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Overview

Analisi dei touchpoint

B2C

- online
- offline

B2B

- online



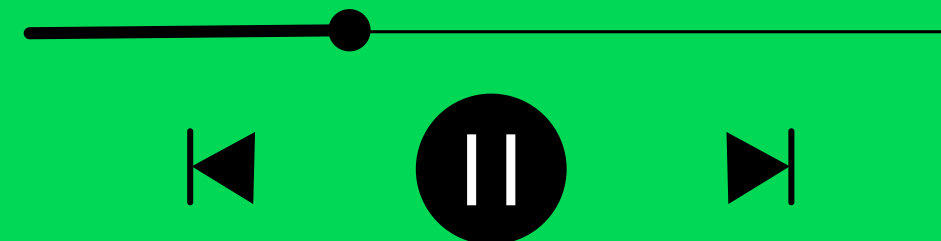
About Spotify

Tipologia di servizio

Spotify offre un servizio di streaming musicale, con la possibilità di accedere a migliaia di brani musicali, playlist e podcast in qualsiasi momento e luogo.

Modello di Business

Il modello di business adottato da Spotify è di tipo freemium: offre un piano gratuito con funzionalità base e la possibilità di fare un upgrade ad un piano a pagamento con servizi aggiuntivi.



B2C – Offline

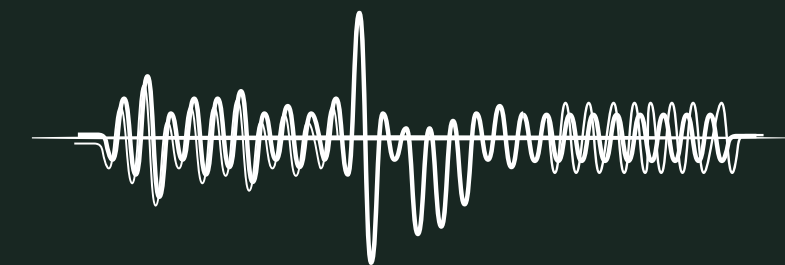
Abbiamo individuato i seguenti touchpoint offline

Wholesale (giftcard)

Traditional adv (billboards)

Traditional adv (subway/bus)

Traditional adv (TV)



B2C – Offline

I touchpoint più rilevanti

Traditional adv (billboards)

Traditional adv (subway/bus)

Traditional adv (TV)

KPI

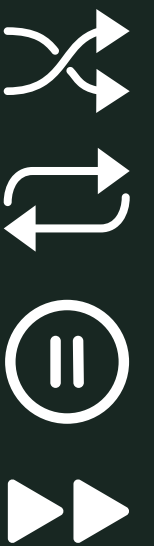
- Traffic
- Reach (URL/QR code)
- Share of voice



B2C – Online

Abbiamo individuato i
seguenti touchpoint online

Facebook
Instagram
LinkedIn
YouTube
TikTok
Twitter
Facebook (adv)
Instagram (adv)
LinkedIn (adv)



B2C – Online

I touchpoint più rilevanti

Facebook (organic e adv)

Instagram (organic e adv)

TikTok

Twitter

KPI

- Impression
- Mention
- Reach (o Amplification Rate)
- % website traffic
- SOV (Share of voice)
- Engagement rate
- Applause Rate
- Post/story per day
- Hashtag performance
- Follower growth
- Views
- Profile visitors
- Shares
- Trending songs
- Top Tweet
- Link clicks

B2C – Online

Abbiamo individuato i
seguenti touchpoint online



Website	Email
Web player	Podcast
Mobile app	Reviews
App desktop	Blog
Spotify Codes	App store
Search Engine Optimization	Smart TV
Shopping portal (Amazon)	Smart speaker
Spotify Community (website)	

B2C – Online

I touchpoint più rilevanti

Website App Mobile

KPI

Awareness

- Unique visitor
- Depth of visit
- DAU E WAU
- Posizionamento in store
- New visitor percentage
- Bounce rate
- Sessions
- Number of downloads
- Repeat visitor percentage
- User
- Content depth
- Acquisition
- Average session duration
- Screen
- Time in app
- In-app Search Queries

Purchase

- Number of subscriptions
- Conversion Quality Index
- Valore vendite
- Churn Rate
- Conversion rate

Loyalty

- Net Promoter Score
- Customer Lifetime Value (CLV)
- Customer Satisfaction Index
- Repeat Purchase Rate

B2B – Online

Abbiamo individuato i seguenti touchpoint online

Spotify Advertising

- Website
- Facebook
- Instagram
- LinkedIn
- LinkedIn (adv)

Anchor

- Website
- Mobile App
- Facebook
- Instagram

Spotify for Developers

Spotify Engineering

Spotify Research

Spotify Design

Spotify for Artists

- Website
- Mobile App
- Instagram
- LinkedIn
- LinkedIn (adv)

Soundtrap Studio

- Website
- Mobile App



B2B – Online

I touchpoint più rilevanti

Spotify Advertising (website)

Soundtrap Studio (website)

Spotify for Artists (website, mobile app)

Spotify for Developers (website)

KPI

Awareness

- Unique visitor
- Depth of visit
- DAU E WAU
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- Sessions
- Number of downloads
- Repeat visitor percentage
- User
- Content depth
- Acquisition
- Average session duration
- Screen
- Time in app
- In-app Search Queries

Purchase

- Number of subscriptions
- Valore vendite
- Conversion rate
- CPA (Cost per Action)
- Churn Rate

Loyalty

- Net Promoter Score
- Customer Service Performance
- Customer Satisfaction Index
- Resolution rate
- Customer Lifetime Value
- Repeat Purchase Rate
- Returning visitors

Grazie per l'attenzione



Contatti

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