

5 PLAYLIST RED FLAGS

P.U.R.G.E. ARTIFICIAL STREAMING

P PRESENCE

Analyze the online presence of the playlist, the playlist creator, and its listeners. If you notice repetitive patterns, strange titles, inconsistent genres, a lack of online presence, incomplete profiles, or other anomalies in user behavior, artificial streaming is likely. Trust your gut.

U UNUSUAL DATA

If you notice sudden and significant increases in streaming within a short time or a sudden increase in playlist placements without reason, it might indicate artificial streaming. Legitimate growth tends to be more gradual and organic.

R RATIO

Compare the number of plays a song receives to the number of saves or follows it has. If there's a significant imbalance, it might suggest that the streams are not from genuine listeners but rather from bots.

G GEOGRAPHY

The growth of an artist tends to either be widespread or localized to areas where the artist is actively performing. If a song or artist shows an overwhelmingly high number of streams from a particular region or demographic unrelated to the artist, it could indicate artificial manipulation.

E ENGAGEMENT

If the streaming activity is consistent throughout the day and night without any significant breaks, it is potentially fraudulent. Streaming patterns typically reflect human behavior, such as peaks in commuting hours or evenings. Artificial streaming might show consistent activity regardless of time.