## On-site Internship Case Study

As a Marketing and Publishing Intern and assistant to the A&R Manager, I was given the opportunity to contribute to artist marketing and development. In preparation for an album release, we set a timeline for several single releases. For every single release, we launched multiple paid Instagram advertising campaigns in order to drive traffic to his Spotify page. Analyzing the success of the ads, I judged which should be cut in order to concentrate the spendings in the most cost-effective way. We were able to get some traction with his first single, but the campaign for his second single, "Nosebleeds," which began on the first day of April, was not performing as well as we hoped. On April 9th, I assisted the A&R Manager, analyzing information about our audiences via Facebook ad audience insights and Spotify Publishing Analytics, refining our target audience, adding new keywords based on demographics, interests, and behaviors. As you can see, this resulted in an immediate audience increase and surpassed our expectations: our engagement resulted in our being placed on Spotify Algorithmic Playlists, Release Radar, and Discover Weekly, which in turn, further increased engagement
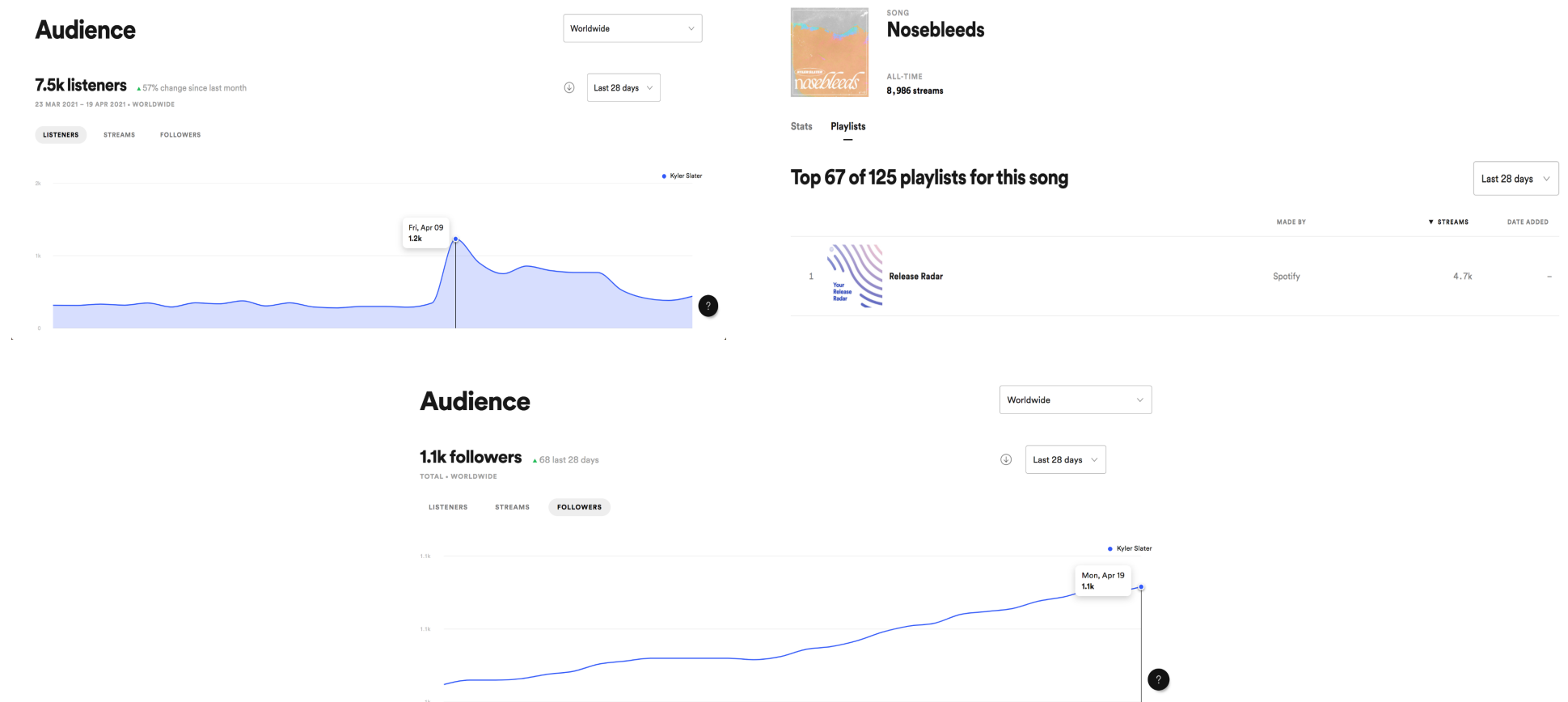
OK cool! Here's the info: Join Zoom Meeting https://us02web.zoom.us/j/88454854335?pwd=dklrUmRYa21nNzlFaWdzQ2drS1NSZz09

Meeting ID: 884 5485 4335
Passcode: 608313

Lastly, Kyler's plays on nosebleeds shot up in the last couple hours. Whatever we did today made a huge difference

Yay! I'm so pleased ! I love doing the marketing stuff

It's definitely a good feeling when it works!

SONG
Nosebleeds

Stats   **Playlists**

16   **Discover Weekly**

Your Discover Weekly

100

50

0

10% — Your profile and catalog
33% — Listener's own playlists and library
1% — Other listener's playlists
0% — Spotify editorial playlists
54% — Spotify algorithmic playlists
2% — Other
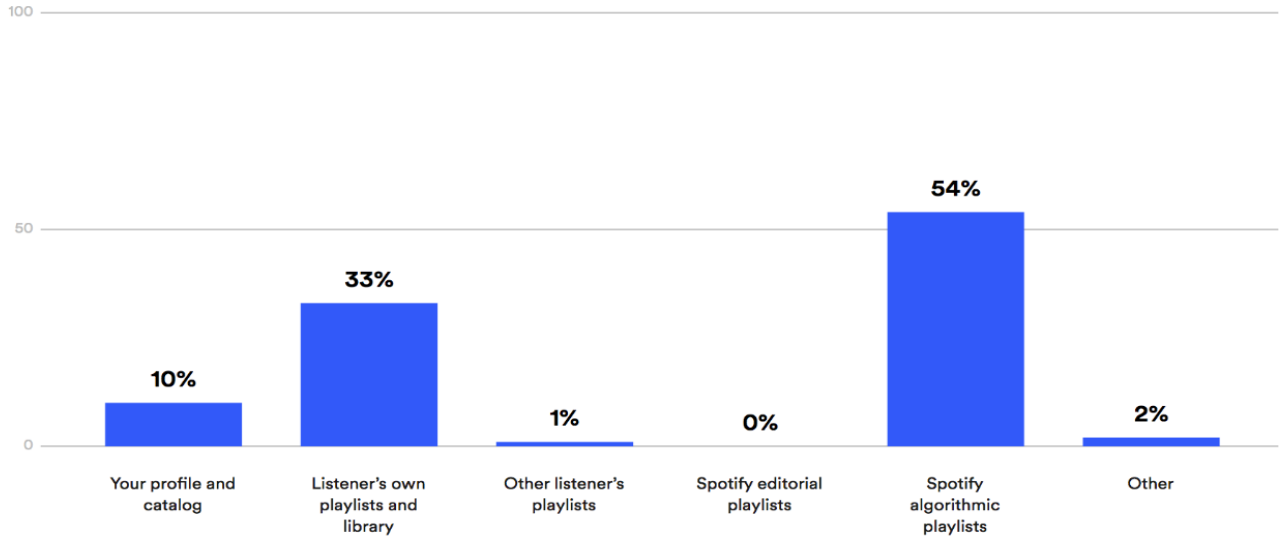
Reporting Starts	Reporting Ends	Ad Name	Ad Delivery	Ad Set Name	Bid	Bid Type
2021-04-01	2021-04-20	Laughing - No Te	active	Nosebleeds - IG	0	CPA
2021-04-01	2021-04-20	Grinding - No Tex	inactive	Nosebleeds - IG	0	CPA
2021-04-01	2021-04-20	Chorus B Section	active	Nosebleeds - IG	0	CPA
2021-04-01	2021-04-20	Chorus - No Text	inactive	Nosebleeds - IG	0	CPA
2021-04-01	2021-04-20	Chorus - Text	inactive	Nosebleeds - IG	0	CPA

Ad Set Budget	Ad Set Budget Ty	Last Significant E	Attribution Setting	Results	Result Indicator	Reach
12	Daily	2021-04-12T13:2	7-day click or 1-d	110	actions:link_click	89670
12	Daily	2021-04-12T13:2	7-day click or 1-d	28	actions:link_click	26168
12	Daily	2021-04-12T13:2	7-day click or 1-d	2865	actions:link_click	708730
12	Daily	2021-04-12T13:2	7-day click or 1-d	292	actions:link_click	340948
12	Daily	2021-04-12T13:2	7-day click or 1-d	89	actions:link_click	136488

Impressions	Cost per Results	Quality Ranking	Engagement Rat	Conversion Rate	Amount Spent (U	Ends
97705		Above average	Above average	Above average		Ongoing
27461		Above average	Average	Average		Ongoing
998145	Classified	Above average	Average	Average	Classified	Ongoing
423602		Above average	Below average -	Average		Ongoing
147419		Above average	Below average -	Average		Ongoing

Frequency	Unique Link Click	3-Second Video	Video Percentag	Video Average Play Time
1.089606334337	108	8730	8.91	00:00:01
1.049411494955	28	1275	5.94	00:00:00
1.408357202319	2664	58587	6.49	00:00:01
1.242424064666	291	11274	4.82	00:00:00
1.080087626751	89	3502	4.53	00:00:00