= Go Missin ' =

" Go Missin ' " is a song recorded by American singer @-@ songwriter Usher . It was produced by Diplo and was released on Valentine 's Day 2013 through SoundCloud as a free download . The year before , Usher released " Climax " on Valentine 's Day , the lead single from his seventh studio album , Looking 4 Myself (2012) . Prior to its release , the singer tweeted that he had a " special delivery from the cloud " for his fans , who responded positively to the release of " Climax " on Valentine 's Day the preceding year .
" Go Missin ' " contains similar characteristics to " Climax " ; it is a quiet storm mid @-@ tempo R & B track , and incorporates heavy bass and synthesizers . Usher utilizes his falsetto range throughout , with Billboard writing that the song 's lyrics follow Usher attempting to " convince a stranded woman at a club to come home with him " . The song received positive reviews from music critics , who praised Diplo 's production and Usher 's vocals .

= = Background and release = =

On February 14 , 2013 , Valentine 's Day , Usher announced through his Twitter and Facebook the release of a new single . He wrote through Twitter " You loved what I gave you last Valentine 's # Climax So here is ' Special delivery from the cloud 'Happy [sic] Valentine 's Day ! " . " Go Missin ' " was released on the day of its announcement through SoundCloud as a free download . The song was produced by Diplo , who previously collaborated with Usher on the track " Climax " , which was released as the lead single from the latter 's seventh studio album , Looking 4 Myself (2012) . " Go Missin ' " was later released to Italian radio on February 22 , 2013 .

= = Composition and lyrics = =

" Go Missin ' " has a running duration of three minutes and two seconds . It contains similar characteristics to " Climax " , in that it is a quiet storm R & B track , complimented by drum machine . It is built upon synthesizers , while incorporating bass . Usher utilizes his falsetto range throughout the song , shifting in arrangements . Billboard wrote that the song 's lyrics follow Usher attempting to " convince a stranded woman at a club to come home with him " . The Huffington Post 's Kia Makarechi described " Go Missin ' " as a " standard track " , and wrote that its lyrics contain " serial killer @-@ esque " undertones in the line : Conscience telling you you shouldn 't go , don 't listen / I 'mma take care of you for sure / Follow me right out that back door / Go missin .

= = Critical response = =

August Brown of Los Angeles Times commended the song 's production and Usher 's vocals . Brown described the track as to be " full of roiling snares and boomy bass kicks " while saying that Usher 's vocals are " so pristine " that they walk a line between " digital witch @-@ magic and the hair @-@ raising choral work of Ligeti . " About.com 's Mark Edward Nero described the collaboration as " innovative " , and thought that the track contained a " cinematic quality with delicate vocals laid over a moody , semi @-@ futuristic electronic beat " . Billboard 's David Greenwald compared " Go Missin ' " to the work of Canadian singer The Weeknd , while describing Usher 's vocals as " seductive " .
Marc Hogan of Spin wrote that despite the song not being as " immediately jaw @-@ dropping " compared to " Climax " , it still contains the same " Radiohead quiet storm style " as the latter song , with Usher utilizing his " hair @-@ raising falsetto " . Forrest Wickman of Slate magazine interpreted the song as different in terms of music and lyrics to the latter song . Wickman praised Usher 's vocals , describing them as " calculated " to make you feel " uneasy , swirling around in minor harmonies " . Rolling Stones 's Jon Dolan gave the song three out of five stars , writing that " Go Missin ' " is not as " subtle " as " Climax " , though he praised its implementation of synthesizers , saying that it gives the song a " nervous , predatory throb " .