

Emitha LLC

Promotion

Case Studies

By Genre



EMITHA LLC

Data Collected by

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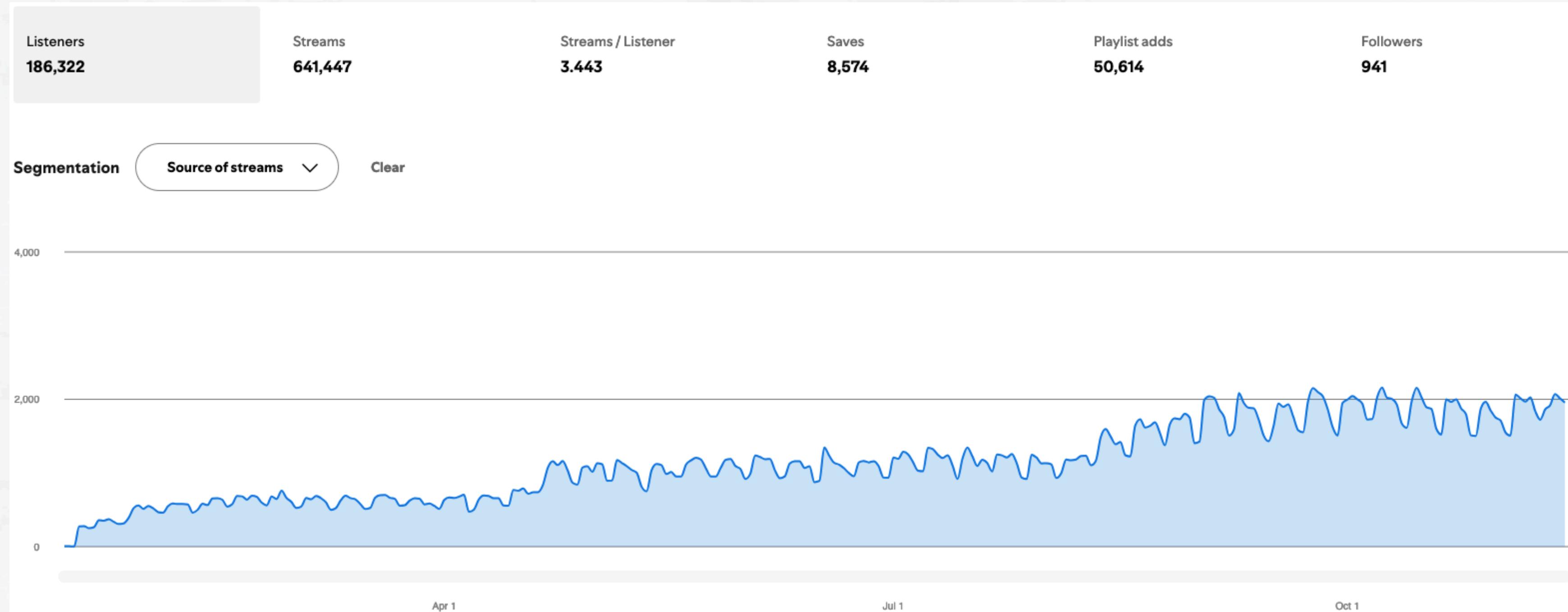
Client names remain
anonymous



Spotify Promotion

Classical Case Study 1: The First Ten Months

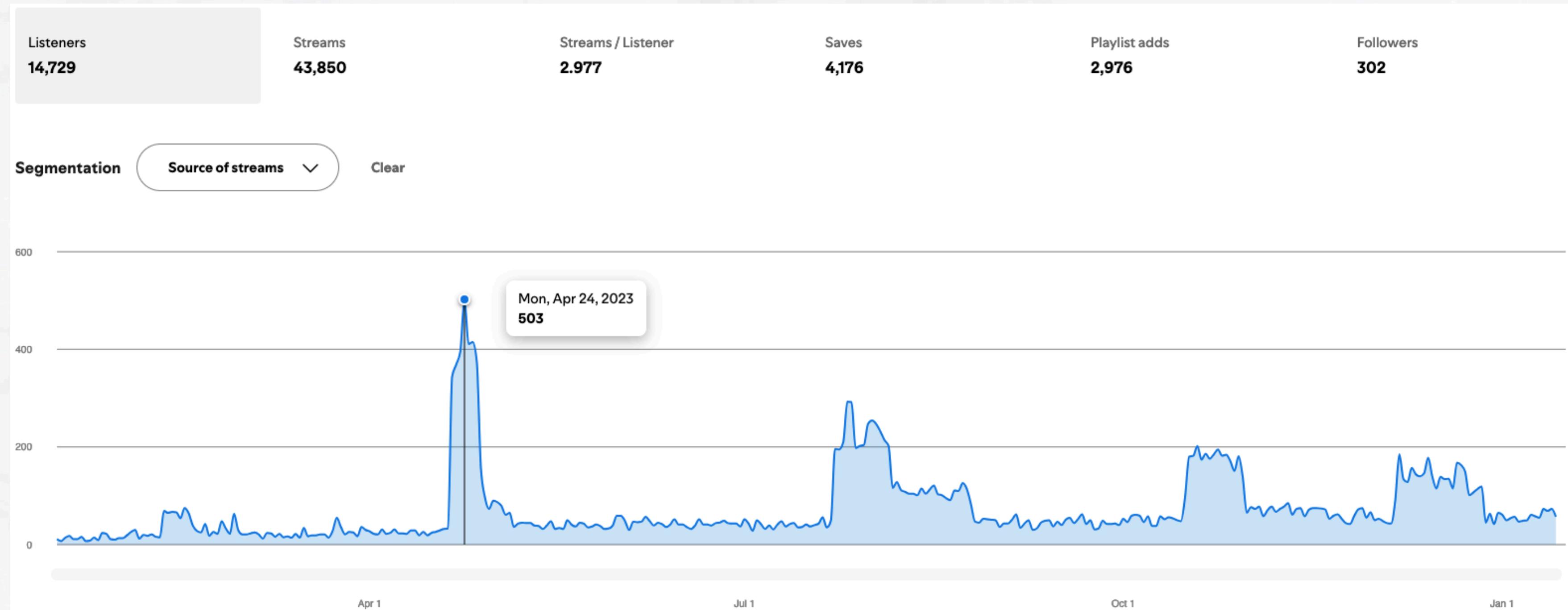
The graph below shows the first ten months of a classical campaign. The client, a well-respected classical vocalist, was seeing less than 20 listeners a day before promotion. After only ten months of our service, they were instead averaging nearly 2000 listeners a day (as you can see below)!



Source: Spotify for Artists

Classical Case Study 2: Comparing Two Years

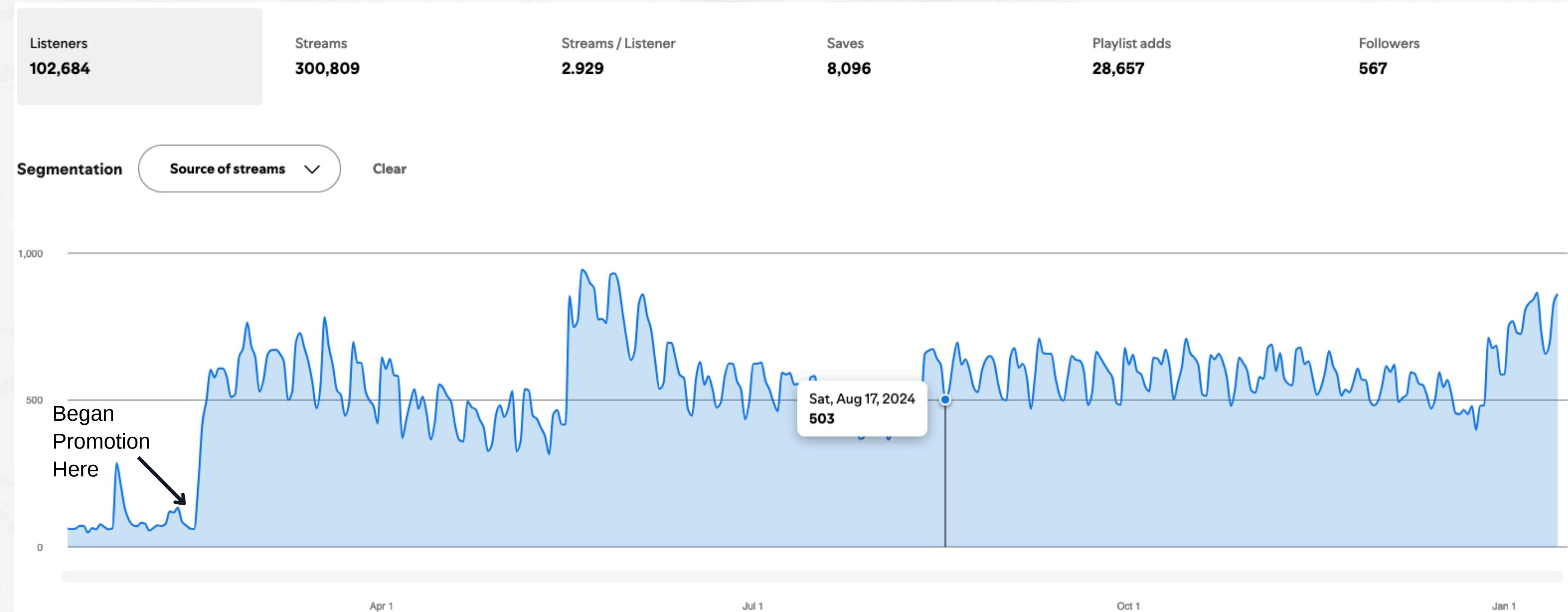
The graph here shows a full-year of one of our instrumentalist clients, **before they began promotion with us**. The year included a number of releases and generated a fair amount listenership—including one remarkable spike up to 503 listeners—but they weren't able to retain those listeners unassisted.



Source: Spotify for Artists

Classical Case Study 2: Comparing Two Years

The client began promotion with us in February of the year below. As you can see, they continued to experience organic spikes in their listenership (like the ones in May and January)—but we were able to help them sustain their listeners much better, making the previous year's incredible spike of 503 daily listeners the equivalent of an average day in August.



Source: Spotify for Artists

Rock Case Study: Seven Month Snapshot

This graph shows eight total months of a listenership data for a client, a successful career rocker, who hadn't yet found any solo success with their streaming music. Beginning almost a full month before our campaign, the graph follows growth from less than 25 daily listeners up to average of nearly 2000!

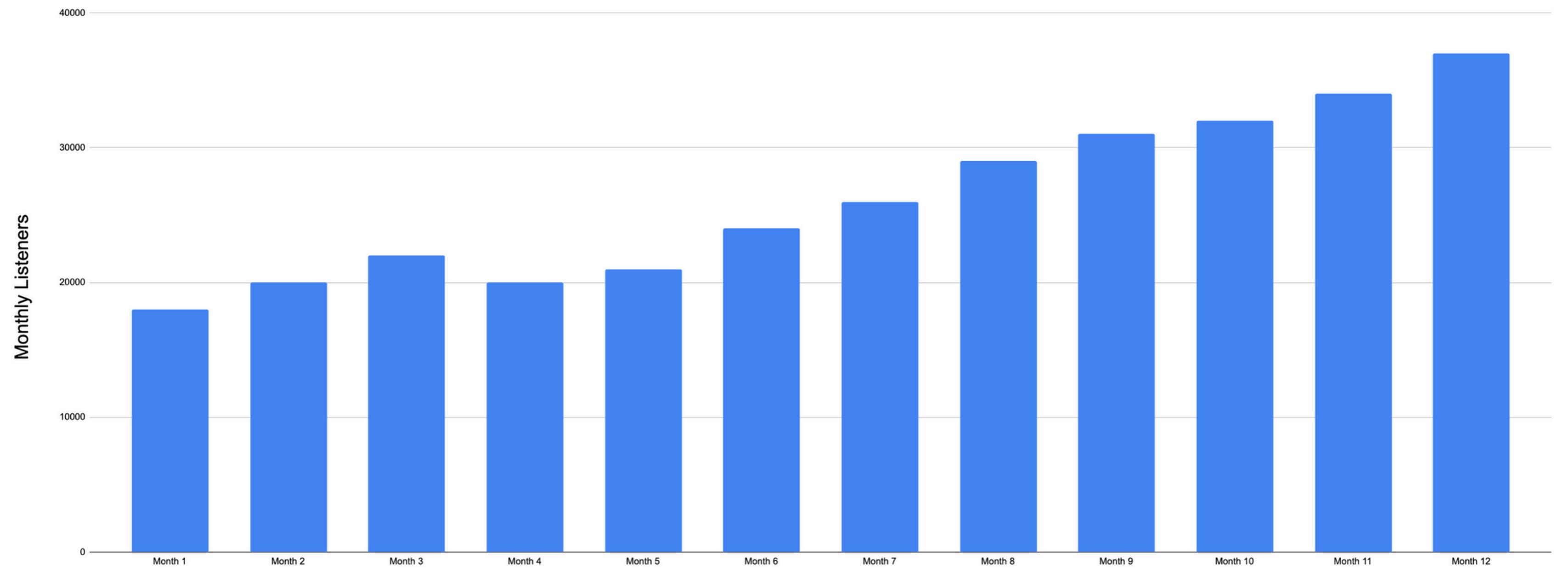


Source: Spotify for Artists

Jazz Case Study: The First Year

The graph below shows the first twelve months of a jazz campaign. The client, a well-established artist, was already having significant streaming success, so the chart below shows specifically the increase in listenership that was directly attributable to our promotion—over 300,000 streams in the first year.

Increased Listenership (Jazz) - 1 Year Study



Source: Spotify for Artists

The process of making recorded music doesn't stop after the final mix. Oftentimes a beautiful product never reaches its target audience due to the lack of support and guidance in the submission and distribution process. Artists are left with a beautifully crafted single or album that rarely gets heard, and fails to reach their listeners.

Here at Emitha LLC, we have set out to build an ecosystem of listeners and playlists to help Classical, Classical Crossover, Operatic, Jazz, Rock, Country, Soft-Rock, Epic Music, Musical Theatre and many other genre of musicians to find their targeted audience. We hope to work with you, today!

