

Social Media Presence Comparison of Ann Taylor and LOFT

This report compares the follower counts of three brands— Ann Taylor and LOFT—across various social media platforms. The data showcases the brand's presence on Instagram, Facebook, Twitter, TikTok, Pinterest, and YouTube, providing insights into their respective followers based on each platform.

Social Media Presence

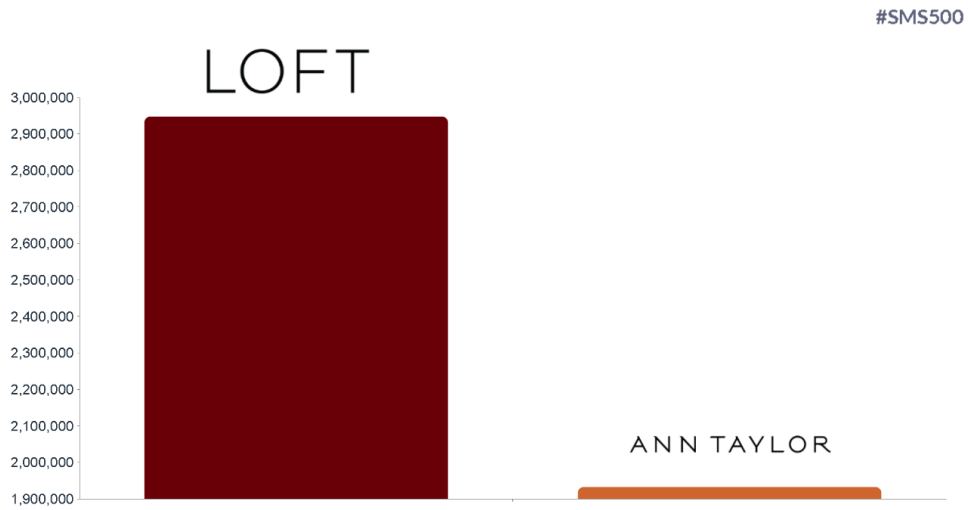
Table 1

| Brand | Instagram | Facebook | Twitter | TikTok | Pinterest | YouTube | Total |
|-----------|-----------|-----------|---------|--------|-----------|---------|-----------|
| AnnTaylor | 593,850 | 1,166,691 | 67,942 | 9,293 | 92,500 | 2,210 | 1,932,486 |
| LOFT | 916,288 | 1,829,478 | 79,279 | 4,110 | 115,700 | 2,540 | 2,947,395 |

Narrative 1.1

- Ann Taylor has a higher Facebook following 1,166,691 compared to LOFT (1,829,478).
- LOFT leads in Instagram followers with 916,288, while Ann Taylor has 593,850 followers on the platform.
- LOFT also has a larger Twitter following 79,279 compared to Ann Taylor's 67,942.
- TikTok has a relatively small following for both brands, with LOFT at 4,110 and Ann Taylor at 9,293.
- Ann Taylor has a significantly larger Pinterest following with 92,500 followers, while LOFT has 115,700.
- On YouTube, LOFT has a slightly higher following with 2,540 compared to Ann Taylor's 2,210.
- In total, LOFT has a larger social media presence with 2,947,395 followers compared to Ann Taylor's 1,932,486

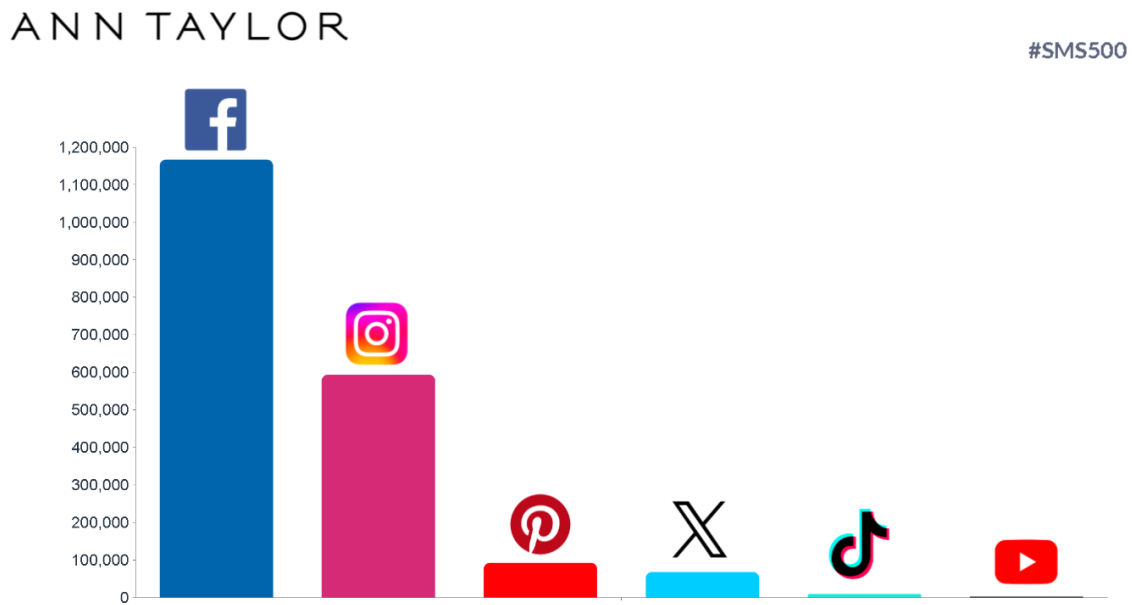
Chart 1.1.1



Individual Brand Analysis

Ann Taylor

Chart 1.1.2



Narrative 1.2

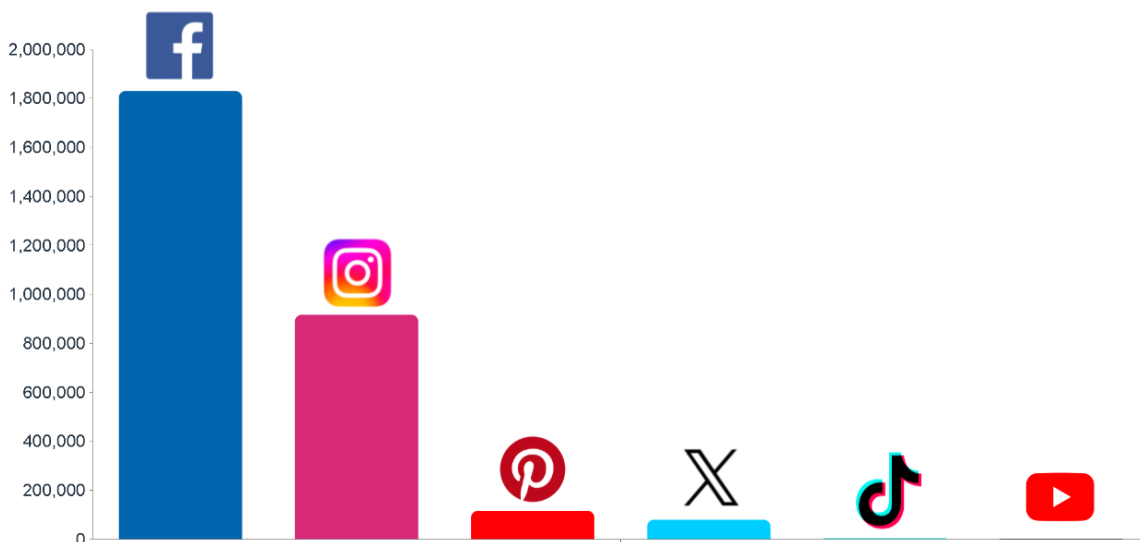
- Ann Taylor has a significant presence on Instagram with 593,850 followers, indicating a strong visual appeal to its audience.
- The brand boasts a substantial following on Facebook with 1,166,691 likes, suggesting a broad and engaged community on the platform.
- Ann Taylor's Twitter presence is comparatively modest with 67,942 followers, emphasizing a potential for growth in this channel.
- On TikTok, the brand has a smaller following of 9,293, indicating an emerging presence on this popular short-form video platform.
- Pinterest engagement for Ann Taylor is notable with 92,500 followers, highlighting a visually driven strategy.
- The brand maintains a presence on YouTube with 2,210 subscribers, indicating a focus on video content but with room for expansion.

LOFT

Chart 1.1.3

LOFT

#SMS500



Narrative 1.3

- LOFT has a strong presence on Instagram with 916,288 followers, showcasing its visual appeal and popularity on the platform.
- The brand enjoys a significant following on Facebook with 1,829,478 likes, indicating a large and engaged community.
- LOFT's Twitter presence is notable with 79,279 followers, suggesting active engagement on this platform.
- On TikTok, the brand has a smaller following of 4,110, indicating a growing presence on this short-form video platform.
- Pinterest engagement for LOFT is substantial with 115,700 followers, emphasizing a visually-driven strategy.
- The brand maintains a presence on YouTube with 2,540 subscribers, indicating a focus on video content and potential for expansion.

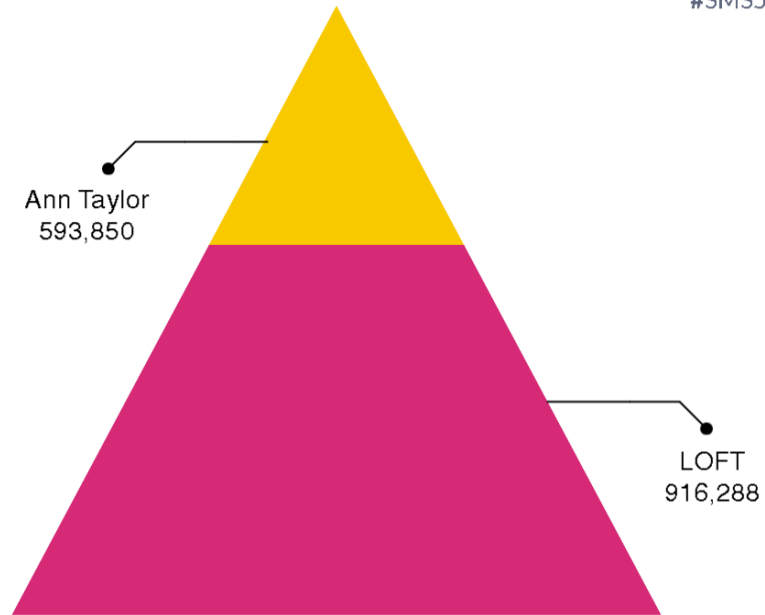
Year to Date Analysis

Instagram

Chart 1.1.5



#SMS500



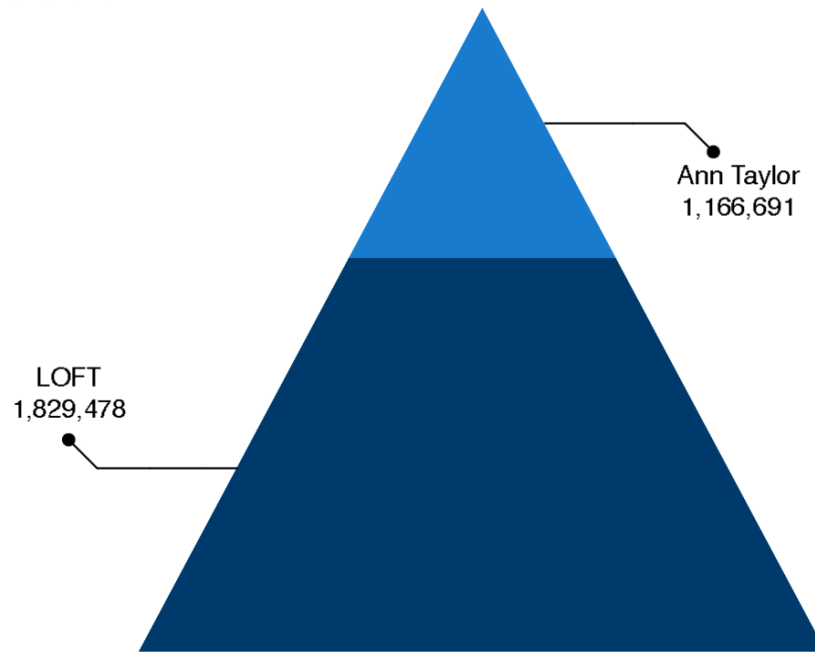
- Ann Taylor has 593,850 followers on Instagram, showcasing its social media presence.
- LOFT boasts a larger following of 916,288 on Instagram, indicating a stronger influence and engagement on the platform compared to Ann Taylor.

Facebook

Chart 1.1.6



#SMS500

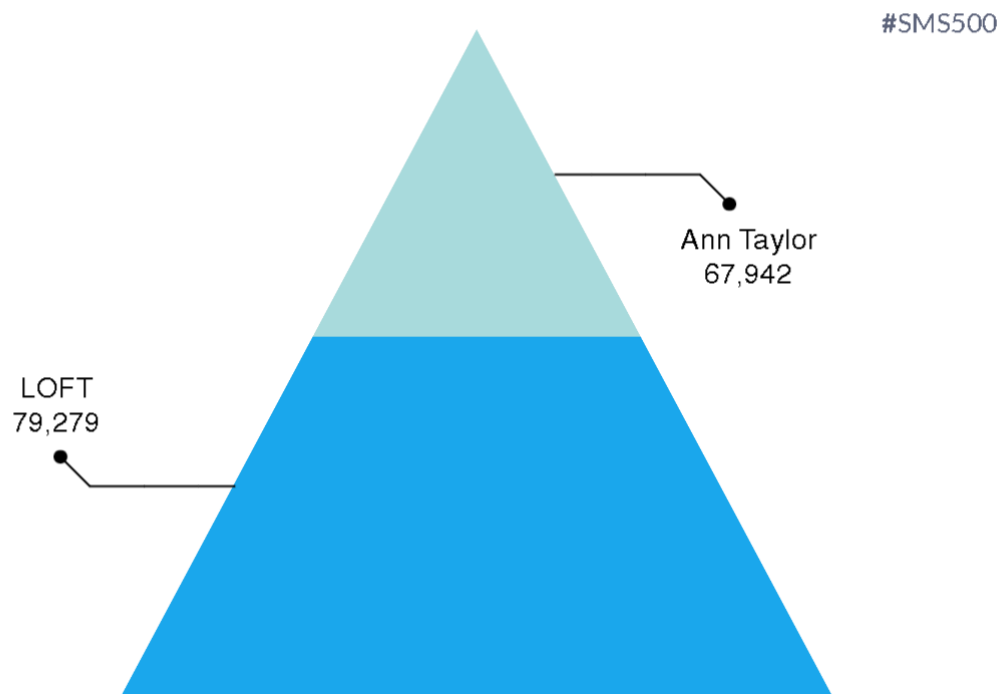


Narrative 1.6

- Ann Taylor has 1,166,691 likes on Facebook, reflecting a significant following and engagement on the platform.
- LOFT outperforms Ann Taylor with 1,829,478 likes on Facebook, indicating a larger and highly engaged community on their Facebook page.

Twitter

Chart 1.1.7



Narrative 1.7

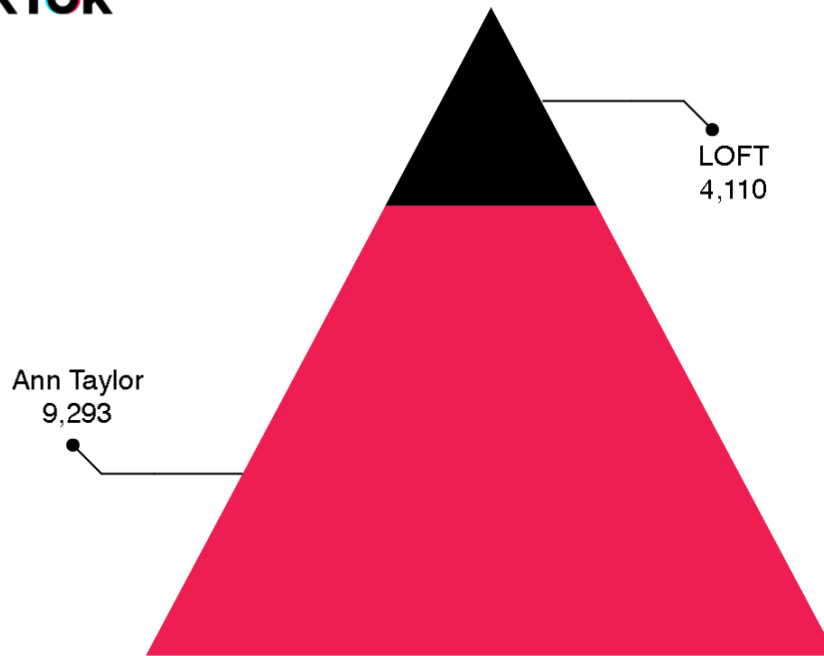
- Ann Taylor has 67,942 followers on Twitter, demonstrating a presence on the platform.
- LOFT surpasses Ann Taylor with 79,279 followers on Twitter, indicating a slightly larger and active Twitter audience.

Tik-Tok

Chart 1.1.8



#SMS500



Narrative 1.8

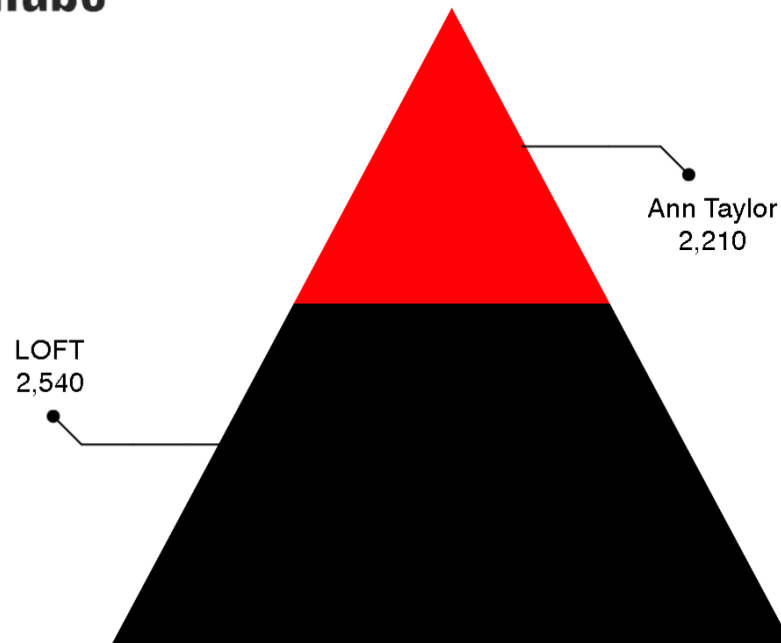
- Ann Taylor has 9,293 followers on TikTok, indicating an emerging presence on this short-form video platform.
- LOFT has 4,110 followers on TikTok, showing a smaller following compared to Ann Taylor on this platform.

YouTube

Chart 1.1.9



#SMS500



Narrative 1.9

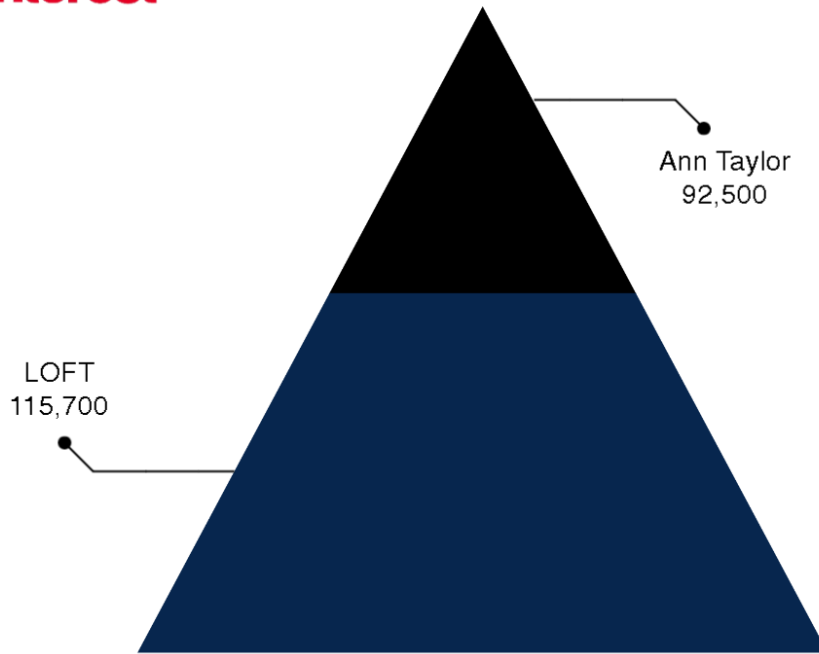
- Ann Taylor has 2,210 subscribers on YouTube, reflecting a presence on the video-sharing platform.
- LOFT slightly outpaces Ann Taylor with 2,540 subscribers on YouTube, indicating a similar level of presence with a slightly larger subscriber base.

Pinterest

Chart 1.1.10



#SMS500



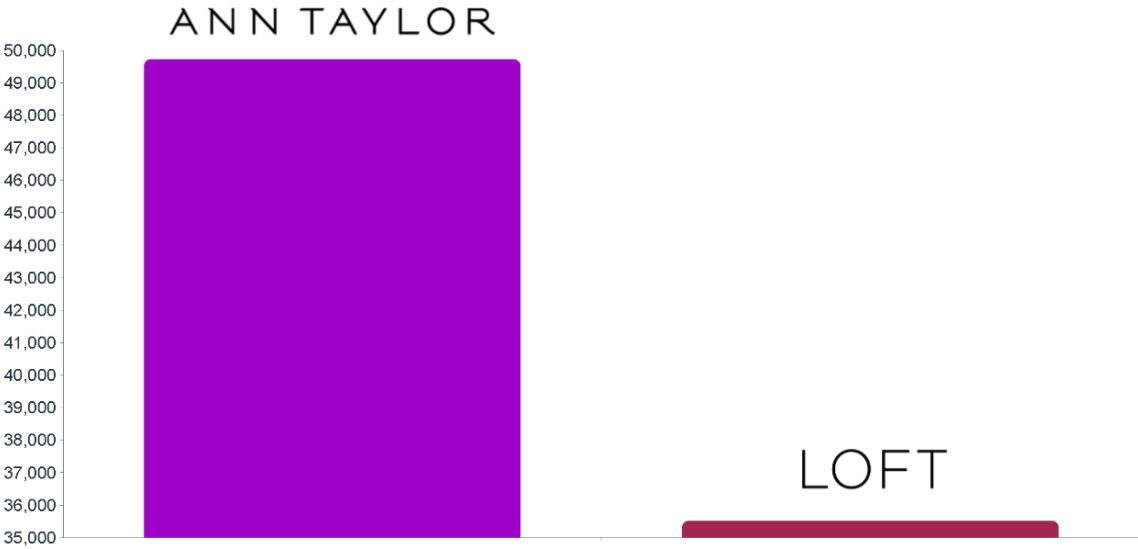
Narrative 1.9

- Ann Taylor has 92,500 followers on Pinterest, highlighting a strong presence on the platform with a focus on visual content.
- LOFT surpasses Ann Taylor with 115,700 followers on Pinterest, indicating a larger and highly engaged community on their Pinterest boards.

Overall Year to date followers

Chart 1.1.10

#SMS500



Narrative 1.10

- LOFT has seen a year-to-date variation of 35,519 new followers.
- Ann Taylor has experienced a larger year-to-date variation with 49,723 new followers