



June 2011

Facebook Commerce Index (FBCI)

NOTE: THE CHANNELADVISOR FACEBOOK COMMERCE INDEX IS A NEW WAY OF TRACKING FACEBOOK COMMERCE INTRODUCED BY CHANNELADVISOR IN FEBRUARY OF 2011. YOU CAN READ THE BACKGROUND INFORMATION, SCHEDULE, ETC. IN [THIS INTRODUCTORY POST](#).



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THE CHANNELADVISOR FACEBOOK COMMERCE INDEX GOAL AND METHOD

The goal for the ChannelAdvisor Facebook Commerce Index is pretty simple - to track the trends in page fans for online retailers and use that data to deduce best practices for online retailer fan acquisition.

Our methodology involved culling a database of over 500 online retailers that have Facebook Pages. We began tracking their fan counts daily for several months, and based on the data realized that there are a ton of interesting insights to be gained. We decided to launch the Index to release the data monthly and slice the data three ways:

- **Top 25 Facebook Commerce Pages** - This table will detail the top 25 online retailers by total fan count. Over time, we imagine the ranks will change, new players will enter and some will wane. It will be interesting to track this over time.
- **Top 25 Facebook Commerce Growers** - This chart will show the top 25 online retailers sorted by the number of total new fans added since the last month. This is a great way to see which retailers are picking up steam and then dig into why.
- **Top 25 Facebook Commerce Percentage Growers** - Finally, this data set highlights the top 25 percentage growers. At 11m+ fans, if Victoria's Secret adds 100k fans, that's actually not a big move; but, if another retailer adds 100k fans from a previous 50k fan base, that's a meaningful change from a percentage standpoint that we should delve into.

As time goes on and we learn along with readers what is interesting and what you would like to see, we may expand the published lists to be longer or add different views of the data.

Note: if you are a retailer and don't see your name on the list, or want verification that we have your Facebook page in the database, email us at facebookcommerceindex@channeladvisor.com.

JUNE 2011 FACEBOOK COMMERCE INDEX

Facebook has recently surpassed 700 million fans worldwide! For the June 2011 ChannelAdvisor Facebook Commerce Index we saw fan count continue to rise, but at a slower rate than previous months with the addition of 11.7 million fans (down from 17.5m in May). This drop could be attributed to a summer slump due to vacations.

Here's what we saw from a macro level in growth of the audience across the entire index:

- **Growth** - The total number of online retailer fans increased 5.9% since May – Despite the fact that this percentage is down from 9.5 in May, it is still a 71% annualized growth rate without compounding, which certainly isn't slow.
- **Audience** - The total fan count jumped from 201m to 213m fans from May to June. This is the aggregate fan count across > 500 pages without de-duplication, but indicative of the scale of the Facebook Commerce trends we have all heard anecdotally and are now able to track quantitatively.

Each month we sort the data into three different grids: Top 25, Top 25 Growers and Top 25 Percentage Growers.



Top 25

| ChannelAdvisor Facebook Commerce Index June 2011 - Top 25 | | | | | |
|---|------------|---------------------------|------------|---------------|-----------------|
| Rank | Prev. Rank | Retailer | June Fans | June Increase | June % Increase |
| 1 | 1 | Victoria's Secret | 14,327,023 | 653,231 | 5% |
| 2 | 2 | Adidas Originals | 10,409,267 | 248,586 | 2% |
| 3 | 3 | Victoria's Secret Pink | 9,867,399 | 436,672 | 5% |
| 4 | 6 | Walmart | 7,070,508 | 834,272 | 13% |
| 5 | 4 | Burberry | 6,813,723 | 337,100 | 5% |
| 6 | 7 | WWE | 6,192,368 | 320,869 | 5% |
| 7 | 5 | Lacoste | 6,090,743 | 199,954 | 3% |
| 8 | 8 | Hollister Co. | 5,536,965 | 252,106 | 5% |
| 9 | 10 | Abercrombie & Fitch | 5,014,196 | 252,403 | 5% |
| 10 | 14 | Gucci | 4,934,114 | 257,346 | 6% |
| 11 | 11 | Kohl's | 4,889,195 | 228,480 | 5% |
| 12 | 15 | Target | 4,873,673 | 263,784 | 6% |
| 13 | 13 | Aeropostale | 4,818,199 | 194,876 | 4% |
| 14 | 9 | Forever 21 | 4,815,262 | 168,611 | 4% |
| 15 | 12 | American Eagle Outfitters | 4,791,667 | 181,101 | 4% |
| 16 | 16 | Nike | 4,639,217 | 138,750 | 3% |
| 17 | 17 | Levi's | 4,613,340 | 251,523 | 6% |
| 18 | 18 | NFL | 3,501,130 | 164,588 | 5% |
| 19 | 19 | Ralph Lauren | 3,411,510 | 136,888 | 4% |
| 20 | 21 | Best Buy | 3,273,968 | 203,345 | 7% |
| 21 | 20 | Hot Topic | 3,257,138 | 116,002 | 4% |
| 22 | 22 | Dolce & Gabbana | 3,075,623 | 120,476 | 4% |
| 23 | 23 | GameStop | 2,501,225 | 172,841 | 7% |
| 24 | 25 | Old Navy | 2,244,794 | 180,095 | 9% |
| 25 | 24 | Coach | 2,102,235 | 96,161 | 5% |


We've color coded this so that **blue** shows a move UP, **orange** DOWN and no color is flat.



HOW DOES VICTORIA'S SECRET STAY AT THE TOP?

- Informative Social Media Start-up Page:**
 Instead of the expected Facebook wall, with customer comments and retailer posts, the first thing you see is how to get connected to [Victoria's Secret](#) via social media sites, smart phones, tablets and email.

GET CONNECTED



New!
VS on Your iPad®


Your all-access pass to all things Victoria's Secret.


[Download Now](#)

VS on Your iPhone®

Get sexy anywhere, anytime.

[Download Now](#)





Stay In-The-Know

Get the latest on what's sexy—plus sales, special offers and more.

[Sign Up Now for Email](#)

[Sign Up for Mobile Alerts](#)
 or text LIKE to ANGEL (26435)

Mobile messaging and data rates apply.

Follow Us on Twitter

Get up-to-the-minute buzz on all things Victoria's Secret!

[Join the Conversation](#)



- Incorporating Shopping into the Facebook Experience (Drives traffic to the site):**
 Gift Card purchase and send through Facebook

GET CONNECTED



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VS on Your iPad®

Your all-access pass to all things Victoria's Secret.

[Download Now](#)

VS on Your iPhone®

Get sexy anywhere, anytime.

[Download Now](#)





Stay In-The-Know

Get the latest on what's sexy—plus sales, special offers and more.

[Sign Up Now for Email](#)

[Sign Up for Mobile Alerts](#)
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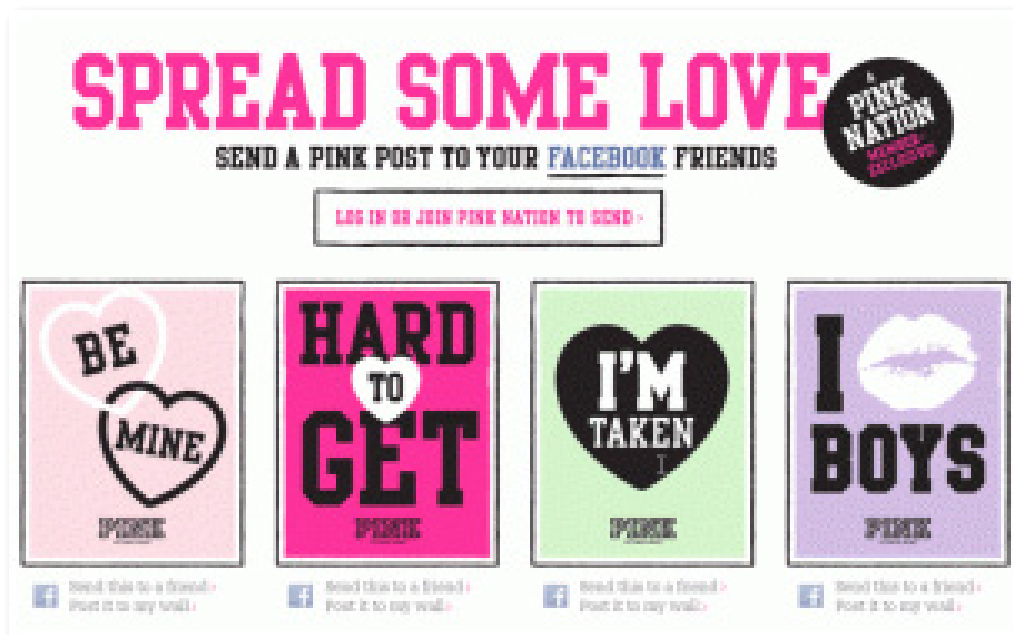
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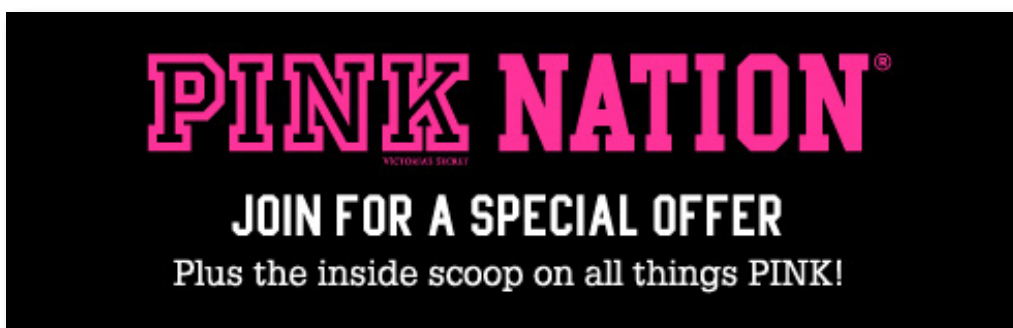


VICTORIA'S SECRET PINK COLLECTION FACEBOOK PAGE

- The **Victoria's Secret Pink Collection** Facebook activity and page design is catered to a specific target: younger/college-age
- Rewards fans for coming back to the page frequently (Discounts that you can only get by visiting the page)
- Getting the page to go viral = get fans to post things to their own walls = maximize the Facebook news feed (They created the icons below that fans can post)



- Victoria's Secret Pink also uses Facebook as an opportunity to promote its "Pink Nation," a members club that you can join via Facebook to earn perks and exclusive first access to new collections. Victoria's Secret has used this club to build loyalty and drive traffic from its Facebook fan base to the website.



Top Growers

Next we report on the online retailers that added the most absolute fans.

ChannelAdvisor Facebook Commerce Index June 2011 - Top Growers

| Retailer | June Fans | June Increase | June % Increase |
|---------------------------|------------|---------------|-----------------|
| Walmart | 7,070,508 | 834,272 | 13% |
| Victoria's Secret | 14,327,023 | 653,231 | 5% |
| Victoria's Secret Pink | 9,867,399 | 436,672 | 5% |
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| Forever21 | 4,815,262 | 168,611 | 4% |
| NFL | 3,501,130 | 164,588 | 5% |
| Nike | 4,639,217 | 138,750 | 3% |
| Bass Pro Shops | 1,252,063 | 137,080 | 12% |
| CoverGirl | 1,112,593 | 136,939 | 14% |

WALMART STILL GROWING, SO WHAT ARE THEY DOING?

- **Always something more than the typical wall posts, surveys, etc.** This month they're doing Cars 2 giveaways via "Mater's Secret Mission": Every hour, the [Walmart Facebook page](#) is giving away free movie tickets to Cars 2 and other Disney Pixar prizes. They are encouraging the viral effect by inviting fans to send coded messages to their Facebook friends to invite them to use the code to win tickets and prizes.



facebook Search

Walmart Save money. Live better.

Walmart • Mater's Secret Mission Like

Retail and Consumer Merchandise

Your mission starts now.

Send coded messages to friends. Get movie ticket vouchers* or other Disney•Pixar Cars 2 offers. *Released hourly, while supplies last. Details

Only at Walmart

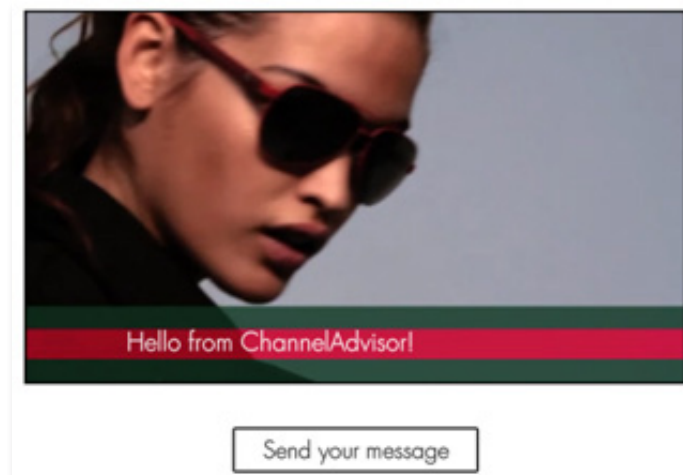
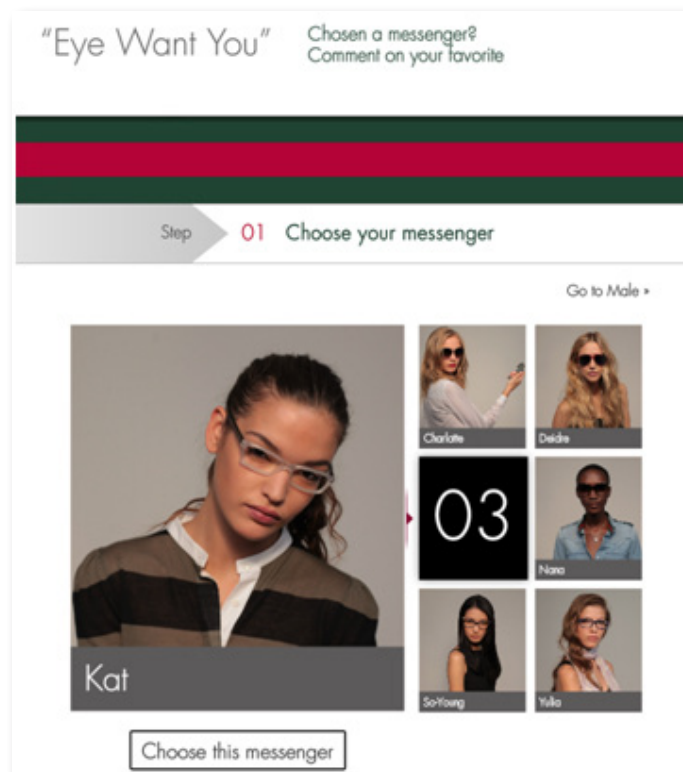
Recent message activity GET STARTED MATER'S MESSAGE

Only at Walmart: Mater's Secret Mission Spy Gear. Low prices. Every day. On everything Cars 2.



WHAT'S GUCCI UP TO?

- **Gucci** is another brand that has jumped up 4 spots to claim 10th place. For Gucci, the simplicity of its Facebook page layout exudes luxury--very few options are given to keep it clean.
- Gucci is also working the viral angle with the “Eye Want You” Application, which allows you to choose a Gucci model “Messenger,” pick your mood, and send a video message with your text to a Facebook friend. This incorporates Gucci’s products and name brand into a task that Facebook users would already be doing: sending messages.



Top % Growers

Finally, let's look at online retailer with > 1k fans by percentage growth.

| ChannelAdvisor Facebook Commerce Index June 2011 - Top % Growers | | | |
|--|-----------|---------------|-----------------|
| Retailer | June Fans | June Increase | June % Increase |
| BabyAge.com | 12,219 | 10,811 | 768% |
| Paragon Sports | 8,664 | 5,677 | 190% |
| Rock Bottom Golf | 19045 | 9,287 | 95% |
| Fingerhut | 16,003 | 6,180 | 63% |
| Soft Surroundings | 21,767 | 7,856 | 56% |
| One Step Ahead | 29,257 | 10,033 | 52% |
| Bare Necessities | 13,829 | 4,651 | 51% |
| Music123 | 19,457 | 6,338 | 48% |
| Batteries Plus | 15,110 | 4,840 | 47% |
| SmartBargrains.com | 7,798 | 2,480 | 47% |
| Estée Lauder | 268,591 | 83,519 | 45% |
| hhgregg | 72,373 | 20,723 | 40% |
| Bowflex | 8,959 | 2,557 | 40% |
| GNC Live Well | 195,883 | 54,962 | 39% |
| Tool King | 12,291 | 3,420 | 39% |
| Plow & Hearth | 6,375 | 1,736 | 37% |
| Oriental Trading Company | 49,005 | 12,232 | 33% |
| Gamy Fly | 193,090 | 47,161 | 32% |
| Zales | 187,114 | 43,539 | 30% |
| Catherines Plus Sizes | 51,843 | 11,913 | 30% |
| The Woodwind & Brasswind since 1978 | 11,740 | 2,684 | 30% |
| Amazon.com | 1,446,780 | 327,960 | 29% |
| HSN | 92,630 | 20,889 | 29% |
| Eddie Bauer | 47,638 | 10,728 | 29% |
| Fry's Electronics | 57,410 | 12,866 | 29% |

BABYAGE.COM GROWS UP!

- [BabyAge.com](#) put themselves on the map this month with a 768% increase, and as you can see through the image below, they've clearly outlined the "ask" on their Facebook page. We're seeing a lot of retailers use the large arrow button with a clearly defined value proposition for Liking them.

BabyAge.com Like

Retail and Consumer Merchandise · Wilkes-Barre, Pennsylvania

Click the "Like" button

Join our community and get the latest updates!

- Get exclusive deals!
- Promo codes!
- Giveaways!
- Create your wishlist!
- Share items with friends!

and much much more!!!

CLICK ON THE Like **BUTTON ABOVE**



AMAZON ON THE MOVE

- Amazon has experienced pretty impressive growth as well, especially when you look at the fact that they have increased 29% with nearly 330,000 new fans. They too are using the large hero image with a model pointing to the Like button.



MACY'S HONORABLE MENTION

- Another notable Facebook Mover and Shaker is Macy's. Even though the retailer isn't included in our FBCI, Macy's has had a pretty impressive year on Facebook with its "Million Dollar Makeover," a program that combined many elements of social media in a contest for a Facebook fan to win a million-dollar makeover. Macy's chose 8 finalists then Facebook fans voted on who should win.
- Even now that the contest is over, you have to become a Macy's fan to see who won and to watch video from the contest. With this promotion, Macy's has managed to double its fan count in less than a year.



CONCLUSION

Despite the slower growth in fans this month, retailers are recognizing the value of a fan and using every tactic to encourage Likes. As always, let us know if you see any interesting promotions or best practices and we'll be sure to highlight them in future editions of the ChannelAdvisor Facebook Commerce Index.



ABOUT CHANNELADVISOR

ChannelAdvisor is a global e-commerce platform provider that helps retailers sell more online through channels such as marketplaces, paid search and comparison shopping, and with webstores and rich media solutions. Widely respected as a trusted advisor for more than 3,000 top e-commerce brands, ChannelAdvisor calms the chaos of online selling by enabling retailers to submit one inventory feed to the ChannelAdvisor platform where it is translated to fit the specifications of hundreds of e-commerce channels and distributed accordingly. In 2010, ChannelAdvisor managed \$2.8 billion in gross merchandise value (GMV) on behalf of retailers of all sizes including Saks, Dell, Brookstone, and more than 30 percent of the Internet Retailer Top 500 online retailers. ChannelAdvisor is headquartered in Research Triangle Park, NC with offices in New York, Seattle, Australia, Ireland, Germany and the United Kingdom. For further information, visit www.channeladvisor.com.