

D M R • G R O U P



MILAN • NEW YORK • HONG KONG

WWW.DMR.ST



DMR GROUP ABOUT US

SINCE MORE THAN 20 YEARS

DMR'S AIM IS TO BE AN EFFECTIVE AND RELIABLE PARTNER IN MONITORING, TRACKING AND ANALYZING ALL COMMUNICATION ACTIVITIES AND STRATEGIES OF OUR CLIENTS, PROVIDING "ADDED VALUE" INSIGHTS AND MARKET INTELLIGENCE.

Our team of over 250 experts uses the most advanced technologies to ensure complete and personalized support for our customers.

DMR monitors a panel of 4.500 titles in 44 countries, more than 100.000 websites and 15.000 selected social media accounts worldwide.

A TAILORED MONITORING OF COMMUNICATION AND PR ACTIVITIES FOR A GLOBAL AND REAL-TIME VIEW OF YOUR COMPANY AND ITS COMPETITORS' STRATEGIES

OUR EXPERIENCE AT YOUR SERVICE



OUR CLIENTS

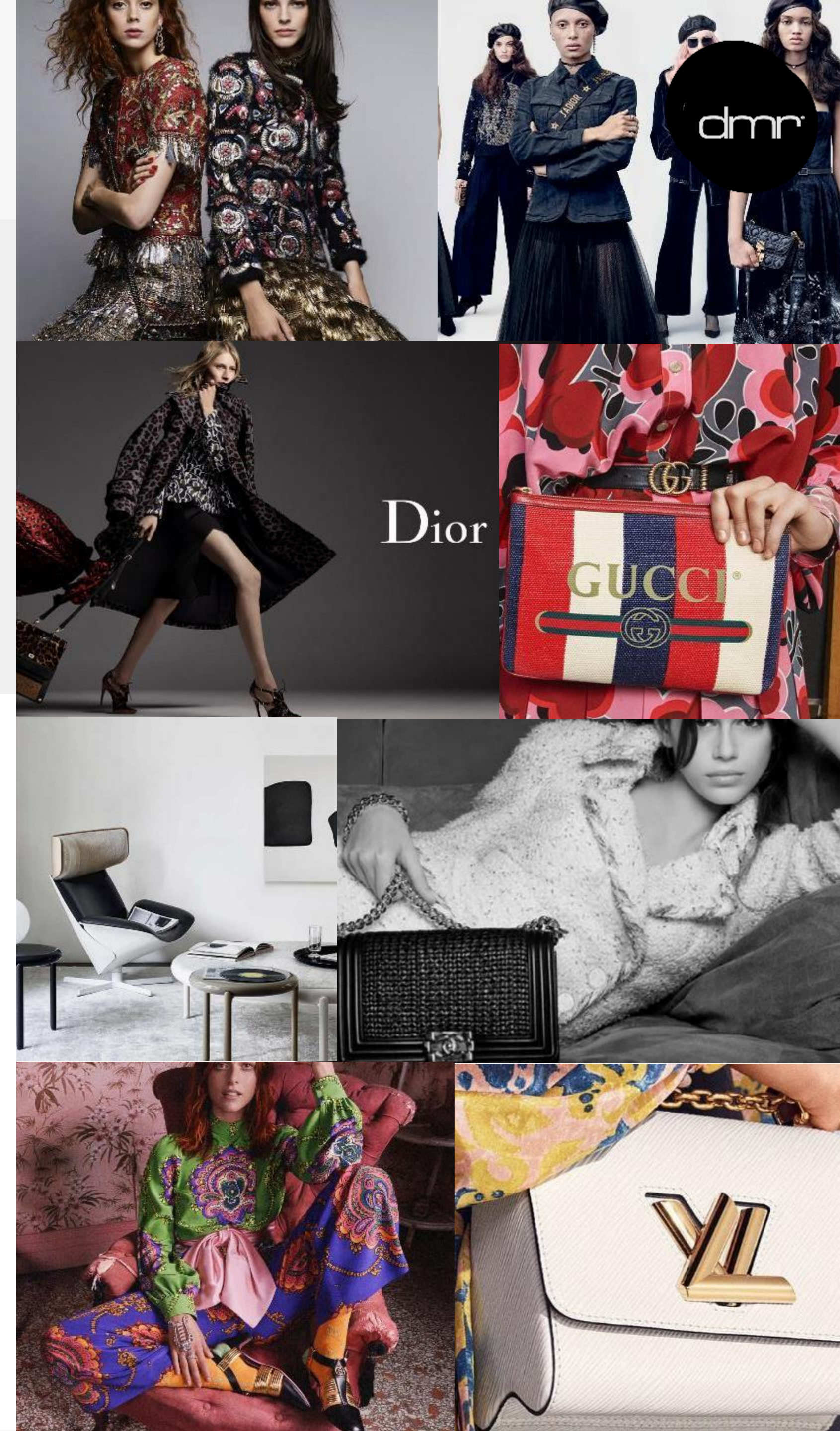
**DMR SERVES
OVER 400
CUSTOMERS
WITH A WORLDWIDE
PRESENCE**

Our clients are companies, publishers, advertising and public relations agencies that operate mainly in the fashion, luxury (clothing, bags, shoes, watches, jewelry, perfumes, cosmetics, ...) and design sectors.

The best known and most prestigious brands in the world recognize the uniqueness, reliability and competence of DMR and guarantee us a leading position on the market.

At the same time, some of the most important publishers and agencies rely on the same data, allowing a more effective and transparent partnership.

WE ARE PROUD TO HAVE AMONG OUR CUSTOMERS:





DMR GROUP

OUR TEAM

250 EMPLOYEES

PROVIDING SUPPORT TO OUR CUSTOMERS IN ORDER TO MAKE THE BEST AND MOST EFFECTIVE STRATEGIC DECISIONS ON PR AND COMMUNICATION INVESTMENTS.

8

USA
NEW YORK

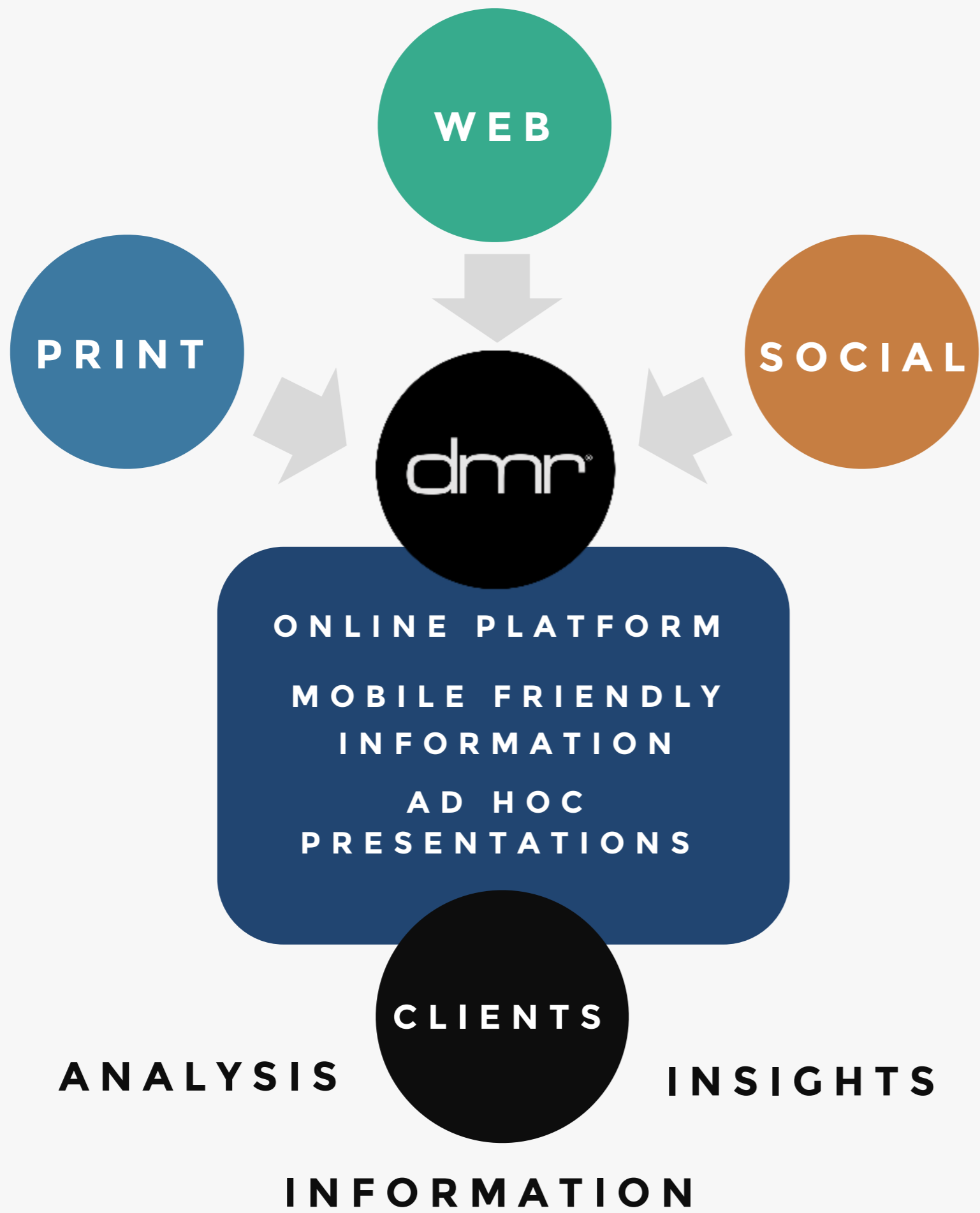
172

EMEA
ITALY
ROMANIA
FRANCE
GERMANY

70

APAC
HONG KONG
SHEN YANG

D M R G R O U P
SERVICES



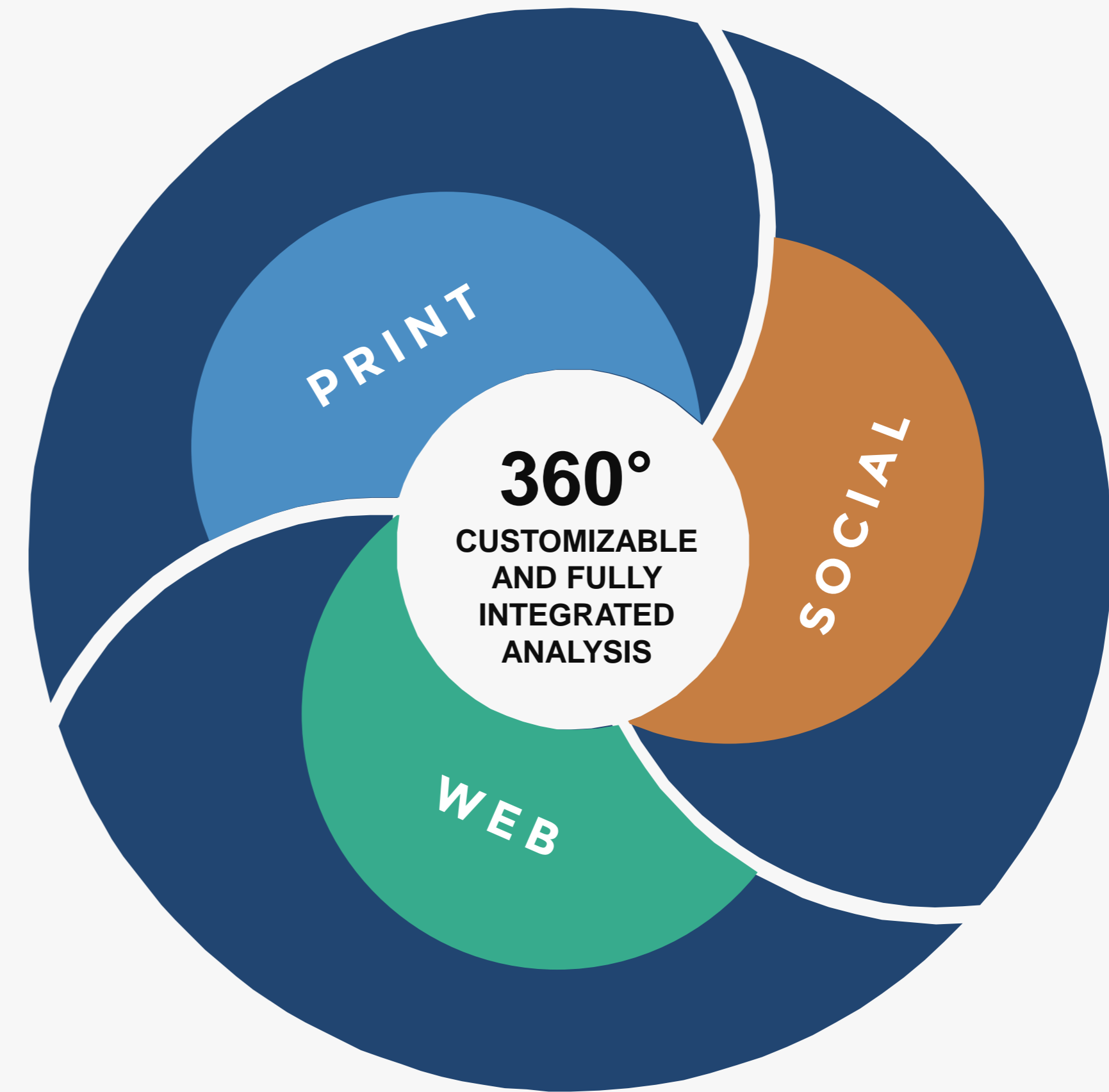
DMR GROUP
SERVICES



A WINNING MIX OF EXPERIENCE AND
TECHNOLOGY WITH A PRECISE FOCUS
ON THE WORLD OF LUXURY

A 360° MONITORING ON PRESS, WEB AND SOCIAL MEDIA

WE PROVIDE OUR CUSTOMERS WITH
INFORMATION, ANALYSIS AND TOOLS TO
MANAGE AND OPTIMIZE THEIR
INVESTMENTS IN COMMUNICATION AND
PR.



DMR RECOGNIZES THE EVOLUTION OF MEDIA AND COMMUNICATION ADDING TO THE MONITORING AND ANALYSIS OF TRADITIONAL MEDIA - THE "PRESS REVIEW" - THE TRACKING OF THE WEB AND MORE RECENTLY OF SOCIAL MEDIA, INCREASINGLY FUNDAMENTAL IN THE PR AND COMMUNICATION STRATEGY OF OUR CLIENTS.

DMR GROUP
SERVICES



PRINT

Advertising and editorial coverage are tracked, analysed and recorded, both in its content and visuals.

A team of experts and a user friendly platform provide quantitative and qualitative data and analysis on brands, competitors, product categories and specific subjects: a full overview of the market's communication strategies and results.



WEB

We track and analyse the most relevant websites for the industry and the competitive set of our customers (magazines and online newspapers, blogs, portals).

We make a selection in this complex and often difficult to monitor and evaluate world, to make available to our customers useful, synthetic and profiled information for both Advertising and Editorial contents.



SOCIAL

We monitor on Twitter, Instagram, Facebook, Youtube, Weibo and Wechat* different types of accounts: bloggers, brands, celebrities, journalists, influencers, magazines, ...

Based on our experience in monitoring media and knowing the needs of our customers, we have developed measurement systems on different parameters and KPIs

* added in 2018

ADV CAMPAIGNS

NEWS ALERTS

**TESTIMONIALS &
CELEBRITIES**

NEW PRODUCT LAUNCHES

EVENTS

BEST OF THE WEEK

NEW OPENINGS

PR ACTIVITIES

**INFLUENCER
MARKETING CAMPAIGNS**

OUR SERVICES

dmr

DMR COVERAGE



IMMEDIATE ACCESS TO
RELEVANT INFORMATION FOR
YOU AND YOUR BUSINESS

44

COUNTRIES

MORE THAN **4.500**

**NEWSPAPERS AND
MAGAZINES**

100.000

WEBSITES

15.000

**SOCIAL ACCOUNTS
WORLDWIDE**



OUR SERVICES

PRINT

QUANTITATIVE AND QUALITATIVE ANALYSIS ON SPECIFIC BRANDS, COMPETITORS OR SUBJECTS ARE PERFORMED FOR A PERSPECTIVE VIEW OF THE MARKET'S PR AND COMMUNICATION STRATEGIES.



TRACK

the space and value of editorials and advertising from the reader's point of view



MEASURE

your return on investment and editorial share of voice



COMPARE

information between your brand and that of your competitors and different time periods



ANALYSE

data by specific product category, country, magazine or publisher





OUR SERVICES

PRINT

THANKS TO OUR EXPERIENCE WE HAVE DEVELOPED METHODOLOGIES AND KPIs FOR AN OBJECTIVE EVALUATION OF THE COMMUNICATION ON PRINT THAT MAKE THE COMPARISON BETWEEN DIFFERENT BRANDS AND INVESTMENTS HOMOGENEOUS:



DMR TRACKS THE ARTICLES FROM THE READER'S POINT OF VIEW

Every page is read and all data is split into different layers, such as companies, brands, categories (e.g. watches, jewelry, corporate, etc.) and sub-categories (e.g. celebrities, high jewelry, men's watches, etc.).

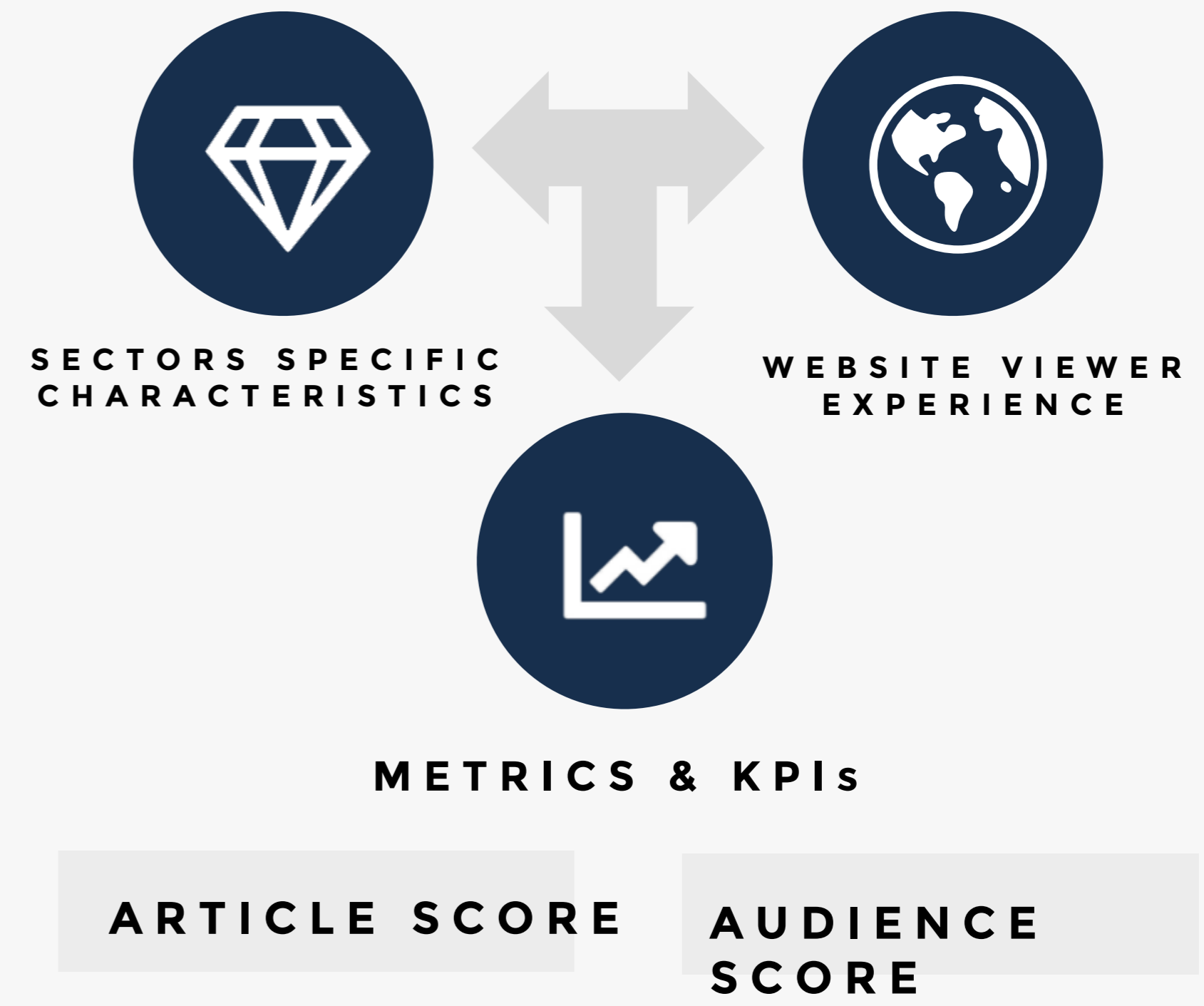
Every element (for both editorial and advertising) is measured in “page equivalency” and in “space buying equivalency” calculated on the “standard rate card” (gross) for the title.

Coverage of magazines is recorded in fractions of pages and the evaluation is based on the area occupied, varying from a single mention to a full page.



WEB EDITORIALS

WE MONITOR THE MOST RELEVANT WEBSITES FOR OUR INDUSTRIES OF REFERENCE WITH A CLEAR OBJECTIVE: TO EVALUATE THE EFFECTIVENESS OF COMMUNICATION AND PR ACTIVITIES OF OUR CUSTOMERS AND THEIR COMPETITORS. INFORMATION IS MADE AVAILABLE TO OUR CUSTOMERS THROUGH A PLATFORM FOR AN IMMEDIATE OVERVIEW OF CONTENTS (IMAGES, EDITORIAL CONTENT) AND PERFORMANCE.





OUR SERVICES

WEB ADVERTISING

WE MONITOR OUR CLIENTS BRANDS AND THEIR COMPETITORS CAMPAIGNS, ADVERTISING ACTIVITY AND PERFORMANCE IN THE MOST RELEVANT MARKETS. THE SINGLE CAMPAIGN IS THE FOCUS OF OUR MONITORING ACTIVITY, WEBSITES ARE TRACKED SEVERAL TIMES A DAY ON A DAILY BASIS, DATA ARE UPDATED EVERY 24 H.



BRAND AND CAMPAIGN TITLE

- Share of voice
- Estimated impressions
- Advertising value based on CPM sourced from independent suppliers
- Countries' performance for each brand



FIRST DETECTED

timing of the first campaign's detection

LAST DETECTED

timing of the last campaign's detection



WEBSITES PUBLISHERS

Number of websites/publishers that have published the campaign





OUR SERVICES

SOCIAL MEDIA

WE MONITOR AND ANALYSE DIFFERENT TYPES OF SELECTED ACCOUNTS BASED ON OUR EXPERIENCE AND SPECIFIC REQUESTS FROM OUR CUSTOMERS. WE CONTINUALLY UPDATE OUR PANELS FOLLOWING THEIR EVOLUTION:



BLOGGERS
BRANDS
CELEBRITIES
CORPORATE

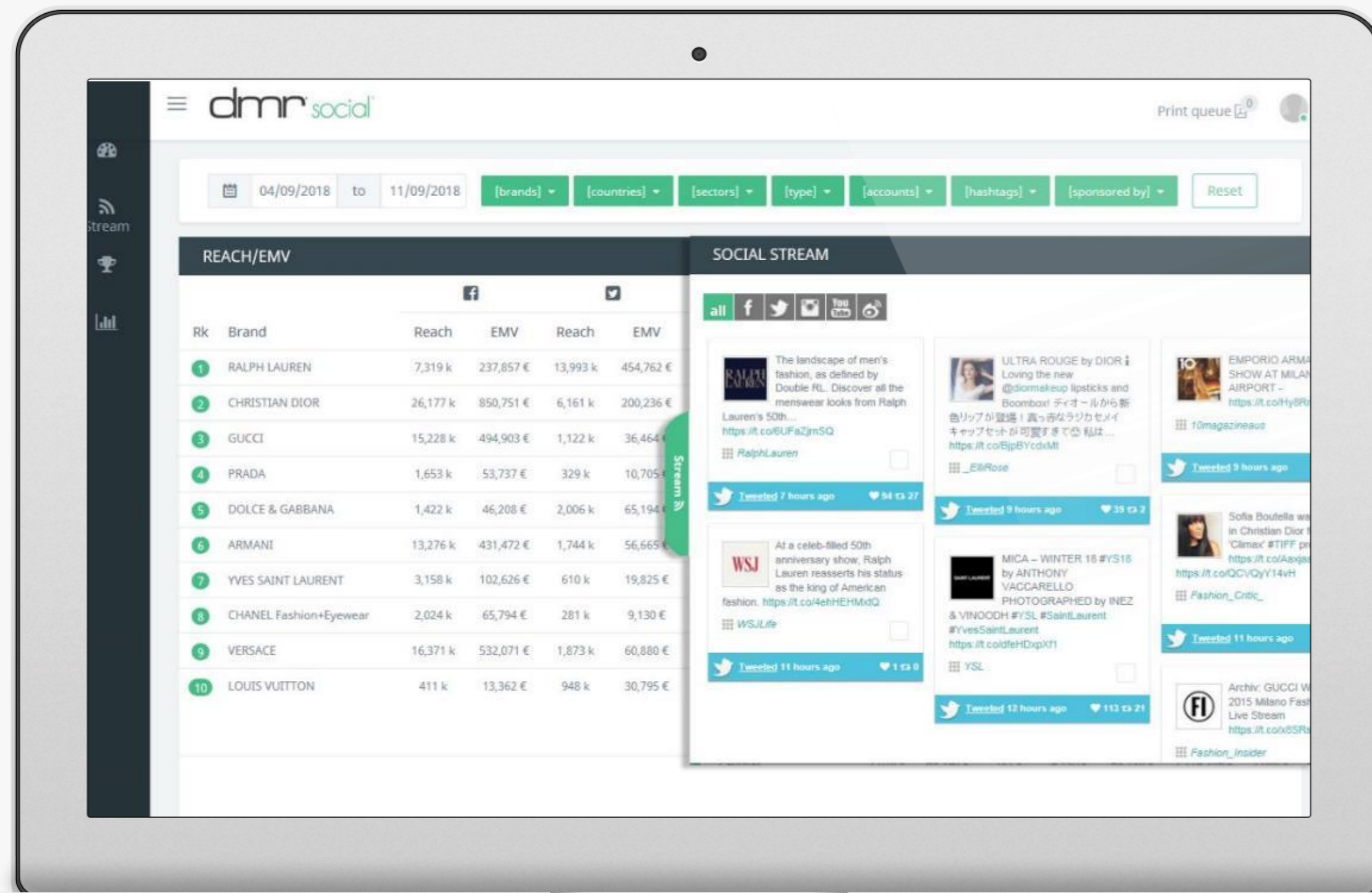


ICONS
JOURNALISTS
INFLUENCERS
MAGAZINES



SOCIAL MEDIA

WE HAVE DEVELOPED MEASUREMENT SYSTEMS ON DIFFERENT PARAMETERS AND KPIS SPECIFICALLY FOR THESE MEDIA:



- ✓ SOCIAL INDEX & VALUE BY SOCIAL NETWORK
- ✓ NUMBER OF POSTS, REACH AND ENGAGEMENT OBTAINED
- ✓ SOCIAL ACTIVITY SPLIT BY COUNTRY, BY #, BY TYPE OF ACCOUNT
- ✓ BRAND'S TOP INFLUENCERS AND TOP POSTS
- ✓ EARNED MEDIA VALUE BY SOCIAL NETWORK

ON OUR SOCIAL PLATFORM ALL INFORMATION COLLECTED IS ELABORATED AND SYNTHESIZED IN DASHBOARDS CUSTOMISED ON THE NEEDS OF OUR CUSTOMERS TO EVALUATE: EFFECTIVENESS OF INFLUENCER MARKETING CAMPAIGNS, CONTRIBUTION OF THE SOCIAL CHANNELS TO THE OVERALL COMMUNICATION OF THE BRAND, EVALUATION OF COMPETITORS SOCIAL COMMUNICATION STRATEGIES, ...

WHY DMR?



20 YEARS EXPERIENCE

We have developed unique skills and knowledge on the world of media, communication and PR activities, brands and their dynamics. A team of experts puts this knowledge at our customers' service.



TECHNOLOGY AT CUSTOMERS' SERVICE

We use the most advanced technologies to improve the performance of our services, facilitating their use and effectively supporting customers' strategic decisions. Technology is not an end but a means to serve customers. We offer a winning mix of experience and expertise of markets and brands, paired with the most advanced technologies, which makes our service unique.

UNIQUE EXPERTISE IN LUXURY MARKETS

We know luxury brands and that every brand is a world in itself. We analyse communication and PR activities of luxury brands at 360° and in addition to press, that continues to play a significant role for luxury brands, we expanded monitoring and analysis to web and social media, recognizing their growing importance.



DEDICATED ACCOUNT AND PERSONALIZED SERVICE

Our team is at your disposal. Thanks to a cutting-edge and easy-to-use platform, we are able to guarantee a personalized selection of information useful for monitoring your communication and PR activities, providing insights and market intelligence.





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