SONY MUSIC LATIN · 2025 · SINGLE RELEASE

Luck Ra & Elvis Crespo

SUAVEMENTE

Sony Music Latin brought LMP in to promote “SUAVEMENTE”, Argentine singer Luck Ra's cuarteto-merengue take on Elvis Crespo's 1998 classic, made with Crespo and released in December 2024.

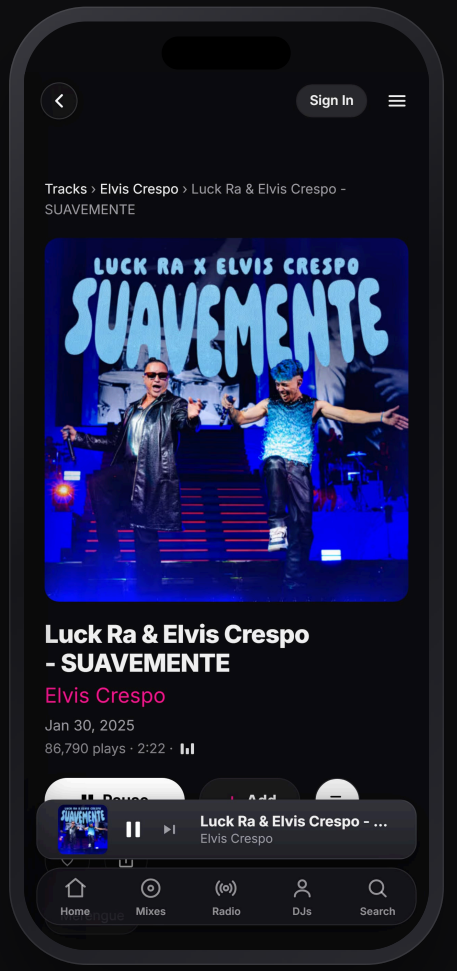
It went up on IAMLMP.com on 30 January 2025, and later appeared on Luck Ra's album QUÉ SED.



Printed from iamlmp.com/advertise/campaigns/luck-ra-elvis-crespo-suavemente/ on November 12, 2026 at 12:10 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 30 January 2025 — 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 plus merengue DJ edits: an acapella breakdown and two breaks
  - 4 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 31 January 2025
  - 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



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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.

86,823

plays of “SUAVEMENTE” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

Hear “SUAVEMENTE” on IAMLMP.com

See the reel on Instagram ↗

Watch it on Facebook ↗

Watch the YouTube Short ↗

Run one with us

Talk to us