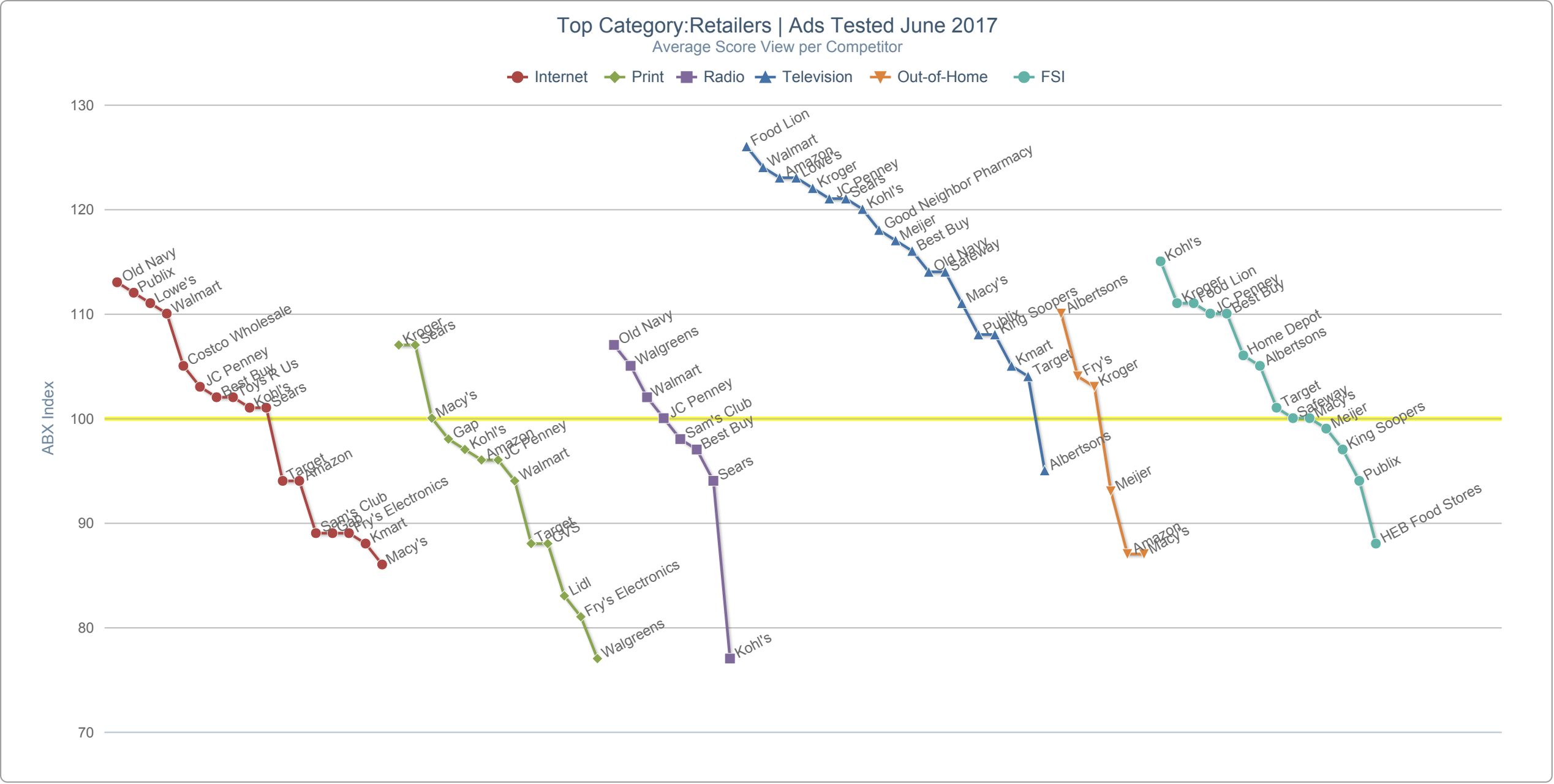
Top Category:Retailers | Ads Tested June 2017
Average Score View per Competitor
Internet
Print
Radio
Television
Out-of-Home
FSI
ABX Index
130
120
110
100
90
80
70
Old Navy
Publix
Lowe's
Walmart
Costco Wholesale
JC Penney
Best Buy
Toys R Us
Kohl's
Sears
Target
Amazon
Sam's Club
Gap
Fry's Electronics
Kmart
Macy's
Kroger
Sears
Macy's
Gap
Kohl's
Amazon
JC Penney
Walmart
Target
CVS
Lidl
Fry's Electronics
Walgreens
Old Navy
Walgreens
Walmart
JC Penney
Sam's Club
Best Buy
Sears
Kohl's
Food Lion
Walmart
Amazon
Lowe's
Kroger
JC Penney
Sears
Kohl's
Good Neighbor Pharmacy
Meijer
Best Buy
Old Navy
Safeway
Macy's
Publix
King Soopers
Kmart
Target
Albertsons
Albertsons
Fry's
Kroger
Meijer
Amazon
Macy's
Kohl's
Kroger
Food Lion
JC Penney
Best Buy
Home Depot
Albertsons
Target
Safeway
Macy's
Meijer
King Soopers
Publix
HEB Food Stores