

### **WE ANALYZED**

We pulled data from multiple platforms that don't usually communicate with each other and analyzed the data all under one roof

**1ST LAYER OF ANALYSIS: PAGE LEVEL** 

Over 30 days, similar content drove Facebook likes and Spotify subscribers

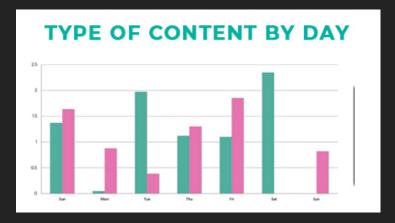
YouTube subscribers & Facebook likes had the most impact on Digital presence!



#### **2ND LAYER OF ANALYSIS: ACTIVITY LEVEL**

One specific video drove Facebook likes and Youtube subscribers

"Artist is posting more music content on days with highest engagement."





## WE DISCOVERED



The same videos were driving this artist's important metrics like YouTube subscribers and Facebook Likes.



High Quality images of this artist herself with catchy captions also made a big impact!





## WE SUGGESTED



Release creative video content for all new tracks on upcoming EP!



Supplement with quality images and engaging captions.



Syndicate content across all channels.

### WHAT'S NEXT?

Strengthen relationships on TikTok, Soundcloud and YouTube





## **ARTIST IMPACT**

WITH OUR ANALYSIS THIS ARTIST:

- Released a series of specific video content
- increased streams by 40%
- Increased followers by 20%
- Increased revenue by 10%





# USER TESTIMONIALS

"INCREDIBLE. Finally an app that helps me figure out my next move musically. I was provided with clear data catered specifically to me to help me with my growth in the industry".

> -B.Horn, Hip Hop Artist (@bhornmusic)



"This is a must-have data analysis tool for musicians interested in expanding their digital reach".

**-Dan Walker,** Singer Songwriter (@danwalkermusic)





