

## FEATURED TRACKS

### ABOUT FEATURED TRACKS

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

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.

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.

### IMPACT OF FEATURED TRACKS

The use of Featured Tracks is the simplest, easiest way to boost new music on Pandora. When you select a track to be featured, we introduce it to new listeners on more stations than it would typically reach. As soon as a track is featured, it kicks off a period of accelerated testing and evaluation. The result? Your track receives a boost in spins across numerous stations where it is a good musical fit, typically causing it to become your top-spinning track during its featured campaign.

### WHEN TO FEATURE A TRACK

Featured tracks have the most impact when anchored around another event in your overall marketing campaign—for example, featuring a new single or featuring a track for which you've just released a music video. Using an Artist Audio Message alongside a Featured Track increases fan engagement and enhances the effects of the Featured Track even more.

You can also feature a track around marketable events throughout your album cycle, such as a tour kickoff or a notable placement in a film, show, or commercial. Note that you can only feature tracks that were added to Pandora within the last 365 days.

### QUESTIONS?

Please visit [ampplaybook.com/help](http://ampplaybook.com/help) if you have any questions regarding Featured Tracks.