

DSN DIGITAL 100



DIRECT SELLING NEWS established the **DSN Digital 100** to provide insights into how companies within the direct selling industry are executing their social media strategy. To create the ranking system, we used a mix of native site reporting, as well as third-party tools Sprout Social, Phlanx and SocialRank. For site insights, we used Alexa.com to estimate traffic and pageviews. The *DSN Digital 100* will be produced monthly.

TOP
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SOCIAL MEDIA SIZE	SOCIAL MEDIA ENGAGEMENT	30-DAY UNIQUE VISITORS	30-DAY PAGEVIEWS
1 AVON PRODUCTS, INC. 21,367,000	1 STREAM ENERGY 15%	1 YOUNG LIVING 922,000	1 DOTERRA 22,503,000
2 HERBALIFE NUTRITION 6,973,000	2 PERFECTLY POSH 14%	2 DOTERRA 863,000	2 YOUNG LIVING 22,175,000
3 MARY KAY 3,964,000	3 RODAN + FIELDS 13.5%	3 BEACHBODY 754,000	3 MELALEUCA 9,311,000
4 BEACHBODY 3,120,000	4 BEAUTYCOUNTER 13%	4 RODAN + FIELDS 473,000	4 ARBONNE 8,953,000
5 DOTERRA 2,288,000	5 IT WORKS! 11.2%	5 AMWAY 453,000	5 COLORSTREET 8,622,000
6 YOUNG LIVING 2,281,000	6 BEACHBODY 10.1%	6 MELALEUCA 439,000	6 OPTAVIA/MEDIFAST 7,177,000
7 SCENTSY 1,485,000	7 COLORSTREET 9.8%	7 BEAUTYCOUNTER 359,000	7 RODAN + FIELDS 6,893,000
8 LE-VEL 1,355,000	8 MONAT 9.7%	8 ARBONNE 325,000	8 IT WORKS! 5,089,000
9 NU SKIN 1,329,000	9 PURE 9.2%	9 AVON PRODUCTS, INC. 300,000	9 SCENTSY 4,256,000
10 JEUNESSE 956,000	10 HEMPWORX 9.1%	10 OPTAVIA/MEDIFAST 289,000	10 PLEXUS 3,559,000
11 STELLA & DOT 879,000	11 SENEENCE 9%	11 COLORSTREET 250,000	11 BEAUTYCOUNTER 3,271,000
12 YOUNIQUE 777,000	12 TEAM NATIONAL 8%	12 ISAGENIX 248,000	12 BEACHBODY 3,154,000
13 USANA 773,000	13 PAPAIAZZI 7.9%	13 PLEXUS 230,000	13 PAPAIAZZI 3,134,000
14 AMWAY 839,000	14 LIFEVANTAGE 7%	14 MARY KAY 227,000	14 PERFECTLY POSH 2,982,000
15 JUICEPLUS 751,000	15 LE-VEL 6.4%	15 HEMPWORX 213,000	15 MARY KAY 2,774,000
16 ADVOCARE 700,000	16 DOTERRA 6%	16 ADVOCARE 205,000	16 AVON PRODUCTS, INC. 2,691,000
17 RODAN + FIELDS 689,000	17 SCENTSY 6%	17 IT WORKS! 203,000	17 NU SKIN 2,632,000
18 ARBONNE 649,000	18 NORWEX 5.2%	18 AMBIT ENERGY 196,000	18 ADVOCARE 2,283,000
19 ISAGENIX 593,000	19 YOUNG LIVING 5.1%	19 PAPAIAZZI 157,000	19 NATURE'S SUNSHINE 2,282,000
20 BEAUTYCOUNTER 499,000	20 4LIFE RESEARCH 5%	20 STELLA & DOT 151,000	20 AMBIT ENERGY 2,131,000
21 PURE ROMANCE 433,000	21 YOUNGVEVITY 4.4%	21 STREAM ENERGY 146,000	21 SENEENCE 1,974,000
22 PLEXUS 385,000	22 VASAYO 4.3%	22 HERBALIFE NUTRITION 136,000	22 HEMPWORX 1,763,000
23 PRUVIT 362,000	23 PRUVIT 4.3%	23 SCENTSY 132,000	23 VASAYO 1,572,000
24 MELALEUCA 333,000	24 SUNRIDER 3.9%	24 MONAT 131,000	24 LE-VEL 1,568,000
25 PAPAIAZZI 326,000	25 ARBONNE 3.8%	25 LE-VEL 129,000	25 STREAM ENERGY 1,484,000

For questions or to submit your company for consideration, please contact editor@directsellingnews.com