rise

Case Study

500 Tier Song Launch Package

rise

Shadow Animal

Song Launch Package

Shadow Animal's team ran a Song Launch Package to drive Spotify **follows, saves, engagement, and playlist placements** when marketing their newest single 'Dreams We Build'.
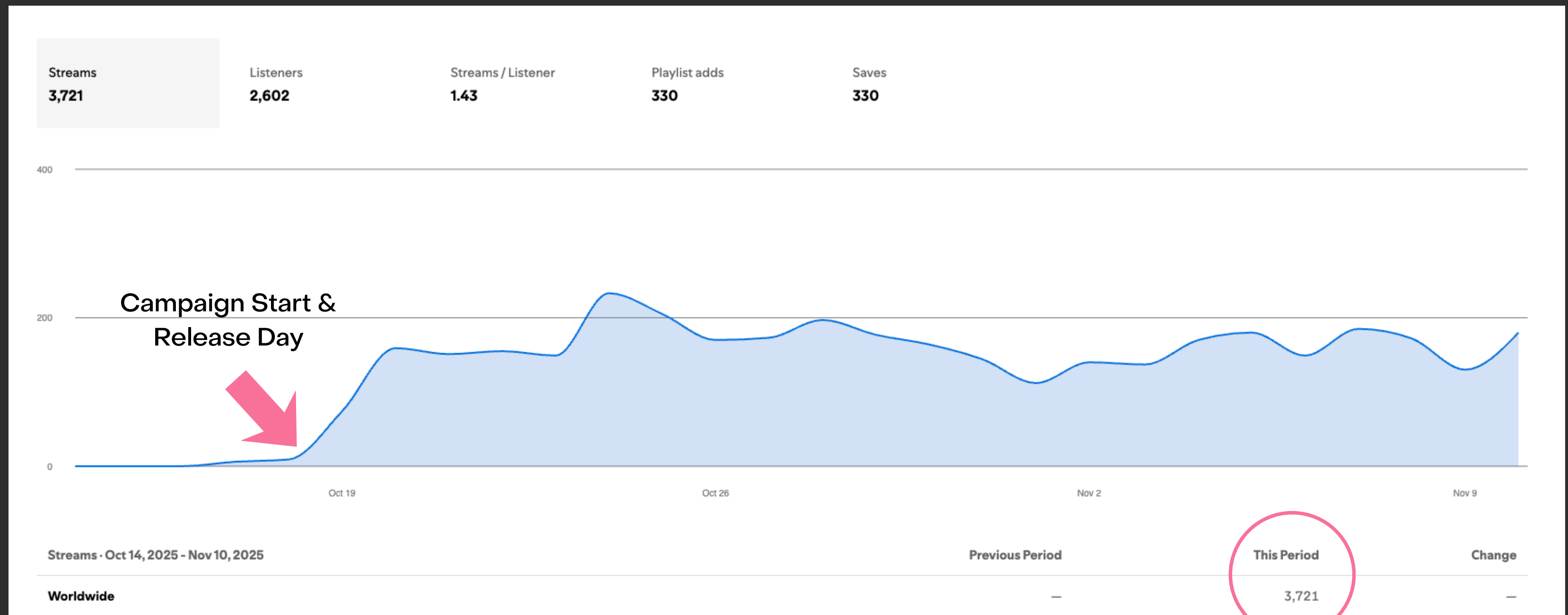
$450 Song Launch Package Guarantees:
- 250+ Followers
- 250+ Pre-Saves / Song Saves
- Internal Playlist Pitch
- Verified Partner Playlist Pitch
- 40K–55K Playlist Follower Reach
- Est. 28 Day Runtime

Streaming Engagement

By pitching the track to our playlist network of over 250 playlists, Rise drove significant streaming activity around this release for Shadow Animal:

Streams	Listeners	Streams / Listener	Playlist adds	Saves
3,721	2,602	1.43	330	330

Campaign Start & Release Day

Streams · Oct 14, 2025 - Nov 10, 2025	Previous Period	This Period	Change
Worldwide	—	3,721	—

Playlist Placements

Rise landed 4 curated playlist placements, making up 4 of the top 6 sources of streaming, and totaling over 3,000 streams in the first 3 weeks. By concentrating traffic around this release, Release Radar and Radio were also triggered:
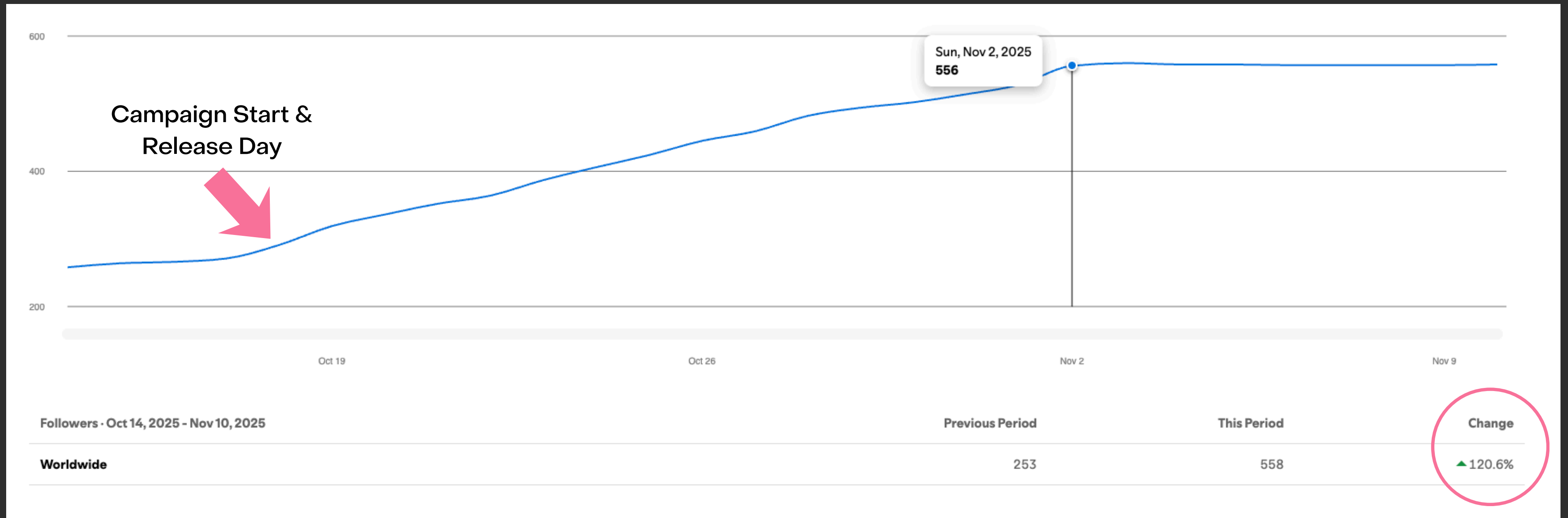

Last 28 days		Made by	Streams	Date Added
1	acoustic coffeehouse ☕ soft songs	—	1,573	Oct 19, 2025
2	Cozy Winter Acoustic	—	587	Oct 19, 2025
3	the best fall vibes	—	528	Oct 19, 2025
4	Release Radar	Spotify	222	—
5	Radio	Spotify	171	—
6	Relax & De-Stress	Relaxing Music 2025	—	165	Oct 18, 2025

Follows / Saves

Throughout the Song Launch campaign, Rise drove 275 new Followers and Song Saves for Shadow Animal and 'Dreams We Build'. Those fans opted-in to pre-save future releases promoted with Rise.

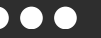| Followers · Oct 14, 2025 - Nov 10, 2025	Previous Period	This Period	Change
Worldwide	253	558	▲120.6%

Campaign Wrap Report

500 Tier Song Launch Package:

- 3,000+ Streams from Playlist Placements

- 4 Curated Playlist Placements

- Algorithmic Play from Radio, Release Radar, Mixes, & more

- 275 New Follows & Song Saves (124% total audience increase)

By taking a holistic approach to Spotify promo, Shadow Animals' team maximized audience reach and engagement around release day, triggering additional algorithmic support & growing their fanbase.

Start Rising today!

Submit from rise.la/grow/songlaunch