

LAUNCHMETRICS

Launchmetrics partners with Digital Luxury Group to form a strategic partnership that will support Luxury brands across the globe

Together they will build a comprehensive view of brand influence and acquisition within a singular strategy, giving clients the data and support to transform their strategies in the West and in China.

FOR IMMEDIATE RELEASE

New York, February 11, 2021 — Launchmetrics, the leading Brand Performance Cloud for the Fashion, Luxury & Beauty (FLB) industries, announces its official partnership with DLG (Digital Luxury Group), the premier independent 360° agency for luxury and lifestyle brands with offices in Geneva, Shanghai and New York.

Today, luxury brands face unique challenges. Brands cannot take a one-size-fits-all approach when it comes to understanding their consumers. They must rely on market-specific data along with heavy consumer-centric insights when looking to create their strategies, seeking companies with the right expertise to delve deep into the subject matter.

From watchmaking and jewelry to private banking, fashion, hospitality or even beauty, DLG holds strong insights and proprietary research on the habits, behaviors and consumption of the world's wealthy and affluent individuals, supporting both Western and Chinese clients in strategy and execution through its full 360° service offering. Together, the two will build a comprehensive view of brand influence and acquisition, within a singular strategy, giving clients the data and consultative support they need to better identify where the two intersect and how trends influence conversion.

"We are thrilled by this partnership with Launchmetrics," Dino Auciello, Partner and Head of Social Media & Digital Communications at DLG states. "It will enable us to gather and combine even more relevant and accurate data points cross-industry — including the very much sought-after Media Impact Value™ metric — therefore complementing our tools and know-how and enabling us to draw insights on what compels luxury consumers and in turn, help advise our clients more effectively."

"DLG has proven expertise in defining and implementing impactful digital strategies and we are excited to work with them," announces Alison Bringé, CMO at Launchmetrics. "Their complementary brand services and sophisticated luxury consumer insights will extend the unique offering for brands across the world seeking the right tools and knowledge to increase their brand performance and efficiencies."

Launchmetrics 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 — thanks to this partnership, DLG will reinforce the wealth of knowledge and provide an integrated value offer that will equip brands with the ability to enhance their online analytics, search data as well as organic and paid media metrics.

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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, 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](https://twitter.com/launchmetrics).

About DLG:

DLG is a leading independent agency for luxury and lifestyle brands. The company offers digital marketing, social media, search, UX, performance marketing, e-commerce, creative and CRM services to international brands across its offices in Geneva, Shanghai and New York. It has developed unique expertise in defining and implementing impactful digital strategies that target sophisticated consumers through a combination of technological know-how, creativity and luxury savoir-faire. It currently employs more than 100 people. DLG is also the publisher of Luxury Society, a trusted resource for luxury executives. Luxury Society offers a global perspective on the industry with exclusive studies and reports; analysis and features; as well as in-depth interviews with industry heavyweights and thought leaders.

To learn more about DLG, please visit <https://digitalluxurygroup.com/> and follow the company on [LinkedIn](https://www.linkedin.com/company/digital-luxury-group/)