



Holiday 2018

Artist Wrapped Overview

Celebrating 2018 for Artists.

Last year, we introduced the personalized Wrapped experience to artists for the first time. This year, Wrapped is bigger and better.

If you have music on Spotify, your 2018 Wrapped will be waiting for you — even if you haven't yet claimed your Spotify for Artists account.



Sharing your Wrapped.

You can generate share cards from the Wrapped site that celebrate this year's achievements with fans.

There's a card that summarizes your entire year, as well as individual cards per achievement, all personalized to the colors of your avatar.

We'd love you to share these with your fans — and use #2018ArtistWrapped when you post.



LABELS

How to Access.

Artists and their teams can access and share their 2018 Wrapped.

1

Get started by logging into your Spotify for Artists account and clicking on the Wrapped banner at the top of your dashboard.

If you do not have access to Spotify for Artists, you can request a link to view an artist's Wrapped page from a verified artist team member or reach out to your Spotify contact for support.

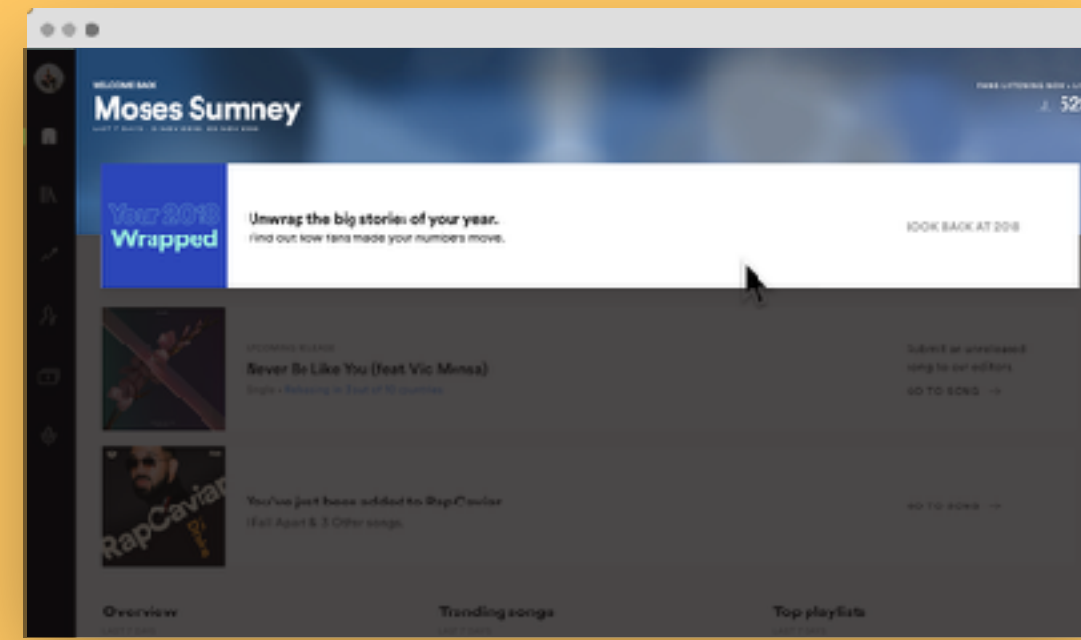
2

On the Wrapped homepage, you will need to log in with your Spotify account details — not your Spotify Analytics login. Then you can see the site in full.

Access Flow / Spotify for Artists



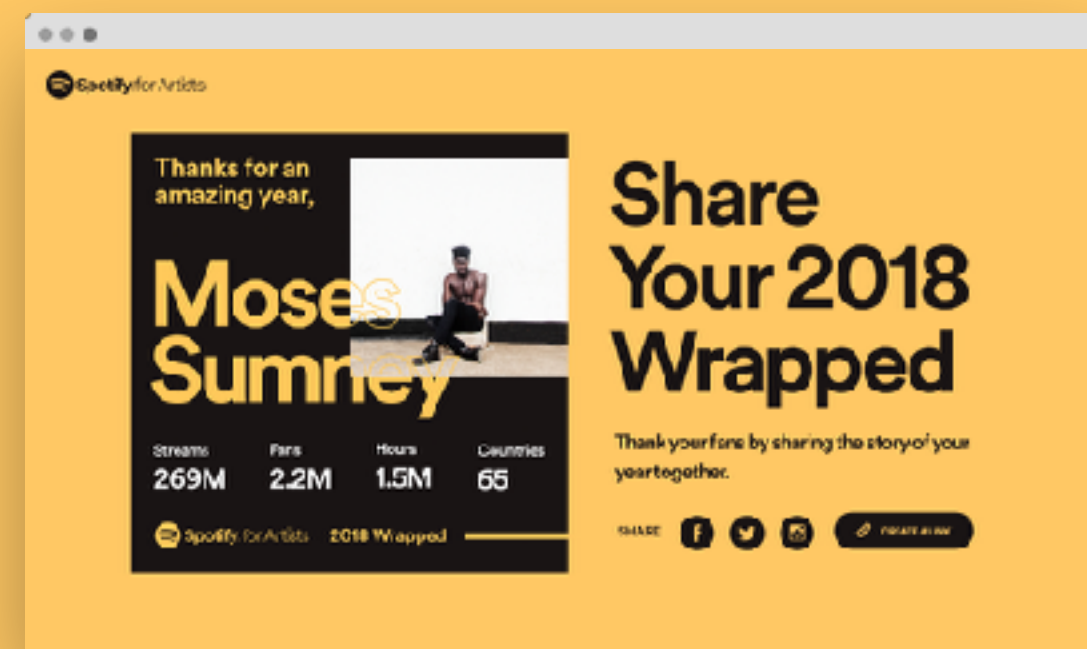
Log in with your Spotify for Artists account details.



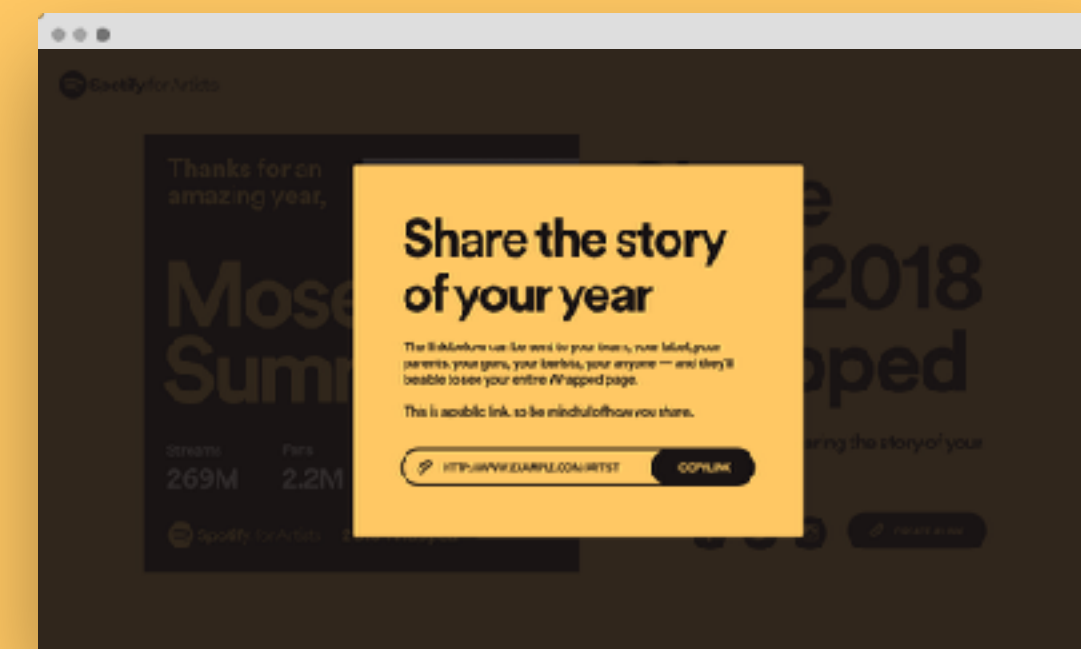
Click the banner from your dashboard.



Log in to 2018 Wrapped with your Spotify account details.



Click the share or download icons to the right.



Create a link to share with your team.

Access Flow / Link

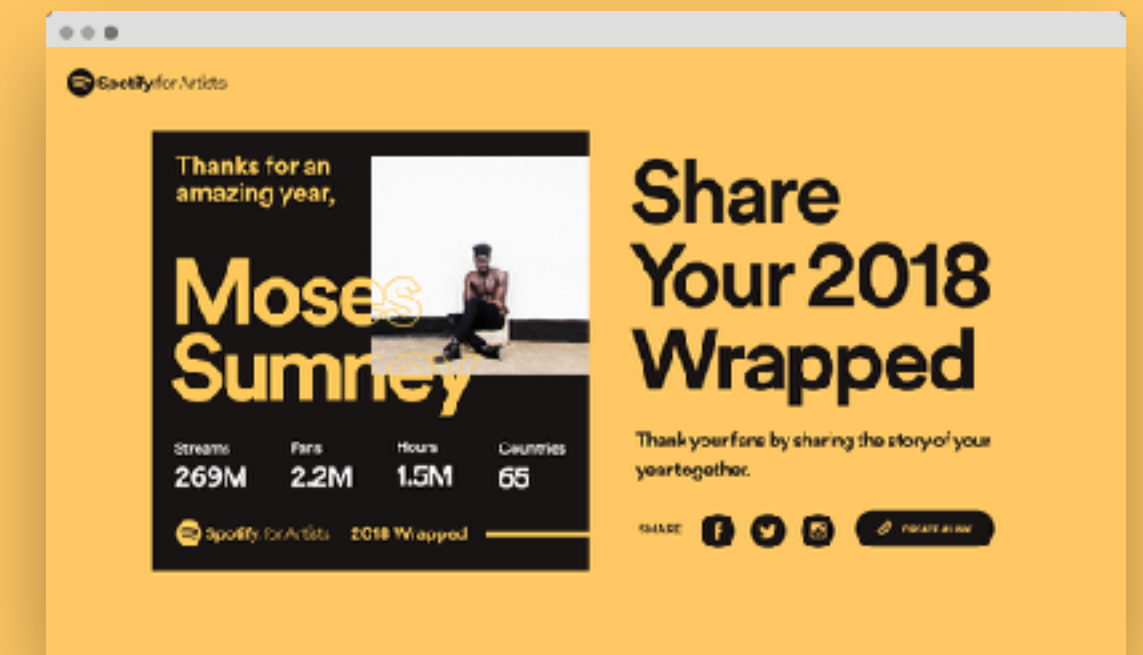


If you receive a link to an artist's page, you'll land on our homepage.

Log in with your Spotify account details — not your Spotify Analytics login.



You'll be dropped in the artist's Wrapped experience and able to view all content throughout the page.



Click the share or download icons to the right to generate share cards.

