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 #hash-tags, number of brands quoted