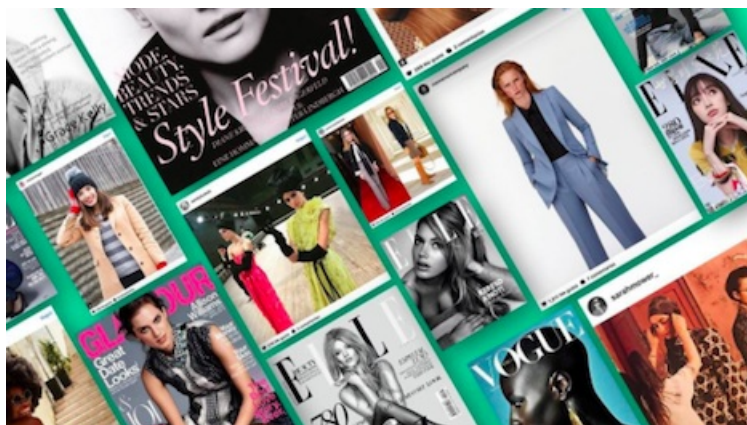


MARKETING

## Launchmetrics looks to grow business after raising \$50M

September 5, 2018



*Launchmetrics recently rounded out its media offerings with Style Coalition. Image credit: Launchmetrics*

By STAFF REPORTS

Marketing and analytics firm Launchmetrics has raised \$50 million in funding to help fuel its expansion plans.

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Launchmetrics' solutions are aimed at helping luxury, fashion and cosmetics brands manage and measure influencer marketing programs. With this new financial backing, Launchmetrics projects that its revenues will quadruple from \$25 million to \$100 million in the next four years, courtesy of organic growth and M&A activity.

### Luxury meets technology

Launchmetrics' financing was led by Bpifrance, along with additional investors Seventure, Cipio Partners and Famille C.

The capital will be used partly to grow and strengthen Launchmetrics' existing client relationships. The company currently works with more than 1,000 brands, giving them tools to find and activate influencers.

Building on its existing products, Launchmetrics is working to develop new solutions including a visual search algorithm that will find photographic mentions of products on social media and online. This is expected to help brands more easily track and measure the impact of a particular campaign.

Launchmetrics is also planning to expand its staff, looking to hire around 150 new team members in the next two years.



*Launchmetrics includes fashion technology platform Fashion GPS. Image credit: Launchmetrics*

"I am excited to share the news of our latest fundraising," said Michael Jais, CEO of Launchmetrics, in a statement. "It really highlights the contribution we have been able to bring to our customers and the industry to date.

"As the leading marketing platform and analytics solution for the fashion, luxury and cosmetics industries, I am confident this additional capital will help us accelerate our business across Asia, the Middle East and Europe as well as further invest in the development of cutting-edge data technologies that will transform the way marketing works for these industries in the future."

Last year, Launchmetrics invested in agency Style Coalition, joining forces to create a 360-degree solution for influencer marketing.

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 ([see story](#)).

As millennials make up more of the customer base for luxury brands, influencer and digital marketing is set to become increasingly important.

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