



May 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](mailto:facebookcommerceindex@channeladvisor.com).

## MAY 2011 FACEBOOK COMMERCE INDEX

For May, Facebook fans continued to swell, this month accelerating faster with the addition of 17.5m fans.

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 9.5% since April - That's a 114% annualized growth rate without compounding, so clearly Facebook users continue to 'Fan/Like' pages for online retailers at a strong pace. Growth has sped up from April and March's 8% rate of growth.
- **Audience** - The total fan count took a leap to cross the 200m mark, growing from 183.5m to 201m fans from April to May. 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 now we are able to track quantitatively.



## Top 25

Now let's look at the three different views of the data:

Top 25, Top 25 Growers and Top 25 Percentage Growers.

ChannelAdvisor Facebook Commerce Index May 2011 - Top 25					
Rank	Prev. Rank	Retailer	May Fans	May Increase	May % Increase
1	1	Victoria's Secret	13,632,114	880,024	7%
2	2	Adidas Originals	10,148,309	890,689	10%
3	3	Victoria's Secret Pink	9,399,845	603,280	7%
4	4	Burberry	6,457,847	482,539	8%
5	6	Walmart	6,211,218	834,448	16%
6	5	Lacoste	5,878,857	354,874	6%
7	7	WWE	5,848,714	527,401	10%
8	8	Hollister Co.	5,271,342	343,608	7%
9	10	Abercrombie & Fitch	4,745,454	357,483	8%
10	14	Gucci	4,664,013	373,475	9%
11	11	Kohl's	4,656,987	271,410	6%
12	9	Forever 21	4,637,951	247,313	6%
13	13	Aeropostale	4,613,647	301,542	7%
14	12	American Eagle Outfitters	4,602,693	246,837	6%
15	15	Target	4,596,336	323,556	8%
16	16	Nike	4,494,643	241,771	6%
17	17	Levi's	4,354,721	192,531	5%
18	18	NFL	3,327,635	208,043	7%
19	19	Ralph Lauren	3,267,737	275,833	9%
20	20	Hot Topic	3,135,914	156,432	5%
21	21	Best Buy	3,062,229	215,573	8%
22	22	Dolce & Gabbana	2,948,657	198,027	7%
23	23	GameStop	2,319,774	217,430	10%
24	25	Old Navy	2,058,719	201,441	11%
25	24	Coach	2,000,776	139,142	7%

Last month we added a feature per readers' request - showing the last month's rank for the top 25. We've color coded this so that **blue** shows a move UP, **orange** DOWN and no color is flat.

As you can see the top 4 are holding strong, though Walmart is quickly working to close the gap with a jump from #6 last month and #8 in March.



Walmart does a good job engaging its fans on Facebook. Some of the tactics Walmart is using:

- Fill in the blank to encourage comments (2,329 comments!)



- Surveys—both about random things and about how Walmart is doing on Facebook.



## Top Growers

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

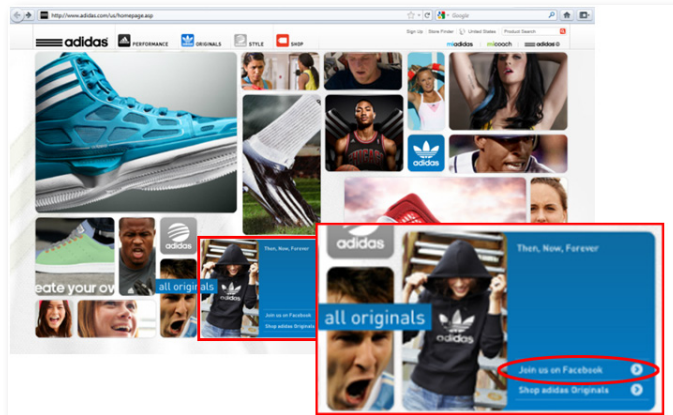
**ChannelAdvisor Facebook Commerce Index May 2011 - Top Growers**

Retailer	May Fans	May Increase	May % Increase
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Gucci	4,664,013	373,475	9%
Amazon.com	1,104,597	360,721	48%
Abercrombie & Fitch	4,745,454	357,483	8%
Lacoste	5,878,857	354,874	6%
Hollister Co.	5,271,342	343,608	7%
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American Eagle Outfitters	4,602,693	246,837	6%
Nike	4,494,643	241,771	6%
GameStop	2,319,774	217,430	10%
Netflix	1,207,895	216,117	22%
Best Buy	3,062,229	215,573	8%
NFL	3,327,635	208,043	7%
Old Navy	2,058,719	201,441	11%
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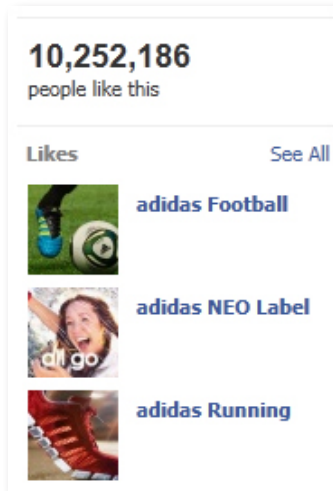


Adidas is the biggest mover here, with an increase of almost a million fans in one month. Some of the more impressive techniques that Adidas is using include the following:

- On the roll-over images on the Adidas homepage, users are directed to Facebook with one click.

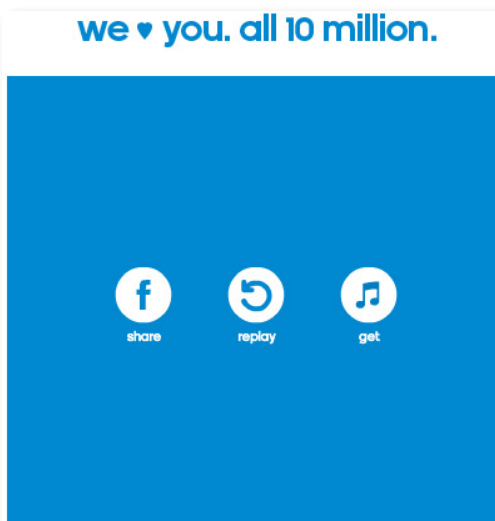


- The Adidas page makes good use of promoting its sister Facebook sites in the “Likes” column.



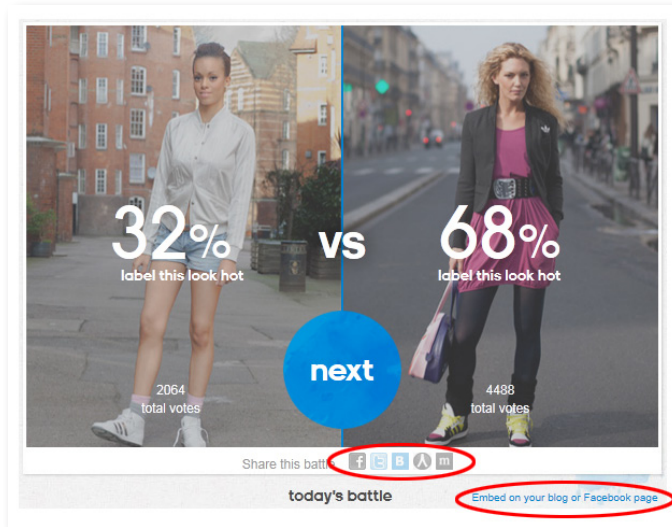
- They're thankful—They put together a thank you video when they hit 10 million fans.

<http://www.adidas.com/campaigns/10millionfans/content/>



Adidas is the biggest mover here, with an increase of almost a million fans in one month. Some of the more impressive techniques that Adidas is using include the following:

- The Adidas “Battles” invite fans to vote on which look they Like best—a technique that has earned a significant amount of Likes (3,500+ for this specific look). Once fans vote Adidas provides multiple ways for them to share to increase viral pick-up.



- Finally, they put out some really impressive products to drum up excitement—we were especially impressed with this collection.



## Top % Growers

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

**ChannelAdvisor Facebook Commerce Index May 2011 - Top % Growers**

Retailer	May Fans	May Increase	May % Increase
Fry's Electronics	44,218	24,638	126%
Harry & David	47,840	17,173	56%
SPANX by Sara Blakely	103,871	33,991	49%
Amazon.com	1,104,597	360,721	48%
FTP Flowers	44,057	12,868	41%
Sony Electronics	451,610	131,760	41%
GameFly	144,005	41,415	40%
Hallmark	206,526	56,948	38%
GNC Live Well	139,250	37,159	36%
OfficeMax	270,869	72,111	36%
Bed Bath and Beyond	146,101	38,736	36%
ProFlowers	39,781	10,503	36%
MLB	456,049	115,512	34%
Meijer	266,826	66,709	33%
Adorama	17,475	4,216	32%
Barneys New York	103,685	23,603	29%
HobbyTron.com	22,828	4,729	26%
Gemvara	10,418	2,157	26%
Zales	143,446	29,008	25%
One Step Ahead	19,077	3,777	25%
Big fish Games	51,025	10,077	25%
Nordstrom	659,809	127,856	24%
Oriental Trading Company	36,605	7,018	24%
TALBOTS	117,622	22,214	23%
Borders	825,610	154,671	23%

- Fry's Electronics was the leader of the pack with 126% growth. This is likely due to the campaign Fry's is running that requires users to become fans in order to see weekly ads. Check out the picture on the right. It's also localized to your area, which is a nice touch.



- Harry and David's 3rd annual Moose Munch for the Troops earned them an impressive 56% hike in fan count. They donated a Moose Munch to the troops for every Like.
- This is a double-whammy as it earns them Likes and brownie points for philanthropy.



## CONCLUSION

There was a definite up-tick in the growth rate this month, so it'll be interesting to see if that trend continues, especially as retailers are consistently increasing engagement with their fans. 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](http://www.channeladvisor.com).