

Building a leader in the analytics service for FLB brands

DEAL FLASH | TMT | MAY 2022

DEAL SNAPSHOT

Launchmetrics Group has acquired its main competitor, the Italian DMR Group, thereby strengthening its data and analytic capabilities and becoming a category leader in brand performance for fashion, luxury and beauty (FLB) brands.

DMR is an Italian firm specialized in providing fashion and luxury companies with integrated monitoring services and analysis of marketing activities. It provides its clients with access to platforms developed in-house, quantitative and qualitative analysis of specific brands, competitors, subjects and events, monitoring and analysis of key websites, and social account content to evaluate the effectiveness of marketing and communication activities.

This strategic move marks Launchmetrics' fifth acquisition, propelling the company to a role of category leader in brand performance. For FLB businesses, their brand is their most important asset, resulting in investments of upwards of US\$250 billion per year on activities directly linked to brand reputation. While there are many tools that track business and financial performance, Launchmetrics provides a unique end-to-end solution to measure brand performance, and help FLB companies to make smarter decisions about their branding efforts.

Michael Jais, CEO at Launchmetrics, said: "This is a significant moment for Launchmetrics. We have been working hard to create the industry's most powerful solution to optimize and measure brand performance. Thanks to DMR's added value we have gained significant momentum, with more than 1,200 clients using our tools today."

"At DMR, we care deeply about each and every one of our clients' requirements and, as the founder, I have also cared for more than 20 years about our employees, whom I consider my family. Launchmetrics has been a longstanding competitor for us, and this transaction has evolved naturally over the years. My main goal now is to ensure my legacy over the coming years both with DMR clients, whose trust has been essential, and with DMR's worldwide staff, who have always been by my side throughout this exciting journey."

ENZO DI SARLI
PRESIDENT AND FOUNDER
DMR GROUP, ITALY

OAKLINS PLAYED A KEY ROLE IN FACILITATING THIS DEAL

Oaklins' team in Italy advised DMR Group, while the team in France supported the transaction during negotiations with the buyer, and Oaklins' creative services team in New York provided its expertise throughout the process. The client was very happy with the work done, with the solid support offered by our three members and with the result of the transaction. A perfect example of Oaklins' teams working seamlessly and effectively.



Enzo di Sarli, DMR & Michael Jais, Launchmetrics

MARKET TRENDS & DEAL DRIVERS

DMR is a leader in media monitoring for the fashion industry.

The global media monitoring tools market was valued at US\$3.39 billion in 2021, and is projected to reach US\$11.54 billion by 2029 – reflecting a 16.5% CAGR.

Growth in the market accelerated during the pandemic. Digital media consumption and social media use surged as a result of the shift towards working from home.

M&A VALUATION ASPECTS

The valuation metrics for the DMR transaction have not been disclosed. However, there has been a significant amount of M&A activity in the broader media monitoring and social media analytics markets.

According to PitchBook, since the beginning of 2020 there have been 172 transactions, with a reported value of more than US\$4.5 billion. Transaction activity increased by 52% from 2020 to 2021, and 2022 is off to a strong start with 36 transactions already announced during the first four months of the year, reflecting nearly 44% of total for the whole of 2021.

TALK TO OUR ADVISORS

✉ DAVIDE MILANO

Managing Partner
Italy
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Davide has extensive experience in M&A advisory. Notable clients he has advised recently include Bee2Link and Zephyr Group.

✉ CARLO CORSI

Director
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Carlo has assisted companies operating across several industries, such as fashion and retail. Key clients he has worked with include Frediani, Condor Trade, Cramaro Tarpulin Systems and Zephyr Group.

✉ JOHN KAISER

Partner
New York, USA
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John has extensive M&A experience across an array of advertising and marketing companies. His recent clients include Seramount, The Archer Group and Purpose, among others.

“DMR brings complementary analytics capabilities and scale to Launchmetrics, resulting in a unified and powerful solution for fashion brands to measure and optimize their marketing efforts.”

✉ THIBAUT DE MONCLIN

Managing Partner
France
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Thibaut has particular expertise in TMT and in industrial machinery & components. Notable clients he has recently advised include Prochimir, Heico, Securinfor, Eloquant, Exclusive Group and Thermocompact.

“Thanks to my established relationships with several VCs of Launchmetrics, I was able to explain that such a transaction was a ‘no-brainer’, for Launchmetrics. I think it helped Davide and his team in convincing our Italian client that the acquiror was solid and has serious industrial plans for the future of the combined group.”

“We are proud to have finalized this transaction which is a win-win move for our Italian client and for the French-American Launchmetrics Group. The coordinated international joint effort with our creative services specialist in New York and our colleagues in France was vital for this successful closing.”

DAVIDE MILANO
MANAGING PARTNER, OAKLINS, ITALY



OAKLINS HAS CLOSED 1,172 DEALS IN TMT

United by a strong belief that we can achieve the extraordinary. Oaklins is a global team of 850+ financial advisory professionals in 45 countries providing M&A, growth equity, ECM, debt advisory and corporate finance services to support entrepreneurs, corporates and investors in reaching their goals.

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