SONY MUSIC LATIN · 2023 · SINGLE RELEASE

Deimi

LA PRIMERA

Sony Music Latin brought LMP in to promote “LA PRIMERA”, a reggaeton single by the Puerto Rican urban artist Deimi, released on 8 December 2023.

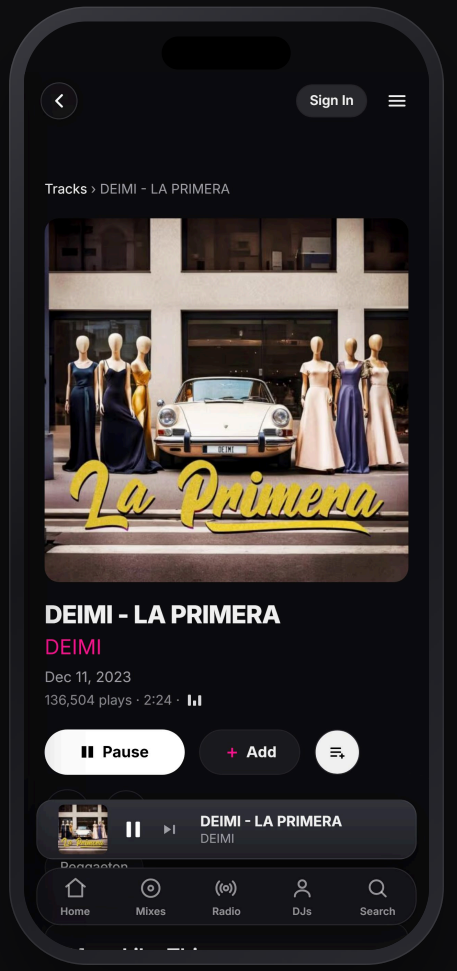
LMP had it on IAMLMP.com and in the record pool on the evening of 11 December, three days after release, and posted a reel of its own on LMP's Instagram on 14 December.



Printed from iamlmp.com/advertise/campaigns/deimi-la-primera/ on November 20, 2026 at 6:51 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 11 December 2023 — it streams on the site and in the LMP DJ app
  - 150,000+ page views across IAMLMP.com in the last 28 days
  - 21,000+ app downloads
- Delivered it to the LMP Record Pool for the DJ network the same evening — the single as an MP3 and in lossless WAV
  - Serving DJs since 2003
- Released it as a reel on LMP's Instagram on 14 December 2023, tagging Deimi — “available on all platforms”
  - 32,000+ Instagram followers today
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 673 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.

136,510

plays of “LA PRIMERA” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

Hear “LA PRIMERA” on IAMLMP.com

See the reel on Instagram ↗

Run one with us

Talk to us