From static to scalable

How Buffalo AKG Art Museum increased revenue, elevated its digital framework, and boosted institutional visibility

The Buffalo AKG Art Museum in Buffalo, New York, is one of the United States' most distinguished art institutions. Founded in 1862, it is the sixth-oldest public art institution in the country and renowned internationally for its exceptional collection of modern and contemporary art, offering a strong survey of 20th and 21st century works from the U.S. and Europe.

Following its major expansion and renovation completed in 2023, the museum emerged as a vibrant cultural hub showcasing groundbreaking exhibitions and fostering dialogue between historical and contemporary voices, yet it faced the challenge of building awareness and engagement around its expanded offerings.

The Buffalo AKG Art Museum partnered with Twisted Rope to drive renewed growth in revenue, audience reach, and membership engagement. **Through audience-focused campaigns, enhanced digital infrastructure, and a clear conversion strategy, the museum achieved higher attendance at featured exhibitions, measurable membership growth, and increased visibility across ancillary experiences**, including community programming, food & beverage, and retail.



Challenges

Featured event performance needed optimization

Event attendance and demand signals required clearer visibility to better assess return and inform future planning.

Content strategy required sharper audience focus

Visuals and messaging benefited from stronger alignment with defined audience segments and motivations.

Organic content reach was concentrated

Social content primarily engaged existing followers, presenting an opportunity to expand discovery and new audience growth.

Digital measurement & conversion paths needed strengthening

Gaps in tracking and user journey clarity limited insights into conversion behavior and optimization opportunities.

Membership growth showed potential

New sign-ups and re-engagement from lapsed members indicated room for growth through refined outreach and activation.







Solutions

Twisted Rope, in partnership with Buffalo AKG, implemented a structured, audience-driven digital strategy to expand reach, improve conversion, and drive revenue across all Buffalo AKG engagement channels.

Audience expansion and re-engagement

Activated paid social using platform algorithms, lookalike audiences, and retargeting to reach new audiences while re-engaging past buyers and site visitors to increase lifetime value.

Audience-aligned creative and content optimization

Developed targeted creative briefs aligned to defined audience segments and used performance data to refine messaging and optimize content across Meta, Google, and other channels.

Conversion-led campaign and funnel strategy

Implemented a structured funnel guiding users from engagement to high-value actions such as exhibition attendance and memberships, supported by ongoing performance and ROI measurement.

Strategic membership campaigns

Launched time-aligned membership initiatives tied to key exhibitions, including targeted lapsed-member reactivation.

Digital infrastructure upgrades

Implemented tracking pixels and strengthened backend systems to improve data capture, attribution, and optimization.

Thematic event and exhibition promotion

Delivered high-impact campaigns around featured exhibitions and events (e.g., *Kusama*, *Rockin 2025*, *Bewitched*, *Northern Lights*) to drive attendance and broader visibility.

Results

Over an 8-month engagement, the following results reflect campaign performance across paid media, audience growth, membership acquisition, and conversion optimization.

Executed 48 campaigns across 136 ad sets

Campaigns supported key exhibitions and events including *Kusama*, *Rockin 2025*, *Northern Lights*, *Bewitched*, *Art of Jazz*, and more.

Generated $220k in revenue from $24k in spend

Achieved an approximate ROI of 550%, demonstrating a highly efficient return on ad investment.

ROAS consistently exceeded 5x across performing ad sets

Campaign efficiency remained strong, proving high-impact ad sets can scale profitably across audience segments.

Reached over 8.5 million impressions and 853k engagements

Awareness campaigns drove significant interaction across Meta platforms, expanding visibility well beyond organic reach.

Built a high-converting audience foundation

Campaigns established reliable audience profiles for future featured events and repeat ticket purchasers.

Drove new member sign-ups and reactivations

Secured 260 new memberships and reactivated 90 lapsed members, generating approximately $11k in revenue from $1.7k in spend, resulting in a ROAS of 388%.

Established a proven value funnel across digital touchpoints

Visitor pathways from awareness to conversion are now mapped and measurable, informing future strategy.







