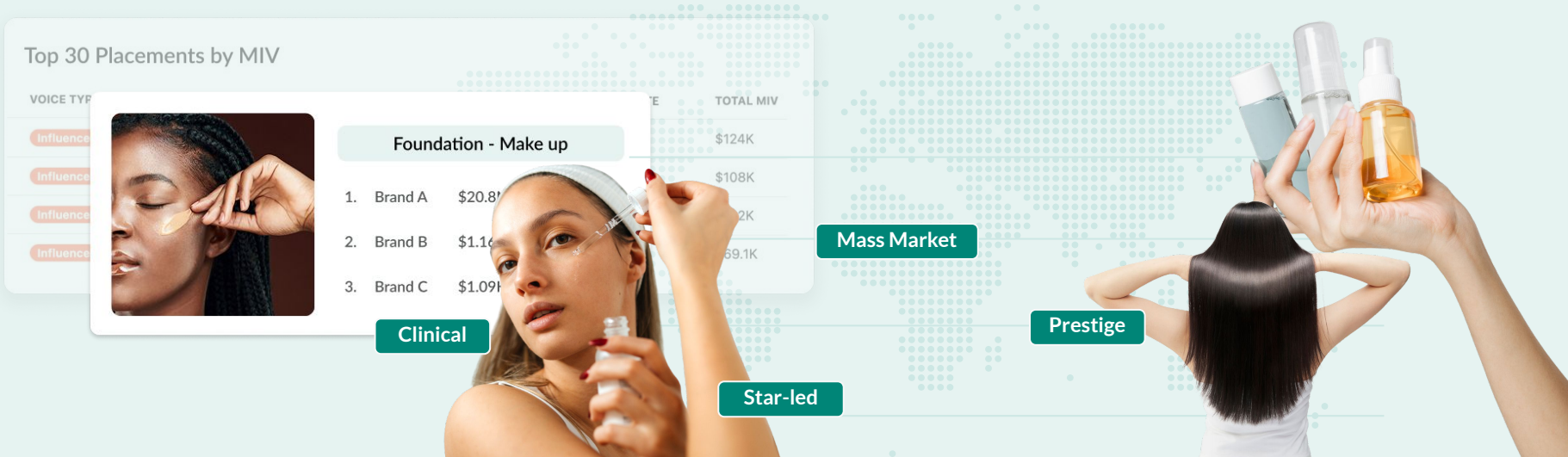
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The Beauty Industry Growth Playbook

Data-driven insights to guide category expansion, positioning and Voice strategies





INDEX

1. The Landscape of Beauty
2. The Strategies Shaping Segments' Growth in 2025
3. Key Takeaways

Overview

The Evolving Role of Measurement in Beauty

Shifting shopper behavior across generations and market fragmentation are making it harder than ever for beauty brands to chart a clear path to growth.

Expanding into new product categories often means navigating blind spots that can lead to costly missteps.

Benchmarking against competitors is equally challenging, especially as the market becomes more saturated and specialized—across segments like star-led, clean, prestige, mass market, indie and clinical—where performance data is rarely transparent. At the tactical level, brands must also contend with a fragmented Voice landscape, where Influencers, Celebrities, Media, Partners and Owned Media channels each play different roles in driving visibility and impact.

This report explores how brands are ranking across competitor segments, how their Voice and category strategies vary and how these tactics shape success in beauty marketing and PR.



Segments Driving Value

Luxury: High-end brands with elevated storytelling, sensorial focus, craftsmanship and exclusivity (typically >$100 skincare, >$40 makeup, >$100 fragrances).

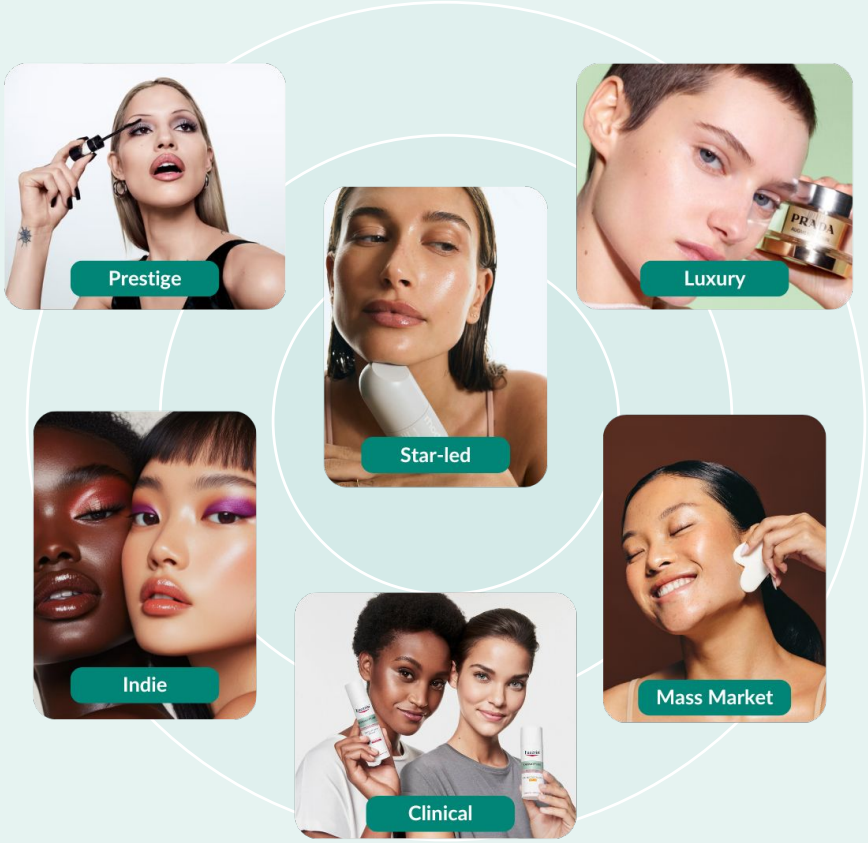
Prestige: Prestige positioning, aspirational but accessible. Usually found in department stores (typically $20 for makeup and $80 for skincare).

Mass Market: Widely distributed, affordable brands designed for accessibility and volume. Found in supermarkets, drugstores, discount chains.

Indie: Smaller or artistry-driven brands with cult followings. Focus on community, innovation or unique identity. Some scale into premium/luxury but keep indie positioning until acquired.

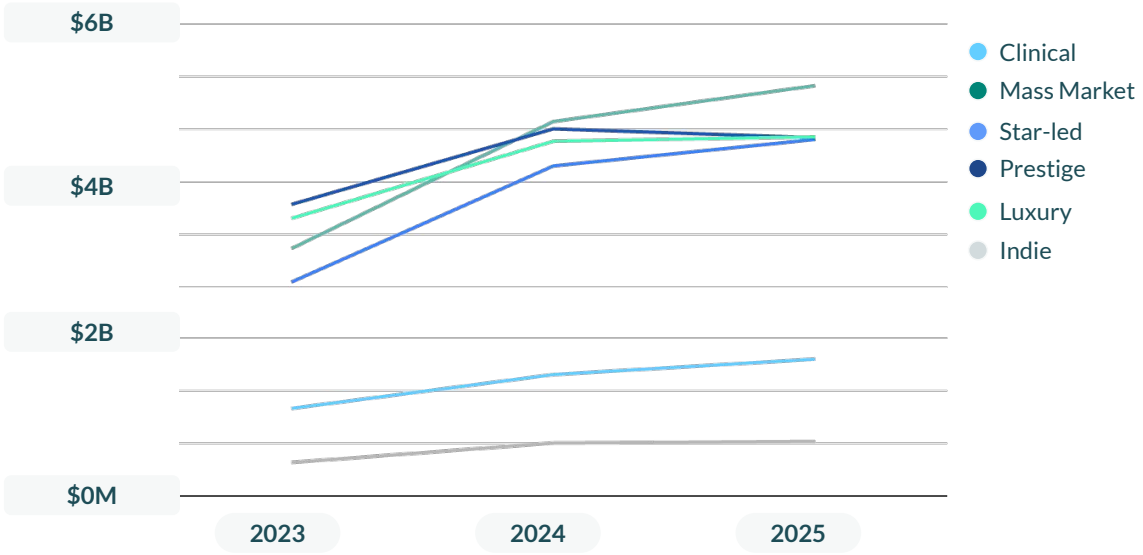
Clinical: Brands rooted in dermatology, pharmacy or science-led positioning. Often recommended by medical professionals or with clinical trials.

Star-led: Beauty brands founded by or heavily associated with celebrities, influencers or public figures. Can sit at mass, premium or luxury price points.



The Performance of Beauty Segments 2023 - 2025

MIV® Evolution by Beauty Segment



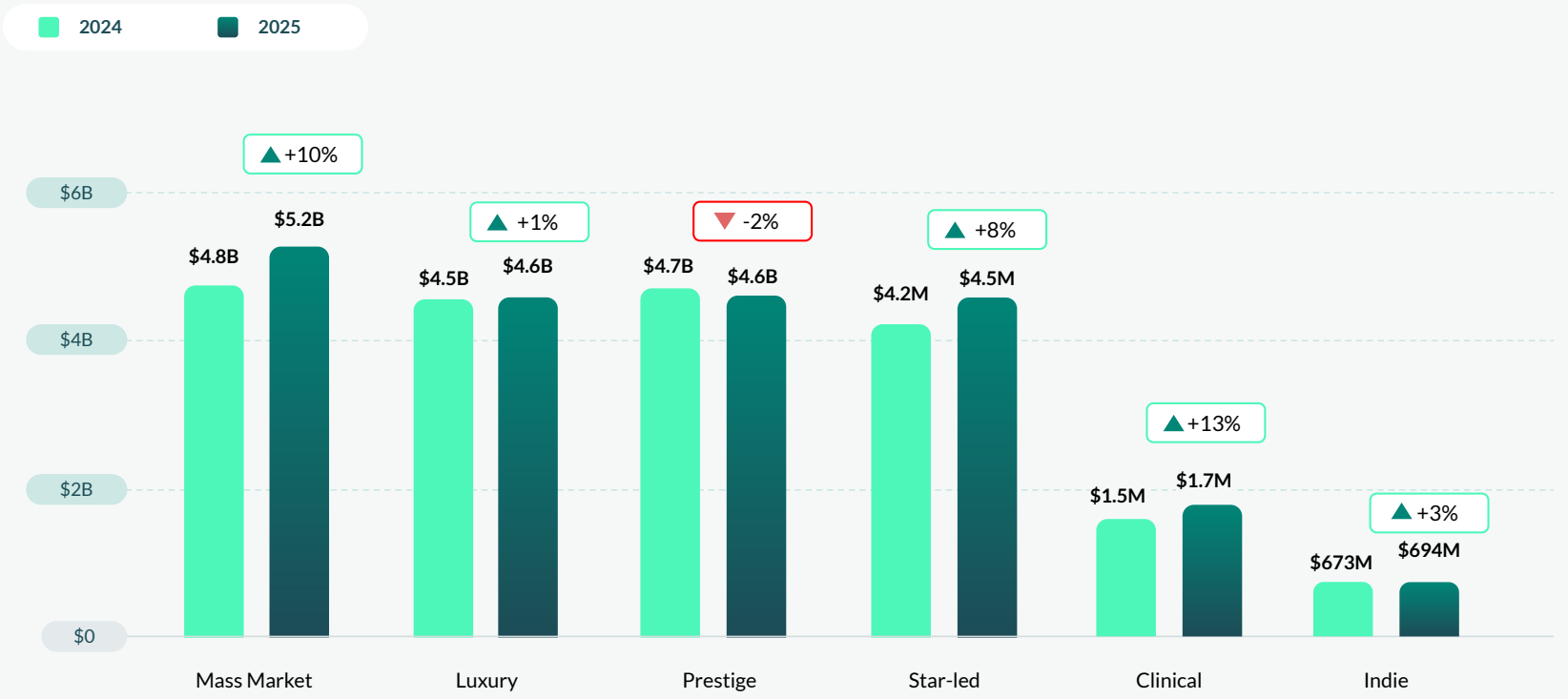
Across all beauty segments, growth jumped sharply from 2023 to 2024—averaging **+43%**—but slowed to just **+5% in 2025**. This shows that the industry is entering a more mature phase after a period of rapid recovery.

As we move into **2026**, a year that could bring more political and economic uncertainty, brands need to look beyond short-term visibility and focus on **what's truly driving steady, lasting growth**. Understanding which strategies, categories and Voices still deliver results will help brands spot real opportunities and stay ahead as the market cools.

*Analysis of the top 10 brands by segment during Q1-Q3 YoY 2023 to 2025

Standing Out in a Mature Market Q1-Q3 2025

Q1 - Q3 2025 MIV® Performance by Segment



*Analysis of the top 10 brands by segment during Q1-Q3 YoY 2025

Deep Dive into Your Brand Performance, by Category

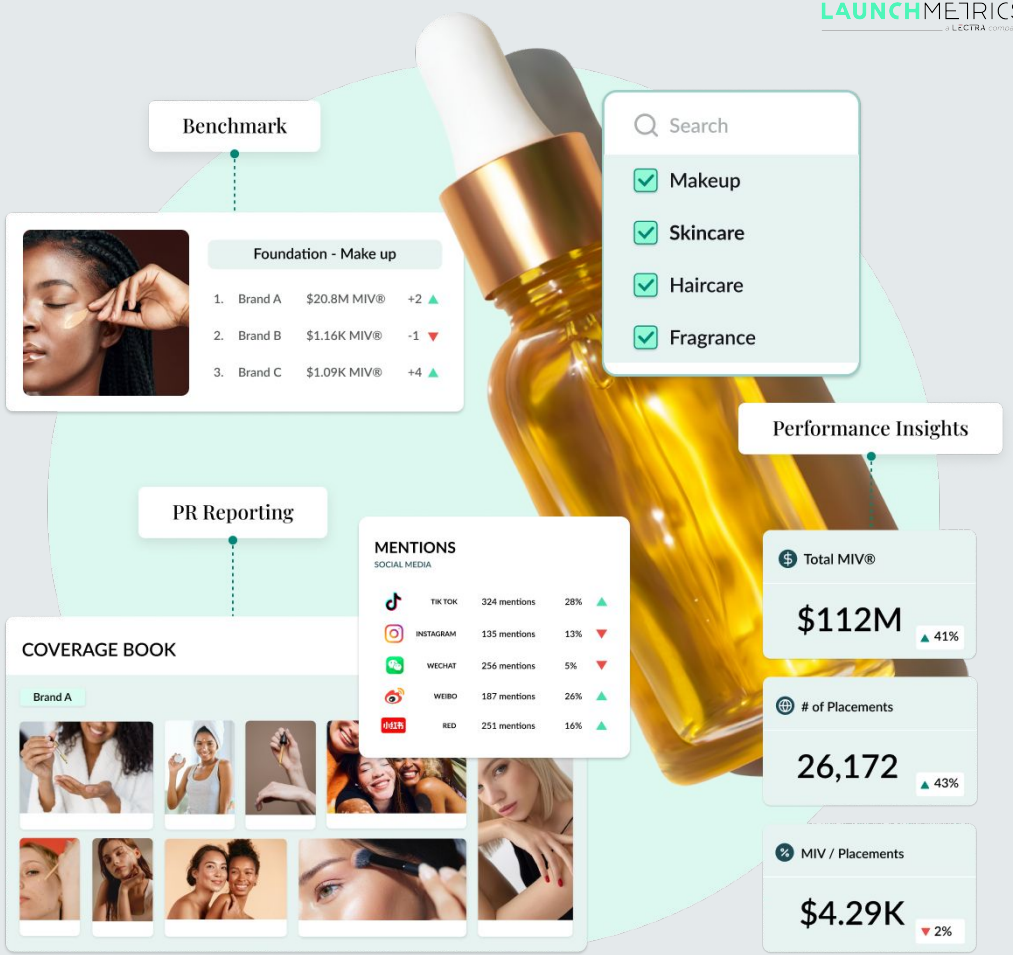
Leverage our categorization tagging in both Launchmetrics Discover and Insights to optimize your PR efforts and marketing strategy across key beauty categories.

Insights

Plan your product category strategy by benchmarking against competition

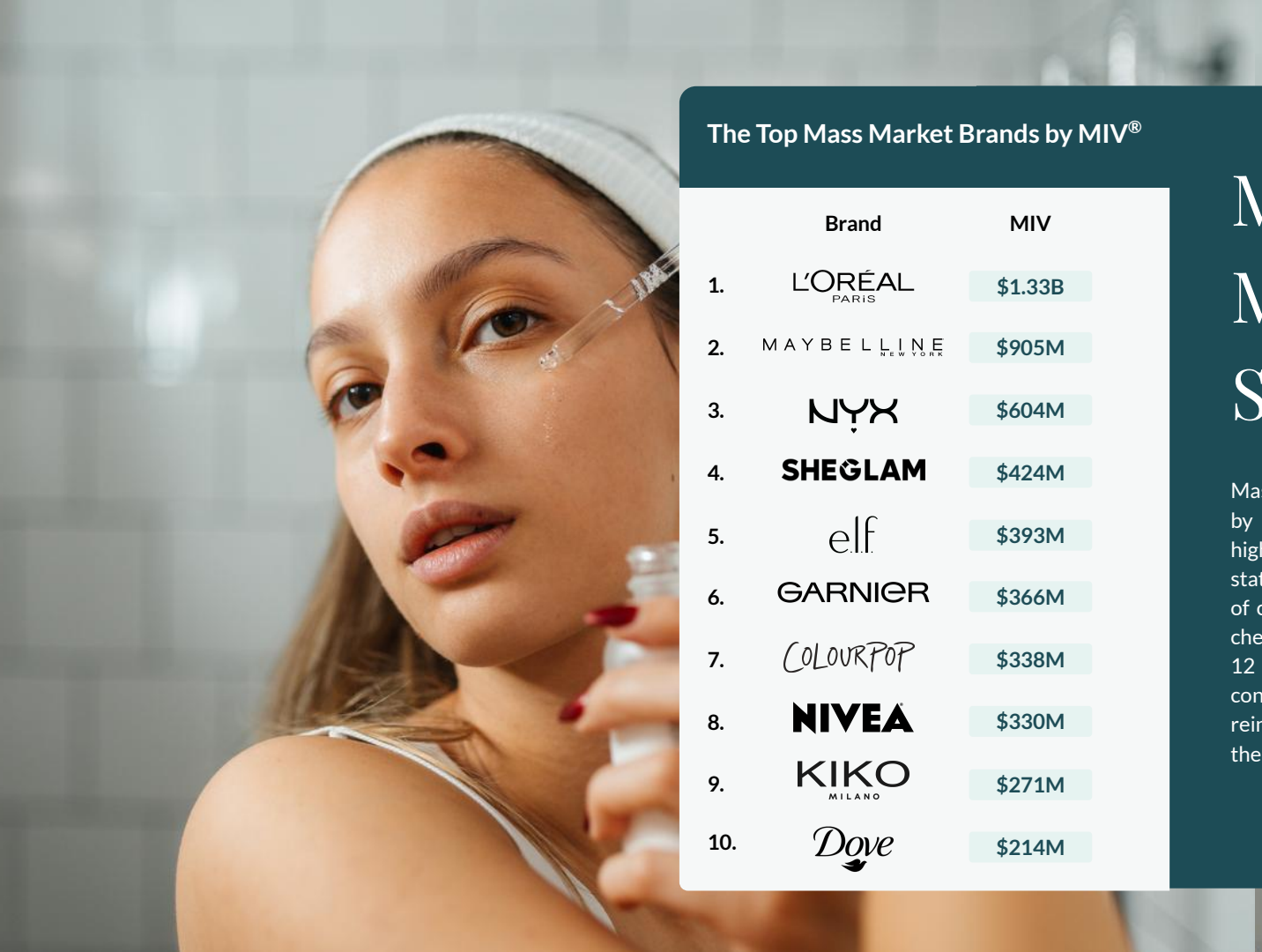
Discover

Track Brand Mentions by Product Category





The Strategies Shaping Segments' Growth in 2025



The Top Mass Market Brands by MIV®

	Brand	MIV
1.	L'ORÉAL PARIS	$1.33B
2.	MAYBELLINE NEW YORK	$905M
3.	NYX	$604M
4.	SHEGLAM	$424M
5.	e.l.f.	$393M
6.	GARNIER	$366M
7.	COLOURPOP	$338M
8.	NIVEA	$330M
9.	KIKO MILANO	$271M
10.	Dove	$214M

Mass Market Segment

Mass market is the leading segment by MIV, experiencing the second highest growth at 10% YoY. As stated by BoF and McKinsey, 24% of consumers have traded down to cheaper beauty products in the past 12 months, reflecting a price conscious consumer behaviour and reinforcing the opportunity behind the segment' growth.

Mass Market Voice Strategy

Driving resonance, not just reach, through Celebrities

Mass market remains the most balanced segment, with every Voice showing positive growth, an uncommon trend across the industry. What sets the segment apart is the efficiency of Celebrity Voices, generating unmatched impact per post. Their reach combines high visibility with credibility, thanks to the star power.

Celebrities in the mass market segment deliver the highest MIV® per placement **outperforming the industry average by 1.3x**

Share of Voice MIV

Voice Type	%MIV	YoY MIV	
Influencers	65%	+10%	▲
Owned Media	15%	+2%	▲
Media	13%	+13%	▲
Celebrities	6%	+13%	▲
Partners	2%	+15%	▲

MIV/ Placement $46K

*Analysis of the top 10 brands by segment during Q1-Q3 2025 vs Q1-Q3 2024

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L'ORÉAL PARIS

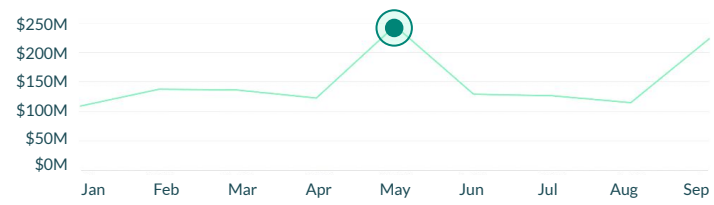
L'Oréal Paris demonstrated how mass brands can boost visibility by leveraging Celebrity Voices in cultural moments.

While its own *Le Défilé* activation delivered strong results in September ($61.9M MIV), its largest spike came from May's Cannes Film Festival ($67.7M MIV) **a moment tied to broader cultural conversation amongst audiences.** The brand's top placements of the year stemmed from this event, led by celebrity Rebecca Armstrong's post ($1.9M MIV). This shows how participating in globally visible moments allows brands to amplify celebrity impact and elevate credibility, proving more effective than a brand's owned activation.



Top Placement

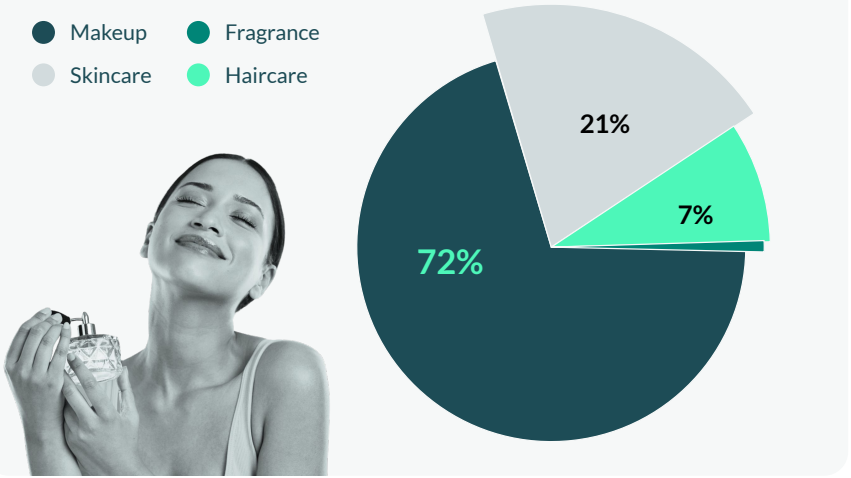
Media Impact Value Evolution



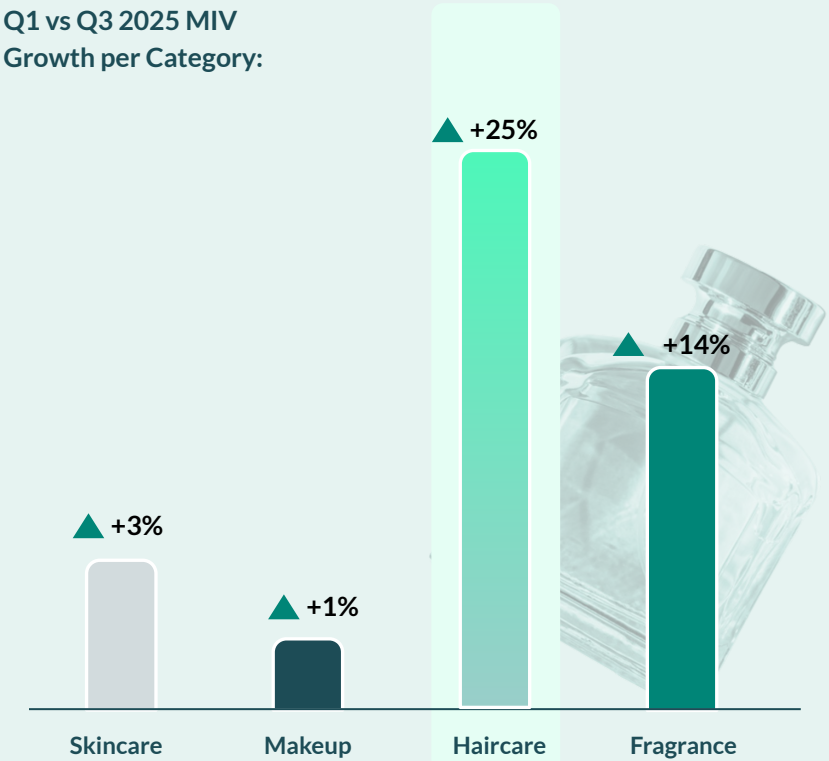
Which Category is Driving the Most Growth in Mass Market in 2025?

Mass market beauty continues to reflect strong consumer demand for accessible products, with makeup remaining the segment's anchor with 72% of MIV®. However, momentum is broadening: haircare and fragrance both saw solid growth this year, expanding the reach of affordability beyond traditional staples. Fragrance growth, while still concentrated, points to an early-stage category diversification opportunity for brands.

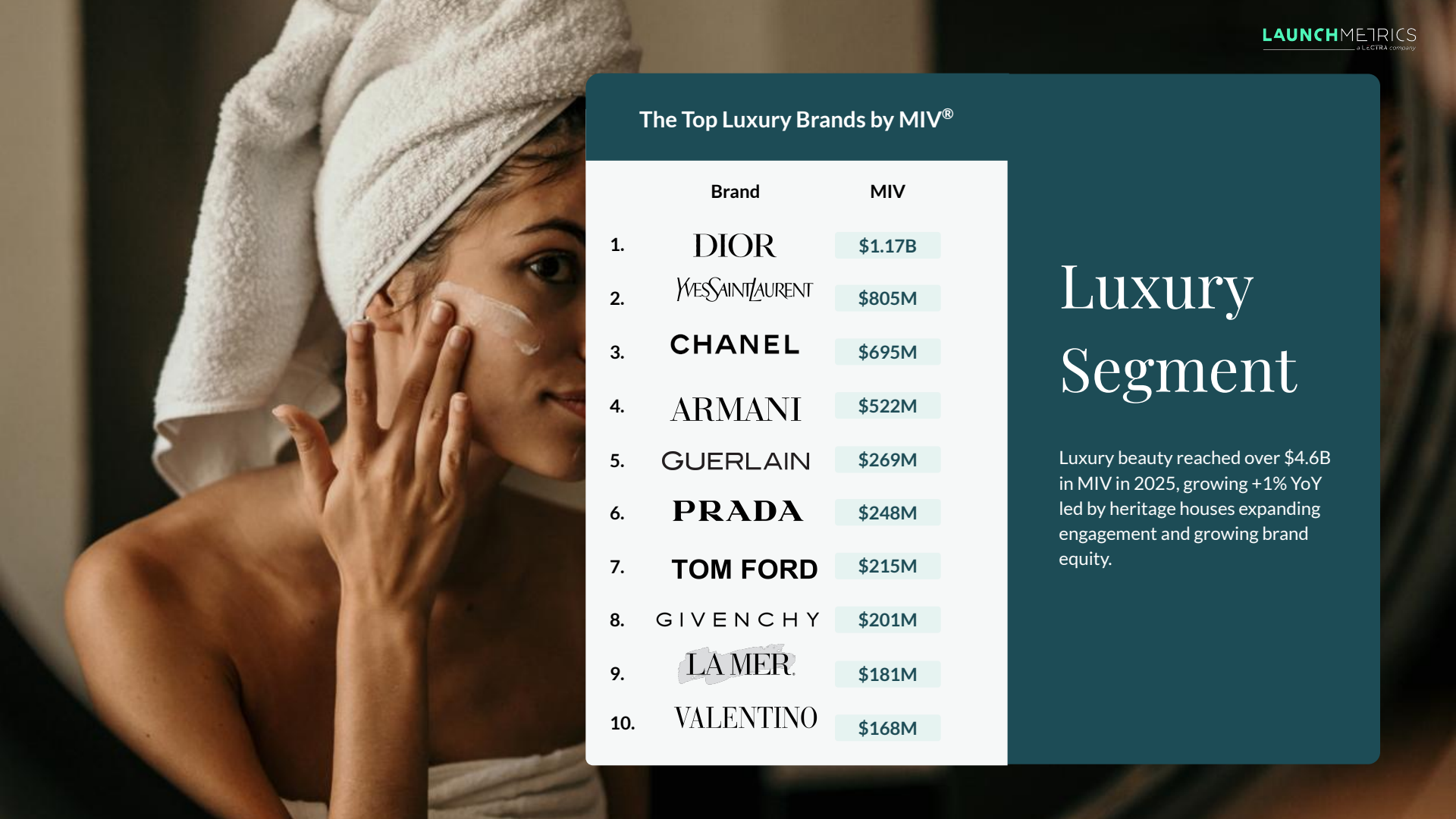
Beauty Industry MIV Distribution:



Q1 vs Q3 2025 MIV Growth per Category:



*Analysis of the top 10 brands by segment during Q1-Q3 2025



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The Top Luxury Brands by MIV®

	Brand	MIV
1.	DIOR	$1.17B
2.	YVES SAINT LAURENT	$805M
3.	CHANEL	$695M
4.	ARMANI	$522M
5.	GUERLAIN	$269M
6.	PRADA	$248M
7.	TOM FORD	$215M
8.	GIVENCHY	$201M
9.	LA MER	$181M
10.	VALENTINO	$168M

Luxury Segment

Luxury beauty reached over $4.6B in MIV in 2025, growing +1% YoY led by heritage houses expanding engagement and growing brand equity.

Luxury Voice Strategy

Reaching audiences through the Voices they relate to

In luxury, the only Voice to see MIV® growth YoY was Influencers (+5%), underscoring how even the most heritage-driven beauty houses are leaning into the power of creators to remain culturally relevant. This gradual pivot signals a conscious effort to connect with digitally present audiences, particularly Gen Z consumers, who interpret luxury through authenticity and access, rather than exclusivity alone.

Influencers were the only Voice sustaining growth in the luxury segment in 2025

Share of Voice MIV

Voice Type	%MIV	YoY MIV
Influencers	59%	+5% ▲
Media	26%	-2% ▼
Celebrities	9%	-4% ▼
Owned Media	6%	-6% ▼
Partners	1%	-11% ▼

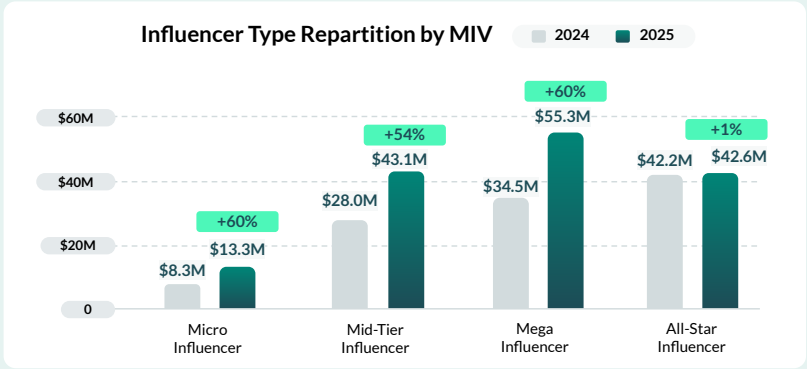
*Analysis of the top 10 brands by segment during Q1-Q3 2025 vs Q1-Q3 2024

PRADA

Prada Beauty demonstrates how luxury brands can strengthen customer connection and approachability through content creators. The Influencer Voice drove 62% of the brand's MIV, growing +36% YoY, one of the highest increases in the segment. This was fueled through relatable creators that helped the brand connect with younger audiences.

Prada expanded its impact across the full influencer spectrum, reflecting a shift toward a more diverse and community-driven influence strategy.

By balancing authenticity with aspiration, Prada shows how luxury brands can remain relevant to new generations while preserving the exclusivity that defines their identity.

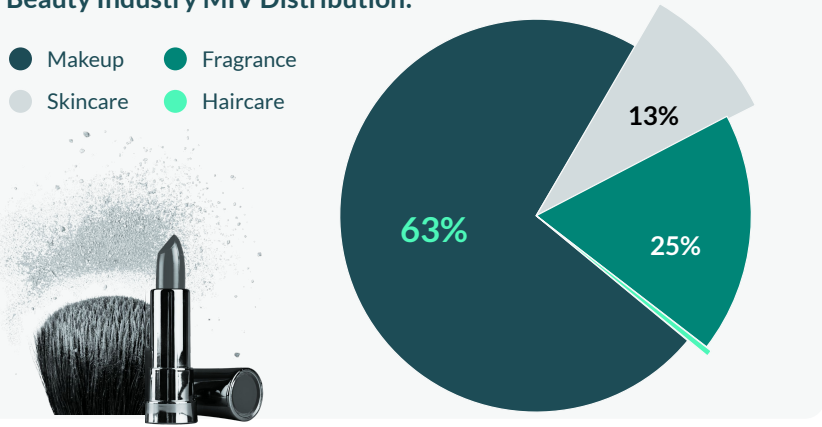


Which Category is Driving the Most Growth in Luxury in 2025?

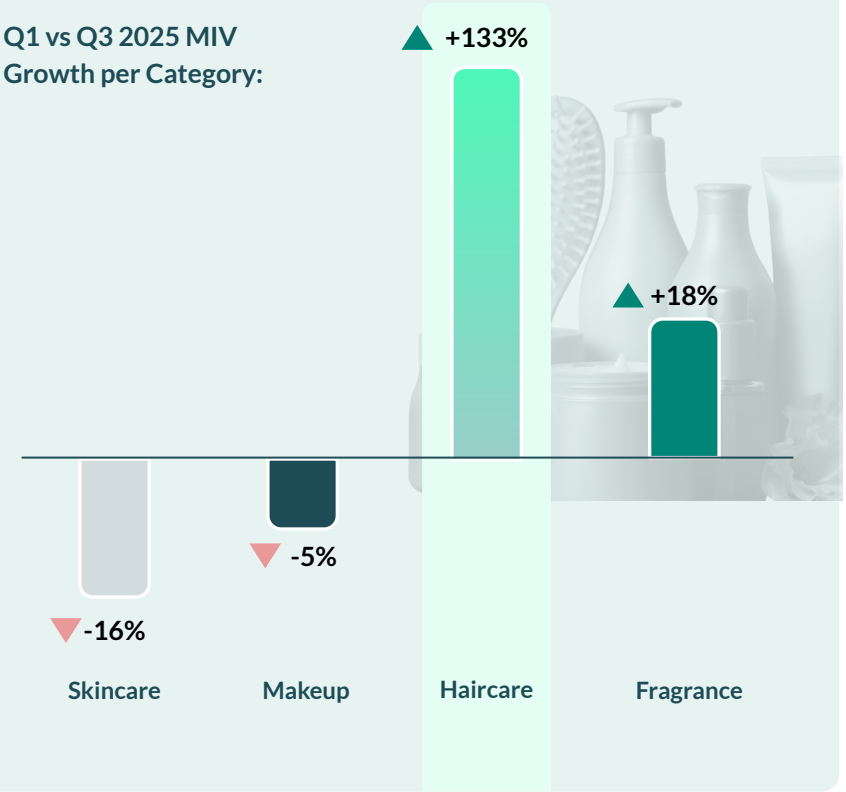
In luxury beauty, makeup and fragrance continue to be the leading value drivers, together representing over 85% of the segment's MIV® and reinforcing luxury's sensorial and aspirational identity.

While skincare declined, as efficacy-driven innovation moves to other segments such as mass market and clinical, haircare's growth, though emerging through a small base, reflects rising experimentation within luxury product portfolios.

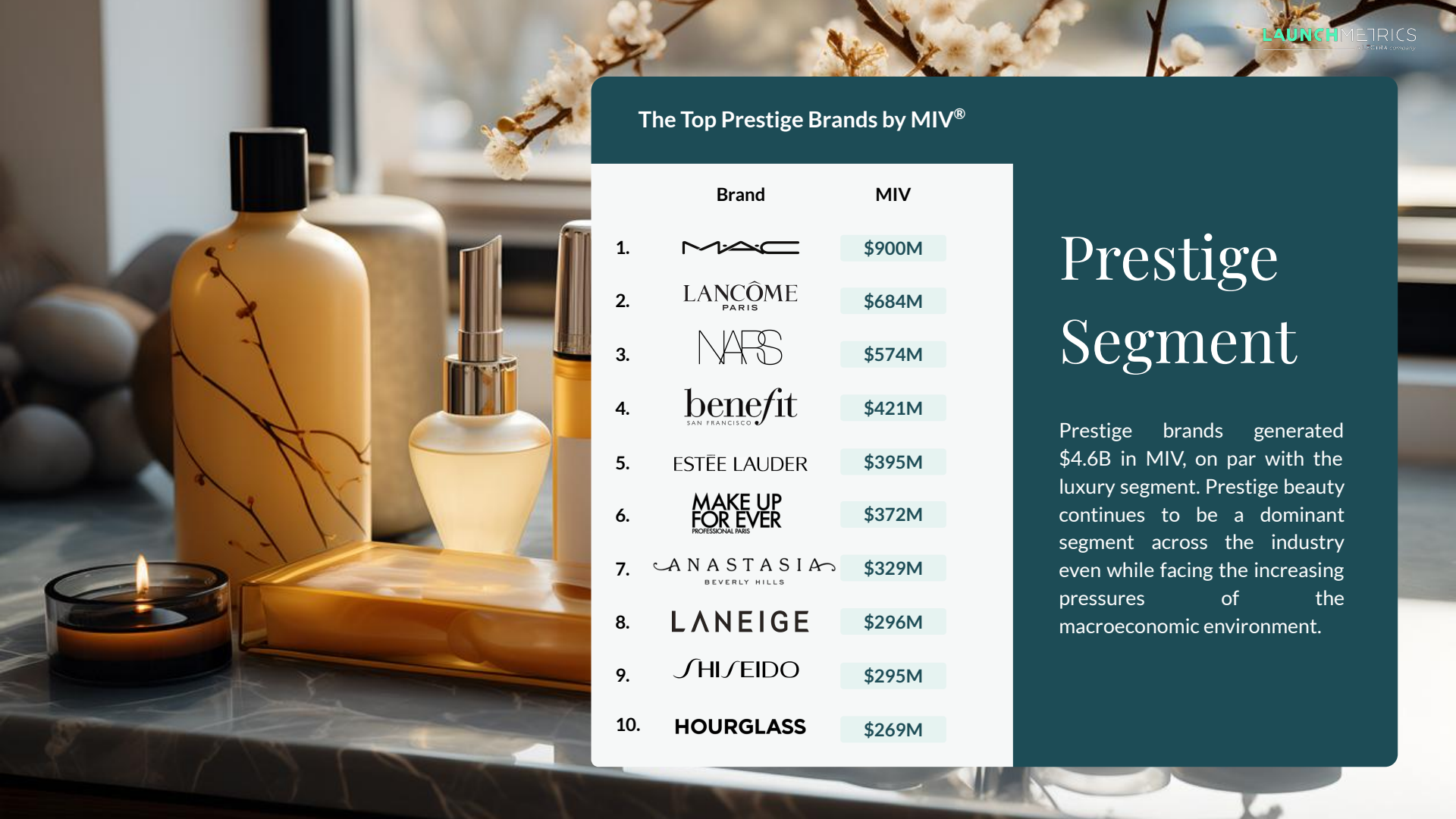
Beauty Industry MIV Distribution:



Q1 vs Q3 2025 MIV Growth per Category:



*Analysis of the top 10 brands by segment during Q1-Q3 2025



The Top Prestige Brands by MIV®

	Brand	MIV
1.	MAC	$900M
2.	LANCÔME PARIS	$684M
3.	NARS	$574M
4.	benefit SAN FRANCISCO	$421M
5.	ESTĒE LAUDER	$395M
6.	MAKE UP FOR EVER PROFESSIONAL PARIS	$372M
7.	ANASTASIA BEVERLY HILLS	$329M
8.	LANEIGE	$296M
9.	SHISEIDO	$295M
10.	HOURGLASS	$269M

Prestige Segment

Prestige brands generated $4.6B in MIV, on par with the luxury segment. Prestige beauty continues to be a dominant segment across the industry even while facing the increasing pressures of the macroeconomic environment.

Prestige Voice Strategy

Diversifying the Voice Mix to Sustain Leadership

For prestige brands, Influencers are still the main Voice driving consistent visibility and keeping the segment among the top performers. With strong legacy equity, prestige brands are well positioned to strengthen their Owned and Media channels. Shifting focus from reach to retention could help sustain long-term growth and reinforce brand storytelling.

Alongside the luxury segment, **Influencers were the only Voice driving growth** for the prestige brands in 2025

Share of Voice MIV®

Voice Type	%MIV®	YoY MIV®	
Influencers	71%	+1%	▲
Media	14%	-10%	▼
Owned Media	9%	-8%	▼
Celebrities	4%	-13%	▼
Partners	3%	-7%	▼

*Analysis of the top 10 brands by segment during Q1-Q3 2025 vs Q1-Q3 2024

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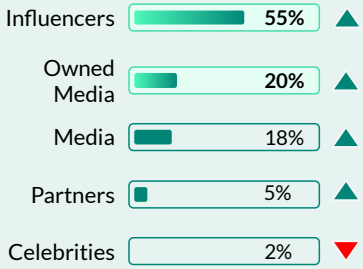
LANEIGE

Laneige achieved +30% YoY growth in 2025 through a balanced channel mix by Voice.

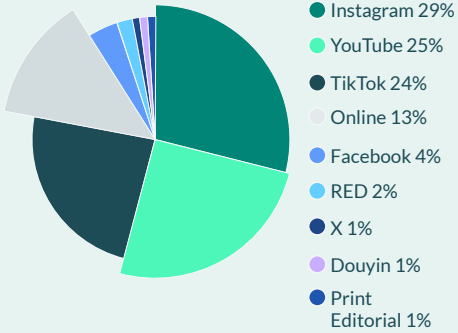
The Influencer Voice drove product discovery through TikTok, Owned Media delivered 48% of impact via YouTube Shorts, Media reinforced authority online and Partners built visibility on Instagram.

This strategic use of key channels through the Voices, amplified brand impact and proved how diversification across touchpoints can sustain growth and resilience for prestige brands.

Laneige Share of Voice MIV®



Channel Mix by MIV®



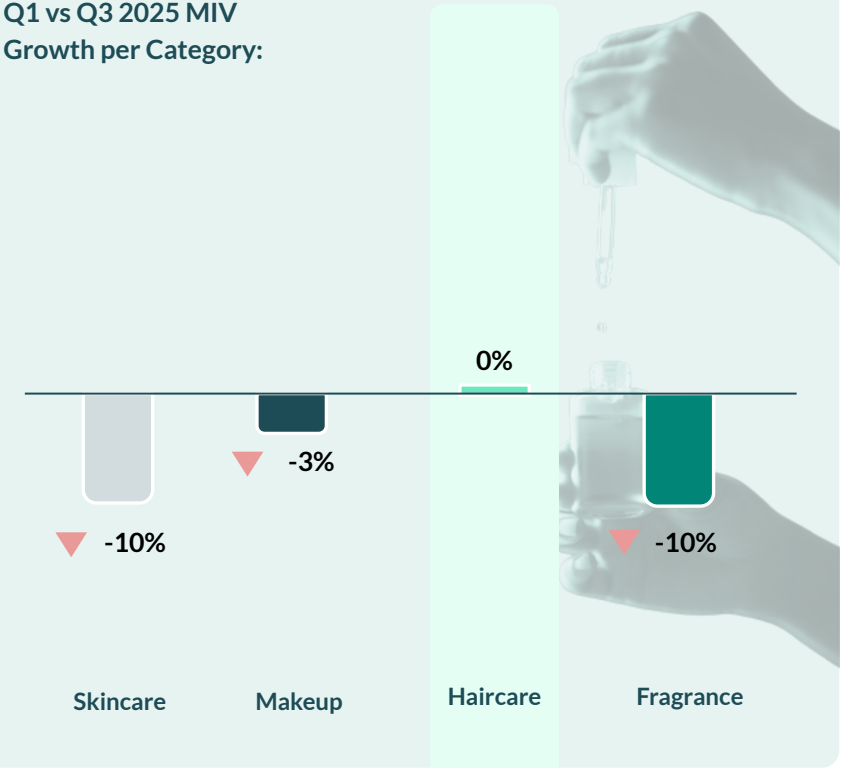
Which Category is Driving the Most Growth in Prestige in 2025?

Prestige maintains the second-largest share in makeup, following star-led brands, with makeup and haircare emerging as the most stable categories this year showing where consumer interest remains strongest. This performance aligns with the wider industry shift toward care-led beauty, as the global hair and scalp care market is projected to nearly double to $196B by 2034, reinforcing haircare's long-term opportunity within the prestige segment.

Beauty Industry MIV® Distribution:



Q1 vs Q3 2025 MIV Growth per Category:



*Analysis of the top 10 brands by segment during Q1-Q3 2025



The Top Star-led Beauty Brands by MIV®

	Brand	MIV
1.	HUDABEAUTY	$984M
2.	CharlotteTilbury	$806M
3.	Rare Beauty	$606M
4.	FENTY BEAUTY BY RIHANNA	$578M
5.	rhode	$443M
6.	MAKEUP BY MARIO	$356M
7.	KYLIE COSMETICS BY KYLIE JENNER	$227M
8.	HAUS LABORATORIES	$212M
9.	PATRICK TA	$188M
10.	ONE/SIZE	$178M

Star-led Segment

The Star-led segment continues to grow within the industry. From 2024 to 2025, it has shown an increase of 8%, with established and emerging brands sustaining leadership across the industry.

Star-led Voice Strategy

Connecting with communities beyond the founder

Star-led brands are moving beyond founder-led visibility in 2025. On average, brand founders have decreased their MIV® by 8% YoY, signaling a clear pivot. Owned Media now acts as the vehicle to nurture communities that once began as fan bases and have evolved into true brand advocates, drawn to the brand's offering and values reflected in its storytelling.

The average Owned Media MIV per placement for star-led brands is **4× higher than the average of all other beauty segments**

Share of Voice MIV

Voice Type	%MIV	YoY MIV
Influencers	77%	+11% ▲
Media	9%	+1% ▲
Owned Media	8%	-1% ▼
Celebrities	3%	-7% ▼
Partners	2%	-2% ▼

MIV/ Placement $30.9K

*Analysis of the top 10 brands by segment during Q1-Q3 2025 vs Q1-Q3 2024

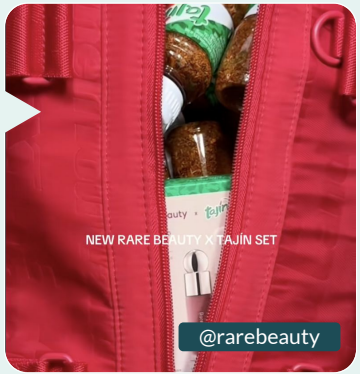
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Rare Beauty

In 2025, Selena Gomez, the founder of Rare Beauty, contributed only 4% of total brand impact with her contribution halving between 2023 and 2024. With an average MIV per Owned Media placement of $50.1K—almost on par with the Celebrity Voice average—**Rare Beauty now holds the highest Owned Media MIV in the star-led industry.**

Rare Beauty's top-performing content of the year wasn't a Selena post, it was the Rare Beauty x Tajín collaboration. By investing in powerful Owned Media, Rare Beauty shows that lasting influence comes from content and collaborations that reflect community and brand values, not just founder presence.

Rare Beauty now holds the highest Owned Media MIV of $79.6M in the Star-led segment.

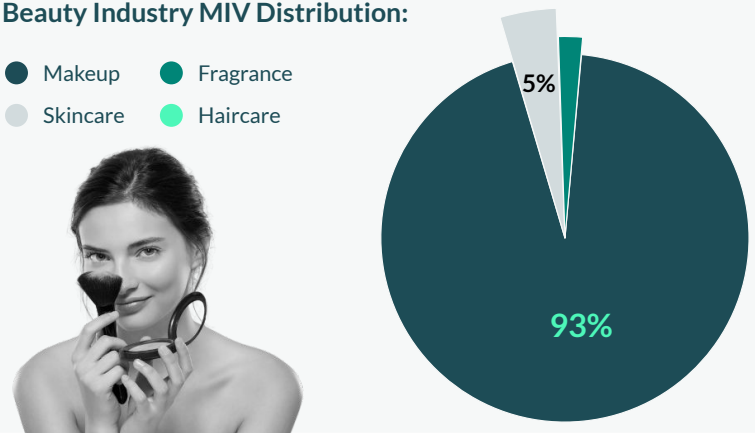


Which Category is Driving the Most Growth in Star-led in 2025?

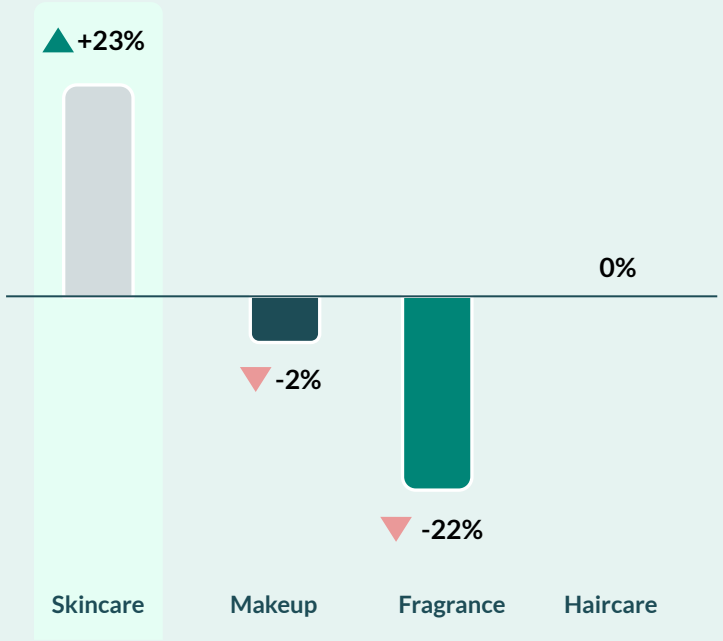
Star-led brands continue to dominate makeup, accounting for 93% of their total MIV®, which underscores the enduring impact of product innovation and targeted audience engagement in sustaining category leadership.

In spite of makeup dominance, the highest growth in 2025 comes from skincare, showing the potential that star-led brands have to reach their target beyond their core product offering.

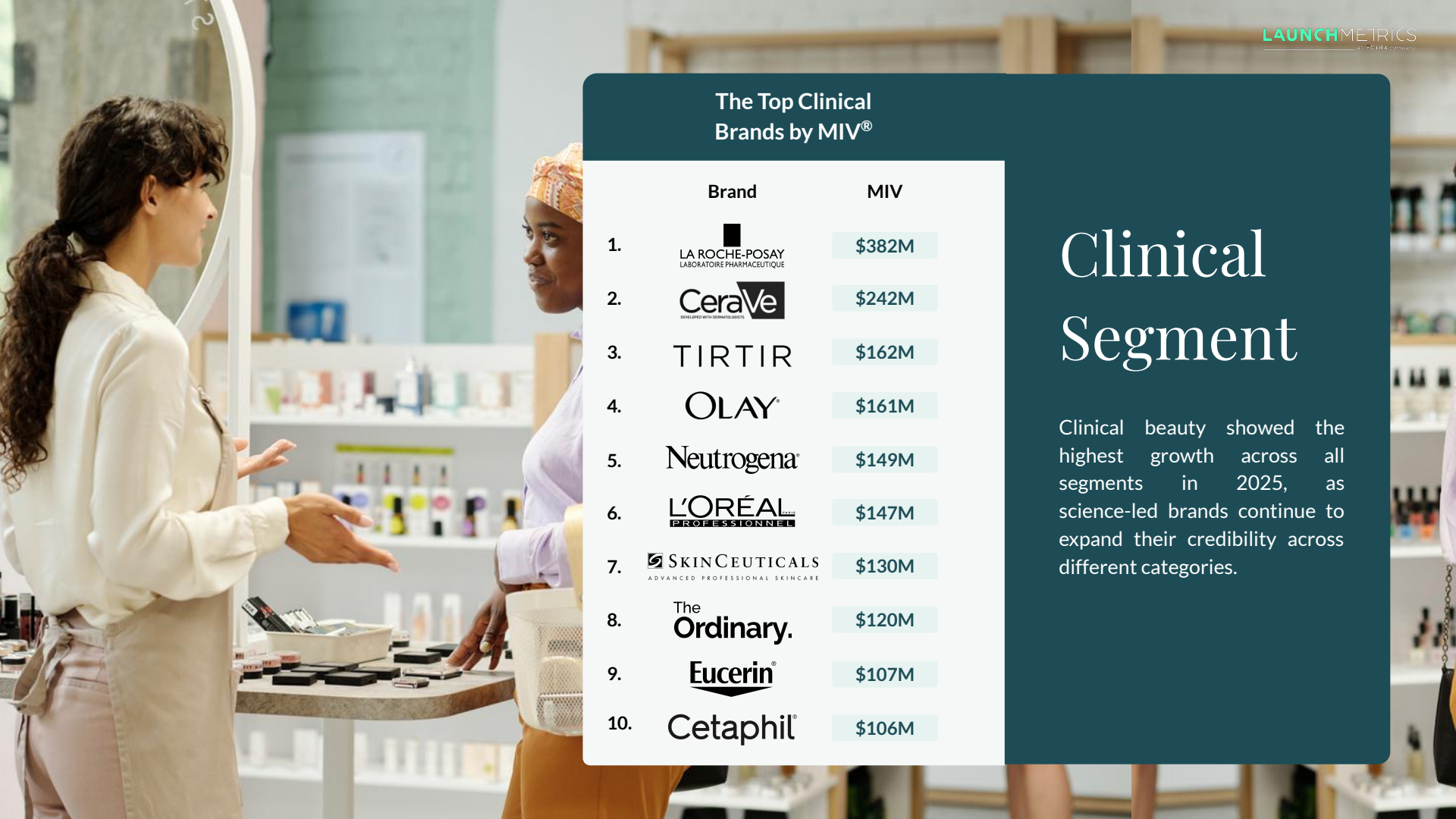
Beauty Industry MIV Distribution:



Q1 vs Q3 2025 MIV Growth per Category:



*Analysis of the top 10 brands by segment during Q1-Q3 2025



The Top Clinical Brands by MIV®

	Brand	MIV
1.	La Roche-Posay Laboratoire Pharmaceutique	$382M
2.	CeraVe	$242M
3.	TIRTIR	$162M
4.	Olay	$161M
5.	Neutrogena	$149M
6.	L'Oréal Professionnel	$147M
7.	SkinCeuticals Advanced Professional Skincare	$130M
8.	The Ordinary.	$120M
9.	Eucerin	$107M
10.	Cetaphil	$106M

Clinical Segment

Clinical beauty showed the highest growth across all segments in 2025, as science-led brands continue to expand their credibility across different categories.

Clinical Voice Strategy

Leveraging influencers to make products approachable

Clinical beauty is expanding its influence by using creators to make science-backed products more approachable. Influencers are now central to translating clinical efficacy into relatable content bridging the gap between professional authority and consumer connection. This evolution reflects how clinical brands are adapting their communication to drive credibility and accessibility though content-led education.

With +22% YoY Influencer growth, this Voice underscores the evolving value of creator endorsement in clinical beauty to help brands translate science-led claims into relatable, everyday routines.

Share of Voice MIV®

Voice Type	%MIV	YoY MIV	
Influencers	61%	+22%	▲
Media	22%	-5%	▼
Owned Media	9%	0%	▲
Celebrities	5%	25%	▲
Partners	3%	15%	▲

*Analysis of the top 10 brands by segment during Q1-Q3 2025 vs Q1-Q3 2024

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CeraVe

With Influencer MIV up +35% YoY ($168M), CeraVe is strengthening its connection with consumers by using creators to make science-backed products approachable and engaging.

As an official CeraVe partner, Charli D'amelio plays a key role in this shift. Her collaborations with the brand, including a top placement during the EADV 2025 dermatology conference, helps translate professional expertise into relatable content. Charli's MIV for the brand averages $143K per post, 13x higher than CeraVe's overall influencer average ($11K), showing her effectiveness in translating the brand's technical language into relatable tips for a global audience.



Charli D'amelio

$1.14M MIV
8 Placements
$143K MIV/Placement

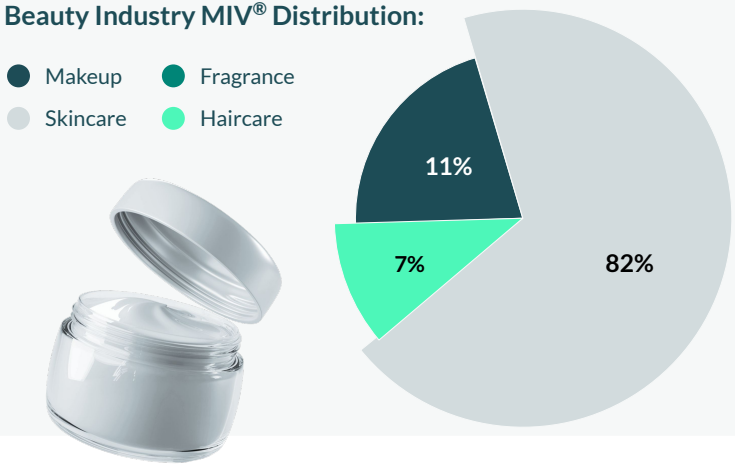
Charli D'amelio's content generates 13x more MIV than CeraVe's average influencer

Which Category is Driving the Most Growth in Clinical in 2025?

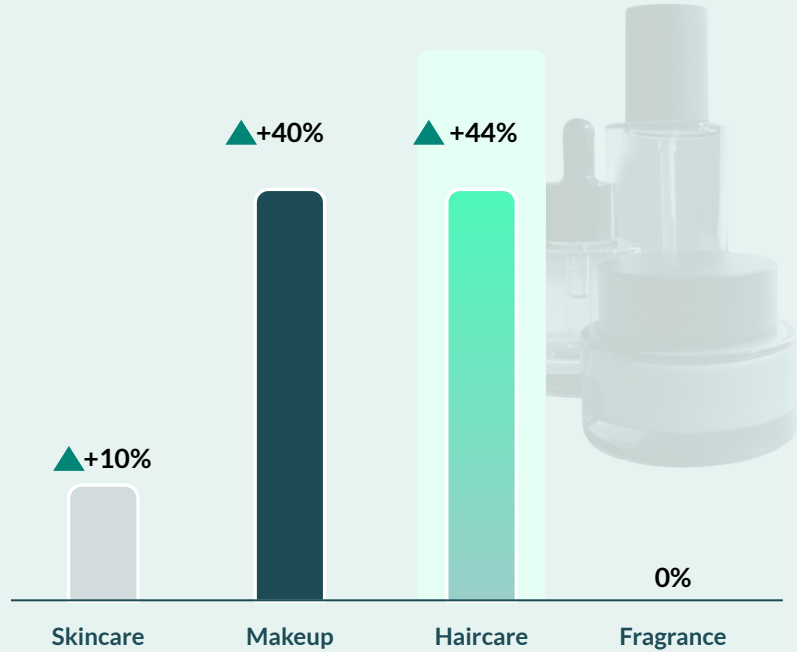
The segment's performance, remains anchored in skincare as clinical brands are the leaders of this category across the industry. Haircare and makeup show the fastest growth, indicating that clinical positioning is extending beyond skin.

This expansion highlights how brands are leveraging trust in efficacy to drive growth across new beauty categories through their smart Voice strategy.

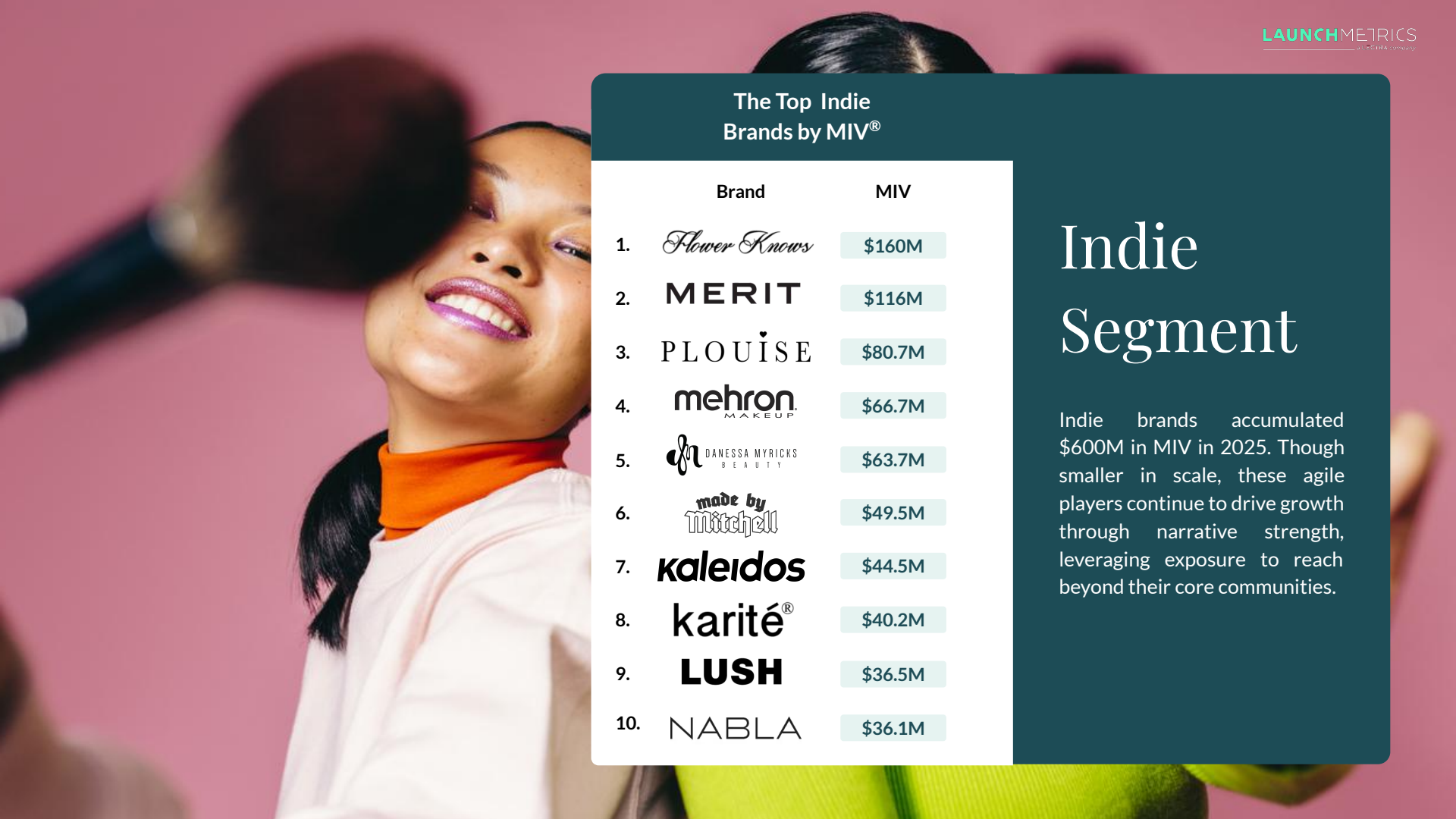
Beauty Industry MIV® Distribution:



Q1 vs Q3 2025 MIV Growth per Category:



*Analysis of the top 10 brands by segment during Q1-Q3 2025



The Top Indie Brands by MIV®

	Brand	MIV
1.	Flower Knows	$160M
2.	MERIT	$116M
3.	PLOUISE	$80.7M
4.	mehron MAKEUP	$66.7M
5.	DANESSA MYRICKS BEAUTY	$63.7M
6.	made by Mitchell	$49.5M
7.	kaleidos	$44.5M
8.	karité®	$40.2M
9.	LUSH	$36.5M
10.	NABLA	$36.1M

Indie Segment

Indie brands accumulated $600M in MIV in 2025. Though smaller in scale, these agile players continue to drive growth through narrative strength, leveraging exposure to reach beyond their core communities.

Indie Voice Strategy

Strengthening credibility through media exposure

In indie beauty, credibility through Media remains a key growth driver. Creators build trust and visibility, but Media storytelling adds the authority that turns cult favorites into recognized category leaders.

The Media Voice recorded the highest growth across all Voices and segments, rising +39% YoY, highlighting the central role traditional Media has in uplifting highly specialized brands.

Share of Voice MIV®

Voice Type	%MIV®	YoY MIV®
Influencers	75%	0%
Media	13%	+39% ▲
Owned Media	9%	+5% ▲
Partners	2%	-29% ▼
Celebrities	1%	-6% ▼

*Analysis of the top 10 brands by segment during Q1-Q3 2025 vs Q1-Q3 2024

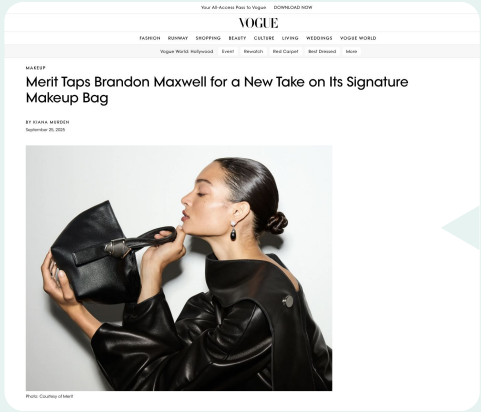
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MERIT

Merit Beauty stands out as one of the fastest-growing indie brands in 2025, with +74% YoY total MIV, and Media emerged as a critical growth. Through timely, culturally attuned campaigns, Merit has successfully integrated itself into the broader media conversation. Its collaboration with Brandon Maxwell during NYFW saw 98% of the campaign's MIV generated through Media,

highlighting how aligning product storytelling with key cultural moments can significantly amplify reach and authority.

Merit's strategic focus on Media storytelling rooted in key campaign moments, amplified its transition from a community-driven cult favorite to a brand with mainstream authority.

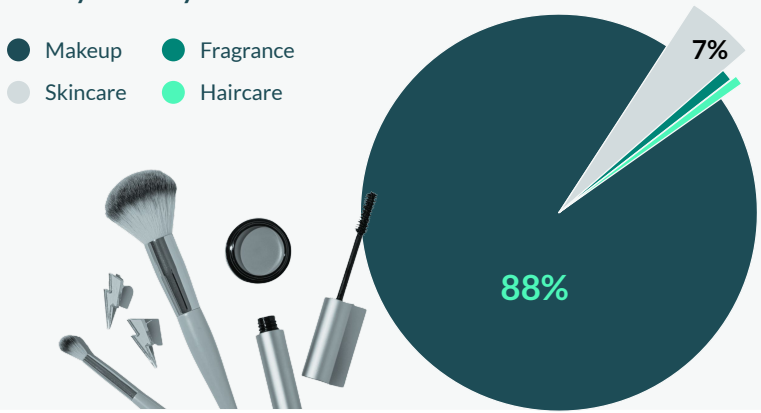


98% of MERIT x Brandon Maxwell campaign's MIV was generated through Media

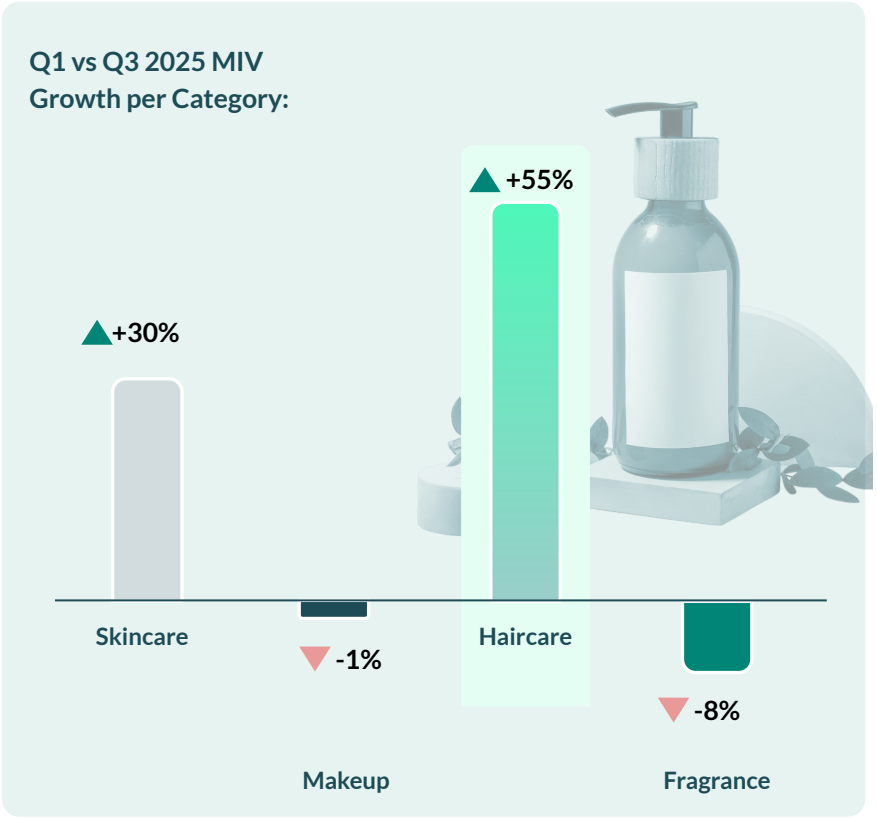
Which Category is Driving the Most Growth in Indie in 2025?

Indie brands, rooted in digital-first storytelling and curated product narratives, remain closely connected to their audiences. Makeup continues to be their primary performance driver, but the segment's standout growth came from haircare and skincare. This expansion signals how indie players are broadening their influence beyond core categories, using niche positioning to capture emerging opportunities in beauty.

Beauty Industry MIV® Distribution:



Q1 vs Q3 2025 MIV Growth per Category:



*Analysis of the top 10 brands by segment during Q1-Q3 2025

Case study Customer

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How Kiko Milano Benchmarks Performance to Drive Smarter, Scalable Growth

Challenge:
Fragmented reporting across 60+ markets

Global expansion has made reporting efforts increasingly fragmented, making it more difficult for global PR teams to measure performance consistently, compare results across regions and maintain a unified global strategy.

Solution:
Centralizing Data with Launchmetrics Discover and Insights

By tracking market-specific coverage with Discover and leveraging competitive Benchmarking with Insights, Kiko Milano can now analyze data through a unified metric – Media Impact Value® – to simplify analysis and ensure consistent global reporting.

Insights Discover

KIKO MILANO

“While searching for a solution to compare brand performance across different countries and competitors, I came across Launchmetrics. At the time, it seemed like the best fit for our needs. And actually, it still is.”

Ilaria del Gaudio
Global PR Manager New Markets & Franchises

Book a Personalized Demo Today

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The Leading Brand Performance Cloud for Beauty Brands

Software, Data and Insights to track and measure your Brand Strategy and Campaign Performance

- **Benchmark against your competitors**, measure ROI and drive cost savings
- **Dive into global campaign data** and filter by category, region, channel and Voice
- Simplify Media Monitoring with **your print, online and social coverage all in one place**
- **Quantify your Brand Efforts** with a single, unified metric, **Media Impact Value® (MIV®)**

Learn More



Key Takeaways



Speak Through the Voices That Matter

Authenticity wins when you meet audiences through the people they trust. Whether it's Charli D'Amelio translating CeraVe's dermatologist-first positioning or Prada driving increasing impact with Micro Influencers, creators have become today's interpreters of expertise. The most successful brands build relevance by successfully turning their messaging into relatable, audience-first narratives that expand reach without diluting trust.



Diversify the Voices Driving Your Growth

With growth across segments slowing from +43% in 2024 to just +5% in 2025, the brands that understand which Voices truly drive value—and diversify how they use them—are the ones staying ahead. Star-led brands like Rare Beauty, are building self-sustaining ecosystems through Owned Media and direct engagement, while Indie players, such as MERIT, are scaling through Media amplification around key campaign moments. In a market where single-Voice reliance limits impact, diversification is now key for continued growth.



Anticipate Category Shifts Before They Peak

Makeup still dominates with an average MIV share of 68% across segments, but the fastest growth is now in categories like Haircare and Fragrance. The most forward-thinking brands monitor these shifts closely and through data, anticipate and influence their direction. By analyzing emerging category dynamics, brands can influence audience perception and launch products that define their segment. In a market driven by innovation, turning insight into proactive strategy is what separates category leaders from followers.



Benchmark Continuously to Stay Agile

Beauty is one of the fastest evolving industries. As trends rise and fade within weeks, especially on platforms like TikTok, agility has become a core competitive advantage. Analyzing peer performance is a key factor of success to adapt strategies and respond rapidly to customer demand. As we enter into 2026, ROI and growth won't come from bigger marketing budgets, it will come from smarter allocation and sharper execution.

Methodology & Glossary

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. This single measurement standard lets you compare and understand which strategies create the most media impact across print, online and social by reflecting the audience perspective. At Launchmetrics, our 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 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.

Engagement: The total number of interactions on a piece of content. For example, this includes comments, likes and shares.

Share of value (SOV): The percentage representation of a specific category's contribution to overall MIV. It quantifies the proportion of MIV generated by a category relative to the total amount, providing insights into the category's significance. Categories may include Voices, channels, brands or specific events within the brand's ecosystem (non-exhaustive).

Placements: Social media posts, media articles, or blog posts which mention the brand.

- **Online:** Any online article is a placement. Each element of a gallery can also be a placement. If an article is present in several sections of a media, it is counted once. If it appears in different media, it can be counted several times.
- **Social:** Any post from YouTube, Instagram, Facebook, X is counted as a placement.
- **Print:** Any article is a placement, which can contain several references.

Tiers: Influencer tiers: Influencers & KOL's are categorized based on the number of followers they have on their social channels. A Voice with multiple social accounts is only categorized based on their largest social account audience.

Q1 - Q3: January 1 - September 30, 2025

Content is retrieved on the day a placement is published. Any subsequent changes–such as edits to caption–are not reflected in the dataset. MIV is calculated based on engagement metrics as captured at the time of crawling.

EXPRESSIONS

- **MIV®** – Media Impact Value®
- **B**– Billion
- **M** – Million
- **K** – Thousand
- **AVERAGE $MIV®** - Average MIV® per placement for a specific subset of data, allowing us to measure the average quality of a channel
- **AVG ENG. RATE %** – Average Engagement Rate **in %:** the percentage of subscribers engaged in a certain post, averaged across multiple posts of a channel.
- **FLB** – Fashion, Lifestyle & Beauty
- **INFLUENCER TIERS:**
  - Micro Influencers: 10K-100K followers
  - Mid-Tier Influencers: 100K-500K followers
  - Mega Influencers: 500K-2.5M followers
  - All Star Influencers: More than 2.5M followers



Read more about MIV® HERE

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. Understand the Voices that are driving your brand mentions so that you can track, attribute, and measure success accordingly.

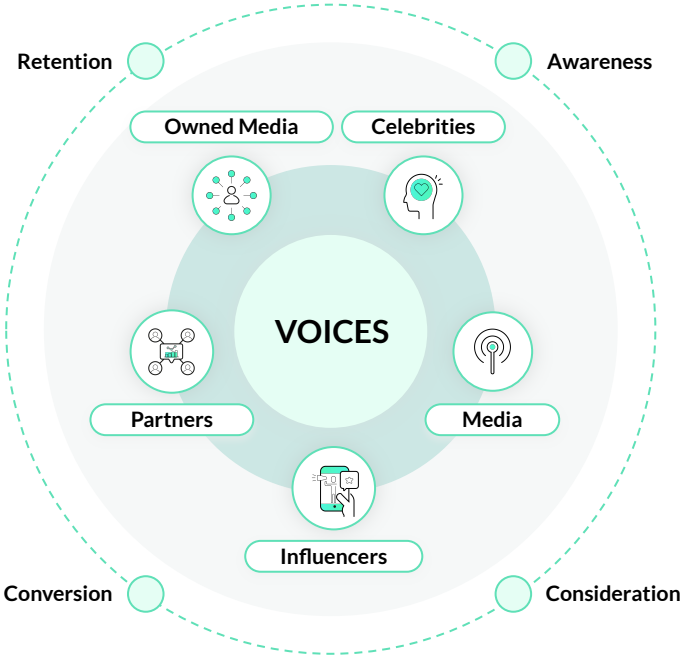
Media
Any third party entity publishing content written by media professionals such as a journalist, team, or freelancer. It can have sources in print, online and social.

Celebrities
Influential individuals that are known for something other than their digital presence such as actors, singers and athletes.

Influencers/ KOL's
Any person who is not a celebrity and who has a relevant footprint on social media to influence consumers in their buying behavior/perception of a brand, including models and designers.

Partners
Any legal entity (brand, retailer) that can publish content about another legal entity, for example: Sephora or IMG.

Owned Media
Any channel that belongs to the brand itself, for example: Instagram, Facebook, YouTube, TikTok, Weibo, RED.



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