SONY MUSIC LATIN · 2023 · SINGLE RELEASE

Nicky Jam, Maluma & The Chainsmokers

Celular

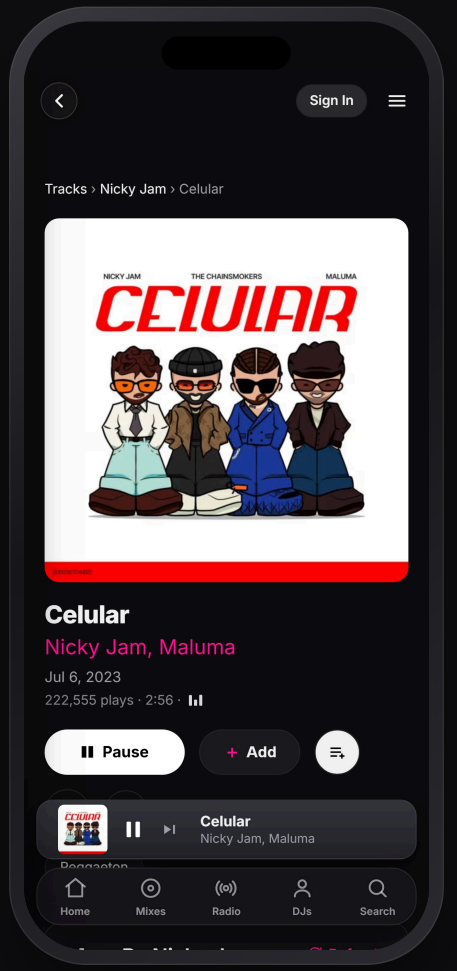
Sony Music Latin brought LMP in to promote “Celular”, Nicky Jam and Maluma's single with The Chainsmokers. It went up on IAMLMP.com in July 2023.



Printed from iamlmp.com/advertise/campaigns/nicky-jam-maluma-the-chainsmokers-celular/ on November 11, 2026 at 5:22 PM (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 — 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 — a teaser, then the single plus clean, intro and DJ edits
  - 10 versions in its first 6 weeks
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 665 members today
- A social media blast: LMP DJs posted it on Instagram, tagging Nicky Jam, Maluma and The Chainsmokers
  - 140 DJs on the roster today
- Released it as a reel on LMP's Instagram on 6 July 2023
  - 32,000+ Instagram followers today



Download on iPhone | Download on Android

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.

222,561

plays of “Celular” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

1,422

views of LMP's “Celular” reel on Instagram

48 likes. Instagram's own insights.

SEPT 2026

See the reel on Instagram ↗

10

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

A teaser, then the single plus clean, intro and DJ edits, 3 July – 7 August 2023.

SEPT 2026

Hear “Celular” on IAMLMP.com

See the reel on Instagram ↗

How the single 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.

- Top 20 on Billboard Latin Pop Airplay — peaked at #18, 8 weeks on the chart Billboard
- Debuted and peaked at #24 on Billboard Hot Dance/Electronic Songs, 3 weeks on the chart Billboard

From the campaign



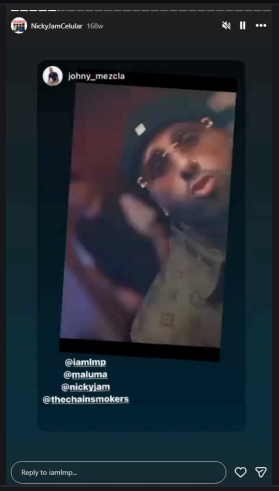
smurflmp on Instagram, tagging @iamlmp and the artists — July 2023.



djalymo on Instagram, tagging @iamlmp and the artists — July 2023.



vjrsounddj on Instagram, tagging @iamlmp and the artists — July 2023.



johny_mezcla on Instagram, tagging @iamlmp and the artists — July 2023.

Run one with us

Talk to us