

USER GUIDE



FEATURED TRACKS

Featured Tracks is a tool to accelerate discovery and feedback from listeners and to expedite a track's path to its natural peak rotation on Pandora.

ACCELERATED FEEDBACK

AND DISCOVERY OF YOUR MUSIC





WHAT ARE FEATURED TRACKS?

Featured Tracks receive heightened spins for up to eight weeks, during which time listeners can give their feedback to the track by thumbing up or down. The result – the track is played to the right listeners and on stations where it fits best.

WHAT ARE CAMPAIGNS?

When a Featured Track is created, it automatically launches a Campaign. A single Campaign can include multiple Featured Tracks and/or Artist Audio Messages to support new music or live events. Campaigns including multiple elements uniquely engage fans with your content. They also provide insightful data to help shape effective marketing strategies.

FEATURED TRACKS GUIDELINES

To make sure you get all you can from the Featured Tracks experience, follow these eligibility guidelines and best practices.

What makes a track eligible to be featured?

- It hasn't been featured before
- It was first spun on Pandora within the last 365 days
- The number of spins for a track isn't already too high - if so, it won't benefit from being featured

When should a track be featured?

- At the release of a new single
- At the release of a new music video
- Marketable events
 - Notable placement in a film, show, or commercial
 - Tour kickoff

Pro Tip: Use Featured Tracks in conjunction with Artist Audio Messages to give your fans context and inspire action.

USING THE SELF-SERVE PLATFORM

You can submit a Featured Track using the self-serve submission form found within AMP.

To create a Featured Track:

- Log into AMP and click the blue plus (+) sign in the top right corner of your screen
- Click "Feature a Track" in the drop down menu
- Choose Track to Feature:
 - Begin typing the name of the track you wish to feature, and select it when the title appears in the pop-up list
 - Note: If the track you're searching for appears greyed out in the pop-up list, it is not eligible to be featured. See Featured Track Guidelines above.
- Choose Dates for your Featured Track:
 - The start date you choose can be no earlier than today
 - The end date will be eight weeks after the start date by default– but you can set an earlier end date, too
 - The Featured Track will remain active for the set amount of time unless one of the following happens:
 - You submit another track to be featured; this will automatically stop featuring the original track (once the new track completes processing)
 - Note: *you cannot re-feature the original track once it has already run its course as a Featured Track*
 - The track's spin count on Pandora becomes high enough that it will no longer benefit from being featured
 - The track has received significant negative feedback and won't benefit from being featured
- Complete Campaign Information
 - Creating an audio message creates a Campaign
 - Name your Campaign in the Title field provided - if you do not name your campaign, a name will be automatically generated for you

Featured Track

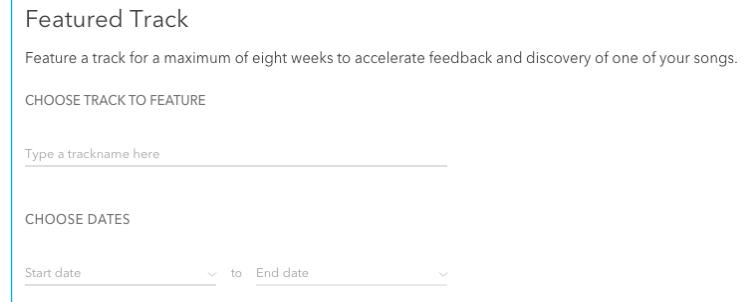
Feature a track for a maximum of eight weeks to accelerate feedback and discovery of one of your songs.

CHOOSE TRACK TO FEATURE

Type a trackname here

CHOOSE DATES

Start date to End date



- To publish your Campaign, click "Post Campaign"

- Alternately, click "Save as Draft" to return to your campaign later for further editing and publishing
- To add more elements to your campaign, including Artist Audio Messages, click the blue plus sign (+) to the right of the header (at the top of your screen).

Campaign Title

We've given your campaign a title automatically, but you can edit it here.

TITLE

Title goes here

Post Campaign **Save as Draft**

REPORTING

Pandora is able to collect a number of performance metrics for Featured Tracks. You can see these in real time in the Feed under the Activity tab in AMP.

Performance metrics for all campaigns can be viewed under the Campaigns tab. Sort Campaigns by status (All, Live, Draft, Complete) using the menu on the right. Campaigns will be listed in the center panel, sorted by when they were last edited. Clicking on any Campaign will open detailed performance metrics for the Campaign, broken out by campaign element.

You'll be able to see the following statistics for your Featured Track:



- Start Date
- End Date
- Total Listeners who have heard your Featured Track
- Total Spins (total number of times your Featured Track spun during the time period measured)
- Featured Spins (spins generated from a song being featured that would not have otherwise naturally generated)

- Thumb Ratio (percentage of total Thumbs given that were Thumbs Up)
- Buy Clicks (shows the number of times a listener clicked the track's "Buy" button while the track was being featured)
 - Note: *these clicks do not necessarily mean the listener purchased the track, but simply that they visited the associated download page*

FEATURED TRACKS BANNER

While a listener is playing a Featured Track across all platforms, they'll see a visual indication on their screen.

HOW TO GET HELP

Support is available at ampplaybook.com/help for all questions regarding track eligibility, submission guidelines, and product features.

