Launchmetrics Introduces *Voices*–a Relationship Management Feature–in their Industry-Leading Contact Management Tool

A New Feature to Identify and Measure Top Industry Voices

New York, March 26, 2025 – Launchmetrics, the market's first AI-powered Brand Performance Cloud, announces the launch of *Voices*, an advanced feature within its Contacts solution. Designed to help brands identify and engage the most influential Voices in their industry, this capability empowers brands to refine their strategies and gain a competitive edge.

Understanding the true impact of key industry Voices —from celebrities and influencers to media, Owned Media and brand partners—has long been a challenge for marketers looking to transform their strategies and maximize brand performance. Traditional methods for identifying and managing brand ambassadors often rely on subjective judgment, leading to inefficiencies in resource allocation and campaign planning. With the introduction of *Voices* **data**, brands can now unlock **real-time insights into Media Impact Value® (MIV®) and audience reach across various individuals, allowing them to identify, track and benchmark their performance.**

By integrating *Voices* into its Contacts solution, Launchmetrics champions a **data-driven, Voice-centric approach** to brand strategy. Powered by AI and proprietary MIV® analytics, **this new feature eliminates the guesswork, offering brands a clear, holistic framework** to evaluate return on investment (ROI), fine-tune their marketing mix and stay ahead in the rapidly evolving Fashion, Lifestyle and Beauty (FLB) industry.

With *Voices*, brands can now access unrivaled insights to optimize their brand performance:

- **Identify Top Industry Voices** – Leverage intuitive search and smart filters to pinpoint the most relevant and impactful Voices for brand activations.
- **Measure Impact with MIV® & Reach** – Instantly access data on audience reach and MIV® to assess effectiveness.
- **Organize & Compare Performance** – Tag Voices to categorize them by campaign, type, or performance for better benchmarking.
- **Track Placements & MIV®** – Monitor how often a Voice mentions your brand and the MIV® generated by these placements.
- **Benchmark Against Competitors** – Compare the Voices driving their brand's success versus their competitors' to refine strategy and maximize impact.

"In a rapidly evolving market where every dollar counts, brands need to be strategic about their investments to maximize impact. Powered by our proprietary AI-driven Media Impact Value® algorithm, Voices gives brands visibility into who's driving conversations in their industry—whether it's identifying the right talent to partner with, selecting the most impactful influencers, or ensuring every seat at an event drives meaningful results. With Voices, brands can make smarter, data-driven decisions that not only boost ROI but also drive lasting value." – Michael Jaïs, CEO, Launchmetrics.

For more information on **Voices,** as well as how Launchmetrics is helping brands connect strategy with execution, visit https://www.launchmetrics.com.

Press Contact:

Launchmetrics
Lulu Zemaityte, Communications & Data Marketing Executive
communications@launchmetrics.com

About Launchmetrics:

Launchmetrics is the market's first AI-powered Brand Performance Cloud, providing more than 1,700 clients with the software, data and insights they need to connect strategy with execution. With over a decade of expertise, its Brand Performance Cloud helps executives launch campaigns, amplify reach, measure ROI and benchmark brand performance.

Their AI-driven and proprietary Media Impact Value® algorithm is the answer to modern measurement in a global world, making impact measurable. Launchmetrics brings a sharp focus to profitability, accountability and efficiency while enabling the type of quick decision-making required for agility. With tools for sample management, event organization, PR monitoring and brand performance and Voice analytics, the Launchmetrics Brand Performance Cloud enables brands to build a successful marketing strategy, all in one place.

Founded in New York and with operating headquarters in Paris, Launchmetrics has 450+ employees in twelve markets worldwide and offers support in five languages. Launchmetrics has been the trusted provider to brands worldwide such as Tiffany's, Vogue, KCD, Shiseido, The North Face and Levi's as well as partners like IMG, the Council of Fashion Designers of America, the Camera Nazionale Della Moda Italiana and the Fédération de la Haute Couture et de la Mode.

To learn more about Launchmetrics, please visit launchmetrics.com/newsroom and follow @launchmetrics

*Media Impact Value® and MIV® is a registered trademark of LAUNCHMETRICS in the United States and the European Union.

About Voices:

Launchmetrics' Voice-Centric approach highlights the Voices creating value today to provide a holistic view of marketing performance and cross-compare the impact various activities have on the customer lifecycle. From Celebrities, Media, Influencers, Partners and Owned Media, this methodology gives brands a unique framework to understand the ROI of these activities as well as the Voices that influence the customer buying journey from awareness and consideration to conversion and retention.

About Media Impact Value® (MIV®):

Media Impact Value® (MIV®) allows brands to assign a monetary value to every post, interaction or article to measure its impact and identify contributions to brand performance across Voices, channels and regions. Recognized as the most comprehensive and modern measurement standard in the industry, MIV® lets you compare and understand which strategies create the most media impact across print, online and social by reflecting the audience perspective. The Launchmetrics methodology is built on more than 15 years of experience, working with and for Fashion, Lifestyle and Beauty (FLB) brands globally, including China. Finely tuned with AI and machine learning, the algorithm relies on both quantitative and qualitative attributes specific to the FLB industries (including audience engagement, industry relevance, source authority and content quality) to ensure overall accuracy and relevance when benchmarking in the growing competitive landscape.