Features

GotPhoto

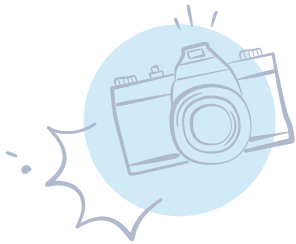## Preparation & Picture Day

Built-In Tagging Solution

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

Pre-Upload Names Lists

Upload names lists before Picture Day so each student will be photographed with custom QR-code. Include parent data in the names list, if applicable.

Yearbook Photo Selection

Preselect which photos are suitable for yearbooks and allow parents to make selection in shop.

Smart Photo Upload

Different options to upload: Lightroom plug-in, FTP, or our 'Easy Upload' app for Mac or 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.

Barcode Scanning

Use barcode scanning to associate a subject with a certain picture, without needing to print QR cards. Our system is integrated with Foolography's tagging tool.

Pre-registration

Customers can register and enter their data for picture day ahead of time.

Selling

Sell As You Wish

You can use either **prepay** or **online proofing** with the GotPhoto system, or a combination of the two! The choice is yours.

Easy-To-See Order Process

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

Deliver digitals automatically to your customers via mail or direct download without extra fees.

Fully Customizable Marketing Automation (Text & E-Mail)

Boost sales by sending updates and reminders to customers.

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 photo-grapher 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.

Direct Payment

The buyer pays your studio directly. No waiting for your money!

Production

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 **potentially 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.

Complaint Management System

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

Different Labs for Different Jobs

One lab for dance, one lab for preschool? No problem! Easily use multiple labs for different types of jobs.

Highlights

Student Data Export

Create your PSPA or school administration export for freeNo more CDs - the school will love it!

Tiered Discounts

Offer discounts on orders in relation to the order size. Incentivize higher spend.

School Portal

Allow schools to upload a names list through a private and secure web portal. No upfront names list data needed!

Advanced Green Screen

Our optional integrated green screen extraction can do the job for you. Upload PNGs or JPGs. Ordered photos are rendered to print-ready JPGs.

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.

Price Lists

You can set different price lists for different jobs.

Order Entry

You can submit an order on behalf of a customer through our system, in the case that some customers prefer to use cash payment. This can also be used for offline orders by using barcode scanning to simplify order entry.

Minimum Order Value

Choose the minimum amount that must be selected in order for customers to place an order. You have the ability to set this minimum per access code.

Workflow

Automatic Invoice Generation

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

Customizable Shipping Options

Switch from drop to bulk shipping or a combination. Offer parents a home delivery option at any time. Our lab partners can bulk ship to your studio or to the school so you decide where the batch order should be delivered.

Watermarks

Keep your photos from becoming screenshots with watermarking options.

Marketing

Personalized QR 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 and 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.