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# Case Study

1K Tier Song Launch Package



# Alayna



## Song Launch Package



Country artist Alayna ran a Song Launch Package to drive Spotify **follows, saves, engagement, and playlist placements** when marketing her newest single 'Small Town Smokeshow'.

### The 1K Song Launch Package Guarantees:

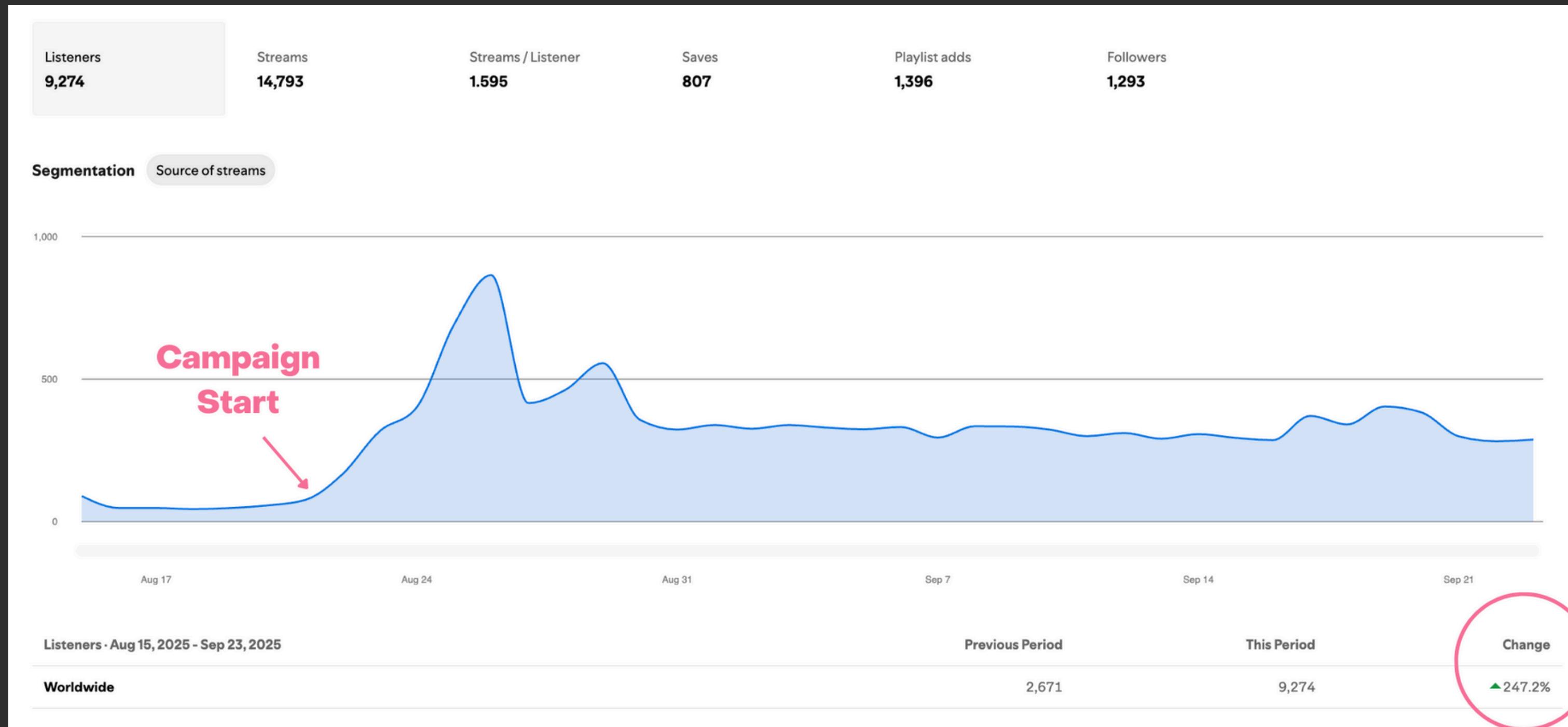
- 500+ Followers
- 500+ Pre-Saves / Song Saves
- Internal Playlist Pitch
- Verified Partner Playlist Pitch
- 60K-80K Playlist Follower Reach
- Expanded Playlist Pitching Reach
- Priority Customer Service



# Streaming Engagement



By pitching the track to our playlist network of over 250 playlists, Rise grew Alayna's audience by 247% :





# Playlist Placements



Curators loved Alayna's release, and it helped her land **NINE curated playlists**, and the track landed on **Radio, Discover Weekly, Mixes, Smart Shuffle, Release Radar, & more algorithmic playlists** (next slide for screenshots)



# Playlist Placements: Curated



2	 Best of Country   Country Hits 2025	—	2,036	Aug 22, 2025
3	 Country Songs 2025 - Today's Country Hits	—	1,628	Aug 22, 2025
4	 Country Music Vibes	—	1,158	Aug 22, 2025
5	 Country Roadtrip 2025	—	1,061	Aug 22, 2025
6	 Country & Americana	—	853	Aug 22, 2025
7	 Country Radio 🎵 Handpicked Hits	—	494	Aug 22, 2025
8	 Country 2025 ⭐ Top Country	—	462	Aug 22, 2025
9	 Country Music 2025	—	299	Aug 22, 2025
10	 Dirt Road   New Country Music 2025	—	134	Aug 22, 2025

# Playlist Placements: Algorithmic



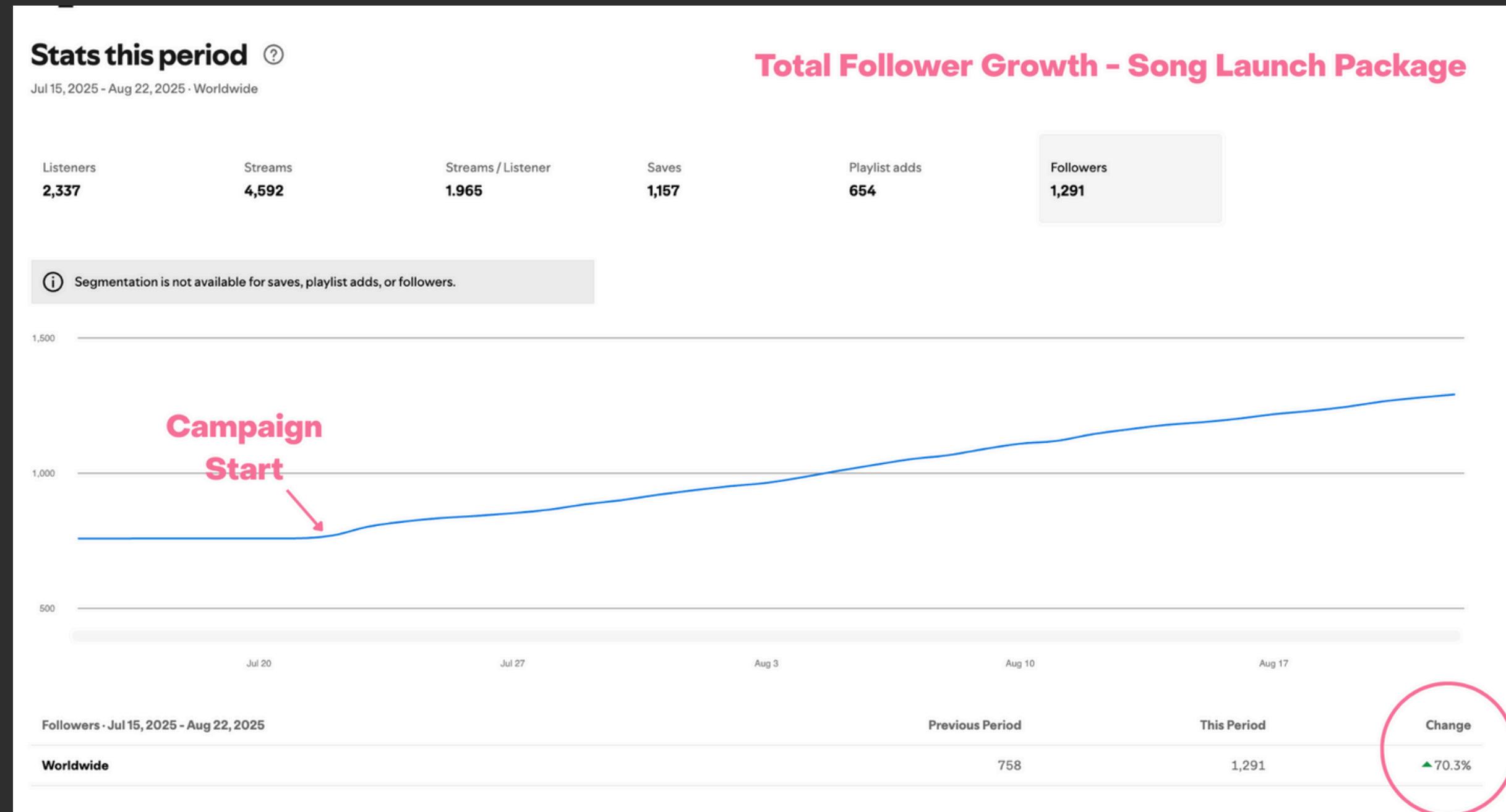
1	Radio	Spotify	2,312	—
11	Release Radar	Spotify	107	—
12	Mixes	Spotify	97	—
13	Smart Shuffle	Spotify	82	—
14	Discover Weekly	Spotify	30	—
16	Your DJ	Spotify	10	—



# Follows / Saves



Throughout the campaign, Rise drove 520 New Followers and Song Saves (70% Increase). Those fans also opted-in to pre-save future releases promoted on Rise.





# Campaign Wrap Report



## 1K Song Launch Package:

- 6,000+ Streams from Curated Playlist Placements
- 3,000+ Streams for Algorithmic Playlist Placements
- 9 Curated Playlist Placements (120K+ Follower Reach)
- Algorithmic Play from Discvor Weekly, Radio, Release Radar & more
- 520 New Follows & Song Saves (70% total audience increase)

By taking a holistic approach to Spotify promo, Alayna maximized audience reach and engagement around release day, triggering additional algorithmic support & growing her fanbase.



# Song Launch Package



## Alayna



*"The Song Launch campaign was very easy to set up, and a staff member is always available to help answer any questions I have. The campaign has been awesome and already producing results before my song was even released."*

-Alayna



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# Start Rising today!

Submit from [rise.la/grow/songlaunch](http://rise.la/grow/songlaunch)