



Favorite 50

The **online retailers** shoppers like most

RANK	RETAILER	HEADQUARTERS	MAIN PRODUCT	COMMENT
1	Amazon.com	Seattle	books	<i>With low prices, vast selection and convenience, Amazon epitomizes world class e-commerce.</i>
2	eBay.com	San Jose, Calif.	auction	<i>If you're still thinking auction, it's time to get a new view. eBay is a diversified portfolio of businesses.</i>
3	Walmart.com	Bentonville, Ark.	general merchandise	<i>More than a million products are available online, not to mention music downloads and 1-hour photos to be picked up in the store.</i>
4	BestBuy.com	Richfield, Minn.	electronics	<i>On a journey to customer centricity; adding product assortment, services and new auction and outlet sites.</i>
5	JCPenney.com	Plano, Texas	apparel	<i>The poster child for seamless multi-channel retailing, JCPenney.com keeps raising the bar for innovation.</i>
6	Target.com	Minneapolis	general merchandise	<i>Introduced TargetLists last fall; online exclusives keep shoppers coming back.</i>
7	Google.com	Mountainview, Calif.	information	<i>When it comes to search engines, size matters; with so many tools and widgets, it's hard to remember when Google wasn't a verb.</i>
8	Overstock.com	Salt Lake City	general merchandise	<i>Excess is best here, but it's a mix of upgraded technology and customer service that sustains this business.</i>
9	Kohls.com	Menomonee Falls, Wis.	apparel	<i>Partnerships drive sales in stores and online; big name pairings include Bobby Flay, Eric Carle and Avril Lavigne.</i>
10	Sears.com	Hoffman Estates, Ill.	general merchandise	<i>It's bells and whistles galore; for back to school Sears tapped into the social networking scene with multiple partnerships.</i>
11	OldNavy.com	San Francisco	apparel	<i>Online exclusives include women's plus sizes; affordable fashions strike the right note with economically downtrodden shoppers.</i>
12	Macys.com	Cincinnati	apparel	<i>Direct-to-consumer business may exceed \$1 billion in sales this year; Bloomingdales.com steps up the online shopping experience.</i>
13	QVC.com	West Chester, Pa.	general merchandise	<i>IQdoU? was new branding campaign; there are also new brands, upgraded features and breakthroughs in mobile and HD technology.</i>
14	Yahoo.com	Sunnyvale, Calif.	information	<i>The Microsoft/Yahoo saga is over, but could a deal with Google be looming? Regaining ground lost to Google tops the agenda.</i>
15	LandsEnd.com	Dodgeville, Wis.	apparel	<i>Shops and stores at Sears locations make buying online, returning in store possible; considered a bright spot for Sears.</i>
16	CircuitCity.com	Richmond, Va.	electronics	<i>Spend \$24, they'll ship it free; still, execs are exploring strategic alternatives company-wide.</i>
17	LLBean.com	Freeport, Maine	apparel	<i>Superior customer service and a brand with nearly 100 years of heritage bring shoppers back time and again.</i>
18	Blair.com	Warren, Pa.	apparel	<i>The name may not trip off the tongue, but value-oriented shoppers with a traditional bent have made Blair a top seller online.</i>
19	HomeDepot.com	Atlanta	hardware	<i>What's the latest project at Home Depot? With a know how tab and a filter for items that are in stock, it's all about customer service.</i>
20	Lowes.com	Mooresville, N.C.	hardware	<i>How to videos guide consumers, inspirational videos inspire them and galleries of images cultivate ideas.</i>
21	VictoriasSecret.com	Columbus, Ohio	apparel	<i>Lots of exclusive merchandise; VS stays connected to shoppers by encouraging sign-ups for events and special sales.</i>
22	Newegg.com	Industry, Calif.	electronics	<i>Recently celebrated its millionth customer review with \$13,000 in give aways; debuted Neweggmall.com in May.</i>
23	ColdwaterCreek.com	Sandpoint, Idaho	apparel	<i>Exceeding expectations with demanding boomer shoppers; a viral fundraiser for breast cancer strikes the right chord.</i>
24	AE.com/American Eagle	Pittsburgh	apparel	<i>Uses social-networking tools to connect with its shoppers; Martin + Osa site debuted in April; 77kids is due in the fall.</i>
25	Haband.com	Oakland, N.J.	apparel	<i>Extreme discount pricing for a traditional older shopper; this one-stop shop includes menswear, women's wear, shoes and home goods.</i>

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26	Costco.com	Issaquah, Wash.	general merchandise	<i>It's all there — from travel to furniture to fashion. This week's treasure hunt replicates the in-store hunt for bargains.</i>
27	Gap.com	San Francisco	apparel	<i>Shoppers want to keep it simple so Gap responded, creating one checkout for all four brands and a low flat rate of \$7 shipping.</i>
28	LaneBryant.com	Bensalem, Pa.	apparel	<i>Change is afoot at parent Charming Shoppes yet at Lane Bryant, fashion is priority; sending mobile coupons to shoppers' cell phones.</i>
29	WomanWithin.com	Boston	apparel	<i>Offering speedy delivery, privacy and more than 1,000 fashions for the large-size woman while side-stepping short-lived trends.</i>
30	Buy.com	Viejo, Calif.	electronics	<i>Product updates, a dedicated deals section, user feedback, expanded search options and a new shoe store keep Buy.com fresh.</i>
31	Eddie Bauer.com	Redmond, Wash.	apparel	<i>Reinvigorating the brand and returning it to its roots is the task at hand. So far, so good: losses are less dramatic at the half-year mark.</i>
32	Newport-News.com	Cary, N.C.	apparel	<i>With prices recently lowered and a commitment to staying ahead of the fashion curve, Newport News continues to stay relevant.</i>
33	AOL.com	Dulles, Va.	information	<i>Start here and keep clicking; AOL recently added mobile search for the iPhone.</i>
34	Kmart.com	Troy, Mich.	general merchandise	<i>There's talk Kmart may have turned a corner; the website offers a preview. Hot Spots, movie links and top brands are featured.</i>
35	Roamans.com	Boston	apparel	<i>Traditional retailers have been slow learners when it comes to large-size fashion; Roaman's is leaps and bounds ahead of them.</i>
36	TigerDirect.com	Miami	electronics	<i>Tech geeks know this is the source for quality gadgets galore. Today's Top Deal brings 'em back every day to check what's new.</i>
37	Cabelas.com	Sidney, Neb.	sporting goods	<i>Cabela's knows the Internet woods like the back of its hand, delivering updated content, community pages and an e-mail newsletter.</i>
38	MSN.com	Redmond, Wash.	information	<i>Shop by category or check out what's on sale. Editor's picks offer advice on everything from fashion for dogs to fall trends.</i>
39	Zappos.com	Las Vegas	footwear	<i>Known for its customer service and out-of-the-box management strategies. The goal for 2008: more than \$1 billion in sales.</i>
40	Chadwicks.com	Boston	apparel	<i>Part of the Redcats USA family of brands, Chadwick's is best known for classic wardrobe foundations like tailored blazers.</i>
41	BananaRepublic.com	San Francisco	apparel	<i>New collections keep it fresh. The eco-friendly Green collection is both green and chic; Monogram steps quality and price up a notch.</i>
42	BedBathandBeyond.com	Union, N.J.	home decor	<i>If it's in the store, it's online and vice versa, but Internet shoppers can visit Café Beyond, an online magazine offering tips and tricks.</i>
43	Dillard's.com	Little Rock, Ark.	apparel	<i>There's plenty of up-to-date fashion and accessories, but shoppers are pumping the brakes on spending.</i>
44	SportsmansGuide.com	St. Paul, Minn.	outdoor gear	<i>More than 200,000 value-priced items are in stock; features include out door-oriented articles, expert columns and a listing for area guides.</i>
45	SmartBargains.com	Boston	general merchandise	<i>Billed as your personal bargain hunter, this website is ready to help assuage concerns of customers leery of parting with their cash.</i>
46	HSN.com	St. Petersburg, Fla.	general merchandise	<i>With more than 12,000 videos now available online, HSN takes the show-and-sell approach. Exclusives and celebrity lines beckon.</i>
47	SamsClub.com	Bentonville, Ark.	general merchandise	<i>Once you're in the club, affordable luxuries and treasure hunt items are bountiful; services include health insurance and travel.</i>
48	KingSizeDirect.com	Boston	apparel	<i>If you're 6'2 or taller and weigh at least 225 lbs., bookmark this site; apparel, shoes and accessories are on tap.</i>
49	CollectionsEtc.com	Elk Grove Village, Ill.	gifts	<i>Unique gifts, home essentials, seasonal items and unusual gadgets — they're all here and nearly all are \$19.99 or less.</i>
50	BarnesandNoble.com	New York	books	<i>B&N means books — with some music, movies and magazines thrown in for good measure; fast delivery for purchases of \$25 or more.</i>