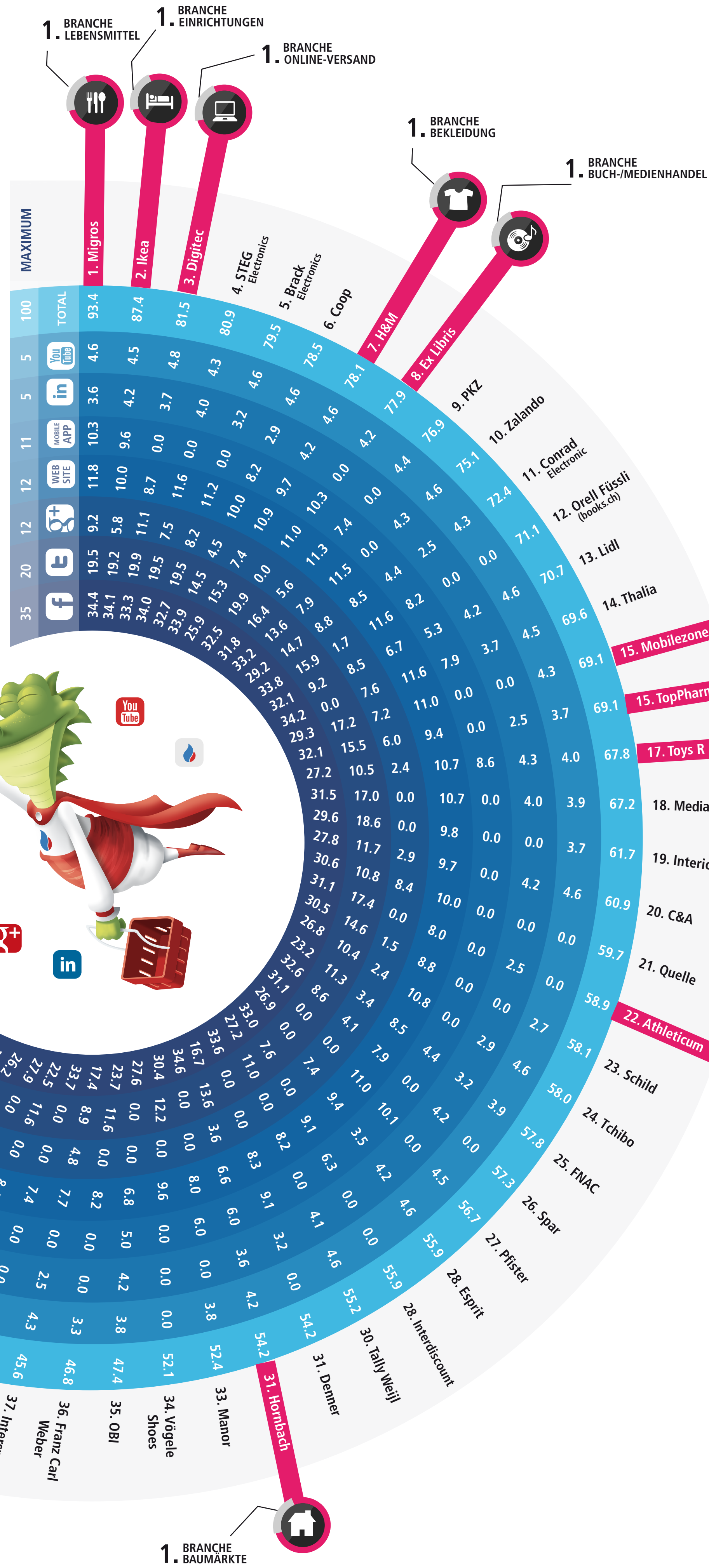


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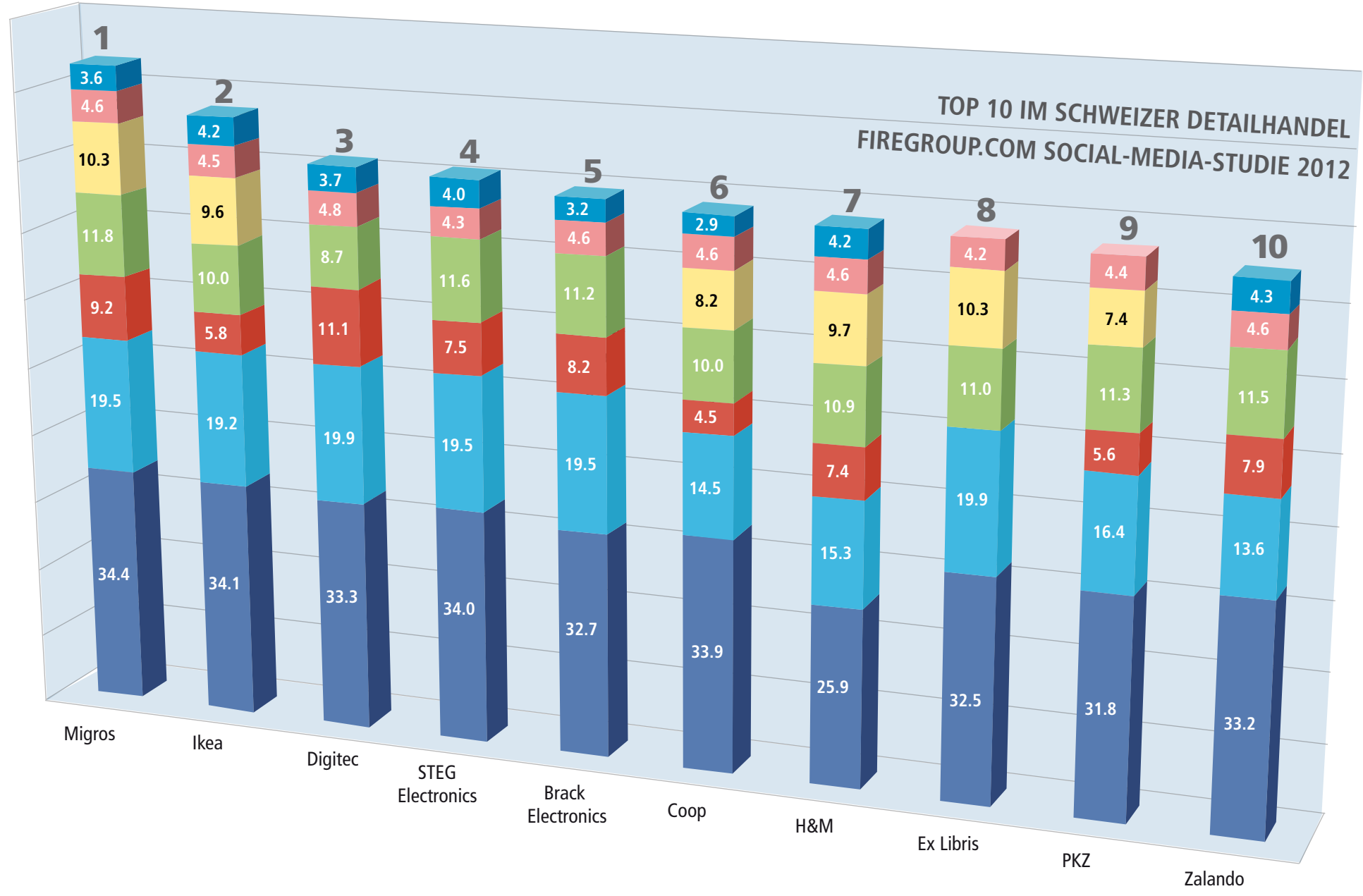
Social-Media-Studie
Detailhandel 2012

4	3	1	2
STEG	d	MIGROS	IKEA
computer & electronics			
PUNKTE 80.9	PUNKTE 81.5	PUNKTE 93.4	PUNKTE 87.4
	BRACK.CH ELECTRONICS		
	PUNKTE 79.5		

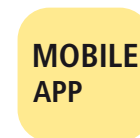




TOP 10 IM SCHWEIZER DETAILHANDEL
 FIREGROUP.COM SOCIAL-MEDIA-STUDIE 2012



DURCHSCHNITT
DER BRANCHEN
PRO PLATTFORM



	MAX	100	35	20	12	12	11	5	5
1	Online-Versand	74.9	32.1	16.4	8.7	10.3	0.7	2.9	3.8
2	Buch-/Medienhandel	69.1	30.9	11.8	3.2	10.7	7.7	1.7	3.1
3	Bekleidung	62.5	28.6	11.6	3.5	9.7	2.9	2.4	3.7
4	Spielzeuge	57.3	25.4	11.1	1.2	9.5	4.3	2.1	3.7
5	Elektronik	52.0	23.5	10.5	1.8	9.7	2.7	1.0	2.9
6	Lebensmittel	51.4	23.0	6.2	2.9	8.7	5.5	2.8	2.2
7	Einrichtungen	48.2	23.5	6.3	1.2	9.1	4.6	0.7	2.8
8	Sportartikel	47.7	27.1	6.6	1.2	8.4	0.0	1.3	3.1
9	Apotheken/Drogerien	40.2	19.0	6.8	2.0	8.7	1.7	0.6	1.4
10	Baumärkte	38.5	14.8	4.5	1.2	6.8	6.0	2.6	2.7

Quelle: FIREGROUP.COM SOCIAL-MEDIA-STUDIE SCHWEIZER DETAILHANDEL 2012

		TOTAL							
	MAX	100	35	20	12	12	11	5	5
1	Migros	93.4	34.4	19.5	9.2	11.8	10.3	3.6	4.6
2	Ikea	87.4	34.1	19.2	5.8	10.0	9.6	4.2	4.5
3	Digitec	81.5	33.3	19.9	11.1	8.7	0.0	3.7	4.8
4	STEG Electronics	80.9	34.0	19.5	7.5	11.6	0.0	4.0	4.3
5	Brack Electronics	79.5	32.7	19.5	8.2	11.2	0.0	3.2	4.6
6	Coop	78.5	33.9	14.5	4.5	10.0	8.2	2.9	4.6
7	H&M	78.1	25.9	15.3	7.4	10.9	9.7	4.2	4.6
8	Ex Libris	77.9	32.5	19.9	0.0	11.0	10.3	0.0	4.2
9	PKZ	76.9	31.8	16.4	5.6	11.3	7.4	0.0	4.4
10	Zalando	75.1	33.2	13.6	7.9	11.5	0.0	4.3	4.6
11	Conrad Electronic	72.4	29.2	14.7	8.8	8.5	4.4	2.5	4.3
12	Orell Füssli (books.ch)	71.1	33.8	15.9	1.7	11.6	8.2	0.0	0.0
13	Lidl	70.7	32.1	9.2	8.5	6.7	5.3	4.2	4.6
14	Thalia	69.6	34.2	0.0	7.6	11.6	7.9	3.7	4.5
15	Mobilezone	69.1	29.3	17.2	7.2	11.0	0.0	0.0	4.3
15	TopPharm	69.1	32.1	15.5	6.0	9.4	0.0	2.5	3.7
17	Toys R Us	67.8	27.2	10.5	2.4	10.7	8.6	4.3	4.0
18	Media Markt	67.2	31.5	17.0	0.0	10.7	0.0	4.0	3.9
19	Interio	61.7	29.6	18.6	0.0	9.8	0.0	0.0	3.7
20	C&A	60.9	27.8	11.7	2.9	9.7	0.0	4.2	4.6
21	Quelle	59.7	30.6	10.8	8.4	10.0	0.0	0.0	0.0
22	Athleticum	58.9	31.1	17.4	0.0	8.0	0.0	2.5	0.0
23	Schild	58.1	30.5	14.6	1.5	8.8	0.0	0.0	2.7
24	Tchibo	58.0	26.8	10.4	2.4	10.8	0.0	2.9	4.6
25	FNAC	57.8	23.2	11.3	3.4	8.5	4.4	3.2	3.9
26	Spar	57.3	32.6	8.6	4.1	7.9	0.0	4.2	0.0
27	Pfister	56.7	31.1	0.0	0.0	11.0	10.1	0.0	4.5
28	Esprit	55.9	26.9	0.0	7.4	9.4	3.5	4.2	4.6
28	Interdiscount	55.9	33.0	7.6	0.0	9.1	6.3	0.0	0.0
30	Tally Weijl	55.2	27.2	11.0	0.0	8.2	0.0	4.1	4.6
31	Denner	54.2	33.6	0.0	0.0	8.3	9.1	3.2	0.0
31	Hornbach	54.2	16.7	13.6	3.6	6.6	6.0	3.6	4.2
33	Manor	52.4	34.6	0.0	0.0	8.0	6.0	0.0	3.8
34	Vögele Shoes	52.1	30.4	12.2	0.0	9.6	0.0	0.0	0.0
35	OBI	47.4	27.6	0.0	0.0	6.8	5.0	4.2	3.8
36	Franz Carl Weber	46.8	23.7	11.6	0.0	8.2	0.0	0.0	3.3
37	Intersport	45.6	17.4	8.9	4.8	7.7	0.0	2.5	4.3
38	Ochsner Sport	45.5	33.7	0.0	0.0	7.4	0.0	0.0	4.4
39	Import Parfumerie	44.4	22.5	11.6	0.0	8.4	0.0	0.0	1.9
40	OTTO'S	41.6	27.9	0.0	0.0	9.9	0.0	0.0	3.8
41	Dosenbach	40.7	26.2	0.0	0.0	10.7	0.0	0.0	3.8
42	Amavita	29.3	21.5	0.0	0.0	7.8	0.0	0.0	0.0
43	Toptip	27.4	18.6	0.0	1.2	7.6	0.0	0.0	0.0
44	Aldi	20.6	2.1	0.0	0.0	6.8	7.6	4.2	0.0
45	Sun Store	17.9	0.0	0.0	1.9	9.0	6.9	0.0	0.0
46	Fust	15.9	0.0	0.0	0.0	8.1	4.4	0.0	3.4
47	Globus	15.3	0.0	0.0	0.0	8.1	4.4	2.9	0.0
48	Jumbo	14.5	0.0	0.0	0.0	6.2	8.2	0.0	0.0
49	Landi	13.8	0.0	0.0	0.0	6.9	6.9	0.0	0.0
50	Volg	13.3	0.0	0.0	0.0	8.9	4.4	0.0	0.0