



103% Growth

of Spotify listeners & streams for Fivefold

The Artist

Fivefold is a rock band from St. Louis, Missouri. This quintessentially American rock "n" roll group has managed to cultivate a global fanbase, with their top listeners tuning in from London, Berlin, and Brazil. Fivefold's high quality rock music and lyrics resonate with fans around the world, and our data team identified exciting potential in their strong catalog.

The Strategy

Funding

We offered Fivefold **\$84,000** for a 2 year period of licensing his music. This allowed him to invest in new music projects and life in general.

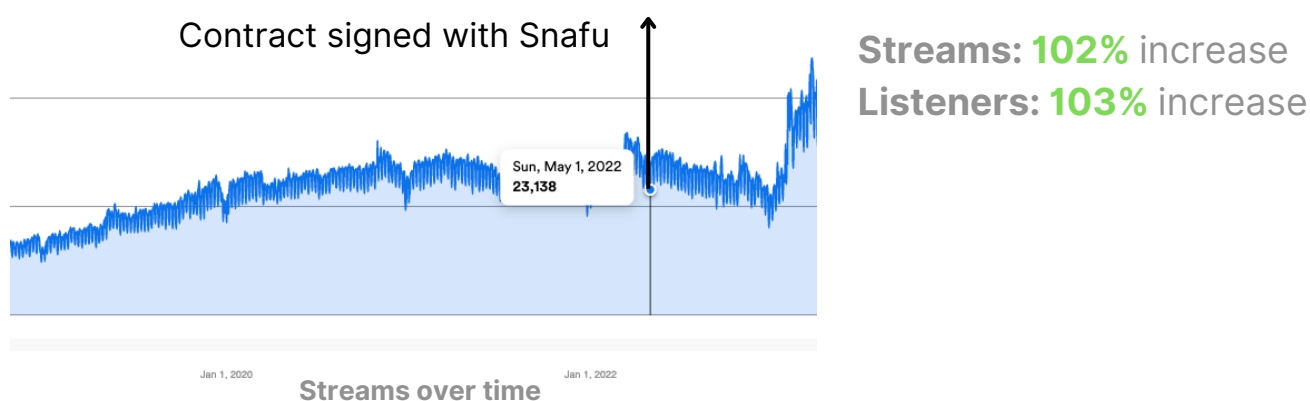
Distribution

In addition to providing Fivefold with an advance, we wanted to boost the growth of the streams and listeners of their catalog so they could fully focus on making new music and touring.

Our data analytics team identified that Fivefold's catalog had plateaued in 2021 after several years of consistent growth. We initiated a combination of social media strategies combined with trialing tracks on discovery mode to reengage the existing fan base as well as find future fans. We iterated on this strategy to determine which tracks were gaining traction with discovery mode.

The Result

After a few months of developing strategies and trialing songs on discovery mode, we saw a 100% spike in both listeners and streams for Fivefold. As we continue to work together, we will keep developing strategies to make sure the growth continues steadily.



Artist Testimonial

"Snafu has been a game changer for our band and our output. The team at Snafu has consistently been active at enhancing our brand. It's almost like having another member of the band. The same amount of trust and teamwork is felt."

-Fivefold