

who's winning social engagement in fast fashion?

TOPSHOP

ZARA

H&M

FOREVER 21

It's been a rough year for fashion retailers. American Apparel just declared bankruptcy; Wet Seal, Deb Shops, Delia's, and Body Central have done the same in the last 12 months. However, it's not all doom and gloom. Here are four retailers who are thriving in the retail industry – and social.

competitive benchmark

Activity, engagement, mentions, and follower counts – a lot goes into play when determining the competitive landscape in social. Here's who tops the list.

MOST ACTIVE

MOST ENGAGING

MOST TALKED ABOUT

LARGEST AUDIENCE

TOPSHOP
330 posts

H&M
8.18M engagements

H&M
84.8K mentions

H&M
36.9M followers

MOST ACTIVE:
Topshop posted 330 times over a 30-day period (about 3x higher than the lowest poster, Zara).

MOST ENGAGING:
H&M has the highest overall engagement, seeing 8.18M engagements in a 30-day period.

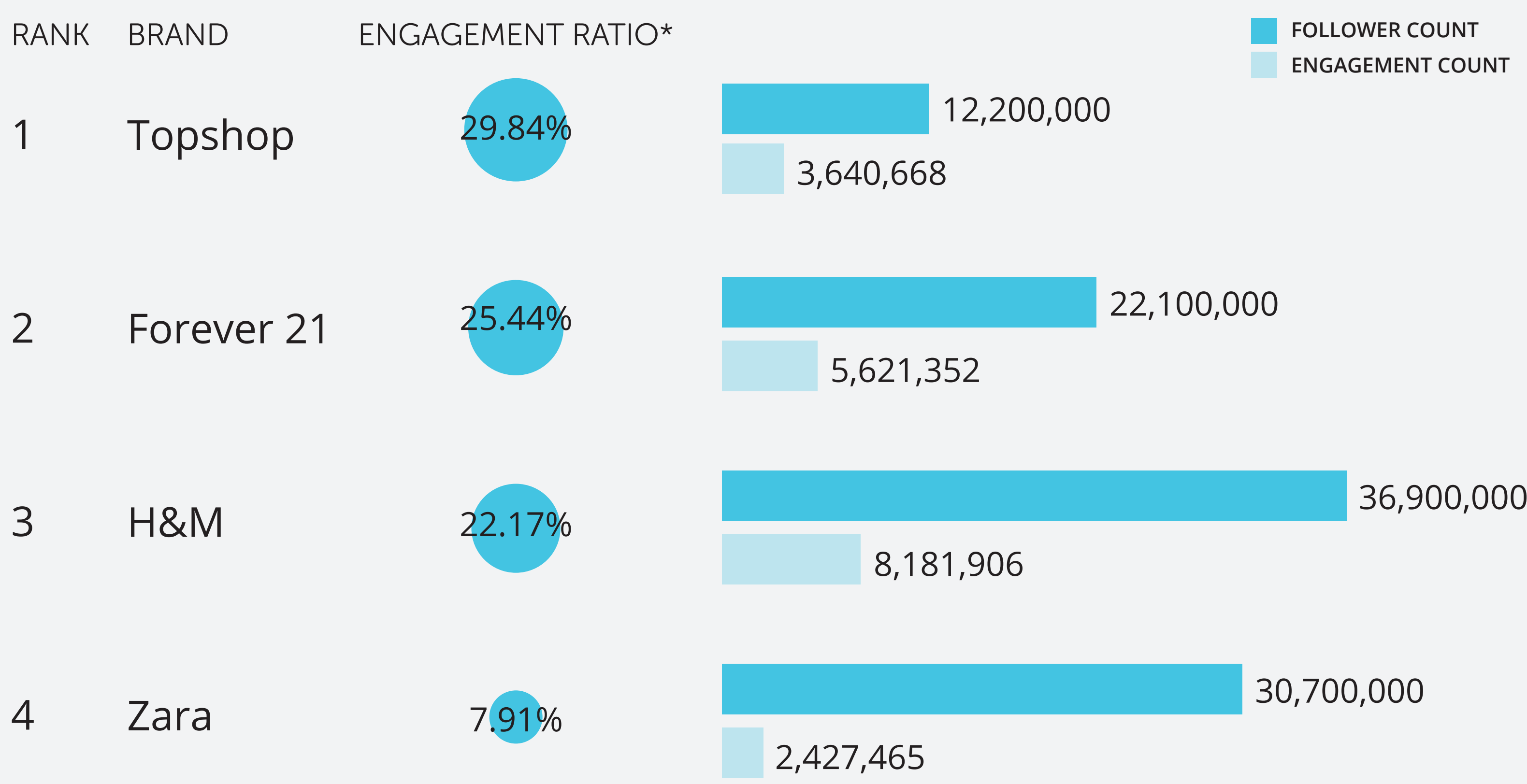
MOST TALKED ABOUT:
H&M remains the most talked about brand, with 84.8K mentions.

LARGEST AUDIENCE:
With a total of 36.9M followers, H&M's audience is 67% greater than #2, Forever 21.

Sprinklr Benchmarking: 8/31/15 - 9/29/15; data gathered from Facebook, Twitter, Instagram, YouTube, and Google+.

social engagement breakdown

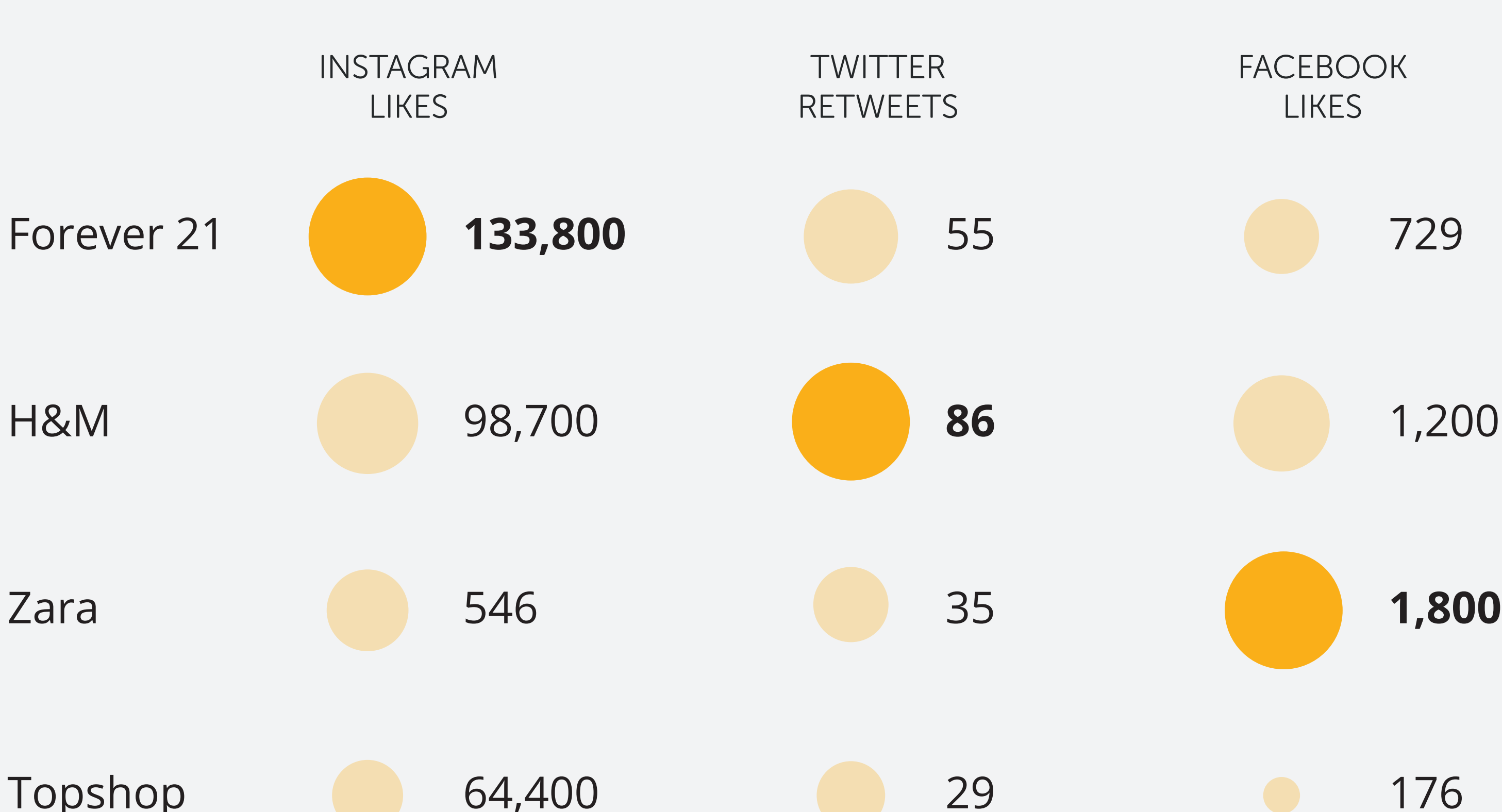
Audience size isn't everything – engagement (likes, retweets, comments) also carries a lot of weight. Though these retailers have large audiences, it takes extra effort to break through the noise and keep consumers engaged.



ENGAGEMENT RATIO*: Calculated as engagement (likes, comments, shares, etc.) divided by followers (as a percentage).
Sprinklr Benchmarking: 8/31/15 - 9/29/15; data gathered from Facebook, Twitter, Instagram, YouTube, and Google+.

social channel roundup

Different retailers excel on different social platforms. Let's take a look at who's setting the bar on Instagram, Twitter, and Facebook.

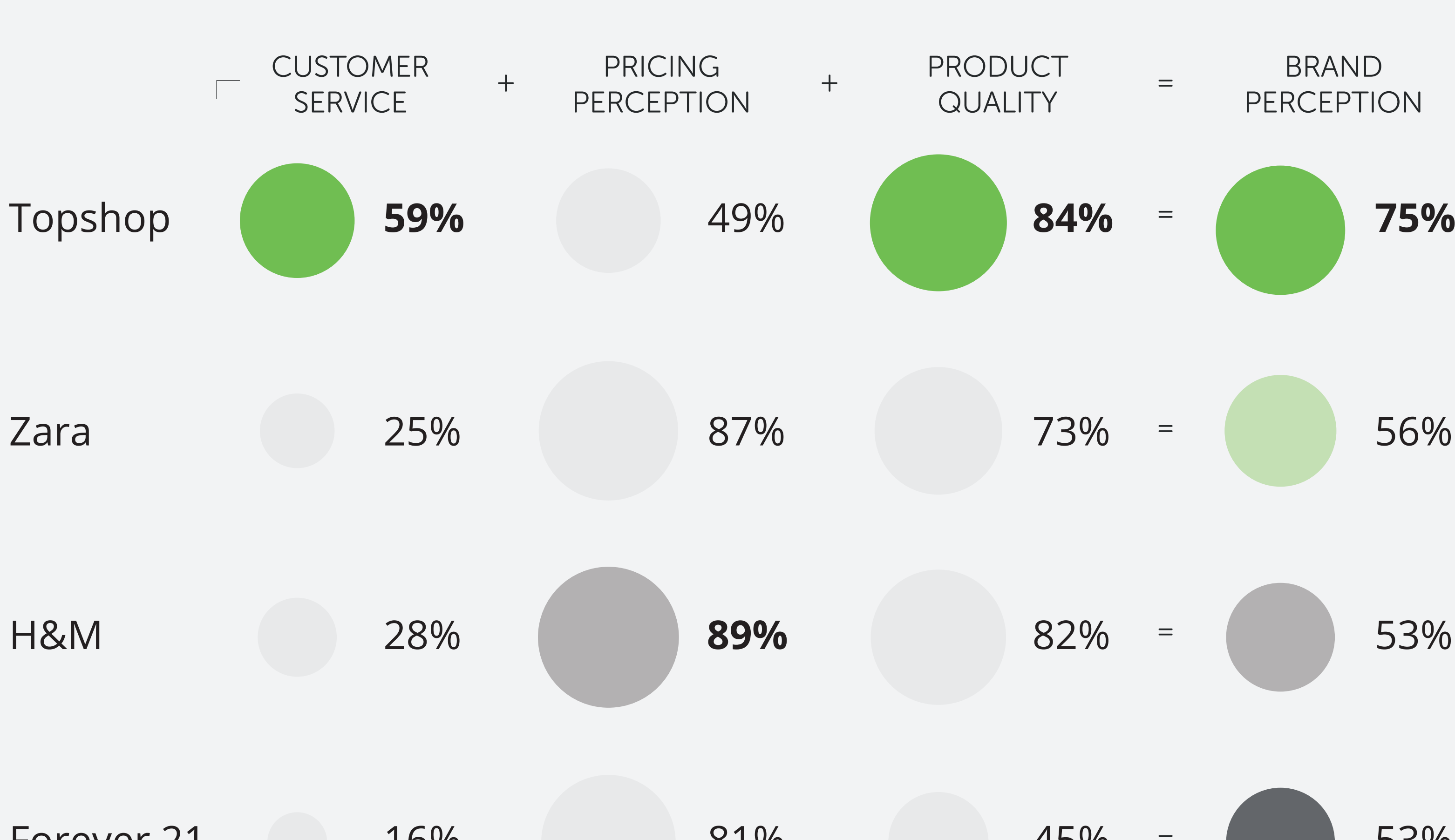
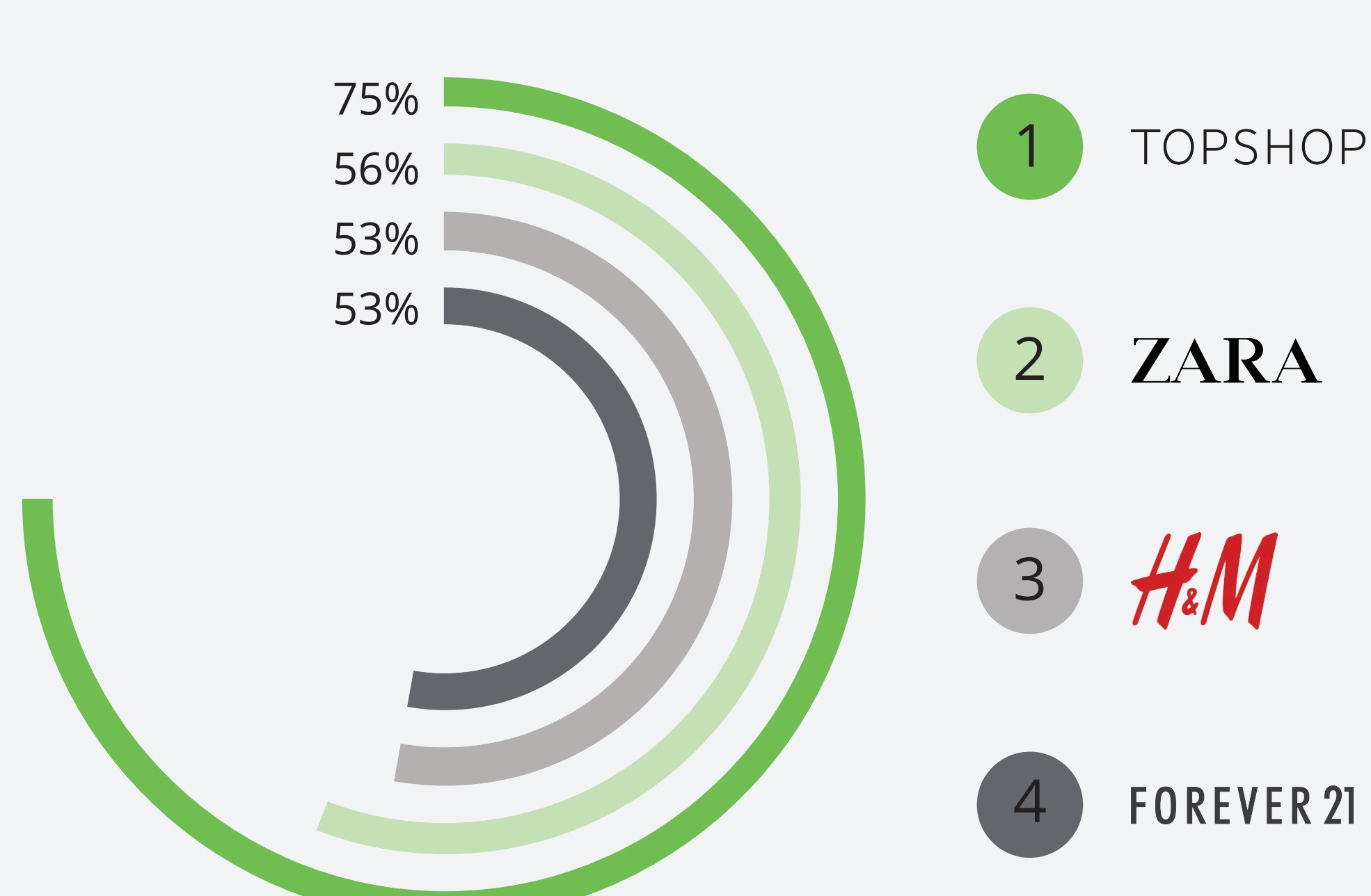


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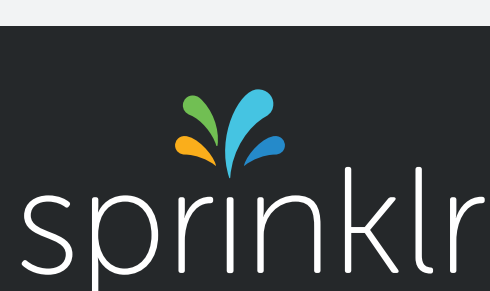
customer experience analysis

Customer satisfaction also comes into play when determining why these fast fashion brands are thriving. Here's a deep dive on how customers see these brands and the types of experiences that leave them most satisfied.

BRAND PERCEPTION SCORE



Percentages represent positive feedback or sentiment ratings from customers.
Sprinklr NewBrand: 1/1/13 - 9/30/15; data gathered from major review sites.



Sprinklr is the most complete social enterprise technology in the world, enabling more than 1,000 global brands to connect with customers on every platform and every device at all times.

For more information, head to sprinklr.com/benchmarking.