

M+C SAATCHI
PERFORMANCE



Cutting through the noise

Three strategies for growth with SoundCloud

MAU 2025

Who we are



Katrina Nguyen

Head of Paid Media Marketing



Jonathan Yantz

Managing Partner



With over **400+ million** tracks from **40+ million** artists, SoundCloud empowers artists and fans to connect and share through music

A promotional banner for SoundCloud featuring a portrait of a man with a beard and a beanie. The background is a light blue-grey color. The text is white and sans-serif.

It all starts with an upload.

From bedrooms and broom closets to studios and stadiums, SoundCloud is where you define what's next in music. Just hit upload.

[Upload](#) [Explore Artist Pro](#)

1900Rugrat
Ascending Artist



M+C SAATCHI PERFORMANCE

Part of the M+C Saatchi Group since 2010

Elevating creative solutions with data-driven marketing

Where we started

As mobile pioneers.

We were one of the world's first mobile marketing agencies.
For 17 years, we have grown exponentially by being experts in mobile ecosystems.

Where we're great at

App marketing.

With a deeper understanding of the app ecosystem, we can maximize user acquisition and retention for your app.

How we can help you

Unlocking growth.

We apply rigor & expertise to flex the performance marketing solutions that will have maximum impact on your bottom-line.

Driving growth in a **complex landscape**

Dual Marketplace

Attribution

Testing & Learning

Dual Marketplace



400M

Tracks from 40M Artists

100M

Monthly Active Users (Artists + Fans)

Improving Mobile Attribution

Harnessing SKAN 4.0

With the roll out of ATT and SKAN 4.0, SoundCloud needed to adapt conversion tracking and reporting accuracy for iOS performance campaigns. We migrated to a new MMP and adopted Apple's SKAN framework.

In 2024, we implemented coarse-grained conversion values within SKAN 4.0. By categorizing in app events into "low" "medium" and "high," the SoundCloud framework leveraged more upper funnel metrics, allowing for greater data fidelity within more granular conversion reporting.

After implementing coarse-grained conversion values, we observed a 17% increase in conversions. We began to look at new channel testing with a new criteria for partners, including SKAN readiness.

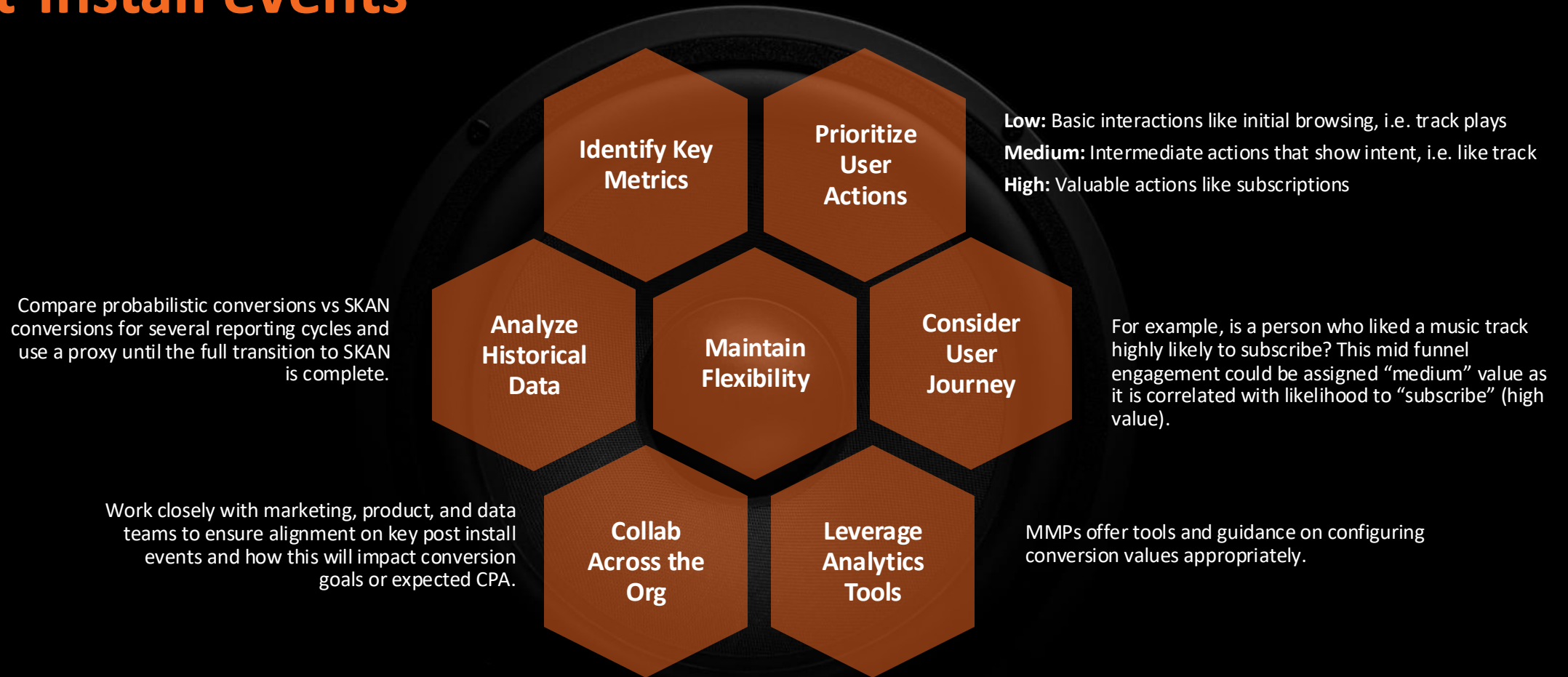
WINDOW 1

Low		
Measurement	<input type="radio"/> In-app event	?
In-app event	Session	
Range	0	- 1

Medium		
Measurement	<input type="radio"/> In-app event	?
In-app event	track_liked	
Range	0	- 1

High		
Measurement	<input type="radio"/> In-app event	?
In-app event	fan_subscription	
Range	0	- 1

Strategy for grouping post-install events



Testing & Learning



**Be bold,
test often**

**Targeting
Creative
Geotargeting
Media Mix
Incrementality testing
Product features
Promotions
Budget Weighting**

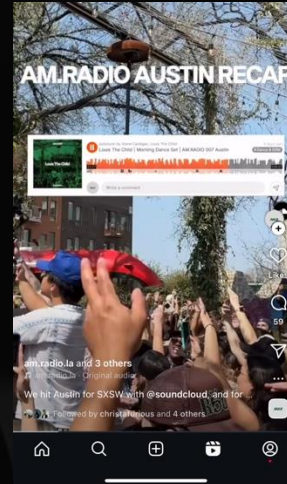
The tastemaker flywheel in action



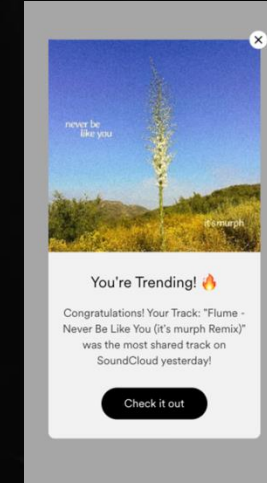
Soundcloud sponsors
AM.RADIO 008, it's murph
performs



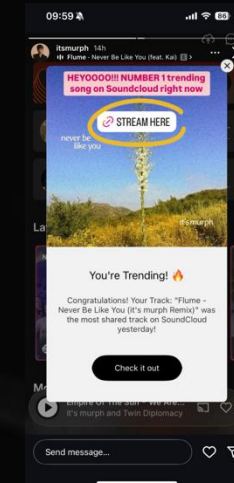
AM. RADIO posts exclusive
sets on SoundCloud



AM.RADIO and SoundCloud
amplify on socials, driving
users to listen on SC



Exclusive content gains
traction on platform and is
top shared track



It's murph shares trending
notif on socials, driving users
back to platform

Hype for future AM. RADIO events increases, and
partnership strengthens

Get in touch!



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Thank you

You are  *What you listen to*