

Building the acquisition and support operation that brought 500+ artists onto a marketplace

Digital art marketplace | Eight-month engagement | Marketplace growth and customer success

RESULTS AT A GLANCE

500+

artists onboarded through a new discovery program

1 → 6

people across the department

3

artist acquisition, commission terms, and customer success established

The challenge: Growth depended on attracting—and supporting—the right artists

A digital art marketplace connected artists, brands, and AI platforms with collectors worldwide.

To expand, the company needed a repeatable way to recruit artists and support them after they joined. But it lacked a structured discovery program, an established commission split, and a customer success process.

The opportunity required more than adding names to the platform. It required a clear commercial offer and an organization equipped to manage artist relationships.

The work: Connect recruitment, economics, and ongoing support

The engagement built three connected parts of the marketplace's artist operation:

Artist discovery and acquisition

Created a program to identify, recruit, and onboard artists.

Commission structure

Established the commercial split between the marketplace and its artists.

Customer success

Built the process for supporting artists after onboarding.

To operate these functions, the department grew from one person to six.

Together, these changes gave the company a structured approach to bringing artists onto the platform and managing the relationship beyond the initial sign-up.

The outcome: More than 500 artists and a repeatable acquisition program

Within eight months, the discovery program onboarded more than 500 artists.

The marketplace finished the engagement with an established recruitment program, defined commission economics, and a six-person department supporting its artist operation. The company also raised a \$30M Series A.

The lasting result was an operating capability: a team and process for growing the artist side of the marketplace.

Does your marketplace have a repeatable way to attract and support supply partners?

Goshen Consulting helps marketplaces build partner acquisition programs, commercial structures, and customer success operations that support growth.

Book an introductory call: calendly.com/goshenconsultinggroup/introductioncall

This case study reflects operating and advisory experience gained by Goshen Consulting's founder in a prior role.