XTREME · 2008–2019 · ARTIST PROMOTION · BANNERS · SOUNDCLOUD

Xtreme

“Vas a Llorar” and the Reunion Tour

LMP promoted Xtreme's “Vas a Llorar” in 2010. It put the single on LMP's SoundCloud on 18 August and made it the first track of the player that played automatically on LMP's homepage — 70,789 plays and 4,672 downloads by 31 August, by SoundCloud's own counters — listed it on its singles page, and ran download banners for it across its website from August to December.

It was part of a longer run with the Bronx bachata duo of Danny D and Steve Styles: LMP carried their songs on its site by the start of 2008 and into 2012, listed Xtreme among the artists it had worked with and promoted on its 2012 advertising page, put them on IAMLMP.com in 2015, and promoted their Reunion Tour on its Facebook in 2019.



The “Vas a Llorar” feature on LMP's homepage — August–September 2010.

Printed from iamlmp.com/advertise/campaigns/xtreme-vas-a-llorar/ on November 13, 2026 at 6:57 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Put Xtreme in LMP's own bachata top lists at the start of 2008 — four songs in its Bachata Top 100 of 2007, and “No Me Digas Que No” (credited with Adrienne Bailon in January) at #11 in its bachata top 15s for December 2007 and January 2008
- Posted a ten-track live Xtreme set, “En Vivo Jimmy Sound Florida 2009”, on LMP's homepage in February 2009

- Posted Xtreme's “Baby Baby” and “Vuelve” on LMP's singles page in September 2009 — both marked “Caliente/Hot Track” — and “Amigos Con Beneficios” that November
- Listed “Vas a Llorar” on LMP's singles page in summer 2010 — under both its “June 30, 2010” and “August 18, 2010” drops
- Put “Vas a Llorar” on LMP's SoundCloud on 18 August 2010 and, by 28 August, at the top of LMP's “Caliente” playlist — the SoundCloud player that played automatically on LMP's homepage: 70,789 plays and 4,672 downloads by 31 August, by SoundCloud's own counters

  70,789 SoundCloud plays in under two weeks
- Ran a download campaign for “Vas a Llorar” across LMP's website from August to December 2010 — a tall homepage feature, header and homepage sliders, and long banners on the homepage and inner pages, all linking to the download
- Delivered “Vas a Llorar” to the LMP Record Pool for the DJ network
- Posted “Eres Mi Todo”, credited to Xtreme, among LMP's 2012 bachata singles — with a Spanglish mix and a mambo remix by Saul Sazon
- Put Xtreme on IAMLMP.com in October 2015 — an artist page and their songs “Te Extraño” and “Ahora Vete”

  149,000+ page views across IAMLMP.com in the last 28 days
- Promoted Xtreme's Reunion Tour on LMP's Facebook in January–February 2019 — the first rehearsal, the announcement, a teaser, the opening-weekend flyer (the Bronx on 8 February, Maryland on 9 February), the Bronx kickoff and video of that first show, at Salsa con Fuego, where Toby Love joined them on stage

  90,000+ Facebook followers today
- Shared it with the LMP DJ network — on Basecamp, then on the Discord from 2017

  667 members today

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.

70,789

plays of “Vas a Llorar” on LMP's SoundCloud by 31 August 2010

With 4,672 downloads, under two weeks after upload. SoundCloud's own counters, as archived on 31 August 2010 — they count every play, including in the player that played automatically on LMP's homepage, where it was the first track.

SOUNDCLOUD · AUG 2010

See the archived page ↗

↗ “Vas a Llorar” on LMP's SoundCloud, Aug 2010 (archived) ↗

↗ LMP's “Caliente” player, Aug 2010 (archived) ↗

↗ LMP's homepage with the “Vas a Llorar” feature, Aug 2010 (archived) ↗

↗ LMP's singles page, Sep 2010 (archived) ↗

↗ LMP's homepage with the Xtreme banners, Dec 2010 (archived) ↗

“Te Extraño” going up on IAMLMP.com, on LMP's Facebook · Oct 2015 ↗

The Reunion Tour's opening weekend · Feb 2019 ↗

Their first reunion show, with Toby Love · Feb 2019 ↗

Xtreme on IAMLMP.com

From the campaign



The header slide on LMP's website — September 2010.



The opening-weekend flyer on LMP's Facebook — 1 February 2019.



The tour teaser LMP posted — 24 January 2019.



From the video LMP posted of the tour's first show, Salsa con Fuego, the Bronx — 8 February 2019.

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