

ARTE INQUIETO

CASE STUDY · EDITING AND STRATEGY

FROM 483 TO 1,890 SUBSCRIBERS IN 6 MONTHS

Arte Inquieto is a Peruvian channel of interviews and short documentaries about artists. In 5 years it had reached 483 subscribers. In 2026 we changed how we make our videos to reach more people. We thought all of them through, especially the Gato Bazán and Corazón Serrano interviews, because we knew those names draw large audiences. Not all of them worked equally well. Between May and November, the channel almost quadrupled.

RESULT	FIGURE
YouTube subscribers	**483 → 1,890** (May 16 → Nov 18, 2026)
Interview with Corazón Serrano's saxophonist	**115,714 views** · 991 new subscribers (52% of those gained since January 2024) · 1,721 likes and 226 comments
Interview with Gato Bazán	**44,673 views**. About 1,000 in its first 5 months, then nearly 39,000 in June
Reel "Ni César Vallejo habría calificado"	**103,060 plays** · 79,964 accounts reached · **1,341 shares** and 979 saves
Instagram	**From 848 to 1,000 followers in about two weeks** during a daily posting challenge, with the 103K reel in between (848: team figure)

WHAT WE DID

1. We chose a well-known name and a specific question.
2. Videos YouTube can recommend: 95% of the Corazón Serrano interview's views came from YouTube's browse features (such as Home) and suggested videos. In June 2026, a second video, the Gato Bazán interview, also took off.
3. Reels that react fast and take a stance: our reel on Peru's Colegio de Artistas law came out 3 days after the law did, showed both sides and got 1,341 shares.
4. A consistent posting schedule.

WHAT WE CAN DO FOR YOUR CHANNEL

- Find the topic and title in your material most likely to attract new viewers.
- Edit your long videos and cut shorts to reach new people.
- Review the data every month and decide the next step from it.

> These are the results of these cases. No serious team can promise a viral video. What we can promise is to aim every video at the right place and measure it.

Let's talk about your channel

In 20 minutes we'll show you what we'd change in your videos.

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