



Solu Nwanze and team help double online art sales for special artists

By contributing web analytics, Adobe volunteers help fund the ongoing expression of 130 artists with developmental disabilities



Creativity Explored provides artists with developmental disabilities the means to create, exhibit and sell their art around the world.

creativityexplored.org



"I found this project rewarding because it enabled me to approach problems in a different mindset. I learned how to apply my technical skills on a creative project, and it was great to work on something that was helping others."

Steve Dakin, Adobe Pro Bono Initiative participant

At Adobe, we believe our global workforce is not only our greatest strength as a company, but also a powerful force for creating change in our communities. It's a win-win-win: charitable organizations get the support they need, our local communities benefit, and our employees experience a meaningful career development opportunity.

adobe.com/createchange

NEED

Creativity Explored sought to better understand how visitors interacted with their [website](#) and the impact of their experience on art sales. To do this, they needed to measure visitor engagement and response.

PROJECT

Adobe volunteers, led by Solu Nwanze, developed and implemented a web analytics dashboard. They provided Creativity Explored with training materials to help them identify what might be causing brief visits to their website and online art store.

IMPACT

Using their new analytics tool, Creativity Explored staff has doubled their online sales. This increased revenue enables them to expand studio programs and provide these unique artists a place to pursue careers in the visual arts.