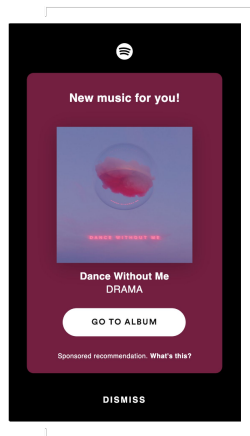


Capstone Presentation

Jacob Posz

Overview



Start (Jan 31)

Release Day

April 31

**Pitch Stage
(Chartmetric)**

**Promotion Stage
(Spotify's Marquee
Tool)**

**Growth Stage
(Spotify's 'Discovery
Mode' Tool)**

30 Days

30 Days

30 Days



Chartmetric

**Discovery
Mode**

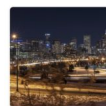
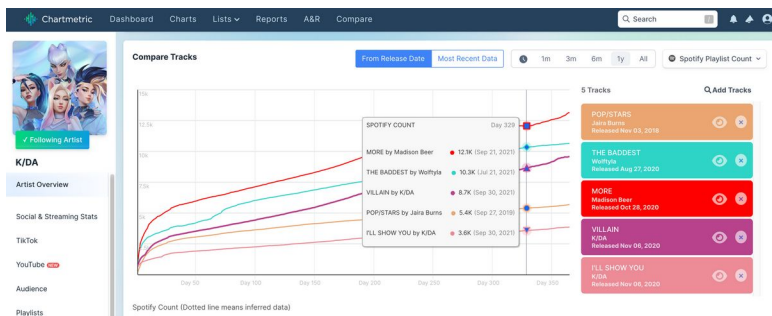


Chartmetric (Pitch Stage)

- 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

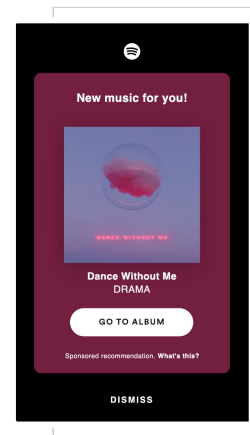
Show: 10 20 50 100 1 to 10 of 241 1 2 3 4 5 ... 25 Export CSV

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	Herbstgeföhle 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

Spotify's 'Marquee' Tool (Promotion Stage)

— — —

- Spotify's Marquee tool (post-release)
 - We reached (people who saw the campaign) **1,712 listeners**
 - had **233 clicks** (clicks to the release)
 - **149 converted listeners** (people who streamed the release after seeing the campaign)
 - an **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)
 - a **39.6% intent rate** (number of converted listeners who saved or playlisted the song after streaming)
 - **28 total playlists adds** for the song
 - a **30.2% save rate** (number of converted listeners who saved a track).



Spotify's 'Discovery Mode' Tool (Growth Stage)

— — —

- 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, my artist's single gained:
 - **2,091 new listeners**
 - **2,967 streams**
 - **25 saves**
 - **15 playlist adds**
 - **155% listener lift**
 - **195% stream lift**
 - **a 1.48% intent rate**



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

— — —

- In conclusion (as of March 30th), I did not succeed in meeting my ultimate goal of getting my 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 I did not succeed at meeting my ultimate goal of getting my artist's single onto a Spotify editorial playlist, I did succeed at pitching my 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 **2,900 streams** (through Spotify's 'Discover Mode' tool).
- I also set him up for downstream growth and increased traffic for future releases.

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Thank You