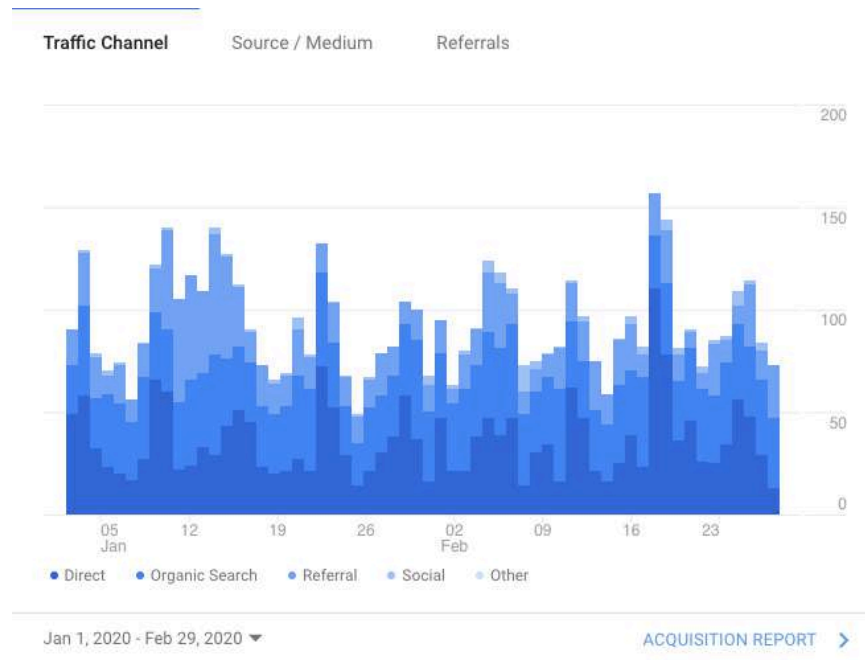
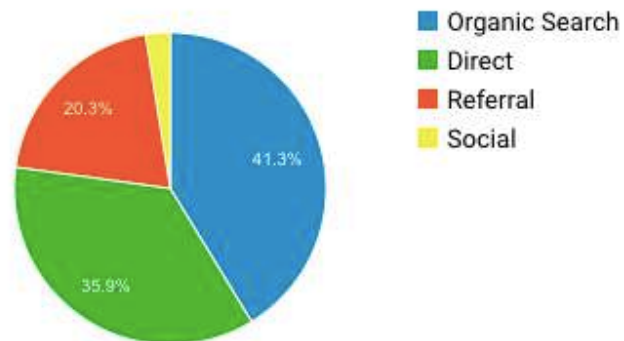


Website Analytics - Traffic Channels

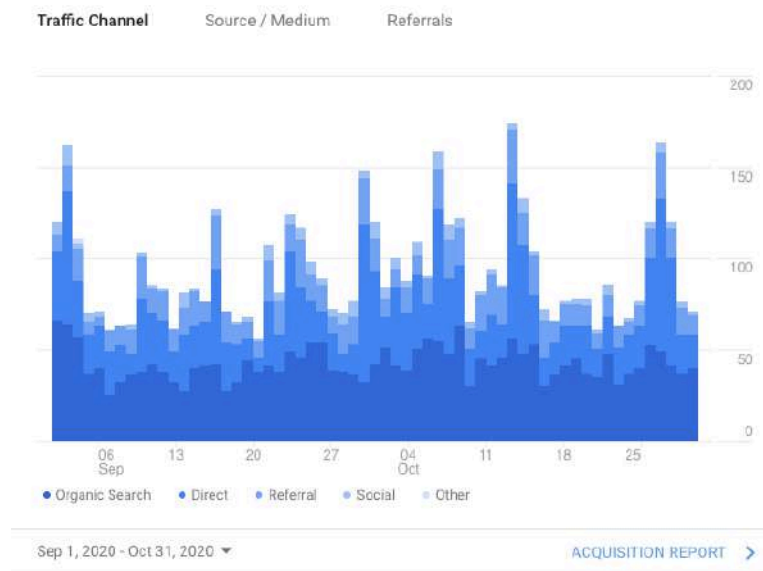
Jan-Feb



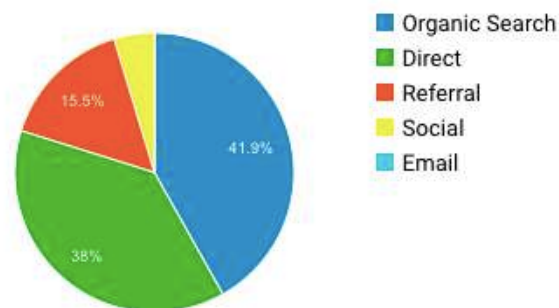
Top Channels



Sept-Oct



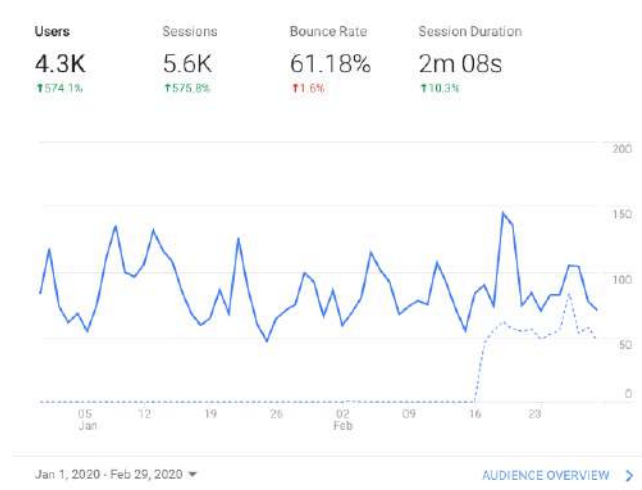
Top Channels



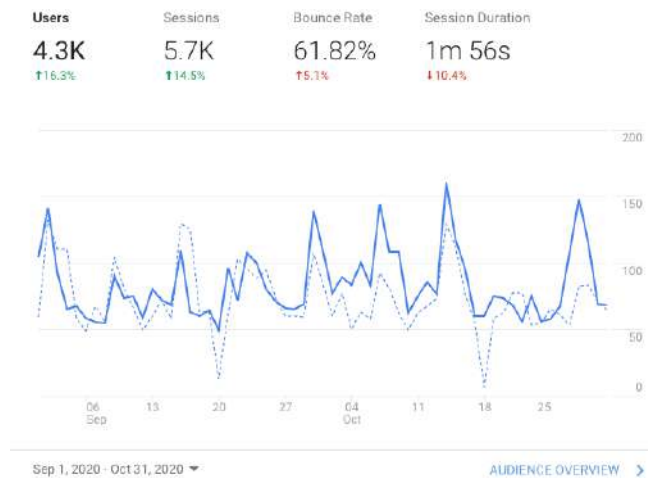
Conclusion: We are seeing higher rates of traffic in the fall versus the beginning of the year from all sources. Social media shows an increase in traffic to the site this fall, there is also less of a disparity between direct and organic searches. Our direct numbers stayed lingering roughly the same area throughout, but our organic searches have gone up in the fall to get closer to matching those direct numbers. Our top referral websites are Eckert & Ross and one of their artist's website's who links to their FADA page.

Website Analytics - Users and Sessions

Jan-Feb



Sept-Oct



Conclusion: Number of users have stayed the same, however there has been an increase by around 1,000 in terms of sessions, meaning we are retaining users more in the fall, they are consistently coming back to the site several times within this time period whereas in Jan they would only visit once in that time period. However, the average session duration is down by a minute. So they are visiting more, but staying less time. This may be due to an increase in art-related browsing due to the fall art season, but there's also a lot of options/competition so they may be switching around art selling platforms more.

Instagram and Facebook - Followers & Activity

INSTAGRAM FOLLOWERS 11/17/20: 9,312

FACEBOOK FOLLOWERS 11/17/20: 9,455

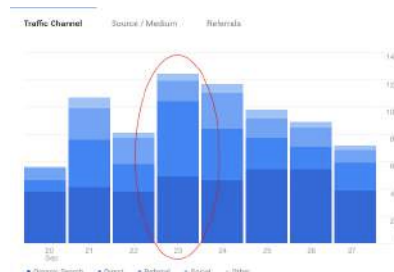
	January-February 2020	September-October 2020
Instagram Follower Growth	282 (before Jumper Media)	1,114
Most Instagram Likes Achieved on a Single Post	95 likes	228 likes
Most Facebook Likes Achieved on a Single Post	4 likes	4 likes
Most Comments Achieved on a Single Post	2 comments	3 comments
Highest Number of Facebook Post Shares	1	1
Highest Single Facebook Post Reach	91	280

Website Traffic in Relation to High Activity Instagram Post Dates - 2 Examples

SEPT/OCT - Post Date: 09/23

Number of Likes: 229 likes, 3 comments

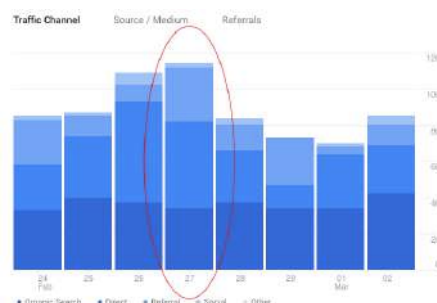
- Post date has highest amount of website traffic in a 7 day period, chunk attributed to social media grew on post date compared to day before, as well as grew even larger for two days following post.



JAN/FEB - Post Date: 02/27

Number of Likes: 92 likes, 2 comments

- Post date has highest amount of website traffic in a 7 day period, chunk attributed to social media grew larger the next day following post



Email Database Blasts

Number of Emails in Database: 2,487

Database Blast- Room View Launch

Date: 06/24/2020


of Opens: 148

of Clicks: 14


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INTRODUCING ROOM VIEW ON FADA.ORG



Where the Water Goes Colored by James Rosenquist
Offered at \$35,000
Available at Contessa Gallery



Experience ARTWORKS in ROOM VIEW

For 30 years **Fine Art Dealers Association** has been known as The Trusted Gallery Network. As a global virtual showcase for Member Gallery artworks, **FADA.org** presents **Room View** as a new feature.

Browse art for sale from our Member Galleries - at anytime - from anywhere - and experience three distinctive virtual room view settings. Viewing artworks in a living context adds a distinctive enhancement to acquiring art online!

Click below and experience **FADA.org - ROOM VIEW** - with or without our background music option. Stay safe, and take care of yourselves and your loved ones.

FADA.ORG

Recent Additions

[f](#) [t](#) [in](#) [@](#)

Database Blast- 30th Anniversary Blast

Date: 07/03/2020

of Opens: 100

of Clicks: 11

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CELEBRATING 30 YEARS



The Hole in the Center of the Clock by James Rosenquist
Available at Leslie Sacks Gallery

Fine Art Dealers Association: Three Decades of
The Trusted Gallery Network®

Fine Art Dealers Association (FADA) unites Galleries representing unique specialties who practice the highest standard of integrity with regard to business practices. Established by a group of art dealers in 1990, FADA's Trusted Gallery Network® is committed to offering you, the Collector, a curated inventory of artworks whose authenticity is carefully researched. Experts in their respective art historical fields, FADA Member Galleries are a global resource for academic research, acquisition, consignment, appraisal, sale, conservation, framing and presentation of important works of art. Beyond the gallery, FADA, and its Members, support innovative art programs and exhibitions worldwide, and are engaged patrons of art nonprofits dedicated to educating the public.



In celebration of our 30th Anniversary we invite you to browse unique genres, mediums and artists through the Search Features on our home page.

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Database Blast- Art In The Time of Social Distance

Date: 07/10/2020


of Opens: 97

of Clicks: 5

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ART IN THE TIME OF SOCIAL DISTANCE




*Site Avec Trois Personnages by Jean Dubuffet
Available at Rosenbaum Contemporary Gallery*

The New Frontier: A Physically Distanced Art World

Some FADA galleries have now re-opened with timed appointments for exhibition viewing and increased sanitization/safety protocols. This is good news!


Art world marketing pivoted from the social aspect to be laser focused on digital presentation. That's where FADA's Call-to-Action search excels to assist in your quest. FADA.org offers the ability to investigate the artwork based on Genre, Subject and Artist from our Trusted Gallery Network® of art dealers around the country.

Together, for now, we miss the thrill and excitement of live art events. In the meantime, we can navigate the art world from the safety of our individual space as galleries, museums and nonprofits continue to mount fresh exhibitions, and dealers continue to offer newly acquired works of art.



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[FADA.ORG](https://fada.org)

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Database Blast- Street Art x FADA

Date: 07/15/2020


of Opens: 104

of Clicks: 3

FADA

FINE ART DEALERS ASSOCIATION

THE JOY OF STREET ART: VISUAL ART ON VIEW IN PUBLIC LOCATIONS




Street Art as Social Voice


Themes in contemporary art are continually updating. As times change and culture evolves, artists react spontaneously in public locations with public visibility - often times unofficially and independently.

The Art Newspaper's recent article "Banksy paints London Underground train with sneezing rat not wearing face mask" details the iconic street artist's latest work.


For intriguing works by renowned artists of that genre, FADA.org holds a vast inventory of artworks created by contemporary street artists.



You Should Know I Know by KAWS
Available at Yerli.Fine.Art
Offered at \$26,000




Here Street Day by Erik Parker
Available at Yerli.Fine.Art
Offered at \$6,000



Paint & Black by Shepard Fairey
Available at Yerli.Fine.Art
Offered at \$6,500

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Database Blast- Desert Modernism / Transcendental Painting Group

Date: 07/23/2020

of Opens: 81

of Clicks: 2

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DESERT MODERN - AN ART & DESIGN TREND SINCE THE 30's



Polymers No. 32 by Raymond Jonson
Available at Hudson-Rose Gallery
Offered at \$15,000

**The Transcendental Painting Group:
Spiritualism and Modern Art**

In 1938, a group of Modern artists living in Santa Fe rejected the idea of painting their Southwestern desert surroundings like so many artists before them. Instead of painting a stunning landscape or scene of traditional Indian life, they turned their gaze to Abstraction and Spirituality. They referred to themselves as the Transcendental Painting Group. The artwork they made was mostly non-objective, influenced at the time by Wassily Kandinsky. [\(read more about TPG\)](#)

FADA Member Gallery [Addison-Rose](#), located in Santa Fe, New Mexico, has an extensive inventory of these artworks. See below a few of our favorite images and be sure to check out Addison-Rose's recent exhibition dedicated to the Transcendental Painting Group.



Polymers No. 30 by Raymond Jonson
Available at Hudson-Rose Gallery
Offered at \$10,000



Polymers No. 31 by Raymond Jonson
Available at Hudson-Rose Gallery
Offered at \$10,000



Polymers No. 21 by Raymond Jonson
Available at Hudson-Rose Gallery
Offered at \$10,000

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f t in @

of Clicks: 9



of Clicks: 11

1000 17th St., Suite 1000
 San Francisco, CA 94103
 Tel: 415 774 2900

of Clicks: 9

[illegible]

Database Blast- A Conversation on Afro-Cuban Art with Ramon Cernuda

Date: 10/29/2020

of Opens: 127

of Clicks: 7

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FADA COMMUNITY BLAST

CERNUDA ARTE PRESENTS: A Conversation on Afro-Cuban art with Ramón Cernuda



RAMON CERNUDA
CernudaArte

Join Ramón for a full walk-through & discussion of the *Black Art Matters* exhibition

Ramón Cernuda presents a virtual walk-through of a group show of 13 Afro-Cuban artists from the modern and contemporary periods. Discussing the history of Cuban art, we go on a journey from the commissioned colonial portraits to Modernism, and all the way to artists making works today!

A short clip of *Black Art Matters* exhibition with Ramón Cernuda



A sample of works in the exhibition:



Untitled Figure and Object, 1962
Wilfredo Lam
Available at CernudaArte



I Look at You, Always (Te miro siempre), 2019
Juan Roberto Diago
Available at CernudaArte



I Offer You (Te Ofrezco), 2001
Manuel Mendive
Available at CernudaArte

[CLICK HERE](#) to view the entire exhibition online at CernudaArte.com

Visit our Encyclopedic Global Platform - FADA.org.

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Planet Auctions

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