SONY MUSIC LATIN · 2024 · SINGLE RELEASE

Natti Natasha

Tu Loca

Sony Music Latin brought LMP in to promote “Tu Loca”, Natti Natasha's bachata produced by Romeo Santos, released on the evening of 5 September 2024.

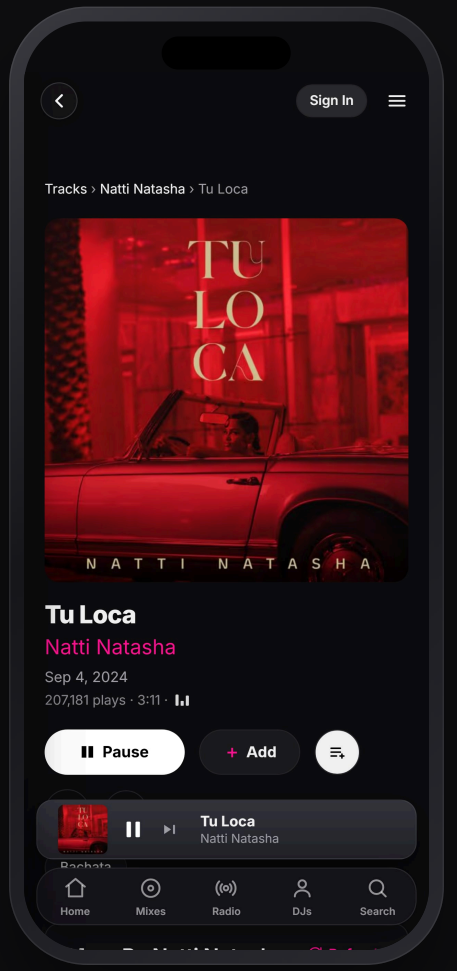
LMP had it in the record pool and on IAMLMP.com the day before it came out, and posted its reel the evening it dropped.



Printed from iamlmp.com/advertise/campaigns/natti-natasha-tu-loca/ on November 12, 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

- Delivered it to the LMP Record Pool the day before release — the single, then DJ intros, clean edits and an extended mix
  - 6 versions in its first 6 weeks
  - Serving DJs since 2003
- Published it on IAMLMP.com the night before release — it streams on the site and in the LMP DJ app
  - 149,000+ page views across IAMLMP.com in the last 28 days
  - 21,000+ app downloads
- Released it as a reel on LMP's Instagram and Facebook the evening it came out, 5 September 2024
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 666 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.

207,194

plays of “Tu Loca” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

6

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

The single plus DJ intros, clean edits and an extended mix, 4–24 September 2024.

SEPT 2026

Hear “Tu Loca” on IAMLMP.com

See the reel on Instagram ↗

Watch it on Facebook ↗

Watch the YouTube Short ↗

Run one with us

Talk to us