

ESSENCE OF REVERIE U.S. FOCUSED BUYING & STREAMING STRATEGY

Maximize Your Impact on Billboard 200, Hot 100 & Global

Tracking Period: Billboard counts streams from Friday to Thursday

Key Charts:

Billboard 200: U.S. album sales (physical and digital) + U.S. streams

Hot 100: Digital track sales + U.S. streams + radio play

Global 200: Streams & downloads worldwide

***Note:** This is only a recommended buying strategy to maximize billboard charting*



Pre - Order

- Pre-order in waves (avoid mass purchases on day one)
 - Focus on Hello82 exclusive version and signed versions week one
 - Focus on Target/Walmart/B&N versions week two
- Ensure the album is a U.S. edition
- Use different payment methods if purchasing multiple copies
- Limit to 4 copies per week
- No Non-U.S. Group orders
- **Do NOT USE VPNs**
- Valid U.S. Shipping and billing addresses only

Avoid These Mistakes When Streaming:

- Looping one song endlessly
- Skipping tracks often
- Muted tabs or low-volume streaming

📌 Playlist Example Using Baekhyun's Songs:

- Title track 2-3x (Spread out, not back-to-back)
- B-sides mixed in
- Other artists included for variety
- Short silent tracks in between (Mimics natural listening)

Please see our more comprehensive guide [here](#):



Release Day In - Store Buying and Streaming

- Stagger purchases over the first 24 hours
- Avoid bulk orders in one transactions
- Use cash and gift cards for in- store purchases
- Spread your purchases out to different retail stores and digital stores
- If you have to purchase online DO NOT Bulk Order

Where to Stream:

- Spotify (Free & Premium) – Both count, but Premium is stronger
- Apple Music & Amazon Music
- YouTube Music – Only M/V streams on YouTube Music are eligible

- Join Stationhead Channels - Stationhead is an effective way to boost streams



Release Week Charting/Boosting

- Buy through the entire first week to keep momentum for charting
- Track Hello82 inventory and move to retail stores when necessary
- Stream on Spotify & Apple Music
- Join Stationhead Streams

YouTube MV Engagement

- Watch the official MV (Avoid Shorts)
- Like & comment naturally
- One full view per device per day

Don't spam refresh or skip too fast