

# Panel Discussion | [External Communications] Good Data Communications, Good Marketing



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JAKARTA

◆ 22 JUNE ◆ #THEMARTECHSUMMIT

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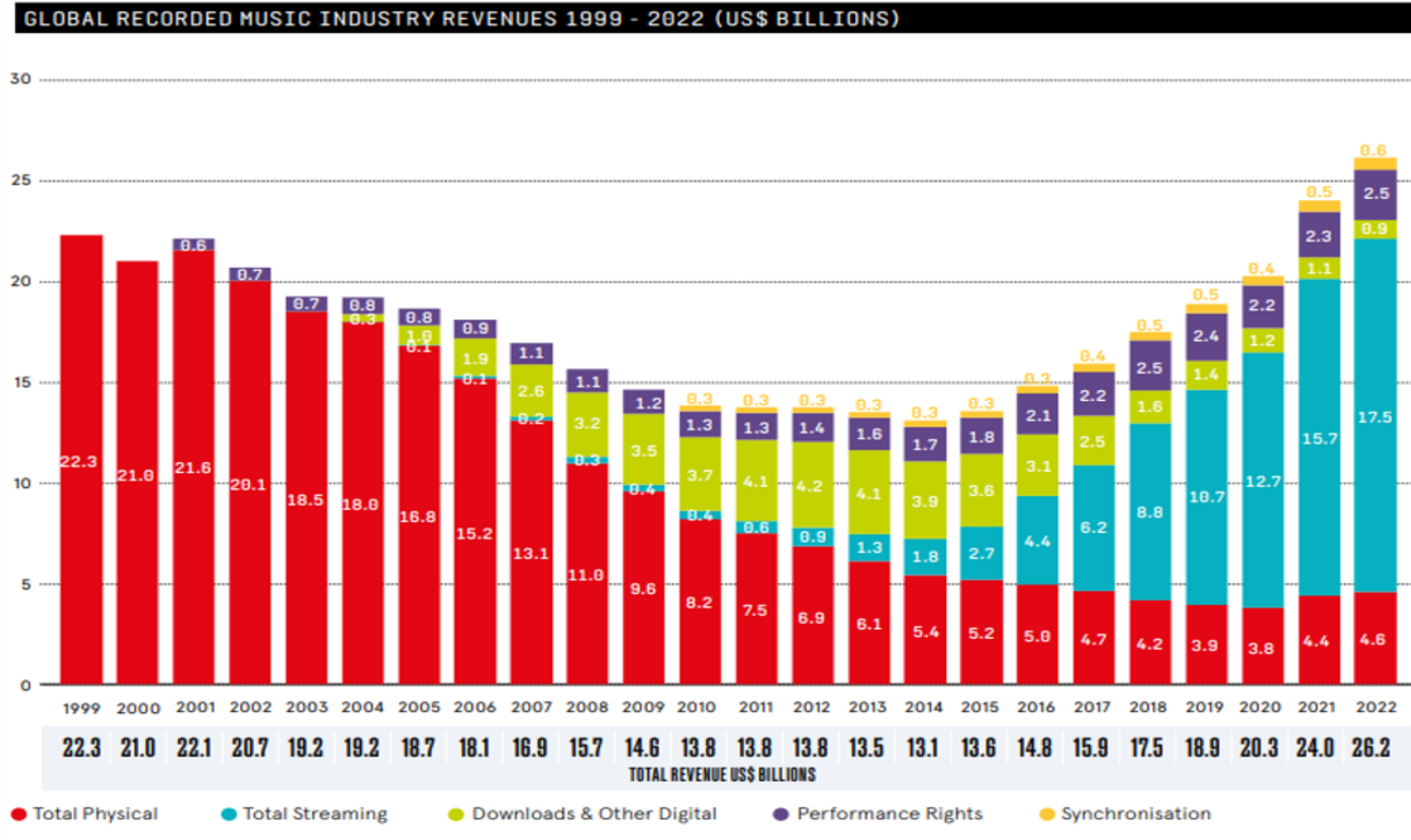
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## 1. Data Gathering for Good Data

- What are the strategies and best practices for gathering, integrating and choosing the right data to use (and not get overwhelmed)?
- Challenges faced to integrate data from multiple sources
- How to make sure to follow the General Data Protection Regulation (GDPR)? - if applied to you



# Data Gathering For Music Ecosystem



Source: globalmusicreport.ifpi.com

! Musicians and labels now have access to data, which presents both challenges and benefits. The key is using this data effectively to shine in the market.

**>17.5B**  
Revenues are gained from streaming activity  
Source: IFPI Report

**>49K**  
Songs are released on Spotify per day  
Source: Billboard.com

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## Top global platforms provides live generated "data analyst" tools

**Audience**  
6,747,449 streams ▲10% change since last month  
May 9, 2023 - Jun 4, 2023 - Worldwide

**Channel analytics**  
Of 1.1M views in the last 28 days, 51% came from videos on your official artist channel and 49% came from videos that feature your music on other channels

Views: 1.1M (About the same as previous 28 days)  
Watch time (hours): 53.9K (20% more than previous 28 days)  
Unique viewers: 565.5K

PLAYS: 67.1K  
AVG. DAILY LISTENERS: 1.7K  
SONG PURCHASES: 4  
SHAZAMS: 2.2K

Source: Apple Music For Artists

Even though these native reporting tools take around 1-2 days to generate visual data from streaming but the data they provide is highly accurate and really helps musicians determine their future strategies.

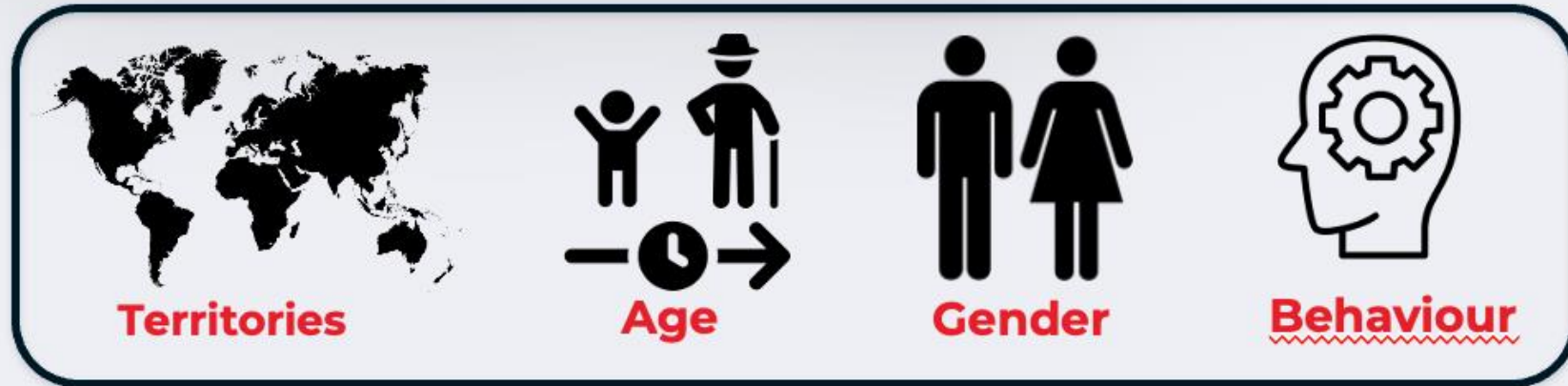
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## 2. Data Processing & Output

- What are the methodologies available to be used?
- How to make sure that data and insights are align with marketing/business goals?
- Examples of successful data-driven marketing campaign and what are the factors contributing to the success



# Factors that Affects The Success of Data-Driven Marketing Campaigns

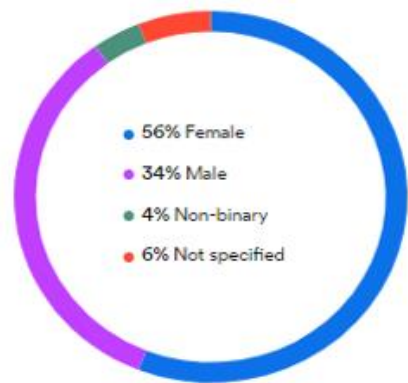


## Are they matters?

Yes, from the demographic data, artists can find out the majority of their audience and use the FOCUS strategy.

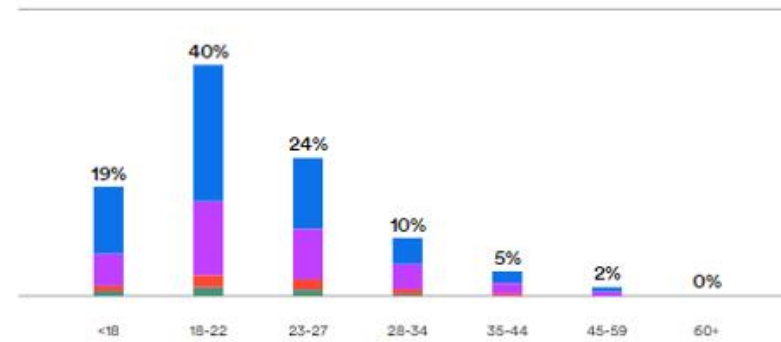
### Listeners' gender

Listeners • Last 28 Days • Worldwide



### Listeners' age

Listeners • Last 28 Days • Worldwide

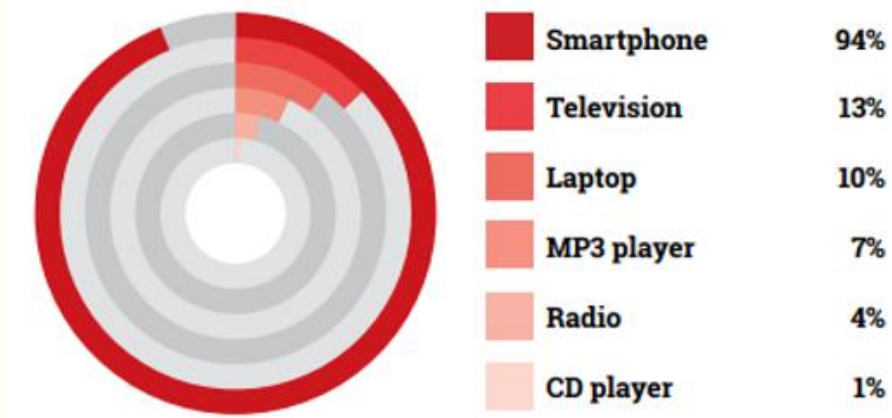


Source: Spotify For Artists

By leveraging audience demographics, such as Gen Z, artists can promptly implement targeted strategies that align with extensive DSP campaigns.

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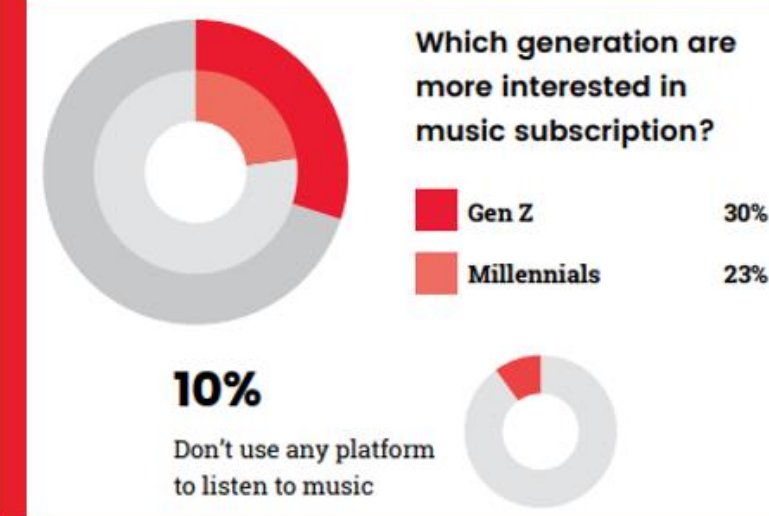
### Most popular devices used to listen to music:



Source: IDN MEDIA Gen Z Report

“Gen Zs revolutionize the relationship between audio creators and their fans. Through digital audio, Zs find new ways to express their individuality, innovate by filtering throwbacks through a current lens, and deepen the personal narratives Zs share about themselves.”

Source: culturenext2022.byspotify.com/en-ID



### Massive Views



### Increased Sound Usage



Previous Period	This Period	Change
947,762	83,764,877	▲8,738.2%

### Increased Stream Growth & Revenues



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## Key Takeaways

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## Q&A



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