



AUDIENCE ENGAGEMENT

**STRONG**



ARTIST STAGE

**MAINSTREAM**



CATEGORY

**Musician**

LOCATION

**southern california**

### MORE ABOUT PHORA

Marco Anthony Archer, better known by his stage name Phora (forà), is an American rapper from Anaheim, California. In 2011 he founded his own record label, Yours Truly. On February 14, 2017, Phora announced via Instagram he signed...

[WIKIPEDIA](#)

## PANDORA AUDIENCE FOR PHORA

GENERATED ON DATA FROM THE **LAST 28 DAYS**

Aug 15 – Sep 11

**Unique Listeners**

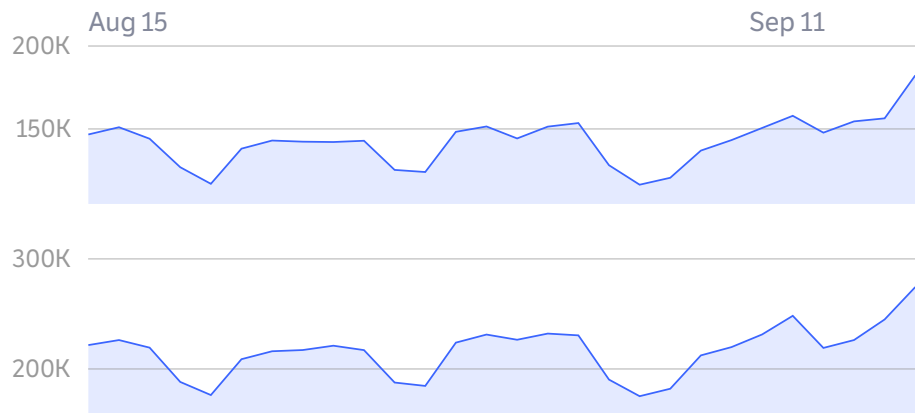
**1,881,588**

↑ 0.26% from last month

**Streams**

**6,056,144**

↑ 0.27% from last month





## WEEKLY PERFORMANCE FOR PHORA

GENERATED ON DATA FROM **SEP 1 – SEP 7, 2018**

**HOW TO USE THIS LEGEND**

Under-indexing Over-indexing

### Audience Engagement

Phora's weekly audience engagement performance is compared to artists with similarly sized audiences in each network. This section is generated on a weekly basis.

<p><b>P</b> 46,410 new Pandora Thumbs Up ▼ 1.9% from last week</p> <p>For artists with 1.4M total Radio Spins 24.5K weekly Thumbs Up expected</p> <p>Low: 8K Thumbs Up High: 74.7K Thumbs Up</p> <p>Up Up</p>	<p>PANDORA THUMBS UP</p> <p>Phora saw <b>above expected</b> engagement this week on Pandora compared to all artists who have 1.4M Radio Spins on Pandora.</p>
<p><b>f</b> 15,739 new Facebook Talking About This ▼ 32.8% from last week</p> <p>For artists with 341.7K total Page Likes 1.2K weekly Talking About This expected</p> <p>Low: 79 Talking About This High: 19K Talking About This</p> <p>This This</p>	<p>FACEBOOK TALKING ABOUT THIS</p> <p>Phora saw <b>above expected</b> engagement this week on Facebook compared to all artists who have 341.7K Page Likes on Facebook.</p>

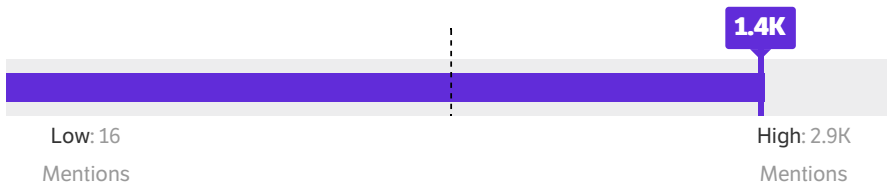


1,358 new Twitter Mentions

▼ 45.7% from last week

For artists with 309.1K total Followers

216 weekly Mentions expected



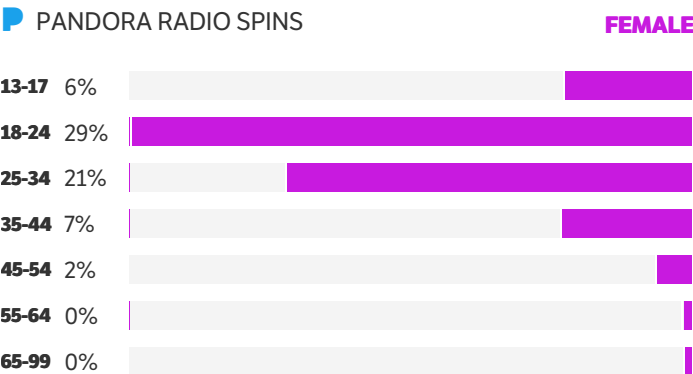
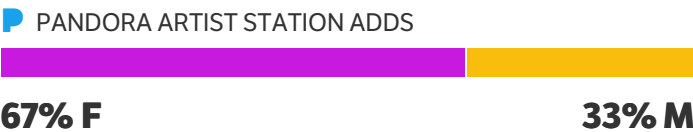
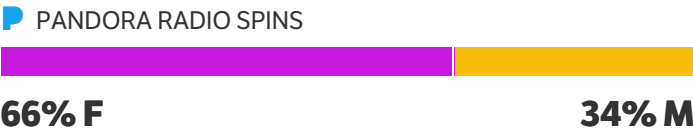
#### TWITTER MENTIONS

Phora saw **above expected** engagement this week on Twitter compared to all artists who have 309.1K Followers on Twitter.

# AUDIENCE FOR PHORA

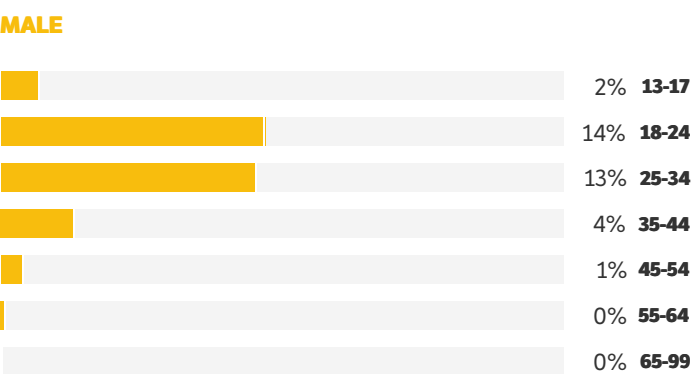
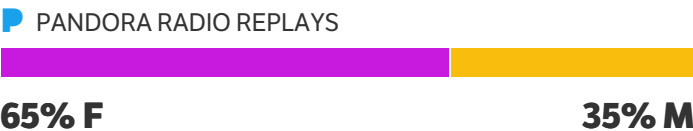
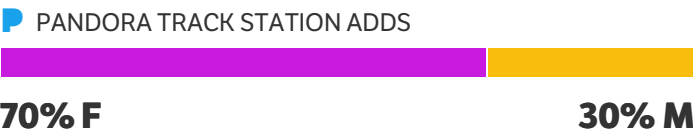
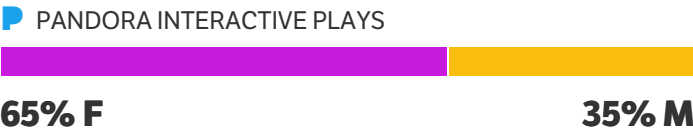
BY GENDER, COMPOSITE LAST 30 DAYS

66%  Female  
34%  Male



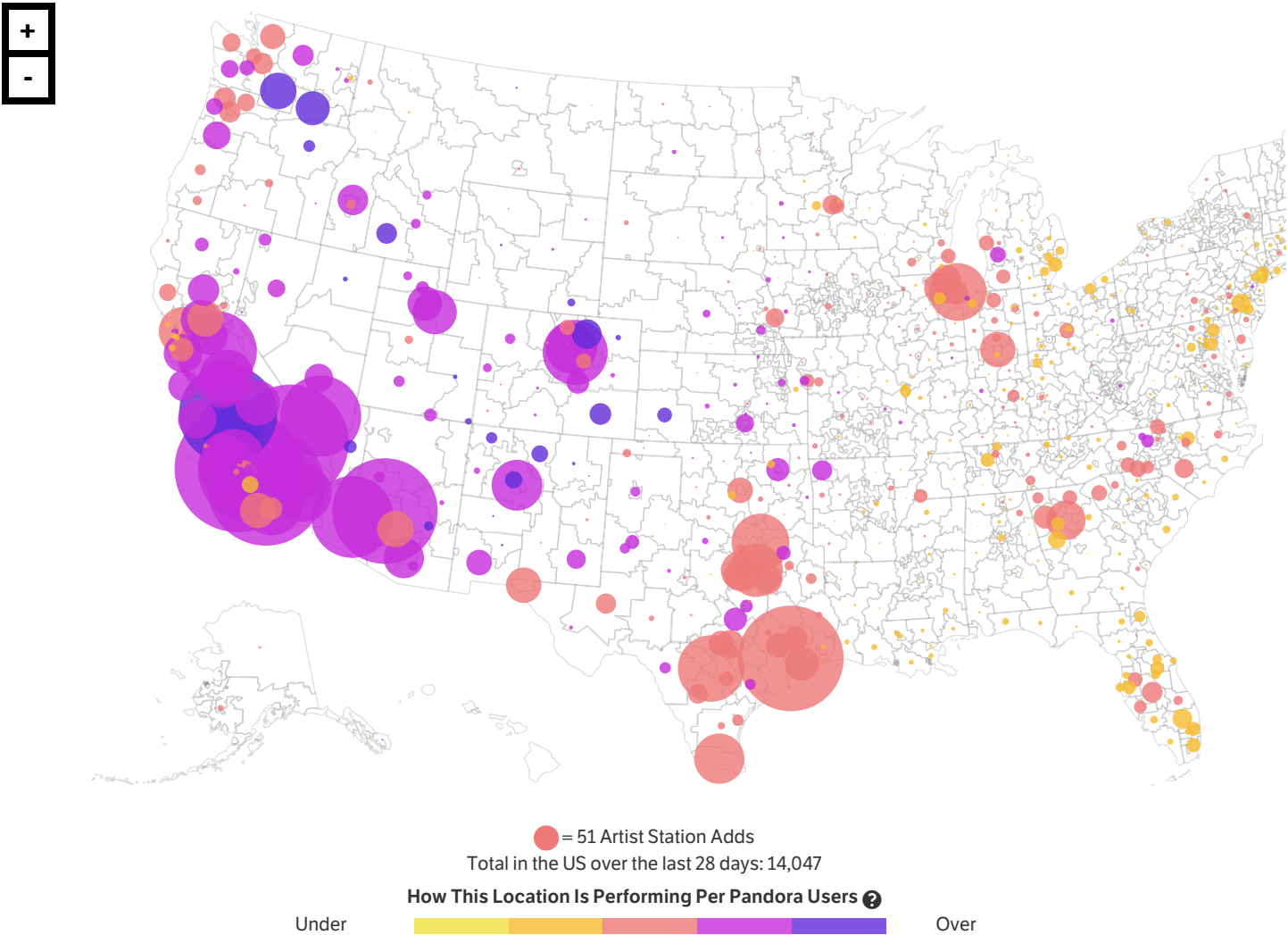
STRONGEST DEMOGRAPHIC LAST 30 DAYS

Women, ages 18-24  
 Pandora Radio Spins



# AUDIENCE MAP FOR PHORA

PANDORA ARTIST STATION ADDS OVER THE LAST 28 DAYS














**LOCATIONS**

**ARTIST STATION ADDS**

California, Los Angeles Main (1)	257
California, Riverside	238
California, San Bernardino Vicinity	235
California, Industry Distant	214
Arizona, Phoenix Main	214
Texas, Houston Main (1)	214
California, Bakersfield Vicinity	199
Arizona, Phoenix West	166
Nevada, Las Vegas Main	164
California, Stockton South	163



## RELEASES FOR PHORA

NAME	THIS WEEK  Sep 5–11	LAST WEEK Aug 29–Sep 4	% CHANGE	TOTAL
 Faithful	577,451	554,904	+4.1%	27,950,579
 I Think I Love You	160,936	141,581	+13.7%	10,898,279
 To The Moon	116,348	100,494	+15.8%	5,069,413
 Love Is Hell (feat. Trippie Redd)	69,225	-	-	69,864
 Numb	64,489	41,952	+53.7%	1,643,696
 Loyalty	49,912	21,210	+135.3%	1,430,305
 My Story	45,093	39,934	+12.9%	16,593,968
 Holding On	35,606	28,774	+23.7%	485,936
 Sinner [Explicit]	34,250	28,891	+18.5%	2,846,167
 Sinner, Pt. 2	33,979	31,395	+8.2%	2,642,265

## REACH METRICS FOR PHORA

METRIC WITH THE LARGEST GROWTH THIS WEEK









**3,126**

 Pandora Artist Station Adds

METRIC WITH THE GREATEST CHANGE THIS WEEK

**+190.7%**

 Twitter Followers

METRIC	THIS WEEK  Sep 5–11	LAST WEEK Aug 29–Sep 4	% CHANGE	TOTAL	PERCENTILE Sep 5–11
 Pandora Artist Station Adds	3,126	3,440	-9.1%	1,316,841	100th
 Facebook Page Likes	1,417	720	+96.8%	342,801	97th
 Twitter Followers	1,401	482	+190.7%	310,193	97th
 Pandora Track Station Adds	713	687	+3.8%	107,211	100th
 Wikipedia Web Pageviews	704	528	+33.3%	-	74th
 Songkick Followers	493	414	+19.1%	40,640	97th
 Next Big Sound Billboard 200 Score	128	107	+19.5%	-	100th

## ENGAGEMENT METRICS FOR PHORA

METRIC WITH THE LARGEST GROWTH THIS WEEK










**1,341,063**

 Pandora Radio Spins

METRIC WITH THE GREATEST CHANGE THIS WEEK

**+559.7%**

 Twitter Retweets

METRIC	THIS WEEK  Sep 5–11	LAST WEEK Aug 29–Sep 4	% CHANGE	TOTAL	PERCENTILE Sep 5–11
 Pandora Radio Spins	1,341,063	1,336,440	+0.3%	194,841,970	99th
 Facebook Talking About This	106,889	144,634	-26.1%	-	97th
 Pandora Interactive Plays	98,415	101,135	-2.7%	4,959,357	100th
 Pandora Thumbs Up	55,920	44,875	+24.6%	-	100th
 Twitter Retweets	20,933	3,173	+559.7%	-	100th
 Pandora Radio Replays	6,411	5,984	+7.1%	458,433	100th
 Twitter Mentions	2,143	1,058	+102.6%	-	99th
 Tumblr Notes on Posts	2	1	+100%	11,666	42nd



## Data Sources

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Source	URL	Connected
 AllMusic	/mn0003447558	Aug 10, 2018
 Facebook	/PhoraOne	Sep 19, 2012
 MusicBrainz	/aa863c25-ab00-493...	Mar 28, 2014
 Next Big Sound	/338059	Dec 20, 2013
 Nielsen		Aug 19, 2017
 Pandora		Oct 17, 2016
 Songkick	/5957329	Jul 16, 2013
 Tumblr	thephoraone.tumblr...	Mar 28, 2014
 Twitter	@PHORAONE	Sep 19, 2012
 Wikipedia	/Phora	Feb 14, 2017

