

180% Growth

of Spotify listeners & streams for Matt Duncan

The Artist

Matt Duncan is a uniquely talented singer/songwriter, producer, and bass player from Lexington, Kentucky. While he got his start in the community centers of DIY punk, he is best known for his smooth, slightly skewed take on classic R&B.

The Strategy

Funding

We offered Matt Duncan **\$51,000** for a 2 year period of licensing his music. This allowed him to invest in new music projects and life in general.

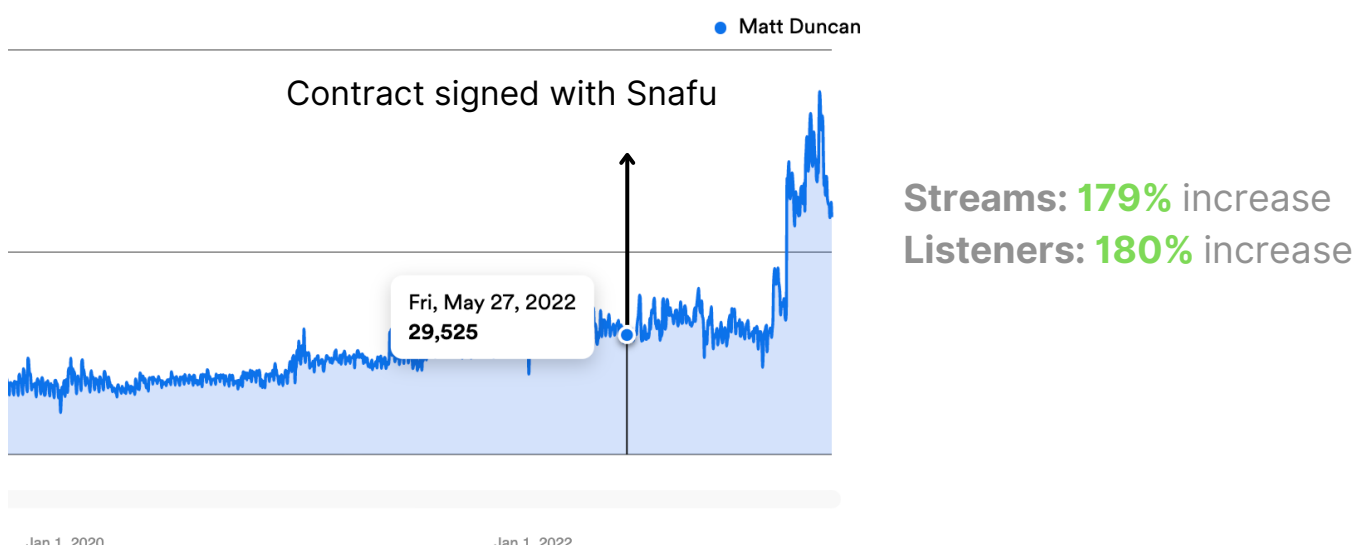
Distribution

In addition to providing Matt Duncan with an advance, we wanted to boost the growth of his catalog.

Our data analytics team identified that Matt Duncan's catalog had unwavering, consistent growth, indicating that exposure to the right additional audiences could generate new fans for old music. We hypothesized that this would reinvigorate his catalog and increase growth significantly. Accordingly, we ran an analysis with our data team on the performance of the catalog by song to determine which songs to promote on Discovery Mode and on socials.

The Result

Streams over time



Artist Testimonial

"I hate to sound hyperbolic, but working with Snafu is kind of a dream. The contracts are way more than reasonable, lines of communication (with actual humans) are consistently open, and they get results."

-Matt Duncan