YAMMY · 2022 · SINGLE RELEASE

Yammy

La Gran Señora



Yammy brought LMP in to promote “La Gran Señora”, her bachata version of Jenni Rivera's song — a tribute she released herself, its official video premiering on 14 January 2022.

LMP posted it the day the video premiered: a reel on LMP's Instagram that morning, then the single in the LMP Record Pool and on IAMLMP.com that evening. A second reel followed on 28 January, and a clean version reached the pool on 2 February.

Printed from iamlmp.com/advertise/campaigns/yammy-la-gran-senora/ on November 20, 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

- Published it on IAMLMP.com on 14 January 2022, the day the video premiered — 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 same day — the single, then a clean version on 2 February

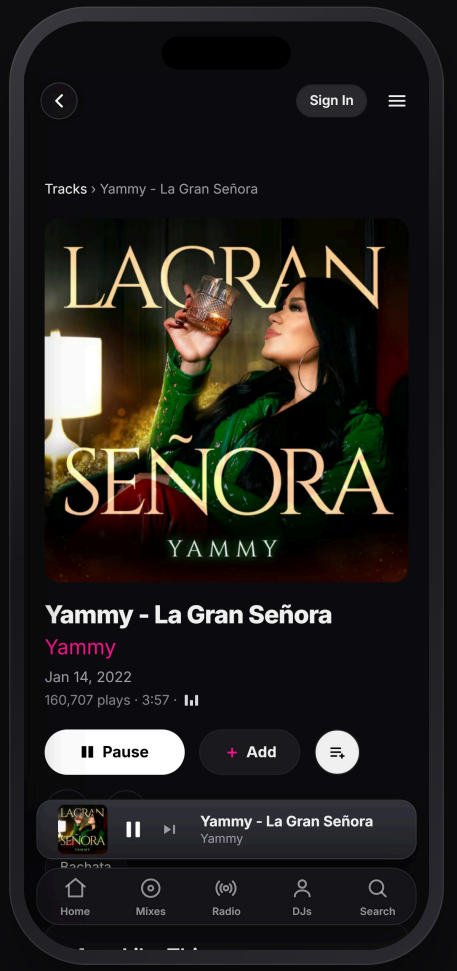
  2 versions in its first 6 weeks · Serving DJs since 2003

- Posted it to LMP's DJ Discord, IAMLMP DJs

  673 members today

- Posted a reel on LMP's Instagram that same morning, 14 January 2022 — “New music from @yammyoficial … La Gran Señora” — then a second “La Gran Señora” reel on 28 January

  32,000+ Instagram 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.

160,709

plays of “La Gran Señora” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

2

versions of “La Gran Señora” in the LMP Record Pool in its first six weeks there

The single (14 January 2022) and a clean version (2 February 2022).

RECORD POOL CATALOG, OCT 2026

1,951

views of LMP's first “La Gran Señora” reel, posted the day the video premiered

51 likes. From Instagram's insights for the reel, read October 2026.

INSTAGRAM INSIGHTS, OCT 2026

See the reel on Instagram ↗

11,524

views of LMP's second “La Gran Señora” reel, 28 January 2022

397 likes. From Instagram's insights for the reel, read October 2026.

INSTAGRAM INSIGHTS, OCT 2026

See the reel on Instagram ↗

Hear “La Gran Señora” on IAMLMP.com

The first reel on Instagram ↗

The second reel on Instagram ↗

Run one with us

Talk to us