

# AUDIENCE-DRIVEN MEDIA IMPACT VALUE™

Our audience-driven **Media Impact Value (MIV)™** measures the impact of all relevant media placements, across different voices, channels, media types, time periods, products, regions and more.

The formula relies on both quantitative and qualitative data specific to the **Fashion, Luxury and Cosmetics (FLC)** industry to increase overall accuracy.

## PRINT



## ONLINE



## SOCIAL



### Reach

Circulation Numbers

Number of Monthly Visitors (Alexa)

Number of Followers

### Media Rates

Media rate cards plus a proprietary placement percentage process

Proprietary algorithm based-on 5000+ FLC online media rates

Proprietary algorithm based-on 8 years of influencer marketing campaign data

### Media Quality

Curated panel built over time with and for FLC brands

Media score based-on their type (tabloids, blogs, portals, etc.), quality & focus (FLC vs non-FLC)

Media score based-on post frequency, engagement trends & author authority

### Content Quality

Placement size, page type, number of brands present, B/W or color images

Content score based-on metrics including length, engagement, images, slideshows, number of brands quoted

Content score based-on metrics including engagement, photos, type of #hashtags, number of brands quoted