

# LAUNCHMETRICS

**Launchmetrics acquires IMAXtree, the leading visual content creator and distributor for the Fashion & Beauty industries; together they will launch the first solution designed to measure the performance of digital assets, from conception to amplification**

**The acquisition will expand Launchmetrics' *Brand Performance Cloud* to allow brands to create inspiring, shareworthy and measurable experiences to help attract today's modern consumer**

## **FOR IMMEDIATE RELEASE**

NEW YORK (3 December 2019) - **Launchmetrics, the leading Brand Performance Cloud for the Fashion, Luxury & Beauty (FLB) Industries, announces the acquisition of visual content creator and distributor, IMAXtree.** This marks the company's first acquisition since its \$50M fundraising in September 2018 and **reinforces the business's larger strategy to expand its offering to support increasing industry demands as it continues to build the most comprehensive, vertical data asset in the industry.**

**Almost 60% of marketing budgets today are being allocated to content creation, distribution, and promotion<sup>1</sup>, which helps brands respond to the complexity of the growing number of touchpoints needed to reach the new, younger consumer. Launchmetrics believes the most successful brands will be those who are able to deliver timely, memorable content to the Voices that directly influence their potential customers.** In order to take advantage of this market trend, Launchmetrics and IMAXtree aim to launch the first solution designed to measure the performance of digital assets, from conception to amplification. Leveraging IMAXtree's existing content production & distribution capabilities and Launchmetrics' technological expertise, the two will deliver preeminent editorial and brand content to IMAXtree's worldwide network of publishers while bringing key data insights to help brands understand the best content strategies. The acquisition will allow Launchmetrics' customers to combine the potential of both solutions to make unique, impactful and relevant brand experiences an exact science.

"At Launchmetrics, we are **empowering companies to build the right content and experiences so they can increase their brand momentum and improve performance,**" announced Michael Jais, CEO. "IMAXtree will enhance our Brand Performance Cloud to provide unique assets, tools, and high-touch professional services to our clients," he continues. **"Today, we help brands not only efficiently manage internal processes but bring prescriptive insights to create powerful cross-Voice strategies. By applying our proprietary Media Impact Value™ metric, among other data capabilities, in a visual context, brands will be empowered to measure which experiences perform best and gain insights as to what content most resonates with their consumers, impacting their bottom line,"** he adds. "IMAXtree is the ideal strategic addition to the Launchmetrics' family and will perfectly complement the tools we provide our clients. We are excited to partner with Andrea Oreni and the IMAXtree team to continue powering the industry."

**"For over 20 years, IMAXtree has been the leading content creator and distributor in the Fashion & Beauty industries,"** states IMAXtree's CEO, Andrea Oreni. "Now — in the digital era — more than

<sup>1</sup> Source: [TargetMarketing](#)

ever, **content is a key element in reaching modern consumers and with creative content driving 5 times more value than e-commerce content, having the right assets is even more important.** Today, **IMAXtree covers 25 fashion weeks worldwide and has a digital asset library of over 4M photos & 4,000 videos as well as a client list of over 2,000 publishers.**" As a result of this acquisition, IMAXtree's creative, artistic resources will be combined with Launchmetrics data and technology to provide industry professionals with the right assets and tools they need to create, track and evaluate impactful campaigns.

Moving forward, the business will begin to incorporate the photo and video production services into the global Launchmetrics offer in the coming year. Andrea Oreni will stay on as Managing Director of the IMAXtree business, under the Launchmetrics umbrella, and be responsible for integrating the IMAXtree offer, in addition to playing a critical role in the launch of the affiliate marketing program. IMAXtree and Launchmetrics' current operating activities will continue as normal, more details on the integration and organizational structure to come in the months ahead.

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**About Launchmetrics:**

Launchmetrics is a Brand Performance Cloud that arms fashion, luxury, and beauty executives with the tools and data to create inspiring, shareworthy and measurable experiences to attract today's modern consumer. With over a decade of experience, we develop software that empowers companies in the fashion, luxury and cosmetics sectors, helping them grow their businesses and streamline their processes. It is the most essential and trusted technology in the industry, yielding an unrivalled market penetration to 50% of the top 100 luxury brands worldwide in addition to fashion, beauty and retailer giants such as Dior, Fendi, TopShop, Shiseido, NET-A-PORTER, Adidas and more.

Founded in NYC, with operating headquarters in Paris, Launchmetrics has employees in eight markets and support in five languages. The company works with over 1,000 brands as well as partners like IMG, the Council of Fashion Designers of America, the British Fashion Council, Camera Nazionale della Moda Italiana, Pitti Immagine, and Google, to accelerate their business and build lasting exposure.

To learn more about Launchmetrics, please visit [launchmetrics.com/newsroom](https://launchmetrics.com/newsroom) and follow us [@launchmetrics](https://twitter.com/launchmetrics)

**About IMAXtree**

IMAXtree is the leading vertical content provider for the Fashion & Beauty industry. For over 20 years, they have been the trusted partner for more than 2000 publishers worldwide; they produce content during 25 fashion weeks every season and cooperate with fashion brands including Burberry, Salvatore Ferragamo, Rochas, Jil Sander, and Lacoste — supporting them to capture some of the industry's most iconic moments. Through their unique digital asset of over 4M photos & 4,000 videos, IMAXtree has played a key role in the distribution of this content by Editors and Brands worldwide. Their integrated production service allows clients to leverage IMAXtree's team of expert photography and videography professionals to create the most compelling content in Fashion & Beauty, from conception to final distribution.

To learn more about IMAXtree, please visit [imaxtree.com](https://imaxtree.com)