



## Facebook Fan Page Stores - Competitive Intelligence

### Facebook Store Market Analysis

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### Research Prepared by Steve Hall

Steve Hall is the authority on Facebook Fan Page stores & Facebook commerce. Steve and his team have found, reviewed and indexed thousands of Facebook Fan Page stores & fan offers from dozens of storefront and marketing vendors. As a result of this time consuming research, Steve is able to offer unique insights into the landscape of the Facebook store market today and into the future. This research is currently available at no cost by request.

Additionally, Steve is using this research to launch the first of its kind independently run Facebook Store search engine on the web and mobile web. The Facebook Online Store Finder will provide education about the features and benefits of shopping on Facebook, connect Facebook Fan page stores with online shoppers and connect store owners with storefront & marketing vendors.

**Steven Hall**

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## Market Analysis: Top 50 Most Popular Fan Pages with Facebook Stores

Store Category	Number of Stores	Avg. # of Fans	Top Stores	
<b>Band</b>	<b>15</b>	4,250,000	<ul style="list-style-type: none"> <li>▪ Justin Bieber</li> <li>▪ Green Day</li> <li>▪ Muse (Band)</li> <li>▪ Jason Mraz</li> <li>▪ 30 Seconds to Mars</li> <li>▪ Dave Matthews Band</li> <li>▪ Kid Rock</li> <li>▪ Deftones</li> </ul>	<ul style="list-style-type: none"> <li>▪ Children Of Bodom</li> <li>▪ Modest Mouse</li> <li>▪ Five Finger Death Punch</li> <li>▪ AFI</li> <li>▪ Interpol</li> <li>▪ Metal Mulisha</li> <li>▪ Coheed and Cambria</li> </ul>
<b>Television</b>	<b>9</b>	3,700,000	<ul style="list-style-type: none"> <li>▪ Grey's Anatomy</li> <li>▪ Dexter</li> <li>▪ George Lopez</li> <li>▪ Discovery Channel</li> <li>▪ Fxnetworks</li> </ul>	<ul style="list-style-type: none"> <li>▪ It's Always Sunny In Philadelphia</li> <li>▪ Chelsea Handler</li> <li>▪ Pawn Stars</li> <li>▪ DOG The Bounty Hunter</li> </ul>
<b>Sports</b>	<b>7</b>	3,600,000	<ul style="list-style-type: none"> <li>▪ NBA</li> <li>▪ UFC: Ultimate Fighting Championship</li> <li>▪ Liverpool FC</li> </ul>	<ul style="list-style-type: none"> <li>▪ WWE</li> <li>▪ The Pittsburgh Steelers</li> <li>▪ The Miami HEAT</li> <li>▪ Indianapolis Colts</li> </ul>
<b>Clothing</b>	<b>6</b>	1,100,000	<ul style="list-style-type: none"> <li>▪ Vans</li> <li>▪ Old Navy</li> <li>▪ JCPenney</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lands' End</li> <li>▪ New Era Caps</li> <li>▪ ASOS</li> </ul>
<b>Specialty</b>	<b>5</b>	1,600,000	<ul style="list-style-type: none"> <li>▪ I Love Being Black</li> <li>▪ Official Need for Speed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Old Spice</li> <li>▪ Silly Bandz</li> <li>▪ Morphsuits</li> </ul>
<b>Non-Profit/Charity</b>	<b>4</b>	1,400,000	<ul style="list-style-type: none"> <li>▪ The Breast Cancer Site</li> <li>▪ The Animal Rescue Site</li> </ul>	<ul style="list-style-type: none"> <li>▪ (RED)</li> <li>▪ Cup Of Joe For A Joe</li> </ul>
<b>Retail Store</b>	<b>4</b>	1,000,000	<ul style="list-style-type: none"> <li>▪ Best Buy</li> <li>▪ Cabelas</li> </ul>	<ul style="list-style-type: none"> <li>▪ BORDERS BOOKS &amp; MUSIC</li> <li>▪ TigerDirect.com</li> </ul>

## Market Analysis: Top Brands with Facebook Stores


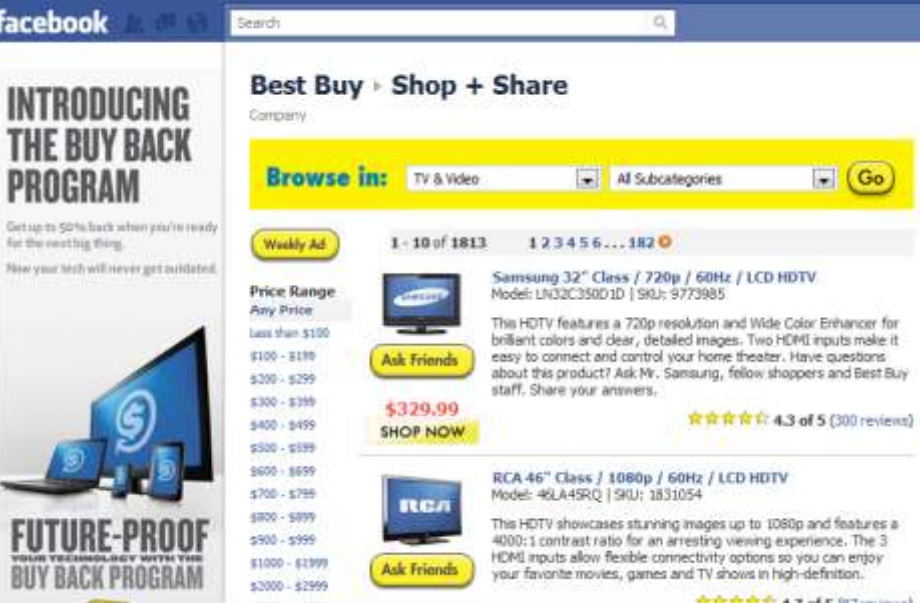
<ul style="list-style-type: none"> <li>▪ Old Navy</li> <li>▪ JCPenney</li> <li>▪ Adidas Soccer</li> <li>▪ Vans</li> <li>▪ Lands' End</li> <li>▪ Banana Republic</li> <li>▪ Nine West</li> <li>▪ Barneys New York</li> <li>▪ Perry Ellis</li> <li>▪ Brooks Brothers</li> <li>▪ Woolrich</li> <li>▪ Jos. A. Bank Clothiers, Inc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Best Buy</li> <li>▪ Silly Bandz</li> <li>▪ Cabelas</li> <li>▪ BORDERS BOOKS &amp; MUSIC</li> <li>▪ TigerDirect.com</li> <li>▪ Drugstore.com</li> <li>▪ 1-800-Flowers.com</li> <li>▪ Mark. Girl</li> <li>▪ Hallmark</li> <li>▪ Golfsmith</li> <li>▪ Coca-Cola</li> <li>▪ Brookstone</li> </ul>	<ul style="list-style-type: none"> <li>▪ Official Need for Speed</li> <li>▪ Grey's Anatomy</li> <li>▪ Dexter</li> <li>▪ George Lopez</li> <li>▪ Discovery Channel</li> <li>▪ Fxnetworks</li> <li>▪ It's Always Sunny In Philadelphia</li> <li>▪ Chelsea Handler</li> <li>▪ Pawn Stars</li> <li>▪ DOG The Bounty Hunter</li> <li>▪ HSN</li> </ul>
<ul style="list-style-type: none"> <li>▪ Justin Bieber</li> <li>▪ Green Day</li> <li>▪ Muse (Band)</li> <li>▪ Jason Mraz</li> <li>▪ 30 Seconds to Mars</li> <li>▪ Dave Matthews Band</li> <li>▪ Kid Rock</li> <li>▪ Deftones</li> </ul>	<ul style="list-style-type: none"> <li>▪ NBA</li> <li>▪ Portland Trail Blazers</li> <li>▪ UFC: Ultimate Fighting Championship</li> <li>▪ Liverpool FC</li> <li>▪ WWE</li> <li>▪ The Pittsburgh Steelers</li> <li>▪ The Miami HEAT</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stouffer's</li> <li>▪ New Era Caps</li> <li>▪ Delta</li> <li>▪ MGM Grand Las Vegas</li> <li>▪ World Series of Poker (WSOP)</li> </ul>

## Vendor Analysis: Top Facebook Fan Page Storefront Vendors

VENDOR NAME	EXAMPLE CUSTOMERS
<b>Milyoni</b>	<ul style="list-style-type: none"> <li>▪ NBA</li> <li>▪ UFC: Ultimate Fighting Championship</li> <li>▪ Discovery Channel</li> <li>▪ It's Always Sunny In Philadelphia</li> <li>▪ The Miami HEAT</li> <li>▪ Pawn Stars</li> <li>▪ DOG The Bounty Hunter</li> <li>▪ Paranormal State</li> </ul>
<b>8thBridge</b>	<ul style="list-style-type: none"> <li>▪ Best Buy</li> <li>▪ Metal Mulisha</li> <li>▪ Lands' End</li> <li>▪ 1-800-Flowers.com</li> <li>▪ Mark. Girl</li> <li>▪ Hallmark</li> <li>▪ Brooks Brothers</li> </ul>
<b>Adgregate Markets</b>	<ul style="list-style-type: none"> <li>▪ Old Navy</li> <li>▪ Banana Republic</li> <li>▪ drugstore.com</li> <li>▪ Beauty.com</li> <li>▪ Auburn</li> <li>▪ Oregon</li> <li>▪ Hayneedle</li> <li>▪ Cuisinart</li> <li>▪ Rock Bottom Golf</li> </ul>
<b>Usablenet</b>	<ul style="list-style-type: none"> <li>▪ JCPenney</li> </ul>
<b>Shop Tab</b>	<ul style="list-style-type: none"> <li>▪ Silly Bandz</li> <li>▪ Barneys New York</li> <li>▪ The Coleman Company</li> <li>▪ Coca-Cola</li> </ul>
<b>Shoutlet</b>	<ul style="list-style-type: none"> <li>▪ Cabelas</li> <li>▪ Perry Ellis</li> </ul>
<b>Storefront Social</b>	<ul style="list-style-type: none"> <li>▪ BORDERS BOOKS &amp; MUSIC</li> <li>▪ Livescribe</li> <li>▪ Peek...Aren't You Curious</li> </ul>
<b>SortPrice</b>	<ul style="list-style-type: none"> <li>▪ The Breast Cancer Site</li> <li>▪ The Animal Rescue Site</li> <li>▪ Journeys</li> <li>▪ Buckle</li> <li>▪ Ghirardelli Chocolate Company</li> <li>▪ Adobe Students</li> <li>▪ The Hunger Site</li> <li>▪ Golfsmith</li> </ul>
<b>Storenvvy</b>	<ul style="list-style-type: none"> <li>▪ Grooveshark</li> <li>▪ Meg &amp; Dia</li> <li>▪ Alex Band Store</li> <li>▪ Arkaik Clothing</li> </ul>
<b>Shop Igniter</b>	<ul style="list-style-type: none"> <li>▪ Portland Trail Blazers</li> <li>▪ CafePress</li> </ul>
<b>Voiyk</b>	<ul style="list-style-type: none"> <li>▪ Airblaster</li> <li>▪ Jos. A. Bank Clothiers, Inc.</li> <li>▪ Salud</li> <li>▪ GoYerbaMate.com</li> </ul>
<b>Payment</b>	<ul style="list-style-type: none"> <li>▪ I Love Being Black</li> <li>▪ TransWorld Motocross</li> <li>▪ Gibson Guitar</li> <li>▪ Molly Sims</li> </ul>

	<ul style="list-style-type: none"> <li>▪ MGM Grand Las Vegas</li> <li>▪ Samantha Manzo</li> <li>▪ Tail Spin Bracelets</li> <li>▪ Khushrang, Colorful fashion boutique!</li> <li>▪ Adult Swim UK</li> </ul>
<b>3dcart</b>	<ul style="list-style-type: none"> <li>▪ WowCoolsStuff</li> <li>▪ Candy.com</li> <li>▪ The Premie Store</li> <li>▪ Water Filters</li> </ul>
<b>ecwid</b>	<ul style="list-style-type: none"> <li>▪ The Andrew W.K.</li> </ul>
<b>Moontoast</b>	<ul style="list-style-type: none"> <li>▪ Kina Grannis</li> <li>▪ God Winks</li> <li>▪ Klen Laundry</li> <li>▪ Maxim</li> <li>▪ Reba</li> </ul>
<b>Zibaba</b>	<ul style="list-style-type: none"> <li>▪ Wolverhampton Wanderers FC</li> <li>▪ Birmingham City FC Official</li> <li>▪ Interflora - the flower experts</li> </ul>

# Vendor Analysis: User Interfaces at Top Facebook Storefront Vendors

VENDOR NAME	EXAMPLE STOREFRONTS
Milyoni	 <p>The screenshot shows a Facebook storefront for Milyoni. At the top, there's a navigation bar with a 'Share' button and a search bar. Below that, a 'Secure Checkout!' banner states 'Our checkout process is Safe &amp; Secure!' with a 'digicert' logo. The main content area features several product listings for 'adidas 2011 NBA All-Star Game' merchandise. Each listing includes a product image, a title, a price (e.g., \$17.99), a 'View all All-Star 2011 - Apparel' link, and an 'add to cart' button. The products include Eastern Conference Wordmark T-Shirts, Western Conference Wordmark T-Shirts, LA Skyline T-Shirts, and a T-Shirt &amp; Hat Combo Pack.</p>
8thBridge	 <p>The screenshot shows a Facebook storefront for 8thBridge. The top navigation bar includes the Facebook logo, a search bar, and the text 'Best Buy &gt; Shop + Share'. Below the navigation, there's a 'Browse in:' section with dropdown menus for 'TV &amp; Video' and 'All Subcategories', and a 'Go' button. A 'Weekly Ad' banner is visible. The main content area displays a list of products with a 'Price Range' filter on the left. The first product is a Samsung 32" Class / 720p / 60Hz / LCD HDTV, priced at \$329.99. The second product is an RCA 46" Class / 1080p / 60Hz / LCD HDTV. Each product listing includes a product image, a title, a price, a 'SHOP NOW' button, and a '4.3 of 5 (300 reviews)' rating.</p>

Aggregate Markets

The screenshot shows the Old Navy Facebook app interface. At the top, there's a navigation bar with 'Old Navy' and links for 'Wall', 'Info', 'Barker's Bones', 'Weekly Ad', 'Shop', 'Booty Reader', and 'Events'. Below this is a large promotional banner for 'THE SEM-ANNUAL STOCKS SALE' with 'Starting at \$4'. A search bar is visible on the right. The main content area is divided into categories: 'WOMEN', 'WOMEN'S PLUS', 'MATERNITY', 'MEN', 'GIRLS', 'BOYS', 'BABY BOYS', and 'BABY GIRLS'. Under 'WOMEN', there's a 'New Arrivals' section featuring four clothing items: dark pants, a black t-shirt, a light purple dress, and a pink dress. Each item has a 'Like' and 'Share' button and a 'CLICK TO BUY' button.

Usablenet

The screenshot shows the JCPenney website search results for 'sweaters'. The page includes the JCPenney logo, navigation links, and a search bar. Below the search bar, there are filter options for 'size range', 'item type', and 'neckline'. Three sweater items are displayed with their names, prices, and original prices: 'a.n.a® Shawl Collar Flyaway' for \$24.99 (Orig. \$36.00), 'Worthington® Shrug' for \$23.99 (Orig. \$40.00), and 'a.n.a® Shirred Back Flyaway' for \$24.99 (Orig. \$36.00). Each item has a 'Share' button.

Shop Tab

The screenshot shows the Silly Bandz Facebook page. The header includes the 'Silly Brandz' logo and 'Silly Bandz (Animal Rubber Bands) Shop'. Below the header is a search bar and a 'Browse By Category Name' dropdown. The main content area features a product listing for 'SillyBandz - Kardashian Glam Shapes' priced at \$5.95. The listing includes a 'BUY NOW' button and a 'More Details' link. On the left side, there's a navigation menu with options like 'Wall', 'Info', 'SillyBrandz!', 'Shop', 'Photos (1,257)', 'News', 'Links', and 'Events'. At the bottom left, it shows '1,082,114 people like this' and a profile picture of Robert Croak.

Shoutlet

facebook

Search

Cabela's Like

Wall Info Photos Stores Shop & Share C

**Cabela's** CELEBRATING 50 YEARS AS THE WORLD'S F... Choose from over 150,000 outdo...

Hunting Shooting Fishing Boating  
Auto & ATV Clothing Footwear Home & Cabin Hob

displaying 1 - 20 of 27899 > >

1 skip to page

**02 Cool Box™ Personal/Rechargeable Air C...**  
By using the built-in rechargeable batteries, supplied AC adapter, vehicle charger or eight D batteries, you can enjoy air-conditioned comfort wherever you go. No more uncomfortable nights in hot tents or campers. This unit uses ice, a potent fan and misting technology to lower a room's...

**10/22 Fire Sight**  
Increase your visibility in low-light situations with a

Storefront Social

**BORDERS.** STAFF PICKS

Local Business - Arts, Arts, HI

Categories History Filter Search

**History**

**Secretariat**  
Willem Nack More  
Share Tweet  
US\$13.59  
BUY NOW

**The Emperor of All Maladies**  
Siddhartha Mukherjee More  
Share Tweet  
US\$18.00  
BUY NOW

**The Longest War**  
Peter Bergen More  
Share Tweet  
US\$16.80  
BUY NOW

**BORDERS.** STAFF PICKS

Categories History Filter Search

**History**

**Secretariat**  
Willem Nack More  
Share Tweet  
US\$13.59  
BUY NOW

**The Emperor of All Maladies**  
Siddhartha Mukherjee More  
Share Tweet  
US\$18.00  
BUY NOW

**The Longest War**  
Peter Bergen More  
Share Tweet  
US\$16.80  
BUY NOW

<p>SortPrice</p>	
<p>Storenvv</p>	
<p>Shop Igniter</p>	

Voiyk

www.facebook.com/Jos.A.Bank.Clothers.Inc?sk=app\_112965568718470

facebook Search

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**Jos. A. Bank Clothiers, Inc. ▸ Shop Now**  
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**JOS. A. BANK**  
ESTABLISHED 1905

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Suit Outerwear Shirt Tie Blazer Accessory Pants

**Executive 2-Button Wool ...**  
Reg Price \$550 Smooth and lightweight premium wool specially finished for a clean textu...  
\$192.50 **BUY NOW**

**Executive 3-Button Cente...**  
Reg Price \$550 Smooth and lightweight premium wool specially finished for a clean textu...  
\$192.50 **BUY NOW**

**Executive 2-Button Wool ...**

**Executive 2-Button Patte...**

Payment

Featured Items Page 1 of 4

**Metal/Wood/Crystal Long Necklace in Black**  
\$325.00 (USD)

**Metal/Wood/Crystal Long Necklace in Clear**  
\$325.00 (USD)

**Multi Strand Chain and Crystal Necklace in Silver**  
\$495.00 (USD)

**Multi Strand Chain and Crystal Necklace in Gold**  
\$495.00 (USD)

**Faceted Crystal Drop Necklace in Silver**  
\$365.00 (USD)

**Crystal Y Drop Necklace in Gold**  
\$475.00 (USD)

Wall  
Info  
Photos (122)  
**Shop Now**  
Events  
Notes

**155,594**  
people like this

Likes See All

**The Real Mick Rock**

**Sports Illustrated Swimsuit**

3dcart

facebook Search

**Candy.com** Online Store

Company

<p><b>Cadbury Creme Eggs: 48 Count</b></p>  <p>Our Price: \$47.95</p> <p>Add to cart</p>	<p><b>Gummi Butterflies: 5LB</b></p>  <p>Our Price: \$15.00</p> <p>Add to cart</p>	<p><b>Twinkle Pop Flower Pops: 120 Count</b></p>  <p>Our Price: \$41.99</p> <p>Add to cart</p>
<p><b>Easter Assortment Lollipops: 24 Count</b></p>  <p>Our Price: \$42.95</p> <p>Add to cart</p>	<p><b>Cadbury Caramel Egg: 48 Count</b></p>  <p>Our Price: \$47.95</p> <p>Add to cart</p>	<p><b>Easter Eggs Milk Chocolate: 1 LBS</b></p>  <p>Our Price: \$49.95</p> <p>Add to cart</p>
<p><b>Dairy Good Easter Bunnies: 5 LBS</b></p>  <p>Our Price: \$74.95</p>	<p><b>Cadbury Mini Eggs 1.5oz: 36 Count</b></p>  <p>Our Price: \$41.99</p>	<p><b>Peeps Chicks Yellow 5 Piece 24 Count</b></p>  <p>Our Price: \$24.87</p>

57,145 people like this


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Create a Page  
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ecwid

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**ANDREW W.K.** In Montreal for some fun! Motivational talk at 8pm EST/ DJ set at midnight  
http://www.andrewwk.com/news/montreal-lecture-and-dj-set-this-friday

Wall Info Stickam Products Music The A.W.K. >>

 <p>Subscribe via SMS Remove from My Page's Favorites</p> <p><b>Information</b></p> <p>Hometown: Manhattan, New York City</p> <p>Record Label: Universal Music Group</p> <p>Current Location: Manhattan, New York City</p> <p>About:</p>	 <p><b>A.W.K. 12 Sticker Super Set</b> SKU 022</p> <p><b>\$14.99</b></p>	 <p><b>Highway Party Cruiser Tour Shirt - Black</b> SKU 066</p> <p><b>\$17.99</b></p>
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Moontoast


facebook Search

**Kina Grannis** Like

Musician/Band

**Kina Grannis Pre-Order** Share Help

Limited Edition (Limited Quantity)

<p><b>Limited Edition</b></p> <p><b>Deluxe Bundle</b></p> <p><b>Deluxe Album</b></p> <p><b>Standard Album</b></p> <p><b>Album Preview</b></p> <p><b>Video from Kina</b></p> <p><b>About</b></p> <p>Powered by <b>Moontoast</b> International Store</p>	 <p><b>Limited Edition (Limited Quantity)</b></p> <ul style="list-style-type: none"> <li>-Stairwells (Deluxe) CD signed by Kina and digital download delivered on April 5</li> <li>-The Goldfish Shirt (Printed on Tri-Blend unisex American Apparel Tees)</li> <li>-KG Tote Bag</li> <li>-"All The Pieces" Photobook: A 6x6, 27-photo collection of twitpic highlights of the last 12 months of Kina's life, complete with unique commentary, as seen through Kina's eyes.</li> <li>-Signed one-of-a-kind original frame from "Valentine" music video</li> <li>-Immediate download of "The One You Say Goodnight To"</li> </ul> <p>Add To Cart (\$89.99) Check Out</p>
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Stairwells available April 5th  
www.kinagrannis.com

Wall Info **Stairwells Pre-Order Store** Events BandPage Video

Zibaba

Wolverhampton, United Kingdom, WV1 4QR  
About:  
 Barclays Premier League 10/11

15,097 People Like This

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Zhou Zhitao  
Becky Wood

mr.ticket  
Richard Hopkins  
Fredrik Lundahl  
Martin Caulfield

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5 of 8 Pages See All

olve  
Immunity to  
Wolves  
Community Trust

Forever we are wolves

Categories Search

Home > Most recommended

 <p>10/11 Replica Home Shirt</p> <p>£40.00</p> <p>Shop now!</p> <p>Like 14 Likes</p> <p>0 Comments</p>	 <p>Buy Official Wolves Imagery</p> <p>£3.19</p> <p>Shop now!</p> <p>Like 2 Likes</p> <p>0 Comments</p>	 <p>Unique Collectors Items</p> <p>£0.99</p> <p>Shop now!</p> <p>Like 3 Likes</p> <p>0 Comments</p>
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