

Symphonic Distribution Partners with Rivet to Increase Superfans and D2C Revenue for Artists Using Best-in-Class AI Marketing

Pioneers in Their Respective Fields Join Forces to Establish an Unprecedented Tech Advantage for Artists Promoting Their Music and Growing Superfan Communities

November 14, 2024 (Tampa, FL) – [Symphonic Distribution](#), a leading music technology and services company for independent labels, managers, and artists, has furthered its mission of empowering its artists to build and grow their brands and businesses by unveiling an exclusive partnership with all-in-one AI marketing automation platform, [Rivet](#).

Rivet uses AI to automate direct messaging, product sales, VIP experiences, content creation, ads, and more, helping artists to easily expand and monetize their superfan communities. Through the Rivet platform, Symphonic artists will now be able to build deeper relationships with their fans both pre- and post-release and continue to reach fans where they are without requiring them to sign up for yet another new platform.

Symphonic users will have discounted access to Rivet’s proprietary features via Symphonic’s Client Offerings page, the latest addition in Symphonic’s integration of AI technology into its marketing suite to help clients drive revenues.

As the number of social platforms and avenues for artists to promote to and engage fans online and in-person grows rapidly, Rivet’s smart capture data tools and AI marketing functions across email, SMS, social and ad channels, and monetization tools, provide a unified solution to help Symphonic users grow as both an artist and a business in the ever-changing marketing landscape.

“We’re thrilled to partner with Rivet and introduce them as part of our client offerings, enhancing our suite of solutions designed to elevate our clients’ stories to new heights” said Jorge Brea, CEO and Founder of Symphonic. “Rivet’s cutting-edge platform will empower many of our clients to connect seamlessly with their fans. We look forward to the impact this partnership will have going forward.”

“This partnership is a major milestone for Rivet as we continue to reimagine how artists grow their careers and businesses and interact with their fans,” said Anj Fayemi, CEO and Co-Founder of Rivet. “Symphonic and Rivet share the same mission of empowering creators. With their emphasis on technology and superior customer service, we couldn’t be more excited to join forces with such a thoughtfully-led and intentionally-driven company.”

About Symphonic

Symphonic is a leading music technology and services company, offering a proprietary content management and distribution platform, global royalty collection and split payments, and robust label services to independent labels, managers, and artists. Founded in 2006 by music producer Jorge Brea, Symphonic is 100% independent and proud to be “by artists, for artists.”

Headquartered in Tampa, FL, and Nashville, TN, Symphonic also has a significant presence in Los Angeles, Miami, Canada, Mexico, Colombia, Argentina, Brazil, Puerto Rico, the Dominican Republic, Spain, Ireland, and Africa.

Symphonic's current artists and alumni include Imogen Heap, Tokischa, Doechii, Surf Mesa, DJ Muggs of Cypress Hill, Daddy Yankee, Nicky Jam, Ozuna, El Alfa, Juan Luis Guerra, Onyx, Pi'erre Bourne, Nick Murphy/Chet Faker, Rob Garza of Thievery Corporation, CloZee, and Freddie Gibbs, among many others.

About Rivet

Rivet is an industry-leading all-in-one AI marketing and community platform trusted by thousands of the world's top artist, brand and sports teams. The platform drives superfan revenue, loyalty and engagement using proprietary technology that enhances the fan experience across every engagement channel. For more information, please visit, rivet.app

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