



How Artelize Built a Data-Driven Marketplace for the Performing Arts

Two-sided marketplace, real-time data pipeline, and SaaS analytics — 4+ years, \$1M+ in funding raised

\$1M+

FUNDING RAISED

Validated market demand and product-market fit

4+

YEARS BUILT

Long-term partnership growing the platform continuously

24/7

DATA PIPELINE

Continuous scraping and structuring of performing arts data

INDUSTRY

Performing Arts / SaaS Analytics

PLATFORMS

Web Application, Data Pipeline

AI CAPABILITY

Real-Time Data Scraping + Analytics Engine

TIMELINE

4+ years

Challenge

The performing arts ecosystem — artists, venues, production companies, technical providers — had no single platform to find each other and collaborate. Productions assembled teams through personal networks and manual outreach.

Arts organisations had no data-driven way to understand audience retention, engagement, or growth. The entire industry operated on relationships and intuition, with no structured data layer underneath.

Solution

DTS built a two-sided marketplace connecting all participants in the performing arts ecosystem. A production can find artists, venues, and technical providers — filtered by region, specialty, and availability — all in one place.

To power the marketplace, DTS built a large-scale real-time data pipeline that continuously scrapes and structures performing arts information from across the web. On top of the platform, a SaaS analytics product helps arts organisations improve retention, engagement, and audience growth through data-driven reports and recommendations.



Results



Full marketplace connecting the arts ecosystem

Artists, venues, production companies, and technical providers in one place



Global data pipeline running continuously

Structured performing arts data scraped and processed at scale



SaaS analytics for arts organisations

Actionable reports on retention, engagement, and audience growth



\$1M+ in funding raised

Validated market demand and product-market fit

