

# LAUNCHMETRICS

## Launchmetrics announces partnership with daydreamer

Dubai, April, 2022 – Launchmetrics, the leading Brand Performance Cloud for the Fashion, Luxury & Beauty (FLB) industries, announces its partnership with daydreamer, a regional media, communications, and branding agency.

Through their collaboration, Launchmetrics and daydreamer will offer brand performance tools and insights, to help brands make smarter decisions around their branding efforts.

daydreamer will be exclusively in charge of selling Launchmetrics' software for clients in the UAE. This unique partnership will offer clients access to the company's Brand Performance Cloud for the following apps:

- Sample Management: To allow brands to track products and optimize the use of samples, to increase productivity and reduce time-to-market.
- Event Organization: Capabilities to manage live, hybrid, and digital events.
- Contact & Email Management: The ability to manage contacts and relationships in one centralized location.
- Digital Asset Management: Online showrooms to host, manage, and showcase digital assets.
- PR/Media Monitoring: Which helps brands track editorial mentions across print, online and social media.
- Professional Services: Customized reports, either on-demand or recurring, for deeper data analysis.
- Brand Performance Benchmark: Insights to help brands analyze their efficiency and key results against competitors.

"With digitisation, we are seeing an unprecedented shift within Fashion, Luxury and Beauty brands in this post-pandemic era," said Carlos Ortega, SVP Business Development at Launchmetrics. "With that in mind, it's important for us to have key partners across the globe to ensure our customers have access to the right tools and data, as well as the superior service Launchmetrics has been known to provide, as they embark on this digital transformation. Our collaboration with daydreamer is an important step in ensuring we are bringing local expertise and know-how as we expand in the region."

"We are very excited to become the exclusive reseller of Launchmetrics in the UAE and I see a huge opportunity to develop the brand in the region", said Christine Abi Assi, founder of daydreamer. "Coming from a background of publishing, public relations, and media buying, I definitely see the major potential in their offering, and I strongly believe their solutions support the marketeer throughout their launch then

# LAUNCHMETRICS

metrics journey, especially in this increasingly competitive landscape where every effort needs to be tracked, measured and optimized."

## **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, Shiseido, and NET-A-PORTER 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](https://launchmetrics.com/newsroom) and follow @launchmetrics.

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## **About daydreamer**

daydreamer is a regional media, communications, and branding agency, based in Dubai, Kuwait, Jeddah and Beirut, with media networks across several markets.

daydreamer acts as a partner and an extension of the brands they serve, by providing services in media buying, communications, and public relations.

The company was founded in 2021 by Christine Abi Assi, a Dubai-based entrepreneur with expertise in publishing, media buying and public relations. Christine's work philosophy is to cater to each of her clients with a personal touch and an adaptable approach.

Both daydreamer and Christine are linked to RLP Group, a family-run business, publishing and media representation company, founded in 1983 with regional offices.

# LAUNCHMETRICS

Thanks to this "origin story", daydreamer benefits from a deep expertise and from connections in both the media and communications fields.

After all, daydreamer is a natural extension of the world of media and publishing, and complements this with a wide array of communications services, as well as Brand Performance Cloud solutions, in partnership with Launchmetrics.

To learn more about daydreamer, please visit [www.daydreamer.agency](http://www.daydreamer.agency) and follow [@daydreamer.agency](https://twitter.com/daydreamer.agency)

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