

MARKETING

## Launchmetrics moves ahead in China with PARKLU acquisition

November 19, 2020



*Launchmetrics will push into China with the PARKLU takeover. Image credit: Shutterstock*

By LUXURY DAILY NEWS SERVICE

Fashion cloud technology company **Launchmetrics** is widening its reach across Asia with the acquisition of **PARKLU**, a Chinese analytics platform aimed at influencers.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

A powerhouse in China, PARKLU is a natural fit for Launchmetrics as it focuses on the fashion, luxury and beauty industry and covers more than 100,000 influencers across all of the country's top social media platforms. Among the key opinion leaders (KOLs), PARKLU has ties to are WeChat, Douyin, Weibo, RED and Bilibili.

"PARKLU will add a new layer of apps and data to our brand performance cloud," said Michael Jais, CEO of Launchmetrics, in a statement. "In today's climate, brands are trying to understand how they can be more efficient and deliver a better return on investment.

"This acquisition will make us the only player to measure cross-voice performance by providing the industry with a consistent metric to more effectively understand performance in China and beyond."

Breaking down the deal

The acquisition of PARKLU will allow Launchmetrics to operate directly in China and introduce international brands to PARKLU's more than 900 million consumers. The cloud tech group will also be able to integrate more than 100,000 of China's key opinion leaders into its existing network and access extensive China-focused analytics.

In Asia, social influencers are even more important than in Western culture, because of consumers' distrust of brands and reliance on peers and word-of-mouth.



*Influencers play a bigger role in China than in the West. Image credit: Shutterstock*

By targeting influencers, brands are able to tap a group of consumers who are already looking to buy. Similarly, users often follow influencers in special niches looking for inspiration.

This marks Launchmetrics' second acquisition in the past year after IMAXtree and one of its biggest initiatives since its \$50 million fundraising in September 2018 ([see story](#)).

Founded in New York and with headquarters in Paris, Launchmetrics' goal is to help brands streamline their approach to technology and benchmark their performance against those of their competitors. The company has worked with luxury brands such as Dior, Fendi, Shiseido and Net-A-Porter.

By combining forces, Launchmetrics and PARKLU will provide brands with the tools to create meaningful campaigns across the globe.

"As many executives make data-driven decisions, we will deliver even more value to our clients with a comprehensive offer, fueled by Launchmetrics' brand performance cloud," said Kim Leitze, cofounder and CEO at PARKLU, in a statement. "We share Launchmetrics' vision and believe industry-specific solutions will best enable fashion, luxury and beauty executives to capitalize on opportunities, both on- and offline, all while connecting their strategy, operational efforts and results in a single, global solution."

Ms. Leitze has been hired by Launchmetrics as a managing director for the Asia Pacific region. As part of her new job, she will be responsible for taking charge of the integration of the Parklu acquisition as well as the company's expansion in the region.

This year, Launchmetrics has been helping luxury, fashion and beauty brands host digital events with a new software solution. Thanks to its technology, digital showroom capabilities are available to any interested brands and a range of metrics about the events can also be accessed ([see story](#)).