



The 19th Annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 753 brands we assessed in 68 industry categories in the 2015 Brand Keys Customer Loyalty Engagement Index. N/A indicates that the brand or category did not appear on last year’s top-100 list

Brand	Category	2015 Ranking	2014 Ranking
Netflix	video streaming	1	12
Amazon	tablets	2	1
Apple	smartphones	3	3
Apple	tablets	4	2
Facebook	social networking	5	11
Google	search engines	6	7
YouTube	social networking	7	4
Amazon	online retail	8	6
WhatsApp	Instant messaging	9	5
Amazon	video streaming	10	22
Samsung	smartphones	11	9
Zappos	online retail	12	16
iTunes	video streaming	13	15
Grey Goose	vodka	14	25
Kindle	e-readers	15	8
LinkedIn	social networking	16	21
Dunkin’ Donuts	coffee	17	10
PayPal	online payments	18	19
Hyundai	automotive	19	23
Twitter	social networking	20	20
Uber	app-based rideshare	21	N/A
Ford	automotive	22	26
Chipotle	fast-casual restaurants	23	32
Sephora	cosmetics	24	30
Apple	computers	25	17
Beats by Dr. Dre	headphones	26	13
Instagram	social networking	27	18
iTunes	online music	28	24
Call of Duty: Ghosts	major league gaming	29	14
Zubrowka	vodka	30	N/A
Nike	athletic footwear	31	46
Hulu	video streaming	32	38
Avis	car rental	33	31
Bose	headphones	34	35
Acer	tablets	35	45
Toyota	automotive	36	40
Samsung	computers	37	36
eBay	online retail	38	27
Lancôme	luxury cosmetics	39	33



Starbucks	coffee	40	50
Under Armour	athletic footwear	41	N/A
Grand Theft Auto	major league gaming	42	28
Ralph Lauren	apparel retailers	43	N/A
Ketel One	vodka	44	29
Subaru	automotive	45	54
LG	smartphones	46	39
Trader Joe's	natural foods	47	47
Panera	fast-casual restaurants	48	57
USAA	insurance	49	51
Chevrolet	automotive	50	N/A
L'Oreal	cosmetics	51	44
Sam's Club	price clubs	52	58
Estee Lauder	luxury cosmetics	53	41
MAC	cosmetics	54	62
Chick-fil-A	fast-casual restaurants	55	61
Whole Foods	natural foods	56	42
Old Navy	apparel retailers	57	N/A
Domino's Pizza	pizza	58	68
Tito's	vodka	59	56
J. Crew	apparel retailers	60	49
Victoria's Secret	apparel retailers	61	75
Discover	credit cards	62	73
Jeep	automotive	63	70
Mary Kay	cosmetics	64	60
iMessage	instant messaging	65	43
Ritz Carlton	luxury hotel	66	65
Smirnoff	vodka	67	66
American Express	credit cards	68	76
Sam Adams	beer (regular)	69	77
Au Bon Pain	fast-casual restaurants	70	82
Papa John's	pizza	71	87
Google Play	online music	72	85
Gap	apparel retailers	73	80
New Balance	athletic footwear	74	84
T.J. Maxx	department stores	75	92
Clinique	cosmetics	76	55
Neutrogena	cosmetics	77	63
HBO Go	video streaming	78	N/A
W Hotels	luxury hotels	79	67
KIA	automotive	80	99
Google+	social networking	81	71
Costco	price clubs	82	72
Hyatt	upscale hotels	83	74
Hilton	upscale hotels	84	78
AT&T Wireless	wireless providers	85	95



Nissan	automotive	86	94
Google Wallet	online payments	87	91
Forever 21	apparel retailers	88	N/A
Revlon	cosmetics	89	79
Pinterest	social networking	90	90
Verizon	wireless providers	91	100
Hertz	car rentals	92	93
JPMorgan Chase	banks	93	96
Macy's	department stores	94	88
Home Depot	retail home improvement	95	N/A
Spotify	online music	96	59
FIFA	major league gaming	97	86
Microsoft Surface	computers	98	N/A
Tumblr	social networking	99	52
HTC	smartphones	100	34