

the European leader in online art sales

# Expand your gallery's visibility thanks to online sales

### Why join Artsper?



Present your gallery to an international audience of art collectors

Artsper.com receives more than 390,000 unique visitors each month. This traffic, in addition to search engine optimisation and personalised e-mail recommendations that are sent to our 100,000 subscribers, places your artists at the heart of an international audience of art collectors.



Increase the visibility and sales of your online gallery

Collectors trust Artsper as the best platform to discover the art they appreciate. With buyers from over 130 countries, Artsper puts your gallery and your artists where they deserve to be: in front of more people who want to acquire new works.

Smooth communication and secure transactions

The platform's tools, such as the various sale options, allow collectors to find out about your works or to buy them with a click. Reduce the barriers to buying and let Artsper facilitate your sales so that you can concentrate on the essentials: developing the reputation of your artists.

#### An invaluable asset to broaden your customer base...



Today, more than ever, online art platforms such as Artsper are becoming essential partners for galleries.

Online sales are a precious asset for expanding your customer base, offering a new way for your clients to acquire artworks and establishing your reputation.

Building a healthy, long-lasting and quality relationship with Artsper helps to create a climate of trust that will facilitate the customer's purchasing decision.

#### Know more

## ... and convince your potential buyer



In order to respond to your needs, you have the option of displaying a estimated price for certain works on Artsper. This <u>hidden price feature</u> allows you to contact the client directly and finalise the sale on Artsper or in the gallery.

We strive to apply certain codes of the art world to online sales, so that collectors can now <u>make</u> <u>an offer</u> as if they were in a gallery. Artsper makes every effort to reach an agreement between the collector and the gallery.



## Customised tools at your disposal



Artsper. You are a top seller See my gallery on Artsper | 🕅 Book a personal meeting | (?) Help | 🖉 2 Profile Home / Dashboard / Engagement Engagement Artworks Last 30 days Artists A Exhibitions Your artists's followers () Your works in wishlist. (7 Your works in carts (?) Drders My documents 43 6,077 5 Resource +84 +11 +7 J Dashboard New Distribution of your works in wishlist by category @ Distribution of followers by artist @ andres 0 @ C215 21.75 · mm 10.0% © UAtes 8.9% Borrera Britta KTK Other 24.7% ) ---------



By following your sales opportunities and regularly updating your catalogue you will be able to increase your visibility on Artsper and contribute fully to your overall strategy. Use the dashboards at your disposal to better identify your collectors, and adapt your content in order to gain their loyalty. Advertise your exhibitions on Artsper to enliven your community. We regularly relay news from our partner galleries.

## Join the online sales market

+1500	+130 000	+500 000
Partners galleries	Available artworks	Visitors per month
+50	2500€	22%
Sales per day	Average spend	Collectors reordering

41% make sales through third party sites

64% collectors have already bought a work on the internet

61% of galleries stated that they have implemented an e-commerce strategy

+1500 partner galleries



Discover our partner galleries

# +15 000 exhibited artists

Takashi Murakami	Damien Hirst	Keith Haring
Hervé Di Rosa	Miss Tic	Robert Combas
Jef Aérosol	JR	Shepard Fairey (Obey)
Bert Stern	JonOne	Okuda
Jean-Michel Basquiat	Joan Miró	Yves Klein
Bernard Buffet	Victor Vasarely	Carlos Cruz-Diez
	Discover our artists	

## Our partnerships

#### BASIC

#### PREMIUM

Access the platform with fast, easy to use, and secure online sales options.

Online Sales Catalog Management System (CMS) Unlimited list of artworks, artists, and exhibitions on Artsper.com

Marketing tools Obtain the possibility to integrate your artworks in our collections and newsletters Online uploading of the stands in fairs Direct sales or make an offer option Gallery profile page Analytical dashboard

Support On-boarding session Customer support via live chat For galleries that want a variety of online sales options supported by a digital strategy specialist.

*Expert advice* Specialized liaison with a category manager

*Flexible sales options* The option of hidden prices and private offers

Advanced marketing tools Access to the collector's profile Showcasing your artists and your gallery

*Increased efficiency* Quarterly batch download of your catalog

## What they say about us

"To respond to the current crisis, we have multiplied the number of works posted online on online sales platforms such as Artsper".

Laurent Rigail and Eric Brugier, founders of <u>the Galerie</u> <u>Brugier-Rigail</u>





Angel Ortiz (Aka) LA II, Sans titre (LA II), 2015



"It is certain that the very functioning of the gallery is a natural part of its adaptability in the face of the coronavirus crisis. Consequently, we have sold some works online and notably with Artsper!"

#### Nicolas Samson-Agnez, Director-Founder of <u>Agnez Art</u> <u>Gallery</u>

See the gallery

Isabella Kretzdorn, Homme pensif, 2009

An exceptional user experience

An adapted use

Guarantees and reliability that make online shopping easy

#### Join Artsper





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