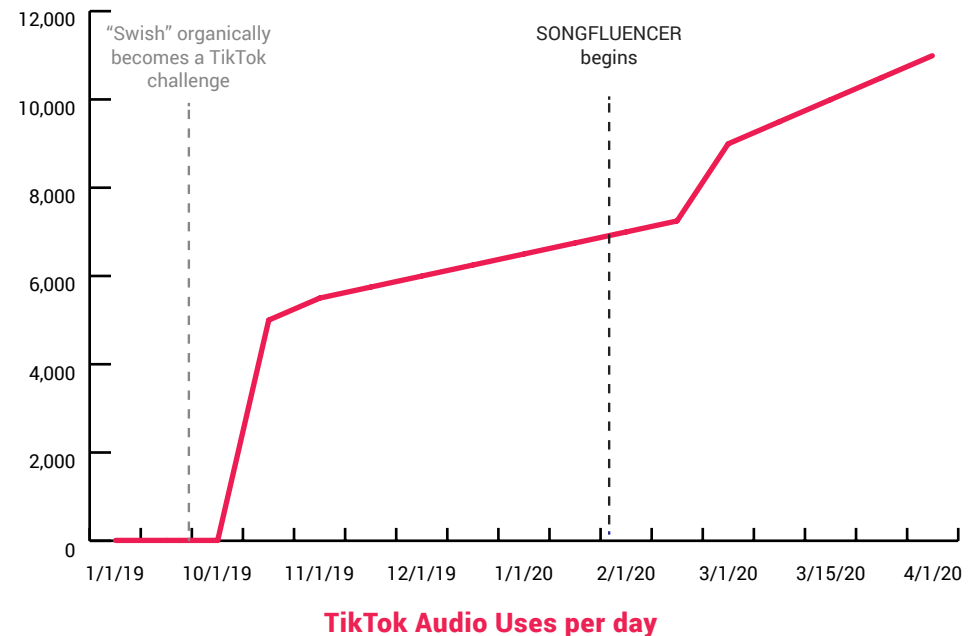
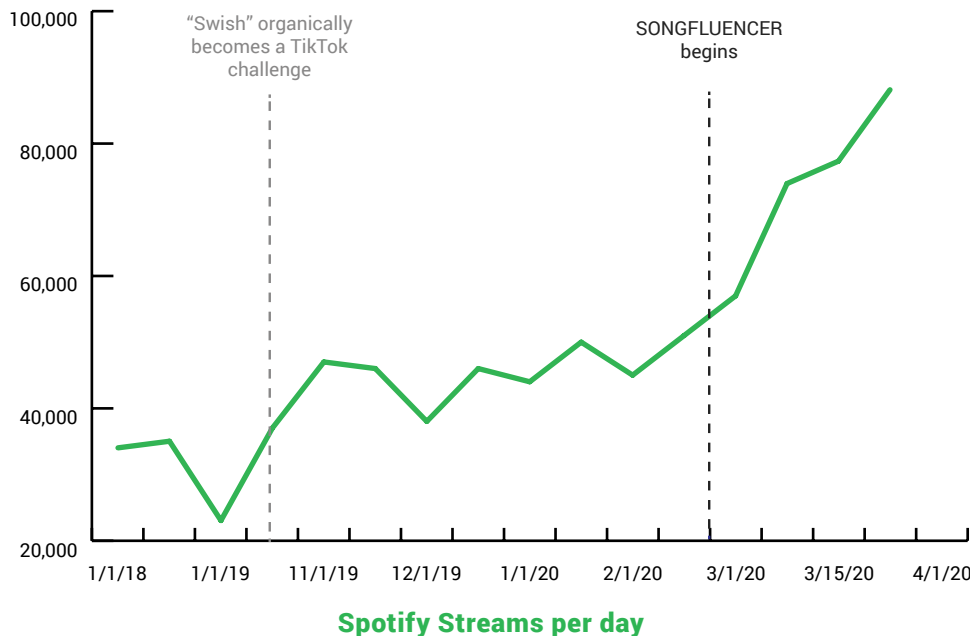


- Mike Stud released “Swish” on January 16, 2016.
- In October 2019, “Swish” saw organic TikTok success, experiencing **5,000–7,000 audio uses per day**.
- During this same time, the song was **averaging 50,000 streams per day** on Spotify.
- SONGFLUENCER was brought on in February 2020.
- By the end of March 2020, “Swish” was experiencing **9,000–11,000 audio uses per day** on TikTok, and amassed **over 250,000 total audio uses**.
- During the same time, the song began **averaging 90,000 streams per day** on Spotify with **fewer than 2% of streams coming from Spotify Editorial Playlists**.
- A conservative estimate would forecast “Swish” to experience over 85–90 million total streams on Spotify and over 1 million total audio uses on TikTok by Q3 2020.



Please reach out to johnny@songfluencer.com for more information.