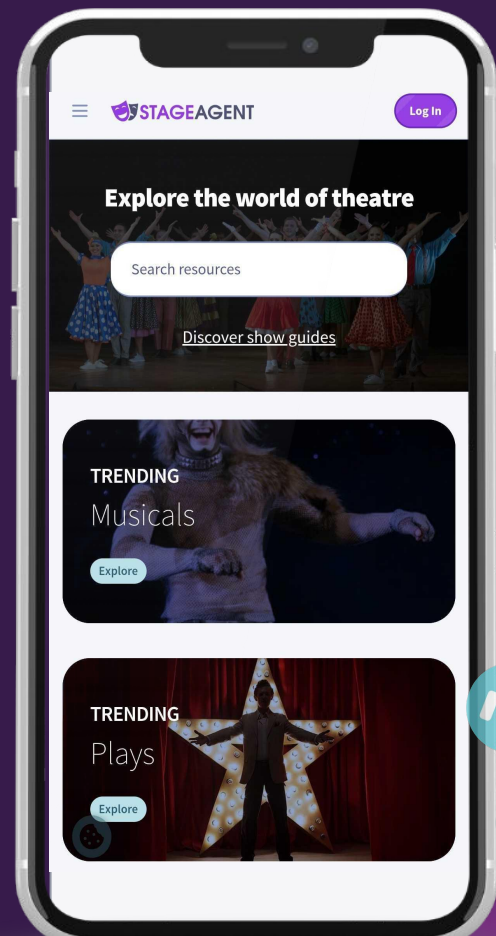


NEXT MILLENNIUM

CASE STUDY



How StageAgent Boosted Ad Revenue Without Sacrificing User Experience





Background

Jason Engelman, theater enthusiast and founder of [StageAgent.com](https://stageagent.com), transformed his passion for the performing arts into a thriving full-time business.

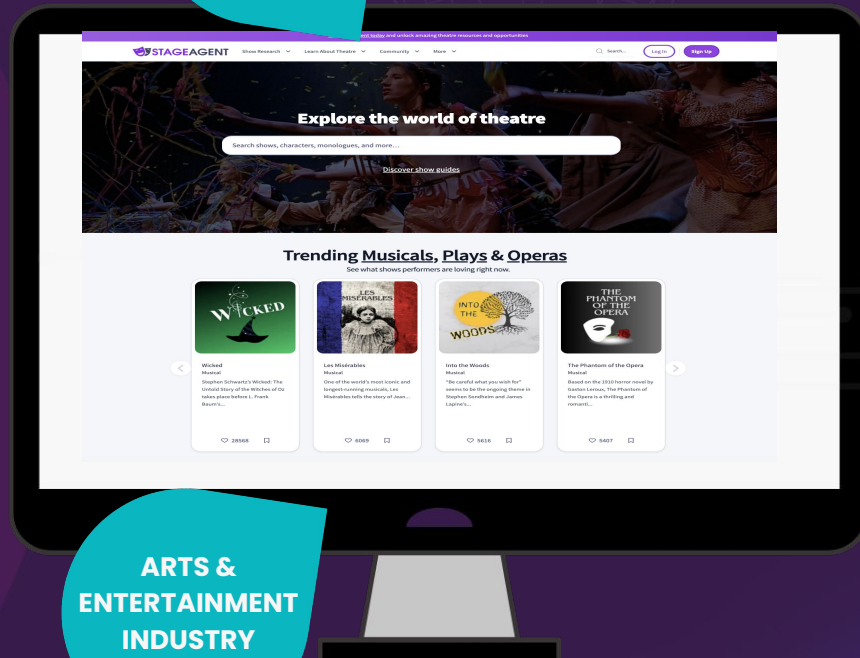
What began as a class project at Stanford University evolved into one of the leading online resources for actors and theater educators.

Jason scaled StageAgent organically, growing a loyal user base through rich educational content and a strong community focus. His commitment to empowering performers helped turn StageAgent into a go-to platform for thousands of aspiring and professional artists around the world!

MONTHLY

3M

PAGE VIEWS



ARTS &
ENTERTAINMENT
INDUSTRY



Quote



At StageAgent, we're all about helping people explore theatre deeply and confidently—and Next Millennium helps us do just that. We've been thrilled with Next Millennium—not just for the reliable ad revenue, but for the incredible support from Nicole and her team. As a CEO wearing a lot of hats, it's a huge relief to have a partner who takes real ownership over the ad side of things. Their support lets me focus on creating content and building features that serve our community of theatre artists, educators, and fans. Thanks to Next Millennium, we can keep so much of our content free without compromising quality or user experience.” - Jason Engleman, Founder & CEO of StageAgent





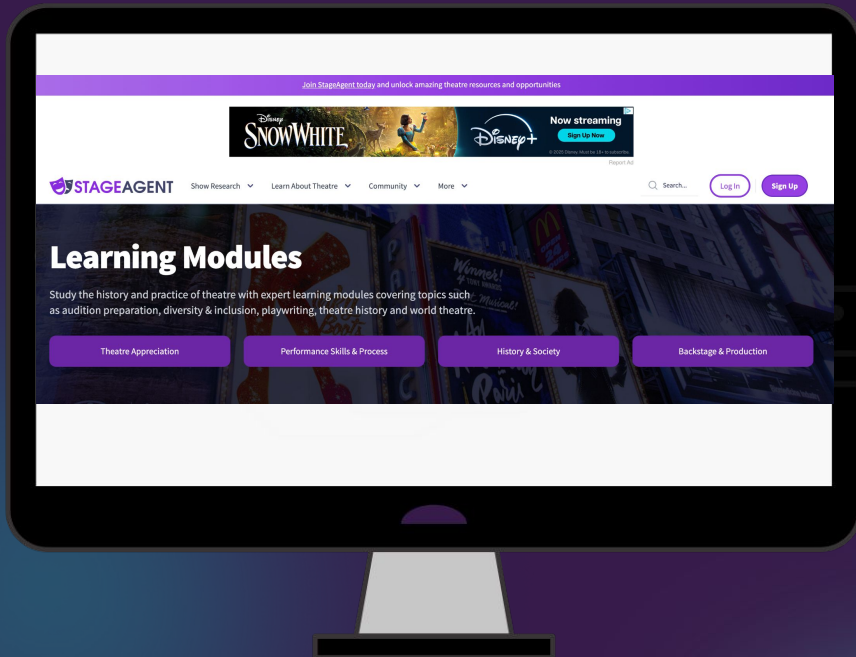
Challenge

How do you **monetize a growing niche site** without managing AdOps or sacrificing user experience?

Jason wanted to increase revenue while staying focused on content & community.

Goals

- Find a **trusted partner** to manage full ad stack
- **Maximize revenue** without compromising site experience
- **Protect** site quality and brand integrity
- Support **long term growth**

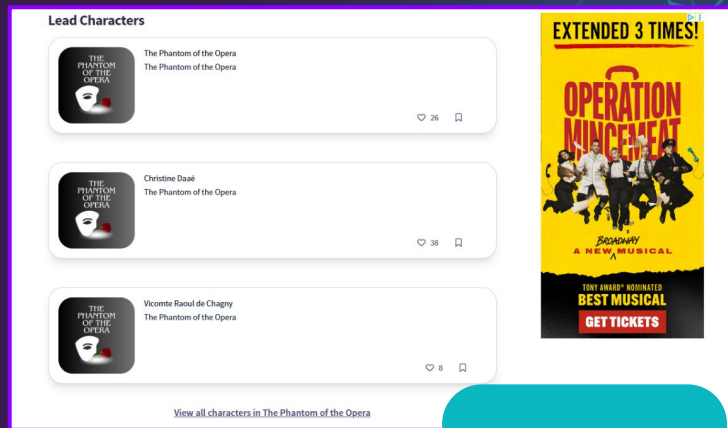




The Solution

StageAgent partnered with Next Millennium to unlock new revenue streams while keeping focus on growing the StageAgent brand.

We handled the heavy lifting of implementation, testing, monetization, and optimization of ad formats to balance user experience and revenue generation.



RIGHT RAIL

LEADERBOARD
BANNER

Join StageAgent today and unlock amazing theatre resources and opportunities

Kids Summer
Special Ticket Offer



Walt Disney World

Learn More

Report Ad



Show Research

Learn About Theatre

Community

More

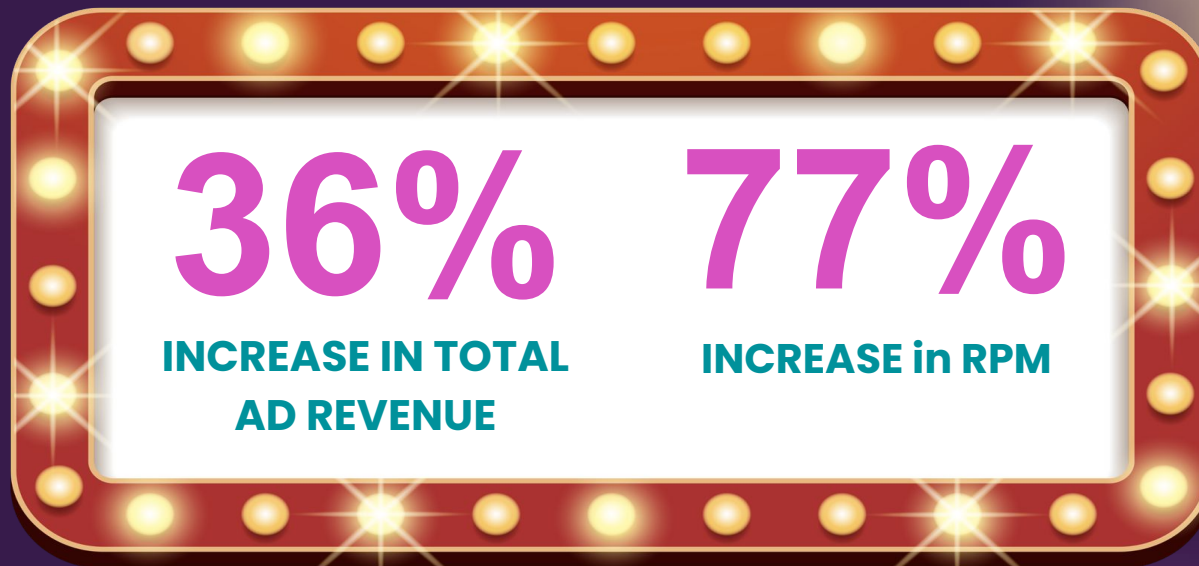
Search...

Log In

Sign Up



StageAgent Results



What's New

Next Millennium consulted with StageAgent on a full [website](#) revamp to improve functionality, UX, and traffic with an expected outcome to drive additional revenue growth.