



SPOTIFY STREAMS INCREASE 50% VIA VOTION ENGAGEMENT CAMPAIGN

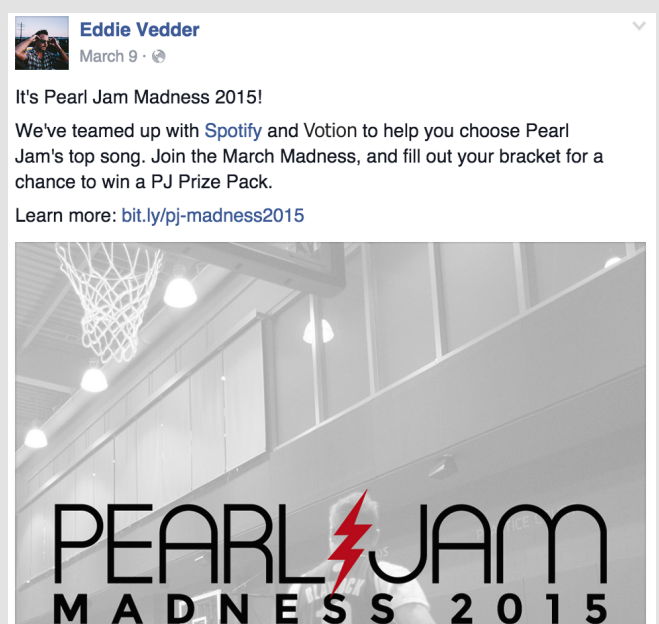
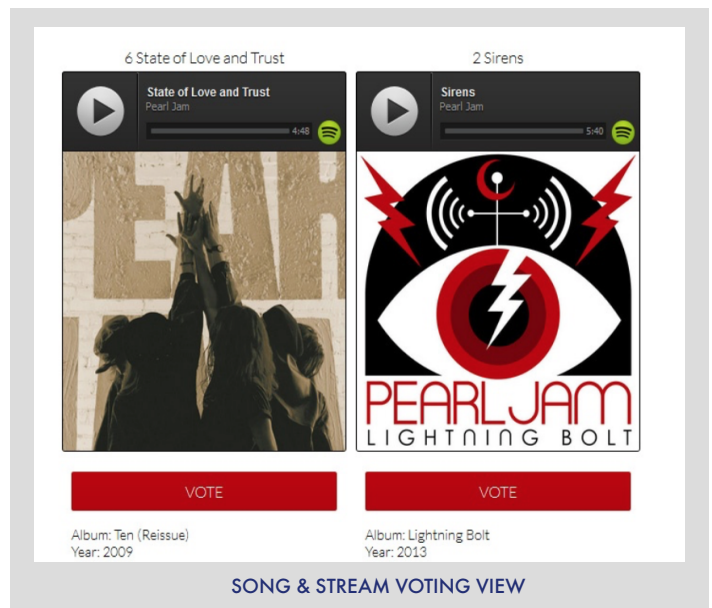
► OVERVIEW

Pearl Jam & Spotify team up to run a native content "Best Pearl Jam song" campaign leading to a **sold-out** South American tour.

► CAMPAIGN

Pearl Jam was looking to generate sales for an upcoming tour while Spotify wanted to reach a captive Pearl Jam audience who is right in their sweet spot.

Using **Votion's Interactive Prediction & Voting Bracket** with Leaderboard sales and streams were through the roof.



SOCIAL ENGAGEMENT

► RESULTS

50%

increase in Spotify streams of the songs included in the bracket

29%

month over month increase in overall Pearl Jam Spotify streams



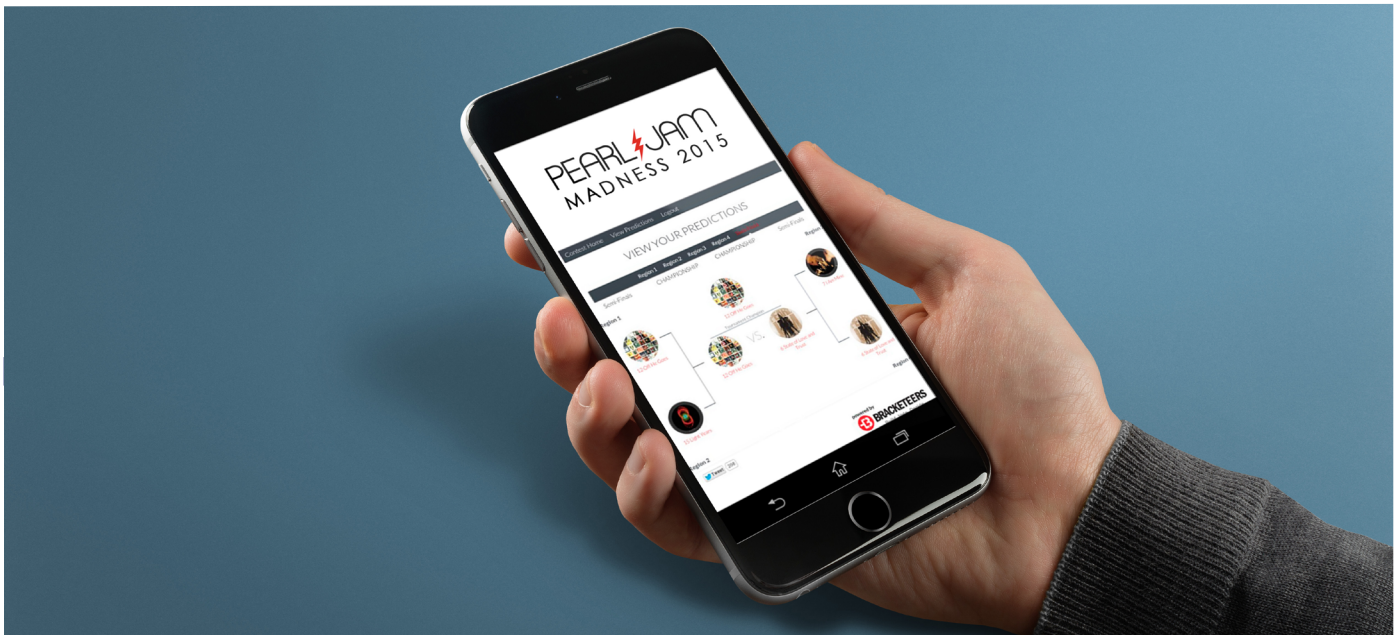
Thousands of email newsletter sign-ups



Sold out South American tour



Massive social and viral reach.



► TESTIMONIAL

"Compared to the prior month, Spotify streams of the 64 songs involved in the bracket **increased 50%** for our Pearl Jam Tour campaign."

Mike Sacchetti of Fame House