



"Christmas Isn't Canceled (Just You)"  
Kelly Clarkson

Click to check out the song on TikTok

## CASE STUDY: PREFFY & SONGFLUENCER



powered by genni

START DATE: **11/20/21**

TOTAL # OF POSTS EARNED AS A RESULT OF  
PREFFY: **211**

TOTAL # OF VIEWS EARNED FROM PREFFY  
SUBMISSIONS: **13.4M**

END DATE: **12/14/21**

[View the Preffy Report](#)



START DATE: **11/23/21**

TOTAL # OF SONGFLUENCER POSTS: **41**

TOTAL # OF VIEWS EARNED FROM  
SONGFLUENCER POSTS: **4.7M**

END DATE: **12/23/21**

TOTAL UGC ACHIEVED FROM  
AS EARLY AS WE WERE TRACKING: **3,115**

### TOP CREATORS



theunicorn.family



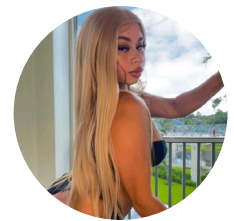
beckotto487



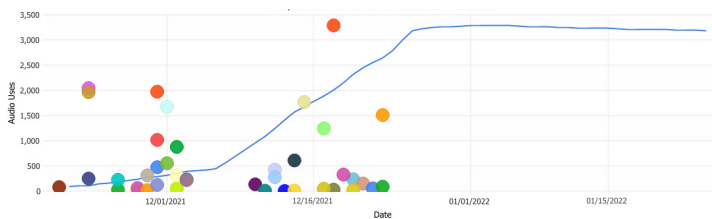
theainsleesmith



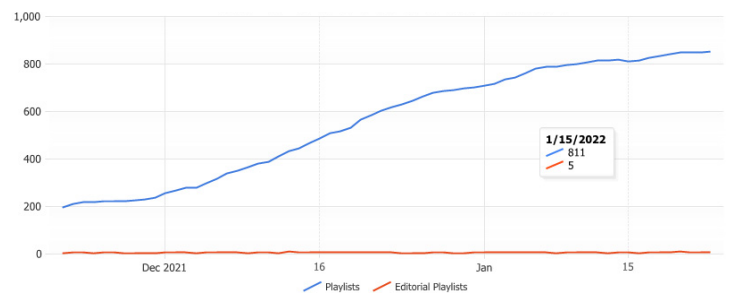
.everythingchristmas



bbygshaii



Kelly Clarkson - Christmas Isn't Canceled - Audio Uses in UGC



Spotify® plays for "Christmas Isn't Canceled" Kelly Clarkson

By taking a holistic approach through **Preffy** and **Songfluencer's** combined strategy, "Christmas Isn't Canceled (Just You)" elevated from 97 audio uses to over 3,100 audio uses within 4-5 weeks. As you can see in the graph, **Preffy & Songfluencer creators' posts resulted in a significant UGC growth.** This dynamic strategy created an organic look, inspired on-brand creators, and drove cross-platform consumption for Clarkson's holiday hit.

At the start of the campaign (around Nov 20), "Christmas Isn't Canceled (Just You)" was on 200 Spotify playlists – as of today we are seeing that the song is now on over 800 playlists. **Not only was this a great holiday success on Tik Tok, but it inspired new and engaged listenership on Spotify.**

\*To note, increased editorial playlist additions did not occur during this time period, thus were not the catalyst for the increase in user generated playlist additions.