

vida •

Make the next release go nuclear

Vida turns release week into a game your fans want to win.

RELEASE CAMPAIGNS

Every new release: you post, you blast, you hope

Everyone gets the same message

The superfan who has streamed you all year and the stranger who saved one song. Same blast, same ask.

No way to incentivize streams

A prize on streaming needs proof of streaming. Without it, rewards are honor-system, so nobody runs them.

No way to target who didn't stream

The fans who forgot look identical to the fans who showed up. So the follow-up blast hits everyone. Again.

All three, for one reason: **nobody can see who streamed, or how much.**

What if you could reward fans to stream more?

Every stream earns something. Top fans race for a FaceTime. Casual fans stream for a rung they can reach. The whole fanbase, moving at once.

It has never been a thing, for one reason: nobody could verify who streamed.

Vida verifies the fan behind every stream

Your fans connect the accounts they already use. Vida resolves them into **one fan identity** and counts what that fan does, by name.

Streaming

Every play, per fan, per song. Apple Music directly, and Spotify through Last.fm.

Social INSTAGRAM TODAY

Stories that tag you, mentions, and comments on your posts.
Tied to the same fan.

One fan, one identity, and a record of what they actually did.

This is a release with no campaign

Indie artist Bri Carter. Two singles, out to her connected fanbase with nothing running. The fans were there, and they knew each record was out.

254

streams in the first two weeks

292

streams on the other one

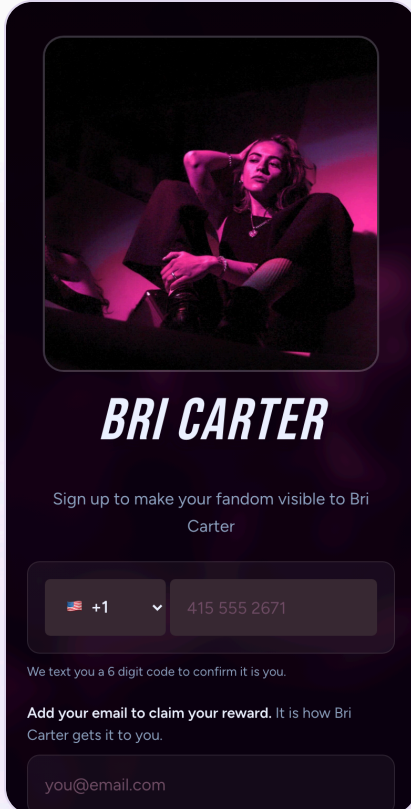
121 and 79 streams in the first 72 hours. The same fans throughout, measured against themselves.

Then we turned it on

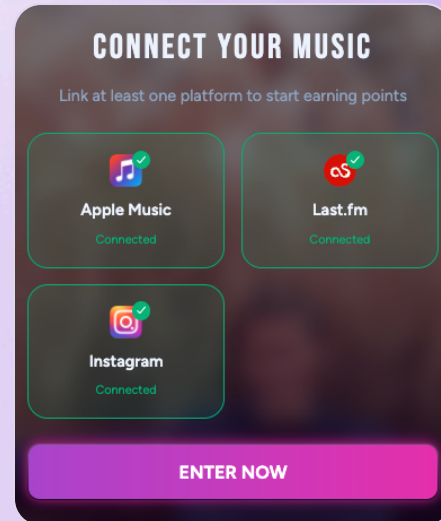
254 → 2,243

March 2026: a giveaway in her Discord. One signed poster, one rule: **every stream is an entry.** 8x over the first two weeks, and 5x in the first 72 hours. Total cost to the artist: one poster and thirty seconds of Instagram.

Fans connect in 60 seconds



Their page, your artwork



Link what they already use

- 01 **Tap the link.** Their number and one consent. No app, no password.
- 02 **Verify.** A six digit code, the way every login already works.
- 03 **Connect their music.** Apple Music, Last.fm or Instagram. One is enough.
- 04 **They're in.** Every stream from then on counts toward the campaign.

No app. No password. No new habit. They just go back to streaming and social media.

Not another "give me your info" CTA

THE USUAL FAN CTA

"Sign up to get notifications from me, and maybe some early access."

≠

THE VIDA CTA

"I'll see who you are, so I can reward you for the unique support you give me."

REAL FAN DMS

yeah of course and i can't wait for this to happen with vida! it's literally my dream to be noticed by either billie or renee as they're my favourite artists ever and they mean so much to me!! i really love what you're doing, it's so truly amazing. keep doing what you're doing!

🍏 1d

🥹 That is so similar to me and it's really nice to see someone run a platform based off genuine experience and connection with artists!

Every action we can verify

These are the three tiles on the connect screen. What a fan links is what we can count.

Apple Music

Streams and likes. Per fan, per song, counted automatically.

Spotify VIA LAST.FM

Streams, per fan, per song. Spotify will not hand play history to anyone else, so Last.fm is the door.

Instagram

UGC. Stories that tag you, mentions, comments on your posts.

If we can verify it, it can earn an entry, place on the board, or unlock a reward.

Every reward an artist can run

Recognition

A named shoutout, a follow-back, the fan's name on the wall.

COSTS YOU **NOTHING**

Proximity

A FaceTime, a video message, a soundcheck invite.

COSTS YOU **FIFTEEN MINUTES**

Exclusives

An unreleased demo, a voice memo, early access.

COSTS YOU **NOTHING**

Physical

A signed poster, a merch bundle.

COSTS YOU **ONE BOX TO SHIP**

The best rewards cost nothing. Fans dream about them anyway.

Four ways to run a campaign

Giveaway

EVERY STREAM IS AN ENTRY

One winner, drawn from every verified entry. Everyone's in the draw, so the whole fanbase plays.

Leaderboard

TOP 1 · TOP 5 · TOP 10

A straight race on verified streams. Superfans produce the biggest numbers.

Tiers

TOP 5% · 25% · 50%

Rewards at every rung, so the whole curve moves, not just the top.

Participation

ONE STREAM UNLOCKS IT

The floor under any campaign, and the hook for nudging non-streamers.

The best campaigns stack: a race at the top, a rung for everyone else.

The launch, in four steps

01

Generate the link

We create your campaign link. Send it through whatever you already use: Laylo, your email list, a story, or natively through Vida.

02

Fans tap in

The 60-second flow: number, connect their music, done. Every signup is a fan you can now see.

03

We nudge the quiet ones

Twenty-four hours in, only the fans who connected and have not streamed. Everyone else is left alone.

04

Rewards go out

Winners verified by Vida, rewards delivered straight to them, shoutouts posted from your account.

You bring the release and the prizes. Vida runs everything else.

Your release week

7 DAYS OUT



We build it.

The campaign, the message, the rewards. **You read the words before anything goes out in your name.**

DROP DAY



The link goes out.

You send it the way you always do. The song is live, the campaign is live, and every stream counts.

+24 HOURS



We nudge the quiet ones.

Only the fans who connected and have not streamed. Everyone else is left alone.

ALL WEEK



You can see it happening.

Who connected, who streamed, who did not. Fan by fan, while there is still time to act on it.

DAY 7



Winner, and the readout.

Verified by Vida. **You post the shoutout**, and you get the numbers back fan by fan.

You bring the release. We run the week.

What everyone asks

Can I bring the fans I already have?

Yes. Export from **Laylo, Feature.fm or your mailing list** and we import the CSV, then match them against fans Vida already knows. You do not start from zero.

I don't want to ask my fans to join something new.

They are not joining a platform. **No app, no password.** They land on your page and link a streaming account they already have.

What about Spotify?

Apple Music connects directly. Spotify comes through **Last.fm**, because Spotify will not hand play history to anyone else.

Who runs the campaign?

We do. You bring the release and the prizes. Nothing goes out in your name until you have read it.

Do I have to move off my tools?

No. Vida does not replace your list, your SMS platform or your bio. The campaign link goes in whatever you already send.

How do the messages go out?

Text and email, both live. We send in your name, and you read every word before it goes out.

What does my fan actually have to do?

Tap the link, verify their number, connect the streaming they already use. **Sixty seconds, no app.**

What does it cost?

Nothing during the pilot. Messaging is on us.

Let's launch this thing

Send me a release date and I will build the campaign. **Fifteen minutes on a call and you leave with your own login.**

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