

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
Brand Name	Suchanfrage	x	FANS	x	FOLLOWER	x	PINS	x	VIEW	x	x	x
	CostPerClick	x			FOLLOWS	x	FOLLOWERS	x	SUBSCRIBER	x		
	CMP	x			MEDIA	x	FOLLOWING	x	VIDEO	x		
							BOARDS	x				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
adidas	1220000	0.00	34451074	1.51	20765061	2.93	21720	0.19	166737118	5.59	671.5	275.29
	0.23	-30.30			134	6.35	86269	13.19	785067	36.00		
	0.69	-4.17			721	3.89	32	-5.88	61	-3.17		
							5	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
cutvert	40	-42.86	373	0.27	3	0.00	0	0.00	0	0.00	0	-55.21
	0.00	0.00			2	0.00	0	0.00	0	0.00		
	0.00	0.00			0	0.00	0	0.00	0	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
plomooplata	9900	0.00	17925	-0.37	434	1.17	1005	0.00	0	0.00	3.27	6.66
	0.60	1.69			436	4.06	53	1.92	0	0.00		
	0.34	-26.09			233	1.75	18	0.00	0	0.00		
							157	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
DryKorn	27100	0.00	37146	-0.07	21580	1.52	1506	3.36	135190	0.64	12.555	26.605
	0.76	4.11			469	1.08	903	1.01	281	0.36		
	0.76	24.59			895	1.24	74	1.37	76	5.56		
							30	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
codello	6600	-18.52	28200	-0.15	17726	-0.83	3865	16.42	0	0.00	8	1.31
	0.09	-55.00			214	0.00	536	5.30	0	0.00		
	0.45	-13.46			629	4.49	69	0.00	0	0.00		
							22	10.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
apple	823000	0.00	11173959	-0.04	0	0.00	0	0.00	0	0.00	132.32	-2.4
	0.06	-45.45			0	0.00	0	0.00	0	0.00		
	0.11	120.00			0	0.00	0	0.00	0	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
120%lino	1600	60.00	53511	3.33	2473	16.76	0	0.00	11071	0.57	4.45	500.62
	1.18	136.00			845	-54.00	0	0.00	17	0.00		
	0.94	2.17			502	3.08	0	0.00	2	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
Dondup	2400	0.00	67427	1.06	102848	1.71	1913	0.84	126199	0.45	19.315	89.46
	0.69	-17.86			159	1.92	3393	0.21	269	1.51		
	0.92	6.98			1484	3.99	184	0.00	100	1.01		
							80	2.56				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
DUVETICA	1000	-37.50	2688	-0.07	14601	-6.71	299	0.00	0	0.00	8.53	-141.52
	0.68	1.49			395	0.00	150	0.67	0	0.00		
	0.94	2.17			1058	0.86	21	0.00	0	0.00		
							22	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
Iphoria	2400	0.00	12092	-0.26	24665	1.55	0	0.00	0	0.00	20.75	3.16
	0.30	-6.25			966	1.26	11	0.00	0	0.00		
	0.84	12.00			2686	1.40	4	0.00	0	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
IQ Berlin	880	-12.00	0	0.00	3426	-1.66	0	0.00	0	0.00	2.35	-39.74
	0.68	-40.35			288	1.05	1	0.00	0	0.00		
	0.99	-1.00			292	0.34	0	0.00	0	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
Bloom	18100	0.00	44969	2.37	0	0.00	0	0.00	0	0.00	1.74	142.34
	1.91	124.71			0	0.00	0	0.00	0	0.00		
	0.09	12.50			0	0.00	0	0.00	0	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
M Missoni	880	22.22	239753	-0.01	810436	1.15	0	0.00	182838	1.62	28.675	52.86
	0.89	-7.29			299	-3.24	0	0.00	2039	1.75		
	1.00	1.01			2317	1.36	0	0.00	108	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
Desigual	110000	0.00	7807192	0.84	746271	1.02	3868	0.00	42675305	0.16	115.34	74.74
	0.23	-20.69			4	0.00	23699	1.43	25293	0.29		
	0.72	5.88			2239	2.10	5	0.00	277	1.09		
							35	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
Alameda Turquesa	210	23.53	35174	0.40	124100	7.67	0	0.00	0	0.00	13.06	156.06
	0.49	48.48			0	0.00	0	0.00	0	0.00		
	0.26	-10.34			1564	6.47	0	0.00	0	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
ALESSI	6600	0.00	111762	1.16	127839	0.68	727	-0.14	800877	0.62	14.155	89.005
	0.54	20.00			17	-5.56	3185	1.14	1567	1.69		
	0.72	20.00			674	1.66	0	0.00	142	0.00		
							17	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
ALEXANDER Mc QUEEN	40500	0.00	1967679	0.18	6271858	2.79	0	0.00	3357276	1.18	97.455	45.74
	1.26	31.25			0	0.00	0	0.00	0	0.00		
	0.94	0.00			2629	3.91	0	0.00	146	2.10		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
C&A	823000	-17.70	0	0.00	369328	7.09	178	0.00	6988216	92.83	87.385	94.49
	0.14	-36.36			242	0.00	6370	2.12	7972	16.23		
	0.16	14.29			892	3.84	26	4.00	82	0.00		
							7	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
airhole	40	-55.56	0	0.00	15782	-1.05	0	0.00	0	0.00	10.22	-104.44
	0.17	-56.41			407	0.00	0	0.00	0	0.00		
	0.49	-46.15			1339	3.40	0	0.00	0	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
iQ	720	22.03	2361	1.16	0	0.00	0	0.00	0	0.00	0.08	106.38
	0.61	165.22			0	0.00	0	0.00	0	0.00		
	0.83	10.67			0	0.00	0	0.00	0	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
2XU	2900	0.00	0	0.00	86760	1.54	180	0.00	1209104	1.74	20.98	61.76
	0.66	-15.38			34	9.68	79	5.33	3096	1.67		
	0.88	-6.38			2140	-0.88	7	0.00	197	2.07		
							7	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
D.GNAK	90	0.00	0	0.00	14739	-0.18	0	0.00	0	0.00	4.85	-1.62
	0.44	-18.52			33	0.00	0	0.00	0	0.00		
	0.75	-22.68			630	2.61	0	0.00	0	0.00		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
Max Factor	6600	0.00	7327935	-0.13	0	0.00	0	0.00	9706	2.10	43.515	-3.315
	1.03	30.38			0	0.00	0	0.00	4269	-0.37		
	0.84	20.00			0	0.00	0	0.00	9	12.50		
							0	0.00				

Brand		+/-		+/-		+/-		+/-		+/-	ABI	RBI
Santaverde	3600	-18.18	2547	0.63	1242	10.11	90	0.00	41716	5.66	1.16	154.93
	0.68	-2.86			107	1.90	113	0.89	0	0.00		
	1.00	2.04			50	100.00	83	1.22	15	0.00		
							6	0.00				