

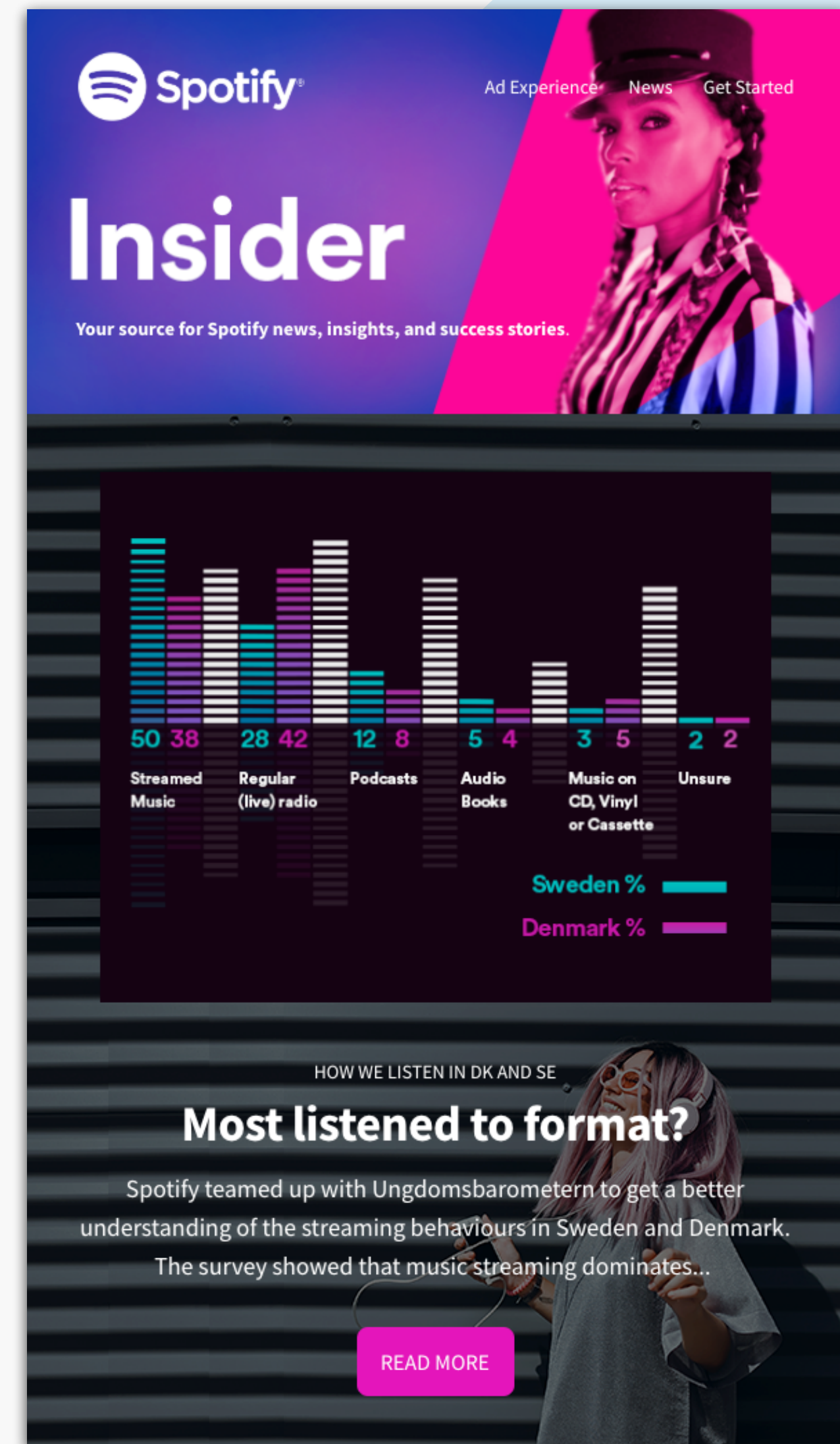
SalesLabX

Spotify  
Case Study



# Company Culture

Spotify Technology S.A. is a Swedish media-services provider founded in 2006. The company's primary business is its audio streaming platform that provides DRM-protected music and podcasts from record labels and media companies.



# The **C**hallenge

## Global Markets

Maintaining and executing a global communication platform with multiple stakeholders.

Spotify needed a technology partner to help create best practices for global content in several markets with an emphasis on design and delivery. Dynamic Content for events and marketing workflows were also needed to reach and engage their target audience.

# The Solutions

SalesLabX optimized their extensive content workflows with a streamlined and customized intake process for each regional market. We used engagement data to create a branded design language to meet their evolving global standards.

SalesLabX utilized Dynamic Content for the Spotify at Cannes 2018 event as we do for all regional sends we maintain for the account. Along with Dynamic content we create new automation actions for each customer engagement opportunity.

# The Data

Actionable Insights



Automated  
Affinity Groups



Engagement  
Based Cadence



Site Activity & Regional  
Data Modeling



Multi Touch  
Attribution Modeling



Salesforce  
Integration



By The Numbers

**Over \$15,000,000 in campaign attribution**

*1,000,000+ actively managed prospects worldwide at any time.*



# Need Help?

We are here.

SalesLabX

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