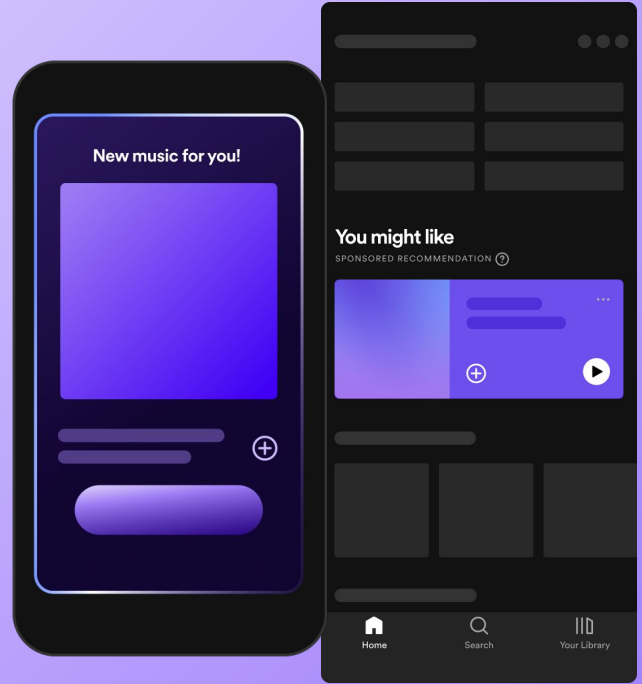




Marquee & Showcase Reporting Guide

**Showcase will be available in additional markets soon.*

Understanding your campaign results



Marquee is a full-screen, sponsored recommendation of your new release that invites listeners to dive in. **Showcase** is a mobile banner at the top of Home that lets you give your new release or catalog its moment on Home.

With both Marquee and Showcase, you can track how listeners engaged. After each campaign, you'll receive reporting on **how the people who saw your campaign responded to your release and intend to stream you more in the long run.**

Reference the [Help Center](#) or read through this guide for more information on:

How Marquee & Showcase Works

// Audience Targeting

// Campaign Delivery

Understanding Campaign Results

// Active Streaming

// The Attribution Window

// A Look at Reporting

// The Importance of Intent Rate

Best Practices

**Showcase will be available in additional markets soon.*



■ How Marquee & Showcase Works

Before we dive into the metrics, it's important to recap **who Marquee & Showcase reaches and how**.

They both reach relevant Premium and Free listeners in the country you're targeting. It's always targeted, but we help you fine-tune your reach.

Depending on your marketing strategy, you can customize your targeting by:

- **audience segments** to reach specific segments of listeners based off of real streaming behavior
- **country** to reach your fans globally in 36 markets

Audience Targeting

By default, we show your campaign to listeners who are likely to find your release relevant and stream after seeing your campaign.

But you can further customize with targeting the following audience segments:


Active audience includes listeners who **have actively streamed your music at least once** in the last 28 days.


- **Light listeners** have intentionally streamed your music **once or a couple of times** in the last 28 days.
- **Moderate listeners** intentionally streamed your music **many times** in the last 28 days.
- **Super listeners** are your **most dedicated active listeners** in the last 28 days.

Previously active audience includes listeners who used to be in your active audience, but **haven't intentionally streamed your music** in the last 28 days. They may still stream your music from programmed sources.

Campaign Delivery

Marquee appears as a full-screen, sponsored recommendation when listeners navigate to the Home screen on the Spotify mobile app. And Showcase appears as a mobile banner at the top of Home on the Spotify mobile app

 **How we deliver your budget:** Marquee & Showcase are priced on a cost-per-click basis. We spend your budget as quickly as people click on your campaign. Your campaign will run until you run out of budget or a maximum of 10 days after the start date for Marquee and 14 days after the start date for Showcase

 **Real-time targeting removals:** We remove listeners who have already actively streamed your release in the last 21 days to make your marketing budget more efficient.

Understanding Campaign Results

We'll cover **how we report, what we report on, and what the results mean.**

Active Streaming

Listeners stream in both *active* and *programmed* ways. When listeners actively stream your music, they join your [active audience](#).

Marquee and Showcase guide your audience into an active streaming session. There, they can intentionally focus on your promoted release and can be encouraged to actively stream even more, turning them into even deeper fans.

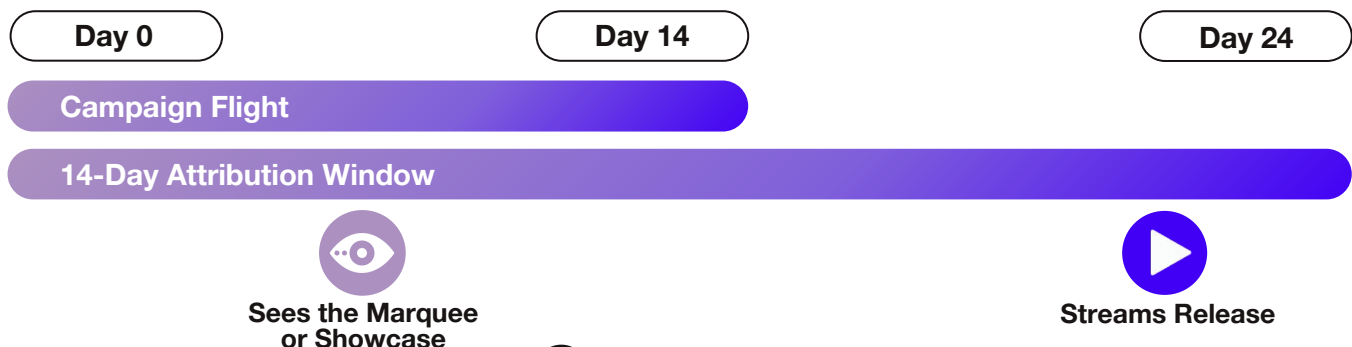
Streaming context	Active	Programmed
Definition	Intentionally seeks music to stream	Streams music in the background
Examples	Artist page, album page, personal playlists	Algorithmic playlists, radio

Marquee & Showcase drives this behavior

The Attribution Window

We use a two-week attribution window for reporting — **we measure how people engage with the promoted release 14 days after seeing the Marquee or Showcase.**

Example Attribution Illustration



A Look at the Reporting

We report on three main areas — **campaign delivery**, **audience development** and **performance details**.

These tools aim to develop long-term fans, so keep an eye out on **audience development** and **performance details**.

Campaign delivery

Reach

9,457

The number of people who saw your campaign.

Clicks

880

The number of people who clicked on your campaign.

Audience development

Building an active audience is key to developing fans. On average, people who intentionally stream a song will play that artist's music 4x more in the next 6 months.

📈 Reactivated listeners

732 listeners rejoined your active audience after intentionally streaming your promoted release. Because you targeted: **Previously active audience**

Snapshot of sample reporting for illustrative purposes.

Audience Development Metrics

Audience development metrics reports on how your active audience changed as a result of your campaign. These metrics can help measure how your campaign enabled audience engagement, audience reactivation, and audience growth.

For example, if you want to *retain listeners* who might have dropped off, target your *previously active audience*. Then, measure how your campaign re-engaged listeners by tracking your *reactivated listeners*. More below.

Goal	Target	Audience development metric	
Audience engagement	Active audience or the segments within - super, moderate, light listeners	📈 Amplified listeners	Listeners from your active audience who intentionally streamed your promoted release for the first time after seeing your campaign.
Audience reactivation	Previously active audience	📈 Reactivated listeners	Listeners who rejoined your active audience after intentionally streaming your promoted release.
Audience growth	Select no audience targeting segments	📈 New active listeners	Number of listeners who joined your active audience for the first time by intentionally streaming your promoted release – including new listeners who hadn't streamed your music anywhere in the last 2 years.

Now, a look into the **performance details** section of reporting.

Performance details

Converted listeners
9,457

Conversion rate
7.7%

People showed intent to stream your promoted release in the future after seeing your Marquee or Showcase.

Average streams per listener
8.8

Intent rate
28.7%

Playlist add rate
21.9%

The percentage of converted listeners who added a track to a playlist.

Playlist adds
160

The total number of tracks added to playlists by people who saw your campaign.

Save rate
26.5%

The percentage of converted listeners who saved a track.

Saves
194

The total number of tracks saved by people who saw your campaign.

Snapshot of sample reporting for illustrative purposes.

Performance Details Metrics

This section shows how your fans are developing into deeper fans; how listeners engaged with your new release – and your other releases – as a result of your campaign.

An indicator of this is the **Intent rate** – the percentage of converted listeners who have saved or playlisted at least one track after streaming.

For a Marquee or Showcase campaign, **conversions are listeners – people who saw the Marquee or Showcase and intentionally streamed the release.** See the definitions below on the listener engagement metrics we report on.

- **Converted listeners:** The number of listeners who intentionally streamed the release after seeing the campaign.
- **Conversion rate:** The percentage of listeners who intentionally streamed the release after seeing the campaign.
- **Active streams per listener:** The average number of times your converted listeners intentionally streamed the release.

Then we breakout **playlist adds** and **saves** by:

- The **playlist add rate / save rate:** *percentages of converted listeners* who added a track to a playlist or saved it.
- The **playlist adds / saves:** *total number of tracks* added to a playlist or saved by people who saw your campaign.

Our research shows that **saves** and **playlist adds** correlate with a **2.5x** increase in **streaming** of an artist 6 months later.

After each campaign, we provide a reporting section for artist teams on how listeners “**also engaged with your other releases,**” including listeners, streams/listener, playlist adds, and saves.

Your converted listeners also streamed your other releases after seeing your Marquee or Showcase.

Listeners of your other releases	637	The number of converted listeners who also intentionally streamed your other releases.
Active streams per listener	4.8	The average number of active streams of your other releases per converted listener.
Playlist adds	126	The total number of tracks from your other releases that converted listeners added to playlists.
Saves	178	The total number of tracks from your other releases that converted listeners saved.

Snapshot of sample reporting for illustrative purposes.

The Importance of Intent Rate

It's not just about the release moment with Marquee and Showcase – they help you grow long-term fandom by lifting the actions that predict future streaming:



Save: Adding a track to 'liked songs' using the (+) button

Playlist add: If they then change the destination from 'liked songs' to a playlist they made

Intent rate captures these actions.

Intent rate shows how well your campaign drove saves and playlists adds. It's the *percentage of converted listeners who either saved or playlisted one track from the promoted release.*



Saves and playlist adds matter.

- 6 months after saving, a user typically streams you **3x more than before they saved you.**
- **60% of all merch purchased from Spotify profiles** come from listeners who have playlisted the artist.

Source: [Fan Study](#).

Best Practices

To summarize, here are a few best practices you should use to evaluate your campaign results:



Check in on your results as they accumulate and 14 days after the campaign ends.

In Spotify for Artists, you'll start to see metrics about 24 hours after your campaign starts, and until the campaign ends. Be sure to check back in after 14 days — this is when all metrics are finalized.



To understand the long-term impact of your campaign, focus on intent rate.

While it's important to understand how listeners engaged during the attribution window, listening doesn't stop after 14 days. Use intent rate as a leading indicator of likely future streams.



Gain insights on your audience.

With audience segments, you can see how different listeners are engaging with your release. If audience segments are not available to you just yet, compare results across releases to understand how the same targeted group responded to different projects.



As you're evaluating absolute metrics, remember that Marquee and Showcase campaigns reach relevant audiences.

On other marketing platforms, you might be used to using various targeting options to filter for the right listeners. With Marquee and Showcase, we do this work for you by creating a tailored audience of relevant listeners. That means you'll drive depth of results versus breadth.



Manage expectations, depending on the release type.

Keep in mind that absolute numbers — like streams per listener, saves, or playlist adds — vary widely depending on whether the promote release is new or catalog as well as whether it's a single, EP, or album. If you're evaluating campaign performance across release types, focus on percentages.

As we continue to improve Marquee and Showcase, we're excited to share more success stories and best practices. To inspire your next marketing moves, check out our [site](#) and [LinkedIn page](#).