SONY MUSIC LATIN · 2026 · SINGLE RELEASE

SAIKO & Tito El Bambino

Dios los Bendiga



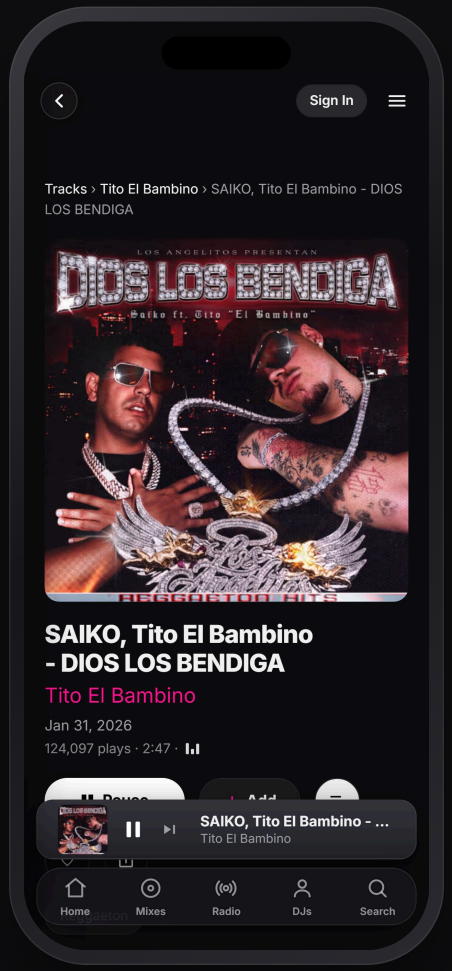
Sony Music Latin brought LMP in to promote “Dios los Bendiga”, SAIKO's reggaeton single with Tito El Bambino, released at the end of January 2026.

LMP announced it the night before release and had it on IAMLMP.com and in the record pool on 31 January.

Printed from iamlmp.com/advertise/campaigns/saiko-tito-el-bambino-dios-los-bendiga/ on November 12, 2026 at 12:13 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Announced it the night before release in a reel with World Latin Star, credited to WorldLatinStar.com and IamLmp.com — and shared it on LMP's stories, tagging both artists
  - 32,000+ Instagram followers today
- A social media blast: LMP DJs posted it on Instagram, and LMP reshared their posts to its stories, tagging Tito El Bambino and SAIKO
  - 140 DJs on the roster today
- Published it on IAMLMP.com on 31 January 2026 — 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 DJ intros, outros, acapella starters, hype intros, open-show and extended cuts, and a mashup
  - 32 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.

124,124

plays of “Dios los Bendiga” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

32

versions of “Dios los Bendiga” in the LMP Record Pool in its first six weeks there

The single plus DJ intros, outros, acapella starters, hype intros, open-show and extended cuts and a mashup, 31 January – 14 March 2026.

SEPT 2026

Hear “Dios los Bendiga” on IAMLMP.com

The World Latin Star × LMP reel ↗

Watch the YouTube Short ↗

From the campaign



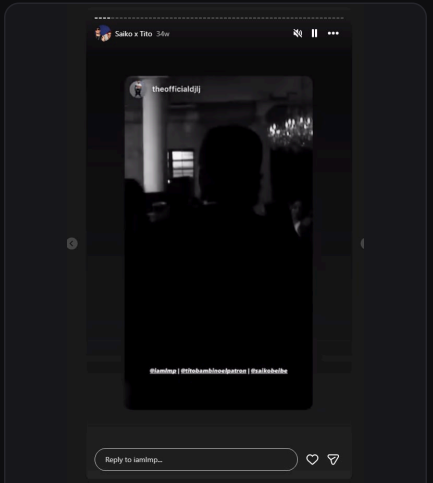
LMP's story, tagging both artists — January 2026.



DJ Alex Viva's post, reshared on LMP's story — January 2026.



DJ Calbo on Instagram, tagging @iamlmp — January 2026.



DJ LJ on Instagram, tagging @iamlmp and both artists — January 2026.

Run one with us

Talk to us