SONY MUSIC LATIN · 2023 · SINGLE RELEASE

El Alfa & Prince Royce

LE DOY 20 MIL

Sony Music Latin brought LMP in to promote “LE DOY 20 MIL”, El Alfa's dembow with Prince Royce, released on 9 February 2023 and later part of Royce's album LLAMADA PERDIDA.

LMP had it on IAMLMP.com and in the record pool on release day, and posted its reel the next afternoon.



Printed from iamlmp.com/advertise/campaigns/el-alfa-prince-royce-le-doy-20-mil/ on November 12, 2026 at 12:08 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 release day, 9 February 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 on release day — then DJ intros, acapella breaks, remixes (soca and guaracha among them) and "Beautiful Girls" mashups

  34 versions in its first 6 weeks · Serving DJs since 2003

- Released it as a reel on LMP's Instagram on 10 February 2023

  32,000+ Instagram followers today

- Posted it to LMP's DJ Discord, IAMLMP DJs

  665 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.

204,155

plays of “LE DOY 20 MIL” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

34

versions of “LE DOY 20 MIL” in the LMP Record Pool in its first six weeks there

The single plus DJ intros, acapella breaks, remixes (soca and guaracha among them) and “Beautiful Girls” mashups, 9 February – 20 March 2023.

SEPT 2026

3,071

views of LMP's “LE DOY 20 MIL” reel on Instagram

94 likes. Instagram's own insights.

SEPT 2026

See the reel on Instagram ↗

Hear “LE DOY 20 MIL” on IAMLMP.com

See the reel on Instagram ↗

Run one with us

Talk to us