

# At the top with some of the most loved brands, anywhere!

Net Promoter Score (or NPS®) measures the **loyalty** that exists between a provider and a consumer. It is a measurement of direct customer feedback, gauging their likelihood to recommend a business' products or services.

Liquid Web	73
------------	----

Apple	72
JetBlue	68
Amazon.com	66
Trader Joe's	62
Vanguard	59
<b>Rackspace</b>	<b>58</b>
Zappos.com	57
TurboTax	57
Netflix	52
Discover	52
State Farm	45
<b>GoDaddy</b>	<b>29</b>

