LOISAIDAS · 2010–2011 · ARTIST PROMOTION · BANNERS · SOUNDCLOUD

Loisaidas

From “Ayer” to the “Loisaidas” album

LMP promoted the New York bachata duo Loisaidas from March 2010 to November 2011. It put their singles “Ayer”, “Contigo” and “Porque Te Amo” up as LMP downloads — “Ayer” and “Porque Te Amo” on LMP's SoundCloud too — ran banner campaigns for the duo across its website, posted “Déjame Intentar” at the end of August 2011, and from late August to November 2011 ran a banner campaign for their album “Loisaidas” on iTunes.

LMP's own advertising page of 2011–12 listed the duo, spelled “Losiadas”, among the artists LMP had helped.



LMP's “Porque Te Amo” banner — February–March 2011 (the contact line removed).

Printed from iamlmp.com/advertise/campaigns/loisaidas-lmp-promotions/ on November 13, 2026 at 6:53 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Posted “Ayer” as an LMP download and on LMP's SoundCloud in March 2010 — “Support and download this new LMP artist”, LMP wrote under it — and by August it was in LMP's “Caliente” set, the SoundCloud player on LMP's homepage

  228,191 SoundCloud plays by Aug 2010

- Ran download banners for Loisaidas across LMP's site that spring — a long banner in the site-wide rotator, live from 22 March to 3 June 2010, with a tall banner on the homepage and a square one on the singles page

- Posted “Contigo” as an LMP download in June 2010 and ran it across the site from 21 June to 29 July — a long banner, a feature slide on the homepage and a header slide

- Listed their video for “Ayer” on LMP's homepage in December 2010
- Posted “Porque Te Amo” on LMP's SoundCloud on 10 December 2010 — credited “Released by: LMP”, and in the “Caliente” set in LMP's homepage player — and as a download on LMP's singles page

  210,657 SoundCloud plays by Jun 2012
- Ran a banner campaign for “Porque Te Amo” from 3 February to 14 March 2011 — a long banner across the site and a homepage slider slide, both linking to LMP's SoundCloud; on 3 February the homepage's own title read “Loisaidas - Por Que Te Amo!”
- Posted “Porque Te Amo” as a news post, with a YouTube video, in August 2011
- Posted “Déjame Intentar” — “another hit!” — on LMP's SoundCloud on 31 August 2011, with a news post and, in September, a sidebar feature across the site

  42,199 SoundCloud plays in just over 3 weeks
- Ran a banner campaign for their album “Loisaidas” on iTunes from 26 August to 1 November 2011 — a header slide and long and tall banners on LMP's homepage, and the header slide and a mid-size banner across the site in September and October, all linking to the album
- Delivered the tracks to the LMP Record Pool for the DJ network — a DJ remix of “Porque Te Amo” (added December 2015) and two DJ intros of “Déjame Intentar” (2020) are in its catalog today
- Shared it with the LMP DJ network on Basecamp, its home before the Discord

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.

228,191

plays of “Ayer” on LMP's SoundCloud by 31 August 2010

With 16,837 downloads, five and a half months after it went up. SoundCloud's own counters, as archived on 31 August 2010.

SOUNDCLOUD · AUG 2010

See the archived page ↗

210,657

plays of “Porque Te Amo” on LMP's SoundCloud by June 2012

With 19,972 downloads. It had 126,607 plays by 1 February 2011, under eight weeks after LMP put it up. SoundCloud's own counters, as archived on 12 June 2012 and 1 February 2011.

SOUNDCLOUD · JUN 2012

See the archived page ↗

42,199

plays of “Déjame Intentar” on LMP's SoundCloud in just over three weeks

With 4,787 downloads, 23 days after it went up. SoundCloud's own counters, as archived on 24 September 2011.

SOUNDCLOUD · SEP 2011

See the archived page ↗

↗ LMP's homepage with the spring download banners, Apr 2010 (archived) ↗

↗ LMP's homepage with the “Contigo” slide, Jun 2010 (archived) ↗

↗ LMP's homepage with the “Porque Te Amo” banner, Feb 2011 (archived) ↗

↗ “Porque Te Amo” on LMP's SoundCloud, Feb 2011 (archived) ↗

↗ LMP's “Porque Te Amo” post (archived) ↗

↗ LMP's homepage with the album banners, Sep 2011 (archived) ↗

↗ LMP's advertising page naming “Losiadas”, Feb 2012 (archived) ↗

Loisaidas on IAMLMP.com

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