

SOFTWARE AND TECHNOLOGY

Launchmetrics acquires competitor DMR

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Launchmetrics has acquired a key competitor, DMR. Image courtesy of Launchmetrics

By LUXURY DAILY NEWS SERVICE

Fashion cloud technology platform Launchmetrics has announced its acquisition of a key competitor, media planning consultancy DMR.

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Following the acquisition, Launchmetrics will offer its renowned innovative technology and DMR's data of 20 years. The platform is now the SaaS provider to more than 1,200 fashion, luxury and beauty brands, with the move marking the company's fifth acquisition.

"This is a significant moment for Launchmetrics," said Michael Jais, CEO of **Launchmetrics**, in a statement. "We've been working hard to create the industry's most powerful solution to optimize and measure brand performance thanks to DMR's added value our momentum is propelled, with more than 1200 clients using our tools today."

Leading fashion technology

Launchmetrics recognizes that, for fashion, luxury and beauty organizations, brand reputation and the power behind their names are crucial financial assets. The platform has found that organizations invest upwards of \$250 billion a year on activities directly linked to brand reputation.

The platform also recognizes that while they are myriad tools that track business and financial performance, Launchmetrics currently provides the only end-to-end solution to measure brand performance.



Enzo di Sarli, founder of DMR, and Michael Jais, CEO of Launchmetrics. Photo courtesy of Launchmetrics

Launchmetrics' brand performance cloud provides optimization and measurement tools that enable executives to make more effective decisions regarding branding efforts.

With the acquisition, Launchmetrics is growing to more than 400 employees across 10 offices worldwide.

Clients that have used DMR will continue to enjoy its data and services that they are familiar with, in addition to Launchmetrics brand performance cloud solutions, including social media campaigns in both Western and Eastern territories on platforms including Instagram, Facebook, Twitter, among others.

"I am proud to say that we're an undisputed player in our category but we're also one step closer to reaching our greater business objectives: hitting over \$100 million in ARR (annual recurring revenue) by 2025," Mr. Jais said.

Launchmetrics can achieve some impressive objectives, using tools to determine how certain public figures and events benefit brands.

In 2020, Launchmetrics widened its reach across Asia with the acquisition of PARKLU, a Chinese analytics platform aimed at influencers. The latter had expertise across WeChat, Douyin, Weibo, RED and Bilibili ([see story](#)).

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