

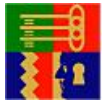


The 22nd Annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 761 brands we assessed in a cross-category analysis of 84 industry categories in the 2018 Brand Keys Customer Loyalty Engagement Index.

BRAND	CATEGORY	2018	2017
Amazon	Online Retail	1	1
Google	Search Engines	2	2
Apple	Smartphones	3	5
Netflix	Video Streaming	4	4
Amazon	Video Streaming	5	6
Samsung	Smartphones	6	7
Apple	Tablets	7	3
Facebook	Social Networking	8	8
Amazon	Tablets	9	9
Trader Joes	Natural Foods	10	13
WhatsApp	Instant Messaging	11	14
Domino's	Pizza	12	20
YouTube	Social Networking	13	10
Hyundai	Automotive	14	16
Ford	Automotive	15	18
Instagram	Social Networking	16	21
iTunes	Video Streaming	17	15
Nike	Athletic Footwear	18	12
Dunkin' Donuts	Coffee	19	11
Apple	Computers	20	22
Avis	Car Rental	21	25
Toyota	Automotive	22	26
Twitter	Social Networking	23	30
Chick-fil-A	Fast Casual Restaurants	24	32
PayPal	Online Payments	25	19
Discover	Credit Cards	26	28
Zappos	Online Retail	27	24
iTunes	Online Music	28	27
LinkedIn	Social Networking	29	23
Jeep	Automotive	30	33
eBay	Online Retail	31	35
Vanguard	Mutual Funds	32	44
Ralph Lauren	Apparel Retailers	33	29
Hulu	Video Streaming	34	41
T.J. Maxx	Department Stores	35	73
Forever 21	Apparel Retailers	36	37
FOX	TV News	37	47
Acer	Tablets	38	46
LG	Smartphones	39	43
Home Depot	Retail Home Improvement	40	45



HBO GO	Video Streaming	41	34
Google Wallet	Online Payments	42	42
Sephora	Cosmetics	43	40
New Balance	Athletic Footwear	44	53
MSNBC	Cable News	45	58
AT&T Wireless	Wireless Providers	46	55
Whole Foods	Natural Foods	47	54
Uber	Rideshare	48	36
Grey Goose	Vodka	49	38
Panera	Fast Casual Restaurants	50	52
JPMorgan Chase	Banks	51	68
Haagen-Daz	Ice Cream	52	56
Samsung	Computers	53	59
Jack Daniels	Whiskey	54	57
American Express	Credit Cards	55	60
Old Navy	Apparel Retailers	56	70
Zara	Apparel Retailers	57	89
Under Armour	Athletic Footwear	58	51
Verizon	Wireless Providers	59	67
Lancôme	Luxury Cosmetics	60	62
Lowe's	Retail Home Improvement	61	66
Microsoft Surface	Computers	62	77
Starbucks	Coffee	63	17
5 Guys Burgers	Fast Casual Restaurants	64	100
USAA	Insurance	65	64
Costco	Price Clubs	66	78
Estee Lauder	Luxury Cosmetics	67	76
Kia	Automotive	68	75
Ketel One	Vodka	69	63
Papa John's	Pizza	70	50
Nissan	Automotive	71	90
Bose	Headphones	72	72
Subaru	Automotive	73	49
Tito's	Vodka	74	80
iMessage	Instant Messaging	75	93
Smirnoff	Vodka	76	84
Lyft	Rideshare	77	95
Sam's Club	Price Clubs	78	82
Grand Theft Auto	Major League Gaming	79	69
Zubrowka	Vodka	80	74
MAC	Cosmetics	81	39
Chevrolet	Automotive	82	83
Shake Shack	Fast Casual Restaurants	83	99
GEICO	Insurance	84	88
Call of Duty	Major League Gaming	85	48
BuzzFeed	Social Networking	86	65



Spotify	Online Music	87	71
Line	Social Networking	88	79
Mary Kay	Cosmetics	89	86
L'Oreal	Cosmetics	90	91
Sam Adams	Beer (Reg.)	91	81
Clinique	Cosmetics	92	96
Victoria's Secret	Apparel Retailers	93	61
Pinterest	Social Networking	94	94
Tumblr	Social Networking	95	97
Google Play	Online Music	96	92
Hertz	Car Rental	97	87
Au Bon Pain	Fast Casual Restaurants	98	85
Airbnb	Hotels	99	31
Reebok	Athletic Footwear	100	New to Top 100