

Ghost - Cirice

Campaign type: Email for download of new track

What do you get when you take a wounded and bitter Satanic Pope and add five Nameless Ghouls? If you listen to metal, you immediately think of Swedish band Ghost. Known for their lavish costumes and almost pop metal sounds, the group has built a global following over the course of two critically-acclaimed albums with novel content, a rich story and of course, great music and shows.

To maximize sales of Ghost's widely-anticipated third album, *Meliora*, the band's label, Loma Vista Recordings, began by looking at their data to decide the direction of their pre-release campaigns.

"Ghost fans are highly engaged, around the world," says Loma Vista Creative Director Adam Farrell. "We can drop the proverbial Satanic pin in Sweden and fans in Brazil go nuts. But we wanted something tangible and not just create awareness. Since we get the highest conversion rates for sales off emails, that was the obvious goal - build the email database prior to pre-order launch."

To drive that objective, Loma Vista created a 120-second "commercial" that ran on VH-1 Classic during a late night airing of *Caddyshack* to introduce the new lead singer Papa Emeritus III. The clip was [immediately ripped](#) and was posted to just about every metal site in the world.

To convert this awareness into fans the band could talk to ongoing, Loma Vista used Show.co's email-for-download tool to give fans a free 320 K MP3 download of "Cirice", the menacing lead single from the new LP (watch the "Carrie"-style music video [here](#)). Loma Vista also added retargeting pixels to capture even more data to help drive conversions.

Ghost - Cirice (Official Audio)

Ghost

Subscribe 43,352 Save to cubic.fm

1,072,230

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"Cirice" from the upcoming album "Meliora".
Download this track for free at: http://found.ee/Ghost_CiriceDL

SHOW MORE

Show.co campaign linked from Ghost video on YouTube

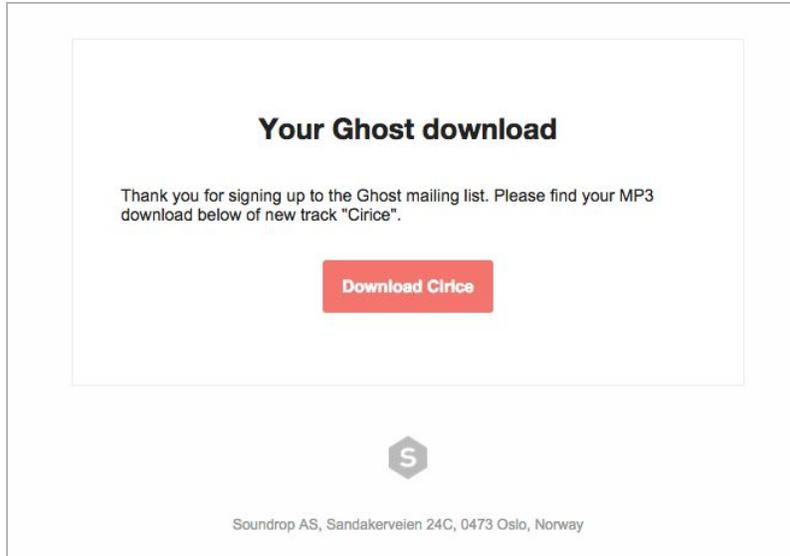
DOWNLOAD CIRICE

Sign up for the Ghost Mailing List and receive a 320 kbps MP3 download of new track "Cirice" from the album "Meliora". Out August 21st.

Enter your email address

DOWNLOAD

Show.co landing page where users enter their email



Email received by users

Results

Loma Vista expected they would get just a few thousand emails, on par with their previous experience with similar campaigns. However, their Show.co campaign hit a rabid fan base eager for new Ghost music and out-performed their goals by a significant margin.

Loma Vista collected more than **43,000 unique emails** and added **more than 300,000 people** to their remarketing pools within the first week. The campaign received an impressive **63% activation rate**.

By giving Ghost fans new content in a sleek and streamlined way, Loma Vista was able to radically exceed their initial goals.

According to Adam Farrell: "With Ghost, you can always create an unholy storm with great content and even greater fans. But it's not about creating the unholy storm, it's about what you do with it. And with tools, like what Show.co offers, we can do that every day in a simple and elegant way."

About Show.co

Show.co helps artists and labels get more conversions from their content. To find out how Show.co can help transform your next digital marketing campaign, visit <http://www.show.co>.