



Example Ballet Company  
Marketing Trend Report

Marketing Activity

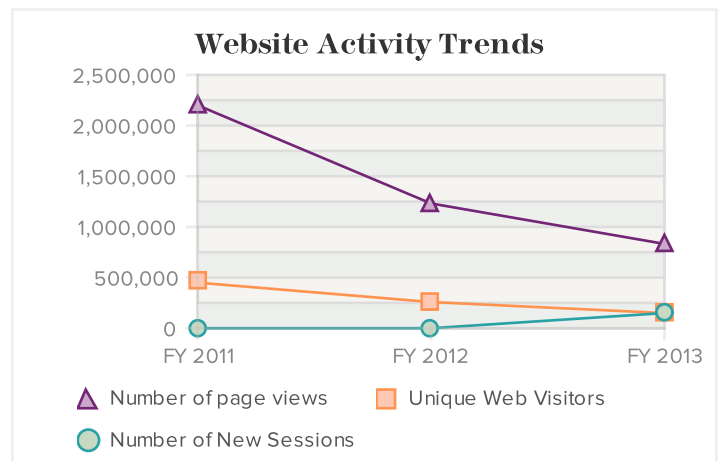
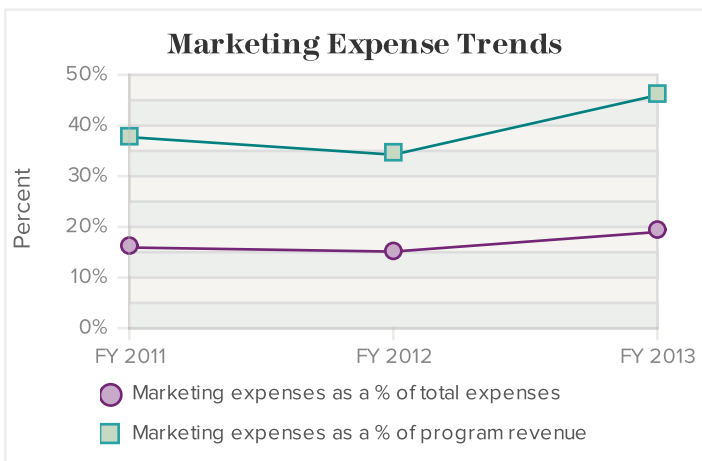
Marketing Activity	FY 2011	FY 2012	% Change	FY 2013	% Change
Total program revenue	\$4,392,011	\$4,334,586	-1%	\$4,336,762	0%
Total marketing expense	\$1,656,378	\$1,484,720	-10%	\$1,994,329	34%
Total expenses	\$10,396,099	\$9,814,930	-6%	\$10,502,243	7%

Marketing expenses as a % of total expenses	16%	15%	19%
Marketing expenses as a % of program revenue	38%	34%	46%

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.

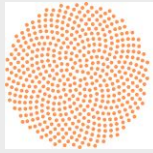
Marketing expense as a % of program revenue is calculated by dividing your total marketing expenses by your program revenue. Looking at this ratio

Website Activity	FY 2011	FY 2012	% Change	FY 2013	% Change
Number of Page Views	2,200,000	1,231,380	-44%	832,408	-32%
Number of Unique Web Visitors	450,000	258,360	-43%	149,661	-42%
Number of New Sessions	0	0	n/a	149,643	n/a



Mailings and Social Media

This organization has not provided data on mailings or social media. This may be because this organization does not have endowments or reserves or the organization's annual expenses are under \$50,000 and they are therefore only required to complete the short form of the DataArts Survey.



## Attendance

In-person Participation	FY 2011	FY 2012	% Change	FY 2013	% Change
In-person participation - paid	70,520	74,220	5%	81,120	9%
In-person participation - free	10,817	23,070	113%	24,806	8%
Total in-person participation	81,337	97,290	20%	105,926	9%

Types of In-person Attendance	FY 2011	FY 2012	% Change	FY 2013	% Change
Performance tickets	65,800	82,000	25%	83,045	1%
Open rehearsal tickets	52	20	-62%		-100%
Registrants for classes/workshops	6,400	2,200	-66%	9,800	345%
Lecture attendees	65	70	8%	120	71%
Total in-person participation	81,337	97,290	20%	105,926	9%

Attendance Ages	FY 2011	FY 2012	% Change	FY 2013	% Change
Children	10,183	11,855	16%	11,440	-4%
Children served in schools	200	250	25%	150	-40%

Other Participation	FY 2011	FY 2012	% Change	FY 2013	% Change
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