



Launchmetrics Unveils the True Value of Retail Partnerships in New *Maximizing Retail Partnerships* Report

**AI-powered insights reveal how Fashion, Sportswear and Beauty brands
are leveraging retailers to accelerate visibility and growth**

New York, October 10, 2025 — Launchmetrics, the market's first AI-powered Brand Performance Cloud, releases its latest industry report, *Maximizing Retail Partnerships*, offering a deep dive into how Fashion, Lifestyle (including Sportswear) and Beauty (FLB) brands can unlock the full potential of retail collaborations. Leveraging Launchmetrics' advanced AI-powered algorithm, Media Impact Value® (MIV®)—built on more than 20 years of proprietary data—the report quantifies the growing influence of retailers as drivers of brand performance, revealing who's leading, what's working and how brands can strategically optimize their retail strategies to drive stronger business outcomes.

In today's landscape, retailers are no longer just points of sale—they've become key strategic partners in driving brand growth, visibility and conversion. **According to the report, retailers generated over \$1.1B in MIV® for partner brands in the first half of 2025 alone, underscoring their power to extend consumer reach, elevate visibility and deliver tangible returns.**

Too often, retail partners are still viewed as transactional rather than as influential Voices capable of amplifying brand equity. With **Launchmetrics Insights**, the industry's leading benchmarking tool for Fashion, Lifestyle and Beauty brands, brands can identify which retail relationships deliver the greatest impact and how to optimize them. Powered by Launchmetrics' proprietary **Media Impact Value® (MIV®)**—the industry's most comprehensive standard for measuring brand performance—these insights help brands move beyond generic co-marketing efforts toward targeted, creative strategies that drive both visibility and measurable growth.

Over the past three years, the **top 50 retailers across the U.S. and EMEA have achieved a 66% increase in total MIV®**, proving that retailer influence continues to grow. The findings challenge brands to rethink their partnership strategies—asking not just *who* to partner with, but *how* to structure, activate and measure these relationships.

Among key insights revealed in the report:

LAUNCHMETRICS

a LECTRA company

- **Beauty leads the way**, with Sephora ranking as the top FLB retail brand overall, generating over \$1.2B in MIV® in the first half of 2025, and Amazon Beauty standing out as the fastest-growing retail partner with 171.77% year-over-year growth.
- **Fashion retail remains the highest-value category**, driving an average \$5.8M total MIV® per brand, while sportswear retailers delivered the highest average value per placement for their brands.
- **TikTok** saw the sharpest growth in MIV® (+28% YoY), followed by **Facebook** (+18%), with **Sephora, Walmart, Ulta Beauty, ASOS** and **Amazon Fashion** leading the charge as the top retailers driving MIV® on TikTok.
- Retailer-specific insights highlight the importance of Voice activation: brands received **25% more value from Space NK-authored content** than from their own channels, while **Saks Fifth Avenue** and **Amazon Fashion** both saw triple-digit gains in MIV® when featured in each other's content.

"Retail partnerships have evolved into one of the most strategic levers for brand visibility and growth," said Alison Bringé, Chief Marketing Officer at Launchmetrics. "With the right data, brands can go beyond intuition and truly understand where impact is being generated—turning retail partnerships into measurable performance engines."

For brands seeking to refine their retail and brand partnership strategies, *Maximizing Retail Partnerships* offers a roadmap to smarter, more impactful decision-making in an increasingly competitive media environment. **The full report is available for download [here](#)**

For more information on how Launchmetrics empowers brands to optimize their brand strategy and beyond, visit <https://www.launchmetrics.com/>.

Press Contact:

Launchmetrics

Katherine Knight, VP, Brand & Communications

communications@launchmetrics.com

About Launchmetrics:

Launchmetrics is the market's first AI-powered Brand Performance Cloud, providing more than 1,700 clients with the software, data and insights they need to connect strategy with execution. With over a decade of expertise, its Brand Performance Cloud helps executives launch campaigns, amplify reach, measure ROI and benchmark brand performance.

Their AI-driven and proprietary Media Impact Value® algorithm is the answer to modern

LAUNCHMETRICS

a LECTRA company

measurement in a global world, making impact measurable. Launchmetrics brings a sharp focus to profitability, accountability and efficiency while enabling the type of quick decision-making required for agility. With tools for sample management, event organization, PR monitoring and brand performance and Voice analytics, the Launchmetrics Brand Performance Cloud enables brands to build a successful marketing strategy, all in one place.

Founded in New York and with operating headquarters in Paris, Launchmetrics has 450+ employees in twelve markets worldwide and offers support in five languages. Launchmetrics has been the trusted provider to brands worldwide such as Tiffany's, Vogue, KCD, Shiseido, The North Face and Levi's as well as partners like IMG, the Council of Fashion Designers of America, the Camera Nazionale Della Moda Italiana and the Fédération de la Haute Couture et de la Mode.

To learn more about Launchmetrics, please visit launchmetrics.com/newsroom and follow @launchmetrics

*Media Impact Value® and MIV® is a registered trademark of LAUNCHMETRICS in the United States and the European Union.

About Voices:

Launchmetrics' Voice-Centric approach highlights the Voices creating value today to provide a holistic view of marketing performance and cross-compare the impact various activities have on the customer lifecycle. From Celebrities, Media, Influencers, Partners and Owned Media, this methodology gives brands a unique framework to understand the ROI of these activities as well as the Voices that influence the customer buying journey from awareness and consideration to conversion and retention.

About Media Impact Value® (MIV®):

Media Impact Value® (MIV®) allows brands to assign a monetary value to every post, interaction or article to measure its impact and identify contributions to brand performance across Voices, channels and regions. Recognized as the most comprehensive and modern measurement standard in the industry, MIV® lets you compare and understand which strategies create the most media impact across print, online and social by reflecting the audience perspective. The Launchmetrics methodology is built on more than 15 years of experience, working with and for Fashion, Lifestyle and Beauty (FLB) brands globally, including China. Finely tuned with AI and machine learning, the algorithm relies on both quantitative and qualitative attributes specific to the FLB industries (including audience engagement, industry relevance, source authority and content quality) to ensure overall accuracy and relevance when benchmarking in the growing competitive landscape.