LENNY TAVÁREZ · 2026 · SINGLE RELEASE

Lenny Tavárez

JUICY

Lenny Tavárez hired LMP to promote “JUICY”, his Latin trap single, released through Platoon on 13 February 2026.

It went up on IAMLMP.com the evening before — the night the video premiered.



Printed from iamlmp.com/advertise/campaigns/lenny-tavarez-juicy/ on November 11, 2026 at 7:37 PM (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 the night the video premiered — 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 single in lossless WAV and 320 kbps MP3, plus DJ intro and quick-hit edits
  - 3 versions in its first 6 weeks
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 665 members today
- Released it as a reel on LMP's Instagram and Facebook on release day, 13 February 2026
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today
- Posted it as a YouTube Short on the LMP channel
  - 283,000+ YouTube subscribers today
- Covered his signing with Platoon, Apple Music's artist-services company, as news on LMP's Instagram, Facebook and YouTube on 23 February 2026



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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.

157,516

plays of “JUICY” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

3

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

The single in WAV and 320 kbps MP3, plus DJ intro and quick-hit edits, 12 February – 6 March 2026.

SEPT 2026

Hear “JUICY” on IAMLMP.com

See the reel on Instagram ↗

Watch it on Facebook ↗

Watch the YouTube Short ↗

The Platoon signing post on Instagram ↗

Run one with us

Talk to us