GotPhoto | Features

1 Capture

Built-In Tagging Solution

Shoot with two-function QR Cards and use our automated tagging and photo management tools to create unique online galleries.

Upload Names Lists

Upload lists of names as a CSV before the shoot and our system automatically generates customized QR Cards for each individual student.

Yearbook Photo Selection

Preselect which photos are suitable for yearbooks.

Smart Photo Upload

Different options to upload your photos: Lightroom plug-in, FTP, or through our self-built 'Easy Upload' software for Mac and Windows systems.

Outsource Editing

Our editors select, crop and color correct the pictures before they are made available online. You simply upload the pictures once, and our integrated service will process the pictures automatically.

2 Sell

Easy-To-See Order Workflow

Our shop is designed to help guide parents through their online ordering experience. Our smart shop technology adapts its processes to increase your sales.

Free Download Delivery

Sell downloads and deliver them to your customers via mail or direct download without extra fees.

Fully Customizable Marketing Automation (Text Messages & E-Mail)

Boost sales by sending updates and reminders to customers. You decide what triggers an e-mail or a text message, whether it be length of time after the shoot, when the photos become available online, or when a voucher code is about to expire.

Personalized Multi-Pose Packages

Create custom package options that fit to your needs or select from our recommended package templates and drive your sales forward.

Customer Cropping

Parents can easily crop the pictures in the online shop through our user-friendly service. You as the photographer also can decide whether the cropping should be centered or a top down cropping.

Upselling in Shop

Use various upselling features, such as additional poses, tiered discounts (the more the parents spend, the better the discount), or the additional offer of discounted downloads or prints based on the parents' purchase.

3 Fulfill

Automatic Order Processing

Have photos sent to be processed to your lab directly after the order has been paid for. Simply select one of our lab partners to fulfill your orders or integrate your own minilab.

Retouching After Order

Hold orders when they require retouching. Download the photos, retouch, and replace them before the order has been sent to the lab/production.

Integrate Your Payment Provider

An end customer pays directly to your gateway - your sale, your money.

Complaint Management System

Keep track of your communications with your customers. Manage complaints and communicate with your lab partner or with the GotPhoto team directly.

Highlights

Student Data Export

Create your PSPA or school administration export for free

No more CDs - the school will love it!

Tiered Discounts

Offer discounts on orders in relation to the order size.

Incentivize higher spend.

Price Lists

Different price lists for different jobs - no problem.

Advanced Greenscreen

Upload original files or PNG. Third party knock out. Ordered photos rendered ready to print.

Additional Features

Online Shop

Online Shop Management

Customize your shop to your personal design preferences, and add additional pages of information that you find relevant for your customers.

Personalized Products

Apply your own personal message to a variety of products.

Language Settings

Appeal to more customers with multiple language options on your shop.

Tailored URL

Use your own domain or create your own with the GotPhoto domain.

Wishlist

Let customers share their favorite pictures with friends or family.

Prices for Portrait and Group Photos

Tailor pricing to different photo types for every size.

Workflow

Lab Partners Produce and Send Orders

Select one of our lab partners to fulfill your orders.

Automatic Invoice Generation

Have account statements sent directly to customers with your logo and business name.

Customizable Shipping Options

Increase pricing for late orders and switch from drop to bulk shipping or a combination. Offer parents a home delivery option at any time for a premium. Our lab partners can ship to your business or to the school, so you decide when and where the bulk order should be delivered.

Task Management

If you work with multiple photographers, assign tasks to individual colleagues.

Watermarks

Keep your photos from becoming screenshots with a generic or customized watermark.

Marketing

SEO & Social Media

Manage your online presence and connect with both current and potential customers.

Upselling on Downloads or Prints

If your customer orders a print package, they get offered a discounted download price; vice versa if they order a download package.

Personalized Access Cards

Use our templates or design your own.

Customer Database

Store customer information in an organized online database.

Contact Sheets

Create and distribute reminder sheets to parents of final chance flyers.

Generate Paper Proofs

Need to run hybrid online/offline jobs? Then use one of our proof templates.

Newsletters

Create email newsletters with individualized photos to your customers to increase sales.