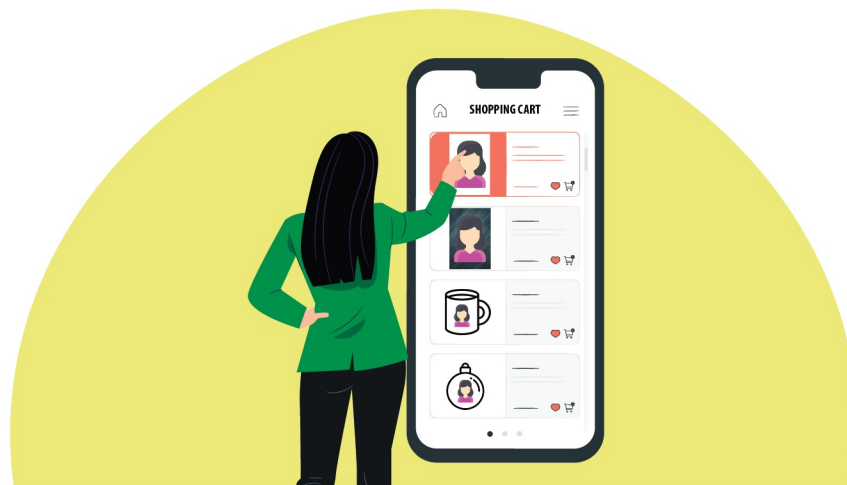


Increase Speed to Value Through Better Marketing and Enhancing Your E-commerce Platform



High-End and Highly Recognized Studio, Cornerstone, Increased Their Customer Value 17% and Average Sale 26% by Using ImageQuix and PhotoLynx

Cornerstone, a long time PhotoLynx customer who had experimented with other platforms, came to ImageQuix in 2020 for their all in one solution. With ImageQuix and PhotoLynx offering a seamless integrated workflow solution, they were able to provide Cornerstone with the products and services they needed to grow their business.

Similar to most studios of their size, Cornerstone was looking to modernize their payment processes through a digital e-commerce platform. Having been largely based on a pre-payment and cash system, extra employees were needed to count cash and enter in data from order forms. This type of manual process is time consuming, costly, and can lead to errors in counting and data processing. Surprisingly, this setup is still a large part of business today for studios. There is a lot to consider when changing to an e-commerce model in school photography, so choosing the right provider has never been more important.

With the seamless integration between ImageQuix and PhotoLynx, they are able to offer their customers a seamlessly integrated workflow that combines capture solutions, e-commerce products, fulfillment options, and industry services for studios of all sizes. Through automation using ImageQuix's e-commerce product, Blueprint, as well as PhotoLynx's Flow, Cornerstone was able to move to a 100% cashless system, eliminate order errors, and saw an 7% increase in revenue. Additionally, through their newly gained free time, efforts were put towards marketing campaigns using ImageQuix's Premium Marketing Service.

“Transitioning our entire e-commerce portfolio back to Blueprint was the best decision and I'm the happiest I've ever been in 16 years with a software partner. Through strategically planned marketing initiatives by the IQ Client Success Team, we were able to discover new revenue streams for galleries that seemed to have already run their typical life cycle. Applying this marketing approach in combination with the simplicity of fulfillment automation and collaboration on product/price offerings, the 2021 Fall Season realized a lift of 17% for each subject photographed.”
-Megan Wetzal, General Manager

The Potential For Growth

Cornerstone operates in the heart of California, servicing many of the tourist and highly-populated areas including Santa Monica and Hollywood. The high end studio, established in 1994 by Peter Lars, began as a single photographer networking his way

throughout the area. Both the surrounding cities as well as the studio were ripe for growth, and figuring out how to modernize the studio to keep up with the ever-expanding population was a good challenge to face.

Held Back By Manual, Cash-Based Payment Processes

Over the years, Cornerstone was regularly inundated with orders that relied on prepayment, cash-only processing, restricting flexibility for direct customers, like parents, who wanted to be able to change or add to their order after receiving their pictures. In addition to customers having to wait to see their photos after paying well in advance, the studio's manual cash counting and data entry process would clog up the turnaround time for delivery of orders.

Taking the Next Step

Cornerstone had shopped around for alternative solutions to try and fill the gaps of these manual and time consuming processes. Going back and forth between a few, they ended up trying to educate themselves on finding a centralized solution that would do it all. Attending the SPAC (School & Sports Photographers Association of California) Conference in 2020, they met with ImageQuix and PhotoLynx, two well-known industry service providers who had recently joined forces. With the two brands operating as one, they were able to provide the solutions needed for Cornerstone to streamline their workflow and e-commerce efficiently, and take the next steps with their marketing and advertising efforts.

“I am more confident in Cornerstone’s direction than ever as Blueprint has allowed me to step into a role defined by growth and efficiency. My life has improved both professionally and personally and for this reason, I will never look back!”

ImageQuix and PhotoLynx Solutions



Speed to Online

ImageQuix-PhotoLynx integrated workflow and Blueprint Smart Workflow provide the most efficient and comprehensive automated systems for high volume photographers in the market today. With a combined company history spanning over 40 years of school photography experience powering the software, every stage of the life of an image is managed in one place - from the initial data management and capture through to a 12+ month sales lifecycle. With a workflow that keeps everything efficient and integrated, Cornerstone was able to get pictures in front of parents within days instead of weeks, stimulating higher buy rates and average order values.



Cashless Payments

Moving to a completely cashless system with the help of ImageQuix’s Blueprint, Cornerstone was able to eliminate manual errors, reduce turnaround time, and offer additional products and packages. The ability to now provide their customers with upsells like build your own packages, digital downloads, multiple

poses, backgrounds, and more, they were able to increase their average order value by 26%.



Awareness Campaigns

ImageQuix’s Premium Marketing Service allows Cornerstone to build cohesive, custom tailored marketing campaigns showcasing their voice and brand for the company. Previously, the time spent on manual processes and the limitations of their old e-commerce software meant that promotions were piecemeal and limited because of time restrictions around other business processes. With Premium, Cornerstone accessed two dedicated IQ team experts (Client Success Manager and Marketing Strategist) who share workflow strategies & insights, increase online sales with advanced digital marketing, and serve as their go-to source for any questions along the way. The ability to freely update/change price sheets, create specialty products, and implement a marketing campaign all within a short space of time was what allowed Cornerstone to continuously meet the needs and demands of their customers.



Virtual Group Pictures

The last two years during the covid-era has been especially hard on studios and schools looking to figure out how to get group pictures together. Cornerstone had over 200 schools needing composites during this time, tripling the amount of requested artwork compared to their usual orders. PLIC Elements Composite builder allows Cornerstone to create a composite of groups together, and with it

being part of the PhotoLynx product suite, the pictures were able to get out the door faster compared to a stand-alone, non-integrated platform.

Custom Products

Finding ways to continuously remarket to your customers can be tricky, but Cornerstone has found some unique ways to entice their customers. Using ImageQuix's My Design feature and completely customizable marketing campaigns, they can create custom, seasonable specialty items that every parent loves. Lab offered products like mugs, cards, calendars, yard signs, key chains, and more, are now able to be remarketed for each holiday.

ImageQuix and PhotoLynx Results

Increased Business & Market Growth

After two years on the ImageQuix and PhotoLynx platform, Cornerstone saw a 17% YOY increase in revenue per customer photographed - knowing that each time they took a picture, it would result in more revenue. Cornerstone now has over 240 accounts mainly in the heart of California, with 15% joining in the past two years. During a time where most businesses lost revenue, Cornerstone saw growth and expansion by streamlining their e-commerce efforts.

Shortening Production Turnaround & Increasing Revenue

Historically, turnaround time for Cornerstone had been 2 - 4 weeks to get orders in the hands of parents. Now, orders are being processed into

parents' virtual shopping carts within a week. Being able to provide parents with proofs within a short period of time allows you to capture their attention, creating excitement and desirability with each order.

Eliminating Costs & Reducing Refunds

Having moved to a 100% cashless system has allowed myriad benefits to Cornerstone, particularly in being able to cut the cost of employees doing manual cash counting, and putting those efforts into more strategic work. With parents now being able to see their pictures before they purchase, as opposed to cash payments in advance, are spending more money per purchase on average and the request for refunds drastically reduced - freeing up the time of the studio to just focus on the photography rather than processing refunds.

Strategic Branding & Selling Campaigns

Where campaigns used to be generic, sparse, and compartmentalized, now Cornerstone could leverage ImageQuix's Premium Marketing Services to be more strategic in their marketing and branding efforts. This resulted in being able to quickly put targeted campaigns together, and see increased engagement from customers. They found that with being more strategic in their marketing, customers were more likely to click on prompts to buy or re-order more products than they normally would have.