

# BLVCKROSE

## Ongoing paid media partner on YouTube

Two releases, 317,000+ views, and clicks up 22× as the partnership grew.

### THE NUMBERS

**317k+**

Combined views

**<£0.002**

Cost per view

**22×**

Clicks growth, release on release

### THE BRIEF

BLVCKROSE is a UK music company. digisog runs the paid media behind its YouTube releases, turning small budgets into large-scale views. This covers the two releases delivered so far: Realer, then On Sight.

### THE CHALLENGE

Small budgets against big view targets, and a music audience that is cheap to reach but hard to move to action. Each release needed to pull as many views as possible without wasting a tight budget, then turn that reach into real engagement.

### WHAT I DID

- Kept targeting broad and let the video do the work, rather than narrowing the audience and pushing the cost up
- Watched where the budget was going and cut the placements that were not earning it, Shorts included
- Carried what the first release taught us about the audience straight into the second

### RELEASE BY RELEASE

| Release  | Spend | Views   | Clicks | Cost per view |
|----------|-------|---------|--------|---------------|
| Realer   | £127  | 105,483 | 20     | £0.0012       |
| On Sight | £387  | 212,380 | 441    | £0.0018       |

### WHAT CHANGED

Realer proved the approach worked: keep the audience wide, open the video strong, and views come in at a fraction of a penny each. On Sight built on it. BLVCKROSE put in a bigger budget, and knowing what the audience responded to turned the same low cost per view into far more people actually clicking through, up from 20 to 441.

**Got a release to push?** Let's talk.