

LAUNCHMETRICS

Launchmetrics announces official partnership with Pinterest

NEW YORK (January 23, 2019) - Launchmetrics, the leading marketing platform, and analytics solution for the Fashion, Luxury and Cosmetic (FLC) industries, announces its official partnership with Pinterest, a visual discovery engine that more than 250 million people use monthly around the world to find ideas for their lives.

Today, social media generates a significant impact on a brand's Media Impact Value™; in the beauty sector alone, Launchmetrics witnesses 85% of MIV is derived from social, while fashion garners 43% and the luxury field holds strong at 42%. With social media being one of the most critical channels to reach the consumer today, Launchmetrics and Pinterest will be partnering to bring education and insights in 2019 to the more than 1,000 customers and 50,000 community members who use Launchmetrics.

Influencers and businesses thrive on Pinterest because they can reach users at an important part of the consumer journey - when they are actively considering what to do or buy next. Leveraging this natural synergy, Pinterest believes that influencers are a fundamental part of the Pinterest ecosystem, helping to make the platform the best place for people to discover and do what they love with inspiring, relevant ideas.

With billions of fashion beauty ideas (Pins) saved on the platform, Pinterest is the go-to place for people from all over the world to discover style and beauty inspiration to define their day-to-day look. People come to Pinterest to discover things - for their wardrobe, for their beauty look, and how-tos for personalizing ideas to their own style. Brands and influencers want to be discovered. In fact, 97% of top searches are unbranded, which is why Pinterest is such an effective place to reach people while they're still considering their next buying decision.

"Over the past year, Pinterest has been building products, features, and resources to make it even easier for influencers and creators to be discovered and collaborate with Pinterest," said David Temple, Head of Content and Creator Products at Pinterest. "Partnering with Launchmetrics will enable Pinnerers to be inspired by even more great content across fashion and beauty while enabling influencers to be discovered and measure their reach."

"To help our customers understand the power that Pinterest serves in the customer discovery process we have integrated the newest Pinterest API into our *Influencers by Launchmetrics* platform. The Influencer Relationship Management (IRM) platform, which was recently recognized by Forrester Research for "being the best fit for fashion and beauty brands"^[1], will now have the capabilities to provide Pinterest data and statistics, to enrich brands' influencer campaigns", states Chief Technical Officer, Arnaud Roy.

"Having access to data is crucial for both influencers, brands, and partners like us who facilitate these relationships and helping brands understand the figures so they can make data-driven decisions is at the heart of everything we do at Launchmetrics. The combination

of our educational programming coupled with this technical relationship with Pinterest will allow us to better serve the industry and provide strategic insight reports for brands and influencers to help them make the most of these tools and optimize their ROI." adds Alison Bringé, Chief Marketing Officer.

The program will kick-off with a private workshop in London for designers part of the British Fashion Council network and launch for brands worldwide with a pre-Fashion Week webinar on the 24th of January to provide designers with strategic insights on how to optimize their social media campaigns during Show Season to reach consumers, leveraging best practices found through Launchmetrics' data and analytics.

Press Contacts:

Launchmetrics

Katherine KNIGHT

Corporate Communications Director

Katherine.knight@launchmetrics.com

About Launchmetrics

Launchmetrics is a Marketing Platform and Analytics Solution to help Fashion, Luxury and Cosmetics professionals discover, activate and measure the voices that matter for their brands. It is the most essential and trusted platform in the industry, yielding an unrivalled market penetration to the top seventy fashion and luxury brands worldwide including Dior, Fendi, NET-A-PORTER, Topshop and more.

Founded in NYC with operating headquarters in Paris, and offices in London, Milan, Los Angeles, Tokyo, Madrid, and Girona (Spain) 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, Pitti Immagine, Camera Nazionale della Moda Italiana and Google, to accelerate their business and build lasting exposure. The company's industry communities GPS Radar & Style Coalition bring together over 50,000 influencers, editors, buyers and more to share content, events, news, images and more.

To learn more about Launchmetrics, please visit launchmetrics.com

About Pinterest

Pinterest is a visual discovery engine you use to find ideas for your life including dinner recipes, home and style inspiration, and more. People have saved +175 billion ideas across a range of categories, which others with similar tastes can discover through search and recommendations. Launched in 2010, Pinterest is based in San Francisco, CA and now has +250 million monthly users around the world. Available on iOS and Android, and at Pinterest.com.

^[1] Independent research firm, Forrester Research, Inc., ranked Launchmetrics as an Influencer Marketing Solutions "Leader" in The Forrester New Wave™: Influencer Marketing Solutions, Q4 2018 report.