



ARTIST CASE STUDY

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."

TYPE OF CONTENT BY DAY



*These results are not indicative of future results or represent a guarantee to new or existing customers, but represent a dispersion of past results amongst a range of clients.

ARTIST CASE STUDY

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!



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ARTIST CASE STUDY

WE SUGGESTED

WHAT'S NEXT?
Strengthen relationships
on TikTok, Soundcloud
and YouTube



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



Supplement with quality
images and engaging
captions.



Syndicate content
across all channels.



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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%



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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)

