

LAUNCHMETRICS

Launchmetrics named a strong performer and “*should be on the shortlist for any luxury or fashion brand*” by Independent Research Firm for Influencer Marketing Solutions

New York, May 28, 2020 - Launchmetrics, the leading marketing platform and analytics solution for the Fashion, Luxury and Beauty (FLB) industries, announced that independent research firm, Forrester Research, Inc., ranked Launchmetrics as an Influencer Marketing Solutions “Strong Performer” in The Forrester New Wave™: Influencer Marketing Solutions, Q2 2020 report.

Forrester evaluated the emerging market for Influencer Marketing Solutions, examining 12 top providers and amongst the various criteria, Launchmetrics received a differentiated rating, the highest possible score, on **measurement** and **reporting, product vision, product roadmap** and **market approach**. Also they received the highest score in the strategy category with the Forrester New Wave.

Launchmetrics **“Surpasses competitors for luxury and fashion brand measurement.”** according to the Forrester Report. Ryan Skinner, senior analyst at Forrester wrote in the report, its **“granular reporting is priceless for fashion, luxury, and beauty brands. It can compare region-to-region and brand-to-brand influencer impact against online and offline media performance.”** The report continues to state, **“[Launchmetrics] should be on the shortlist for any luxury or fashion brand,”** and **“has a long client roster of the biggest fashion brands. It also offers fashion-specific machine learning for logo identification and facial recognition and plans expansion into China, a very important market for fashion, luxury, and beauty...Launchmetrics’ customers rave about its measurement and reporting capabilities.”**

“Our customers represent the most important names in Fashion, Luxury and Beauty today and rely on our unique market approach with in-depth data capabilities to build their brand momentum,” said Michael Jais, CEO of Launchmetrics. *“We believe our inclusion in Forrester’s New Wave™: Influencer Marketing Solutions, Q2 2020 report, further solidifies how Launchmetrics’ Brand Performance Cloud empowers these companies to grow their businesses while streamlining their processes through Influencers and the other Voices influencing today’s modern consumer.”*

This recognition follows the recent [acquisition of IMAXtree](#), the leading visual content creator and distributor, which marked the company's first acquisition since its [\\$50M fundraising](#) in September 2018 and reinforces the business's larger strategy to expand its

offering to support increasing industry demands as it continues to build the most comprehensive, vertical data asset in the industry.

As Fashion, Luxury and Beauty brands prepare for this "new climate" and what it means for influencer marketing, Launchmetrics would like to take you through the trends that will define the industry in the next period to help you design your future strategies. Please join their [webinar on-demand](#) to learn more about:

- What are the most significant changes that are shaping 'The New Industry Climate'
- Case studies of brands and influencers that are building relatable content today
- Smarter metrics to maximize the result of each brand action with influencer

To read the full report "The Forrester New Wave™: Influencer Marketing Solutions, Q2 2020", [click here](#).

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About Launchmetrics

Launchmetrics is the leading Brand Performance Cloud used by Fashion, Luxury and Beauty (FLB) executives to connect with the modern consumer in a constantly changing landscape. With over a decade of industry expertise, Launchmetrics helps more than 1,000 customers create inspiring, impactful and measurable experiences.

Its Brand Performance Cloud provides companies with the tools and intelligence they need to optimize the use of their creative assets, execute powerful brand amplification programs and measure their brand performance. The company's AI-driven and proprietary Media Impact Value™ gives customers the ability to benchmark their performance against 2,000 competitors worldwide. Launchmetrics' intelligence empowers these companies to grow their businesses and streamline their processes, bringing a sharp focus to profitability, accountability, and efficiency while enabling the type of quick decision making required for agility.

Founded in New York and with operating headquarters in Paris, Launchmetrics has employees in ten markets worldwide and offers support in five languages. Launchmetrics has been the trusted brand performance technology to brands worldwide such as Dior, Fendi, TopShop, Shiseido, NET-A-PORTER and Adidas as well as partners like IMG, the Council of Fashion Designers of America, the British Fashion Council, and Camera Nazionale Della Moda Italiana.

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