

## Digital Marketing Performance Study

# Delivering Exponential Growth for a Large Performing Arts Non-Profit

### Challenge

The nation's largest children's theatre organization approached Mindtap facing a number of challenges:

- maximizing the impact of its sizable Google Ads Grant
- increasing ticket sales and program participation while adhering to strict ad grant compliance requirements
- competing against commercial entertainment organizations with large marketing budgets
- developing an optimization protocol that limited internal marketing resources could sustain

### Approach

Mindtap developed a comprehensive strategy focused on three growth pillars:

- a scalable campaign architecture for sustainable growth
- sophisticated audience segmentation
- a systematic optimization process

### Results

#### Budget Optimization

- 1,031% increase in year-over-year budget utilization
- Scaled from 2.6% to over 30% of available grant funds

#### Growth

- 223% increase in audience engagement year-over-year
- 128% growth in digital reach
- Improved click-through rate by 42%

## Grant Compliance

- Maintained a 25.91% CTR, exceeding grant compliance requirements by 5x
- Achieved consistent quality scores during rapid scaling
- Passed all compliance reviews while maximizing growth

## Mindtap Delivers

### Smart Growth Strategies

- Focus on metrics that matter to your business
- Optimize for quality over quantity
- Build sustainable competitive advantage

### Cost Efficiency

- Maximize return on your marketing investment
- Reduce waste in ad spend
- Lower cost per client acquisition

### Competitive Edge

- Compete effectively against larger players
- Build market presence strategically
- Focus on profitable market segments

## Our Approach

### Strategic Planning

- Deep understanding of your business and goals
- Competitive market analysis
- Custom strategy development

### Expert Implementation

- Advanced targeting capabilities
- Continuous optimization
- Ongoing performance monitoring

### Results Focus

- Clear performance metrics



2100 North Greenville Ave.  
Richardson, Texas 75082  
214-498-0183  
[lee@mindtapmarketing.com](mailto:lee@mindtapmarketing.com)  
[www.mindtapmarketing.com](http://www.mindtapmarketing.com)

- Regular reporting and insights
- Strategic recommendations

## Transform Your Digital Marketing from Cost Center to Revenue Driver

- Generate more qualified leads
- Reduce your marketing costs
- Improve ROI
- Build sustainable growth
- Compete more effectively

Contact us to learn how we can help you!

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