

# Artist Popularity and Social Media:

## Case Study

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### Introduction

XYZ Records has asked for an analysis of streaming and social media data to determine if TikTok contributes more to an artist's popularity than other social media platforms. My goal is to compare two artists with nearly identical monthly Spotify listeners and determine how their TikTok presence affects their growth.

### Background

"While Renee Rapp is considered a new artist with her earliest song released on Spotify in 2022, she began her music career with her debut on the hit Broadway musical "Mean Girls" in 2019. She gained some popularity on TikTok with the popularity of "Mean Girls", but she didn't become truly popular until she started releasing her own music.

In comparison, Saint Motel released their debut album on Spotify in 2009. In the last 15 years, they have achieved several moments of virality and had a song peak at #62 on the Billboard Charts.

Rapp began her online presence on Vine and brought it over to TikTok. Saint Motel, however, has mostly stuck to Instagram and YouTube, with a much more minimal presence than Rapp.

Rapp not only markets her music, but also gives viewers an inside look into her life which adds an element of relatability. Saint Motel mostly post their music and concerts.

### Business Tasks

- Does TikTok affect growth trajectory more than other social media platforms?
- Which is more popular: singles or albums?
- How much do collaborations affect streams?

## Description of Data Sources

Dataset is a part of the public domain, made available from Mediabase.

*KWORB*. Kwordb, n.d., [www.kwordb.net/](http://www.kwordb.net/). Most recently updated 26 November 2023, accessed 27 November 2023.

## Cleaning the Data

Raw data:

	A	B	C
1	Song Title	Streams	Daily
2	My Type		
3	319,438,896	144,285	
4	Cold Cold Man		
5	148,980,020	53,834	
6	Sweet Talk		
7	101,318,189	64,098	
8	Move		
9	57,644,813	14,531	
10	For Elise		
11	44,936,955	16,859	
12	A Good Song Never Dies		
13	34,153,127	26,786	
14	Van Horn		
15	27,190,305	15,123	
16	Puzzle Pieces		
17	26,944,569	8,380	
18	Born Again		
19	16,737,606	1,699	
20	Happy Accidents		
21	15,618,179	5,641	
22	Preach		

	A	B	C
1	Song Title	Streams	Daily
2	Too Well		
3		54,967,984	100,991
4	In The Kitchen		
5		44,417,313	74,302
6	Colorado		
7		20,844,046	42,110
8	Tattoos		
9		18,011,296	24,966
10	Don't Tell My Mom		
11		15,884,110	20,863
12	Pretty Girls		
13		14,238,239	110,929
14	Snow Angel		
15		12,615,973	50,674
16	Bruises		
17		12,557,548	22,819
18	Talk Too Much		
19		10,456,760	71,394
20	Everything To Everyone (Intro)		
21		9,315,944	17,569
22	Moon		

The cleaning process involved filtering the data to remove blanks and give each value its own cell. The headers were frozen and formatted, along with “Streams” and “Daily”. The latter were reformatted from text string to number format. After trimming whitespace and checking for any duplicate data, all data was organized in descending number order for “Total Streams”.

Cleaned data:

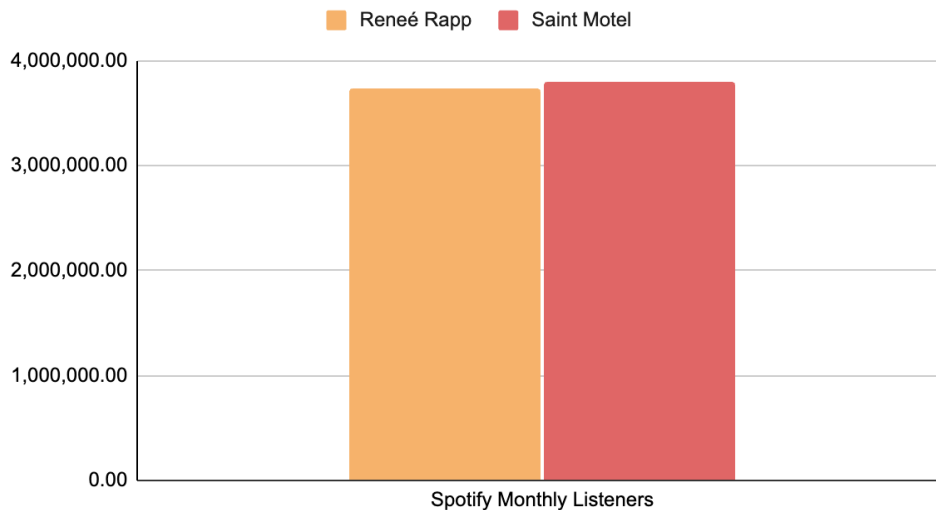
	A	B	C
1	Song Title	Total Streams	Daily Streams
2	Too Well	54,967,984.00	100,991.00
3	In The Kitchen	44,417,313.00	74,302.00
4	Colorado	20,844,046.00	42,110.00
5	Tattoos	18,011,296.00	24,966.00
6	Don't Tell My Mom	15,884,110.00	20,863.00
7	Pretty Girls	14,238,239.00	110,929.00
8	Snow Angel	12,615,973.00	50,674.00
9	Bruises	12,557,548.00	22,819.00
10	Talk Too Much	10,456,760.00	71,394.00
11	Everything To Everyone (Intro)	9,315,944.00	17,569.00
12	Moon	9,037,927.00	17,295.00
13	What Can I Do	8,715,243.00	11,266.00
14	Tummy Hurts	8,086,145.00	178,011.00
15	Poison Poison	6,483,819.00	66,553.00
16	I Hate Boston	4,656,030.00	42,321.00
17	Gemini Moon	4,263,836.00	40,512.00
18	The Wedding Song	3,676,892.00	31,602.00
19	So What Now	3,461,104.00	30,384.00
20	Willow	3,036,781.00	26,737.00
21	Everything To Everyone - Extended Version	2,851,407.00	6,716.00
22	I Wish	2,772,662.00	25,534.00

	A	B	C
1	Song Title	Total Streams	Daily Streams
26	To My Enemies	5,899,140.00	3,889.00
27	Something About Us - Recorded at Spotify Studios NYC	5,491,855.00	1,068.00
28	My Type - SAINT WKND Remix	5,295,249.00	404.00
29	At Least I Have Nothing	5,152,812.00	1,839.00
30	Sisters	4,966,124.00	1,947.00
31	1997	4,901,462.00	1,411.00
32	You Can Be You	4,257,295.00	675.00
33	Feed Me Now	4,081,180.00	705.00
34	Old Soul	3,704,801.00	1,420.00
35	Slow Motion	3,700,029.00	804.00
36	Feel Good	3,158,160.00	1,546.00
37	You Fine	3,121,661.00	897.00
38	My Type - Eau Claire Remix	3,082,269.00	101.00
39	You Do It Well	2,812,350.00	1,260.00
40	Diane Mozart	2,667,990.00	1,990.00
41	Save Me	2,573,785.00	878.00
42	Slow Dance	2,259,828.00	1,118.00
43	Everyone's A Guru Now	2,244,131.00	5,709.00
44	Honest Feedback	2,148,659.00	452.00
45	Pity Party	2,112,501.00	671.00
46	Balsa Wood Bones	2,070,186.00	441.00

## Analysis

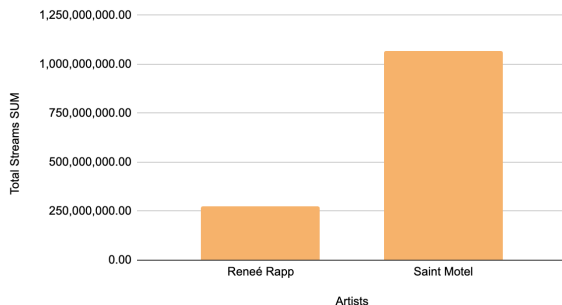
Rapp and Saint Motel have almost the exact same number of monthly listeners, but the rest of their Spotify stats are wildly different.

### Spotify Monthly Listeners

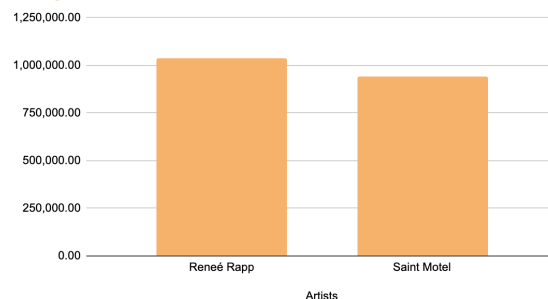


Saint Motel surpasses Rapp in total streams count, but Rapp has 100,000 more daily streams than Saint Motel.

### Total Streams Sum

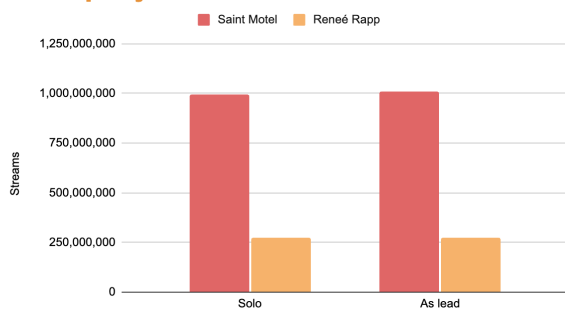


### Daily Streams Sum

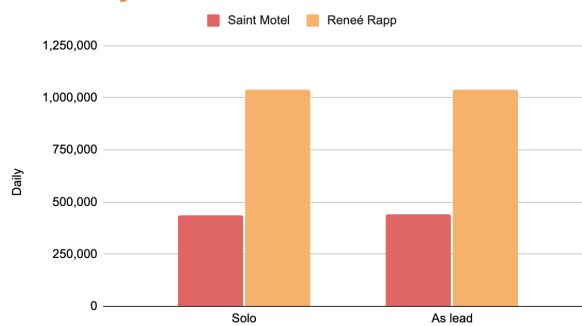


Another key difference is the streams as a solo artist versus songs they are the lead artist. Saint Motel has a slight bump in the difference between those two variables because of collaborations they've done with other artists. Featuring on singles or albums helps market their music to a broader audience and increases their streams. On the other hand, Rapp is in the beginning of her career and has not had a chance to collaborate, so her numbers are the same as a solo artist or as a lead.

**Total Spotify Streams Solo vs. As Lead**

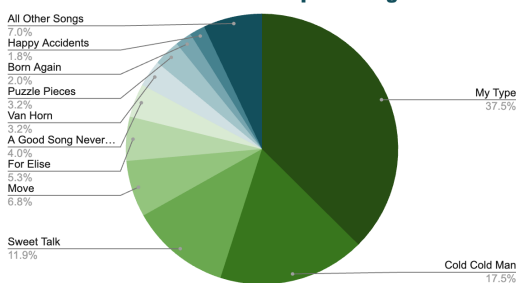


**Total Daily Streams Solo vs. As Lead**

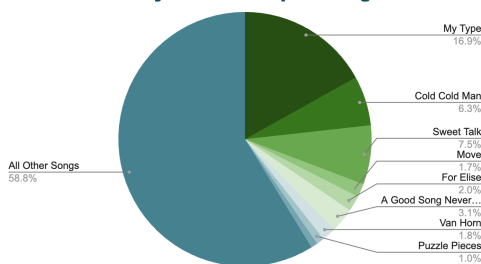


Saint Motel's top ten songs make up a whopping 93% of their total streams, with their #1 song at 37.5%. In their daily streams, their top ten songs only make up 41.2% and their top three songs make up about a third. This shows they would have much more success marketing singles rather than albums.

**Saint Motel Total Streams: Top 10 Songs**

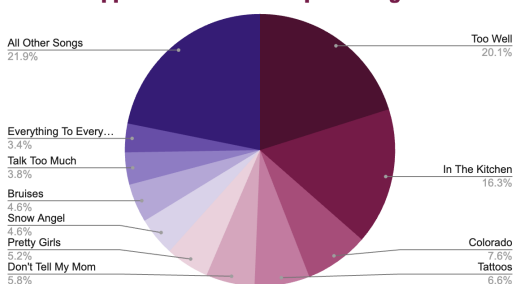


**Saint Motel Daily Streams: Top 10 Songs**

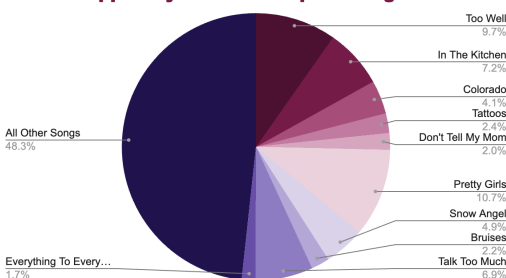


René Rapp's top ten songs make up 78.1% of their total streams, with her number one song at 20.1%. Interestingly, that's less than all her other songs, which is 21.9%. In her daily streams, her top ten songs make up a little more than half and her top three make up 27.6%. Rapp also would benefit from marketing singles, but she's only had one EP (Extended Play) and one album, so the data isn't entirely conclusive.

**René Rapp Total Streams: Top 10 Songs**

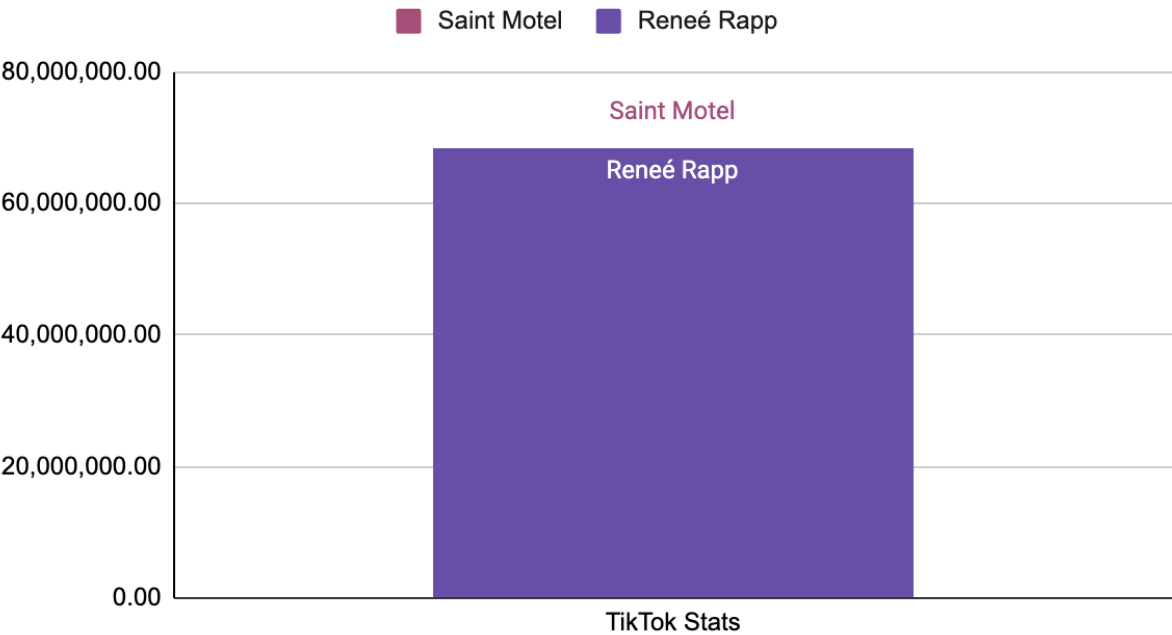


**René Rapp Daily Streams: Top 10 Songs**

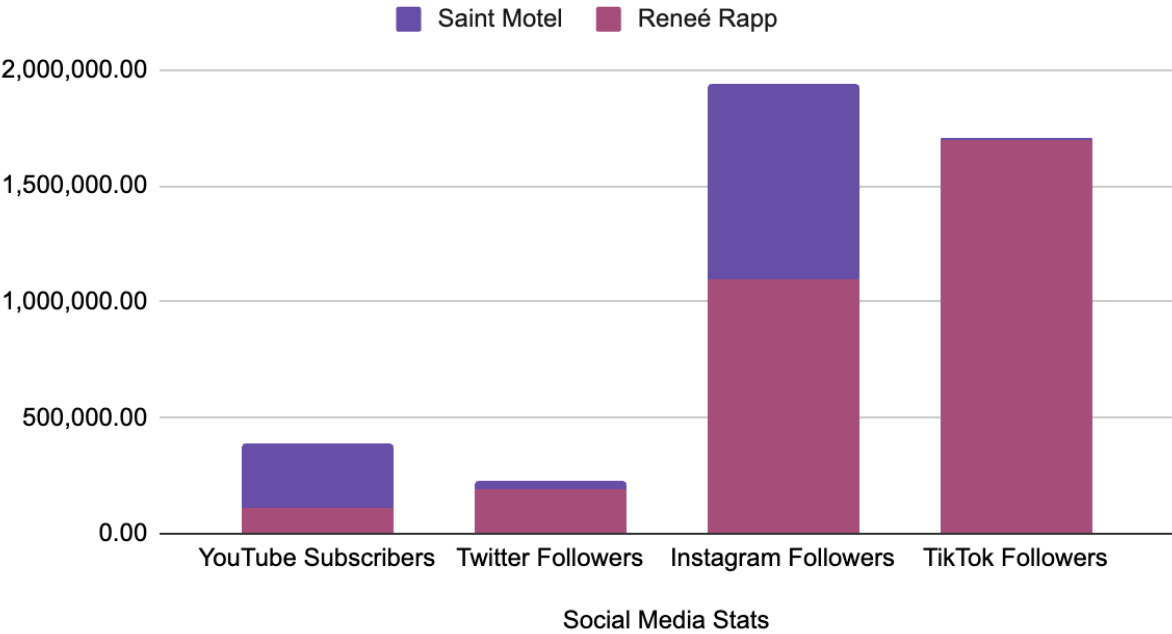


In terms of social media presence, Rapp is much more active than Saint Motel. Not only does she have more followers on every platform except YouTube, she also wildly outperforms in total number of likes on TikTok; so much so, that Saint Motel isn't even visible on the graph below.

## Total Number of Likes: TikTok

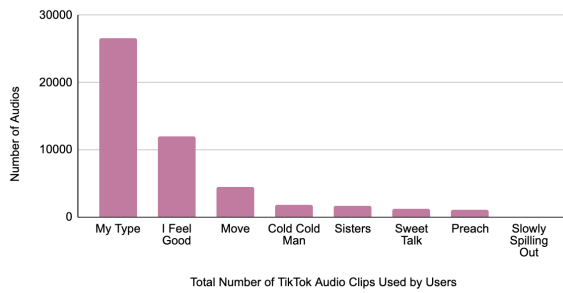


## Social Media Stats

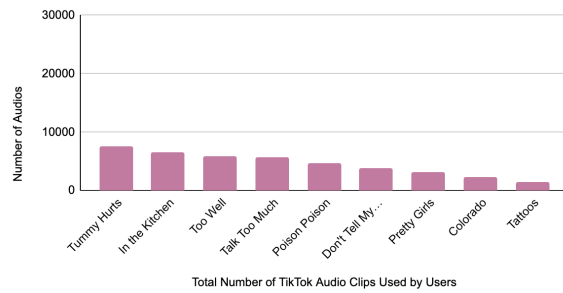


The only advantages Saint Motel has is the total number of TikTok audio clips used and most liked YouTube video, which happens to be their most streamed song. They are about equally active on YouTube in terms of number of videos posted.

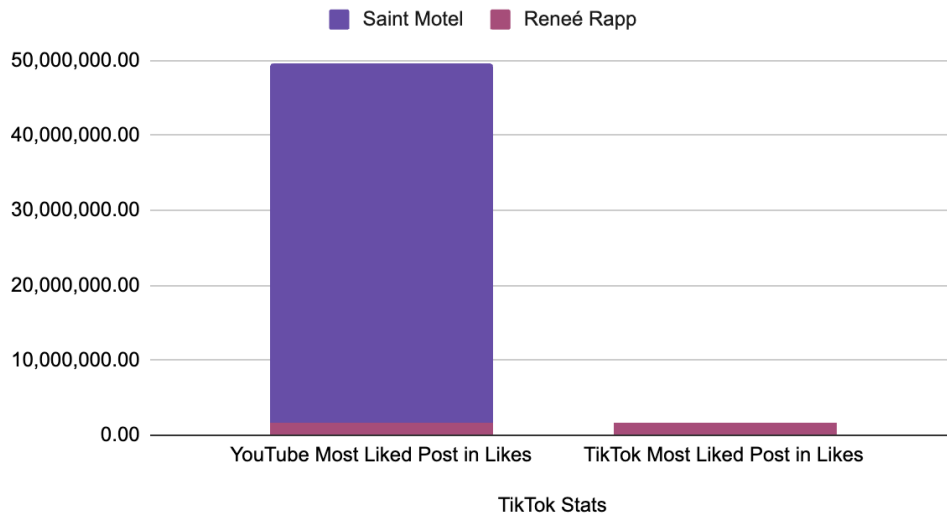
### Total Number of TikTok Audio Clips Used: Saint Motel



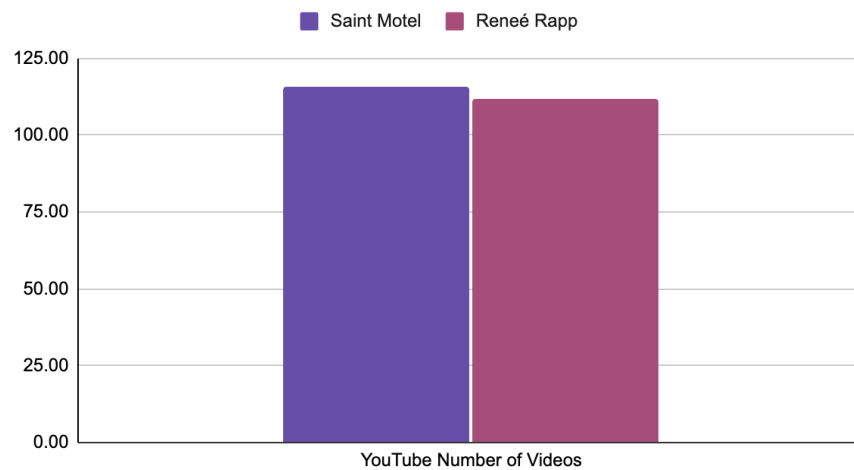
### Total Number of TikTok Audio Clips Used: Reneé Rapp



### Most Liked Video: YouTube vs. TikTok



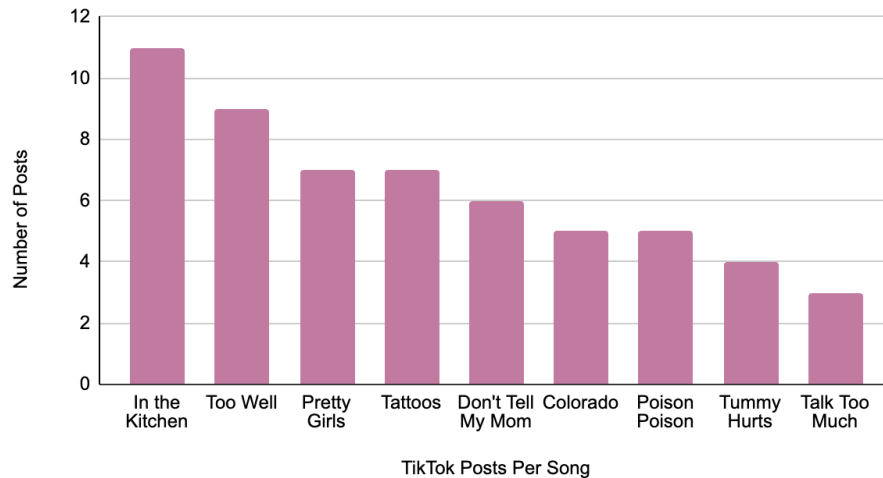
### Total Number of Videos: YouTube



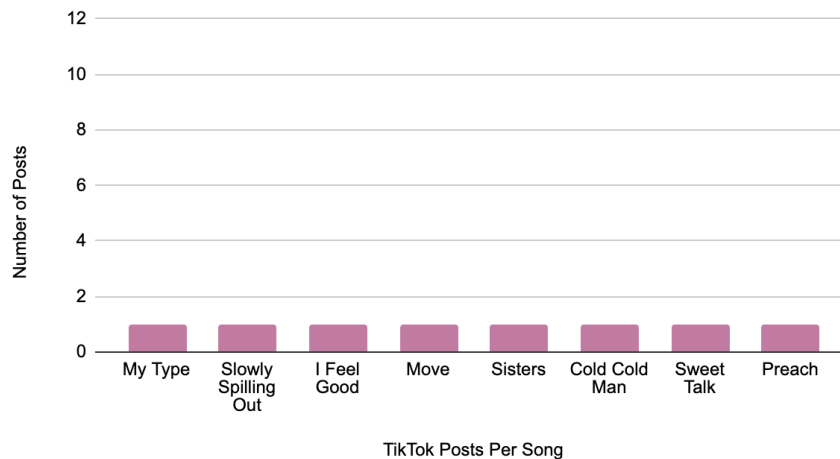
Saint Motel's missed opportunity is in their posting schedule. Rapp posts several times on TikTok using her audios and promoting her music, while Saint Motel rarely promotes their new

singles. Rapp posted as many as eleven times for one single, whereas Saint Motel has only posted once for each of their eight songs on TikTok.

### **TikTok Posts Per Song: Reneé Rapp**



### **TikTok Posts Per Song: Saint Motel**



This also does not include any of the videos her professional and record label TikTok profiles have posted. This doubles the exposure of an artist while allowing the artist to have more creative control over their personal brand and cultivate a relationship with their fans.

## **Recommendations**

After reviewing this data, there is a strong correlation between the number of videos posted and streams received. Rapp has managed to exponentially grow her popularity in a short amount of time due to TikTok. Compared to Reneé, Saint Motel has been around for more than ten years longer, but their TikTok presence is minimal.

My recommendations for XYZ Records and their up-and-coming artists or established artists who are wanting to grow their monthly listeners:

1. Consistent posting and audio use, with collaborations where possible
  - a. Post at least once a day and utilize TikTok's Audio feature to get more exposure and involve fans who use the audio on their posts
  - b. Collaborate with other artists to expand audience reach
2. Create a personal page and professional/record label page
  - a. Allows the artist to have more creative control over their personal brand and be closer to their fans
  - b. Professional page enables quick notice to fans about releases, upcoming concerts, and other news
3. Market singles over albums
  - a. Marketing singles helps the possibility of creating a viral audio clip
  - b. Helps contribute to daily Spotify streams