

Deezer for Creators Pitching Tool Tutorial



DEEZER

**Supporting music creators
has always been our mission. It's at
the very core of our DNA.**

**With Deezer for Creators, our aim is
to empower you to better
understand your fans & listeners
and provide the support you need to
take your content to the next level
and reach a wider audience.**

Intro & Key points

We are very happy to launch Deezer's music pitching tool, accessible via our [Creators](#) platform.


This new tool changes the process of pitching music to Deezer.

Importing points before we start:

- 1 The pitching tool will have an impact on [recommendation algorithms](#) as well as being the central tool for our editorial team.
- 2 To optimise algorithmic & editorial recommendation, [pitches need to be created and music delivered 7 days before the release date](#). Pitches or deliveries that come in late will not have optimal pick up.
- 3 Make sure you are logged in through <https://creators.deezer.com> (not backstage.deezer.com old url)
- 4 Your D4C accounts need to be set up with an admin structure (slide 5). Please ensure this is your first step in the process.

How to get started?

Set up company admins

 **Important:** Before we begin, we need to ensure that account management is properly set up on your Creators company access.

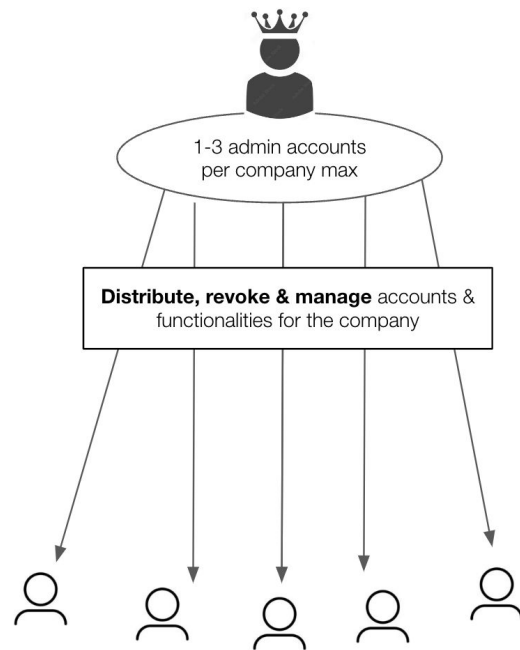
Admin accounts can distribute access to functionalities easily to all other members of the company. We recommend that only few privileged accounts are admins (max 3).

Admins have access to the '**User Manager**' feature from where they can send rights to existing accounts and invite new users.

Please set up your admin accounts if this is not done yet.

If you don't know who is your company admin, contact your Deezer manager.

Sharing one admin account, or any account, across multiple people is not recommended due to company turnover and security!



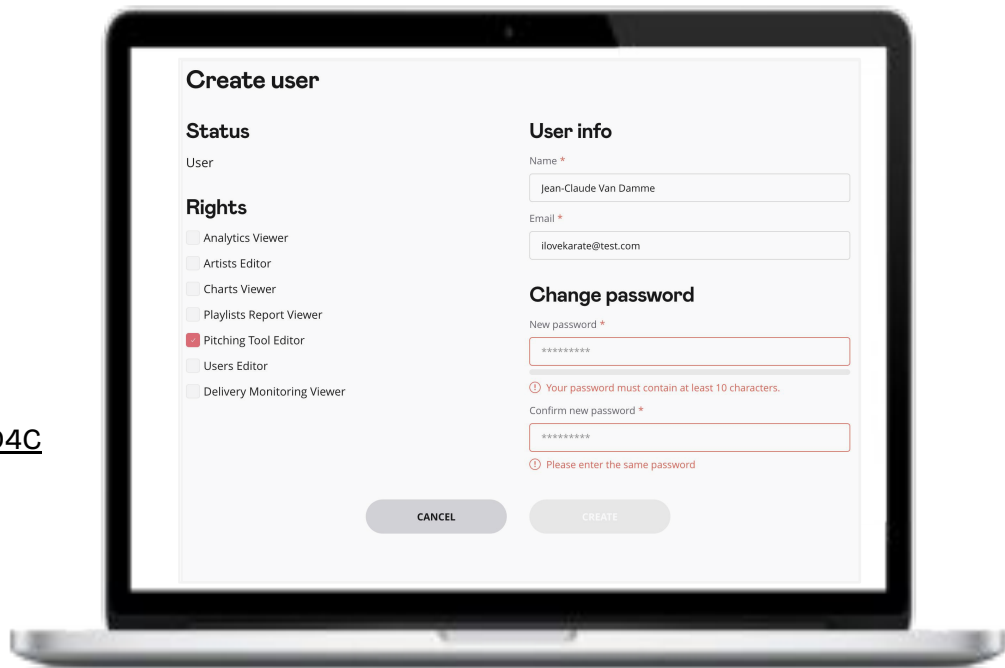
Giving access to the Pitching tool

You have an Admin account and your collaborator does not have a D4C account

- 1 Go to <https://creators.deezer.com/users>
- 2 Click on 'Add user'
- 3 Tick the 'Pitching tool editor' box
- 4 Click on 'Create'
- 5 Share the email address & password to your collaborator
- 6 Ask them to change this password for security

You have an Admin account and your collaborator has a D4C account without access to the pitching tool

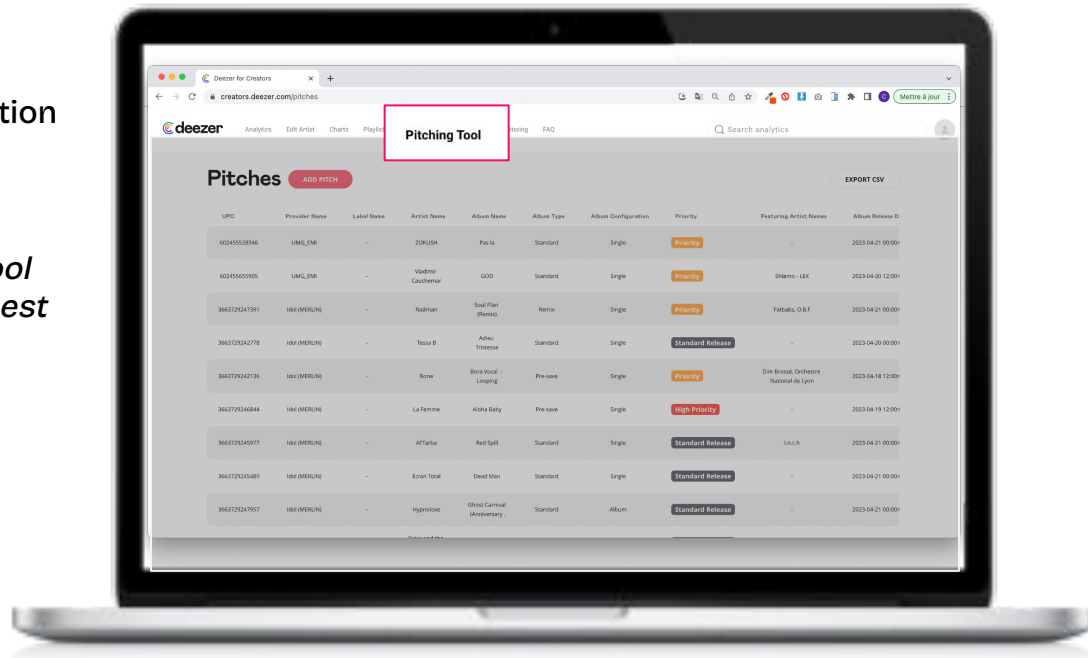
- 1 Go to <https://creators.deezer.com/users>
- 2 Search for your collaborator via the search bar
- 3 Click on 'Edit'
- 4 Tick the 'Pitching tool editor' box
- 5 Click on 'Save'



Access the Pitching tool

- 1 Login on <https://creators.deezer.com>
- 2 Click on 'Pitching tool' within the navigation bar

Nb : if you don't have access to the Pitching tool please contact your account manager to request an access



**How to submit your
itches?**

Key information

Creating a pitch requires the following compulsory information: **provider (digital distributor) - label - UPC - main artist - release date - product title - priority level - configuration - type of release - focus track - focus track ISRC - genre (at least one) - target editorial team (at least one)**

For optimal editorial support & also recommendation, the **pitch and delivery must be in 7 days before the release date.**

A **UPC can only be pitched once** and cannot be modified. If you need to edit a UPC, delete the pitch and recreate one.

It is however possible to pitch a track **up to 14 days** after release date.

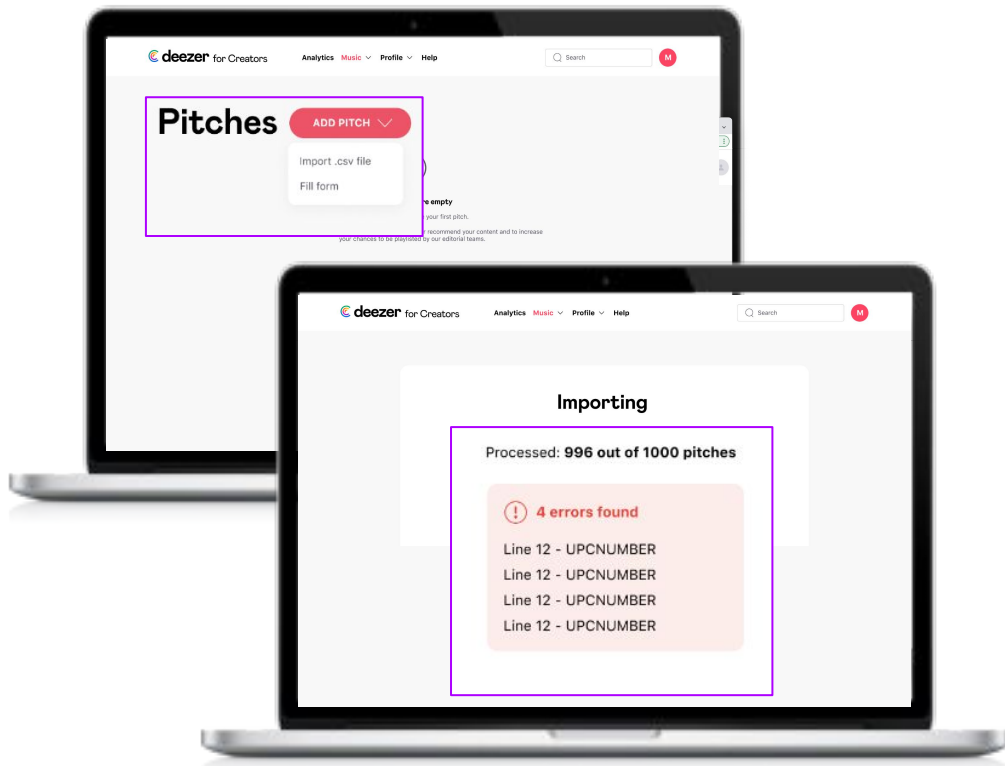
You **cannot edit a pitch within 24h** before release date.

If multiple teams pitch the same track (for example global and France) we recommend the closest team to the rep owner is in charge of creating the pitch. Other teams can check and add information for their market.

All accounts with pitching rights can **see, review and edit all pitches**

Add multiple pitches

- 1 Click on 'Add Pitch'
- 2 Select "Import csv file"
- 3 Upload your .csv files into the Pitching tool
- 4 Once the file is processed, we will inform you of any errors
- 5 Errors are not imported. You must correct your csv and re-import the csv, or pitch them individually. Lines with no errors will have been converted into a pitch.



Pitching tool & CSV rules

Import .csv rules:

- Working on Excel or Google Sheets, save/export your file as *comma-separated values (.csv)* (separator: ,, enclosure: ", escape: \\)
- Only import .csv format
- Do not reorder columns orders or change column formats or column names
- Fill all the mandatory fields
- Fill 13 characters UPC (don't put 00 before the UPC)
- For dropdown menus, use ONLY the options available as the tool is CAPS sensitive on these columns
- Listening link should be a valid link with http(s)://
- Release date should not be older than 2 week
- You need to have access to the Provider and Label provided
- The Provider and Label fields are not mandatory if you are a provider. We will use the provider linked to your account

General rules

- A pitch is a unique combination of: UPC - ISRC - Editorial Team - Priority. Which means you can only have one pitch with all those identical information

Pitch an individual track

- 1 Click on 'Add Pitch'
- 2 Select "Fill form"
- 3 Fill all the mandatory fields marked by an asterisk
- 4 Non mandatory fields should be filled as much as possible and in due time (-7 days before release)

Reminder on mandatory fields

- Provider
- Label
- UPC
- Main artist (only 1)
- Release date (UTC)
- Product title
- Priority level
- Type of release
- Focus track
- Focus track ISRC
- Configuration
- Genre (at least one, separate with a comma)
- Target editorial team (at least one, separate with a comma)

Add a pitch

Provider *
Universal

Label *
Polydor

UPC *
03600029145

Main Artists *
Booba

Featuring artist
Kaaris

ADD ARTIST

Release date *
28/01/2023

Release *
Parhélion

Configuration *
Album

Focus track *
Numero 10 (ft Kaaris)

Genre (up to 3) *
Ex: "Hip-Hop" or "Jazz"
Hip-Hop, Jazz

Sugesnes

Moods
Ex: "Chill" or "Party"
Chill, Party

Link to listen *
https://link-to-listen.com

Press kit
https://press-kit.fr

Editorial team *
Ex: "FR" or "FRANCE"
FR, GLOBAL, BRA

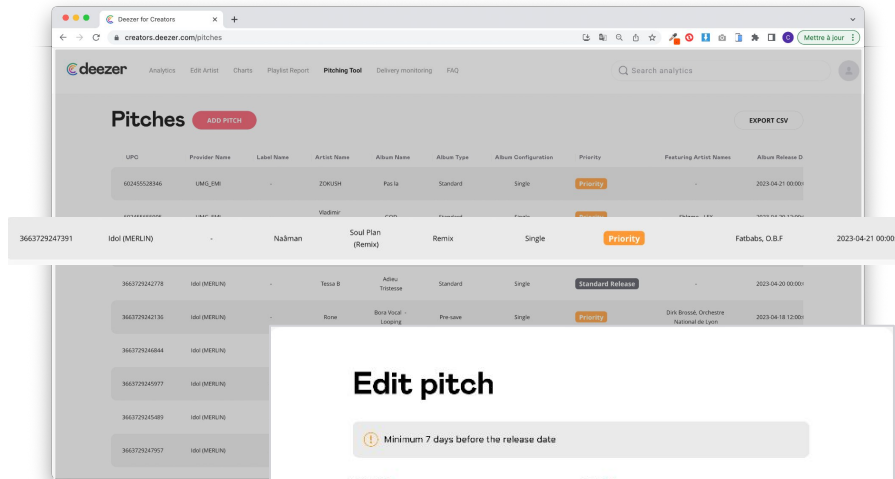
Marketing Detail
Hello!
On this new single, King Kule is doing a crazy remix & featuring with Beyoncé!

Comment
We spent 10€ on this release please playlist it

← BACK SAVE

Edit a pitch

- 1 Go to the 'Pitching tool' tab
- 2 Click on the pitch you want to edit. This opens the full pitch
- 3 Edit the necessary fields and save.
- 4 A pitch cannot be updated within 24 hours before the release date



Edit pitch

! Minimum 7 days before the release date

Provider * Label *

UPC * Status *

Main Artists *

Error message

Featuring artist

ADD ARTIST

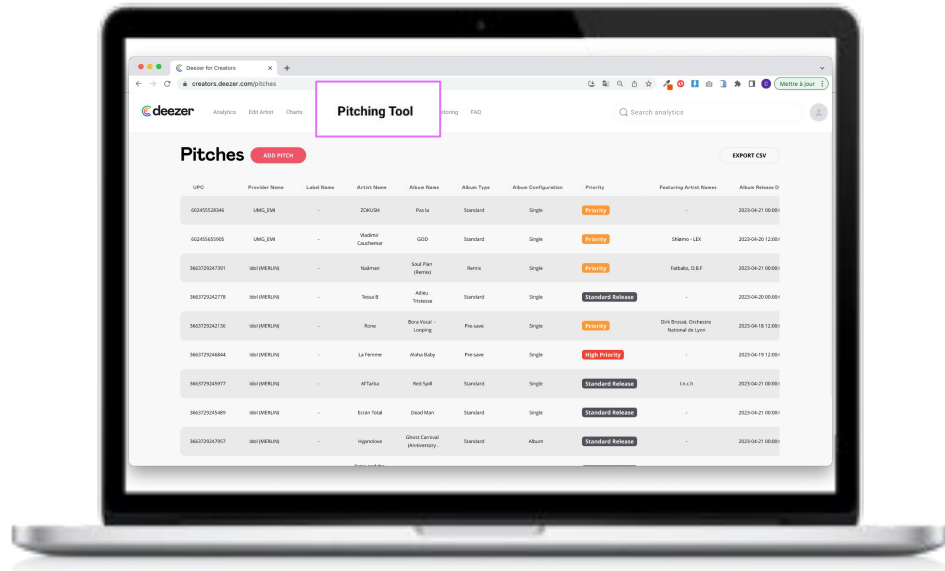
Release date * Time release

Release * Priority *

Configuration * Type *

Review all pitches

- 1 Go to the 'Pitching tool' tab
- 2 From this page you can view all your pitches
- 3 Check the delivery status of your pitch
- 4 Edit or delete a pitch
- 5 Export your pitches



FAQ

You don't have the UPC and the release is imminent?

A UPC is compulsory to create a pitch.

We know you may not have the UPC, even on high priorities just before the release. We recommend you let your Artist Relations contact know it's coming via your other communication channels.

Once you have the UPC, create the pitch to make sure the algorithm picks it up asap.

Target market for editorial isn't listed?

You need to add at least one editorial team. If you feel the most appropriate market is not listed, please add the 'global' team.

Can't find the right music genre?

Music genres listed are linked to our genre tags. If you cannot find exactly what you are looking for, you can add it in the sub-genre which is free to type.

You repeatedly get errors when uploading your csv?

Use the 'Pitching Tool Template' tab in your Deezer pitching spreadsheet to create your pitches. Dropdown menus offer the only options supported by the Pitching Tool at this stage. This should limit your errors

Give your feedback

HERE

Thank you



DEEZER