

Features Comparison

Basic Advanced

CATEGORY	FEATURE	GOTPHOTO	PhotoDay	Workflow by Captura
Client Acquisition	Booking Tool	✗	✗	✓
	Photographer Education (tools, templates, guides for School sales)	✓	✓	✗
	Automated e-mail campaigns with success metrics (i.e. open, click-throughs, unsubscribers, bouncers)	✓	✓	✓
	SEO optimization tools	✗	✗	✓
Consumer & Subject	Client Portal (school portal, client manages contracts, dates, etc.)	✓	✗	✓
	Photographer Contract Management (quoting, contract signing, esign & invoicing)	✗	✗	✗
	Built-In CRM (Client Data Management, Client Communication Management, Consumer Management)	✓	✓	✓
	Opt-in Form	✓	✓	✗
Picture Day	Automatic upload (wireless/untethered upload)	✗	✗	✗
	Tethering Capture Solution	✓	✗	✓
	Facial recognition	✓	✓	✗
Gallery	Gallery Creation Capabilities (private, secure)	✓	✓	✓
	Digital Download Capabilities	✓	✓	✓
Photo Management	Unlimited Storage	✓	✓	✓
	Mismatch identification	✓	✓	✓
	Compile a child's images over the years and keep it in record/archive	✓	✓	✓
	Make up day Workflow	✓	?	✓
Photo Editing/Production	Service Item Workflow (e.g. Student Data Exports, ID Cards, Admin Products)	✓	✓	✓
	Mobile Apps	✓	✓	✓
	Product Building and Proofing Tool (e.g. Albums)	✓	✓	✓
	Digital Product Builder (like slideshow)	✗	✗	✗
	Basic Photo Editing (color correction, white balance, exposure)	✓	✓	✓
	Extractions (Green Screen, Non-Green Screen) via 3rd party	✓	✓	✓
	Volume Retouching Workflow (automated, basic retouching)	✓	✓	✓
	Cropping, Straightening, Culling & Headsizing	✓	✓	✓
	Graphic Creation Service (e.g. Sports Graphics)	✓	✓	✓
	Custom Template Building (e.g. Memory Mates, ID Cards, Class Group, Composites)	✓	✓	✓
	Yearbook creation (i.e. Yearbook companies 3rd party Integration, PSPA file export)	✓	✓	✓
Selling	Core Shop Functionality (e.g. proofing, ordering, product offering)	✓	✓	✓
	Online Payment Solutions	✓	✓	✓
	In-Person Selling Tool	✗	✗	✗
	Live Backgrounds Display & Selection (Extractions)	✓	✓	✓
	Multi-Image Product Support (Albums, memory mates, greeting cards, announcements)	✗	✓	✓
	In shop Memory Mates builder	✓	✓	✓
	Consumer Graphics Builder (Sports Graphics, Greeting Cards, Graduation Announcements)	✗	✗	✗
	Pricing per Photo Type (individual, group, composite)	✓	✗	✓
	Upselling Functionality	✓	✓	✓
	Marketing Campaigns (Email, SMS, Automated)	✓	✓	✓
Order Management	External Lab Partner Options	✓	✓	✓
	Sales Tax Management (Multi State, sales tax reporting)	✓	✓	✓
	Consumer Support Capabilities (order adjustments - change image, products, quantities, reprints, cancel order)	✓	✓	✓
	Customer & consumer in-app communications	✓	?	?
	Self Fulfillment (own products, own production)	✓	✓	✓
	Direct Order Entry (Including No Charge Orders)	✓	✓	✓
Admin	Accounting Integration	✓	✓	✓
	Website Builder/Customization	✓	✓	✓
	Mobile Optimization (for the online gallery & workflow solution configuration area)	✓	✓	✓
	Advanced Reporting & Analytics	✓	✓	✓
	Business Management (task management & sequencing, automation, reminders, communication)	✓	✗	✓
	Schedule Management (Shoot schedules & details, employees)	✓	✓	✓
	Commission Management	✗	✗	✗
	Payment Methods (card processing, bank transfers, BNPL apps, Paypal, etc)	✓	✓	✓
	User permissions (create unique accounts under an umbrella Enterprise account for franchises, employees, etc.)	✓	?	?
	BI reports (i.e. visits in website, clicks, sales, expenses, pending collections)	✓	✓	✓
	Special customer support times, adjusted to season	✓	✓	✓
	API	✓	✗	✓