


# FACEBOOK/YOUTUBE CASE STUDY


*CYANNE*




# ABOUT *CYANNE*

CYANNE IS A CANADIAN FILIPINO SINGER-SONGWRITER. SHE EMERGED ONTO THE MUSIC SCENE LIKE LIGHTNING IN A BOTTLE. CYANNE HAS A VOCAL RANGE AND VERSATILITY UNLIKE MOST GIVING HER THE UNIQUE ABILITY TO CROSS MARKET SEGMENTS. WHETHER IN POP OR R&B SHE WORKS WITH SOME OF TODAY'S BEST AND RENOWNED PRODUCERS AND SONGWRITERS IN THE INDUSTRY; CREATING MUSIC THAT HEALS AND INSPIRES. CYANNE BELIEVES THAT MUSIC SHOULD CHANNEL YOUR DEEPEST PAIN, BIGGEST JOYS, HEARTACHES, LOSSES AND WINS. HER GIFT IS MANIFESTING THOSE EMOTIONS THROUGH HER MUSICAL TALENTS OF SINGING OR SONGWRITING.

 **WEBSITE** [cyannemusic.com](http://cyannemusic.com)

 **FACEBOOK** [facebook.com/cyannemusic](https://facebook.com/cyannemusic)

 **YOUTUBE** [youtube.com/cyannemusic](https://youtube.com/cyannemusic)

 **INSTAGRAM** [instagram.com/cyannemusic](https://instagram.com/cyannemusic)



# THE CHALLENGE:

TO GENERATE RAPID COMMUNITY AWARENESS AROUND CYANNE'S LATEST RELEASE OF "I PROMISE" A TRIBUTE SONG TO OUR FRONT LINE HEALTH CARE WORKERS AROUND THE WORLD WITHIN A 30 DAY TIME PERIOD.

# THE SOLUTION:

- EXPANDED INTEREST-BASED AUDIENCES ON BOTH FACEBOOK AND YOUTUBE PLATFORMS
- INCREASED USAGE OF LOOKALIKE AUDIENCES TARGETING CANADA, UNITED STATES, AND THE PHILIPPINES
- CUSTOM RETARGETING SEGMENTS

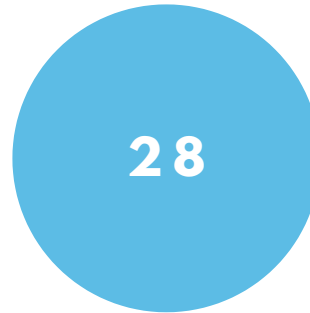
# OVERVIEW/STATS

DIGITAL ADS DASHBORAD: CYANNE "I PROMISE" • MAY 5TH, 2020 TO JUNE 2ND, 2020

## FACEBOOK AD CAMPAIGN RESULTS



LIKES



COMMENTS



SHARES



REACH



3-SEC VIEWS



REACTIONS/  
COMMENTS/SHARES



POST CLICKS



# OVERVIEW/STATS

DIGITAL ADS DASHBORAD: CYANNE "I PROMISE" • MAY 5TH, 2020 TO JUNE 2ND, 2020

## YOUTUBE AD CAMPAIGN RESULTS

**136.5K**

**TOTAL  
VIEWS**

**5.9K**

**WATCH TIME  
HOURS**

**5**

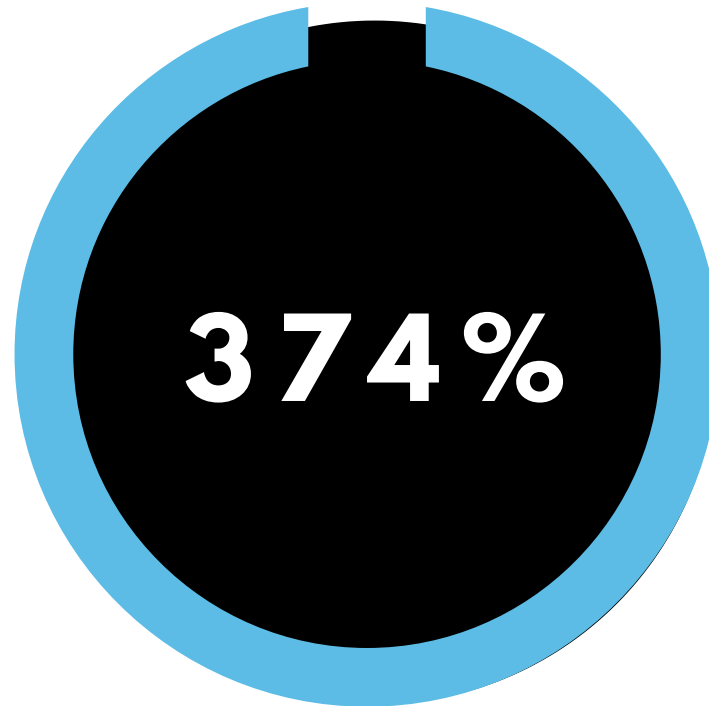
**GAINED  
SUBSCRIBERS**



# OVERVIEW/STATS

DIGITAL ADS DASHBORAD: CYANNE "I PROMISE" • MAY 5TH, 2020 TO JUNE 2ND, 2020

## WEBSITE ACTIVITY MAY 5TH, 2020 TO JUNE 2ND, 2020



**INCREASE IN  
WEBSITE VISITS**

