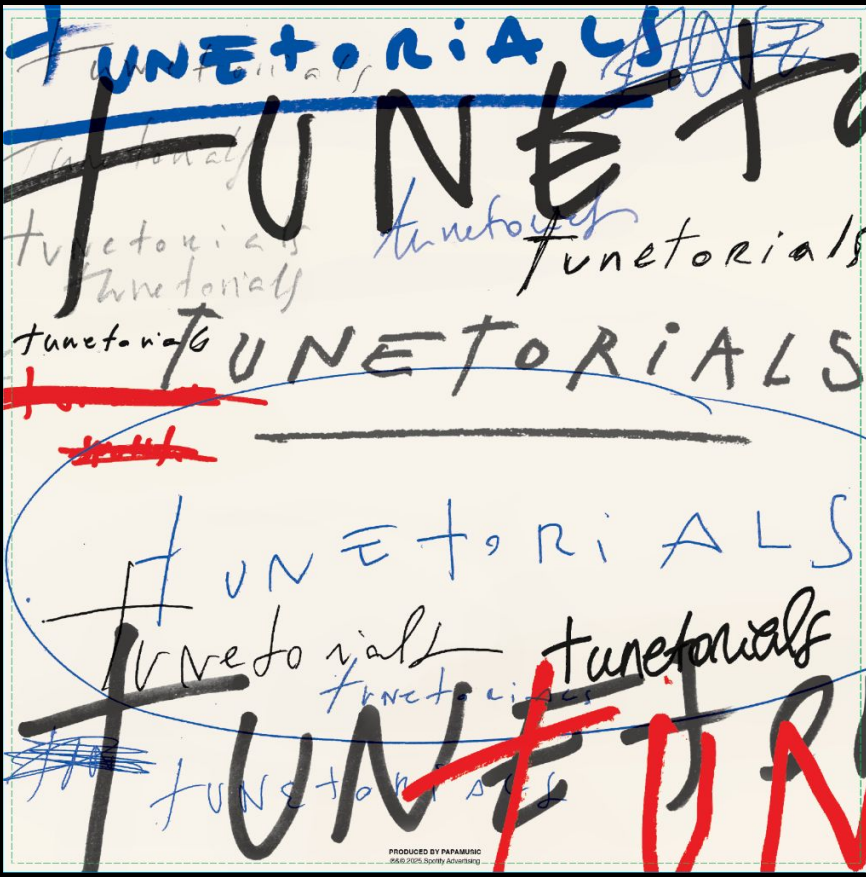




vinyli



Album COVER - FRONT AND BACK



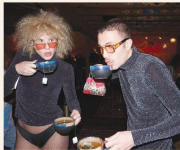
PRODUCED BY PAPAMUNG
©2015 Spotify Advertising

TUNETORIALS





DROP THE NEEDLE
ON GREAT AD PERFORMANCE



TUNETORIALS



GREAT CAMPAIGN PERFORMANCE BEGINS BEHIND THE SCENES

[01]

Every great performance starts before the curtain rises.
It happens in the planning. In the setup. In the strategy.
It's no different in media planning.

[01]

[02]

Each song on this album is inspired by a question you might ask before launching a campaign.

[02]

[03]

But instead of sending another sales deck, we turned our answers into tunes.

[03]

[04]

Six tracks that teach you how to build a Spotify ad campaign that performs.

[04]

[05]

Turn up the volume. And get ready for your mic drop.

[05]

HOW TO RUN A MULTI-FORMAT CAMPAIGN feat. CARTER ACE

For those media planners who think Spotify is audio only, this song teaches you how adding video and display to your creative approach amplifies impact. Same message, different formats. Working together to drive incremental performance.

Lean into multi-format advertising to drive greater performance.

Increase your impact with storytelling across multiple formats.
Combining audio with video and display ad formats drives up to 88% more incremental sales than audio-only ad campaigns.*

Deliver your brand message with audio ads.

Audio ads are served between songs, so listeners are focused on what you have to say.

Tell your story with video ads.

Create moments of connection through visual storytelling, served only when your audience is viewing the app.

Reach and engage with display ads.

Connect with your audience in non-interruptive environments and seamlessly reach them as they browse and listen to content.

Lyrics:

More results

have you ever felt so lost in the noise
 that's and that's the way I feel
 But I have the vision, but it didn't land
 I'm not sure if I'm ever gonna find
 You launched the ad, and watched it go live
 Audio alone helped it thrive
 But you said it was the way you hear
 And video and display, and now reels on appear now
 We're moving Youtube that's on sight
 Facebook's where it's at, it's the right
 You can drive more sales in the cart
 But socially, you can't really play their part
 Go hit their eyes and ears and heart
 Cox killing robots is an art
 I'm trying to find my brand
 But I wanna do something useful
 Gotta push my voice and show the world just what I do
 With audio and video, and the way I do
 And display to track the performance
 One idea, many ways to grow
 From sound to video, and they made it way
 We're moving Youtube that's on sight
 Facebook's where it's at, it's the right
 You can drive more sales in the cart
 But socially, you can't really play their part
 Go hit their eyes and ears and heart
 Cox killing robots is an art

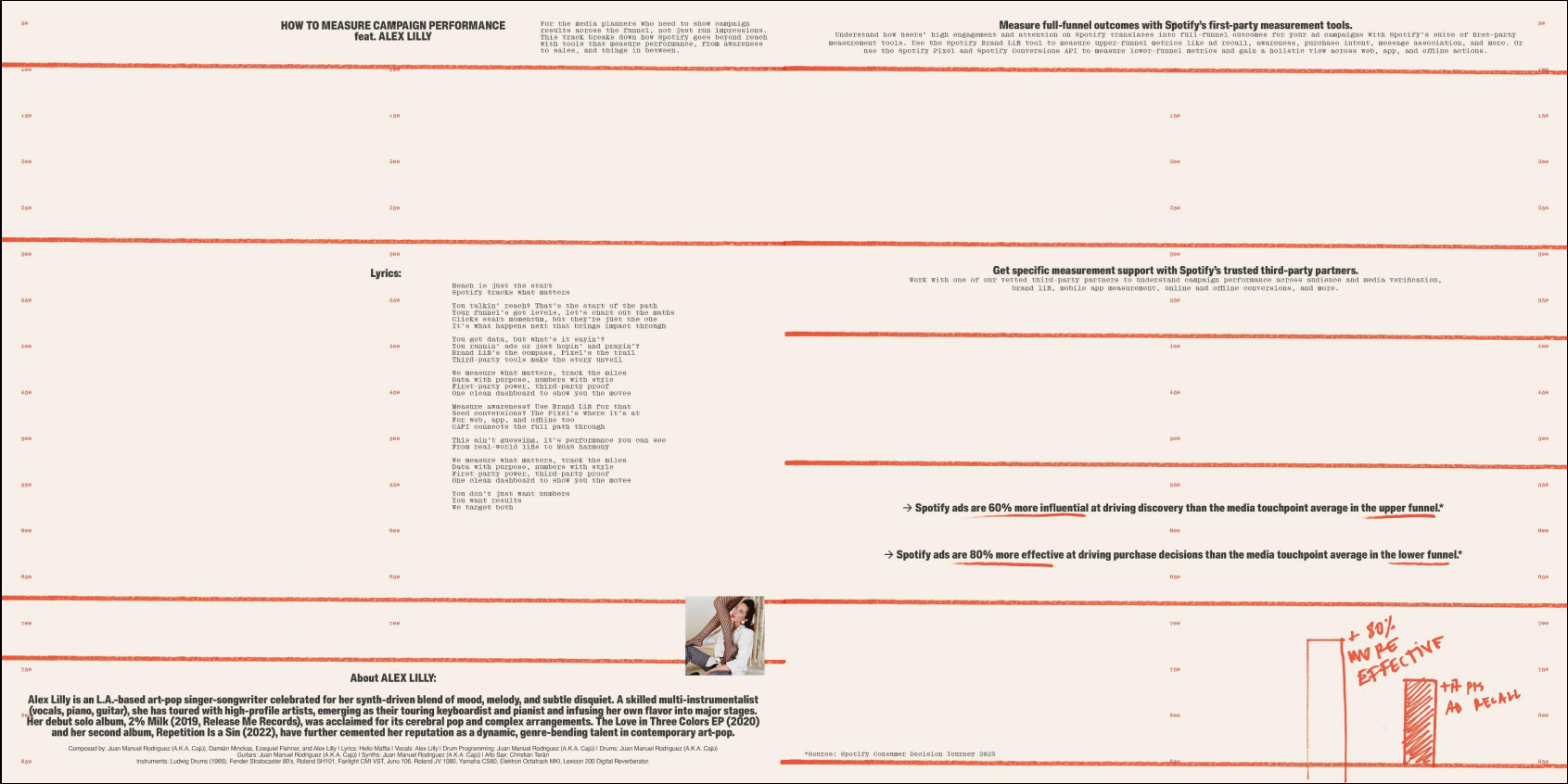
About CARTER ACE:

Cartier Ace is a Cameroonian-American rapper, songwriter, rapper, and frontman of a five-piece Los Angeles hip-hop band whose sound fuses hip-hop, R&B, neo-soul, funk, and jazz. Raised by a dancer mother and artist father, he grew up immersed in African rhythms and salsa before discovering hip-hop influences. Since debuting in 2015 with *The Manhattan Project*, he's released standout singles including *I Think I'm Normal*, *The One and Lonely*, *Baggage*, and *I've Got My Life 2 Live*. Known for blending infectious grooves with witty, introspective lyrics, Cartier Ace has emerged as a distinctive voice in contemporary music.

Composed by: Damián Minckas, Pablo Damián Bursztyn, Ezequiel Flehner & Carter Ace | Lyrics: Holo Mafia and Carter Ace | Vocals: Carter Ace | Bass: Pablo Damián Bursztyn | Guitars: Paco Leiva | Drum Programming: Pablo Damián Bursztyn
Synths: Pablo Damián Bursztyn | Violin: Rafael Marrero | Cello: Julián Gándara | Instruments: Gibson 330 Electric Guitar, DigiTone 2, Symbol, Prophet Pro 12, Prophet Pro 1, E Pitzer Leipzig Model VI Upright Piano, Elektron Octatrack MKII, Lexicon 200 Digital Reverbator

multiformat
eye-catching connection

*Source: NCSolutions, US, 2020-2025.

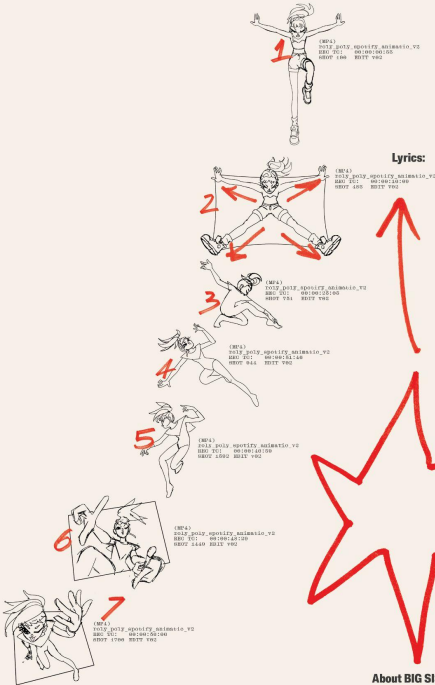


HOW TO DRIVE ROI WITH YOUR CAMPAIGN SETUP
feat. BIG SIS

How you set up your campaign is just as important as what your campaign is doing. From finding paths to format mix, this track's a reminder that performance starts before the campaign begins. Set it up right, and ROI will follow.

Reach for the stars, starting with your setup.

From refining your targeting to defining a moments strategy to picking your buying method, every decision matters. Spotify gives you the tools to plan with intention and set up your ad campaigns for success.



Lyrics:

ROI isn't look
It's in the setup
It's not a checkbox, it's a plan
Performance can grow when you take a stand
Choose your data, ad exchange for omnichannel
Or ad manager, with help on the handle
From next move to final chart
Every setup choice is a work of art
Treat each lover like it's your last
Spotify's lover, how please stay
Choose your goal, from reach to action
Without your targeting to goal real traction
Mix your formats to help you achieve
However and learn how to join with the machine
It's not just data, it's algorithm
And it begins with intention
From next move to final chart
Every setup choice is a work of art
Treat each lover like it's your last
Spotify's lover, how please stay
Build it smart, and ROI follows

About BIG SIS:

BIG SIS is a dynamic brother-sister duo from Liverpool known for their playful, bold, and brash style. Their infectious dance beats and cheeky lyricism combine with catchy top lines to create music that's impossible to resist. Rising quickly as a viral sensation, BIG SIS has built a devoted fanbase that can't get enough of their energetic performances and vibrant sound. Their blend of fun, attitude, and undeniable talent makes them stand out in the contemporary music scene. If you're not already tuned in, BIG SIS is the act you don't want to miss.



Composed by: Damien Markos, Ezequel Pinner & Pablo Darnon Burzucki, and BIG SIS | Lyrics: Holo Muffs | Vocals: BIG SIS | Drum Programming: Pablo Darnon Burzucki | Synths: Pablo Darnon Burzucki
Performers: Ezequel Pinner, Synths: Pablo Darnon Burzucki, Program Mix: VC Program Mix 1, Engineer: Gabriela Mui, Engineer: Gabriela Mui, Engineer: Gabriela Mui

- Pick the right buying path: Use Spotify Ad Exchange for omnichannel reach and programmatic efficiency or Spotify Ads Manager for ease, control, and access to first-party tools like the Spotify Pixel.
- Choose the right objective across awareness, like reach, consideration, clicks, web traffic, and app installs.
 - Build a moments strategy: lean into daily moments, cultural tentpoles, and always-on tactics.
 - Mix formats: audio and display ads for scale, video ads for impact, podcast ads for trust.
- Measure smart: set up the Spotify Pixel or Spotify Conversions API to get real-time feedback, or work with a third-party measurement partner. Optimize continuously.

Need proof?

- CPG marketers see +14% higher long-term return on ad spend on Spotify than on other media.*
- Retail advertisers achieved +22% higher return on ad spend on Spotify vs. all other media.**
- Auto advertisers achieved +19% higher return on ad spend on Spotify vs. all other media.***

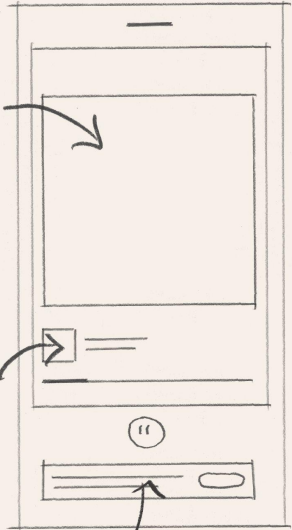
*Source: Spotify x Nielsen CPG syndicated WNI, 2022-2023, CNA.
**Source: TransUnion Retail NW Benchmarking Study, 2021-11 2024, CNA.
***Source: TransUnion Auto NW Benchmarking Study, 2021-11 2024, CNA.

HOW TO CREATE ADS FOR SPOTIFY
feat. THE SHIVERS

For the advertisers and creatives who strive for ease and efficiency, this is your anthem. To advertise on Spotify, simply introduce existing video or display assets, or new rich and native audio ad creation tools, including generative AI tools,* to instant available audio ads tailor-made for the Spotify platform.

No studio? No problem.

Roughly 50% of ROI is driven by creative quality.*
That's why we've built new, automated tools and features to help advertisers launch creative, high-impact campaigns on Spotify.



Lyrics:

You got content?
Then you got a campaign
Don't need a studio, just need a file
Repurpose assets, do it in style
Video, audio, display too
We think what you already do
What you need to know
From AI tools, purpose built
Creative lab if you wanna share
Quick to start, no need to stress
Spotify makes it easy, not a guess
Make something
Or make it better
We'll help either way
We turn your assets into new grooves
Fast creation, smooth brand moves
You don't need new, you just need smart
Spotify makes it easy to start
We turn your assets into new grooves
Fast creation, smooth brand moves
You don't need more, you just need smart
Spotify plays your creative part
Less hassle
More impact
That's the play



About THE SHIVERS:

The Shivers are a band from New York City led by singer-songwriter Sonny Zarriello. They transform personal turmoil into hauntingly beautiful art, channeling a transient spirit shaped by a life between London and New York. As a core creative force in The Shivers, Zarriello helps drive the band's signature blend of raw emotion, poetic lyricism, and stripped-down intensity. In 2025, The Shivers continue their evolution with striking new singles "Loneliness" and "Love Is (Still) In The Air," expanding on a catalog celebrated for its intimacy and depth. Together, Zarriello and The Shivers craft music steeped in heartbreak, romance, and unflinching truth, forging a sound that resonates with vulnerability and timeless emotional power.

Composed by: Juan Manuel Rodriguez (A.K.A. Cajo), Daniel Miralles, Eugenio Palmer & Sonny Zarriello / Lyrics: Nelo Melis / Vocals by: The Shivers (A.K.A. Sonny Zarriello) / Bass: Juan Manuel Rodriguez (A.K.A. Cajo) / Drums: Juan Manuel Rodriguez (A.K.A. Cajo) / Synth and Prods: Juan Manuel Rodriguez (A.K.A. Cajo) / Instruments: Ludwig Drums (1960), Fender Stratocaster 80's, Morgan Electric Guitar (Argentina), Space Echo RE-301, Nashville, Nylon Bass 2001 1996, Moog Redhead MS1, Wurliator 200A, Lexicon 30A Digital Reverbator.

No studio needed

Use what you've got

- Use free audio ad-creation tools to make native-to-the-platform audio ads from scratch.
- You can choose from a library of background music, work with voice actors for voice-overs, and get access to professional audio mixing all within the platform. Or you can use the power of generative AI** to assist in script and voice-over creation and music mixing for your audio ads.
- Scale your existing video creative across Spotify's video formats – like in-stream and in-feed.
- For audio, enhance the experience with full-screen Canvas to tell your brand story in an immersive way
- Repurpose display creative to reach and engage your audience in high-impact placements across the platform, whether they are seamlessly positioned within the discovery journey or visibly integrated into the listener's active music experience.

*Source: Nielsen, 2023
**ONLY AVAILABLE IN CERTAIN MARKETS

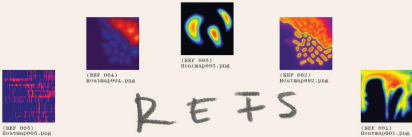
HOW TO REACH YOUR TARGET AUDIENCE
feat. PARBLEU

Inspired by media planners who know that smart targeting is about more than just age and gender. This target's for those who want to watch their message to a select tribe on TV, internet, and millions of streaming signals. Fewer wasted impressions. More efficient results.

Find your target audience at the right time, in the right vibe.

Our data-driven targeting tools help you and your customers and reach them across different devices, moments, and advertising formats. Our audience-targeting tools that track your message to people in moments that are relevant for them — and your business.

From demographic and listening behaviors to contextual targeting and custom audiences, pinpoint your potential customers among Spotify's 600M+ monthly active users with ease and precision.



Lyrics:

Find your audience
Oh let us find time for you
Timingline starts with age, the where and who
But that's just the start, there's more to do
Beyond the deep, we chase the vibe
Moments meet mindset, that's where we thrive
We find your audience, being from in
Less guesswork, more data, that's how we begin
It's not just the age, it's the place and time
That's how Spotify gets your message to shine
Start broad, then refine the plan
With interests, behaviors, and contexts that land
From runners to gamers, foodies to fans
We match your message to audience lineages and plans
It's not about targeting, it's about connection
We find the people who understand your message
We find your audience, being from in
Less guesswork, more data, that's how we begin
It's not just the age, it's the place and time
That's how Spotify gets your message to shine
You're not just speaking to people
You're sewing time in the right moment

Optimize for reach and attention:

Spotify ads capture 2x more attention than social media ads*

Advertising on Spotify can drive up to +26% incremental reach over radio,

+27% over TV, and +22% over digital.**



About PARBLEU:

Parbleu is an Italian musical collective based in Naples, born from the vision of Andrea De Fazio and Andrés Balbuena. Their music is a vibrant fusion of dynamic disco, futuristic funk, and cinematic jazz, enriched with Caribbean dub, Latin tropicalia, and Afrobeat influences. Evocative instrumentals intertwine with captivating vocal performances, ranging from soulful serenades to mystical chants. Their debut album, *Danse Cette Zik!*, released in 2020, showcases their unique blend of genres, offering an immersive experience that transports listeners to imagined paradises and cinematic landscapes. Parbleu continues to captivate audiences with their innovative and genre-defying sound.

Composed by: Domén Minkas, Enzoval Fajner, Julián Gándara, Juan Manuel Rodríguez (A.K.A. Caxi), Andrea Balbuena | Lyrics: Paolo Marfisi | Vocals: Andrea Balbuena & Domén "Carchesi" Minkas | Bass: Juan "Telechi" Gándara, Julián Gándara
Drum Programming: Julián Gándara | Drums: Andrea De Fazio | Percussion: Julián Gándara | Additional Percussion: Andrea De Fazio & Andrea Balbuena | Synth and Rhodes: Julián Gándara | Juno DJ: Andrea Balbuena | Instruments: Paolo Super Deluxe Cuffi Drum (1980), LP
Cassidy Camille Signature Corgis, Various Minor Percussions, Borneo R255, Pining 175 (1961), Jangrey Bells, Fender Jazz Bass, Fender Rhodes, Keytar, Organ, Farfisa, Do 80, Nord Electro, Juno 60, Elexon Control AM, Leson 200 Digital Reverbator

*FORRESTER: *Advertising Week*, 2021.
**FORRESTER: *Spotify "The Black" Study*, 2020.

HOW TO TRACK YOUR AD'S SUCCESS
feat. HOUSE OF EL

Inspired by media decision makers who love data and the tools that deliver the info they need, this track turns the spotlight on the Spotify Pixel, the tool that shows what happens after the ad is served: clicks, add-to-carts, conversions, and more proof that your spend paid off.

Lyrics:

Wanna know if it worked?
Measure results via the Pixel.
Paste the code, unlock the box
Track what happens when it goes
Sign-up, view, add-to-cart
Watch the data feed count repeat
Spotify's Pixel, sharp and slick
Installs like the others, and just as quick
From head clarity to your goals achieved
It's your campaign's success, better revealed
And Spotify got, give it to
Tag your events, let the learning begin
Measure results, rework the spend
Pixel and CAPI, your full-funnel friends
Don't stop
Know
Because data beats doubt
Spotify's Pixel, sharp and slick
Installs like the others, and just as quick
From head clarity to your goals achieved
It's your campaign's success, better revealed
The fix
Track it
Achieve it



About HOUSE OF EL:

Originally a jazz trumpeter and multi-instrumentalist, House of EL (A.K.A. Kieron McIntosh) functions as a creative workshop, a vessel for authentic expression shaped by McIntosh's vast experience as a musician, songwriter, and producer. He exists outside rigid categories, a collaborative artist intent on experimenting and crafting music without boundaries or the constraints of genre. Uninterested in formulas, McIntosh follows a musical compass that's guided by instinct, curiosity, and soul. Behind the curtain, McIntosh's fingerprints have helped shape some of the UK's biggest musical moments. From co-writing platinum to working with UK and US icons, his influence continues to ripple across continents and sounds. House of EL is uniquely poised to offer an exciting and credible artist offering.

Composed by: Damián Mirocha, Ezequiel Fehrner, Pablo Damián Bursztein, Kieron McIntosh | Lyrics: Héro Maffa | Vocals: House of EL | Jazz Bass: Juan Tscheda | Guitars: Pato Laine | Drum Programming: Pablo Damián Bursztein
Drums: Juan Manuel Rodríguez (A.K.A. Capi) | Strings Arrangement: Julián Gándara | Cello: Julián Gándara | Trumpets and Fluggophons: Christian Isen | Fender Rhodes: Kieron McIntosh
Instruments: Ludwig Drums (1960s), Dynarite II, Synclavier, OMI, Anal Classics Guitar, Gibson SRB, Teanawee Acoustic Guitar, Prophet Pro-12, Prophet Pro-1, Prophet Laptop Model 6 (larger), Farnis, Eberhard Guitars MPA, Les Paul 200 Digital Reverbator.

In Spotify Pixel we trust.

Installed a pixel on other advertising platform? The Spotify Pixel, our first-party tracking tool, installs the same way and lets you measure what happens after someone clicks or sees your ad. Whether it's a site visit, a sign-up, or a purchase, the Spotify Pixel shows you what your campaign delivered and turns Spotify into a full-funnel performance platform.

How to measure your Ads Manager Campaign with the Spotify Pixel
(it's less than 5 minutes):

- Choose events that align with your campaign objectives: page views; sign-ups or leads; add-to-cart; purchase.
- Copy and paste the Javascript code into your website's <head> section, just like any other pixel.
- Select your pixel in the campaign booking flow to enable it for measurement on your next campaign.
- View performance throughout the flight to make data-driven optimizations.

TRACKLIST

B

[01]	02:54	HOW TO RUN A MULTI-FORMAT CAMPAIGN feat. GARNER ABE	[04]	02:16	HOW TO CREATE ADS FOR SPOTIFY feat. The Shivers
[02]	03:03	HOW TO MEASURE CAMPAIGN PERFORMANCE feat. Alex Hill	[05]	02:16	HOW TO REACH YOUR TARGET AUDIENCE feat. Parli
[03]	02:44	HOW TO DRIVE ROI WITH YOUR CAMPAIGN SETUP feat. Big Sis	[06]	01:59	HOW TO TRACK YOUR AD'S SUCCESS feat. House of EL

A



UNLOCK GREAT AD PERFORMANCE WITH SPOTIFY.
Learn more:



THANK
YOU

