

About the Brand

Yungblud is an upcoming alt-rock artist from the United Kingdom with over 10M monthly listeners on Spotify.

Campaign Setup

The goal of the campaign was to awareness around Yungblud’s new song “Zombie”.

Budget	Duration	Platforms
\$1,500	30 days	 

Payout Model

\$2 per 1,000 verified views (CPM)

Targeted Geographies

Global

Content Requirement

Post emotional edits from the TV show “Stranger Things” and use the official Instagram/TikTok audio of the song “Zombie”.

Assets Provided

Links to official IG & TikTok audio.

Campaign Results

 Total views delivered

7.1M

 Effective CPM

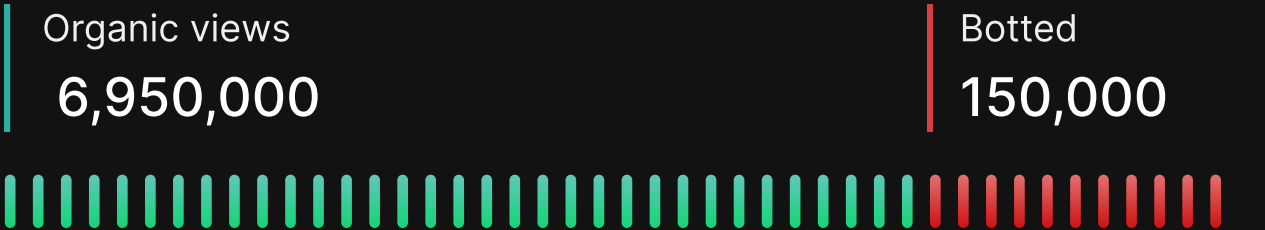
\$0.16

 Clips posted

730

 Creators active

225



Campaign Impact

The campaign presented song “Zombie” to over 7M people and to a measurable increase in daily profile visits on Instagram and TikTok.

Example Submissions

View submissions ↗