CHARTMETRIC

EXECUTIVE REPORT

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CHALLENGE

Music Industry’s Biggest Dilemma

INTRODUCTION

The company’s vision is to help artists advance their music on a global scale!

This is done by presenting stunning and intuitive data analytics that offer actionable steps for everyone in the music industry

MUSIC INDUSTRY CHALLENGE

Millions of artists. Competitive environment

Global outreach with multiple outlets

60,000+ new songs uploaded daily

Overwhelming amount of data

Fast paced and short release cycles

COMPETITIVE ADVANTAGE

There was no never so much data to process with so many triggers for new and existing music

Data analytics offer global comprehensive solutions to artists and industry professionals

SOLUTION

We analyze and present all the information in a fashion that becomes a tremendous advantage for anyone in the music industry

Data is thus properly utilized to help develop artist careers

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Global data consolidation and analytics	Data integrity continuously has to be confirmed	Data is pivotal in all aspects of the music industry	Amidst competition become the standard for data metrics

02

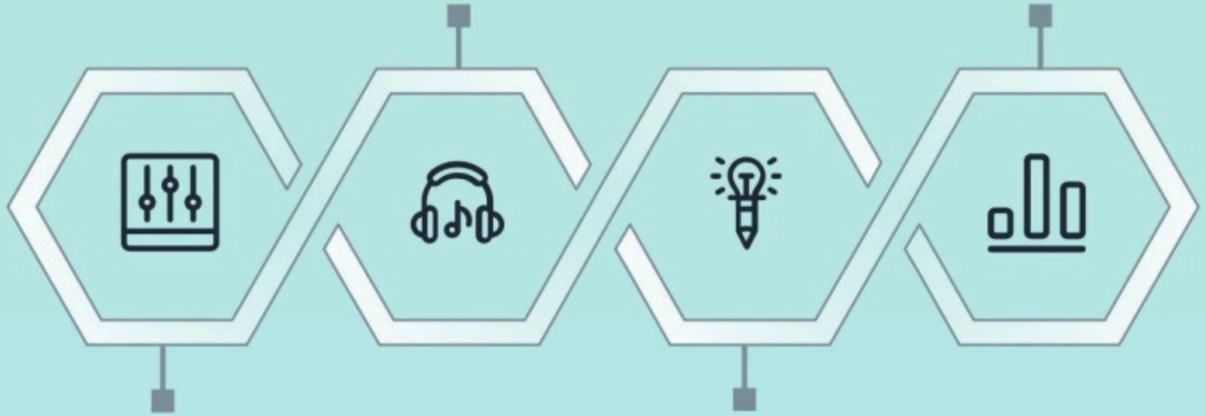
PRODUCT

Data That Provides Insights and Solutions

OVERVIEW

PROFILES
Millions of artists, albums, tracks, playlists, etc

CHARTS
Multiple charts with filtering options



ANALYTICS
Daily collection from over 30 major sources

INSIGHTS
Reporting, ranking, playlisting, etc.

PLANS

7-days trial basis with limited access

FREE

Access to one artist profile

ARTIST

Full access to all data, charts and resources

PREMIUM

CASE STUDY

Playlist Notification for New Single

CHALLENGE

A new single was released and unaware of any support or placements

SOLUTION

View Spotify playlisting pickup from all over the world, with full detail on each playlist including country, popularity, followers, etc

RESULTS

Get notified on all playlisting and charting from one place

CASE STUDY

Global Marketing Impact Measurement

CHALLENGE

Trying to setup a global campaign for a new release

SOLUTION

Analyze and review Artist's top metrics, platforms & territories. Get to compare with other similar Artists as well, to optimize ad spend and audience targeting

RESULTS

Create a detailed campaign that offers the most value and exposure for the new release, then measure their impact on various platforms as you go

CASE STUDY

Talent Discovery

CHALLENGE

Seeking to discover the next big breakthrough star that fits key select criteria

SOLUTION

Utilize the Artist List Advanced Filters and A&R discovery tool to filter by various criteria most important to your team

RESULTS

Ability to pinpoint the top unsigned artists that fit follower or consumption requirements. Analyze their current stats, streams and audience engagement

#	Artist	Spotify Monthly Listeners	7-day Growth(%)	30-day Growth(%)	60-day Growth(%)
1	Stunna Gambino	9,358,712	1,419,946 (+17%)	9,202,974 (+5,909%)	9,156,912 (+4,537%)
2	Ingratax	8,492,025	2,137,847 (+33%)	7,667,370 (+929%)	8,492,025 (+849,202,500%)
3	Marcynho Sensação	4,237,514	1,026,944 (+31%)	3,941,097 (+1,329%)	4,236,874 (+662,011%)
4	Vitinho Imperador	3,627,898	346,760 (+10%)	2,220,569 (+157%)	3,570,351 (+6,204%)
5	Mont	2,525,468	422,452 (+20%)	1,949,922 (+338%)	2,323,947 (+1,153%)

03

MARKET

Size and Competition