

PAYUS **NOMIND**

DECISION-MAKING INVENTORY FOR MUSIC INDUSTRY BRANDS

Reach artists, labels, managers, and rights holders while they're actively evaluating.



Distribution



Smart Links



Advertising Platforms



Funding



Publishing



Direct-to-Fan Tools



Marketing Services

REAL DECISIONS. REAL BUYERS. REAL INTENT.

WHY PAYUSNOMIND?

THE #1 DESTINATION FOR **MUSIC BUSINESS DECISIONS**

Independent artists, managers, and labels come to Payusnomind when they're ready to make real decisions—not just browse.

We help them compare, calculate, and choose with confidence.

THE QUESTIONS DRIVING EVERY VISIT

- ❓ Which distributor should I use?
- ★ Which smart link platform is best?
- 💰 Should I start a campaign?
- 📈 Is this marketing tool worth paying for?
- 👤 How do I grow my audience and revenue?

🔍 **THEY'RE NOT JUST LOOKING.**
THEY'RE LOOKING TO TAKE ACTION.

When artists search on Payusnomind, they're much closer to a purchase than anywhere else online.



HIGH-INTENT AUDIENCE

People actively researching solutions.



CLOSER TO PURCHASE

Decision-stage traffic with real intent.



SOLUTIONS-FIRST EXPERIENCE

Tools, reviews, and side-by-side comparisons.



BETTER RESULTS FOR PARTNERS

Higher relevance. Stronger performance.



REACH IN-MARKET AUDIENCES

HIGH INTENT TRAFFIC

Unlike social media audiences, these visitors arrive with a purpose. They're comparing products, evaluating opportunities, and looking for answers before making a business decision.



EXAMPLES:

- ✓ Comparing distributors
- ✓ Evaluating marketing tools
- ✓ Calculating ROI and profitability
- ✓ Researching funding options
- ✓ Choosing between competing services

WHY IT MATTERS



**HIGHER
CTR POTENTIAL**

Users actively comparing options click more.



**STRONGER
CONVERSION INTENT**

They're closer to a decision and ready to act.



**DEEPER
ENGAGEMENT**

Valuable content keeps them engaged longer.

REINFORCE YOUR MESSAGE





THE MARKETING RULE OF 10

People rarely buy after a single interaction. Research across advertising and data consistently shows repeated exposure improves results:

- ✓ Recall
- ✓ Trust
- ✓ Click-through rate
- ✓ Conversion rate

The brands that appear throughout the journey become familiar. Familiarity creates action. Trust improves conversion.

A VISITOR MAY:

-  Read a review
-  Use a comparison tool
-  Return later
-  Read another article
-  Join the newsletter
-  Schedule a consultation

WHY MUSIC TRAFFIC IS DIFFERENT

SOCIAL / AWARENESS TRAFFIC

- ♥ Passive discovery
- 🎭 Entertainment driven
- ✗ Short attention
- 🕒 Low intent
- 🛒 Harder to convert



PAYUSNOMIND TRAFFIC (DECISION-MAKER)

- ✓ Active research
- ✓ Problem aware
- ✓ High intent
- ✓ Comparing options
- ✓ Ready to decide

BETTER INTENT. BETTER LEADS. BETTER RESULTS.

THE DECISION JOURNEY

We're with your audience at every step.



DISCOVER

They have
a problem



RESEARCH

They look for
answers



COMPARE

They evaluate
options



DECIDE

They choose
a solution



ACT

They take
action



GROW

They scale &
succeed

MULTIPLE TOUCHPOINTS. ONE TRUSTED RESOURCE.