SONY MUSIC LATIN · 2026 · SINGLE RELEASE

Rvssian, Sech & Lojay

TATTUU

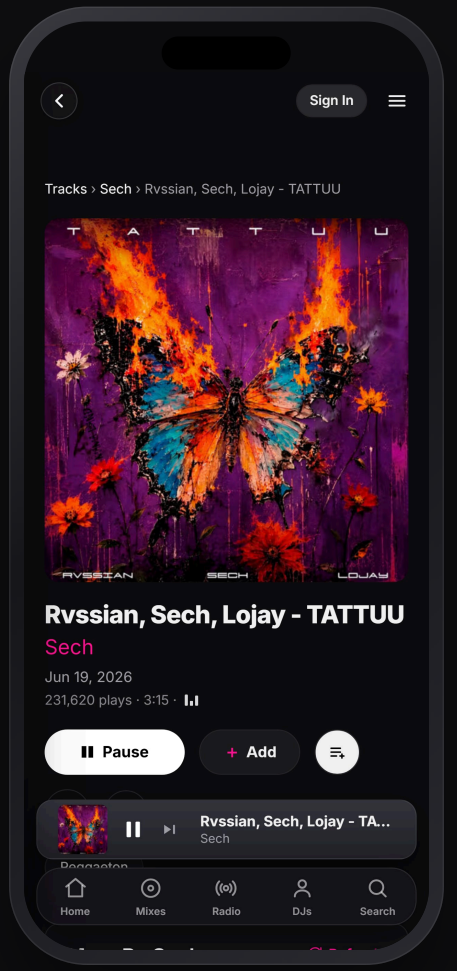
Sony Music Latin brought LMP in to promote “TATTUU”, Rvssian's single with Sech and Lojay. It went up on IAMLMP.com in June 2026.



Printed from iamlmp.com/advertise/campaigns/rvssian-sech-lojay-tattuu/ on November 10, 2026 at 6:22 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 — DJ intros, outros, acapella starters and percussion edits
  - 16 DJ 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 Sech and Rvssian
  - 140 DJs on the roster today
- Released it as a reel on LMP's Instagram and Facebook on release night, 19 June 2026 — and posted it to LMP's Instagram stories, tagging Rvssian
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers 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.

231,681

plays of “TATTUU” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

16

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

DJ intros, outros, acapella starters and percussion edits, 19 June – 29 July 2026.

SEPT 2026

Hear “TATTUU” on IAMLMP.com | See the reel on Instagram ↗ | Watch it on Facebook ↗

From the campaign



LMP's story on release day — “Ya disponible”.



A clip from the video on LMP's story, tagging @rvssian.



djpmnyc1 on Instagram, tagging @rvssian and @iamlmp.



djchris1730 on Instagram, tagging @sechmusic, @rvssian and @iamlmp.

Run one with us

Talk to us