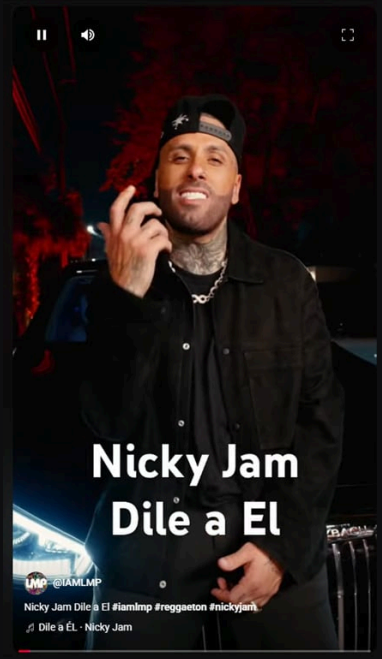
SONY MUSIC LATIN · 2025 · SINGLE & REMIX

Nicky Jam

Dile a ÉL

Sony Music Latin partnered with LMP on Nicky Jam's 2025 single “Dile a ÉL”. We worked it across our platforms and DJ network, then carried it again for the remix with Chencho Corleone that summer.

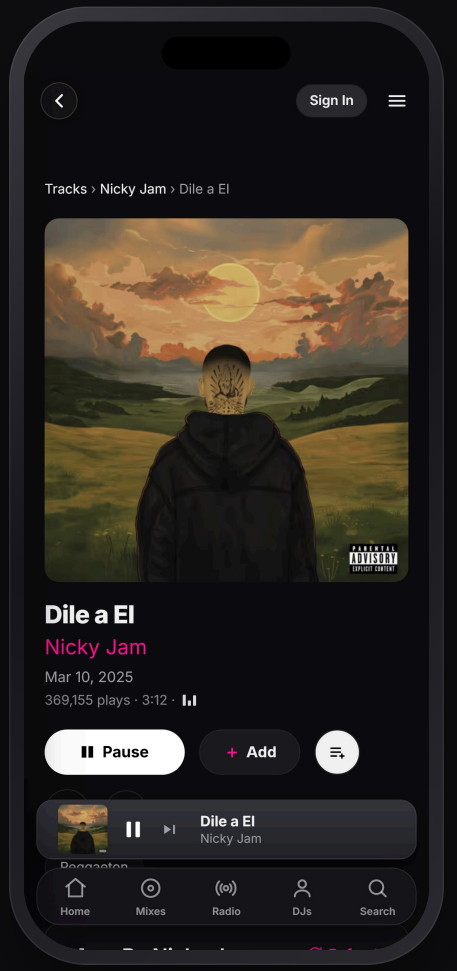


The reel, on @iamlmp.

Printed from iamlmp.com/advertise/campaigns/nicky-jam-dile-a-el/ on November 9, 2026 at 4:33 PM (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
  - 150,000+ 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, extended mixes and mashups
  - 105 versions in its first 6 weeks
  - Serving DJs since 2003
- Worked it into live DJ mixes and curated playlists
- A social media blast: LMP DJs posted it on Instagram, tagging Nicky Jam
  - 140 DJs on the roster today
- Ran an Instagram reel for it, with paid promotion behind it
  - 32,000+ Instagram followers today
- Supported the remix with Chencho Corleone when it landed in July 2025
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 664 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.

369,173

plays on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

997,992

views of our Instagram reel

Includes paid promotion. It reached 120,431 accounts.

INSTAGRAM INSIGHTS · 2025

105

versions of “Dile a ÉL” in the LMP Record Pool within six weeks of release

The single plus DJ intros, acapellas, an instrumental, extended mixes and mashups, 5 March – 10 April 2025.

SEPT 2026

198,000

views of LMP's release-week reel on Instagram

Instagram's count on the post (198K), including the paid boost behind it — posted 10 March 2025.

INSTAGRAM · SEPT 2026

Hear it on IAMLMP.com

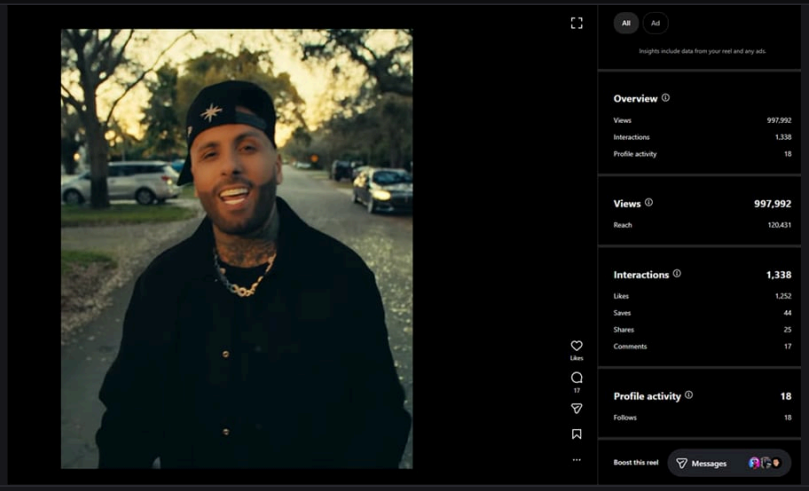
See the release-week reel ↗

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.

- “Dile a ÉL (Remix)” with Chencho Corleone released July 2025 Apple Music
- The remix charted on Spotify's daily Top 200 in Colombia, Panama, Chile and Venezuela kworb

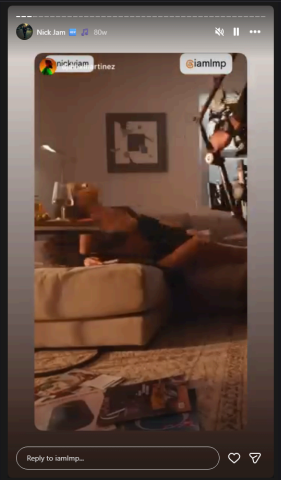
From the campaign



Its insights: 997,992 views, 120,431 accounts reached.



djjuano on Instagram, tagging Nicky Jam and @iamlmp — March 2025.



Another LMP DJ on Instagram, tagging Nicky Jam and @iamlmp — March 2025.



djcochano on Instagram, tagging Nicky Jam and @iamlmp — March 2025.



djsanone on Instagram, tagging Nicky Jam and @iamlmp — March 2025.



The release-week reel on @iamlmp: 198K views.

Run one with us

Talk to us