

LUMINATE

REPORT / 2025



MATCHING MARKETERS WITH MUSIC TALENT

HOW BRANDS CAN LEVERAGE DATA TO CAPTURE CULTURAL CAPITAL



ING MARKETERS WITH MUSIC TALENT MATCHING MARKETERS WITH MUSIC

INTRODUCTION

For brands, selecting the right talent for endorsement deals is both an art and a science.

But now more than ever, brands and music companies can use data in the process of identifying, evaluating and choosing an artist who aligns best with their brands or products.

This report provides an analysis and review of data from the **Luminate Artist + Genre Tracker** to show how behavioral audience entertainment data can inform marketers in the scientific aspect of brand/partner matchmaking, helping them to locate artists whose fan base matches a brand’s target audience of product purchasers.

Cultural capital isn’t something brands should tap into retroactively. Smart marketing means utilizing the data that puts a company ahead of the curve, shaping and participating in culture rather than responding to it after the audience has already moved on.

Choosing the right talent will always have some subjective criteria, but real consumer data can help marketers to build and solidify a strong consideration set of varied artists as potential brand partners. To that end, this analysis identifies music talent who show strong affinity and buying likelihood among category purchasers in six major product categories.

Furthermore, our selection process intentionally excluded the biggest stars (think Taylor Swift) as we looked to highlight lesser-known artists both old and new to the industry, whom brands may not have considered without the benefit of data to support decision-making. This signals the power of data to help brands widen the aperture on highly aligned artists to engage with, including those artists who may not be the most obvious.

Ultimately, having the right data is a critical element in helping brands to make smarter, more informed decisions about the talent they choose to represent their brand or product. Data can be the first stop in identifying and vetting the right talent to connect with your target audience.

Think of it as “moneyball” for brand partnerships.

ABOUT THE LUMINATE ARTIST + GENRE TRACKER

The **Luminate Artist + Genre Tracker** is a best-in-class research tool to help the music industry and brands understand consumer attitudes and perceptions toward specific music artists and genres alongside evolving media usage and purchasing behaviors. Provided by Luminate Insights, the Artist + Genre Tracker provides U.S. consumer survey results and other performance metrics for over 600 artists and 100 genres or subgenres. Since September 2021, surveys are conducted quarterly online among U.S. consumers ages 13+, representative of the general population according to the U.S. Census on age, gender, ethnicity and region.

The tool can help answer business questions:

- Which music artists, genres and media touchpoints offer the best opportunity to reach my target audience?
- What music audiences (e.g., artist or genre fans) are most likely to be shopping in my brand's product category?
- Which artist fans are most open and receptive to brand partnerships and endorsements?
- How does my artist compare with others or the general population on consumer perceptions such as likability?
- How does media engagement differ among artist and genre fans, including social media, music and video streaming services?
- What is the right marketing plan to support my music investments?

METHODOLOGY

This report provides a sampling of data from the **Luminate Artist + Genre Tracker** to identify talent-category pairs in product categories where the artist over-indexes among category “superpurchasers” along three dimensions.

We highlight artists in the following product categories where superpurchasers exist. Category superpurchasers are defined as U.S. consumers who indicated they buy more than one product in each category accordingly.

Food & Beverage (3+ products)	Soda, packaged snacks, frozen foods, coffee, energy drinks, food delivery, alcoholic and non-alcoholic beverages
Personal Care & Hygiene (2+)	Women’s and men’s personal items, including hair care, skin care, cosmetics
Apps (2+)	Food delivery, e-commerce, ride-hailing, vacation rentals
Travel (2+)	Airline tickets, hotel rooms, vacation rentals, cruises
Telecom (1+)	Cable TV/IPTV subscriptions, mobile subscriptions, internet subscriptions
Banking & Finance (1+)	Opening a bank account, buying an insurance policy, taking out a credit card

We selected artists to represent each category by evaluating their relative performance on three key metrics. These are defined below:

Awareness	Share of U.S. consumers who recognize the artist’s name or photo when prompted
Likability	Share of artist-aware consumers who like the artist “a lot” or “somewhat” (fans of the artist)
Brand Endorsement	Share of artist-aware consumers who would be “very” or “somewhat” likely to try a product or brand if the artist endorsed it

ARTIST SELECTIONS

We identified the following artists to represent each product category because they were less widely known but had among the strongest affinity (Likability) and purchase likelihood (Brand Endorsement) among category superpurchasers.

BAILEY ZIMMERMAN Food & Beverage Genre: Country Audience Demographics: 57% under age 35; 55% female	ANA BÁRBARA Personal Care & Hygiene Genre: Latin Audience Demographics: 41% under age 35; 53% female	SHENSEEA Apps Genre: Dancehall Audience Demographics: 55% under age 35; 56% male	KENYA GRACE Travel Genre: Electronic/Dancehall Audience Demographics: 57% under age 35; 52% male	BEBE REXHA Telecom Genre: Pop Audience Demographics: 54% under age 35; 57% female	LAINIEY WILSON Banking & Finance Genre: Country Audience Demographics: 37% under age 35; 52% female
A multiplatinum singer-songwriter from Louisville, Kentucky, Zimmerman blends traditional and modern country influences and first gained traction in 2020 by posting original songs on social media. In 2022, his song “Fall in Love” went viral on TikTok, making him the fastest debut country artist to reach number one on Billboard’s Country Airplay chart in over a decade.	Mexican singer-songwriter dubbed “La Reina Gruperá” (Queen of Grupero) for her contributions to regional Mexican music, Bárbara gained international recognition beyond Mexico and the U.S., releasing 11 studio albums over her three-decade career, with hit singles including “Lo Busqué” and “Reza y Reza.”	Jamaican singer, rapper and songwriter Shenseea is known for her fusion of dancehall, reggae and pop music. Rising to fame for a remix of Vybz Kartel’s “Loodi,” she has collaborated with major global artists, including on Kanye West’s Grammy-nominated <i>Donda</i> as well as with Sean Paul, Christina Aguilera and Megan Thee Stallion.	South Africa-born British self-taught singer, songwriter and producer, Grace blends electronic, drum-and-bass and pop and is best known for breakout hit “Strangers” — and her DIY approach. After signing with Warner Music in 2024, she released her debut album, <i>The After Taste</i> , and cemented her status as a rising star.	A Brooklyn-born singer, songwriter and producer of Albanian heritage, Rexha has been described as a “pop chameleon” for her powerful voice and genre-blending pop hits such as “Meant to Be” and “Me, Myself & I.” She co-wrote Eminem and Rihanna's Grammy-winning track “The Monster” and has collaborated with major artists including David Guetta.	A Grammy-nominated singer-songwriter from tiny Baskin, Louisiana, Wilson blends classic and contemporary country with elements of rock, pop and soul. She rose to prominence in 2021 with breakout single “Things a Man Oughta Know.” The following year, Wilson and several of her songs appeared in the Paramount Network series <i>Yellowstone</i> .

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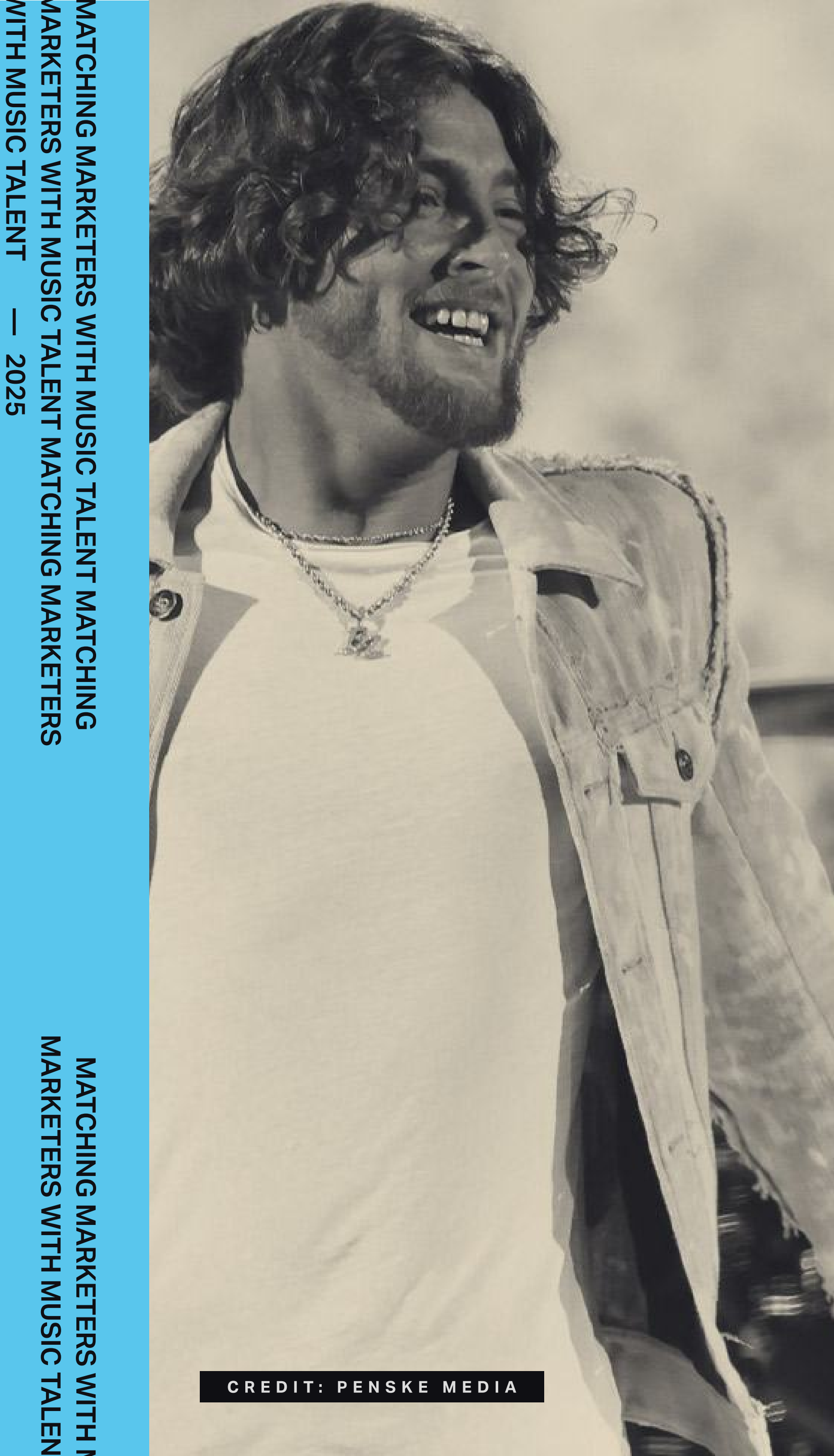
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FOOD & BEVERAGE

BAILEY ZIMMERMAN



CREDIT: PENSKE MEDIA

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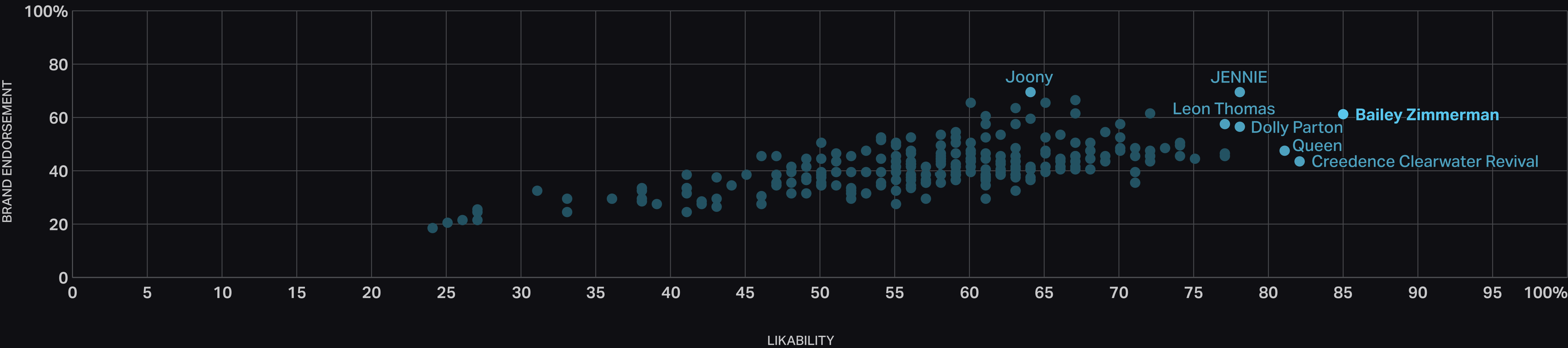
MATCHING MARKETERS WITH
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Finding the Right Artist

Brands can begin the process of identifying the strongest artists for endorsement deals by comparing them along key dimensions among fans of the artist and category purchasers. For example, by plotting artists according to their Likability and Brand Endorsement scores just among Food & Beverage (F&B) superpurchasers, we can see the relative pros and cons of partnering with each artist. Bailey Zimmerman’s favorability is uniquely high among F&B superpurchasers, and their purchasing likelihood is also among the highest if Zimmerman endorsed a food or beverage product. Plotting artists in this way allows brands to quickly zero in on potential brand partners with high appeal among buyers.

ARTIST ALIGNMENT AMONG FOOD & BEVERAGE SUPERPURCHASERS

Share of artist fans who are Food & Beverage superpurchasers and share of artist-aware superpurchasers who would be very or somewhat likely to try a F&B product if the artist endorsed it



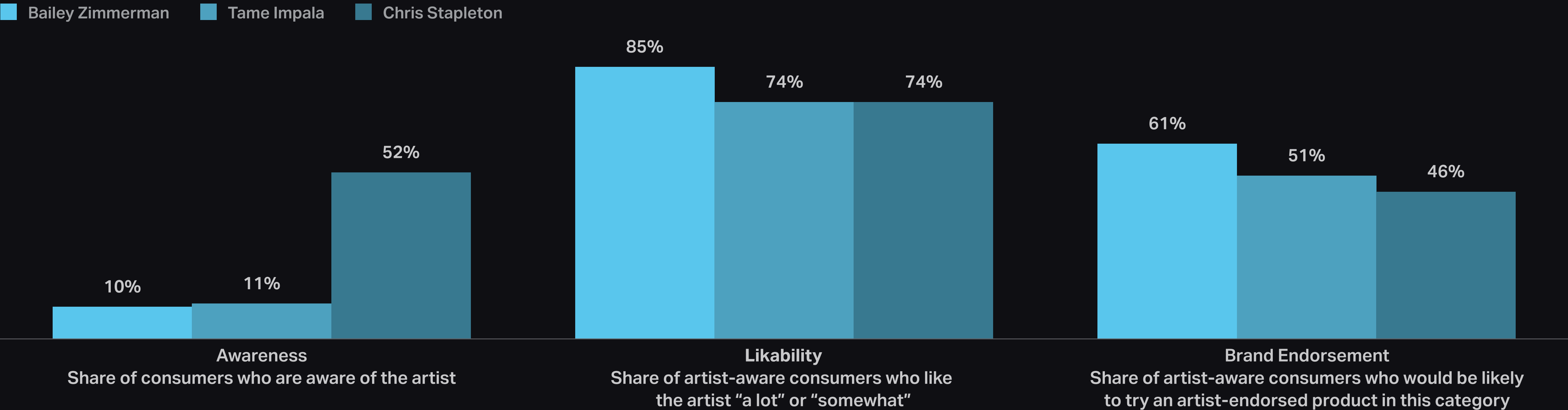
SOURCE: ARTIST + GENRE TRACKER

Artist Comparison

Brands can compare and contrast multiple artists in their consideration set by how they perform on relevant metrics. While Chris Stapleton has the widest reach (Awareness), Zimmerman is a strong choice because he boasts the strongest fan affinity (Likability) and purchase likelihood (Brand Endorsement) among Food & Beverage category super purchasers.

ARTIST COMPARISONS

Among snack superpurchasers



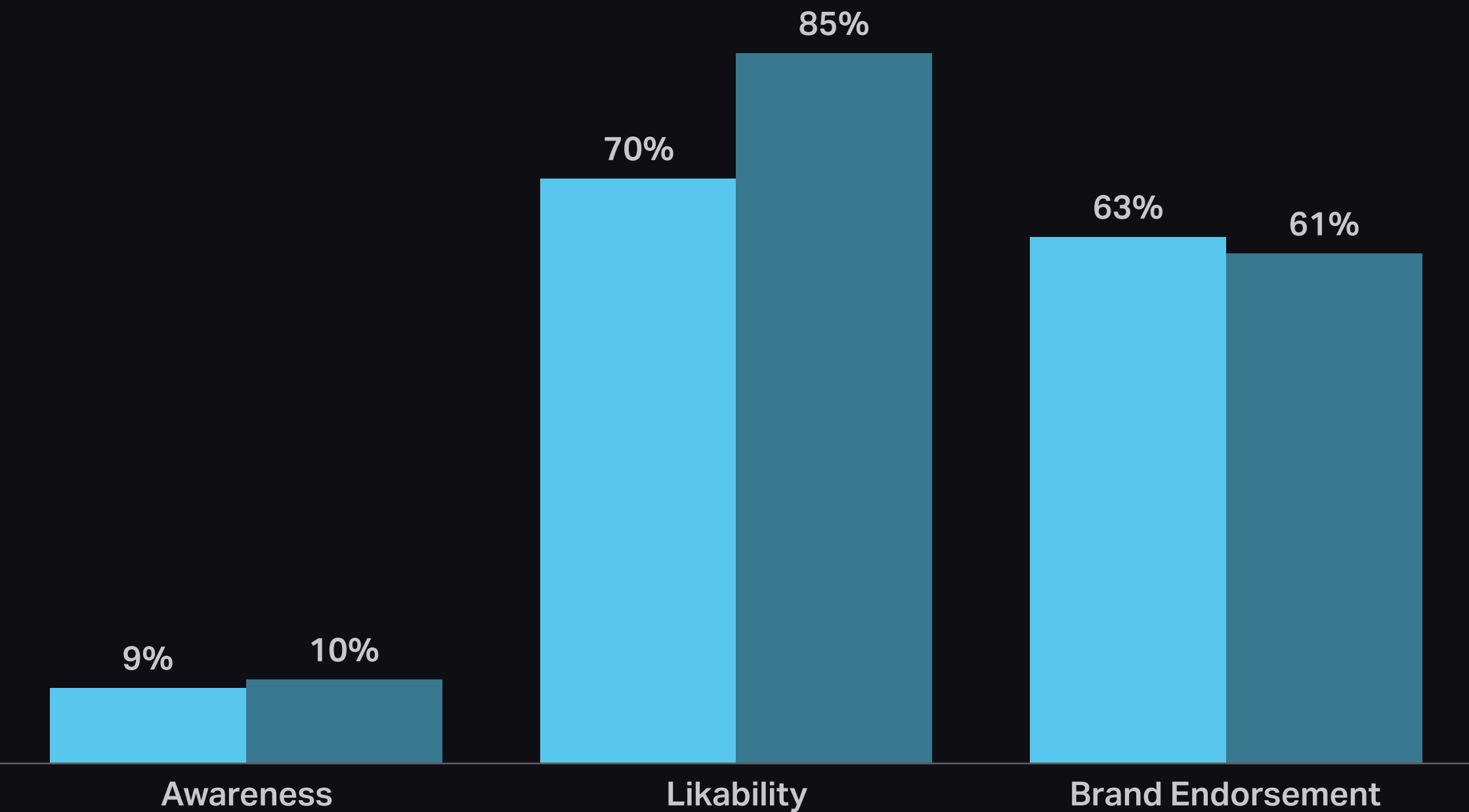
SOURCE: ARTIST + GENRE TRACKER

Artist Comparison

While Stapleton has greater Awareness among Food & Beverage superpurchasers, Zimmerman boasts extremely high Likability. For brand decision makers, comparing and contrasting artists on respective metrics can mean identifying what matters more to a brand to meet specific marketing goals. For instance, in this case, Zimmerman presents a narrower but deeper fandom among category buyers, while Stapleton offers a broader though still highly efficient fandom.

BAILEY ZIMMERMAN

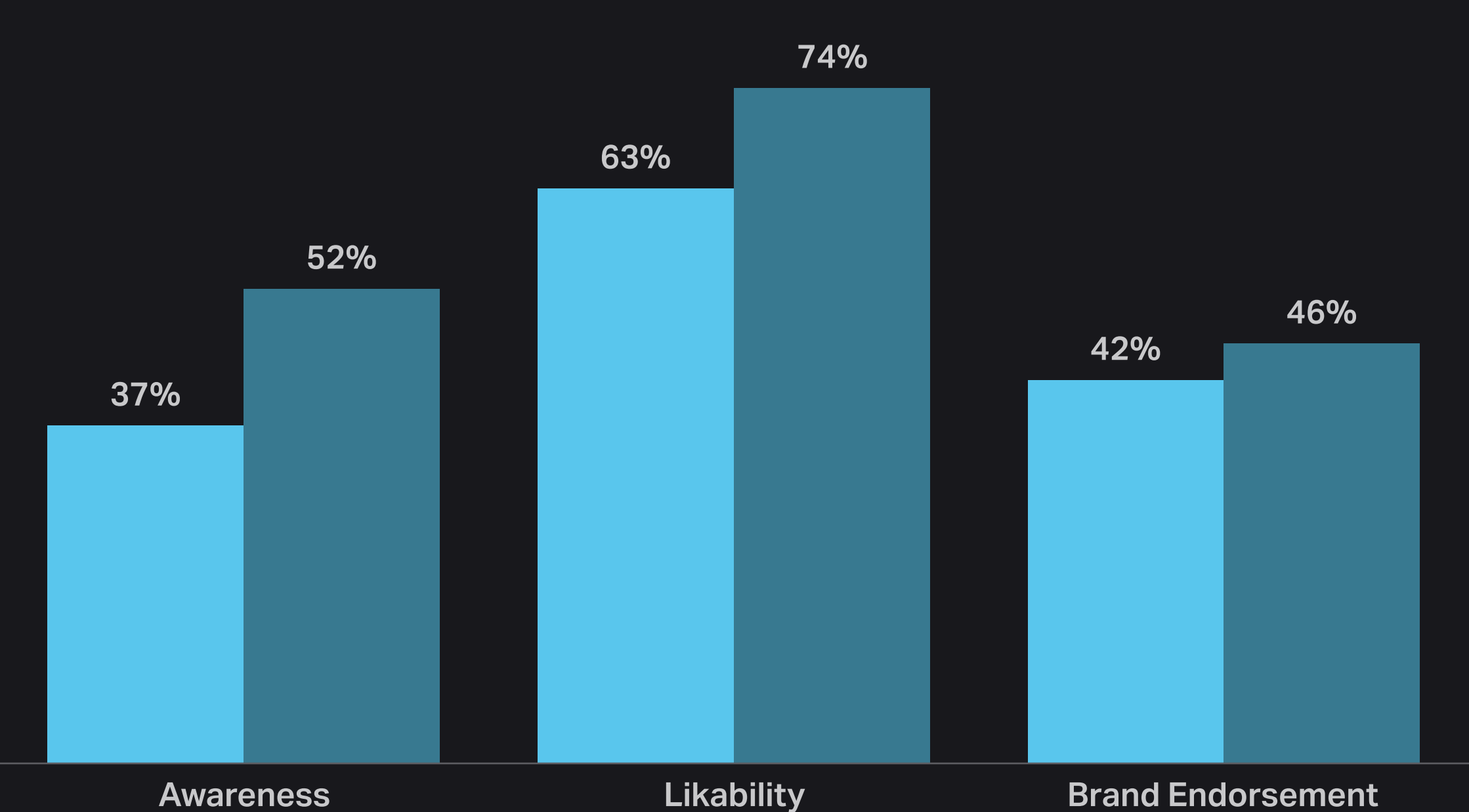
General Population Snackers



SOURCE: ARTIST + GENRE TRACKER

CHRIS STAPLETON

General Population Snackers

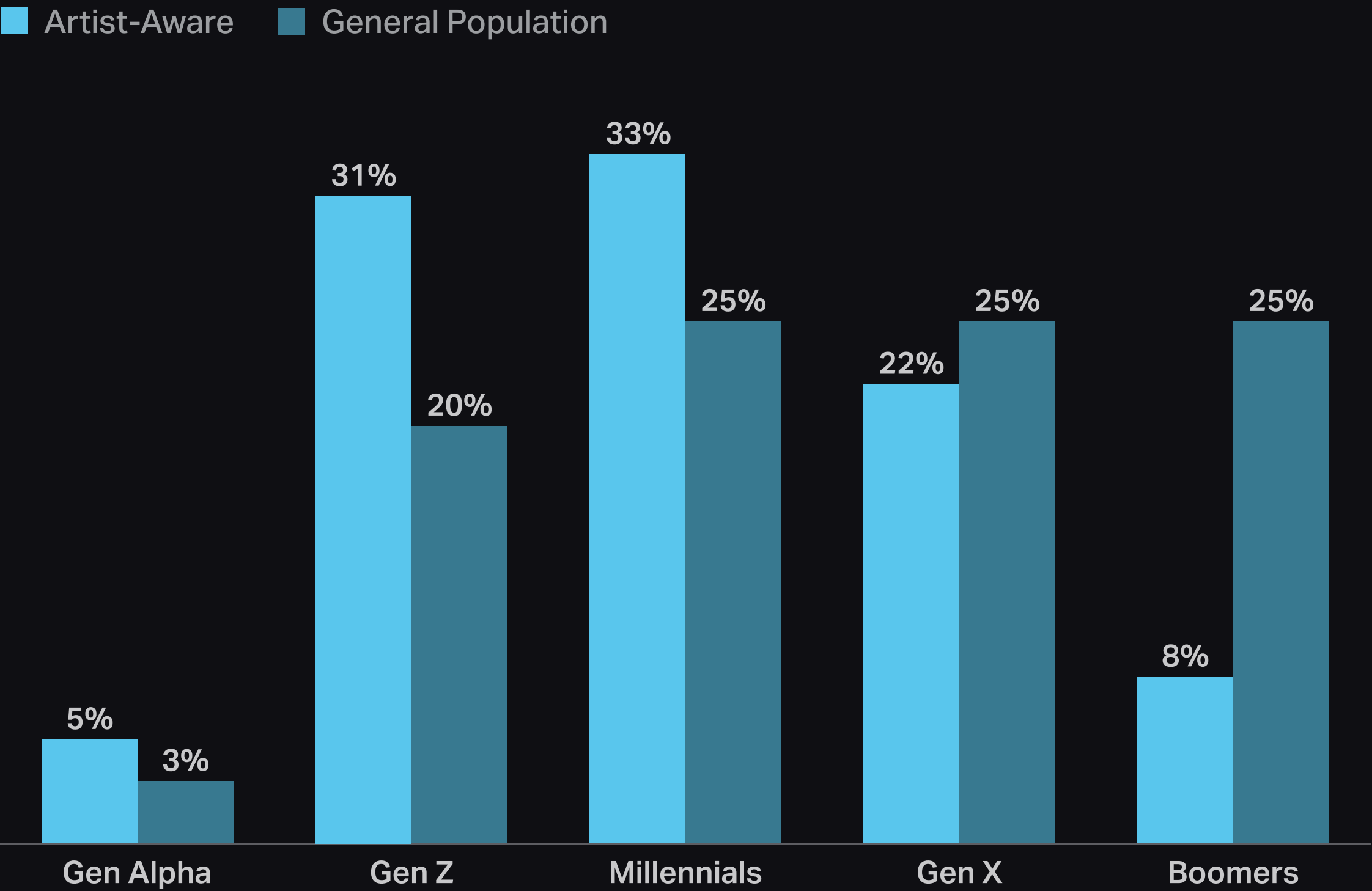


SOURCE: ARTIST + GENRE TRACKER

Fan Demographics

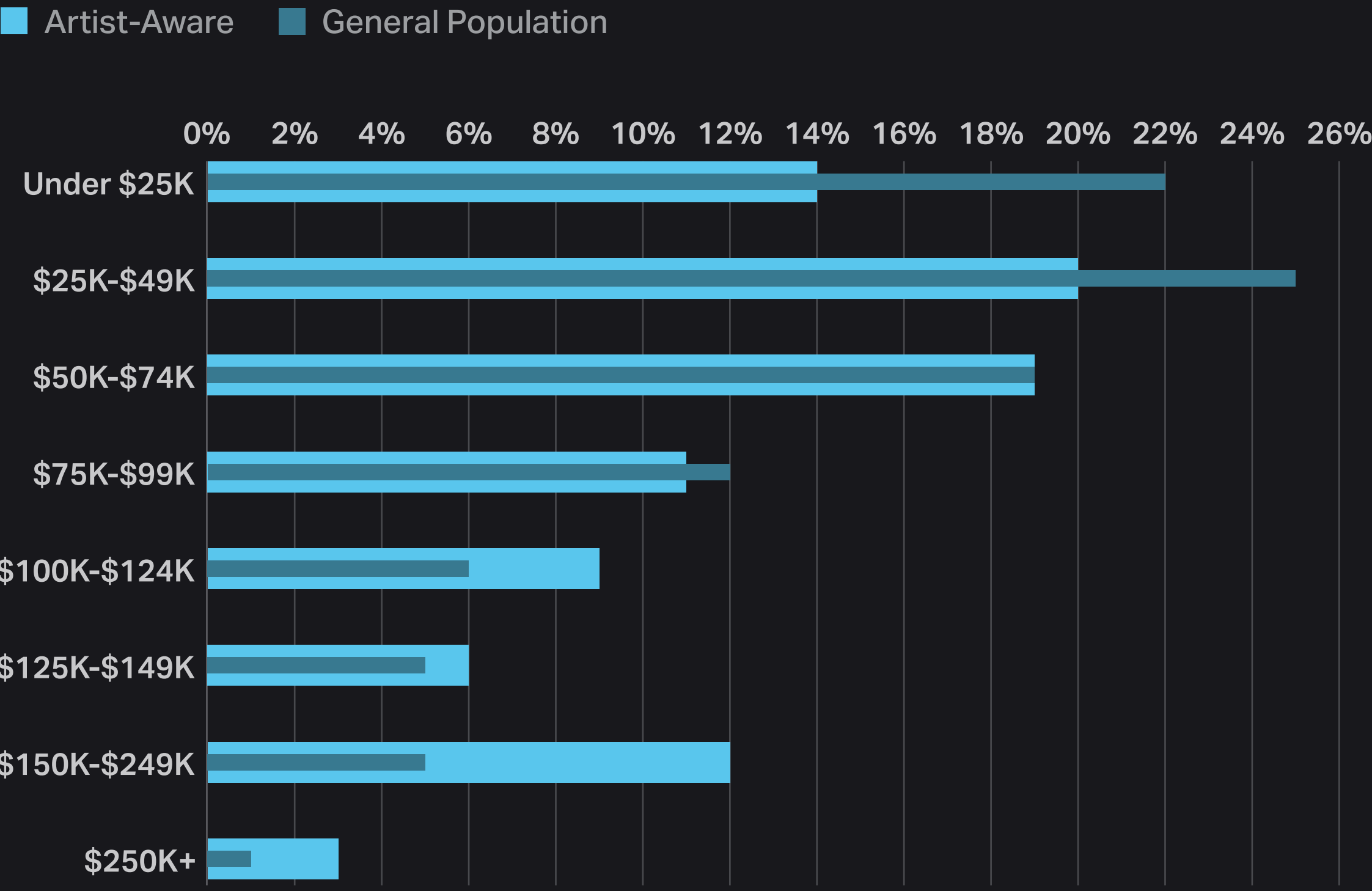
Drilling down, brands can evaluate audience data for a specific artist spanning all the relevant demographics needed to tailor and target an effective advertising or marketing campaign, including age, gender, ethnicity, marital status, income and region. At a glance, U.S. audiences aware of Zimmerman tend to be younger and more affluent versus the general population.

GENERATIONS



SOURCE: ARTIST + GENRE TRACKER

INCOME



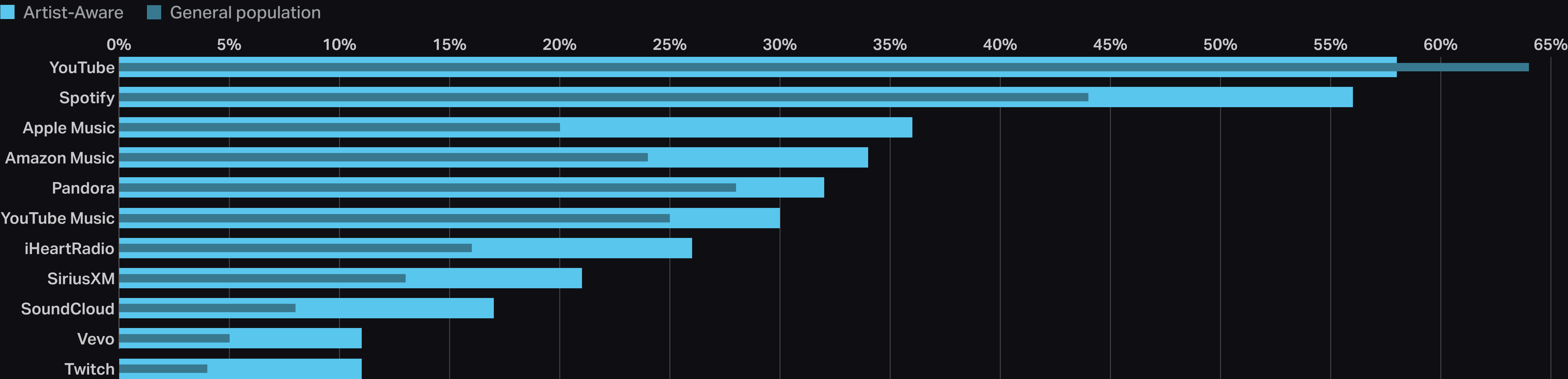
SOURCE: ARTIST + GENRE TRACKER

Fan Media Usage

For a category marketer ready to tap into an artist’s fan base to reach superpurchasers, brands can determine where artist-aware consumers are engaging and spending time with media, helping them to tailor marketing or ad targeting strategies down to the platform or format level. Comparing media behaviors with gen pop can reinforce marketing investment decisions whether on major and minor social media and music or video streaming platforms. For instance, audiences aware of Zimmerman are more likely than gen pop to listen to music at least weekly on music streaming services, in particular Apple Music (+16 points) and Spotify (+12).

MUSIC STREAMING

Share of consumers who use weekly to listen to music



SOURCE: ARTIST + GENRE TRACKER

02

PERSONAL
CARE & HYGIENE

ANA BÁRBARA

MATCHING MARKETERS WITH MUSIC TALENT MATCHING
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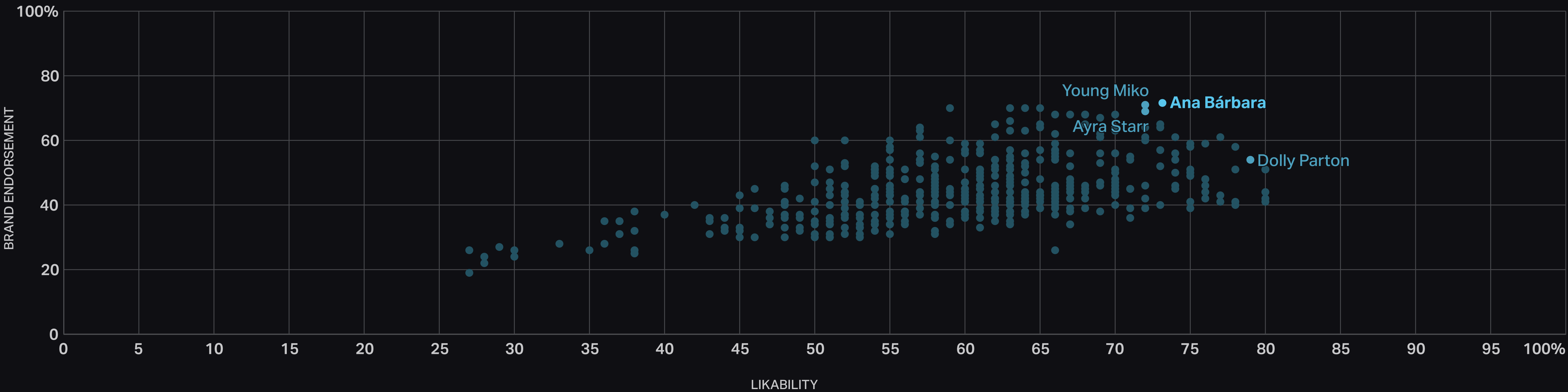
CREDIT: MATT WINKELMEYER/GETTY IMAGES

Finding the Right Artist

Looking at Personal Care & Hygiene, we can quickly zero in on several artists with high Likability and Brand Endorsement among superpurchasers in the category. As a legacy act in the music industry, Ana Bárbara might not be the star that first comes to mind for marketing decision makers, but the data indicates impressively high appeal among superpurchasers in the category. High shares of category buyers report liking Bárbara either a lot or somewhat (73%) and further would be willing to try a personal care product if she endorsed it (71%).

ARTIST ALIGNMENT AMONG PERSONAL CARE SUPERPURCHASERS

Shares of artist fans who are Personal Care superpurchasers and share of artist-aware superpurchasers who would be likely to try a personal care product if the artist endorsed it



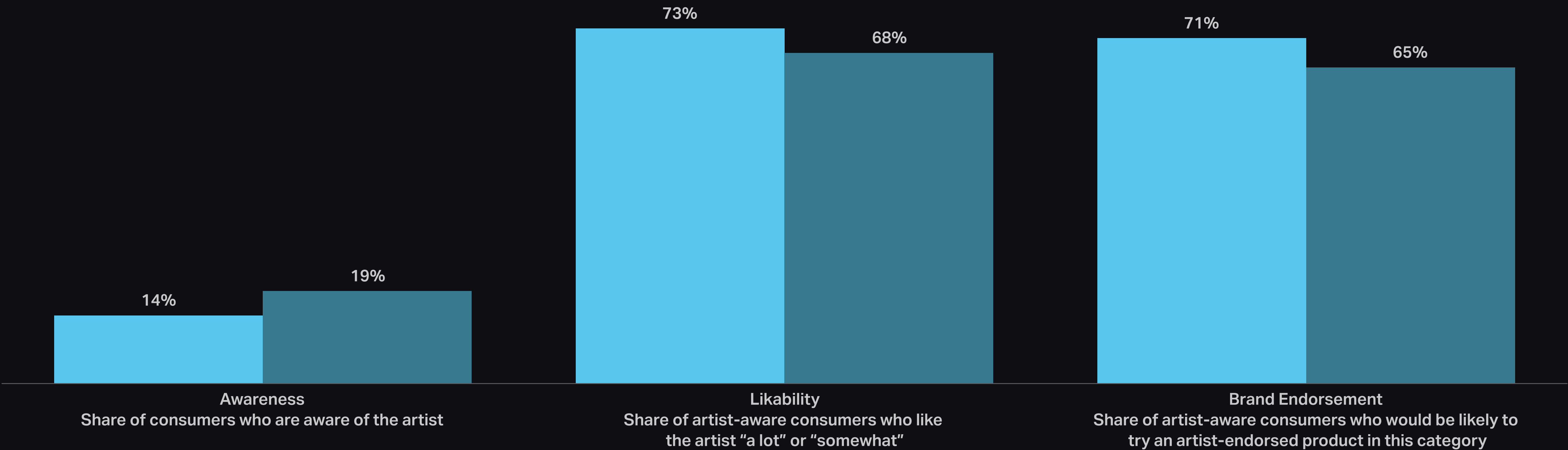
SOURCE: ARTIST + GENRE TRACKER

Artist Comparison

Though Ángela Aguilar has higher Awareness among personal care superpurchasers, Bárbara outperforms her with strong affinity (e.g., a higher share that likes her “a lot”) and purchase likelihood among category buyers.

ARTIST COMPARISONS

■ Ana Bárbara ■ Ángela Aguilar



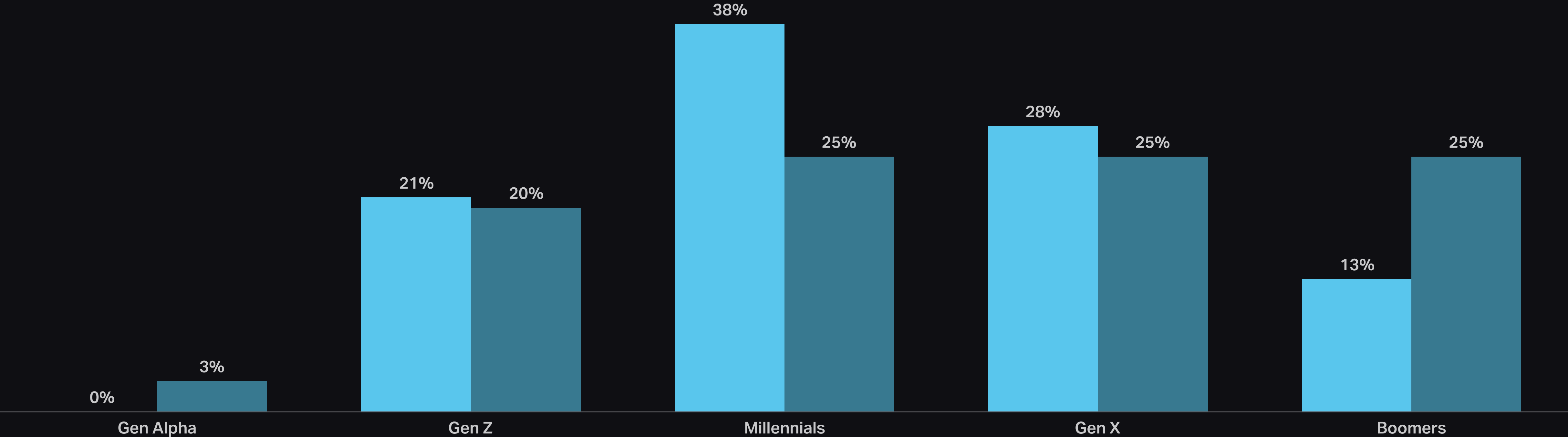
SOURCE: ARTIST + GENRE TRACKER

Fan Demographics

Bárbara’s potential audience reach is age diverse. Two-thirds are Millennials or Gen Xers, and Gen Z are still represented.

GENERATIONS

Artist-Aware General Population



SOURCE: ARTIST + GENRE TRACKER

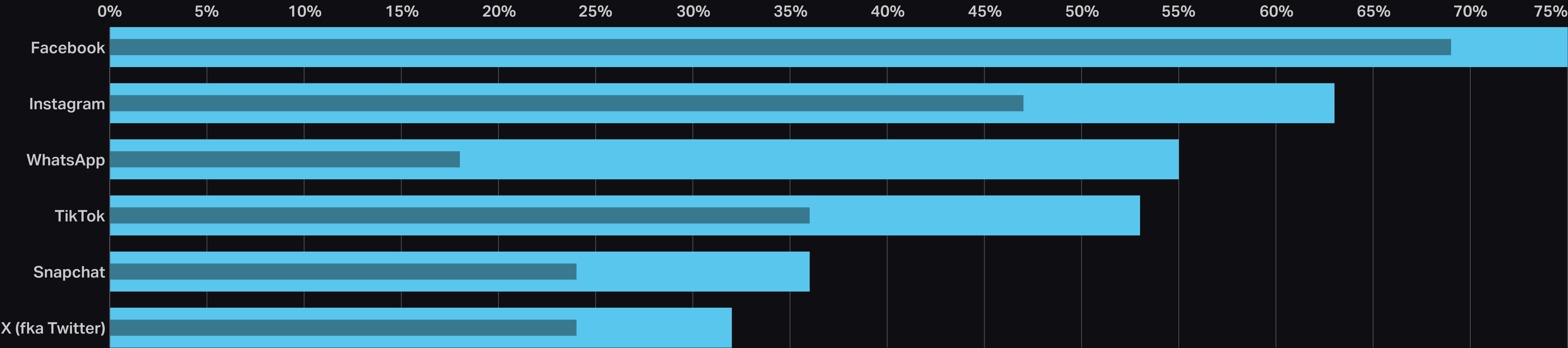
Fan Media Usage

At least in the U.S., audiences who are aware of Bárbara are more likely than the general population to use several social media and messaging apps. Most starkly with a 37-point difference, these users are considerably more likely to use WhatsApp, which recently introduced ads to the service. They're also significantly more likely to use TikTok (+17) and Instagram (+16).

SOCIAL MEDIA

Share of consumers who use weekly

■ Artist-Aware ■ General Population



SOURCE: ARTIST + GENRE TRACKER

03

APPS

SHENSEEA

MATCHING MARKETERS WITH MUSIC TALENT MATCHING
MARKETERS WITH MUSIC TALENT MATCHING MARKETERS
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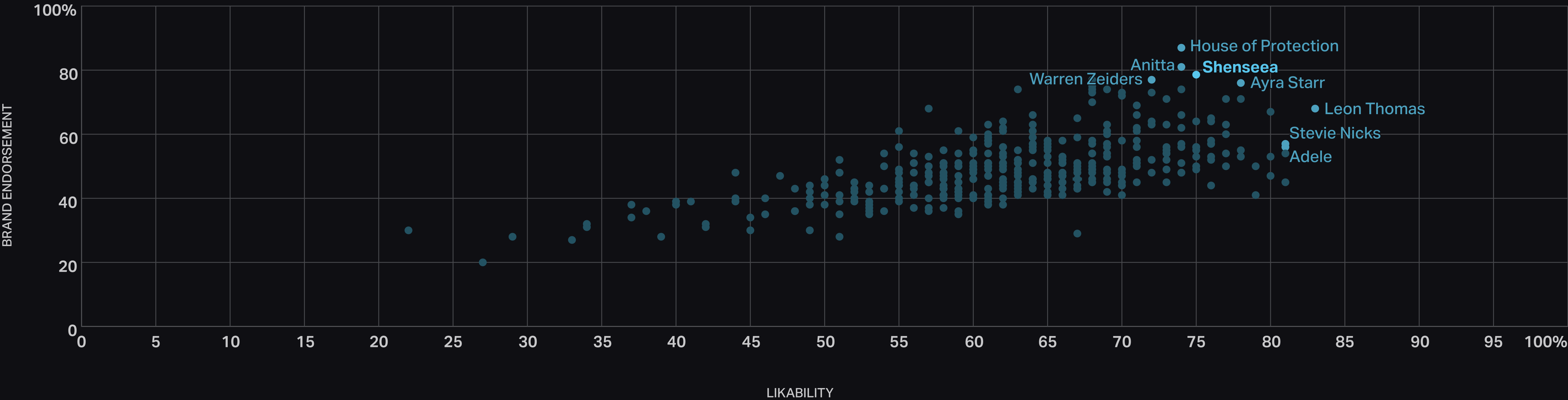
CREDIT: RICH FURY/GETTY IMAGES

Finding the Right Artist

Apps category superpurchasers include consumers who use two or more mobile app-based services, such as food delivery (e.g., Seamless), ride-hailing (e.g., Uber), e-commerce or vacation rentals (e.g., Airbnb). In addition to strong affinity among purchasers in the category, Shenseea especially stands out for her high Brand Endorsement rate, with 78% of Apps buyers reporting they'd try one if she endorsed it.

ARTIST ALIGNMENT AMONG APPS SUPERUSERS

Share of artist fans who are mobile app superusers and share of artist-aware superusers who would be very or somewhat likely to try an app if the artist endorsed it



SOURCE: ARTIST + GENRE TRACKER

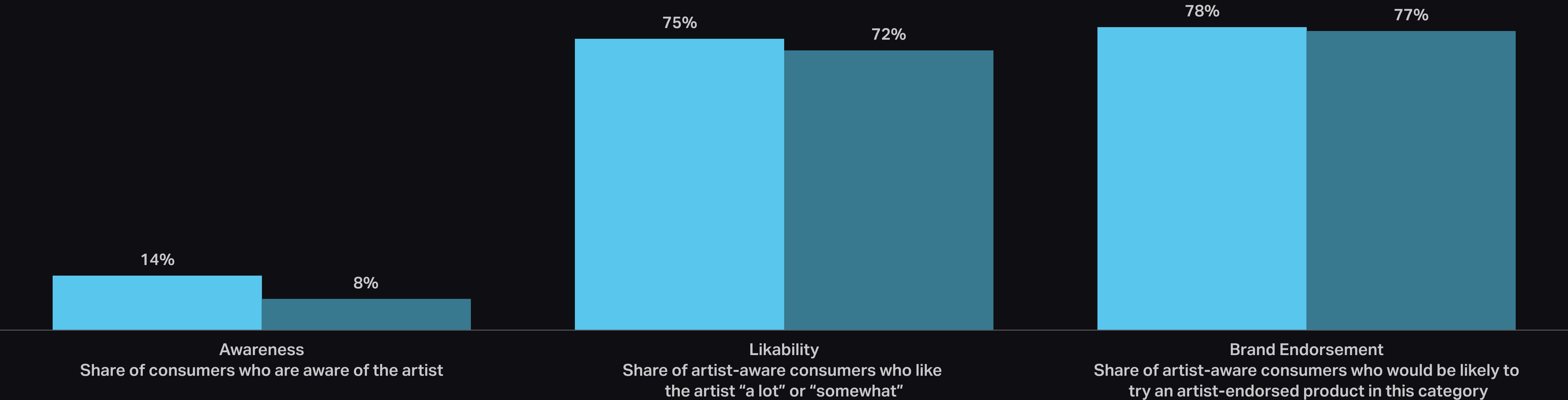
Artist Comparison

When multiple artists in a consideration set perform evenly, brands can isolate one variable to prioritize. For example, purchase likelihood is the highest for Shenseea among artist-aware category buyers.

ARTIST COMPARISONS

Among mobile app superusers

Shenseea Warren Zeiders



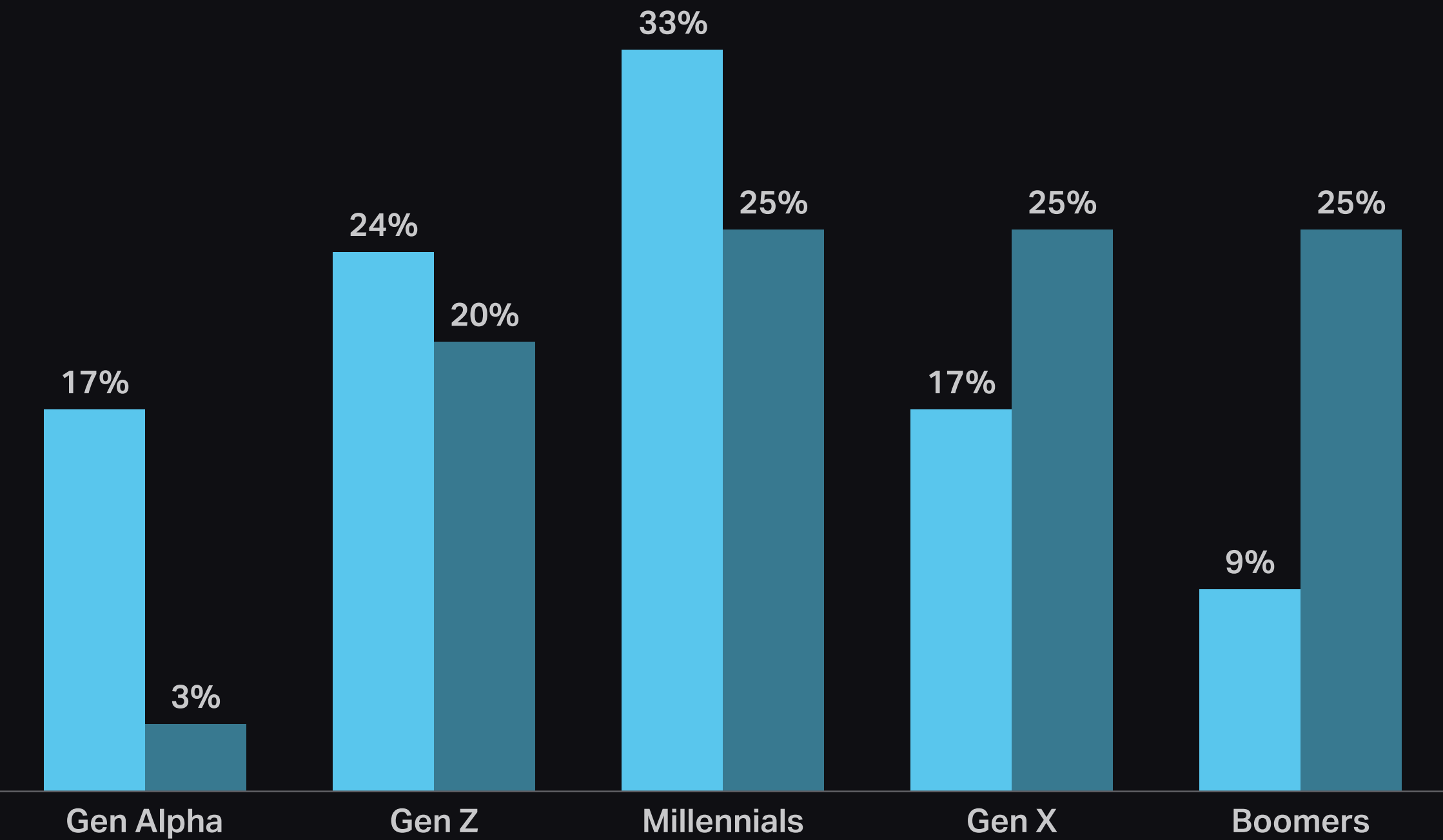
SOURCE: ARTIST + GENRE TRACKER

Fan Demographics

Effective marketing or advertising campaigns will consider an artist’s core audience when developing creative or targeting activations with artist partners. Consumers aware of Shenseea tend to be Millennial age or younger and racially and ethnically diverse.

GENERATIONS

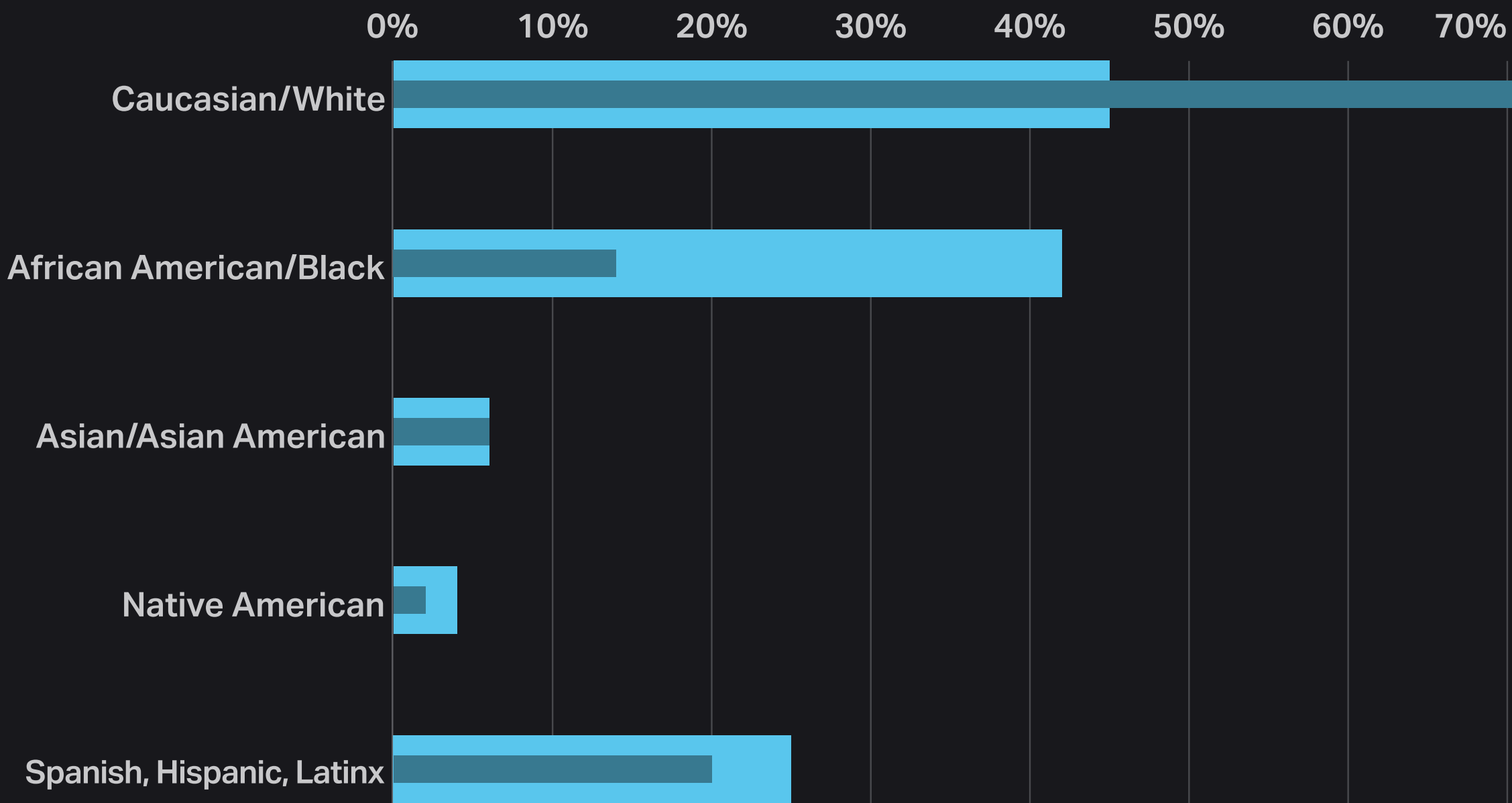
Artist-Aware General Population



SOURCE: ARTIST + GENRE TRACKER

ETHNICITY

Artist-Aware General Population



SOURCE: ARTIST + GENRE TRACKER

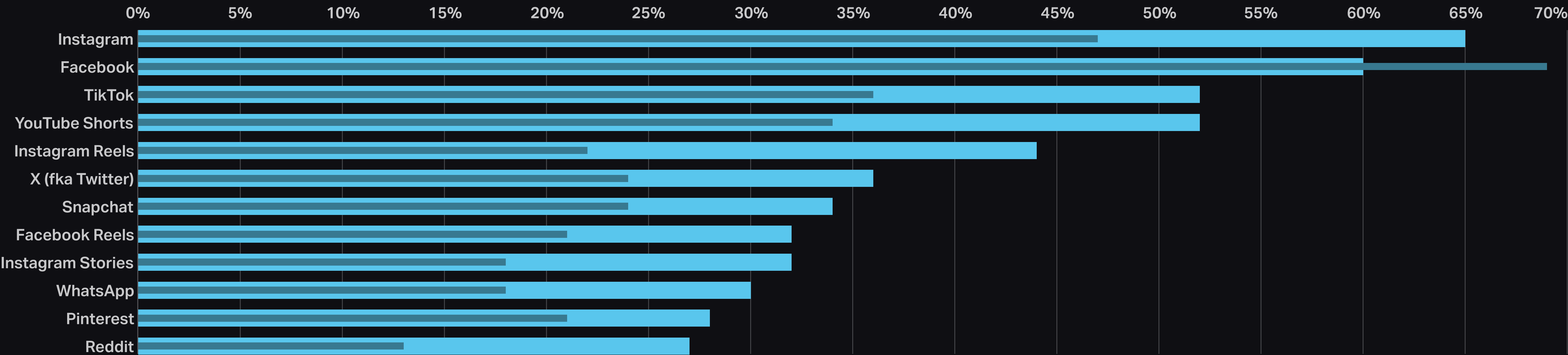
Fan Media Usage

Brands may want to choose artists whose audiences are highly engaged on media channels where brand marketers already expect to distribute ads or pursue marketing activations. For example, social media is a high-priority performance-based channel for those Apps seeking conversion, such as a download or in-app purchase. Compared with the general population, audiences aware of Shenseea are consistently more likely to use every major social platform (except Facebook) as well as engaging short-form video sections such as Instagram Reels (+22 percentage points) and YouTube Shorts (+18).

SOCIAL MEDIA

Share of consumers who use weekly

Artist-Aware General Population



SOURCE: ARTIST + GENRE TRACKER

04

TRAVEL

KENYA GRACE

MATCHING MARKETERS WITH MUSIC TALENT MATCHING
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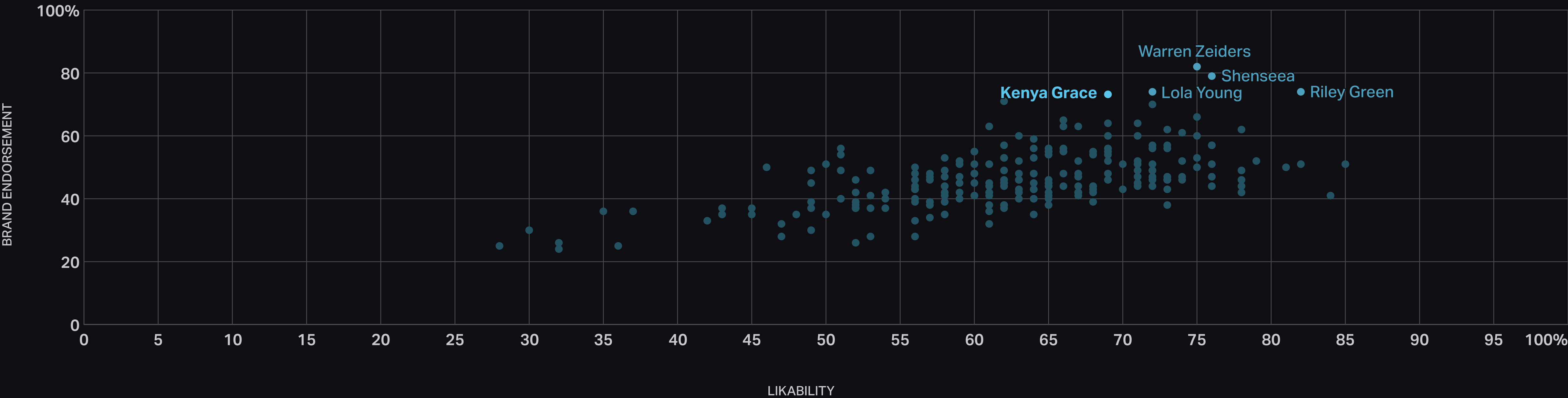
CREDIT: JASON KOERNER/GETTY IMAGES

Finding the Right Artist

Emerging artists new to the music scene can still perform well on Likability and Brand Endorsement metrics, making them strong choices for partnership even compared with more established artists. Signed last year to Warner Chappell Music, breakout South Africa-born British singer and electronic artist Kenya Grace has among the highest purchase likelihood among Travel buyers in the U.S. (73%).

ARTIST ALIGNMENT AMONG TRAVEL SUPERPURCHASERS

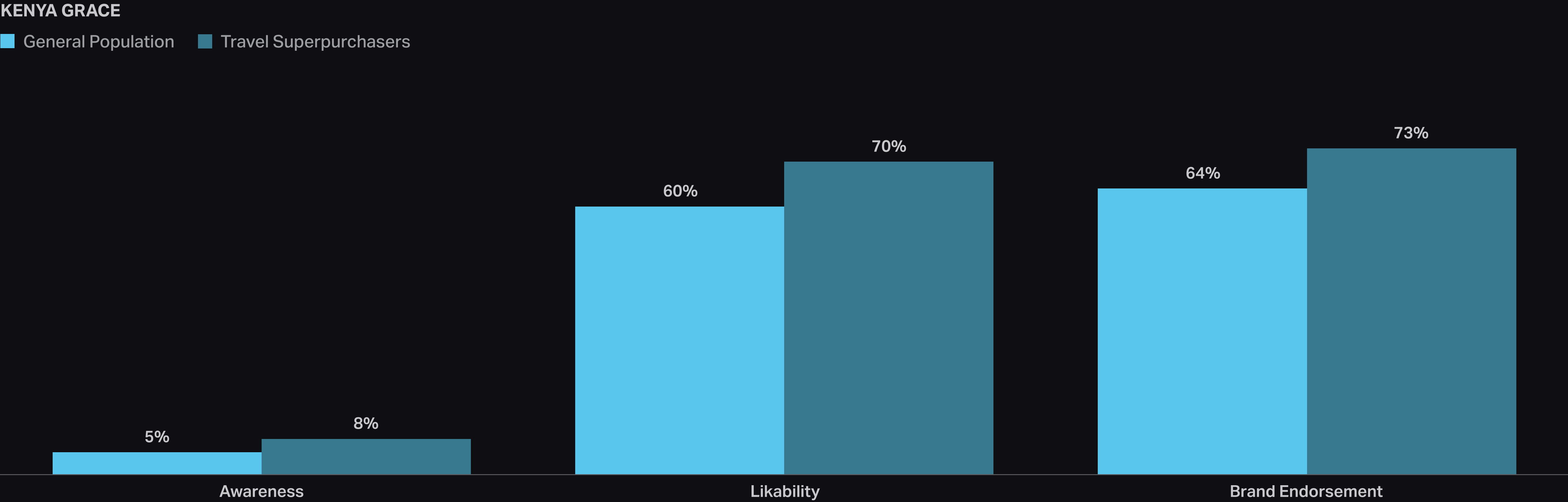
Share of artist fans who are travel superpurchasers and share of artist-aware superpurchasers who would be likely to try a travel product if the artist endorsed it



SOURCE: ARTIST + GENRE TRACKER

Artist Comparison

Another signal that Grace’s audience is aligned with target audiences for Travel brands, Travel superpurchasers show higher affinity and purchase likelihood compared with the general population.



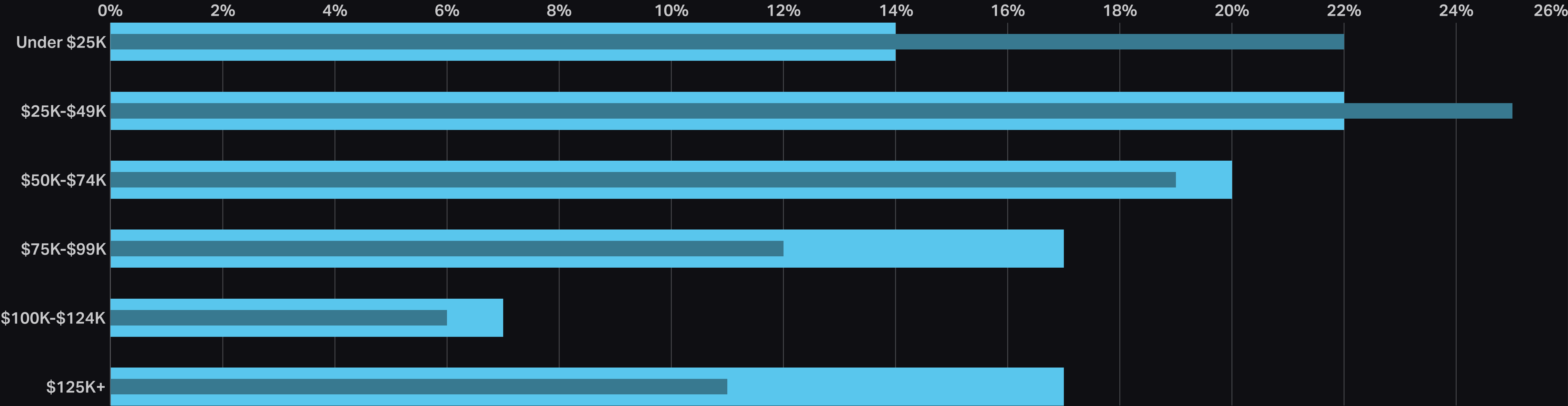
SOURCE: ARTIST + GENRE TRACKER

Fan Demographics

Knowing income levels among an artist partner’s audience can help brands hone more responsive marketing. Grace’s audience is more likely to be middle income-to-high earners, with 61% making over \$50,000 a year versus 48% among the general population.

INCOME

Artist-Aware General Population



SOURCE: ARTIST + GENRE TRACKER

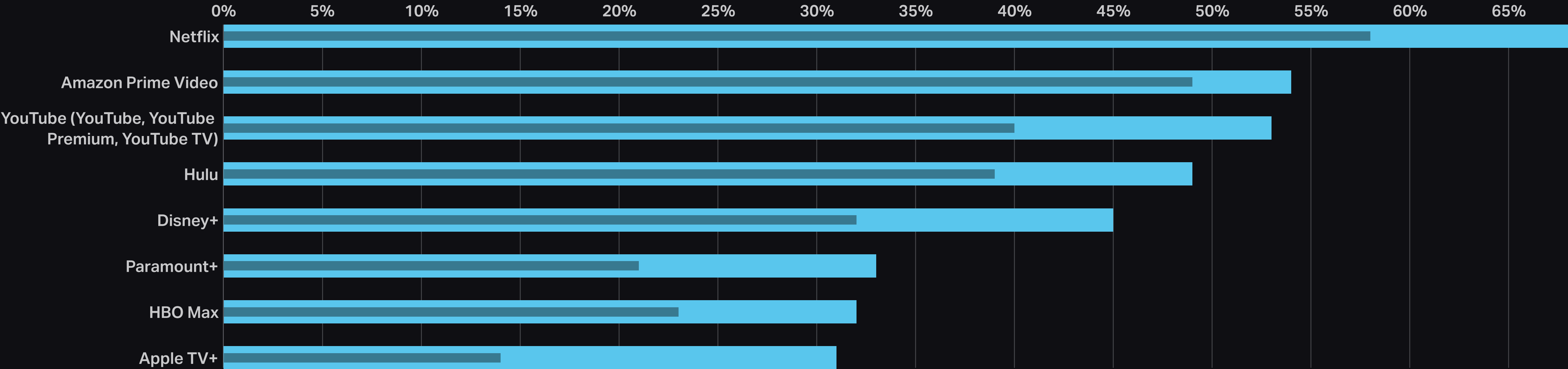
Streaming Video Services

For a Travel brand identifying the best platforms to distribute video ad promotions, most domestic SVOD services now offer ad-supported tiers, with the exception of Apple TV+. Grace’s audience is more likely than gen pop to use a streaming video service on a weekly basis, particularly YouTube and Disney+.

SOCIAL MEDIA

Share of consumers who use weekly

Artist-Aware General Population

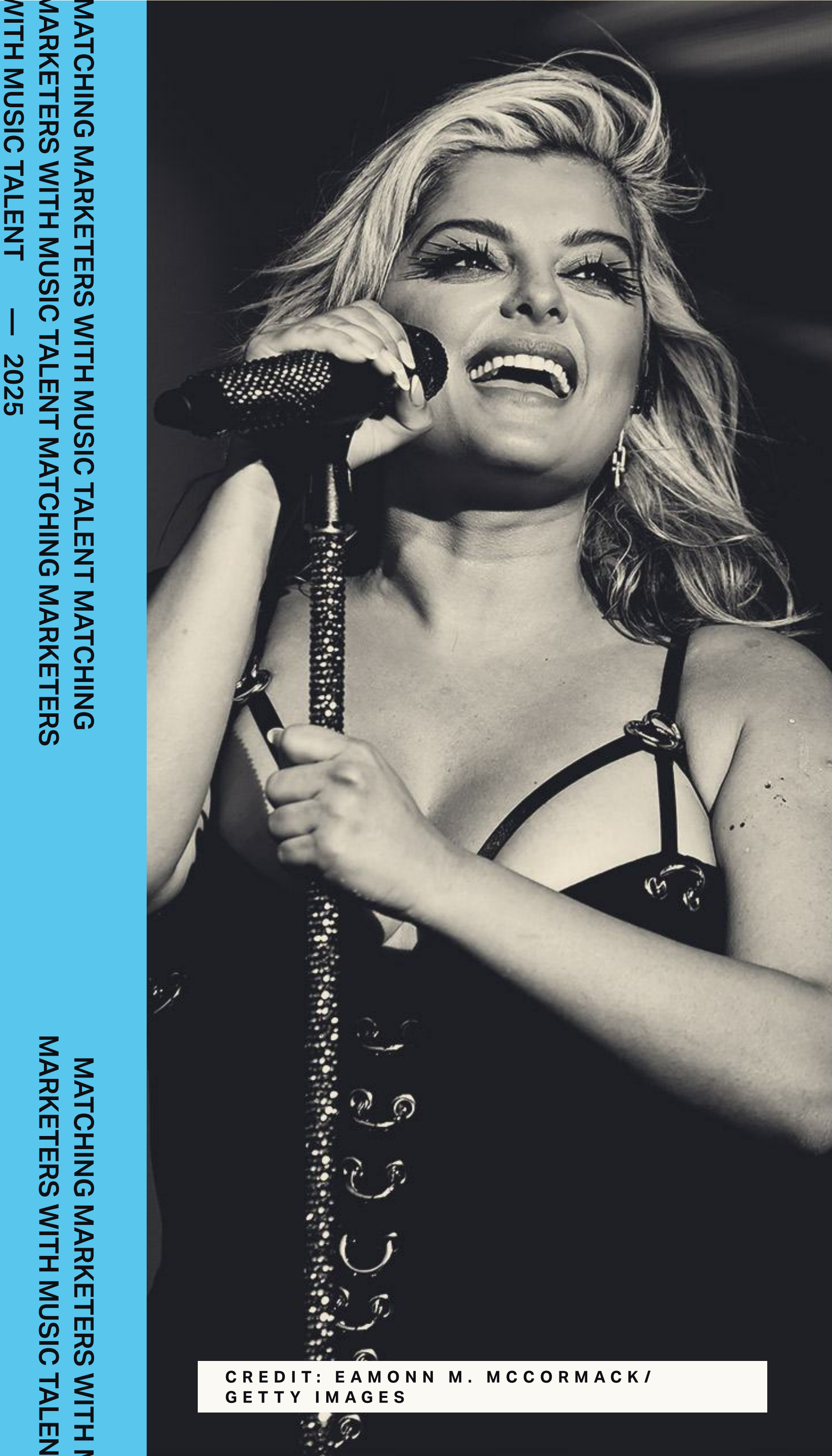


SOURCE: ARTIST + GENRE TRACKER

05

TELECOM

BEBE REXHA



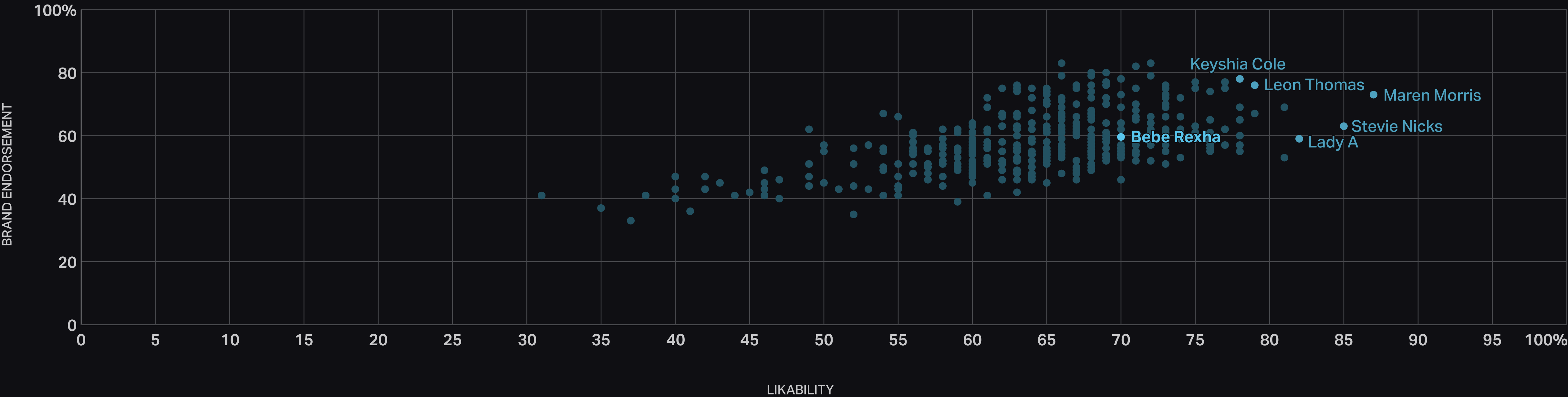
CREDIT: EAMONN M. MCCORMACK / GETTY IMAGES

Finding the Right Artist

Recognizable, out-of-the-limelight performers such as Bebe Rexha can still shine through in the data. In addition to higher Awareness among Telecom superpurchasers — consumers with more than one cable, internet or mobile subscription — than other artists, she has above-average Likability (70%) and purchase likelihood (60%) relative to other artists.

ARTIST FAVORABILITY AMONG TELECOM SUPERPURCHASERS

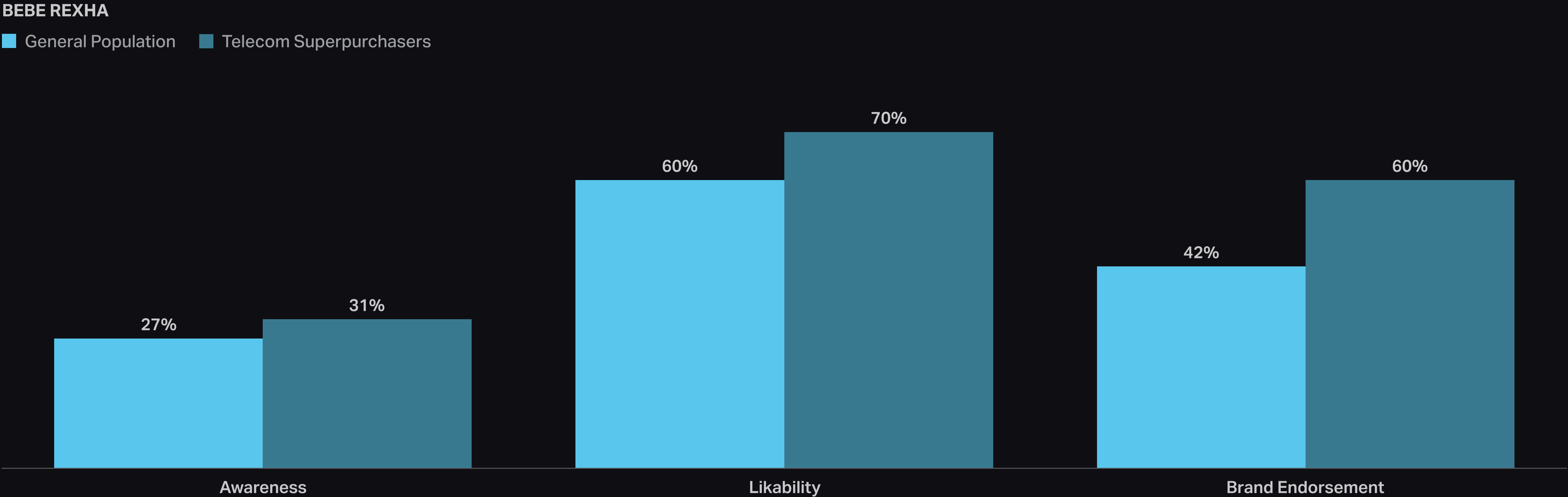
Share of artist fans who are Telecom superpurchasers and share of artist-aware superpurchasers who would be likely to try a Telecom product if the artist endorsed it



SOURCE: ARTIST + GENRE TRACKER

Artist Comparison

When looked at against artist-aware gen pop, Telecom superpurchasers are significantly more likely to be Rexha fans and to be willing to try a Telecom product if she endorsed it, with 60% reporting they would versus 42% among gen pop.



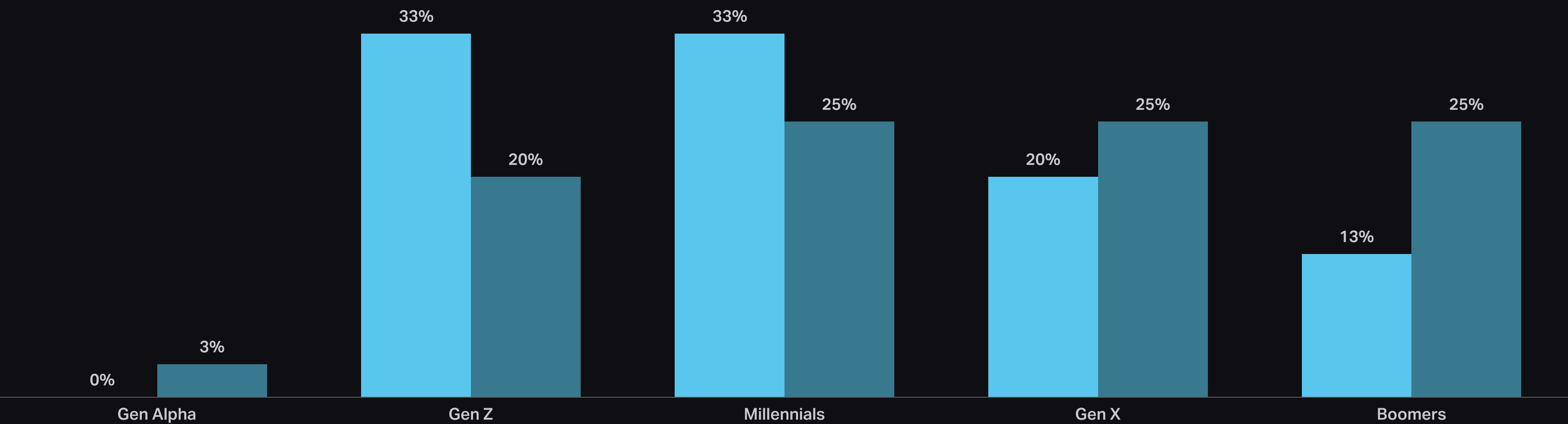
SOURCE: ARTIST + GENRE TRACKER

Fan Demographics

Rexha’s potential audience tends to skew younger. Two-thirds are Gen Z or Millennials, split evenly between the two generations.

GENERATIONS

Artist-Aware General Population

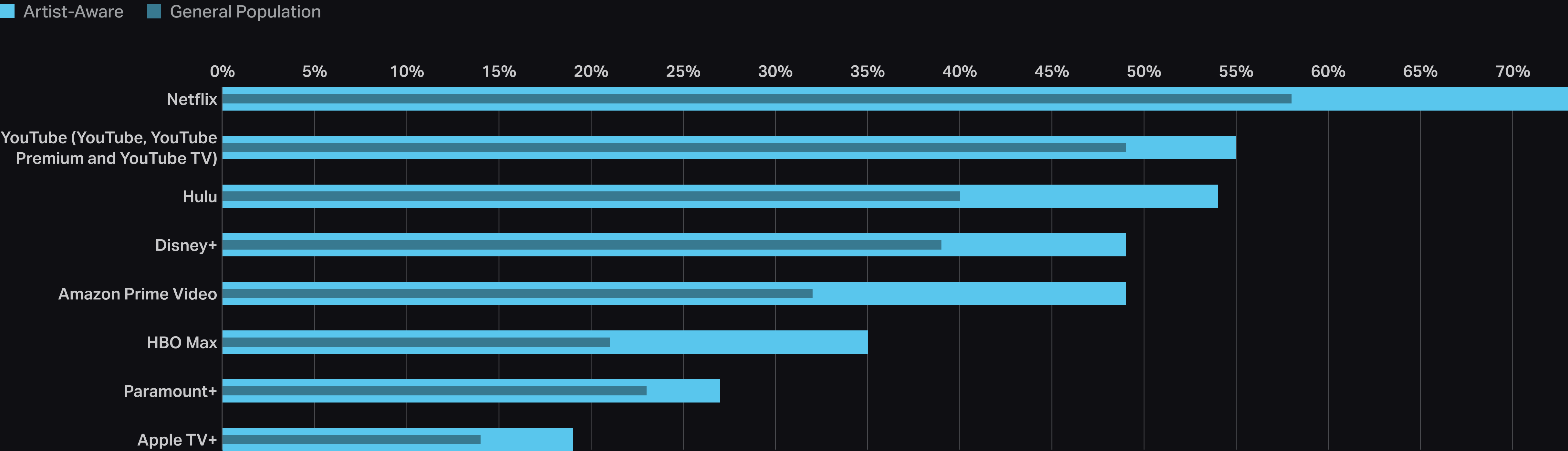


SOURCE: ARTIST + GENRE TRACKER

Fan Media Usage

Like Travel category brands, Telecom companies looking to produce marketing activations for branding will prioritize video ad platforms and larger reach. Among multiple streaming video services, Rexha’s audience is much more likely than the general population to use a streaming service on a weekly basis, particularly Amazon Prime Video (+17 percentage points), Netflix (+15), Hulu (+14) and HBO Max (+14).

STREAMING VIDEO SERVICES



SOURCE: ARTIST + GENRE TRACKER

06

BANKING & FINANCE

LAINIEY WILSON

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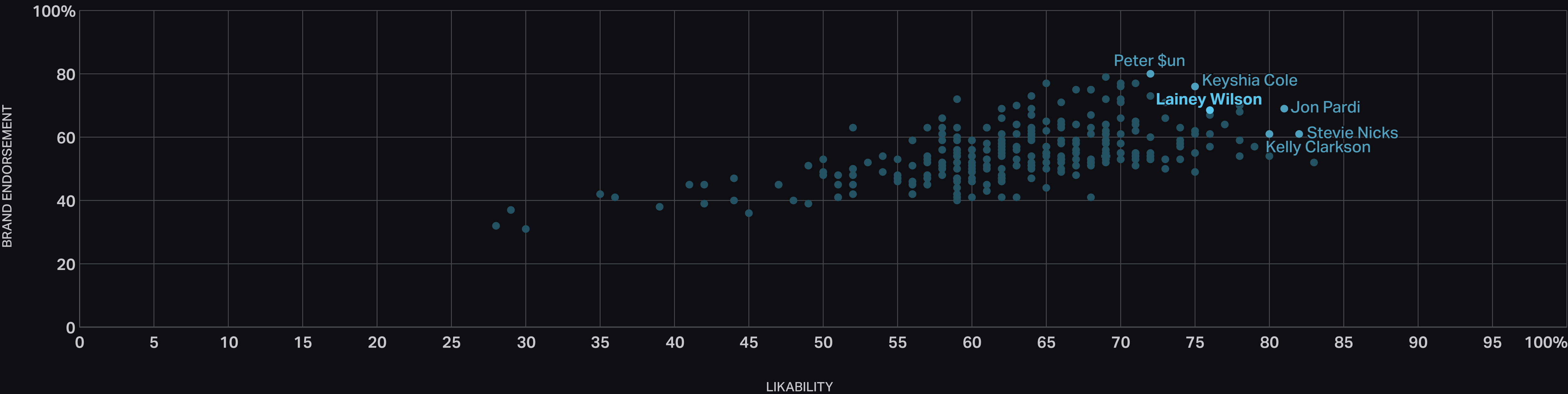
CREDIT: REBECCA SAPP/GETTY IMAGES

Finding the Right Artist

Banking and financial products brands seeking partners particularly need to find artists who are well liked and trusted by category consumers. Perhaps an unexpected option to represent a finance brand, rising country artist Lainey Wilson has one of the highest affinities (76%) and purchase likelihood (68%) among consumers with more than one banking or financial product, such as a bank account, credit card or insurance policy.

ARTIST ALIGNMENT AMONG BANKING & FINANCE SUPERUSERS

Share of artist fans who are banking and financial product superusers and share of artist-aware superusers who would be likely to try a bank or financial product if the artist endorsed it



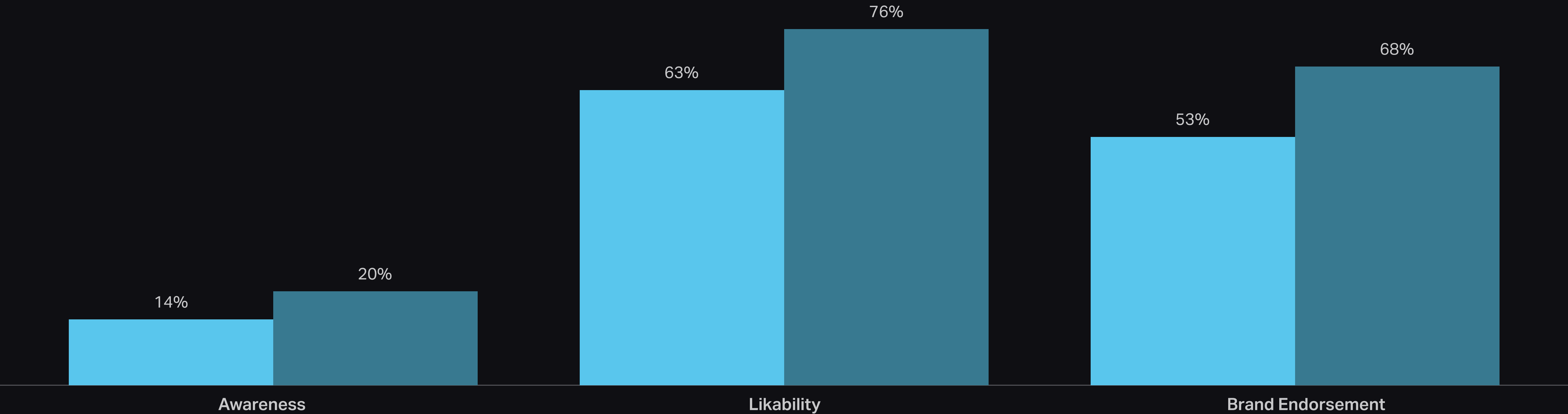
SOURCE: ARTIST + GENRE TRACKER

Artist Comparison

Compared with artist-aware gen pop, banking and financial product consumers are much more likely to be Wilson fans who like her a lot or somewhat and to be willing to try a financial product she endorsed (+15 points).

LAINIEY WILSON

General Population Banking & Financial Product Superusers



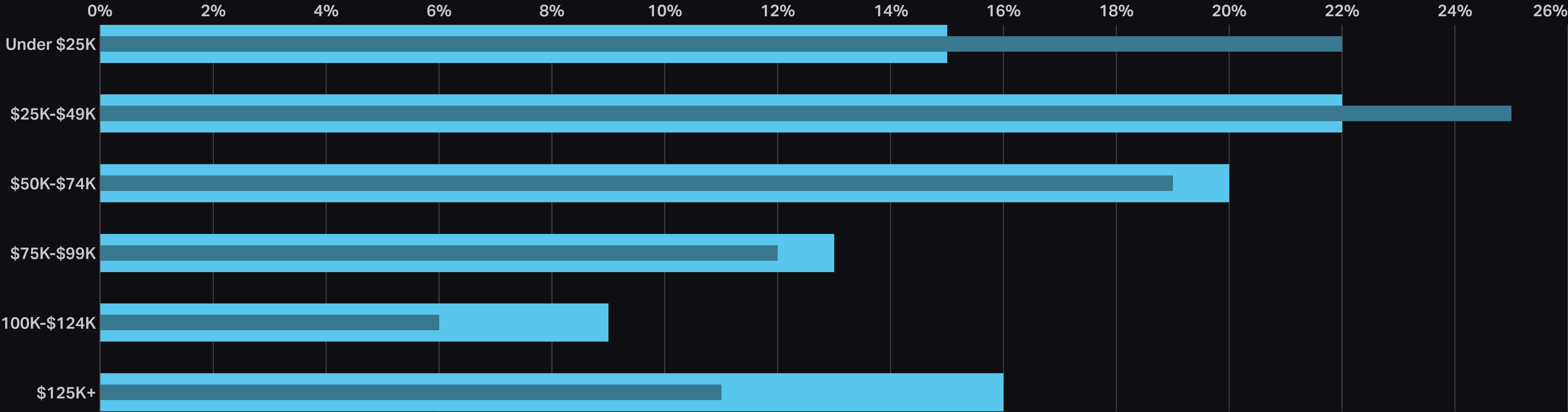
SOURCE: ARTIST + GENRE TRACKER

Fan Demographics

In addition to age and life stage, financial services companies particularly need to tailor marketing plans to consumer income levels. Wilson’s audience skews higher income compared with the general population, with 38% earning over \$75,000 versus gen pop at 29%.

INCOME

■ Artist-Aware ■ General Population



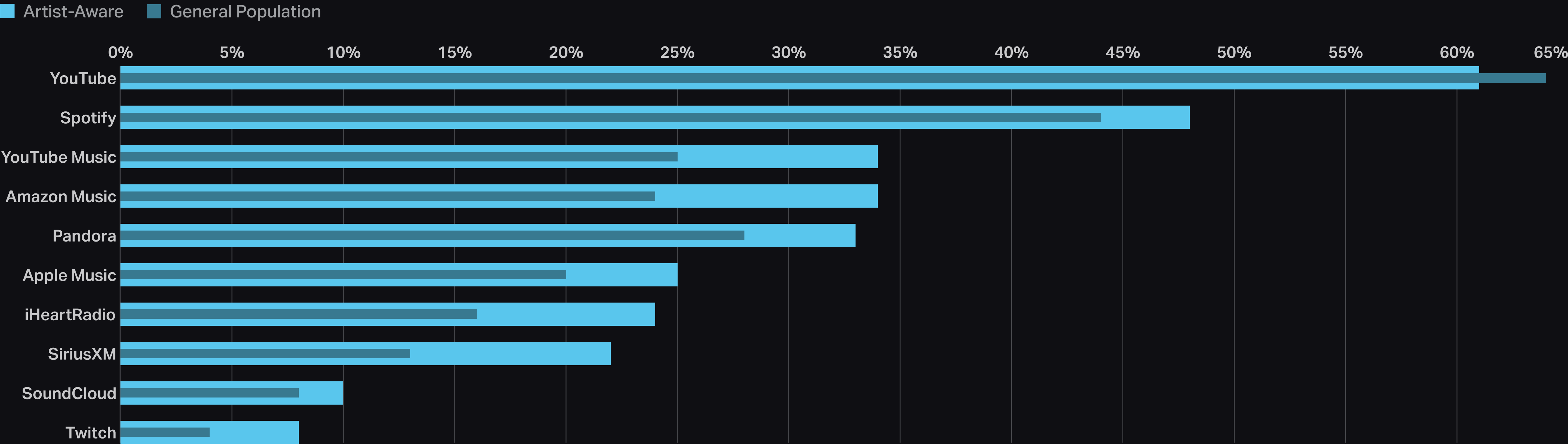
SOURCE: ARTIST + GENRE TRACKER

Fan Media Usage

Audio streaming service advertising can be particularly effective to reach high-value, educated and engaged audiences. Wilson’s audience is more likely than the general population to use most available streaming services regularly to listen to music, particularly Amazon Music (+10) and YouTube Music (+9).

MUSIC STREAMING

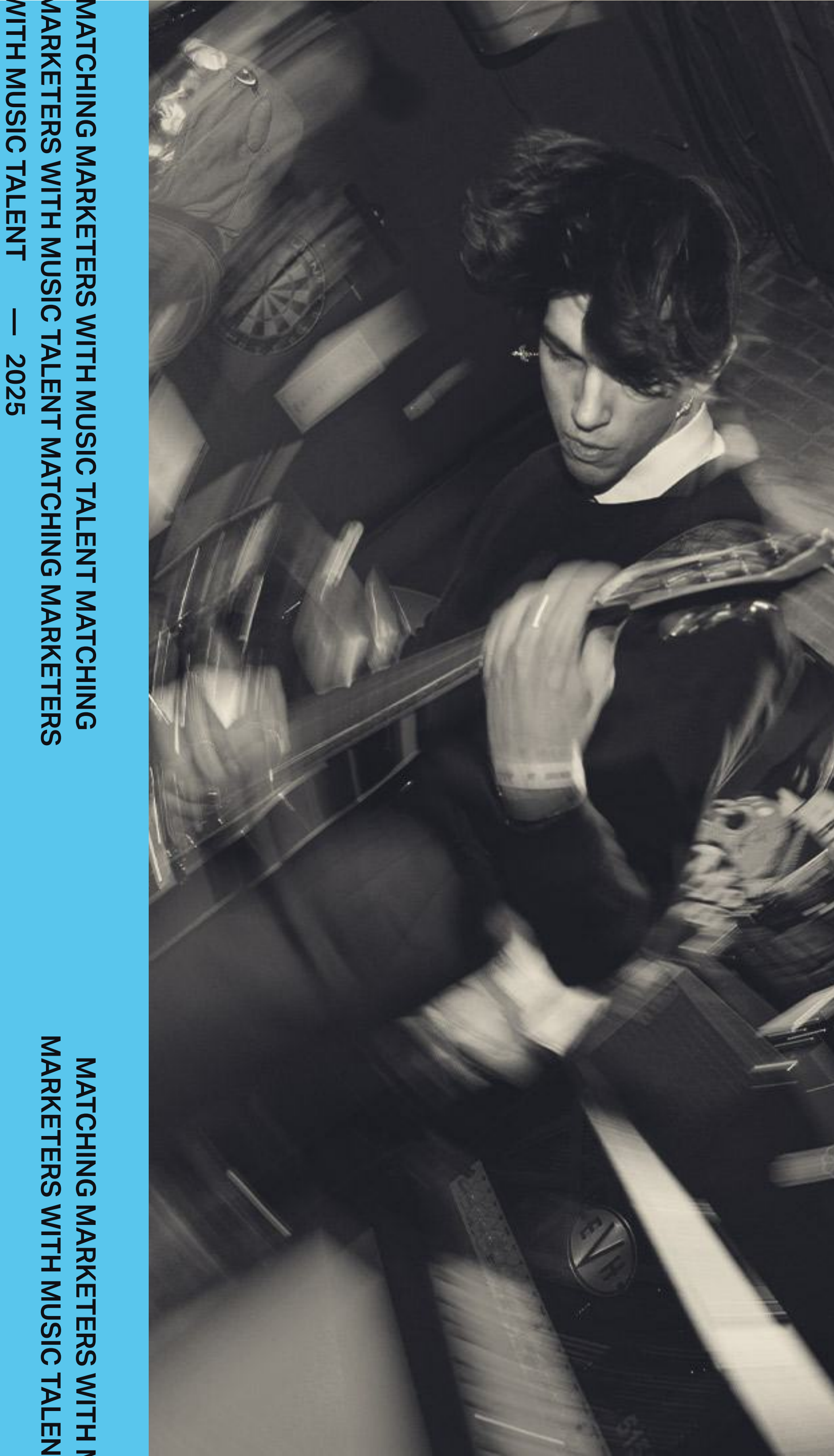
Share of consumers who use weekly to listen to music



SOURCE: ARTIST + GENRE TRACKER

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MARKETERS WITH MUSIC TALENT MATCHING MARKETERS
WITH MUSIC TALENT — 2025

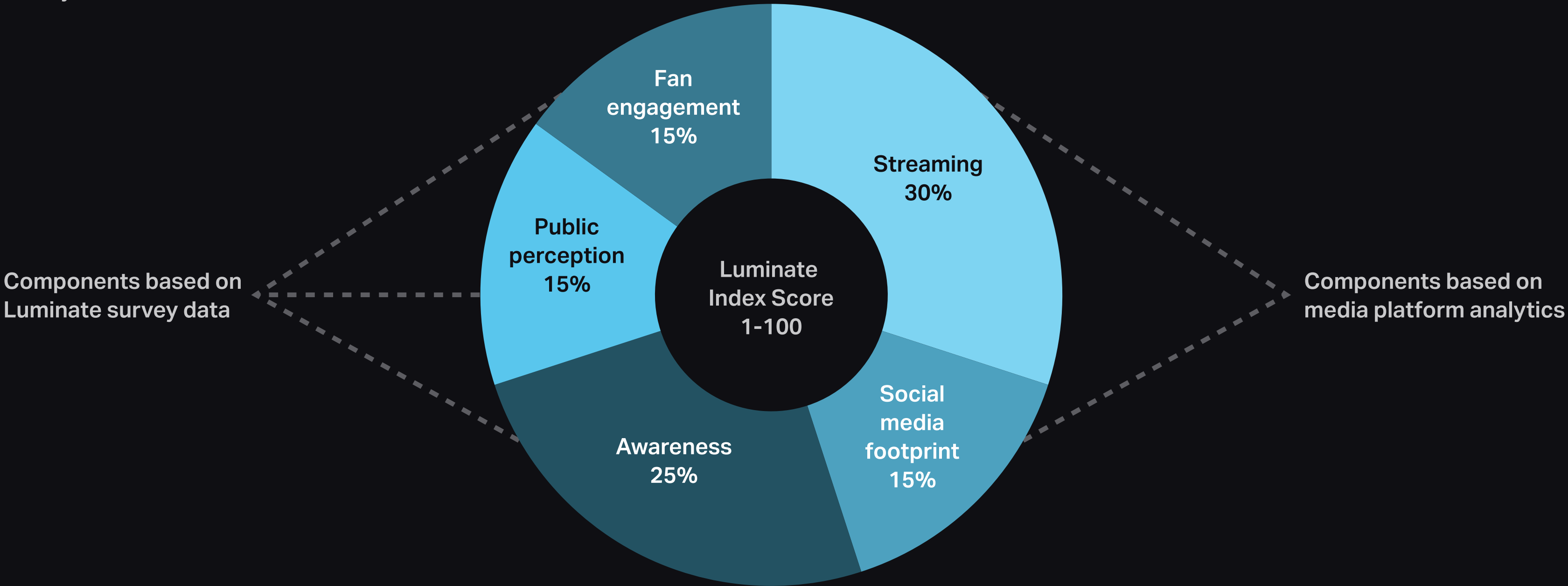
MATCHING MARKETERS WITH N
MARKETERS WITH MUSIC TALEN

Introducing the Luminate Index

Taking much of the data we’ve shown you via the **Artist + Genre Tracker**, we’ve also synthesized streaming and social data to create the Luminate Index, a composite metric meant to provide labels, brands and agencies with an understanding of the depth, breadth and affinity of an artist’s fandom among U.S. consumers. An artist’s score can also be cut among category purchasers or among key demographic groups. The five unique components below each contribute to the composite score.

INDEX COMPOSITION, BY COMPONENT WEIGHTS

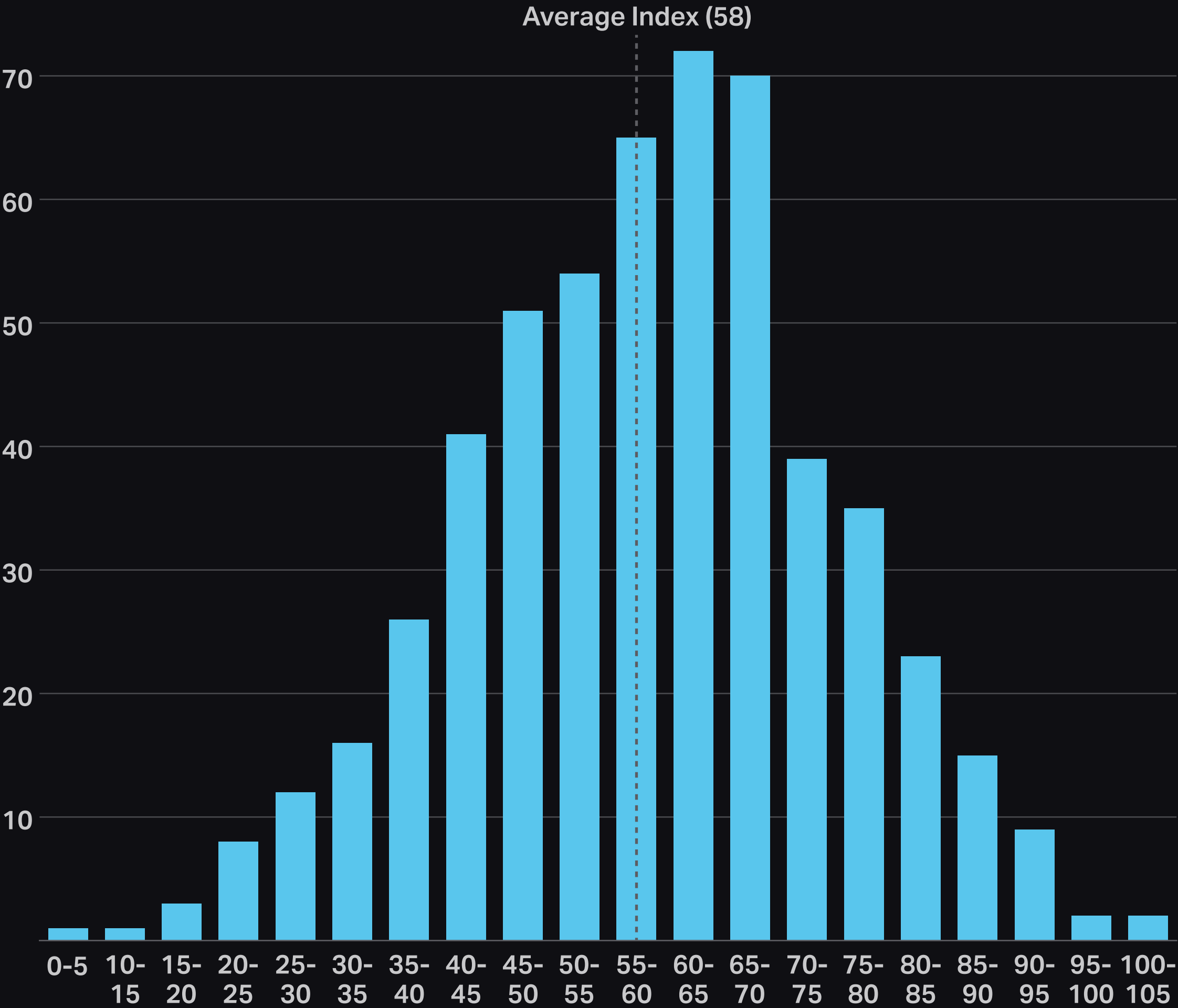
Share of consumers who use weekly to listen to music



SOURCE: LUMINATE ARTIST + GENRE TRACKER, AUGUST 2025; NOTE: FAN ENGAGEMENT METRICS INCLUDE TUNE-IN/WATCH ON TV, LIVE EVENT TICKETING, LIVESTREAM TICKETING, BRAND ENGAGEMENT; SOCIAL MEDIA FOOTPRINT INCLUDES ACTIVITY ON TIKTOK AND INSTAGRAM, WITH EACH PLATFORM GIVEN EQUAL WEIGHT REGARDLESS OF AN ARTIST’S NOMINAL FOLLOWERSHIP

DISTRIBUTION OF ARTIST INDEX SCORES

Artist-Aware General Population



SOURCE: LUMINATE ARTIST + GENRE TRACKER

LUMINATE INDEX U.S. TOP 20

RANK	ARTIST	SCORE
1	Lady Gaga	100
2	Bruno Mars	100
3	Elton John	96
4	Adele	96
5	Ariana Grande	95
6	Rihanna	94
7	Shakira	94
8	Eminem	94
9	Taylor Swift	92
10	Snoop Dogg	92
11	Morgan Wallen	91
12	Dolly Parton	91
13	Ed Sheeran	91
14	Jelly Roll	89
15	Jennifer Lopez	89
16	Fuerza Regida	88
17	The Weeknd	87
18	Kendrick Lamar	87
19	Linkin Park	87
20	Alicia Keys	87

SOURCE: ARTIST + GENRE TRACKER

The Luminate Index in Practice

The index can further allow for and enhance multidimensional comparisons between and across select artists.

Miley Cyrus (80)

Has massive awareness and social media presence along with a strong streaming footprint but also has lower engagement and public perception ratings

Kelly Clarkson (79)

Has high awareness and strong public perception but a streaming footprint and fan engagement metrics roughly on par with the average artist

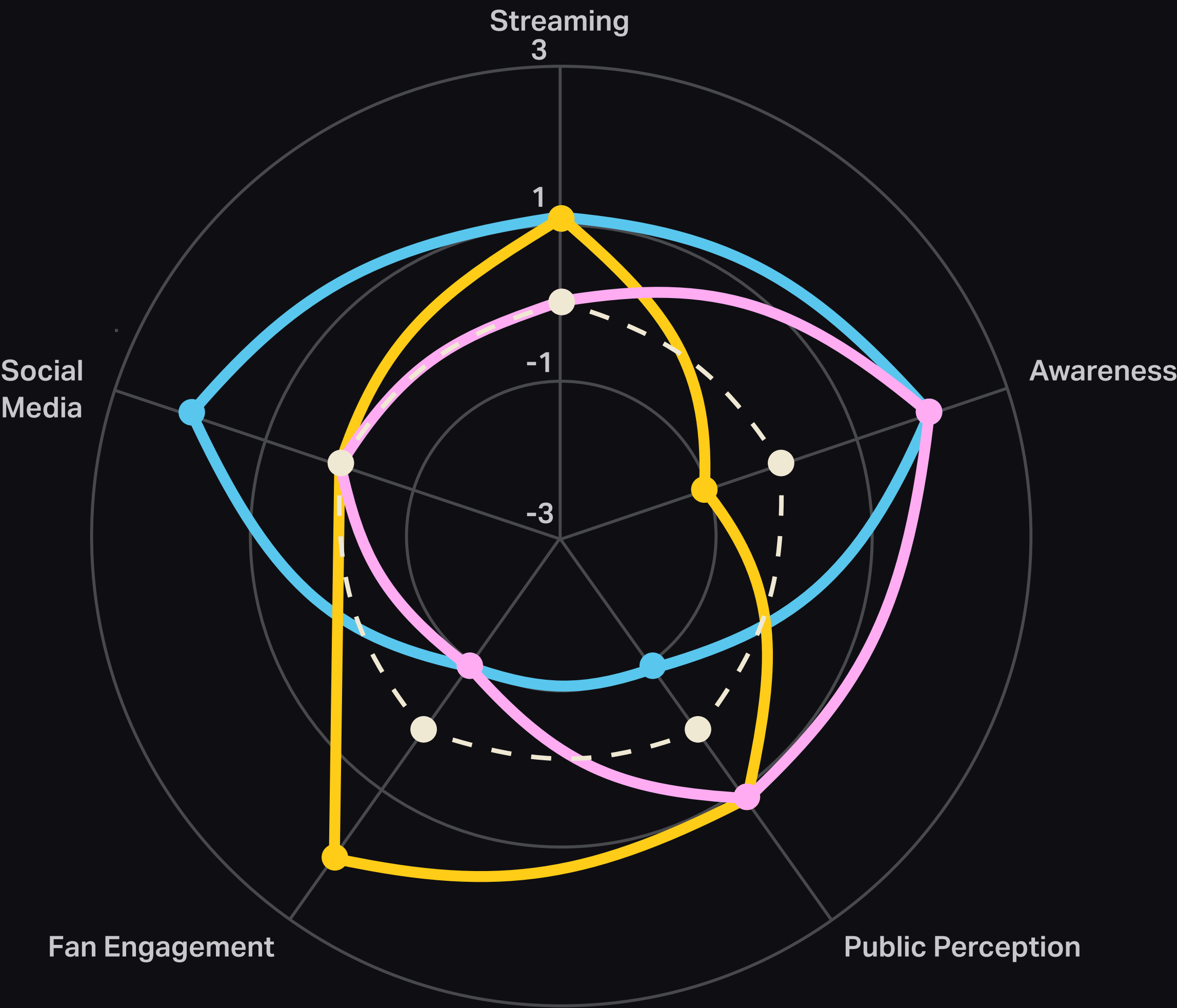
BigXThaPlug (82)

Has exceptionally high fan engagement ratings, strong public perception and streaming and social footprint but also below-average awareness

INDIVIDUAL COMPONENTS AMONG THREE SELECT ARTISTS

The dotted line represents the average artist

Miley Cyrus Kelly Clarkson BigXThaPlug



CONCLUSION

Once a brand has identified potential talent that aligns with the target demographic (using a tool such as the **Artist + Genre Tracker**), it's time to dig deeper with other Luminate products and solutions:

- What is the artist's streaming footprint?
- What are the countries or markets where artists over-index, and are they compatible with the brand's planned media spend?
- How many viewers tune in to the artist's programming?
- Do the viewership metrics match the target demographic?

A social footprint should also be considered. However, these metrics can be overinflated by bots and inactive users. Leveraging a holistic score such as the Luminate Index appropriately weights social influence among other more tangible and accurate metrics.

For a brand that needs support in identifying potential talent, Luminate is ready to help. Contact us [here](#) to learn more.

2025

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