

Organizations participating in the Cultural Data profile can login at <http://da.culturaldata.org> to run this report. The Marketing Report will help you examine your expenses associated with marketing and their impact on your program revenue and attendance. Look for:

- Metrics that summarize the relationship between your marketing expense and earned revenue
- Visualizations of key marketing metrics and website performance
- Data from your CDP about mailings, social media efforts, and attendance

This report is also available in comparison mode, which allows you to benchmark against peer organizations. For more on how to run analytic reports: <http://culturaldata.force.com/Resources/articles/Article/Get-Started-with-Analytic-Reports>



Data Arts

Example Art Center

Marketing Trend Report

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Marketing Activity

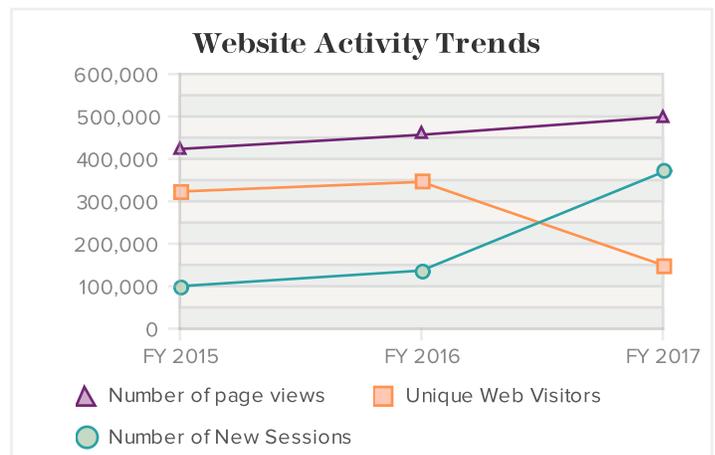
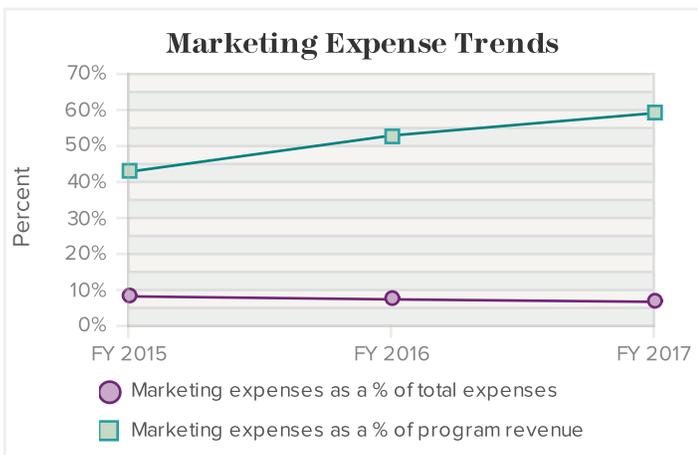
Marketing Activity	FY 2015	FY 2016	% Change	FY 2017	% Change
Total program revenue	\$75,002	\$62,725	-16%	\$52,463	-16%
Total marketing expense	\$32,118	\$33,181	3%	\$31,017	-7%
Total expenses	\$391,120	\$449,577	15%	\$462,697	3%

Marketing expenses as a % of total expenses	8%	7%	7%
Marketing expenses as a % of program revenue	43%	53%	59%

Marketing expense as a % of total expenses is calculated by dividing your total marketing expenses by your total expenses. It is a helpful ratio to use to determine how much your organization is spending on marketing relative to the other expenses of the organization.

Marketing expense as a % of program revenue is calculated by dividing your total marketing expenses by your program revenue. Looking at this ratio can show you whether you are spending more or less to generate program revenue.

Website Activity	FY 2015	FY 2016	% Change	FY 2017	% Change
Number of Page Views	423,362	456,876	8%	498,666	9%
Number of Unique Web Visitors	323,136	345,876	7%	149,666	-57%
Number of New Sessions	99,986	136,723	37%	368,997	170%





Mailings and Social Media

Direct Mail Activity	FY 2015	FY 2016	% Change	FY 2017	% Change
Total Direct Mail Recipients	709	712	0%	789	11%
Total Email Recipients	1,482	3,698	150%	4,498	22%

Social Media Activity	FY 2015	FY 2016	% Change	FY 2017	% Change
Facebook -- Total Fans/Followers	972	1,212	25%	1,689	39%
Instagram -- Total Fans/Followers	3,892	4,762	22%	4,897	3%
Twitter -- Total Fans/Followers	626	692	11%	789	14%

Attendance

In-person Participation	FY 2015	FY 2016	% Change	FY 2017	% Change
In-person participation - paid	1,870	2,090	12%	2,334	12%
In-person participation - free	115	92	-20%	147	60%
Total in-person participation	1,985	2,182	10%	2,481	14%

Types of In-person Attendance	FY 2015	FY 2016	% Change	FY 2017	% Change
Performance tickets	1,302	1,368	5%	1,450	6%
Registrants for classes/workshops	683	814	19%	1,031	27%
Total in-person participation	1,985	2,182	10%	2,481	14%

Attendance Ages	FY 2015	FY 2016	% Change	FY 2017	% Change
Children (18 and under)	769	820	7%	796	-3%
Seniors	104	116	12%	99	-15%
Adults	1,112	1,246	12%	1,586	27%

Other Participation	FY 2015	FY 2016	% Change	FY 2017	% Change
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