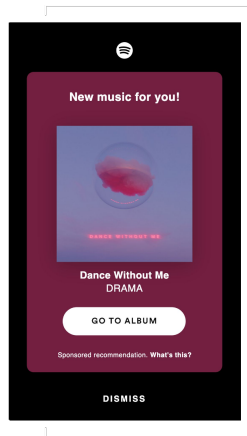


Capstone Presentation

Jacob Posz



Start (Jan 31)

Release Day

April 31

Pitch Stage

Promotion Stage

Growth Stage

30 Days

30 Days

30 Days



Chartmetric

Discovery
Mode

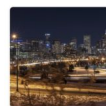
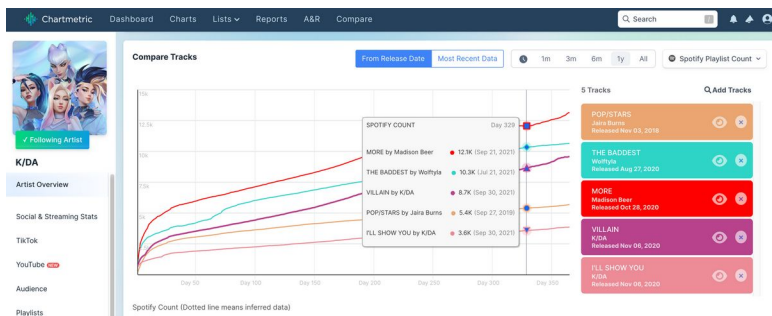


Stage 1 - Pitch Stage (Days 0-30)

- Chartmetric (pre-release) - musical database
- Used it to find correct micro-genre(s) -> find the correct playlists to target
- Playlist journey feature
 - tracks the “journey” of all songs on a targeted playlist
- Found the correct Hyperpop, Indietronica and bedroom pop playlists to pitch to



Chartmetric



Denver

About City

Genres

Top Artists

Top Tracks

Events

Airplay/Radio

TOP ARTISTS

ARTISTS IN THIS CITY

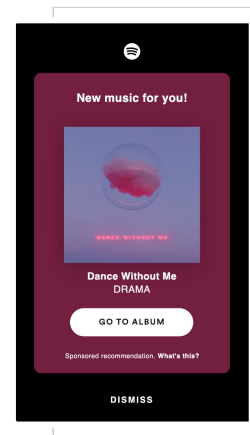
Show: 10 20 50 100 1 to 10 of 241 < 1 2 3 4 5 ... 25 > Export CSV

Profile	Artist	Genres	Latest Release	Monthly Listeners	Followers	Popularity
	The Lumineers	Pop Rock	Night Owl (2022-07-27)	17M	5.1M	7
	ILLENIUM	Pop Electronic	ILLENIUM (2023-03-30)	10.2M	1.4M	7
	Nathaniel Rateliff	Singer/songwriter Rock	Blue Eyes Crying in the Rain (2023-03-02)	2.4M	201.5K	6
	Nathaniel Rateliff & The Night Sweats	Rock Holiday	Herbstgüte 2022 (2022-09-28)	2.3M	573K	6
	Lane 8	Electronic House	winter mix vol. 1 (DJ Mix) (2023-01-24)	2M	349.7K	6
	Tennis	Pop Indie Rock	Pollen (2023-02-09)	1.4M	272.9K	6

Stage 2 - Promotion Stage (Days 31-60)

— — —

- Spotify's Marquee tool (post-release)
 - Reached (people who saw the campaign) **1,712 listeners**
 - **233 clicks** (clicks to the release)
 - **149 converted listeners** (people who streamed the release after seeing the campaign)
 - **8.68% conversion rate** (percentage of people streamed the release after seeing the campaign)
 - **8.71 streams / listener** (average number of active streams per converted listener who streamed the song after seeing the campaign)
 - **39.6% intent rate** (number of converted listeners who saved or playlisted the song after streaming)
 - **28 total playlists adds** for the song
 - **30.2% save rate** (number of converted listeners who saved a track).



Stage 3 - Growth Stage (Days 61-90)

— — —

- Spotify's 'Discovery Mode' tool (post-release)
 - More algorithmic exposure on Spotify through Spotify Radio and autoplay.
 - The only caveat being a lower royalty rate
- Through Discovery Mode, the artist's single gained:
 - **3,498 new listeners**
 - **6,594 streams**
 - **44 saves**
 - **29 playlist adds**
 - **260% listener lift**
 - **275% stream lift**
 - **a 1.48% intent rate**



Conclusion - Did I get my Artist's single onto an editorial playlist?

— — —

- In conclusion, I did not succeed in getting the artist's single onto a Spotify editorial playlist.
- However, that doesn't make this project a complete failure
 - According to Spotify, they receive 49,000 new song pitches per day and less than 1% of them get onto Spotify editorial playlists.
 - I'm competing with artists signed to major labels
- Although getting the artist's single onto a Spotify editorial playlist was unsuccessful, driving future traffic to the artist's Spotify profile was successful; by pitching the artist's song to the right playlist (through researching and parsing through databases like Chartmetric), promoting it to **1,712 new listeners** (through Spotify's 'Marquee' tool) and growing it by over **6,500 streams** (through Spotify's 'Discover Mode' tool).
- I also set the artist up for downstream traffic to that artist's upcoming gigs, merchandise, future releases and stream revenue

— — —

Thank You