

World-First “Google-Like” Reverse Image Search Rolls Out For Photographers’ Portfolios

Photography platform, ImageBrief, releases a suite of groundbreaking new features giving photographers a whole new way to monetize their work.





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ImageBrief
588 Broadway, Suite 503
New York
NY 10012

Summary **This week ImageBrief launched brand new eCommerce Portfolios with cutting edge Reverse Image Search features, previously unavailable anywhere on the web. The ImageBrief Portfolios are linked with personal Marketplaces allowing buyers to drag on drop a reference image onto a photographer’s portfolio to search for similar images and purchase instantly, giving photographers an new way to monetize their work.**

Spokesperson

Simon Moss
CEO, ImageBrief
simon@imagebrief.com
 imagebrief
 imagebrief

Details This week ImageBrief launches brand new eCommerce Portfolios with cutting edge Reverse Image Search features, previously unavailable anywhere on the web.

No other platform allows image buyers the ability to search through a photographer’s personal marketplace using Google-like drag and drop reference images to find commercially available content.

All images uploaded into a photographer’s Portfolio Marketplace are keyworded automatically by the platform’s auto-tagging technology. Every image is reviewed by ImageBrief’s team of photo editors, and images that match current buyer trends are selected for the carefully curated Global Marketplace.

More time behind the lens for photographers

By providing photographers a continual stream of buyers and briefs on the platform, ImageBrief is positioned to be *the market network* for photographers and image buyers.

ImageBrief’s aim, according to CEO Simon Moss, is to “help photographers spend less time behind the laptop, and more time behind the lens, and ultimately to sell more work, connect with buyers, and get hired more often.”

“When we released Reverse Image Search in our Global Marketplace there was a demand from our photographer community to leverage this technology within their own personal portfolios. We brought it a step further by linking the search tech on their Portfolio with their own individual Marketplace.”

Capitalizing on buyer traffic

An added benefit of this eCommerce Portfolio is the ability to capitalize on the buyer traffic that’s already being driven to the ImageBrief platform, which has more than doubled in the past month. Rather than having a desolate website

floating in the abyss, photographers have an existing network as soon as they step on the platform.

Secret sauce

What makes ImageBrief a standout in the industry is the company's vision to provide photographers with a platform to showcase and sell their work and get hired, ultimately providing them with a marketing powerhouse.

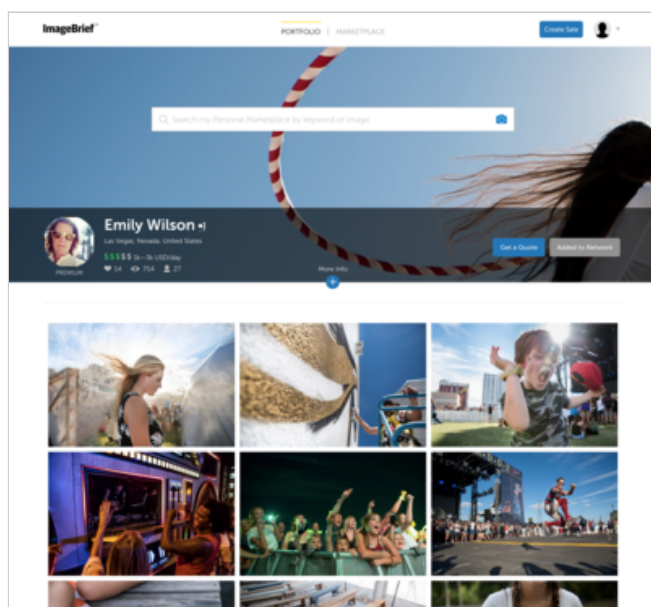
Unlike the big stock libraries, ImageBrief gives photographers new ways to grow their business by facilitating direct connections with buyers for licensing and assignments.

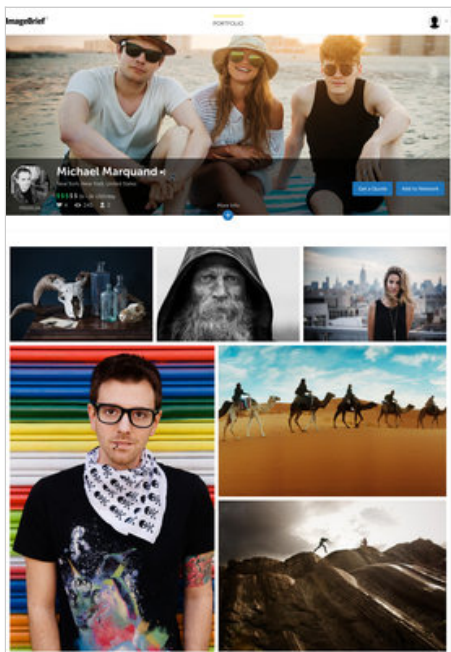
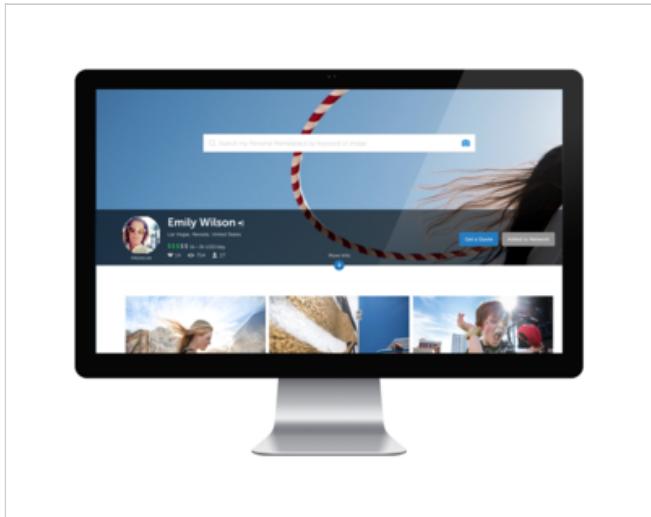
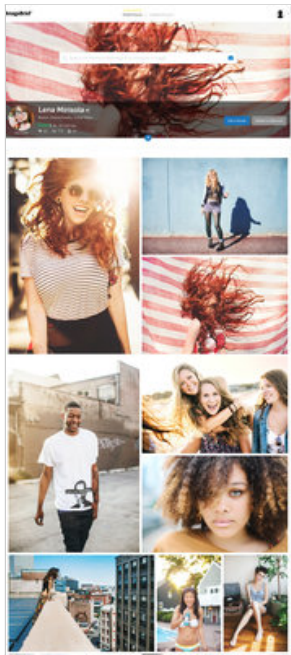
About ImageBrief

ImageBrief is the largest curated gathering of image buyers and photographers on the web, where buyers can search, brief, and hire all in one place, and photographers can sell their work, connect with buyers and get hired.

- Quotes
- “ImageBrief’s aim is to help photographers spend less time behind the laptop, and more time behind the lens, and ultimately to sell more work, connect with buyers, and get hired more often.”
— Simon Moss
 - “When we released Reverse Image Search in our Global Marketplace there was a demand from our photographer community to leverage this technology within their own personal portfolios. We brought it a step further by linking the search tech on their Portfolio with their own individual Marketplace.”
— Simon Moss

Images





About ImageBrief

ImageBrief is an on-demand photography sourcing platform for the world's leading brands and their agencies. Buyers can search, brief, or hire 45,000 photographers from more than 161 countries and handpick content that is specific to the brands requirements. Search images by keyword, reverse image, collections, or photographer.

ImageBrief clients include Ogilvy, TBWA, Publicis, Y&R, BBDO, Conde Nast, Penguin, Simon & Schuster, Coca-Cola, Expedia and Visa.

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