



BRANDING  
E-VOLUTION 26

# Spotify and FIAT at full volume: turning attention into results

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# Spotify and FIAT at full volume: turning attention into results



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*Director of Sales, Spotify*



**Alessandro Musumeci**  
*Marketing Director, FIAT*

# Highlights from Spotify Earnings and Investor Day

MONTHLY ACTIVE USERS

**761M**

(+12% year-over-year increase)



AD-SUPPORTED USERS

**483M**

(+14% year-over-year increase)

**1B Users** by 2030 with the north star of becoming a **1B subscribers platform**

# Spotify is home to a uniquely engaged audience

100M+

users engage 28+ days/month

2h+ per day

500+M

users watch a video podcast



# How FIAT leveraged fandom on Spotify with its campaigns

## FIAT Grande Panda 2025



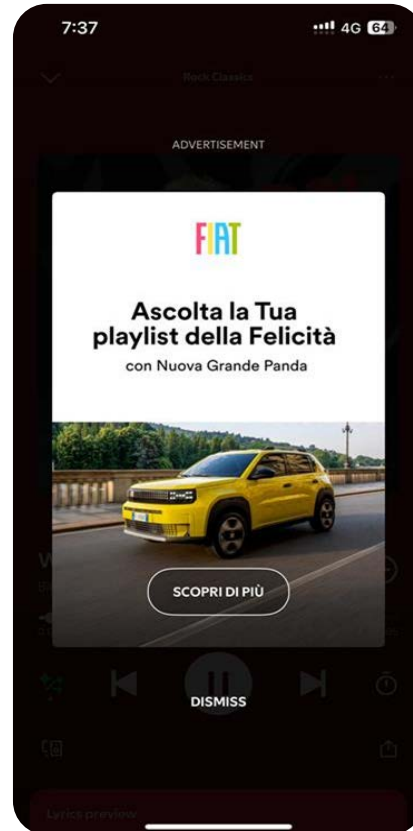
## FIAT 500 Hybrid 2026



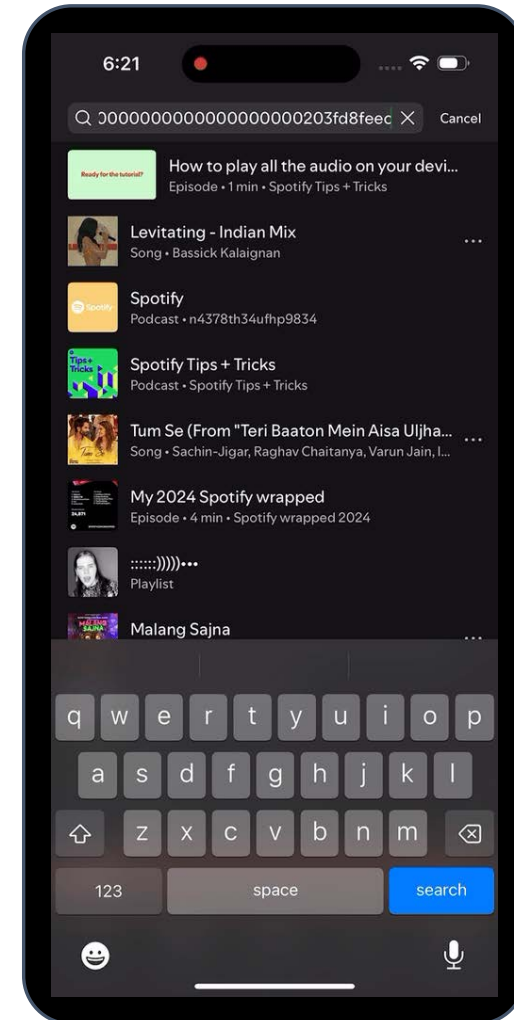
# FIAT Nuova Grande Panda 2025 on Spotify



Audio

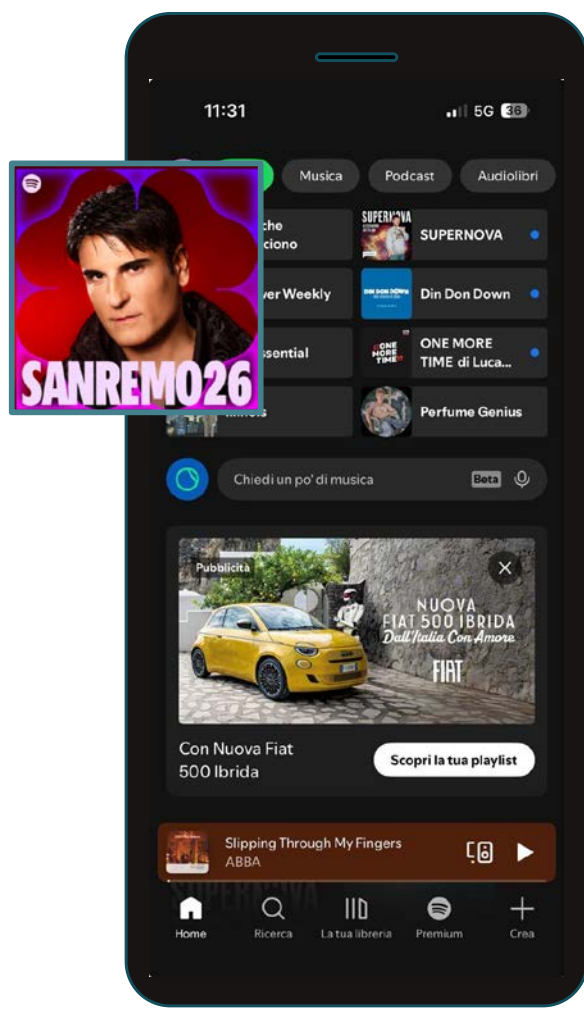


Overlay



The Stage

# FIAT 500 Hybrid launch 2026 on Spotify



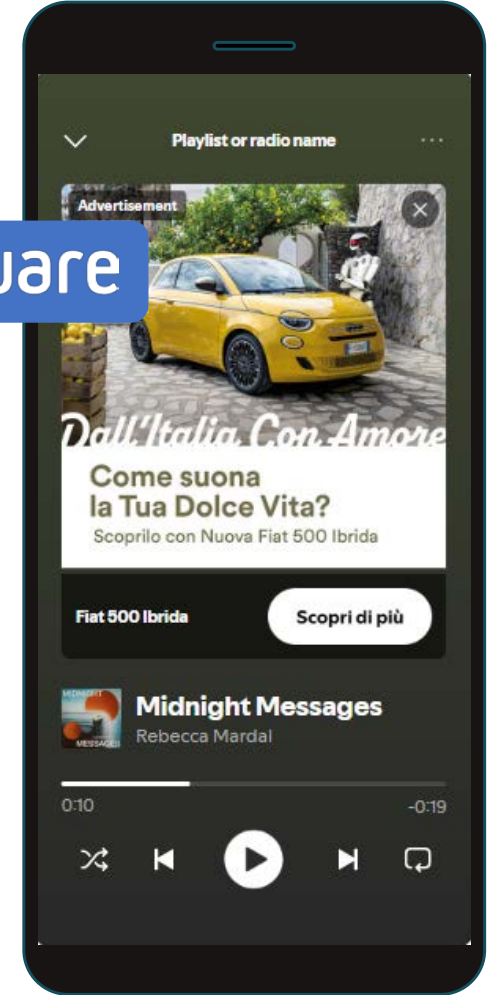
step #1: HPTO

QR physical  
in the  
dealers



step #2: TheStage

adsquare



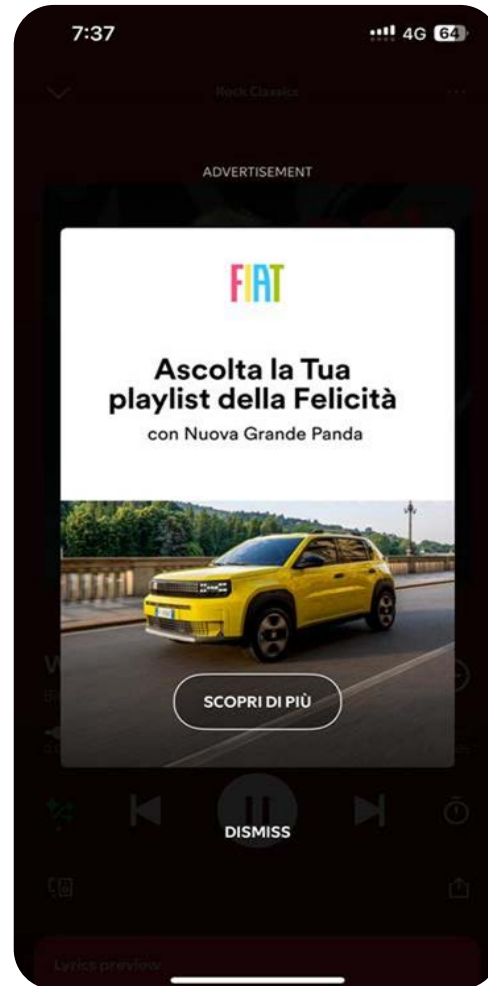
step #3: Footfall

# Outcomes FIAT Nuova Grande Panda on Spotify

**+65%**

**Dealer Visits**

Footfall Measurement by AdSquare



**22.6M**

**Impressions**

**3.9M**

**reach**

**Above industry benchmarks**

**Completion Rate & CTR**



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**UPA** UTENTI PUBBLICITÀ ASSOCIATI  
**POLIMI** SCHOOL OF MANAGEMENT

 Advertising  
 amazon ads  
 Google  
 IAS.IT  
 MEDIAPLUS HOUSE OF COMMUNICATION

 NEXTPLORA brand & media intelligence  
 Rai Pubblicità  
 SENSEMAKERS MINDS & DATA  
 teads  
 WEBRANKING