

MARKETING

Launchmetrics joins influencer marketing, measurement with Style Coalition acquisition

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Launchmetrics is rounding out its media offerings with Style Coalition. Image credit: Launchmetrics

By STAFF REPORTS

Technology and data analytics firm Launchmetrics has invested in agency Style Coalition, joining forces to create a 360-degree solution for influencer marketing.

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Style Coalition, whose clients include Dior and Sephora, centers on identifying influencers for brand partnerships and then managing the relationship between marketers and personalities. As influencer marketing becomes more popular in the fashion, beauty and luxury industries, Launchmetrics' latest addition adds to its portfolio of services, providing an end to end solution for these campaigns.

"The recent acquisitions are part of our strategic vision for the future to be the first company in the fashion, luxury and cosmetics' space to offer a fully integrated solution to engage influencers, execute campaigns and measure all earned, owned and paid media on one platform," said Michael Jais, CEO of Launchmetrics, in a statement. "Today we play a critical role in the way clients connect and interact with the most influential voices in the industry and we want to bring this to all teams on all channels as we continue to grow."

Influencer expansion

Launched about a decade ago, Style Coalition facilitates relationships between brands and influencers, with a network of personalities. The agency also manages campaigns for brands, producing social content, videos and experiences.

Style Coalition founder and CEO Yuli Ziv will head Launchmetrics' new influencer relationship management division. She will also oversee the creation of new technology that will allow brands to find influencers, manage campaigns and view their ROI in real-time.

This IRM solution will launch in 2018.

"I am excited to bring the Style Coalition network to a company that shares our values and aspirations," said Ms. Ziv.

"With Launchmetrics' global footprint, this is an exciting development for our clients and influencers," she said. "The acquisition will also allow us to combine our decade of experience in Influencer Marketing with Launchmetrics' expertise in digital solutions."



Yuli Ziv. Image credit: Style Coalition

This IRM division joins Launchmetrics' other solutions. The company's launch to market software provides PR teams with digital tools for sample tracking, showcasing new collections and hosting events, while media intelligence services provide tools to measure the ROI of campaigns.

Ahead of the fashion week spree in September, Launchmetrics gave brands additional opportunities to connect with influential individuals in the industry through its GPS Radar platforms.

Originally launched in 2006, the site and companion application act as a centralized resource for the runway shows, giving members the ability to track and request invitations as well as find more information about a particular label's runway looks. Along with other additions, an updated version of the app launched Sept. 4 includes the addition of brand profiles, allowing companies themselves to share that latest with interested influencers and media ([see story](#)).

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