

MARKETING & PROMOTION  RESOURCES

# Turning Artist Data Into Strategy

BY JADE NAZARETH, ARTIST MANAGER & GENERAL MANAGER, ONE LOUDER

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## MARKETING & PROMOTION



This resource helps you track song performance, audience growth and discovery sources so you can make smarter decisions around releases, content and touring.

Use this checklist when reviewing your music and audience data. You might do this once a week, or once a month depending on how active your release schedule is.

### Platforms to review

Spotify for Artists

Apple Music for Artists

YouTube Studio

TikTok analytics

Instagram insights

Bandcamp

Distributor dashboard

**Did anything cause a spike in activity?** (playlist, video, press, collaboration)

### Audience location

Top countries

Top cities

Fastest growing locations

**Ask yourself:** Are there cities where your music is performing strongly? Do these locations make sense for touring or collaborations? Should you target ads or content to these areas?

**Example:** If a large percentage of listeners are in Jakarta, you may want to prioritise Indonesia for collaborations, press, or future touring.

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### Song performance

Which songs have the most streams?

Which songs have the highest save rate?

Which songs are bringing in new listeners?

**Ask yourself:** Which songs are connecting most strongly with audiences? Do certain sounds or styles perform better than others?

### Discovery sources

Editorial playlists

Algorithmic playlists (Release Radar, Discover Weekly)

User playlists

Direct artist profile visits

External sources (TikTok, YouTube)

**Ask yourself:** Where are listeners discovering your music?

### Fan engagement

Follower growth

Save rates

Playlist adds

Video comments or shares

**Ask yourself:** Are listeners engaging with your music or just listening once?

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### Growth trends

Monthly listeners

Stream growth

Follower growth

**Ask yourself:** Is growth steady over time? Did something specific cause a spike or drop?

### Artist Data Tracking Template

Artists can track their key details in the spreadsheet [here](#). This helps identify patterns and measure what is working over time. Example of filled out spreadsheet can be found within the tabs.



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MusicNSW works, creates and listens on unceded Aboriginal land across the state. We honour elders past and present and acknowledge all First Nations peoples as the original music makers, storytellers and knowledge holders. Always was, always will be.

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