



# 102% Growth

of Spotify listeners & streams for Edo & Jo

## The Artist

Edo & Jo are acclaimed Australian singer-songwriters and mantra musicians. In September 2015, Jo sadly passed away, but her voice continues to touch their listeners through time.

The magic of Edo & Jo's sound has translated into a strong catalog of music with steady streams and listeners, which attracted Snafu's team to it.

## The Strategy

### Funding

We offered the artist **\$56,000** for a 2 year period of licensing their music. This would allow for investment into new music projects and life in general.

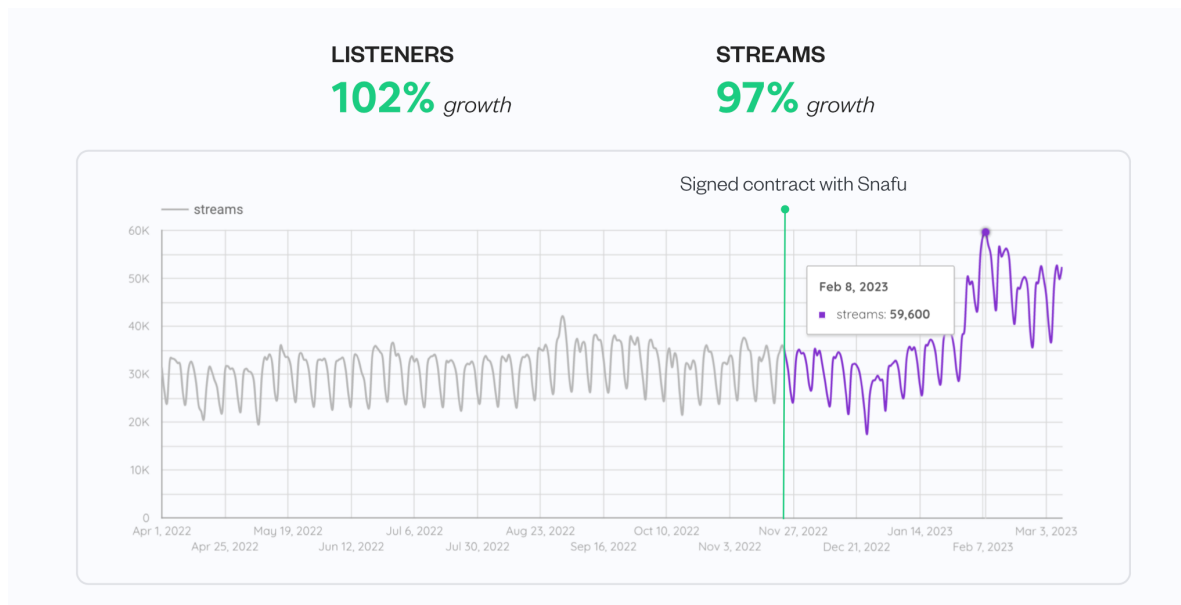
### Distribution

In addition to funding, we wanted to boost the growth of the catalog.

Our data analytics team identified that while this catalog had experienced consistent streaming growth until about 2020, it had since plateaued. We believed in the strength of the music and hypothesized that by getting the music in front of new listeners, we could reinvigorate the catalog and increase the streaming growth significantly. We ran an analysis with our data team on the performance of the catalog by song and listenership to determine which songs to activate Discovery Mode on.

## The Result

Since Snafu got involved with this catalog in July 2022, Edo & Jo's music has experienced a spike in both streaming and listener growth. Streams and listeners have both grown by approximately 100% since we started managing the catalog, and it seems as if the growth is set to continue. We are thrilled to see Edo & Jo's music continue to reach new listeners and gain more streams.



## Artist Testimonial

*"I've had a great experience with Snafu and their wonderful team. Within 8 months of signing, the Edo & Jo listenership on Spotify has increased by around 110k monthly listeners. Thanks Snafu for the great efforts and results."*

-Edo