

THE NO-BULLSHIT GUIDE TO MUSIC ADS THAT ACTUALLY WORK

What You'll Learn: A copy-paste-ready strategy to run high-performing Meta ads for your music — based on \$1M+ in real-world ad spend, and the same frameworks that helped artists reach the charts, grow loyal fanbases and sell tickets worldwide.

This guide is built for:

- Artists spending \$5–500+ per campaign
- Labels or teams testing ads but not getting consistent results
- Anyone tired of guessing and ready to scale fan growth with data

Stats this period ⓘ

Jun 15, 2025 - Jul 12, 2025 - Worldwide

Listeners	Streams	Streams / Listener	Saves	Playlist adds	Followers
30,486	250,950	8.232	17,024	7,270	340

Segmentation

Source of streams



Who We Are

We're the team behind **song.so** — an AI-driven music marketing platform built after years of running performance ads for artists from Universal, Warner, Sony, and the most forward-thinking indies in the game. Our founder helped power multiple gold & platinum campaigns and has managed over \$1,000,000 in paid traffic for music releases.

This guide contains the exact strategy we use internally.

SECTION 1: WHY MOST MUSIC ADS FAIL

Problem #1: Sending Traffic Directly to Spotify

You're paying for traffic but learning nothing. No retargeting, no behavior data, no real insight.

Problem #2: Smartlink Tools Without Real Tracking

Platforms like Linkfire, Hypeddit or ToneDen don't track actual fan behavior or send events back to Meta. Pixel-only setups are broken post-iOS 14. Bots can pollute your learning phase.

Problem #3: No Feedback Loop to Meta (CAPI)

Without server-side Conversion API, Meta doesn't know what a "good" user looks like. Optimization stalls, and you pay more for worse results.

SECTION 2: WHAT YOU NEED INSTEAD

To run effective music ads in 2025+, your funnel must:

- Track events **server-side** (Meta Conversion API)
- Use **fingerprinting** to work under iOS 14, ad blockers, or private mode
- Send **ViewContent** or similar events back to Meta
- Filter bot traffic and low-quality sessions
- Enable **retargeting** and lookalike building on clean data

song.so was built specifically for this purpose. You need at least the small plan, Artist Pro - which can be canceled at any time. With the code **BETA** you can even test it for several weeks free of charge.

- **70+ data points per fan**
- **AI fingerprinting** (cookie-free, iOS14-proof)
- **CAPI integration** with Meta
- Bot filtering + traffic scoring
- Ultra-fast loading links
- GDPR compliance

SECTION 3: THE CAMPAIGN SETUP (STEP-BY-STEP)

Campaign Name	Ad Set Name	Targeting	Daily Budget	Optimization	Placement
New Release	Broad	No interests	\$20	ViewContent	IG Reels, Stories
New Release	Artist Interests	5 similar artists	\$20	ViewContent	IG Reels, Stories
New Release	Spotify + Genre	Spotify + 1–2 genres	\$20	ViewContent	IG Reels, Stories

✓ Campaign Objective:

- **Conversions**
- Optimize for **ViewContent** (requires CAPI setup first)

✓ Budget Structure:

- Start with **ABO** (Ad Set Budget Optimization)
- Minimum total budget: **\$500+**

✓ Ad Set Structure (Create 3):

1. **Broad**
 - No interests
 - All Spotify countries
 - All ages & languages
2. **Artist Interests**
 - Max 5 artists you're similar to
3. **Spotify + Genre**
 - Max 2 interests (e.g. Spotify + "UK Rap")

✓ Placement:

- Instagram Reels + Instagram Stories only

✓ Creatives:

- Minimum **20 different ads**
- 50% = You performing the lyrics
- 50% = Straight-to-camera hook with strong CTA
- Link all ads to your **song.so Smartlink** (for tracking & optimization)

Ad Campaign Optimization Framework

OPTIMIZATION RULES

Market-Specific Benchmarks

- **GSA (Germany, Austria, Switzerland – higher cost markets, broad genres):**
 - **CPC target:** €0.15 – €0.25
 - **CPA target (Cost per Conversion):** €0.20 – €0.30
- **International, English-speaking markets (USA, UK, etc. – cheaper traffic):**
 - **CPC target:** €0.05 – €0.15
 - **CPA target:** €0.10 – €0.20
- **Niche artist projects / very specific genres:**
 - Can be up to **50% more expensive**.

GSA (Germany, Austria, Switzerland – higher cost markets)

➡ With **+50% higher costs** (niche artist projects / very specific genres):

- **CPC:** €0.225 – €0.375
- **CPA:** €0.30 – €0.45

International (English-speaking, cheaper markets like US/UK)

➡ With **+50% higher costs**:

- **CPC:** €0.075 – €0.225
- **CPA:** €0.15 – €0.30

Always assess individually – benchmarks are guidelines, not absolutes!

Workflow

Friday (Release Day)

- **Morning check:**
 - Confirm all ads are live.
 - Verify song.so smartlinks are correct and update if needed.
 - **No campaign edits yet.**
 - Only add new creatives if available.
- **First optimization (Friday afternoon, earliest 12h after launch):**
 - Evaluate ads only if ≥ 300 impressions.
 - Apply **4 metrics from the start:**
 - Cost per Click (CPC)
 - Click-Through Rate (CTR)
 - 3s Video Play Rate
 - Conversion Rate (song.so \rightarrow DSP click-throughs)
 - **Rule:** Ads are turned off **only if 2 or more metrics are below benchmarks.**
 - Example: High CPC alone is not enough – must also combine with CTR $< 1\%$, or Conversion Rate $< 60\%$, or Play Rate $< 30\%$.

Example for International (English-speaking, cheaper markets)

Ad Name	Impressions	Clicks	CPC	CTR	3s Play Rate	Conversion Rate	Status
Hook_V1	365	2	€0.18	0.5%	18%	52%	✗ Turn off (CPC + CTR weak)
Perf_V3	190	11	€0.07	5.8%	46%	75%	⌚ Not enough impressions yet
Hook_V2	320	1	€0.21	0.3%	33%	48%	✗ Turn off (CPC + CVR weak)
Hook_V3	860	22	€0.09	2.6%	51%	67%	✓ Keep
CTA_V1	120	1	€0.14	0.8%	29%	55%	⌚ Not enough impressions yet

Benchmark Note

The only metrics that differ between markets are CPC (Cost per Click) and CPA (Cost per Acquisition/Conversion).

- GSA (Germany, Austria, Switzerland): CPC €0.15–0.25 → CPA €0.20–0.30
- International (US, UK, etc.): CPC €0.05–0.15 → CPA €0.10–0.20
- Niche genres: up to +50% higher on both CPC & CPA.

All other benchmarks are universal across all markets:

- CTR (Click-Through Rate): $\geq 1\%$
- 3s Video Play Rate: $\geq 30\%$
- Conversion Rate (song.so → DSP): $\geq 60\text{--}70\%$

Saturday & Sunday

- Repeat the same evaluation rules (≥ 2 weak metrics).
- On **Sunday at the latest**, upload **new creatives with a different song section**.
 - Purpose: rule out that weak performance is due to the chosen audio part.

Example for International (English-speaking, cheaper markets)

Ad Name	Impressions	Clicks	CPC	CTR	3s Play Rate	Conversion Rate	Status
Hook_V1	1200	30	€0.16	0.9%	24%	45%	✗ Turn off (CTR + CVR weak)
Perf_V3	1050	65	€0.08	6.1%	48%	76%	✓ Keep (all metrics strong)
Hook_V2	980	25	€0.19	2.6%	36%	41%	✗ Turn off (CPC + CVR weak)
Hook_V3	1500	55	€0.10	3.7%	44%	69%	✓ Keep (within benchmarks)
CTA_V1	870	20	€0.12	2.3%	39%	52%	✓ Keep (slightly weaker but above threshold)

Monday (72h after launch)

- Full re-check with all 4 metrics.
- If performance is **consistently poor across all ads/ad sets**, **kill the campaign**.

- Do not try to force a bad campaign to work.
- Instead, switch back to:
 - The previous (better performing) campaign, or
 - A **back catalog campaign** on your strongest songs to gather benchmarks and comparative data.

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*song.so is still in the closed beta phase, but if you come via this report, we will activate your e-mail address immediately when you apply.