

FINE ART

multiMind. case study

How Ann Korologos Gallery Increased Revenue by 73%

BACKGROUND

For more than 20 years, Ann Korologos Gallery has been the premier source for contemporary Western Art, known for artists inspired by frontier culture & the beauty of the American West. The gallery represents 35 local and nationally celebrated artists with unique approaches and styles. The spacious gallery is located just downstream of Aspen, Colorado in the charming town of Basalt. With a focus on art education and discovery, they've amassed a loyal client base due to their impeccable service and diverse, premier selection of works.

KEY METRICS



73.5%

Increase in Overall Revenue



\$106,700

In Website Sales



1,493%

Increase in E-Commerce Sales



61%

In Website Visitor Duration
(time spent on site)



50%

Data Entry Improvement

We are thrilled and the numbers show the investment was the right way to go. More so you and your team are fabulous, innovative, practical and at the same time art conscious.

— Ann Korologos, Owner

WHY DID THEY COME TO MULTIMIND?

INCREASE SALES | Ann Korologos Gallery was looking to increase their online sales while improving the art-buying experience for new and returning clients. They needed a solution that would give them e-commerce functionality but with the personal, impeccable touch seen from the in-person gallery team. Their emphasis on fine art service and quality needed to be felt through the website experience and branding. Given our 16 years of fine art experience and a severely devoted development team--we were game.

IMPROVE WORKFLOW | They were also looking to streamline workflow by integrating their gallery management system, ArtCloud, with the website. Gallery staff was constantly managing an influx of data (i.e. artwork details, images, pricing, exhibition scheduling, etc) between ArtCloud inventory and their website for marketing.

WHAT STRATEGY WAS USED?

UX DESIGN & MARKETING | multiMind designed a site specifically tailored to fine art buyers that would opening up browsing the gallery's selection of diverse categories, styles, and mediums. Lead generation and e-commerce sales were considered foremost in screen design and *Art You Love to Live With* was the guiding mantra of the user experience (UX). Throughout all pages our intention was for clients to feel the warm and welcoming personality of the AKG brand. We collaborated closely with the gallery's skilled team in analyzing an art buyer's journey through various marketing/service touchpoints and designing the entire site toward these goals.

API INTEGRATION | Our developers created a fully-automated, custom solution utilizing ArtCloud's API, allowing the push of data and images from the ArtCloud system to pertinent website pages. We worked closely with ArtCloud's team.

Your team have done some incredible things to make the website work for the gallery's needs. Amazing really how you managed to get ArtCloud to integrate with Wordpress in a way it hadn't before.

*— Sue Edmonds,
Gallery Director*

WHAT WERE THE RESULTS?

Ann Korologos Gallery saw a record year in overall sales—quite a feat given the challenges of the 2020 COVID-19 pandemic. With 73.5% growth in overall sales from the previous year, digital sales accounted for 35% of overall revenue.

Data-entry decreased 50% with the Artcloud integration into their website. With this major streamlining, the gallery staff was able to focus on outstanding client service and marketing challenges. They not only kept the gallery afloat but made it extremely successful in a year of endless pivoting.

Website visitor duration increased 61%. The new website design provided clients with high-quality images, pricing transparency, detailed information on the artwork, secure online ordering, virtual installation requests, and means to contact the Gallery Sales team with more specific questions. A rich digital experience led to qualified leads and increased web sales.