What makes a playlist successful?

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Spotify®

How to define success?

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Number of active users in the last month

- *What makes a playlist **attractive to many users**?*

- Playlists with larger reach improve the experience of more users on Spotify

How to think about success?

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Share of active users who return to a playlist

- *What share of users from last month comes back this month?*

- Users who stay with a playlist probably stay on Spotify

How to think about success?

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Users that active return to the playlist

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Data

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- Spotify's lists are very successful
  - 399 lists
  - 51 900 monthly users on average
  - 70% of all lists above 5 000 monthly users are from Spotify
  - **I exclude them from the analysis!**

Focus

Focus

Title of a playlist

- *The first thing users see of a playlist*
- *Potentially interesting for search*

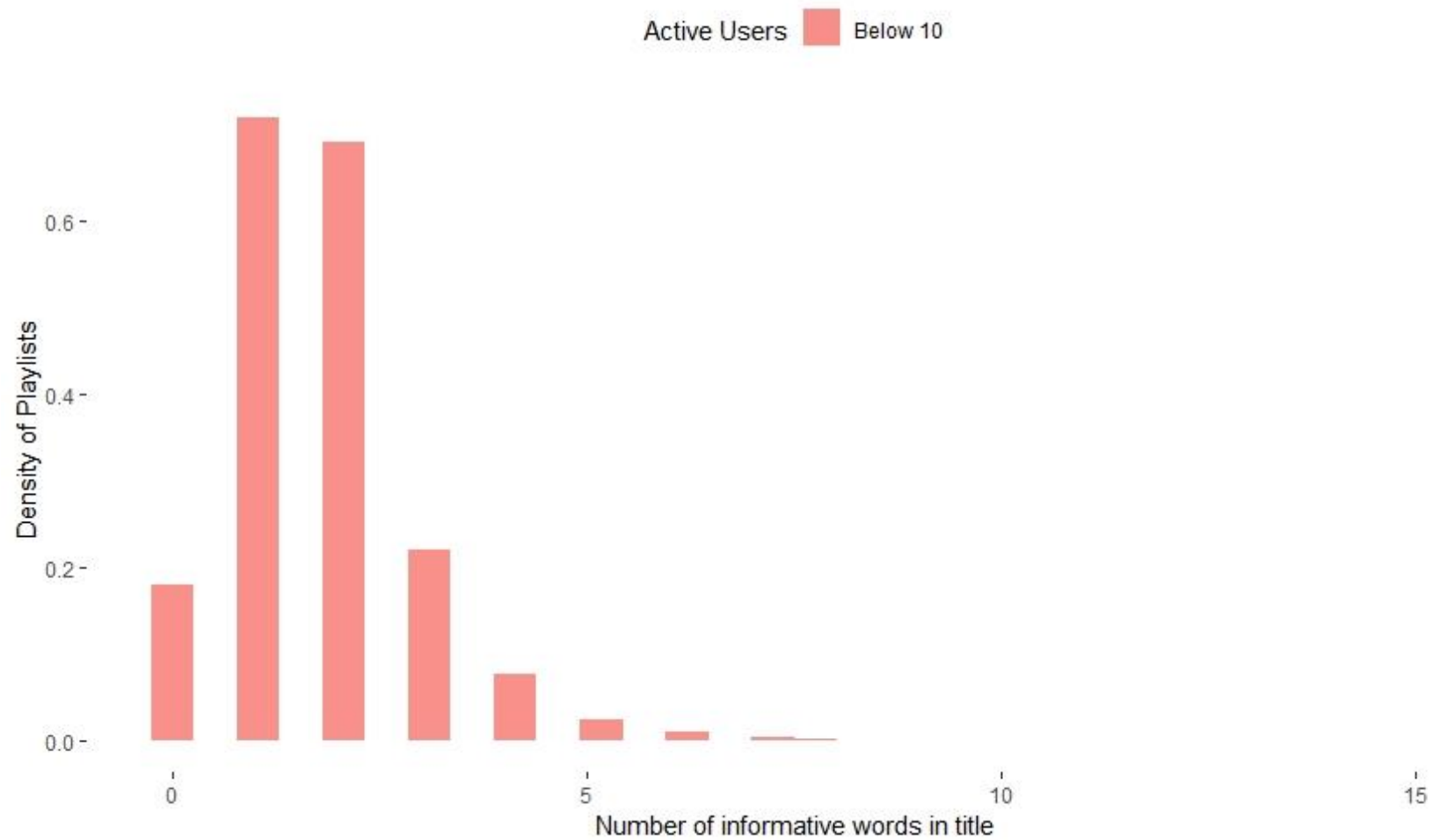## Diversity of content

- *Correlates with retention*

An informative title is important
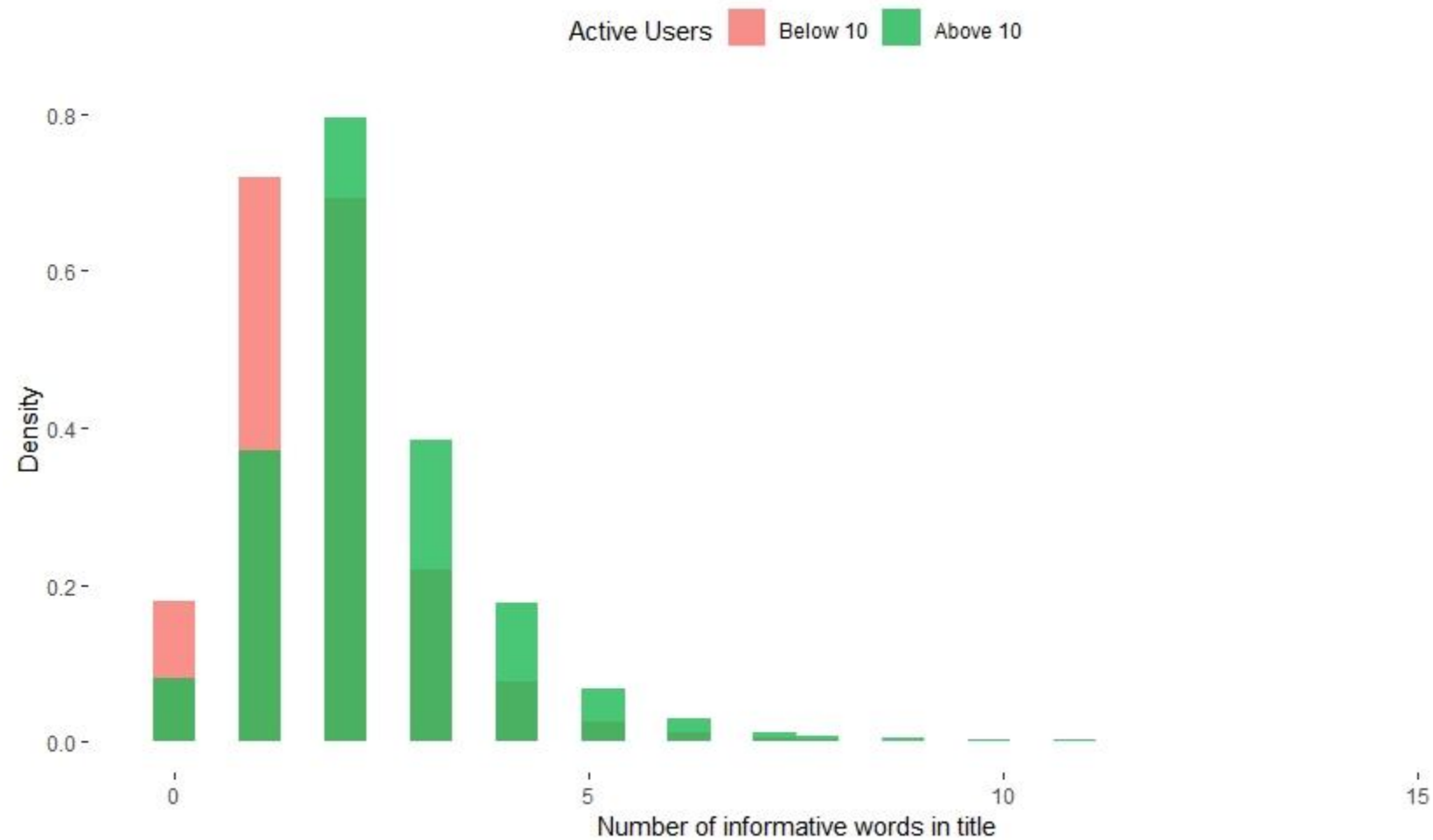
1. Number of *informative words* in the title
    - Most Playlists have 0-3 words
    - **More words correlated with more users**
    - For intermediate size lists

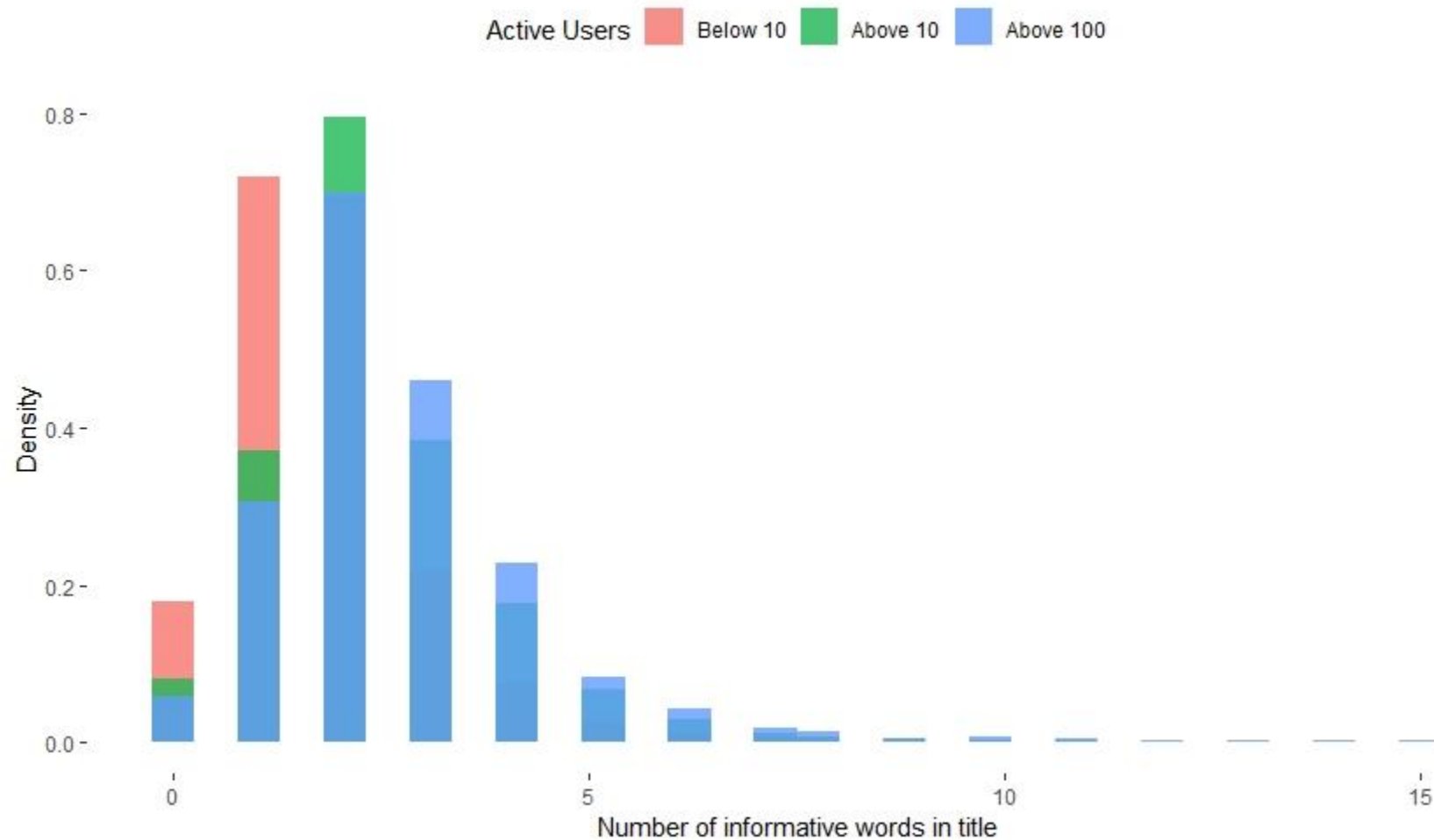 $\Rightarrow$ *suggests: Playlists need to describe what distinguishes them*

Length of the title

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    - Mentions the main genre(s)
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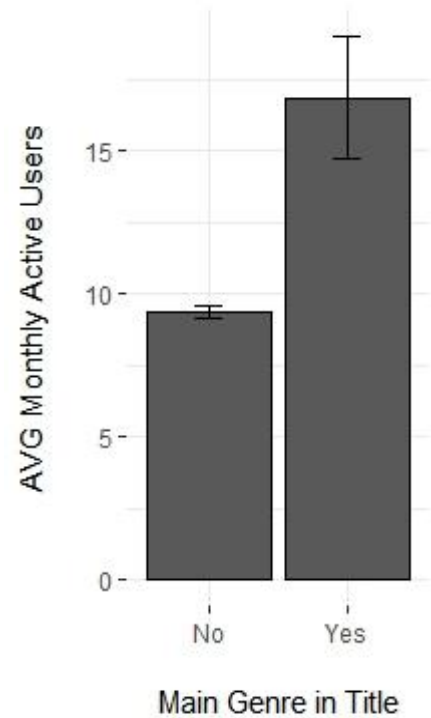   - More words correlated with more users
   ⇒ *Playlists need to describe what distinguishes them*
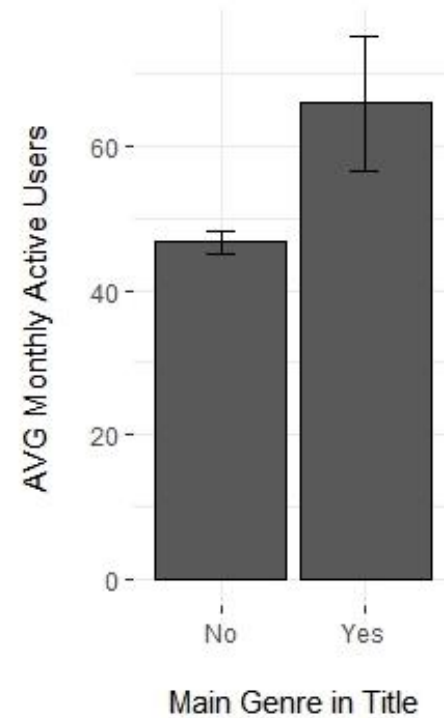
2. Title *content*

   - Mentions the main genre(s)
   - Mentions an artist

   => *Playlists need to describe their content to become found!*

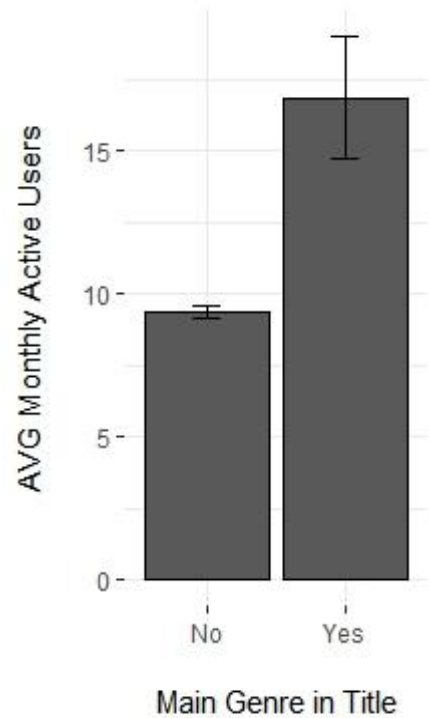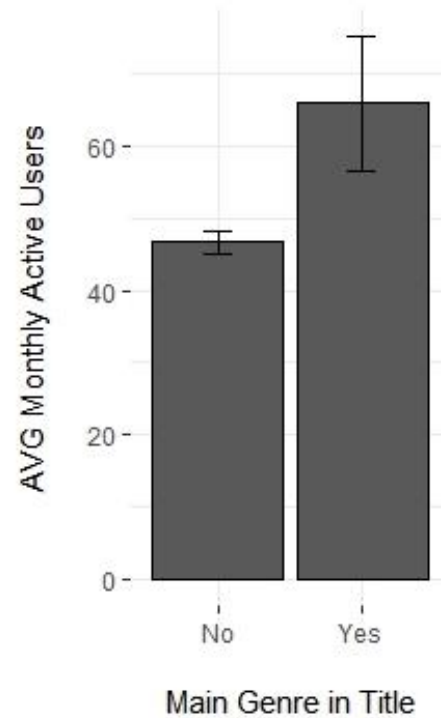# Titles that mention content do better!
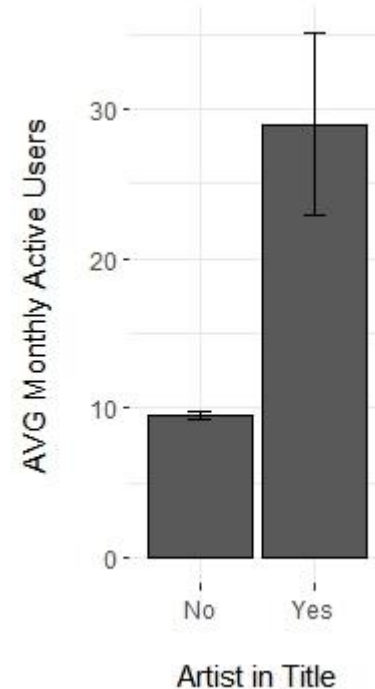

all playlists

MAU > 5

Titles that mention content do better!

all playlists

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all playlists

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More >

Insight

- Titles important to *make playlist content visible to users*
  - Particularly for smaller lists
  - Informs users about content
  - Potentially: How does content differ from other lists?

=> Spotify can help users find more user-created playlists!

Diversity important for retention

Retention of playlists significantly correlated with

- number of albums

- number of artists

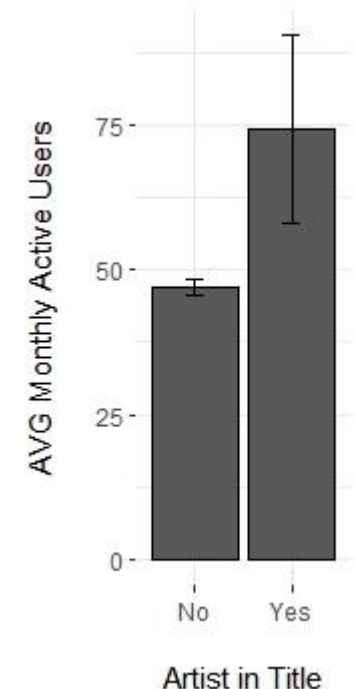within a playlist (given a number of tracks)

=> *Suggest users might also care about diversity **across playlists***

Insight

- Titles important to *make playlist content visible to users*
  - Particularly for smaller lists
  - Informs users about content
  - Potentially: How does content differ from other lists?

- Diversity (albums and artists) makes users *return* to playlists

    => Spotify can help users find more playlists!

Ideas

- Enhance search for user created playlists:

    - Allow search by *genre combinations*

    - Enable users to *search playlists similar to an artist*

    - Potentially create a 'user-playlist' marketplace

Thanks for listening!

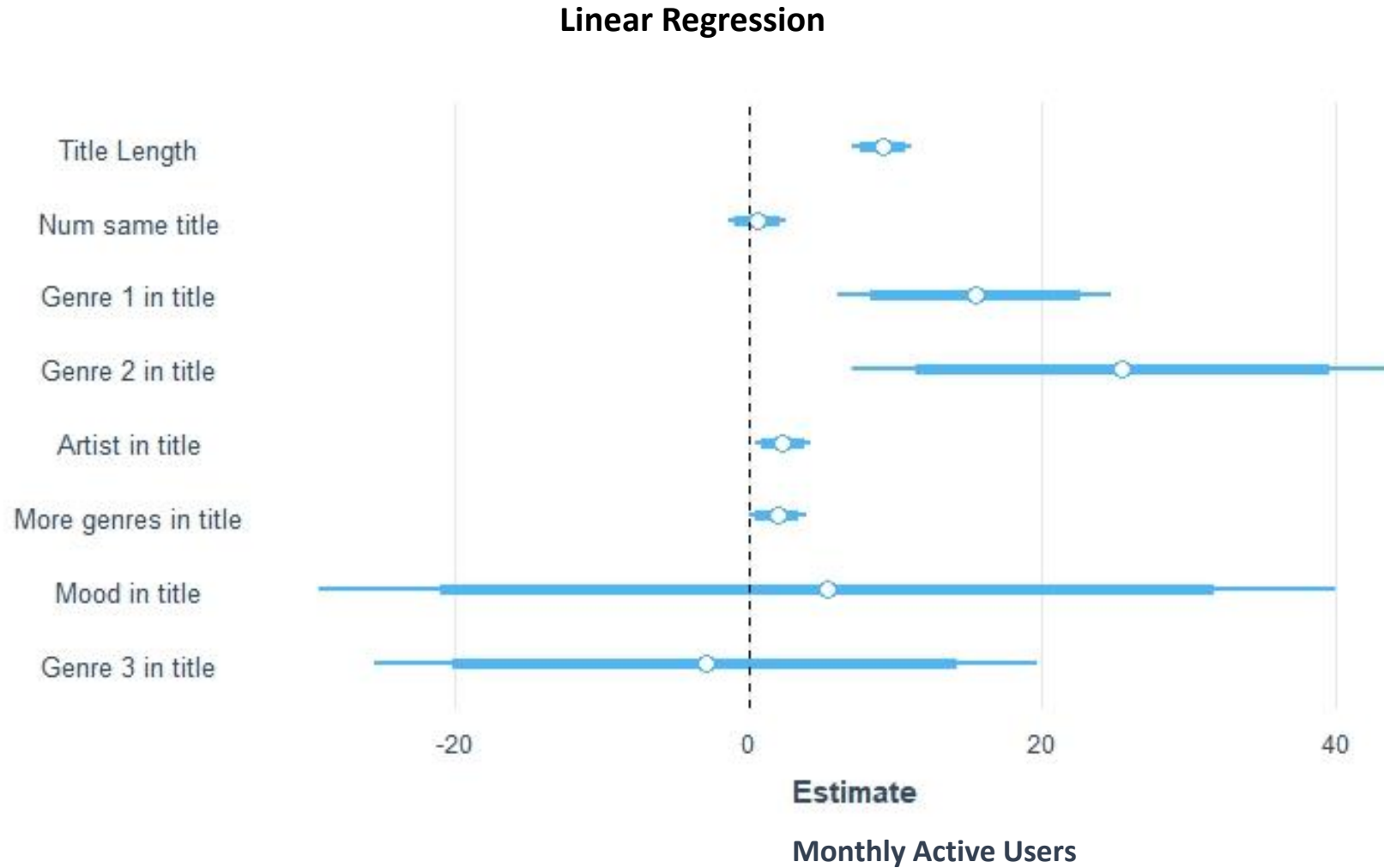Disclaimer: Exploratory analysis, should be tested.
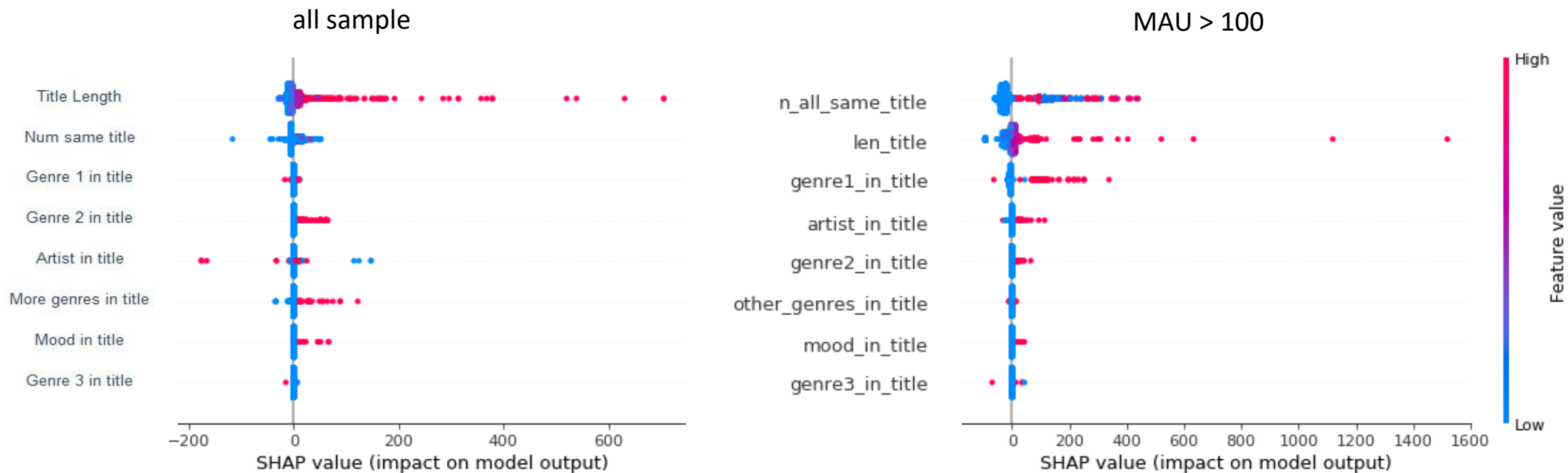
Importance of factors, regression

Linear Regression

Estimate

Monthly Active Users

63 098 Observations

Importance of factors, random forest

Random Forest

all sample

MAU > 100

Importance

Linear Regression

	Dependent variable:		
	Monthly Average Users		
	All	> 5	> 100
Title Length	3.703***	5.628***	5.892
	(0.095)	(0.474)	(3.953)
Artist in title	13.217***	18.151**	58.130
	(1.445)	(5.808)	(50.873)
Mood in title	6.206*	5.348	-15.600
	(2.968)	(13.458)	(128.270)
More genres in title	5.200***	12.170**	-24.076
	(0.952)	(4.555)	(38.373)
Genre 1 in title	5.187***	15.399***	115.070**
	(0.702)	(3.631)	(35.550)
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	(1.439)	(7.174)	(59.180)
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Constant	2.523***	32.666***	372.325***
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Observations	395,464	63,098	4,890

*p<0.05; **p<0.01; ***p<0.001

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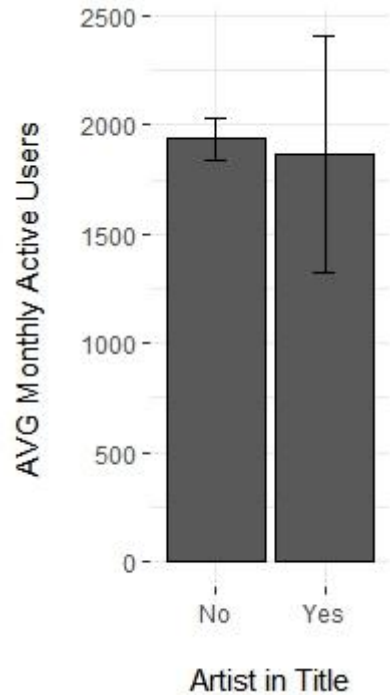
Mentioning genre **in top playlists**
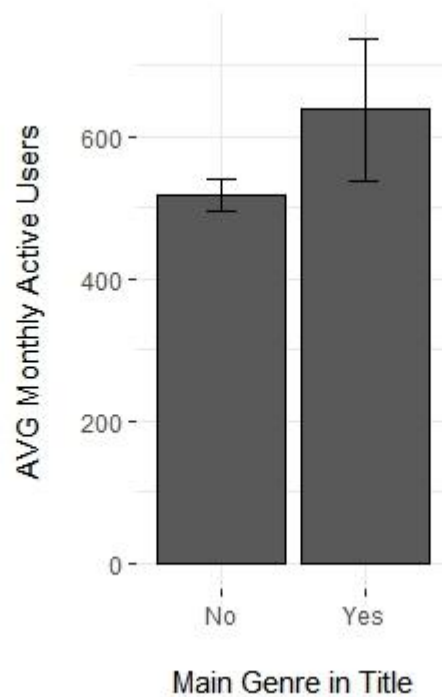
Playlists with more than 150 monthly active
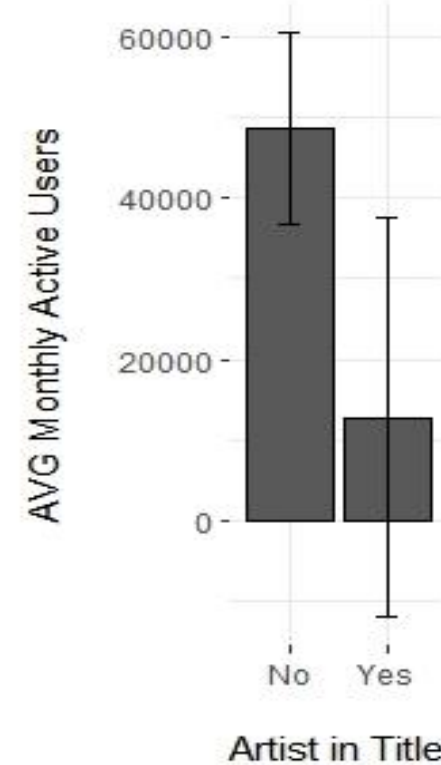users *excluding top playlists*
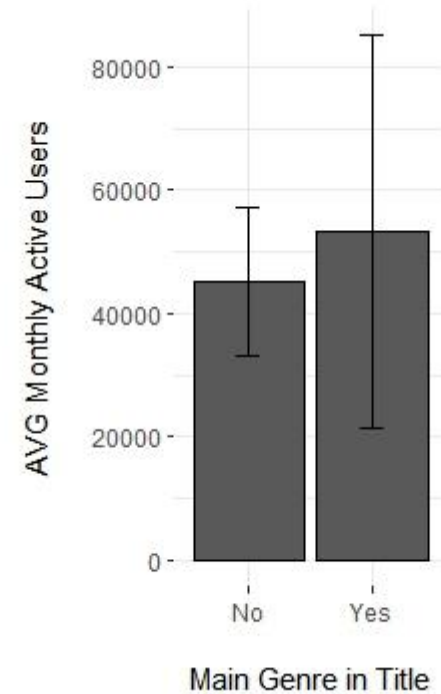
Playlists with more than 1000 monthly active
users *including top playlists*

Titles that mentions an artist

Playlists with more than 150 monthly active
users *excluding top playlists*

Playlists with more than 1000 monthly active
users *including top playlists*

A good title is important to get users

- Number of *informative words* in the title
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  - **More words correlated with more users**

- Title mentions main genre or more

- Title mentions an artist
  - Pronounced for smaller playlists

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- Title mentions an artist
  - Pronounced for smaller playlists (weaker than genre)

=> *suggests: Playlists need to describe their content to become successful!*

More >

Length of Title

- Title with **informative words** attracts **more users**

⇒   *Particularly relevant for small lists*

one more word - 5 more users

A good title is important to get users

1. Number of *informative words* in the title
   - Most Playlists have 0-3 words
   - **More words correlated with more users**
   - Except for very successful playlists (monthly users > 1000)

   $\Rightarrow$ *suggests: Playlists need to describe what distinguishes them*

2. Title mentions a genre (or more)
   - **A title that mentions a genre makes playlist more likely to**
   - Except for very successful playlists (monthly users > 1000)