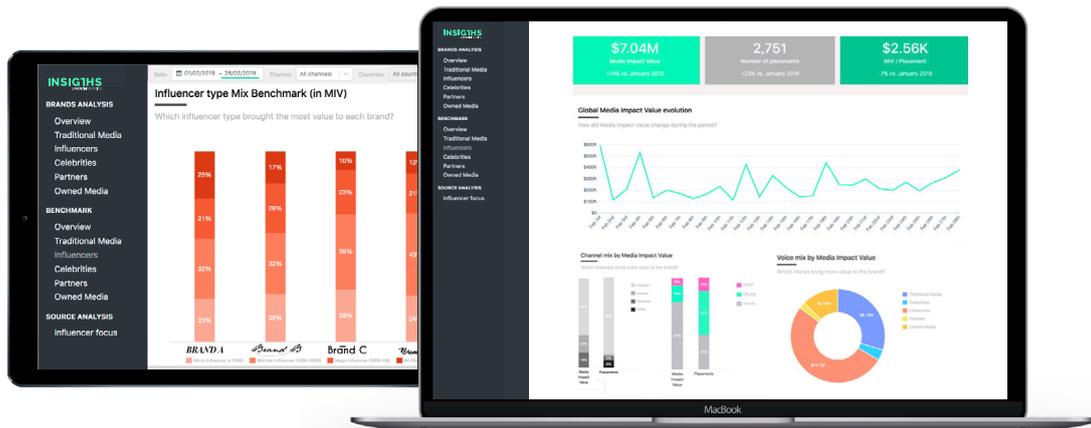


UNDERSTAND WHICH MARKETING STRATEGIES BUILD THE MOST BRAND VALUE

A BRAND DECISIONING PLATFORM THAT ALLOWS EXECUTIVES TO BENCHMARK AND OPTIMIZE MARKETING PERFORMANCE



Design effective marketing plans and allocate budgets based on data-driven insights.



Understand how marketing initiatives and investments affect brand equity over time.



Optimize marketing performance by benchmarking key results against competitors.



Easily identify and build team objectives that include measurable results.

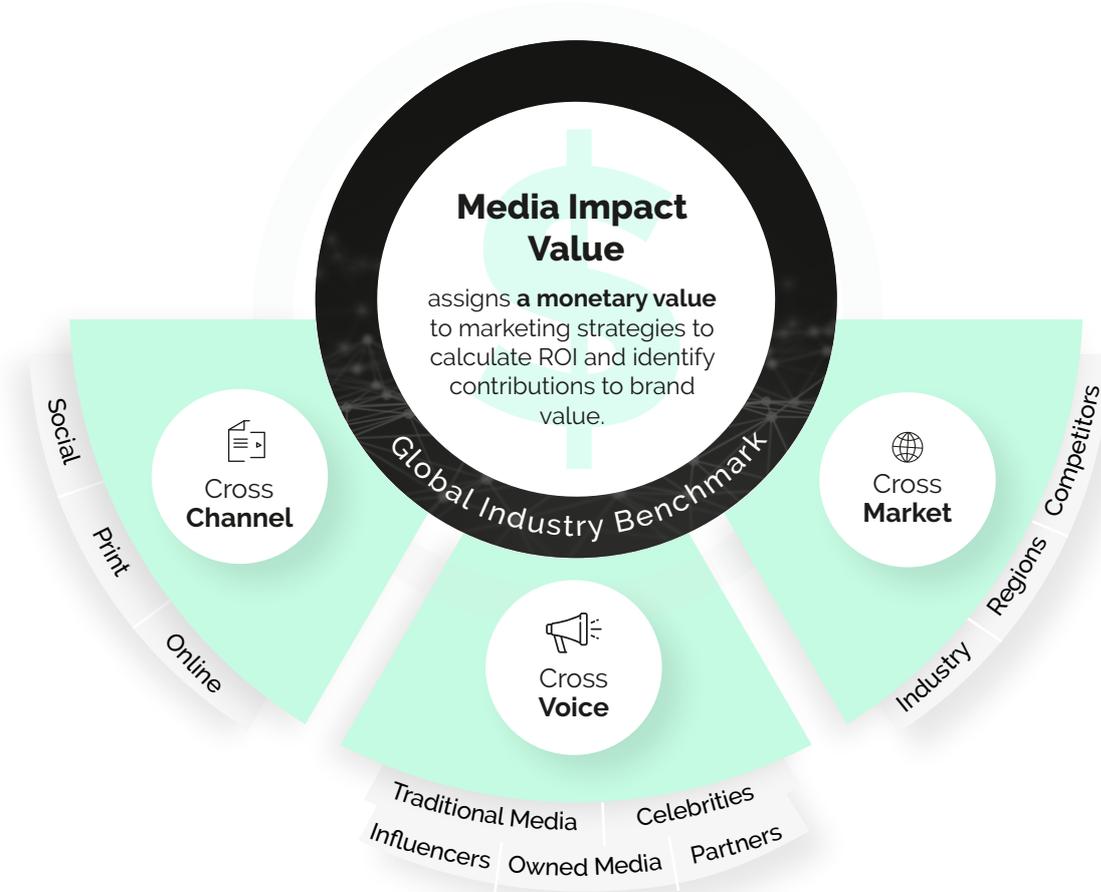


Explore which influencers, media publications & partners are your best advocates.



Access smart dashboards with interactive filters & graphs to view actionable insights based on brand priorities.

LEVERAGE A UNIFIED APPROACH TO MEASUREMENT WITH MEDIA IMPACT VALUE™



About Media Impact Value:

Launchmetrics' proprietary machine learning algorithm provides brands with a unified currency to measure the value of all marketing activities across Voices, Channels and Markets by assigning a monetary amount to every post, interaction and article. Finely tuned to specificities of Fashion, Luxury and Cosmetics, the algorithm was trained on actual media rates and 5+ years of FLC specific campaign data. It analyzes more than 100 quantitative and qualitative attributes including: audience engagement, industry relevance, source authority and content quality, to create a highly accurate method of measurement. MIV offers a unified way to calculate how brand equity is being created and which strategies create the most ROI.

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 Traditional Media, Celebrities, 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.