SONY MUSIC LATIN · 2023 · SINGLE LAUNCH · MEET AND GREET

Marshmello & Manuel Turizo

El Merengue

Sony Music Latin partnered with LMP on “El Merengue”, Manuel Turizo's single with Marshmello, released on 3 March 2023.

The campaign blended online reach with a real-world connection: a meet and greet between Turizo and the LMP DJ network, the people who would carry the record into clubs.



Manuel Turizo with LMP DJs at the meet and greet.

Printed from iamlmp.com/advertise/campaigns/marshmello-manuel-turizo-el-merengue/ on November 8, 2026 at 6:54 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, acapellas, club mixes, transitions and mashups
  - 28 versions in its first 6 weeks
  - Serving DJs since 2003
- Worked it into live DJ mixes and curated playlists
  - 140 DJs on the roster today
- Amplified it through Instagram and Facebook
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today
- Hosted an exclusive meet and greet between Manuel Turizo and LMP DJs
- 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.

492,559

plays on IAMLMP.com

LIVE

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28

versions of “El Merengue” in the LMP Record Pool within six weeks of release

The single plus DJ intros, acapellas, club mixes, transitions and mashups, 7 March – 4 April 2023.

SEPT 2026

Hear it on IAMLMP.com

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 Tropical Airplay, for 13 weeks Billboard
- #1 on Billboard Latin Airplay Billboard
- #10 on Billboard Bubbling Under Hot 100 Billboard
- 6× Platinum (Latin) in the US RIAA
- 11× Platinum in Spain PROMUSICAE
- 4× Platinum in Mexico AMPROFON
- Gold in Brazil Pro-Música Brasil

From the campaign



Turizo and Marshmello.

Run one with us

Talk to us