SONY MUSIC LATIN · 2024 · SINGLE RELEASE

Natti Natasha

Quiéreme Menos

Sony Music Latin brought LMP in to promote “Quiéreme Menos”, Natti Natasha's bachata single written and produced by Romeo Santos, released on 6 June 2024.

LMP had a reel up the night it came out; the song later landed on her album Natti Natasha en Amargue.



Printed from iamlmp.com/advertise/campaigns/natti-natasha-quiereme-menos/ on November 11, 2026 at 7:38 PM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Released it as a reel on LMP's Instagram the night it came out, 6 June 2024
  - 32,000+ Instagram followers today
- Published it on IAMLMP.com the next day — 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 three bachata DJ edits
  - 4 versions in its first 6 weeks
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 665 members 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.

147,755

plays of “Quiéreme Menos” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

4,433

views of LMP's release-night reel on Instagram

Seen by 613 accounts — 227 likes. Instagram's own insights.

SEPT 2026

See the reel on Instagram ↗

3,902

views of LMP's YouTube Short

LIVE

Watch the Short ↗

Hear “Quiéreme Menos” on IAMLMP.com

See the reel on Instagram ↗

Watch the YouTube Short ↗

Run one with us

Talk to us