SONY MUSIC LATIN · 2023 · SINGLE CAMPAIGN

Fuerza Regida & Marshmello

Harley Quinn

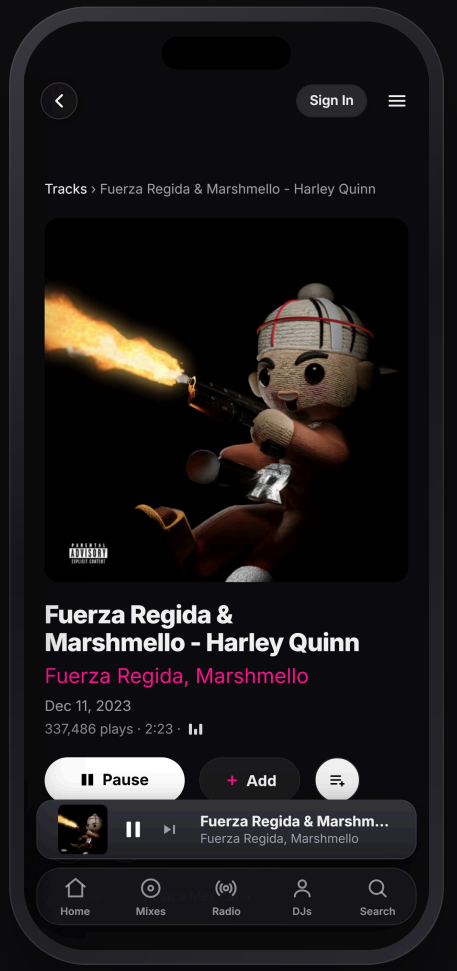
Sony Music Latin partnered with LMP on “Harley Quinn”, the genre-blending collaboration between Fuerza Regida and Marshmello, to drive digital and street-level buzz across Latin and urban audiences — with the focus on Mexico and the US.



Printed from iamlmp.com/advertise/campaigns/fuerza-regida-marshmello-harley-quinn/ on November 8, 2026 at 6:52 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Featured the single on IAMLMP.com
  - 151,000+ page views across IAMLMP.com in the last 28 days
- Delivered it to the LMP Record Pool for the DJ network — the single plus DJ intros, acapella breaks, extended mixes, instrumentals, guaracha edits and mashups
  - 24 versions in its first 6 weeks in the pool
  - Serving DJs since 2003
- Worked it into live DJ mixes and curated playlists
  - 140 DJs on the roster today
- Ran it as an Instagram reel ad from 15 December 2023
  - 32,000+ Instagram followers today
- Promoted it with YouTube Shorts
  - 282,000+ YouTube subscribers today
- Kept it moving after release with fan-driven content and influencer reposts
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 661 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.

337,503

plays on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

291,892

plays of our Instagram reel ad

251,383 first plays and 40,509 replays.

INSTAGRAM AD INSIGHTS · DEC 2023

See the reel on Instagram ↗

215,088

accounts reached by the ad

INSTAGRAM AD INSIGHTS · DEC 2023

24

versions of “Harley Quinn” in the LMP Record Pool in its first six weeks there

The single plus DJ intros, acapella breaks, extended mixes, instrumentals, guaracha edits and mashups, 10 November – 18 December 2023.

SEPT 2026

Hear it on IAMLMP.com

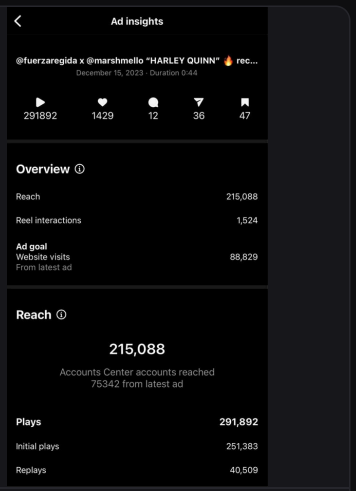
See the reel on Instagram ↗

How the record performed

The record's own public results, for context. They belong to the artist and the label, and many hands move a record — each line links to its source.

- #1 on Billboard Mexico Songs, for seven weeks Billboard
- #1 on Spotify in Mexico kworb
- #2 on Billboard Hot Latin Songs Billboard
- #1 on Billboard Latin Airplay and Regional Mexican Airplay Billboard
- 27× Platinum (Latin) in the US RIAA
- 2× Diamond + Platinum in Mexico AMPROFON

From the campaign



The ad's insights: 291,892 plays, 215,088 accounts reached.

Run one with us

Talk to us