

Emitha LLC Long-term promotion case study

EMITHA LLC



Data Collected by
John Riesen

**Client names remain
anonymous**

 Spotify Promotion

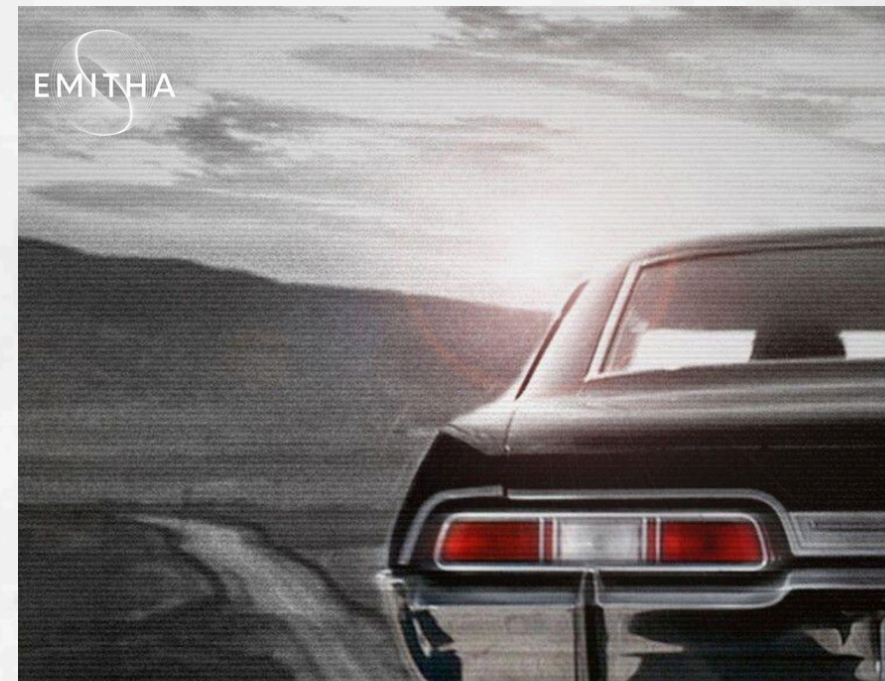
Company Overview

At Emitha LLC, we are dedicated to helping artists amplify their voices in the music industry. Our mission is to provide genre-specific, algorithm-driven promotional strategies designed to increase visibility on platforms like Spotify and connect you with your target audience.

With our unique combination of custom video ads, playlist curation, audience centralization, genre targeting, and strategic partnerships with social media influencers, we ensure your music is heard by the right listeners.

We specialize in promoting a wide range of genres, including Classical, Opera, Musical Theatre, Classical Crossover, Cinematic, Adult Contemporary/Ballads, Epic Music Instrumental, Jazz, Vocal Jazz, Soft Rock, Alt Rock, Classic Rock, and Heavy Metal.

To date, we've helped artists achieve hundreds of millions of streams, overcoming the challenges of promoting in niche genres. If you're ready to take your music to the next level, Emitha LLC is here to make that happen.

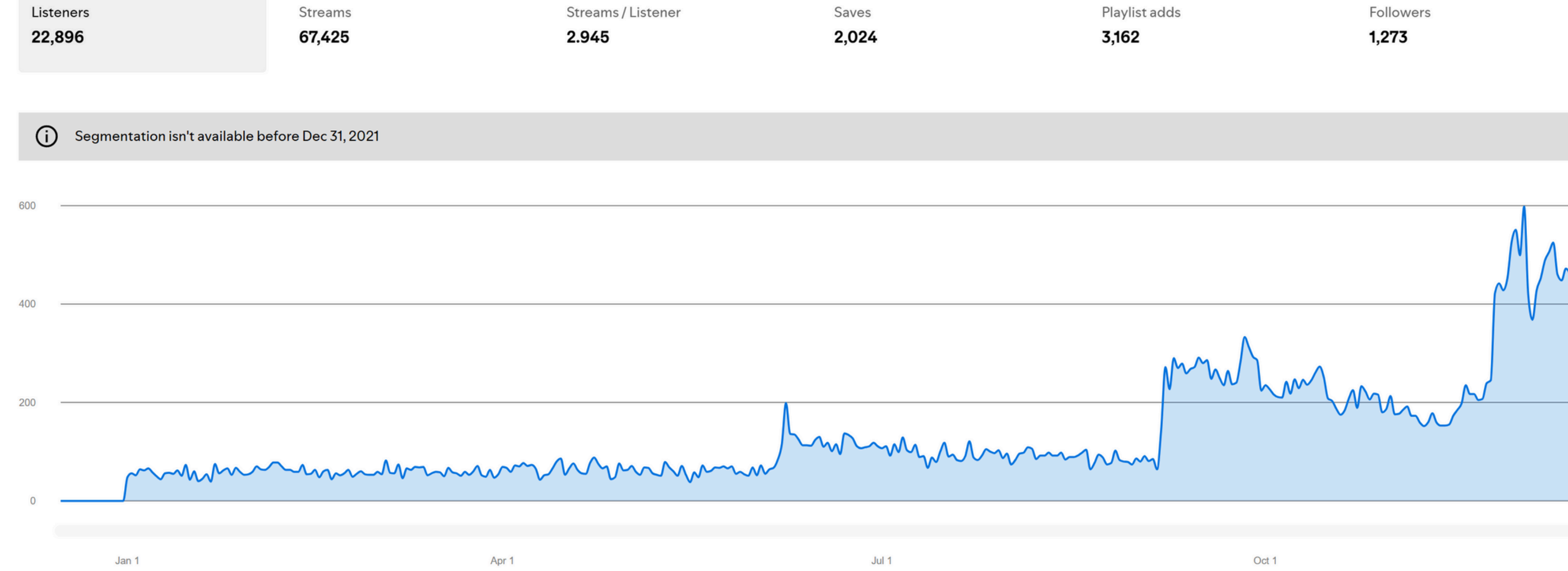


Rock Road Trip



Long-term Analysis

The following graphics span a 3 year campaign, starting with year 1 below



Source: Spotify for Artists

Long-term Analysis

Note the significant increase in listenership from year 1 to year 2.



YEAR 2:

The first several months of this campaign saw marketed increases in genre-specific audience. However, it took many months for the algorithms of the account to recognize and adjust to the data being sent. Once the algorithms began to adjust, the audience increase was dynamic and significant.

Source: Spotify for Artists

Long-term Analysis

Note again the significant increase in listenership from year 2 to year 3.



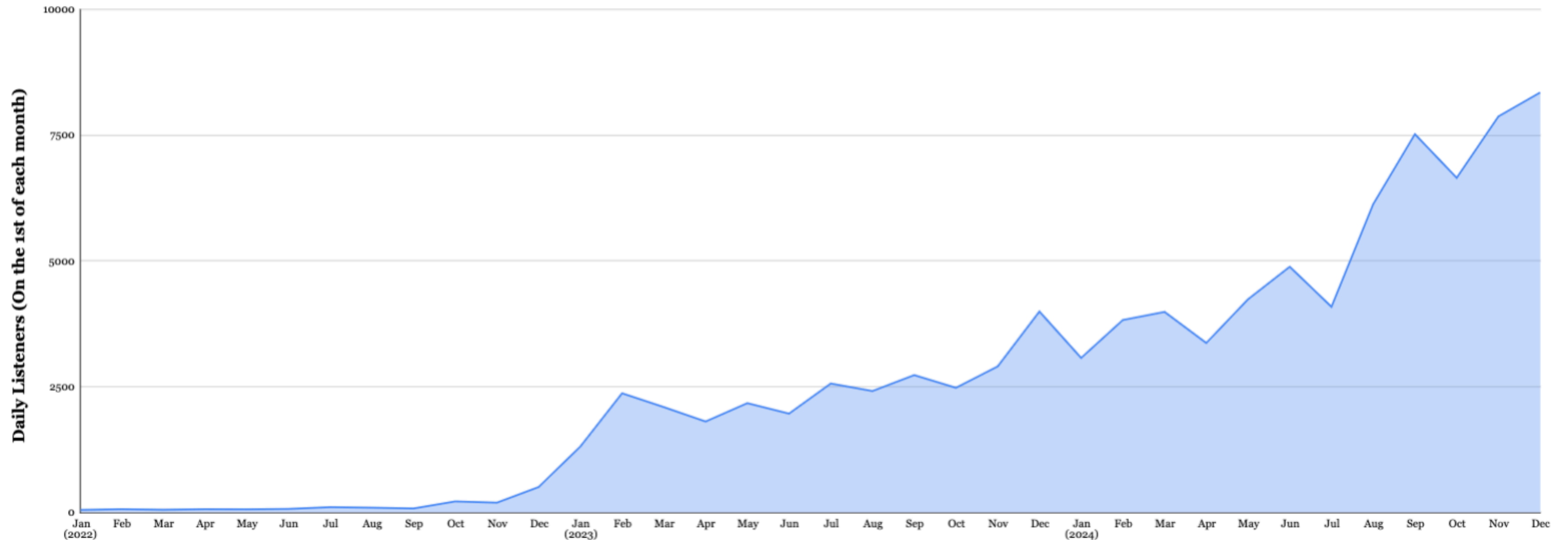
YEAR 3:

After a full year of highly elevated listenership, the algorithms again increased and began to further benefit the artist’s music, elevating them to the next tier of listenership. Here you can see how they achieved several million streams and continue to see upward trajectory. Note: They had new releases to help kick-start algorithms in both year 2 and 3.

Source: Spotify for Artists

Campaign overview

Listener Growth 2022-2024



This client saw significant increases over the long-term thanks to consistent promotion, bringing in real, genre-specific, engaged audience members who taught the algorithm what kind of artist they were. This is essential for success on Spotify. While we cannot guarantee the audience reaction (as they are real people), we have seen first hand how effective consistent, compounding growth can be for an artist who is trying to reach as wide an audience as possible.

From only 150 streams per month, to over 250,000 streams per month thanks to consistent, long-term promotion.

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!

