



SONG LAUNCH CASE STUDY

Alayna

"Everything I Think"

1,045 New Followers • 1,045 Song Saves • 443,689 Playlist Reach

Campaign Period: Mar 23, 2026 – Apr 26, 2026

SPOTIFY



ARTIST OVERVIEW

Alayna

Genre: Country, Country Pop, Country Rock

Song: Everything I Think

Platform: Spotify

Similar To: Ella Langley, Miranda Lambert, Lainey Wilson, Kelly Clarkson, +3 more



THE CAMPAIGN

Song Launch – 2K Tier (\$1800)

CAMPAIGN TYPE

Song Launch Bundle
(Conversion + Exposure)

DURATION

28 Days
Mar 23, 2026 – Apr 26, 2026

GUARANTEED

1,000 Followers
1,000 Song Saves

PLAYLIST REACH

130K–190K
Estimated Playlist Followers

THE RESULTS

1,045

**New Spotify
Followers**

Conversion Campaign

1,045

**Song Saves
Delivered**

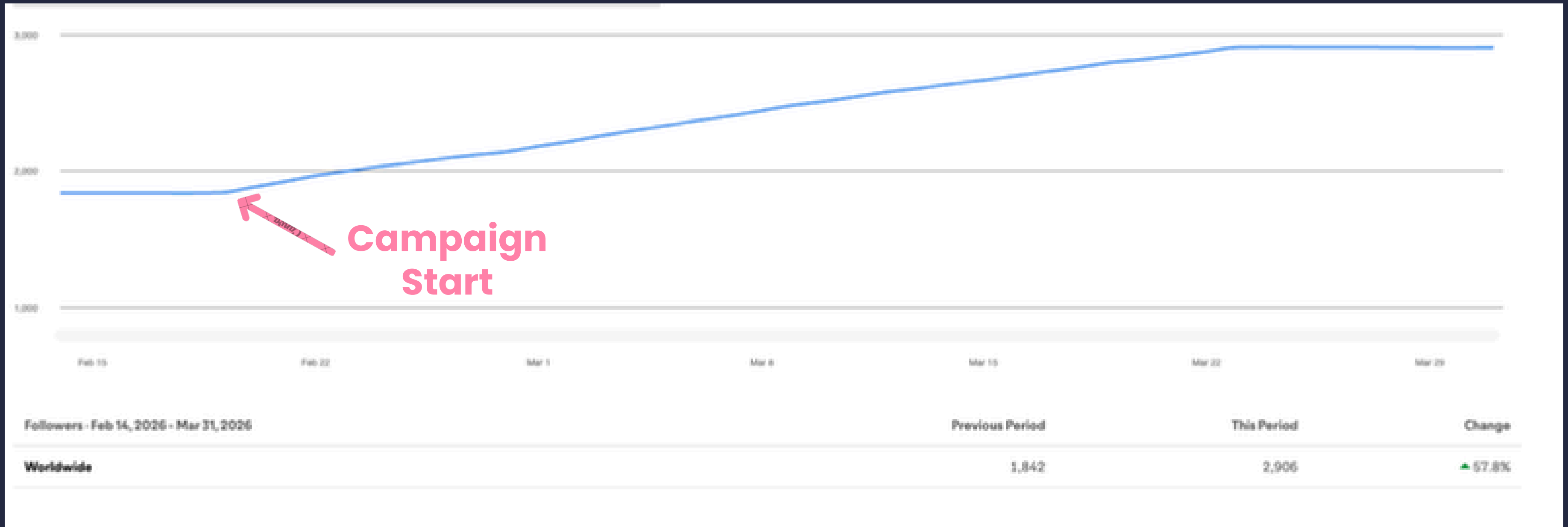
Conversion Campaign

443,689

**Playlist Follower
Reach**

Exposure Campaign

SPOTIFY FOR ARTISTS SONG PERFORMANCE OVERVIEW



+1,045 Follows + Saves

SPOTIFY FOR ARTISTS SONG PERFORMANCE OVERVIEW



SPOTIFY FOR ARTISTS PLAYLIST PLACEMENTS



1	2	3	4	5	6	7	8
Radio	Country Roadtrip 2026	Country 2026 🌟 Top Country	Best of Country Country Hits 2026	Country & Americana	Country Music 2026	Mixes	Country Music Vibes
Spotify	—	—	—	—	—	Spotify	—
4,075	1,052	919	835	568	555	504	461
—	Mar 26, 2026	Mar 26, 2026	Mar 26, 2026	Mar 26, 2026	Mar 26, 2026	—	Mar 26, 2026

+11 Curated Placements

+Algorithmic Playlists

443,689 Playlist Follower Reach

+10,000 Lifetime Streams

All Playlists — Everything I Think (All Time) — May 6, 2026

SPOTIFY FOR ARTISTS PLAYLIST PLACEMENTS



9		Country Songs 2026 - Today's Country Hits	—	450	Mar 26, 2026
10		Country Music Hits 🇺🇸 Americana	—	402	Mar 26, 2026
11		Country Radio 📻 Handpicked Hits	—	369	Mar 26, 2026
12		New Country Pop 2026	—	317	Mar 26, 2026
13		Smart Shuffle	Spotify	234	—
14		Country Mix 🇺🇸 Best Country Hits	—	233	Mar 26, 2026
15		Dirt Road New Country Music 2026	—	196	Mar 20, 2026
16		Release Radar	Spotify	65	—

+11 Curated Placements

+Algorithmic Playlists

443,689 Playlist Follower Reach

+10,000 Lifetime Streams

KEY TAKEAWAYS

1

Song Launch bundles deliver maximum impact

1,045 new followers and 1,045 song saves — combining Conversion and Exposure maximizes both fan acquisition and stream reach.

2

Real engagement triggers algorithmic playlists

Genuine follower and save activity helped trigger Radio and Release Radar inclusion.

3

Curated playlists expanded organic discovery

Playlist placements drove streaming well beyond the campaign period.

4

Consistency rewarded with algorithmic momentum

The Song Launch package rewards artists who run it release after release — each campaign builds on the last to deepen Spotify's algorithmic signal.



Ready to grow your music career?

Join thousands of artists using Rise to reach real fans on Spotify, YouTube, and Instagram.

Start Your Campaign at rise.la

rise.la • support@rise.la • [@risela](https://www.instagram.com/risela)

Results vary by campaign, artist, and market conditions. All metrics verified via platform analytics. © 2026 Rise.la