

— MUSIC MARKETING & ADVERTISING

Artists and Labels Trust Us to Deliver.

Campaign intelligence and advertising for musicians, labels, and the teams behind them.

Meta & Google Ads Certified. Since 2017.

550M+

STREAMS DRIVEN

600K+

PLAYLIST SAVES

200+

ARTISTS & LABELS SERVED

Most Music Marketing Is Broken.

90% of artist marketing campaigns lose money. Good music gets buried under automated services, black-box platforms, and campaign structures that optimize for vanity metrics instead of real growth. Most indie marketing dollars never translate to actual streaming momentum - because the tools weren't built by people who understand music.

01

One-Click Promo Packages

Black box services with zero transparency. You pay, you hope, you never see what's happening.

✕

02

AI Auto Campaigns

Guessing with algorithms instead of strategy. No human oversight, no real optimization.

✕

03

Playlist Pitching Platforms

Sporadic placements that don't scale. One-off wins that never build momentum.

✕

04

Vanity Metrics Reporting

Agencies report impressions and reach that look great on paper but never translate to saves, listeners, or revenue. You're paying for feel-good dashboards.

✕

"The average indie artist spends \$2,000-\$5,000 on marketing that can't be measured. That's not a campaign. That's a donation."

THE PROBLEM

THE SOLUTION

Your Campaigns, Run By Certified Experts.

Founded by Benjamin Means, we're a Meta Agency Partner and Google Ads Certified team that's spent nearly a decade working exclusively with musicians, labels, and the management companies behind them. We run the ad campaigns for artists you've heard of - and for the labels and agencies that manage them. Every campaign gets custom strategy, daily human monitoring, and a live dashboard connecting ad spend to streaming outcomes in real time.

You own your ad accounts. We never hold them hostage.



META BUSINESS PARTNER

Meta Agency Partner

Recognized partner managing ad campaigns on behalf of artists & labels

- Digital Marketing Associate
- Marketing Science Professional
- Google Ads Certified
- Google Analytics Certified

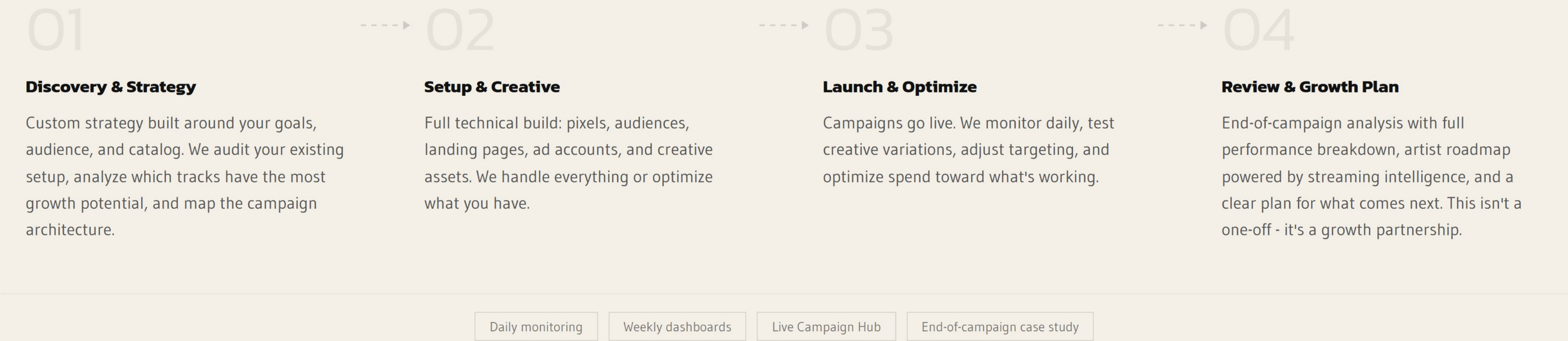
9

Years of Experience

Working exclusively with musicians, labels, and music businesses since 2017. Over 600 campaigns launched across every genre and budget level.

HOW IT WORKS

Active Management, Not Passive Automation.



The Numbers Behind The Work.

550M+

STREAMS DRIVEN

\$1.5M+

AD SPEND MANAGED

70%+

CLIENT RETENTION

600K+

PLAYLIST SAVES

50K+

EMAIL SIGNUPS

600+

CAMPAIGNS LAUNCHED

9

YEARS IN MUSIC



Switchfoot



Warner Music Group



Ani DiFranco



BY.ALEXANDER



Promoting Sounds



Vydia



Alchemy



Ambiqo Records



Red Light Mgmt



Catch Point Rights

FEATURED CASE STUDY

By.Alexander

Jazz/alt hip-hop producer-artist. UK-based. Genre-defying catalog.

Jazz / Alt HipHop

11 Campaigns

Meta + Google

14 Months

\$737K Total Spend

206K → 763K Monthly Listeners (Oct '25 → Feb '26 Peak)

19.4%

PEAK SAVE RATE

1 in 5 streams saved. Up from 3% pre-campaign.

19K

SAVES IN A SINGLE DAY

TRUMPETS launch Nov 4th. Record day across all campaigns.

10x

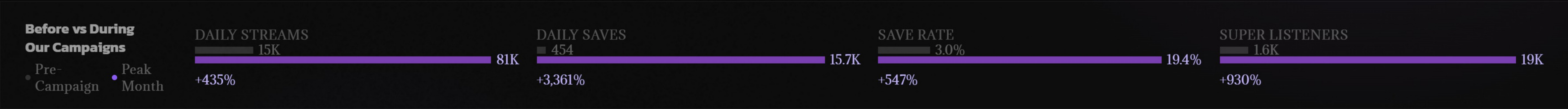
SUPER LISTENER GROWTH

1.6K → 19K super listeners. The audience that sticks - and buys tickets, merch, and vinyl.

190K+

PLAYLIST SAVES

60K+ streams/mo on just 10 songs. Self-sustaining growth.



#1st

YouTube Subscribers

JAZZ · UK

#1st

Instagram Followers

JAZZ · UK

#4th

Spotify Followers

JAZZ · UK

#4th

YouTube Video Views

JAZZ · UK

1.6M

Clicks to Service

FEATUREFM LANDING PAGES

+3x

Post-Pause Baseline

RETAINED AFTER CAMPAIGNS

Same artist. Same music. Our campaigns changed who was listening. Save rate: 3% → 19.4%. That's the difference between rented streams and real fans.

CASE STUDIES

Results That Speak

8 Published Case Studies

#26 Jazz / HipHop STREAMING 930K STREAMS 180K SAVES 19.4% SAVE INCREASE META \$54.5K spend	#25 Metal / Rock PRE-SAVE 1,700+ PRE-SAVES 120K+ STREAMS \$0.25 CPC META \$1.5K spend	#23 Pop MUSIC VIDEO 4.3M+ VIEWS \$0.01 COST PER VIEW 3K+ SUBSCRIBERS GOOGLE \$8.7K spend	#21 Rock / Metal PRE-SAVE 3,093 PRE-SAVES 2,599 FAN EMAILS 237% LISTENER GROWTH META \$4.3K spend
#20 Alternative Rap PLAYLIST 34.5K+ PLAYLIST SAVES \$0.10 CPC 25,000% SAVE INCREASE META \$12.6K spend	#17 Label Playlists PLAYLIST 18.7K+ PLAYLIST SAVES €0.07 COST PER RESULT 5.4M IMPRESSIONS META €3K spend	#15 Metal / Rock PRE-SAVE 2,393 PRE-SAVES 92K+ STREAMS 75% CLICK-TO-SPOTIFY META \$1.4K spend	#27 App / Tech APP INSTALL 55% REGISTRATION RATE \$1.63 ↓ from \$9.27 COST PER INSTALL \$2.90 ↓ from \$18.70 COST PER REGISTRATION META \$5.2K spend

WHY US

What You Won't Get Anywhere Else.

01

You Own Your Ad Accounts

We never hold your accounts, audiences, or data hostage. Everything we build is yours.

02

Live Dashboards & Campaign Hub

Live dashboards connecting ad spend to streaming growth across Meta, Google, TikTok, Spotify, YouTube, and Songstats. Correlation, not guesswork. Updated daily. Just a link.

03

Certified, Not Self-Taught

Meta Agency Partner. Google Ads Certified. Marketing Science Professional. We test and verify what works.

04

Music-First Since 2017

550M+ streams, 600+ campaigns, 9 years of music marketing. We've seen what works across every genre, budget level, and release cycle. The playbooks are built on data, not hunches.

05

Proprietary Campaign Intelligence

We're building the tools the industry doesn't have yet. StreamSpend provides track-level campaign analysis and automated benchmarking so you know exactly which songs to promote and how much to spend. Launching publicly in 2026. The data behind decisions shouldn't be gatekept.

— Our Platform

We Report On Outcomes, Not Just Ads.

Our dashboard connects ad spend directly to streaming outcomes - Meta, Google, and TikTok alongside Spotify, YouTube, and Songstats in one view. No off-the-shelf tool does this. We built it because the industry needed it and nobody else would.

- **Ad-to-Streaming Correlation**

Campaign spend mapped against streaming growth in real time

- **All Platforms, One Dashboard**

Three ad platforms + streaming sources in a single dashboard

- **Automatic Alerts**

Automatic flagging when metrics spike or drop outside expected ranges

This is our proprietary system. Not a plugin. Not a third-party integration. Built from scratch for music marketing.



— WHY NOW

The Window Is Open. It Won't Stay That Way.

01

Streaming Rewards Momentum

Spotify and Apple Music algorithms amplify artists with consistent, growing listener bases. Playlist saves, super listeners, and algorithmic triggers compound over time. The earlier you start, the bigger your base when the algorithm kicks in.

02

Building Now Costs Less Than Catching Up Later

Ad costs in music are rising 15-20% year over year as more artists compete for the same ears. Artists investing today lock in audiences at today's rates. Every month you wait, the same results cost more. The window is closing.

03

ROI Is Getting Clearer

Music marketing has always been hard to measure. We're changing that. Our tools connect ad spend to streams, saves, super listeners, and fan behavior - getting closer to true ROI than the industry has ever seen. We're making these benchmarks public so the whole industry can stop guessing. No more “brand awareness” without receipts.

The artists investing now are building advantages that get more expensive to replicate later.

Let's Talk About Your Next Campaign.

Book a free strategy call. Whether you're an artist, a label, or a team - we'll show you exactly what we'd build.

contact@meansmgmt.com

meansmgmt.com

 Website

 Instagram

 LinkedIn

 Blog

550M+ Streams Driven. \$1.5M+ Ad Spend Managed. Your Campaign Could Be Next.