



ClickASnap

Photography monetisation systems.

Think:

'YouTube's partner' program for photography



Problem

- Making money from photos

Around **1.8 billion*** images are uploaded per day to the internet. Photographs are seen as a 'free' resource, making them difficult to sell.

- Photographer revenue

As of today, no other revenue system exists for the vast majority of photographers.

- Photographers earn nothing

The majority of money created by photographers is earned by photo sharing sites such as Instagram, Flickr, and Instagram.

**2016 Mary Meekers 'Annual Trends' report*



Solution

- A web platform that ... monetises imagery in the same way that YouTube and Spotify monetise video and audio.
- A web platform that ... uses a scalable, fraud proof 'paid per view' system.
- A web platform that ... creates a 'value' greater than zero for the photographers.



Market Validation

- Signed up photographers - **27,000** (Annual viewers - 1,000,000+)
- Organic growth - **5.5%** per month
- Images - **1,000+** uploaded per day
- Trustpilot rating - **5** star
- Endorsed by - professional photographers
- Endorsed by - platform users
- Global - active **international** community



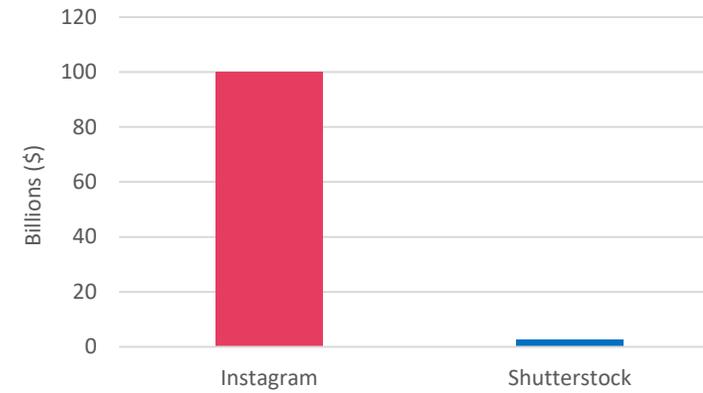
Market Validation

- Paid subscribers - 600+
- Organic growth of paid subscribers - 6.6% per month
- Investment to date - £500,000+
- Revenue - doubled in years 2 & 3, quadrupled in 2020
- Engagement - regular customer surveys to determine direction and validity of investment into features
- Photo views - 1M+ per month
- Content - extremely high quality



Market

Fig. 1 – Valuation of photo platforms



By 2021 ...

- Photo printing / merchandising market predicted to be >\$19.09 billion
- Global advertising market for photography-related content estimated to be >\$6 billion
- Technology increases + less barriers to entry = market growth



ClickASnap is funded by ads / subscription revenue (10% / 90%)

Process -

Upload photos



Images are displayed to viewers



Photographer receives a % of ad revenue as each image is shown



Photographer makes money - 1 million views: £15,000 (at current rates)

Some of ClickASnaps' paid features:

- 'Print screen' protection
- Full social media scheduling and management
- Anti-fraud algorithms
- Full Print on Demand services

Product



Business Model

- We earn **50%** of ad revenue.
- We **upsell** high end feature sets to paid subscribers.
- We earn **5%** from image sales.
- 1 million views = **£15,000** for us and £15,000 for the photographer.
- **10%** of active users sign up for paid accounts (between £2 & £6 per month) for enhanced features.
- Our highest tier is **cheaper** than any other current photo sharing site; it would cost >£102 p/m to combine the features of the Pro account.

Market adoption

- 27,000 signed up photographers (Annual viewers 1,000,000)
- Scalable: between 43% and 153% return on every £1 spent on advertising over a 3 month period
- 1 million monthly page views
- 21,400 backlinks (DA42 at time of writing)
- Top 80,000 worldwide websites (Alexa)
- Less than 6% bounce rate
- More than 8 minutes browsing time per user
- \$3 CPA on Facebook, dropping to \$1.19 when segmenting





Market adoption

- More than **1.6** million products for sale (25/06/20)
- Monthly traffic up by **70%** year on year
- Monthly session duration up by **40.8%** year on year
- Monthly page views up by **137%** year on year
- Monthly sessions up by **16.5%** year on year
- Monthly pages viewed per session up by **39.6%** year on year



Metrics - Clickasnap vs Industry

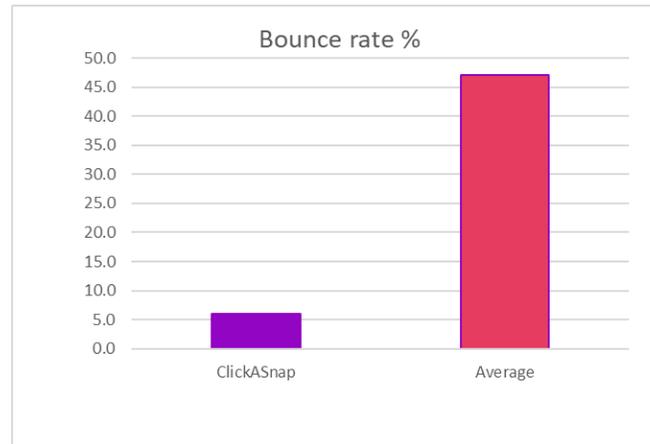


Fig. 2 – ClickASnap bounce rates vs industry average

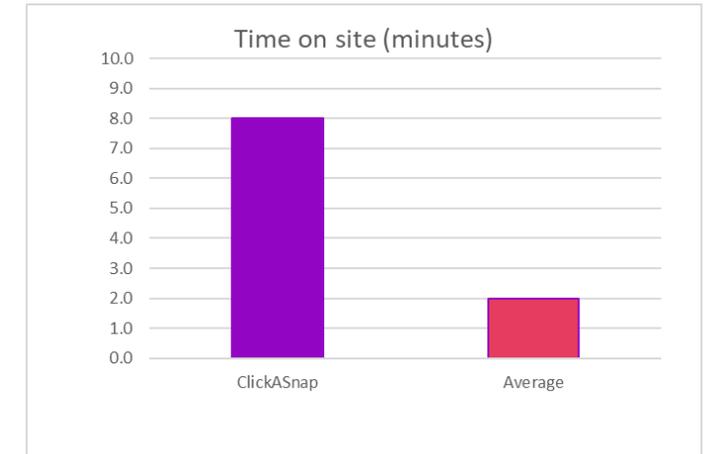


Fig. 3 – ClickASnap time on site vs industry average

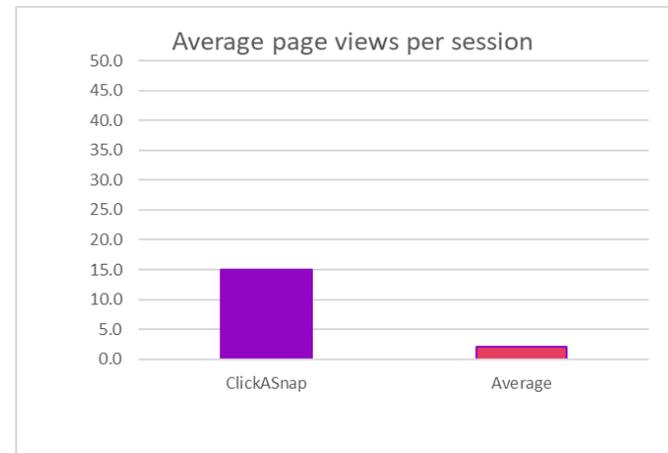


Fig. 4 – Average page views per session



Competition

- Virily.com - launched 2016, based on WordPress, extremely small user base
- Whilst Flickr, 500px etc are competition they only offer a small fraction of what we do
- ClickaSnap combines aspects from Facebook, Flickr, Instagram, Hootsuite, Fine Art America and more into one product: 'A business in a box for image creators'

Competitive advantages

- ✓ First to market
- ✓ Market leader in paid per view image technology
- ✓ Extremely well established platform
- ✓ Active community
- ✓ Scalable
- ✓ Multiple revenue streams
- ✓ Anti-fraud algorithms
- ✓ Thorough understanding of the monetisation market and associated user behaviour
- ✓ Trusted brand
- ✓ Established four years ago - longevity
- ✓ Investment in efficiency
- ✓ The platform is exceptionally cheap to run
- ✓ Funding = rapid growth

