

Gunna

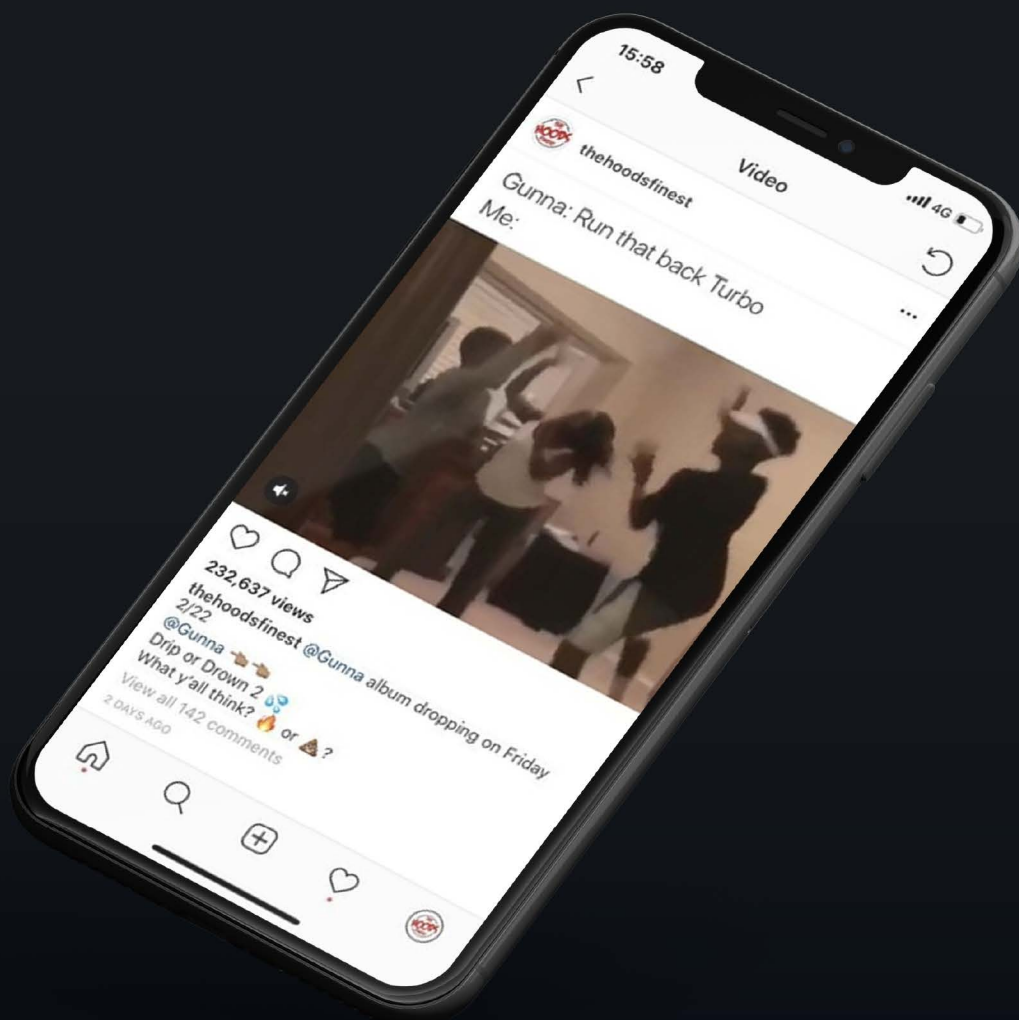
CASE STUDY



BOLIS MEDIA

Gunna is a rising star signed to 300 Entertainment, featuring artists like Migos, Young Thug, and more.

With his recent Drip or Drown 2 album release, Gunna needed to ensure he kept pace with his quick rise to the top by boosting album sales via social media.



We executed this campaign by promoting Gunna's content through Bolis Media's influencer network, which boasts over 250M+ unique active viewers. We focused on promoting his content through pages with followings that resembled his listener base, ensuring that every dollar spent on the campaign would deliver results.

By getting Gunna's content in front of people who were likely to convert into new listeners and album sales, we earned him over 5M views in just 1 week.

CPM

\$1.58

Views

5,670,843

