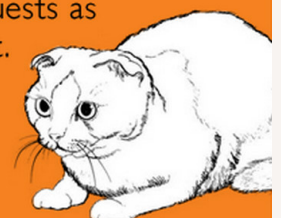
Despite the explosion of video content across other social platforms such as Instagram and Vine, Facebook is still dominated by static images.

Video content was featured in just 3% of published posts, while photo-based posts accounted for 80% of posts.

On average, posts with images were 28% more successful than the average post.



I wish a laser pointer could keep our holiday guests as occupied as our cat.

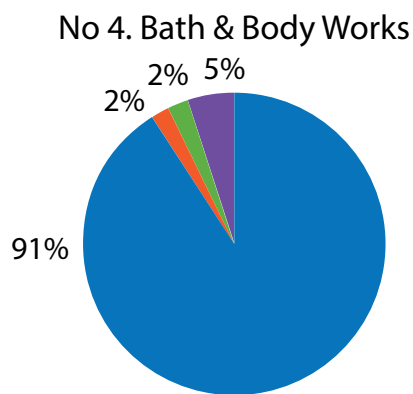
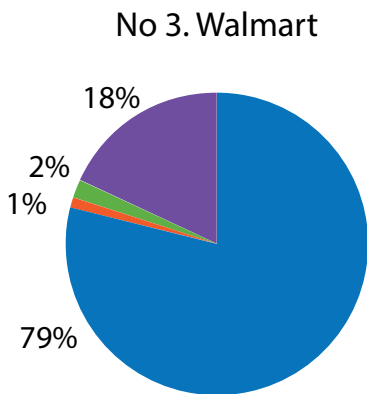
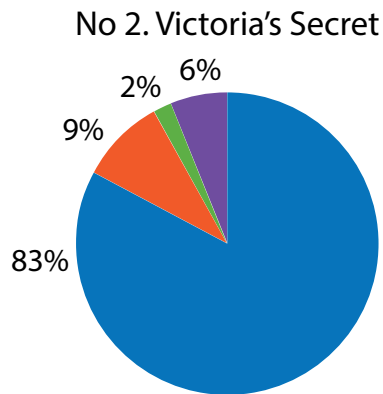
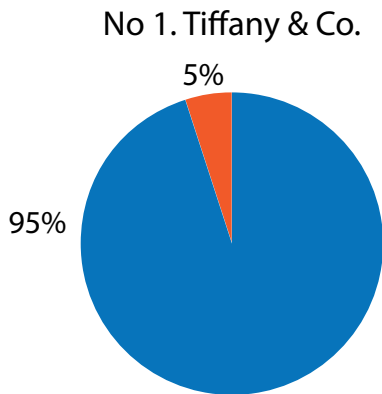


POST TYPE

METHODOLOGY

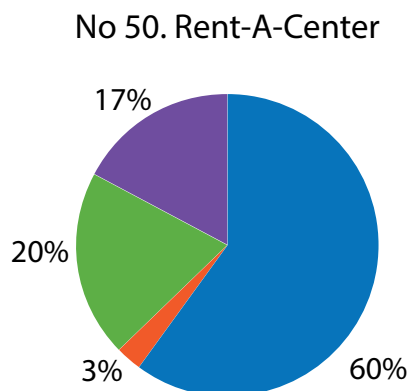
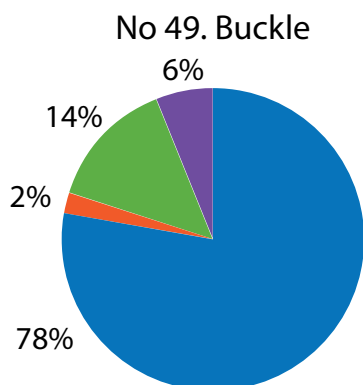
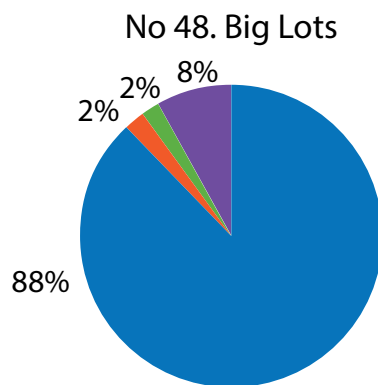
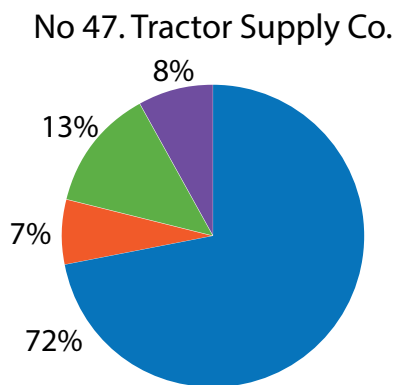
The following charts display what type of content were published by the top four and bottom four brands during H1 2013.

FACEBOOK POST TYPE



EXPERIMENT WITH VIDEO

The top four brands published video-centric posts more frequently than the bottom four brands.



STOP WITH THE LINKS

The bottom four brands published link posts more frequently than the top four brands.

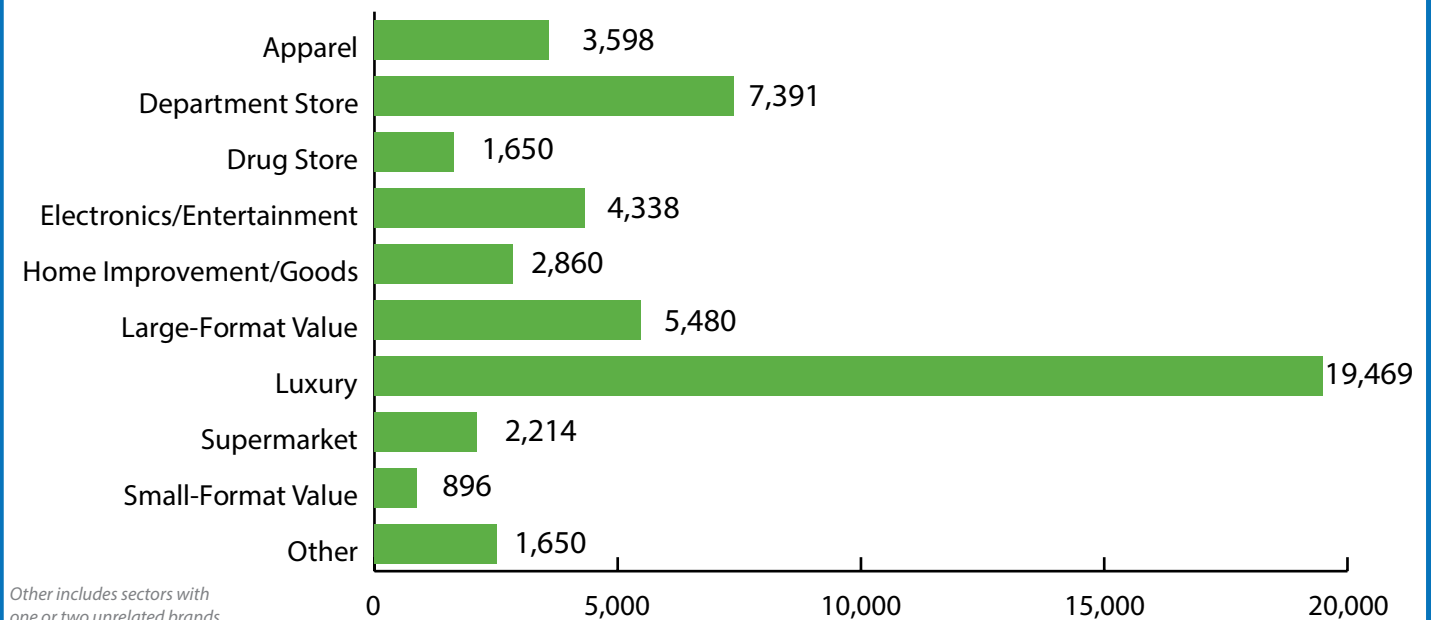
SECTION 5:

RETAIL SECTOR COMPARISON

METHODOLOGY

Expion compared the Average Fan Actions per Post for each retail sector containing two or more brands to show which sector performed the best during H1 2013.

AVERAGE FAN ACTIONS PER POST BY SECTOR



ANALYSIS

The luxury sector shined the brightest! Most notably, **Tiffany & Co.** leveraged their partnership with *The Great Gatsby* and a line of jazz-influenced jewelry pieces accompanied the posts. While Walmart and Victoria's Secret came in second and third as specific Large-Format Value and Apparel brands, department stores came in second as a category with three brands making up only 7,391 Average Fan Actions per Post and large-format value stores at a close third with four retail brands, totaling 5,480 Average Fan Actions per Post.

APPAREL
 American Eagle Outfitters
 Anthropologie
 Banana Republic
 Buckle
 Cabela's
 Express
 Gap
 Guess
 J.Crew
 Old Navy
 Urban Outfitters
 Victoria's Secret
 Dick's Sporting Goods
 Marshalls
 Ross
 T.J.Maxx

DEPARTMENT STORE
 Kohl's
 Macy's
 Nordstrom

DRUG STORE
 CVS
 Walgreens

ELECTRONICS/ENTERTAINMENT
 Amazon
 Best Buy
 eBay
 GameStop
 RadioShack

HOME IMPROVEMENT/GOODS
 Bath & Body Works
 Bed, Bath and Beyond
 Lowe's
 Michaels
 The Home Depot
 Sherwin-Williams
 Tractor Supply Co.

LARGE-FORMAT VALUE
 Costco
 Sam's Club
 Target
 Walmart

LUXURY
 Coach
 Tiffany & Co.

SMALL-FORMAT VALUE
 Big Lots
 Dollar General
 Dollar Tree
 Family Dollar

SUPERMARKETS
 Publix
 Whole Foods

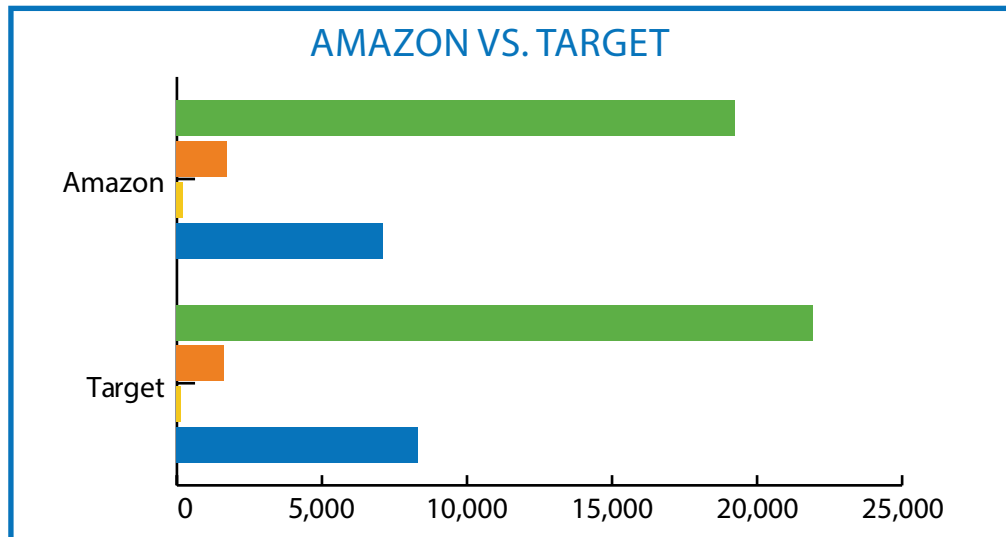
OTHER
 Avon
 AutoZone
 PetSmart
 Rent-A-Center
 Staples

SECTION 6:

BRAND COMPARISONS

METHODOLOGY

Expion compared two retailers with similar sized fan bases to see which brand was the most engaging, and why.

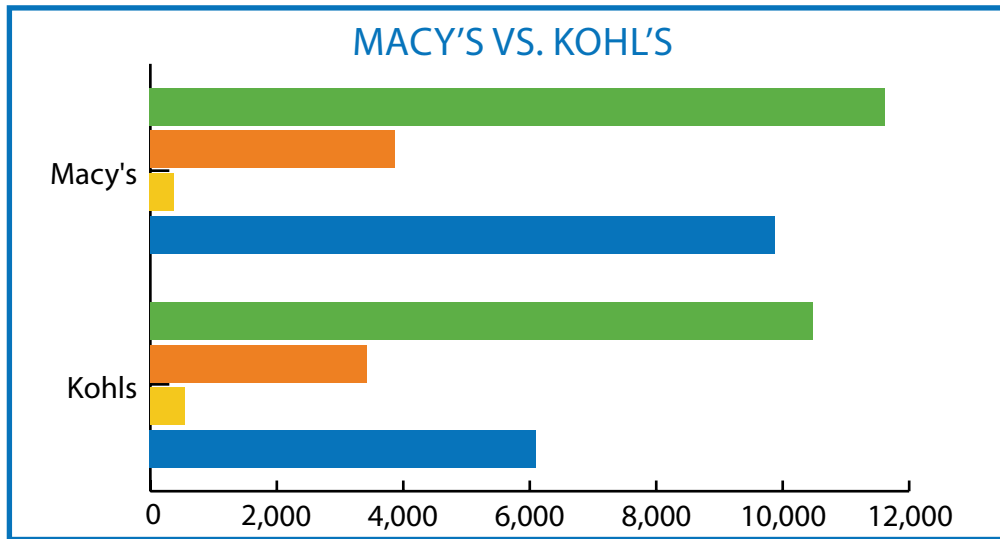


	TARGET	AMAZON
Average Fan Actions per Post	8,354	7,151
Company Posts	199	248
Total Fan Actions (in M)	1,662,400	1,773,541
Total Fans (In M)	21,919,120	19,227,180

Winner Strategy: Despite Target's decline in Fan Actions (see page 11), the brand beat out Amazon with their most trustworthy social tactic yet: Target Truth. These numbered posts offered playful but realistic insights into the minds of shoppers and typical instances that happen while visiting a Target store. Example: "Target Truth #66: That feeling when you realize you wore red and khaki on your Target run."

Improvement Strategy: Amazon's celebration of various holidays and events in American history helped catapult this brand to one of the most improved, yet their promotional offers and product posts had the least engagement. It seems that Amazon fans only want to do their shopping on the discount retailer's site.

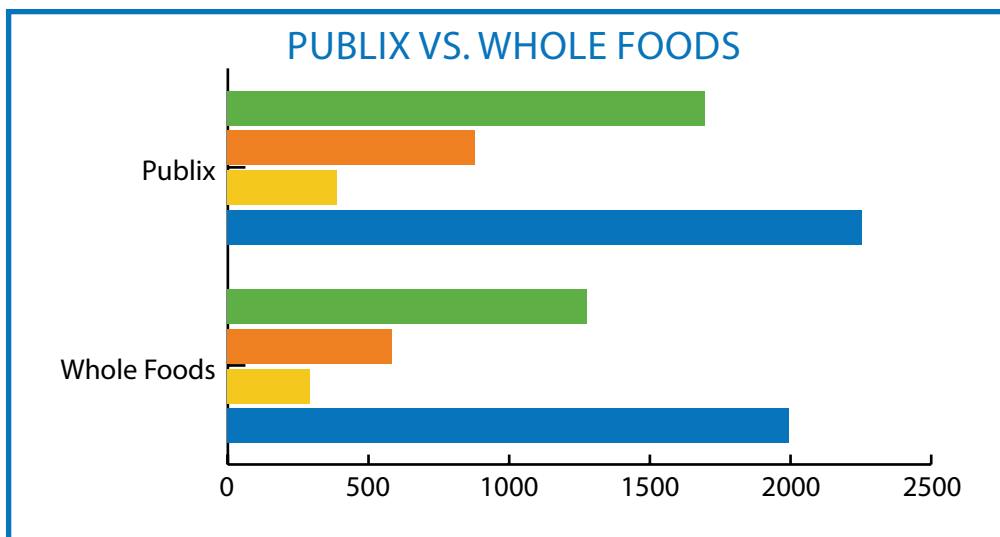
BRAND COMPARISONS



	MACY'S	KOHL'S
Average Fan Actions per Post	9,866	6,105
Company Posts	393	563
Total Fan Actions (in M)	3,877,236	3,437,301
Total Fans (In M)	11,609,730	10,464,826

Winner Strategy: Macy's engaged their fans by sticking to topical and current events outside the realm of retail news. Whether it was the season premiere of *Pretty Little Liars*, or prepping for the season's hottest fashions, Macy's published content for fans of every demographic.

Improvement Strategy: Much like the retail stores that have fallen victim to "Showrooming," a lackluster Facebook page will send fans elsewhere without hesitation. If Kohl's developed a stronger brand voice and queued up their content for earlier publishing times, they'd surely continue on a steady path of social growth.

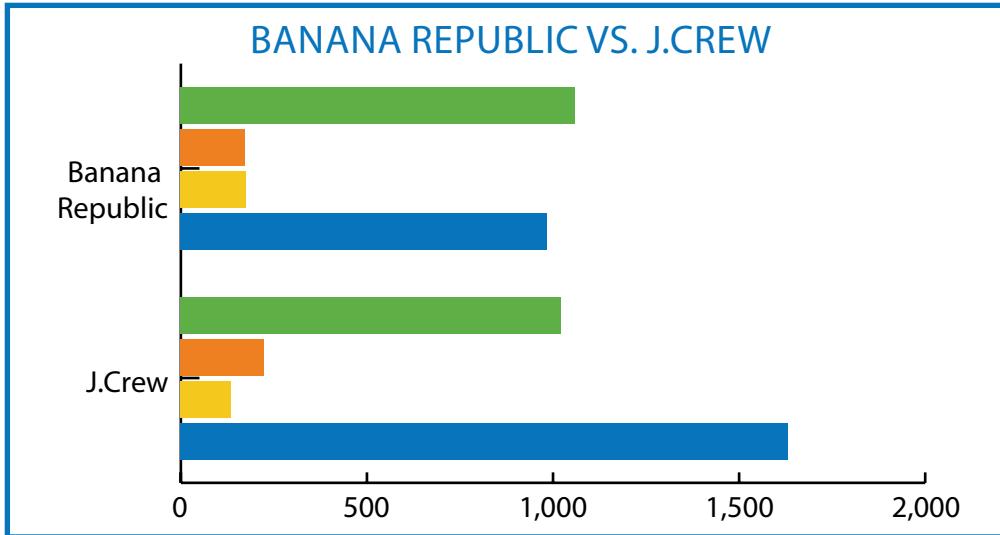


	PUBLIX	WHOLE FOODS
Average Fan Actions per Post	2,252	1,1995
Company Posts	391	294
Total Fan Actions (in M)	880,653	586,388
Total Fans (In M)	1,696,289	1,275,949

Winner Strategy: Publix reached out to fans by reminding them it has the best customer service guaranteed, and has been a consistent and reliable presence to prove it. Instead of pushing promotional product posts on fans, the retailer used its main social channel as a hub to announce new store locations and recognize long time employees.

Improvement Strategy: Whole Foods started the year off right with the majority of posts surrounding the retailer's charitable efforts, but engagement declined after a steady stream of product posts.

BRAND COMPARISONS



Winner Strategy: J.Crew's strategy in two words: Jenna Lyons. The mastermind behind the retailer's re-branding heavily influenced its social presence, as J.Crew now dives deeper into the brand story and the products themselves. For example, Shiny Ponies, an innovative video on the many steps that go into making J.Crew's shoes, led its fans to become footwear fanatics.

Improvement Strategy: Banana Republic improved considerably since last year, but unfortunately its pattern-filled posts failed to resonate with the style elite. With the launch of the *Mad Men* collection, we were hoping to see more of the cool voice that never goes out of style.

	BANANA REPUBLIC	J.CREW
Average Fan Actions per Post	986	1,630
Company Posts	177	139
Total Fan Actions (in M)	174,506	226,533
Total Fans (In M)	1,061,254	1,023,476

SECTION 7:

TOP 100 AWARDS

METHODOLOGY

The Top 100 Awards look at the top 100 posts published in H1 2013 and recognize the brands and posts that garnered the highest number of Fan Actions across a variety of categories.



Walmart took home two category wins in the Top 100 Awards: Best Product Feature and Best Fun Post. Unexpected category leaders included **Walgreens** for the Best Charitable or CSR Post, and **Bath & Body Works** for the Best Promotion or Contest Post – the big winner, with more than 253k total Fan Actions.

BEST PROMOTION OR
CONTEST POST

253,429 Fan Actions



Bath & Body Works took Top Promotional Post, with more than 253k Fan Actions for its V.I.P. tote giveaway. Entrants just had to share the post to win.

This post was also by far the 'Most Shared' post, by more than 5x, with 188k+ total shares.

BEST NEW PRODUCT POST

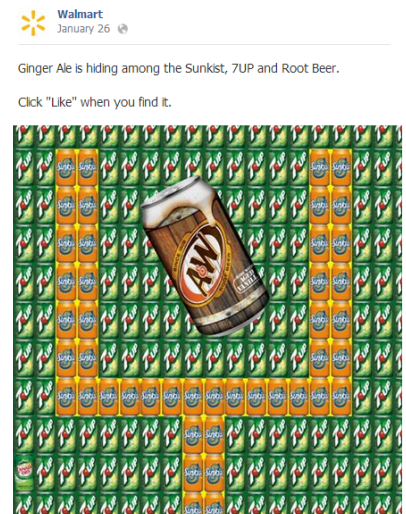
114,670 Fan Actions



Macy's hit the mark with its new summer shades – driving 114k Fan Actions.

BEST PRODUCT FEATURE POST

129,625 Fan Actions



Gamification is working for **Walmart** - their hidden Ginger Ale post garnered 129k Fan Actions.

POST BREAKDOWN

BEST LUXURY POST

131,985 Fan Actions

 Tiffany & Co.
April 8

Only for our Facebook fans, we present a glimpse of the 2013 Blue Book Collection before it's revealed to the public. For an exclusive look at these strikingly beautiful jewels, enter the password BLUE BOOK: <http://bit.ly/10F4Vnk>



Tiffany & Co. focused on its unique product design and tied posts to specific themes or designers. This post generated more than 131k Fan Actions.

BEST FUN POST (IMAGE, QUESTION OR GAME)

169,057 Fan Actions

 Walmart
January 1

Give us a thumbs up if you feel a little like this today.



Walmart knows – puppy pictures are the way to anyone's heart. Make it a bulldog, and there's just no contest. This post took the category with 169k+ Fan Actions.

BEST CHARITABLE OR CSR POST

103,254 Fan Actions

 Walgreens
January 9

Like this if you love to give back!

Congratulations Sandra Bullock on winning the first ever People's Choice Favorite Humanitarian Award! For every like on the Walgreens Facebook page, Walgreens will donate \$1 to the Warren Easton Charter High School in New Orleans, up to \$100,000, within the next month!



Walgreens combined a celebrity with a charitable donation campaign to generate 103k+ Fan Actions.

BEST NATIONAL HOLIDAY POST

136,173 Fan Actions

 Amazon.com
May 27

Happy Memorial Day

We remember those who made the ultimate sacrifice for our country.



Amazon honored our fallen troops on Memorial Day and resonated with their fans, generating 136k Fan Actions.

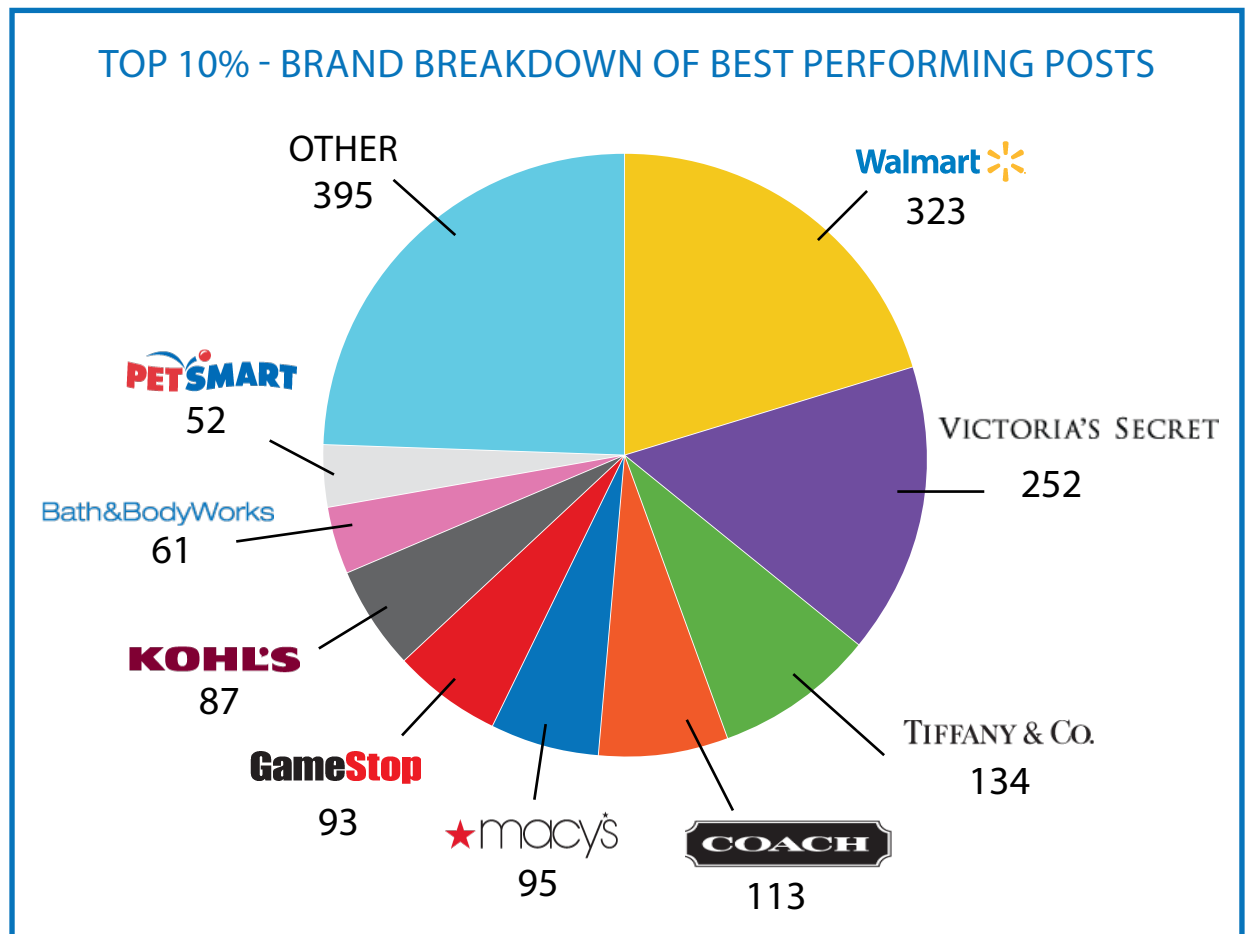
POST BREAKDOWN

TOP 10% BY BRAND

METHODOLOGY

Expion ranked all of the retailers' posts according to total Fan Actions to show which brands published the highest ranking posts during H1 2013.

TOP 10% - BRAND BREAKDOWN OF BEST PERFORMING POSTS



OTHER BRANDS

Amazon
American Eagle Outfitters
Best Buy
Cabela's
CVS
Dick's Sporting Goods
Dollar General
eBay
Express
Gap
Guess
Home Depot
Lowe's
Marshalls
Michaels
Nordstrom
Old Navy
Publix
Sam's Club
Staples
Target
TJ Maxx
Urban Outfitters
Walgreens
Whole Foods

ANALYSIS

Walmart ruled the roost with 20% of all top posts, while products and retailers that pamper and spoil women rounded out spots two through four.

Victoria's Secret, **Tiffany & Co.** and **Coach** accounted for 31% of all top posts.

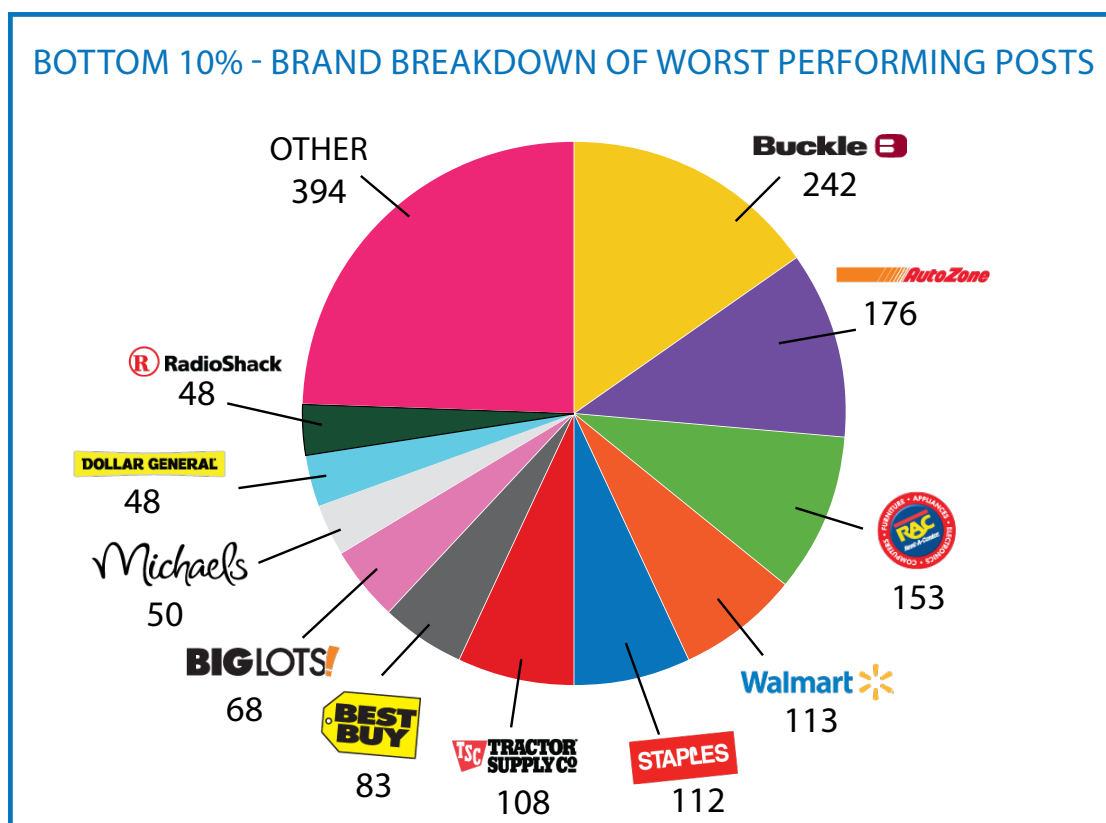
The top five of 50 retailers accounted for 57% of the most engaging Facebook posts: **Walmart**, **Victoria's Secret**, **Tiffany & Co.**, **Coach**, and **Macy's**.

POST BREAKDOWN

BOTTOM 10% BY BRAND

METHODOLOGY

Expion ranked all of the retailers' posts according to total Fan Actions to show which brands are responsible for publishing the lowest ranking posts during H1 2013.



OTHER BRANDS

Amazon
American Eagle Outfitters
Anthropologie
Banana Republic
Bath & Body Works
Bed Bath & Beyond
Cabela's
Coach
Costco
CVS
Dick's Sporting Goods
Dollar Tree
Express
Family Dollar
GameStop
Gap
Guess
J.Crew
Kohl's
Macy's
Marshalls
Nordstrom
Old Navy
Outfitters
PetSmart
Publix
Ross
Sam's Club
Sherwin Williams
T.J. Maxx
Target
The Home Depot
Victoria's Secret
Walgreens
Whole Foods

ANALYSIS

Misery loves company, even in social media. While 34 of the top 50 retailers contributed to the top 10% of Facebook posts, a whopping 46 retailers made it into the bottom 10%. That means almost everyone fails sometimes. **The squeaky clean winners who avoided the loser list? Avon, eBay, Lowe's, Publix and Tiffany & Co.**

Buckle not only topped the list with the highest number of least engaging posts, but it also holds the honor of having eight of the 25 worst posts in the bottom 10% – driven by job announcements and event postings. **Rent-A-Center** followed with six of the 25 worst posts featuring employment postings, and employee activities and events. **Staples** rounded out the bottom three with four of the 25 worst posts, all focused on a single office product.

The bottom five posters (**Buckle, AutoZone, Rent-A-Center, Walmart** and **Staples**) are decidedly less sexy than the top five (**Walmart, Victoria's Secret, Tiffany & Co., Coach** and **Macy's**) – with **Walmart** as the only constant. The retail giant may strike out a lot, but hits just as many home runs.

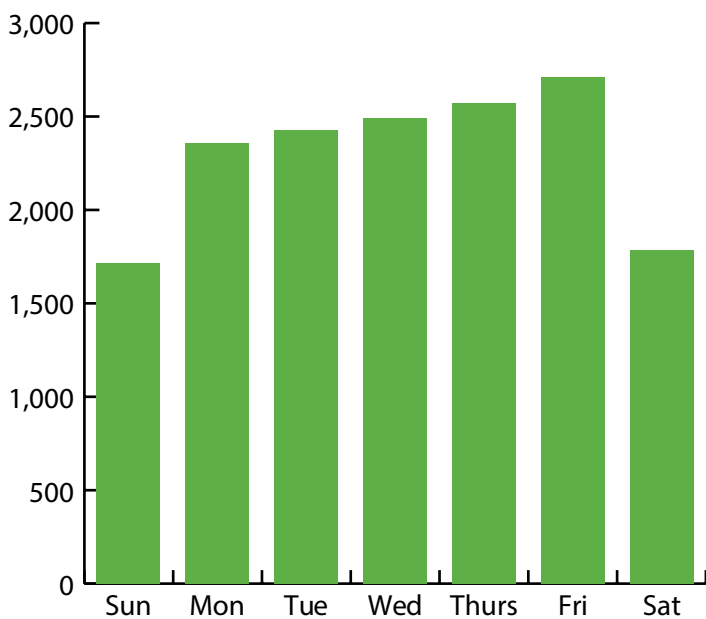
SECTION 8:

TIMING

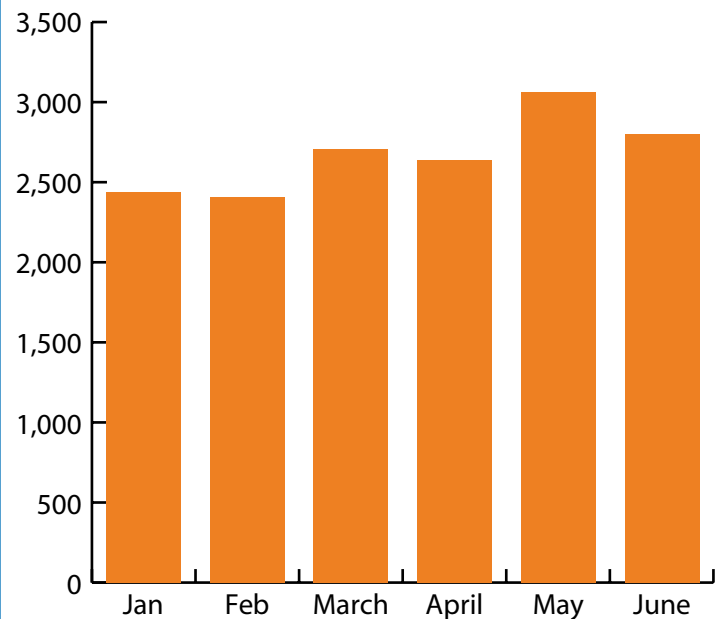
METHODOLOGY

The charts show the monthly, weekly and daily frequency of all the posts published by the retailers during H1 2013.

POSTS BY DAY



POSTS BY MONTH



ANALYSIS

SET FANS FREE ON FRIDAY

Approximately 17% of all the retailers' posts were published on a Friday, but it was also the most common day for poor performing posts.

Over 21% of the poorest performing posts³ were published on a Friday showing that it had less engaging posts than the other days of the week.

Retailers may want to rein in frequent Friday posts to avoid getting caught up in the clutter.

SUMMERTIME BLUES

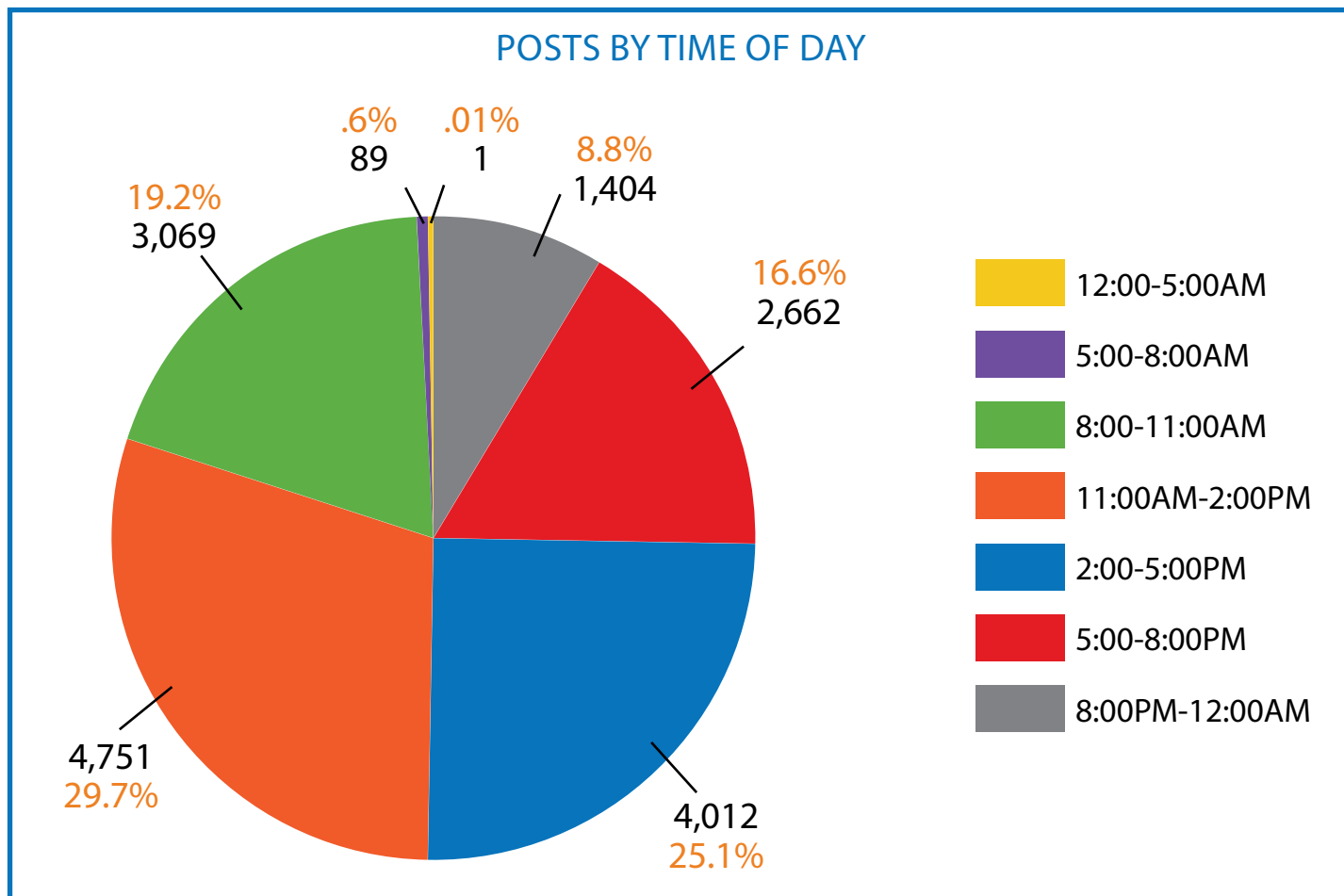
June was the second most popular month for retailers to publish content, but had the second highest concentration of poor performing posts.

On the other hand, when looking at the top 10% of posts, June was number four on the list.

Facebook fans appear to be less engaged with content published in June.

³ Expion tallied the number of Fan Actions that each post generated and divided it by the total number of posts published during the six month period.

TIMING



ANALYSIS

WAKE UP ON THE RIGHT SIDE OF FACEBOOK

The period between 11 a.m. - 2 p.m. ET is not only the most popular time for brands to publish posts, but also has the highest number of top performing posts⁴.

However, the morning period from 8 - 11 a.m. ET holds the most opportunity for retailers to engage with fans – it was home to 19% of all posts, including 25% of the top performing posts.

The afternoon period between 2 - 5 p.m. ET was home to 25% of all posts, but only 19% of the top performing posts.

Brands looking to increase engagement should hit their fans fresh in the morning.

⁴Expion tallied the number of Fan Actions that each post generated and divided it by the total number of posts published during the six month period.