







Case Study: Chloé Antoniotti

How to get 37,000 streams from algorithmic playlists in just a few months with social ads campaigns?

HOW TO GET 37,000 STREAMS FROM ALGORITHMIC PLAYLISTS ON SPOTIFY IN JUST A FEW MONTHS WITH SOCIAL ADS CAMPAIGNS?

Chloé Antoniotti is a French artist, composer, and producer. As a pianist, she composes, produces, and performs for various artists. On social media, she created a simple concept of piano and synth improvisation, filming herself as she plays. Her content on Instagram and TikTok has helped her build a dedicated and engaged community, as evidenced by her tens of thousands of followers.

CAMPAIGN SETTINGS

-  New Listeners
-  €850
-  3 weeks
-  France, USA, Türkiye
-  Classical Music, Neoclassical
-  Instagram

In May 2024, Chloé is releasing her debut EP, Bouquet. Since she didn't previously have a Spotify profile, the goal of promoting the project was to convert her social media followers into listeners on streaming platforms and build an audience on Spotify.

For the promotion of her EP, her label launched multiple "New Listeners" campaigns via Your Music Marketing over a 3-week period in May, with a budget of €850. The aim was to redirect those reached by the ads to streaming platforms (DSPs).

CAMPAIGN RESULTS



3700

New listeners



150

Add to library



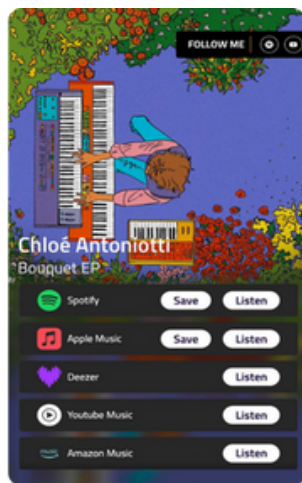
37,200

Streams from
algorithmic playlists

Three types of audiences were targeted:

- **Artist Audience:** People who had already viewed or interacted with her content on social media.
- **Music Genre Audience:** People interested in the genres featured on her EP (Classical Music & Neoclassical) related to similar artists (Ludovico Einaudi, Max Richter, Ólafur Arnalds).
- **Custom Audience:** People associated with specific keywords related to the project (e.g., Emotion, Piano, Sentimental Ballad, Well-Being).

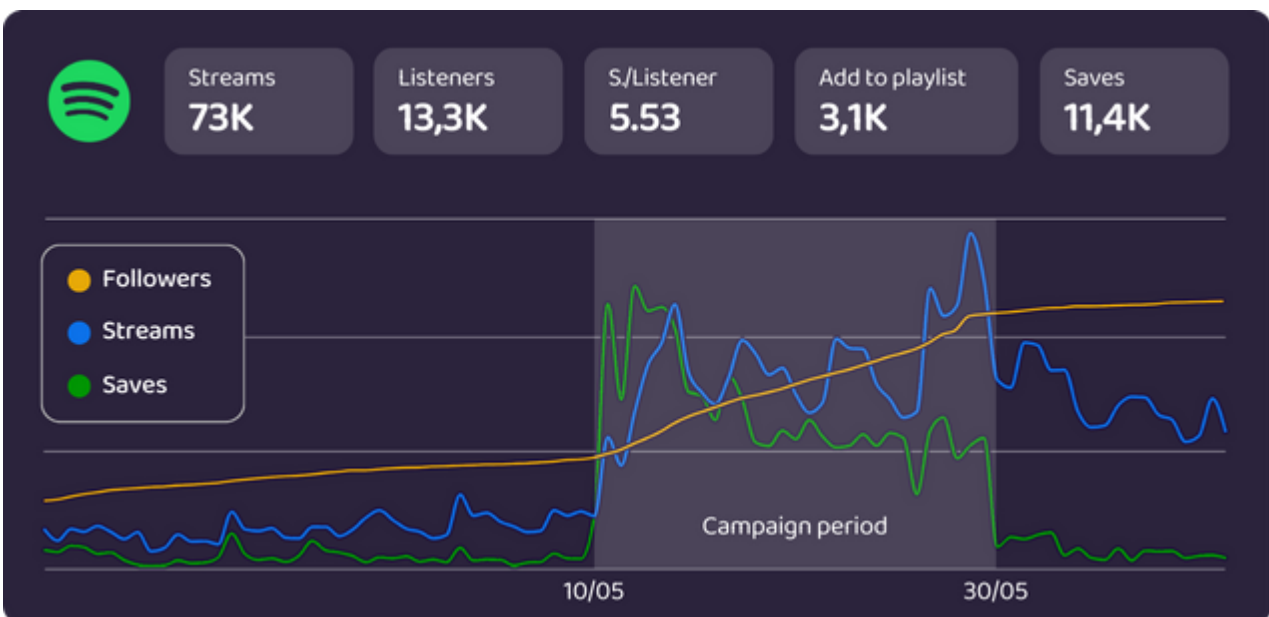
CAMPAIGNS RESULTS



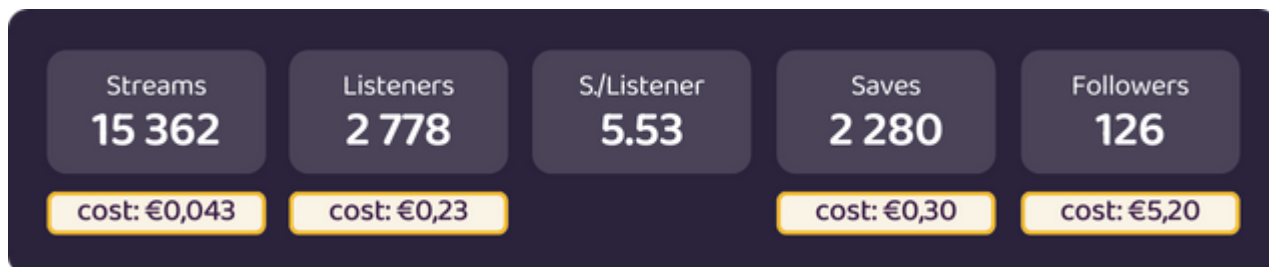
The campaigns attracted more than 3,700 listeners across all DSPs, with an average cost of €0.22 per listener. Over 150 saves to library were made through the smartlink used as the sponsored ad link. On Spotify, the campaign brought in more than 2,700 listeners, with over 2,200 total saves to library recorded during this period, resulting in a listener-to-save rate of 82%.



By examining the Spotify statistics for the EP, it's clear that the campaign period significantly boosted Chloé's number of streams, saves, and followers on the platform. We can also observe that this momentum drops immediately after the campaign ends, highlighting the direct correlation between the impact of the ads and consumption on streaming services (in this case, Spotify).

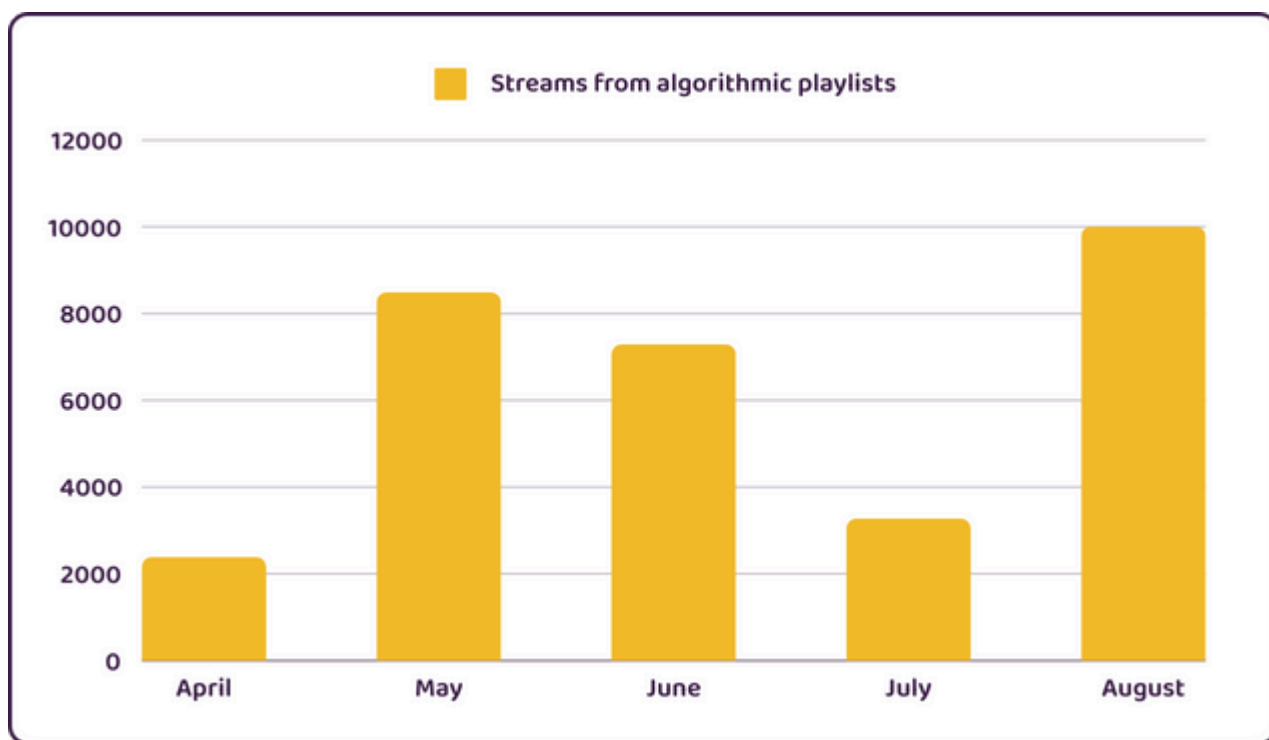


During the 20-day campaign, Chloé attracted more than 2,700 listeners on Spotify. When compared to her total number of listeners on the platform, this means that 20.9% of her total listeners came from this campaign. Additionally, over 15,300 streams were generated during the campaign, representing 21% of the artist's total streams.



ANALYSIS

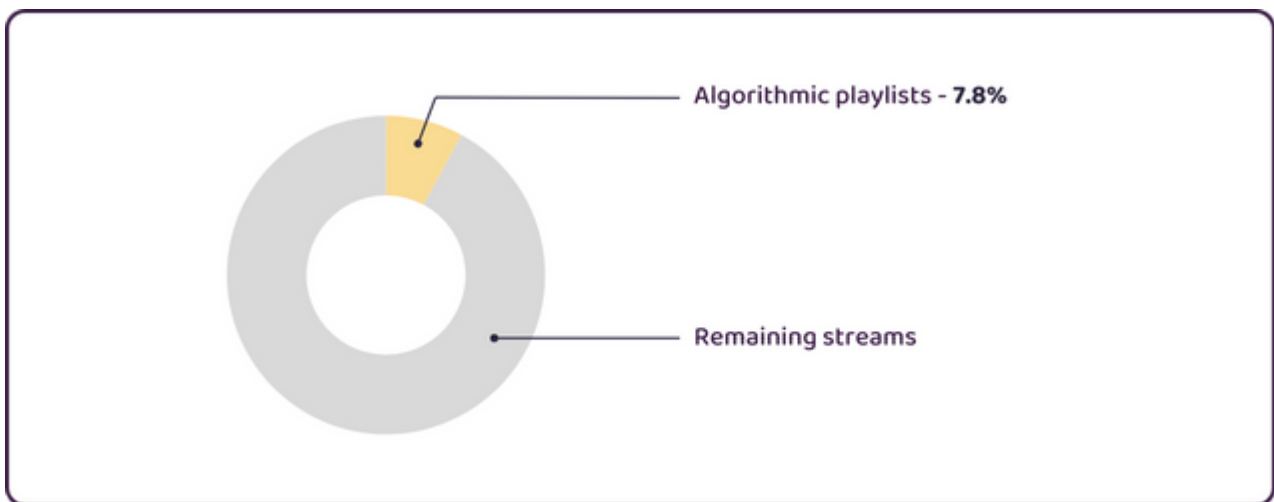
The analysis of the evolution in the number of streams coming from Chloé's algorithmic playlists reveals significant results.



Indeed, before the launch of the campaigns, Chloé was recording only a small number of streams from algorithmic playlists. However, thanks to the campaigns conducted in May, this number quadrupled between April and May. Although there was a slight dip after the campaigns ended, her algorithmic streams saw another increase afterward. As a result, from April to August, the number of streams from algorithmic playlists quadrupled.

By August, streams from algorithmic playlists accounted for 10% of her total streams, meaning that **one in ten streams came from recommendations**. These data clearly demonstrate the positive impact of the advertising campaigns on activating Spotify's algorithm, leading to greater exposure for Chloé's tracks.

In September, 4 months post-campaign, Chloé Antoniotti has accumulated a total of over 472,600 streams on Spotify. Of these, more than 37,200 came from algorithmic playlists, representing about 7.8% of her total streams. Overall, **nearly one in ten of all her streams now comes from an algorithmic playlist**.





Your Music Marketing

yourmusic.marketing