

LINEA PERSONAL



306.8K
FOLLOWERS



113K
FOLLOWERS

Línea Personal is a group originally from Stockton, California, that came together when Gustavo Raya (lead vocals) gathered two other musicians to create a unique musical project within Mexican music. Their first single, *Seguimos Fijos*, marked the beginning of their career, followed by *Clave JM* and *La Paso Alegre*, released in mid-2022. Recently, they released an EP titled *Euphoria*, where they explore a new fusion of sounds by integrating elements of R&B with Mexican music, incorporating instruments such as electric guitar and piano to give their music an innovative touch.

A few months after their debut, they caught the attention of StreetMob Records, with whom they signed in early 2023. Their first official song under this label was *Champagne*, released in the summer of that same year. By then, the group had already added a new member, Aidan Raya, on second vocals, further solidifying their sound.

The big viral moment arrived in November 2023 with *Salió Cabrón*, a collaboration with Juanpa Salazar, which became their first song to reach one million streams. Shortly after, they released *Por Qué No Le Dices* with Calle 24, expanding their music to an even larger audience.

In 2024, Línea Personal began working on their debut album, *Visión*, which included tracks such as *Hennessy*, *El Güero*, and *Malibú*. The project was well received and reached the chart Top 6 Latin albums. During the summer of 2024, the group released *Mona Lisa*, which accumulated over 5 million plays, and a cover of *Lo Que Hay x Aquí*, allowing them to connect with new listeners.

The next big achievement came in October 2024 with *HOLANDA*, one of their most successful songs to date, surpassing 20 million streams on Spotify.

In 2025, Línea Personal continued their momentum with the release of their EP *Euphoria* in February — an experimental and emotional body of work that combined regional Mexican roots with hints of R&B, soul, and contemporary production. The EP received strong support across platforms, amassing over 7 million streams within the first two months, and marked a defining moment in the group's artistic evolution.

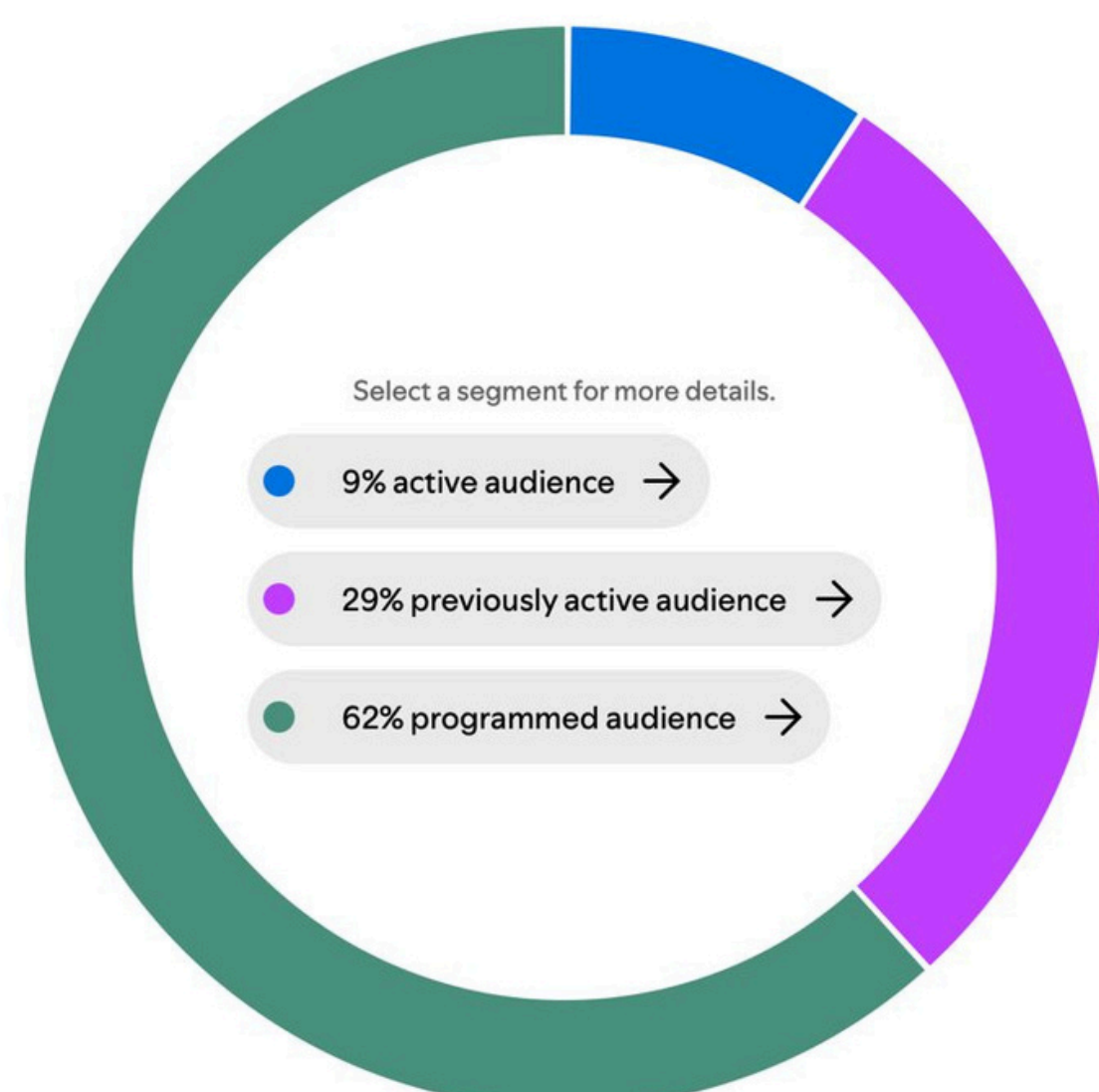
Following *Euphoria*, they released *Baccarat* in collaboration with *Primos del Este*, a high-energy track that highlighted their versatility and lyrical edge. The song quickly gained traction, especially on TikTok and regional playlists, surpassing 3 million streams within the first month.

Audience

Overview Segments Demographics Location Release engagement **Beta**

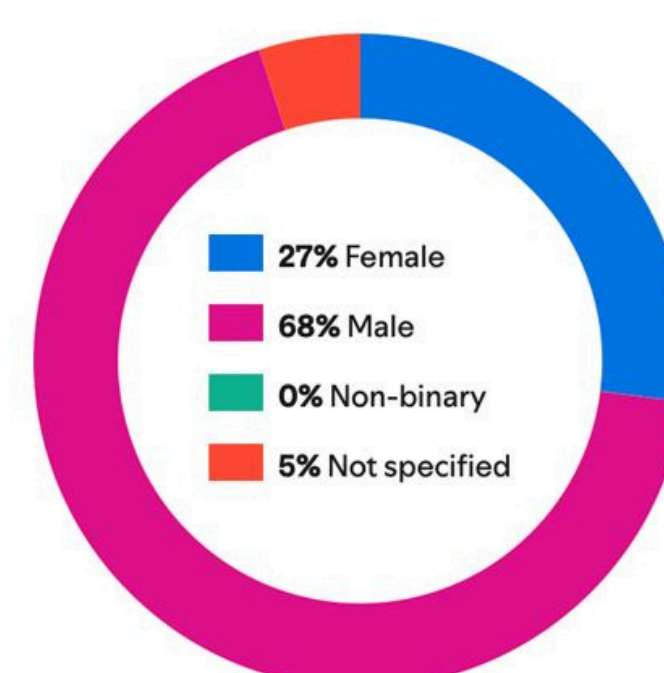
You have **9,062,706** listeners in your total audience on Spotify.

This is the total number of your unique listeners from the last 2 years. It is the sum of all listeners in your active, previously active, and programmed audiences.

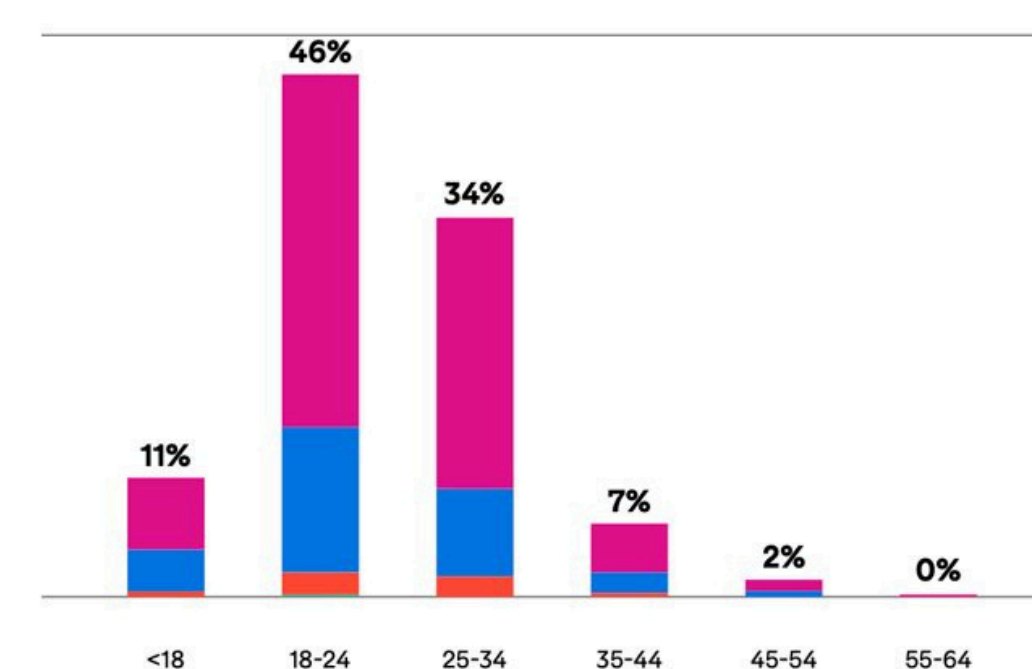


Listeners' gender

Listeners • Last 28 Days • Worldwide



Listeners' age





Most recently, on July 11th, Línea Personal dropped Caro — the first of three singles that will lead into their upcoming album, set for release on September 5th, 2025. The song serves as both a lyrical statement and sonic preview of what's to come: a more refined, bold version of the group's identity. Caro quickly became a fan favorite and has already crossed 1 million streams in its opening week.

Next in the rollout is the track Malandrín, set to release on August 1st, featuring Jorshh from StreetMob Records — a collaboration that's already generating buzz ahead of the album drop. With their versatility, collaborative spirit, and continued innovation, Línea Personal continues to carve out a space in the industry, establishing themselves as one of the most promising and forward-thinking acts in the genre.

Release Engagement

CARO
Released Jul 11, 2025 • Day 3 • Data Updating Daily • Worldwide

Active audience ▼ Active sources ▼ Reset

Of the 772,684 listeners in your active audience that you had before release day, 7,082 (0.9%) intentionally streamed this release in the first 3 days.

Recommended ⓘ

Engage more of your active audience

- Target them with campaigns →
- Update your Artist Pick →
- Share a Promo Card →