SONY MUSIC LATIN · 2023 · SINGLE RELEASE

Chayanne

Bailando Bachata

Sony Music Latin brought LMP in to promote “Bailando Bachata”, Chayanne's romantic bachata, premiered on the evening of 25 May 2023 and later part of his album Bailemos Otra Vez.

LMP had it on IAMLMP.com and in the record pool the next day.



Printed from iamlmp.com/advertise/campaigns/chayanne-bailando-bachata/ on November 12, 2026 at 11:49 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Published it on IAMLMP.com on 26 May 2023 — it streams on the site and in the LMP DJ app
  - 149,000+ page views across IAMLMP.com in the last 28 days
  - 21,000+ app downloads
- Delivered it to the LMP Record Pool the same day, with DJ edits following over the next six weeks — clean and clean-intro edits, a merengue-to-bachata transition and an intro/percapella/outro edit
  - 5 versions in its first 6 weeks
  - Serving DJs since 2003
- Released it as a reel on LMP's Instagram on 8 June 2023, sending DJs to the record pool
  - 32,000+ Instagram followers today
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 666 members today



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The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

179,101

plays of “Bailando Bachata” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

766

views of LMP's “Bailando Bachata” reel on Instagram

34 likes. Instagram's own insights.

SEPT 2026

See the reel on Instagram ↗

Hear “Bailando Bachata” on IAMLMP.com

See the reel on Instagram ↗

Run one with us

Talk to us