



Website and Instagram Analytics

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Executive Summary

Creative Capital is a non-profit grantmaking organization that is dedicated to funding artists in their pursuit of groundbreaking new work, amplifying the impact of their creations, and fostering sustainable artistic careers. Their primary focus is on artists, including grantees, applicants, and other artists, as well as their supporters, including their board and National Advisory Committee, and the arts industry at large. Creative Capital is committed to understanding how their digital audience is interacting with the website and whether their content is reaching key users. Our aim is to improve our content strategy and expand digital reach to both artists and donors.

To provide digital recommendations in achieving this goal, we leveraged tools including Google Analytics, Instagram Analytics, and Supermetrics. To visualize this data concurrently we created a Google Analytics and Instagram Analytics Dashboard in Looker Studio that Creative Capital can track its performance year-over-year, from March 2022 to March 2023.



We found the traffic to specifically support pages to be relatively low compared to the overall site, with visits of 2,000 in the last year. We noticed that opportunities to reach the page and the use of similar language across other pages within the site caused the search function to work against itself within the site. We recommend the use of 'Donate' solely across pages to improve the findability of these pages.



As the team worked through the data provided, we realized that key events that would help the organization understand its audience needed to be tracked. We recommend tracking the newsletter signups as a Google Analytics event to better understand the user journey without third party platforms.



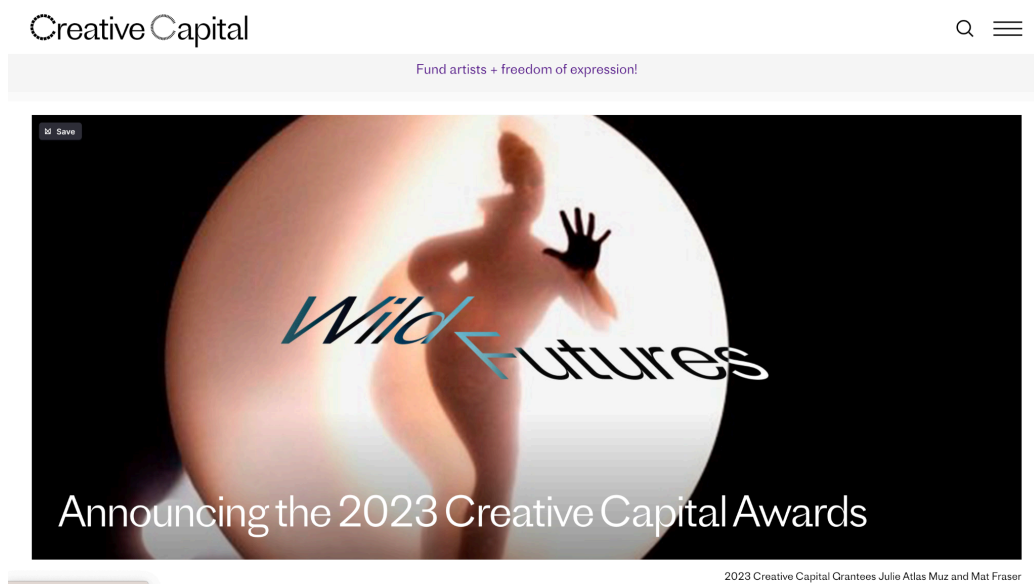
Finally, the engagement and reach of Creative Capital's social media are strong with each post on average engaging 21% of the audience that it reaches. The organization posted four times about donations and support within the last year. To reach more donors or people interested in supporting the grants, we recommend more social media content, specifically carousels, that highlight artists' unique work, supported by Creative Capital with prompts that engage donations.

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Introduction

As a non-profit organization committed to supporting artists, Creative Capital recognizes the importance of having a strong online presence to expand our reach and engage with potential donors. In this report, our primary goal for the upcoming year is to achieve general growth across Creative Capital's digital presence. We focused on Instagram and website traffic, with a particular interest in increasing the visibility of potential donors. Through this initiative, we aim to create a strong community of supporters who share Creative Capital's vision of empowering artists to innovate and create. By leveraging social media analytics and optimizing our website for donor engagement, we hope to expand our digital footprint and attract new supporters.



Creative Capital's Homepage

To achieve this, our team had the pleasure to sit down with Aliza Sena, Director of Editorial and Digital Content, and Priya Gandhi, Manager of Digital and Editorial to finalize the key areas of focus on social media analytics for Instagram and website traffic. Specifically, the organization will concentrate on the pages dedicated to donors and support, as well as email sign-ups. The data collection will span from March 2022 to March 2023, including both backend marches to capture traffic from both years' grant open calls. Through these efforts, Creative Capital aims to build up its digital presence, engage potential donors, and advance its mission of supporting artists.

Creative Capital



Support

"Creative Capital is the gold standard in artist support." – Larissa FastHorse

Creative Capital is deeply invested in supporting groundbreaking artists creating innovative and risk-taking works. In addition to our belief that artists are critical to freedom of expression and to democracy, Creative Capital pioneered a model of support which combines funding new work with professional advisory services, community-building, and networking. This approach is designed to help artists not only realize successful projects but also develop thriving, sustainable artistic practices. Join our vibrant community of supporters!

DONATE

MEMBERSHIP

SUPPORTERS



creative_capital Follow Message ...

2,691 posts 57.8K followers 1,445 following

Creative Capital
Nonprofit organization
Funding the creation of groundbreaking art since 1999
creative-capital.org
[linkedin.com/company/creative-capital](https://www.linkedin.com/company/creative-capital)

Followed by dylan.haushalter, dan.young, mr.somesomething + 20 more



2023 Awards



Opportunities



Press



About

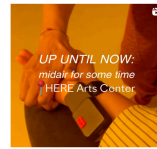


Creative Capital Culture



Online Resources

POSTS REELS TAGGED



Creative Capital's Support Page and Instagram Profile

Additionally, the evaluation report will not be addressing traffic to its Creative Capital Curriculum and conducting an SEO audit as part of this particular initiative. These areas may be explored in future projects, for now, the focus will be on the specific goals as listed below.



How are visitors to the site engaging with Donor Pages?



Is the digital content bringing people to the site?



How much social growth is happening for Creative Capital?

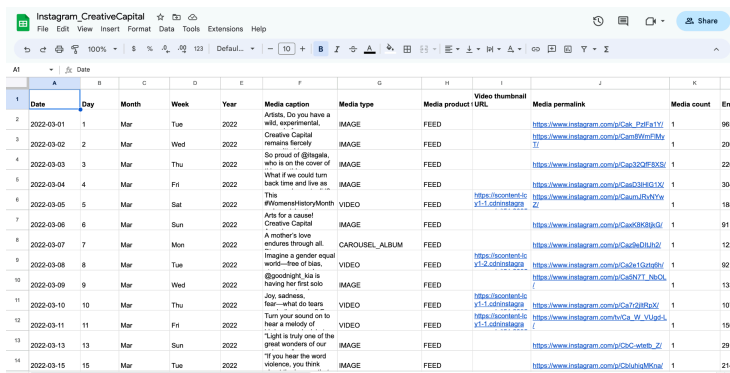


What social media content best engages Creative Capital's audience?

Methodology

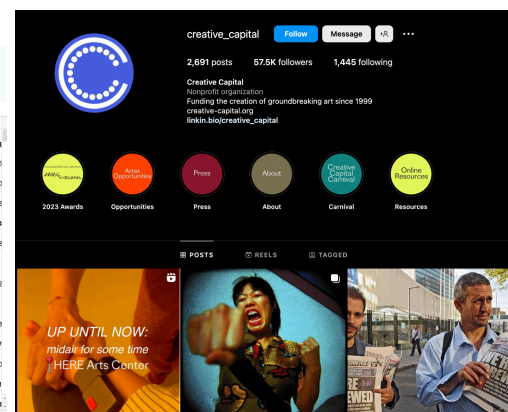
Social Media Analytics

In order to gather data on Creative Capital's Instagram account, we used Supermetrics, a social media analytics tool that integrates with various platforms including Instagram. We focused on three key areas of analysis: engagement, overall account details, and Instagram posts related to donations.



Date	Day	Month	Week	Year	Media caption	Media type	Media product URL	Video thumbnail	Media permalink	Media count	Eng
2022-03-01	1	Mar	Tue	2022	Artists. Do you have a wild, experimental, Creative Capital remains fiercely	IMAGE	FEED		https://www.instagram.com/p/Cak_P0f1a10/	1	965
2022-03-02	2	Mar	Wed	2022	So proud of @hagels, who is on the cover of	IMAGE	FEED		https://www.instagram.com/p/Ca0m0m0m0/	1	205
2022-03-03	3	Mar	Thu	2022	What if we could turn back time and live as	IMAGE	FEED		https://www.instagram.com/p/Ca03QF8X5/	1	226
2022-03-04	4	Mar	Fri	2022	This #WomenHistoryMonth	VIDEO	FEED	https://reporter-1.v1.1.s3.amazonaws.com/2022-03-04/Ca0m0m0m0/	https://www.instagram.com/p/Ca0m0m0m0/	1	304
2022-03-05	5	Mar	Sat	2022	Art for a crowd Creative Capital	IMAGE	FEED		https://www.instagram.com/p/Ca03QF8X5/	1	188
2022-03-06	6	Mar	Sun	2022	A mother's love anchors through all	CAROUSEL_ALBUM	FEED		https://www.instagram.com/p/Ca03QF8X5/	1	91
2022-03-07	7	Mar	Mon	2022	Imagine a gender equal world—free of bias	VIDEO	FEED	https://reporter-1.v1.1.s3.amazonaws.com/2022-03-07/Ca0m0m0m0/	https://www.instagram.com/p/Ca03QF8X5/	1	122
2022-03-08	8	Mar	Tue	2022	@goodnight_kia is having her first solo	IMAGE	FEED		https://www.instagram.com/p/Ca03QF8X5/	1	92
2022-03-09	9	Mar	Wed	2022	Any scientist, fear—what do I hear	VIDEO	FEED	https://reporter-1.v1.1.s3.amazonaws.com/2022-03-09/Ca0m0m0m0/	https://www.instagram.com/p/Ca03QF8X5/	1	133
2022-03-10	10	Mar	Thu	2022	Turn your sound on to hear a melody of	VIDEO	FEED	https://reporter-1.v1.1.s3.amazonaws.com/2022-03-10/Ca0m0m0m0/	https://www.instagram.com/p/Ca03QF8X5/	1	107
2022-03-11	11	Mar	Fri	2022	"Light is truly one of the great wonders of our	VIDEO	FEED	https://reporter-1.v1.1.s3.amazonaws.com/2022-03-11/Ca0m0m0m0/	https://www.instagram.com/p/Ca03QF8X5/	1	190
2022-03-13	13	Mar	Sun	2022	"If you hear the word violence, you think	IMAGE	FEED		https://www.instagram.com/p/Ca03QF8X5/	1	291
2022-03-15	15	Mar	Tue	2022		IMAGE	FEED		https://www.instagram.com/p/Ca03QF8X5/	1	214

Instagram data gathered from Supermetrics



Creative Capital's Instagram profile

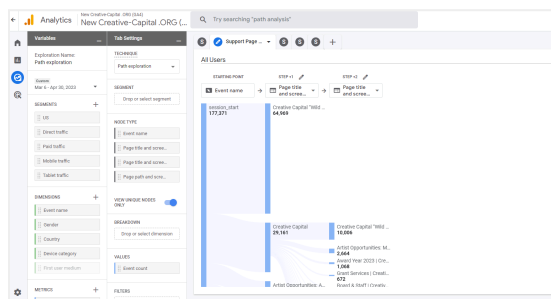
For engagement analysis, we tracked the number of likes, comments, like count, comment count, total reel interactions, and carousel album engagement on each post, as well as the overall engagement rate from March 1st, 2022 to March 31st, 2023. This helped us understand which month had the highest engagement rate, which media type was receiving the most engagement and what content are people enjoying the most. For overall profile data, we monitored metrics such as follower count, reach, media count, and impressions. This helped us understand the growth of Creative Capital's Instagram account and how its content performed on the platform over time. We also looked specifically at Instagram posts related to donations for the past year to understand the effectiveness of Instagram activity in driving donations.

To visualize the data we gathered, we used Looker Studio, Looker's data visualization tool. Looker Studio allowed us to create custom dashboards that provided a clear and easy-to-understand overview of Creative Capital's Instagram performance. We were

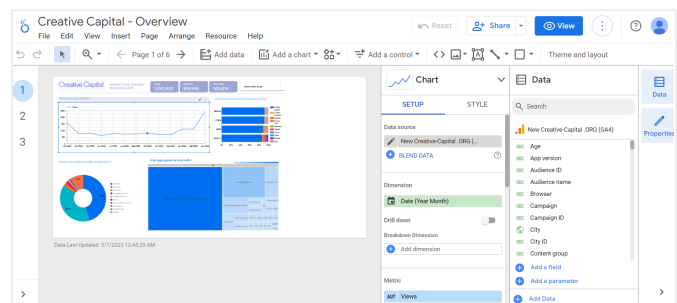
able to identify trends and patterns in the data, which helped us make informed recommendations for Creative Capital's Instagram strategy.

Google Analytics

In order to retrieve and analyze the behavior of website users, we requested access to Creative Capital's Google Analytics account. This allowed us to progress with two things: use the website data to create our Looker Studio Dashboard, and use the GA4 *Explore* function to outline journey maps. Both of these have crucially been in the center of our analysis and have guided our approach in findings and recommendations.



Google Analytics 4 Exploration Space



Looker Studio Dashboard Space

For our Looker Studio Dashboard, we decided to offer a general overview of the website traffic, as well as a breakdown of their behavior in relation to Creative Capital's Support and Membership pages. Per the client's preferences, we set to retrieve data from March 2022 to March 2023, and used Looker Studio's visualization options to make the data more accessible and understandable. After our conversations with Creative Capital, we asked the following questions:

- When are people visiting?
- What devices are used and where are they located?
- Where does audience traffic come from?
- Which pages receive the most traffic?

We also developed two other dashboards. To understand the donation and support behaviors of website users, we set up tracking of the traffic of the Support and Membership pages.

Finally, we created journey maps that follow user traffic throughout Creative Capital's website to reach the Support Page. To do this, we used the Path Exploration tool within GA4 to visualize the user journey from session start to reaching the Support page.

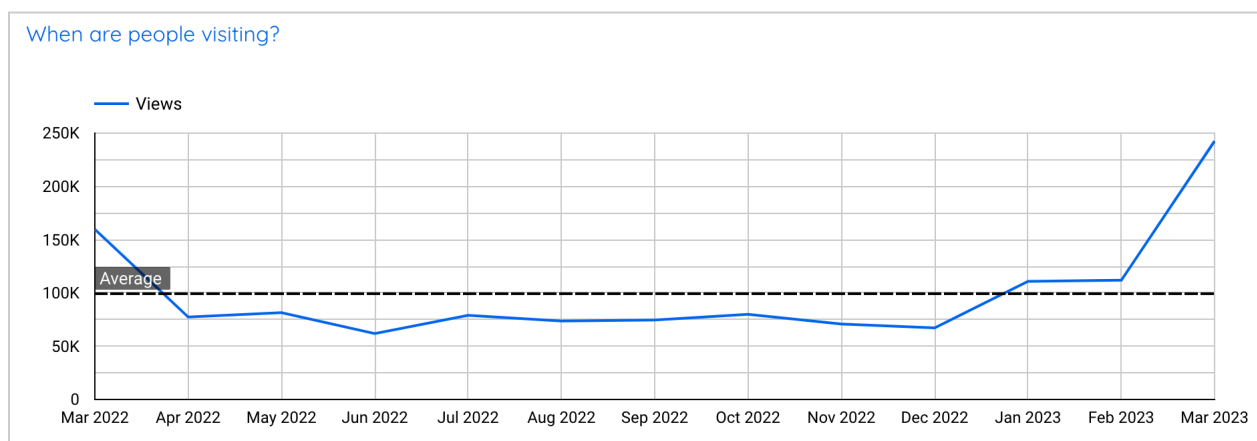
Findings & Recommendations

Overview

Our analysis revealed Creative Capital's journal to be its greatest asset, as journal posts regularly receive high traffic. The monthly Artist Opportunities journal posts are both popular landing pages for inbound website traffic as well as jumping points to other website pages, and Wild Futures related journal posts similarly receive high engagement. We recommend maintaining the current cadence and content of journal posts.

Creative Capital's digital footprint from March 2022 - March 2023 at a glance:

- ~100,000 average monthly website visitors
- 39% of website traffic stems from Google, and 8% of website traffic stems from the Linkin.bio attached to Instagram profile
- 63% of users visit Creative Capital on a desktop, and 36% of users visit Creative Capital on a mobile device
- Creative Capital's average quarterly follower count growth rate for Instagram is approximately 2.4%
- Creative Capital's Instagram posts reach ~7,000 unique users monthly(profile reach)



Monthly visitors to creative-capital.org

Our findings are focused on areas of opportunity for Creative Capital, namely the Support page and related donor pages. Our subsequent recommendations range from usability improvements to content strategy adjustments.

Finding 1: Path Exploration reveals low traffic to Support page

The page views for Creative Capital's Support page, which includes links to donate and to sign-up for a membership, are considerably low compared to overall website traffic. The Google Analytics website data allow us to track website views as well as the path that users take to reach the Support page, both of which show that the percentage of users that engages with Creative Capital's website content and decides to explore possible avenues of support, is very low.

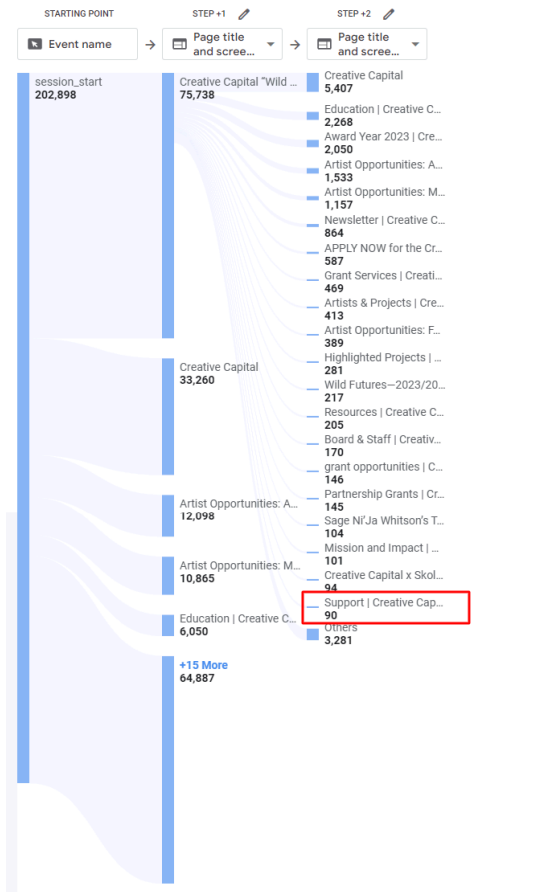
Through the Universal Analytics (Google Analytics 3) website data, we noticed that from March 2022 to March 2023, only 1,119 users viewed it out of the total 1,290,920 website viewers, which translates to only 0.09% of total website visitors accessing the Support page.

Using the new Google Analytics 4, we employed a path exploration and found that the top two most popular pages during this time were Creative Capital's Wild Futures, with 75,738 sessions, and the homepage, with 33,260 sessions. In each case, only 0.12% and 0.26% respectively, then clicked through to the Support page. Similarly, in the case of the Support page being the third page a viewer visited, less than 0.38% of users reach it. Note that data in GA4 was only available for March - April 2023 due to the ongoing migration from GA3 to GA4. Overall, these low views for the page are consistent throughout the website data and highlight an issue in the website structure when it comes to fundraising and encouraging donations.

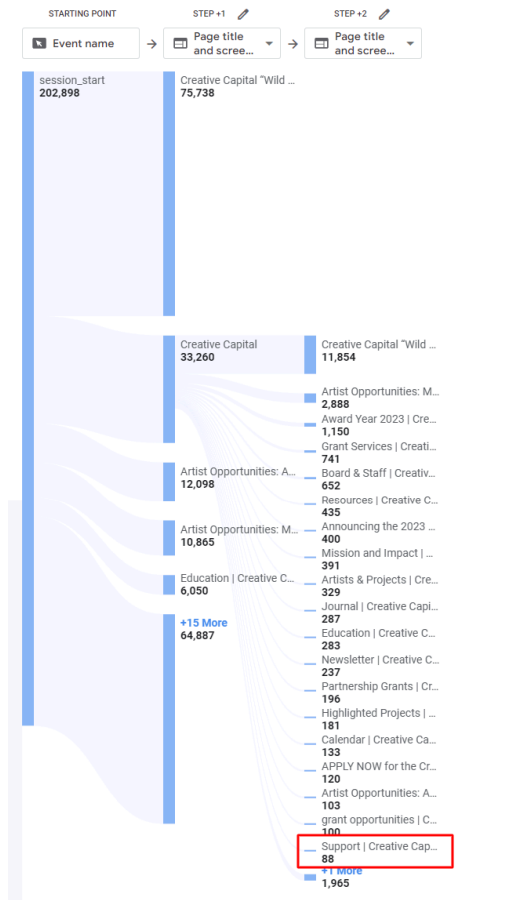
Simultaneously, as seen in the following graph, the majority of external traffic is sourced from direct links. This is particularly true for new website users who are specifically seeking to support Creative Capital. Interestingly, there are zero new users driven to the website from social media, though this may be due to social media links not being implemented yet in GA4.

First user default channel group ▾ +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
		87 100% of total	75 100% of total	13.13% Avg 0%	0.17 Avg 0%	0m 17s Avg 0%
1	Direct	86	59	19.54%	0.25	0m 16s
2	Organic Search	1	15	6.36%	0.09	0m 18s
3	Organic Social	0	0	0%	0.00	0m 07s
4	Referral	0	1	3.7%	0.04	0m 16s

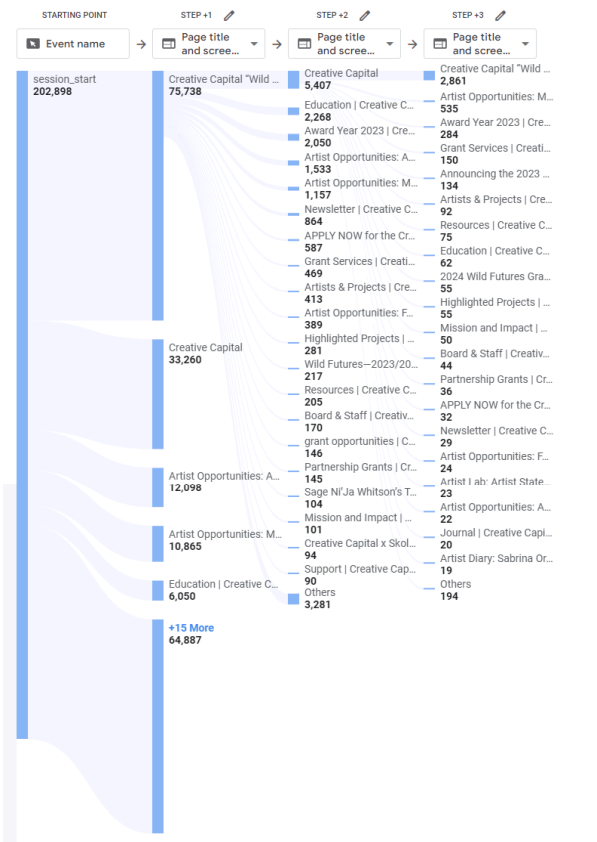
All Users



All Users



All Users



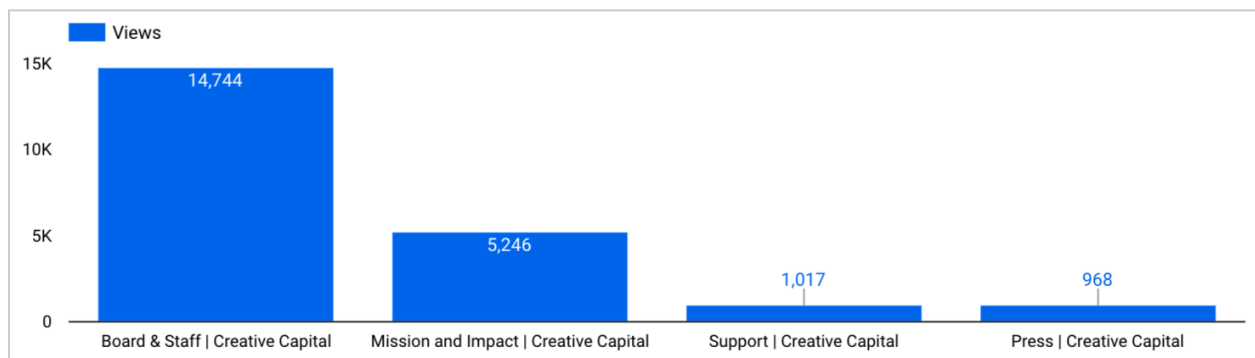
Top Left: Path exploration Creative Capital “Wild Futures”, 75,738 sessions > Support page, 90 sessions

Top Right: Creative Capital homepage 33,260 sessions > Support page, 88 sessions

Bottom Left: Creative Capital “Wild Futures”, 75,738 sessions > Creative Capital homepage, 5,467 sessions > Support page part of the “Others”, fewer than 19 sessions

Finding 2: Findability of Support page is hidden by support posts for social causes

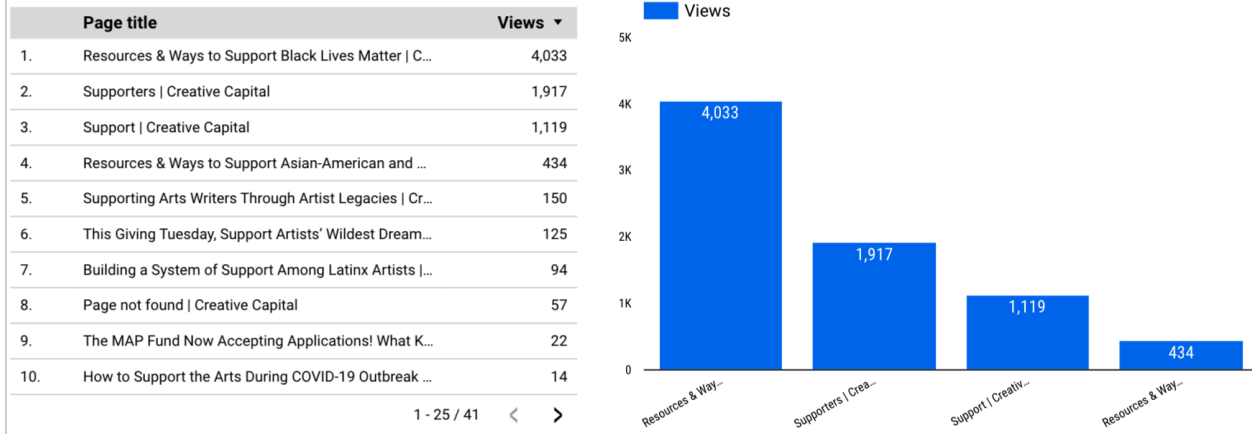
Among the four title pages under “Organization” on Creative Capital’s website, the Support page receives the second fewest page views. Between March 2022 and March 2023, the Support page received 1,017 views, about 7% of the page views received by the Board & Staff page. While users have many opportunities to reach the Donate page via embedded Donate buttons throughout the site, this Support page is the only top-level page with additional context on the impact of donations as well as links to pages for Membership and Supporters. Thus, the opportunity to grow donations to Creative Capital starts with driving traffic to the Support page.



Views for “Organization” title pages between March 2022 and March 2023.

Within Creative Capital’s website, the word “support” is used in two different contexts – one to financially support Creative Capital and the other to support social causes. The Support page provides information on how to financially support Creative Capital, however this Support page received fewer views in the period analyzed than journal posts like “Resources & Ways to Support Black Lives Matter”.

"Support" Pages



Both contexts are valid, however the popularity of support posts for Black Lives Matter and AAPI Communities impacts the findability of how to donate to Creative Capital. In fact, when users search "support" in Creative Capital's internal search bar, the Support page doesn't appear in the search results at all. In contrast, when users search "donate" using the website search function, the Donate page appears as the first result.

Creative Capital

479 results for: support

Resources & Ways to Support Asian-American and Pacific Islander Communities
Journal
...girls to gain full agency over our lives, our families, and our communities. More Info Asian Prisoner **Support** Committee The mission of the Asian Prisoner **Support** Committee (APSC) is to...

Resources & Ways to Support Black Lives Matter
Journal
...to White people who plan to join the protests. More Info National Lawyers Guild The National Lawyers Guild operates Legal **Support** Hotlines to provide **support** to those arrested at a...

Monetary Support
One of the unique features of our system of **support** is a willingness to enter into a long-term financial relationship with you. The Creative Capital Award provides \$10,000 in initial...

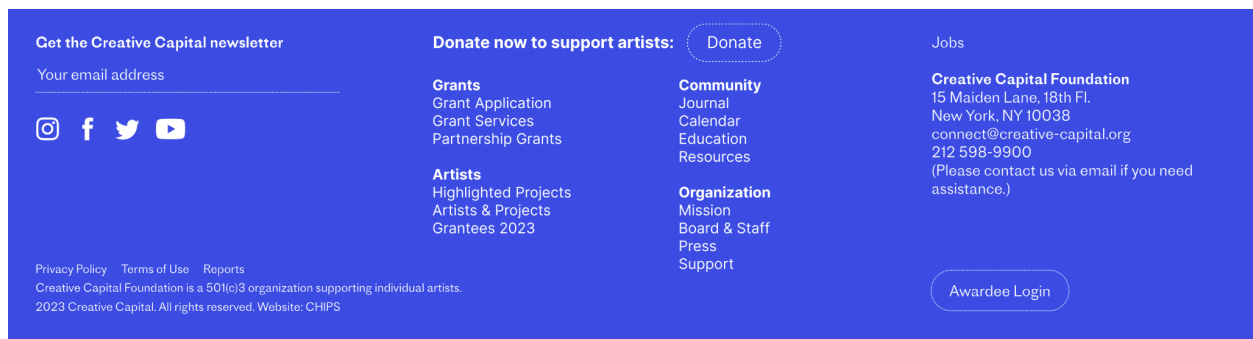
Top search results for "support" from Creative Capital's internal search bar.

Recommendation: Use “donate” to refer to financially supporting Creative Capital & place donate button in footer

Use of “donate” to refer to financial support for Creative Capital can help distinguish posts and pages for donations from those for supporting artists or supporting social causes. Understanding that users may become fatigued from too frequent calls for donations, we still believe in the value of “donate” as the appropriate vocabulary because it is so easily distinguishable from other forms of support. In lieu of synonyms for “donate”, we recommend fewer, well-placed donate buttons across the website.

Consider adding the donate button into the website footer so that users have the ability to navigate to the Donate page from anywhere on the site. Placing the donate button in the footer makes it visible at the bottom of every post without being intrusive to the content of the post.

In addition, copying the main website navigation into the footer may also be beneficial, since page navigation is currently placed in a hamburger menu that is hidden by default.



Mock up of updated footer with donate button and website navigation.

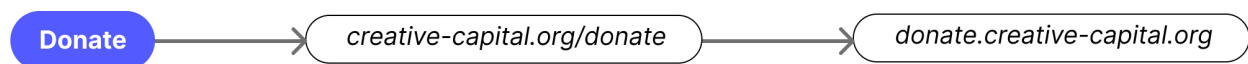
Recommendation: Implement Google Analytics optimizations for future analysis

Though Creative Capital's current use of Google Analytics is lightweight, we recommend the following updates to allow for a more robust analysis in the future:

- Add [event tracking](#) to key CTAs
- Add [campaign tracking](#) to social media posts
- If possible, [GA ecommerce](#) to the Donate page and other transaction pages

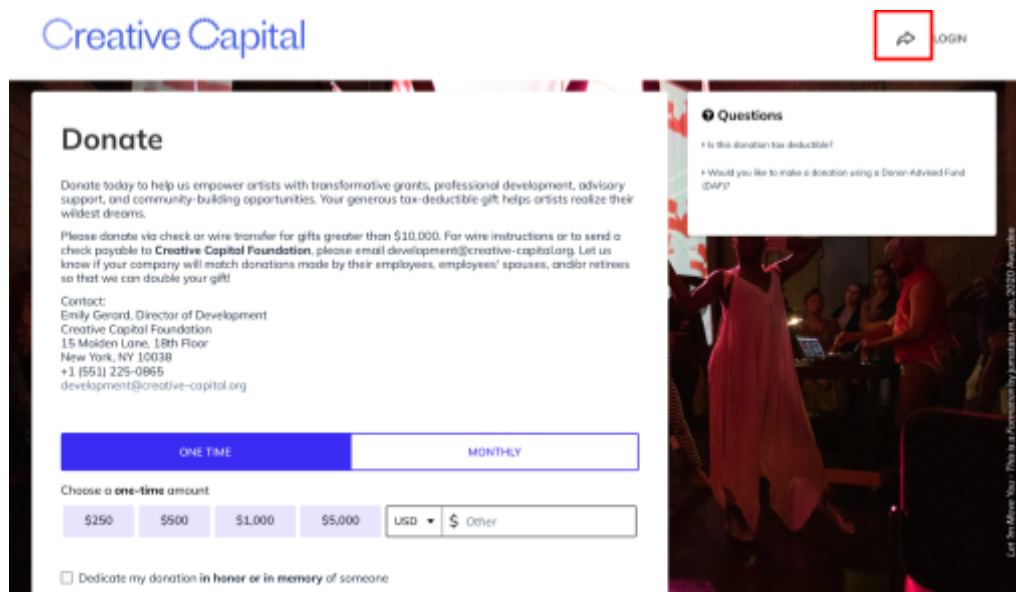
Implementing additional tracking events to key CTAs across the site may help reveal deeper insights over time. For example, we recommend implementing a GA event to track the button click for newsletter sign ups, as only the scroll depth on the newsletter page is currently tracked. While the newsletter form is eventually completed via Mailchimp, it is still valuable to monitor sign ups via Google Analytics.

Another GA optimization is to proxy all traffic from donate buttons throughout the site through *creative-capital.org/donate* so that traffic to the third-party Donate page can be accurately tracked. One limitation encountered during the analysis for this report was determining the traffic to the Donate page, as the GA account for *donate.creative-capital.org* is separate from the GA account for *creative-capital.org*. Since this Donate page is managed by third-party platform Classy, it may be difficult to merge these GA accounts, but using *creative-capital.org/donate* as a proxy provides a simple workaround.



Finding 3: Donate page lacks impact metrics and visible social media share button

The Creative Capital Donate page currently lacks several key elements that could improve the donor experience and encourage increased support for the organization, such as highlighting a social media share button on the donation page so that users can share the page in order to increase the visibility of the organization. The current social media share button is hidden by default behind an arrow icon and can be easily missed.



Creative Capital's Donate page and social media share CTA

While the Donate page provides general information about the organization's mission, it lacks specific impact metrics and success stories that demonstrate the tangible outcomes of these programs or the impact of donor contributions. As Finding 1 indicates the low views on the Donate page, potential donors may not have a clear

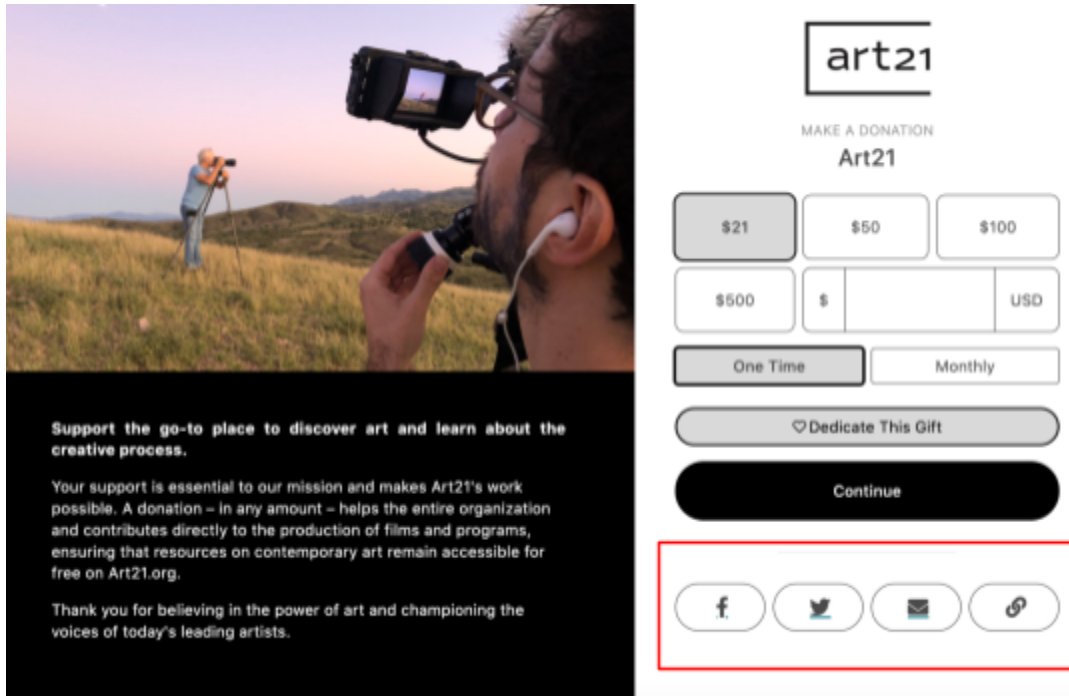
understanding of the organization's impact, which could discourage them from giving and keep browsing the Support page.

By providing specific impact metrics on the Donation page, such as the number of artists supported or the total amount of funding provided for the artists, Creative Capital can provide potential donors with a better understanding of the impact of their contributions. In addition, success stories could be provided to showcase the real-world impact of the organization's grant-making program and inspire potential donors to contribute.

In addition to the separate Supporters and Membership pages within the Support page, highlighting these two pages' information directly on the Donate page could provide potential donors with a better understanding of the organization and potentially increase motivation to donate.

Recommendation: Show social media share option by default and unify pages for Donate, Membership, and Support

Based on the review of Art 21's Give page, a non-profit art organization primarily focuses on producing educational resources for the public and promoting contemporary art.

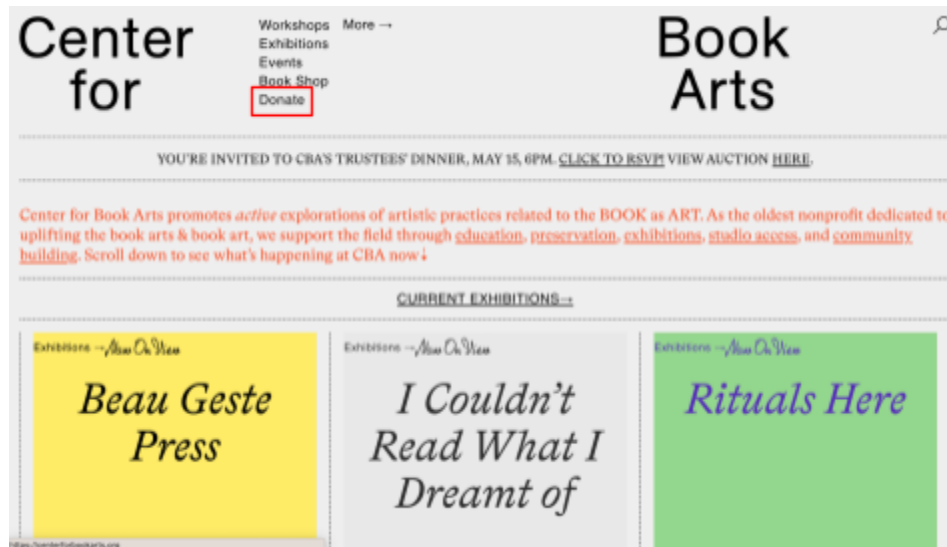


Art 21's Donate page

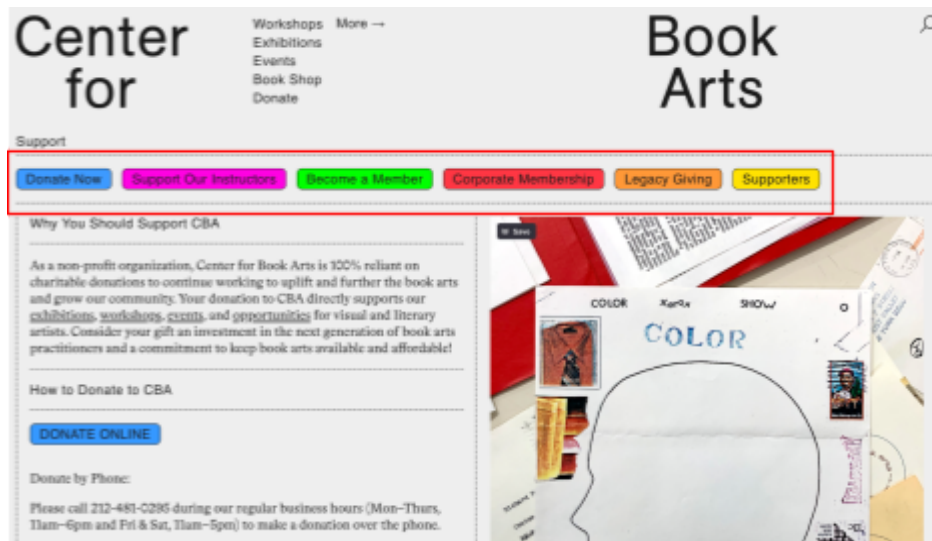
There are several functions that Creative Capital could potentially integrate into its own donation page to enhance the donor experience and increased engagement and support including:

- **Social sharing options:** The Art21 donation page includes straightforward social media sharing buttons, which allow donors to share their contributions on social media and encourage their friends and followers to give as well. Adjusting the social sharing buttons to be more visible may help Creative Capital expand its reach to potential donors.

Additionally, reference from the Center for Book Arts, a non-profit organization dedicated to uplifting the book arts. The organization's Donate page is shown at the top of the banner.



Center for Book Arts's homepage



Center for Book Arts's Donate page

In order to improve the user experience and navigation towards the Support page, as well as provide a convenient and consistent donation experience for visitors to the website, we recommend the following:

- Integrate the separate Donate, Memberships, and Supporters pages into one: adjust information and links about the Supporters and Memberships pages into the Donate page, to provide potential donors a smooth navigation experience with more information on the different ways they can support the organization.

- Personalized giving levels and benefits: The Center for Book Arts offers various ways for visitors to donate such as Legacy Giving and Support Our Instructors, which could be integrated into Creative Capital's Donate page. This could incentivize donors to give at higher levels by offering unique and tailored benefits that align with their interests.

Finding 4: Surge in Instagram engagement in April 2022 due to the use of videos, carousels, and themed posts

Instagram engagement in April 2022 was 66% higher than average engagement between March 2022 and March 2023. An analysis of the Instagram metrics reveals that several key indicators, including engagement rate, like count, comments count, total reel interactions, and carousel album engagement and the media reach were all high in April compared to other months from March 2022 to March 2023.

The use of visually engaging content and relevant hashtags can lead to higher engagement rates on Instagram. Specifically, posts that address environmental challenges through art and align with timely themes such as Earth Day tend to have higher engagement rates. Additionally, videos and carousel albums were used more in April 2022 as compared to images which are successful formats for providing dynamic and immersive experiences for viewers.

	Date (Year Month)	Media count	Engagement	Like count	Comments count	Total reel interactions	Carousel album engagement	Media reach
1.	Mar 2023	1	4,851	2,904	44	null	4,851	32,180
2.	Feb 2023	14	8,105	5,924	54	438	4,233	110,447
3.	Jan 2023	15	7,241	6,110	81	1,300	5,622	121,864
4.	Dec 2022	16	3,027	2,904	52	395	2,062	77,388
5.	Nov 2022	16	7,028	5,360	95	397	4,894	110,922
6.	Oct 2022	33	2,546	4,100	73	2,486	1,339	113,441
7.	Sep 2022	35	3,409	5,702	131	3,693	2,313	152,639
8.	Aug 2022	32	5,124	5,505	97	1,861	2,825	145,260
9.	Jul 2022	31	8,227	8,328	92	2,930	6,144	177,706
10.	Jun 2022	25	2,797	2,755	63	281	322	80,453
11.	May 2022	28	6,154	5,035	101	162	3,070	113,851
12.	Apr 2022	27	9,345	10,872	176	4,963	5,871	200,086
13.	Mar 2022	28	5,402	4,609	65	102	994	119,968
Grand t...		301	73,256	70,108	1,124	19,008	44,540	1,556,205

Instagram engagement data from March 2022 - March 2023

The analysis suggests that the use of visually engaging content and relevant hashtags played a significant role in driving higher engagement rates on Instagram. The finding indicates that the posts with the highest engagement rates are those that address environmental challenges through art, aligning with the Earth Day theme. By using relevant hashtags such as #environmentalart, #earthday, and #artandnature, the posts

likely attracted viewers who are interested in environmental art and related topics, leading to a higher engagement rate.



Instagram post with the highest engagement in terms of likes, comments, media reach, reel plays, reel shares and total reel interactions from April 11th, 2022.



Instagram post from April 20th, 2022 with high overall engagement.

In terms of format, videos and carousel albums were found to be the most successful as they provided dynamic and immersive experiences for viewers. Videos captured attention for longer periods, while carousel albums allowed for more comprehensive and immersive storytelling. However, the analysis suggests that the captions could be improved to be more concise and attention-grabbing.

It is worth noting that one of the high engagement posts was not an isolated occurrence. Other Earth Day-related posts were also shared on Creative Capital's Instagram page in April 2022, which likely contributed to a higher overall engagement rate for the month.

Recommendation: Utilize strategies for dynamic content, themed posts, and data monitoring to engage Instagram audience

Based on our analysis of Creative Capital's Instagram engagement from March 2022 to March 2023, we recommend that the organization continue to incorporate visually engaging content and relevant hashtags in their Instagram posts. Specifically, we suggest that Creative Capital explore themes related to environmental challenges and use relevant hashtags such as #environmentalart, #earthday, and #artandnature to attract viewers who are interested in environmental art and related topics.

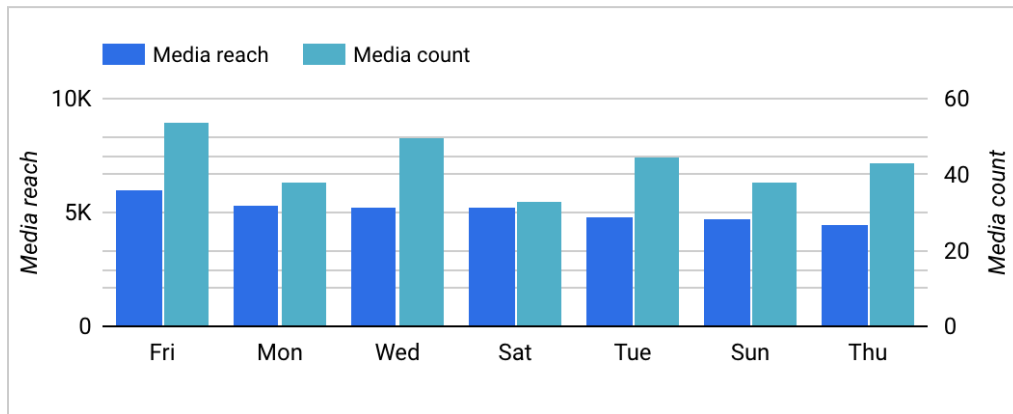
Additionally, we recommend that Creative Capital continue to experiment with videos and carousel albums as successful formats for providing dynamic and immersive experiences for viewers. To further enhance engagement rates, we suggest that Creative Capital improve their captions to be more concise and attention-grabbing.



Example of The Rockefeller Foundation's use of concise captions.

Lastly, we recommend that Creative Capital continue to capitalize on timely themes such as Earth Day and other relevant events to drive higher engagement rates. By

implementing these recommendations, Creative Capital can continue to grow their Instagram engagement and reach a wider audience interested in their work.



From March 2022 - March 2023, Friday had the highest number of videos posted and the highest reach.

We also recommend regularly analyzing their Instagram metrics and adjusting their content strategy accordingly. For example, using the insights to determine the best times to post or the most effective types of content to post.

Conclusion

In conclusion, our analytics report has highlighted the importance of understanding how Creative Capital's digital audience interacts with their website and content. Leveraging tools such as Google Analytics, Looker Studio, Instagram Analytics, and Supermetrics, we have provided recommendations to improve content strategy and expand the digital reach of social media and website content to both artists and donors.

Our Looker Studio dashboard shows the strong engagement and reach of Creative Capital's social media, with opportunities to improve traffic to support pages and the visibility of donation prompts. Additionally, we recommend tracking newsletter subscriptions as a Google Analytics event to better understand the user journey. Overall, by implementing these recommendations, Creative Capital can continue to provide grants to more artists every year and foster sustainable artistic careers.

Appendix

[Google Analytics Looker Studio Dashboard](#)

[Instagram Data March 2022-2023](#)

[GA4 Path Exploration](#)