



PICMONKEY'S REAL-TIME COLLABORATION

At today's rapid digital marketing pace, small businesses need a better way to create impactful designs for their social media, websites, and online ads. That's why PicMonkey, the leading photo editing and design platform, created real-time collaboration. It's a game-changing way to create images that power your brand — think of it like Google Docs for design.

SHARED SPACES

A place in PicMonkey's cloud storage to house images and organize them into folders, invite your team, and assign permissions.

SIMULTANEOUS EDITING

Multiple users can edit the same image at the same time on different computers.

COMMENTING

Users can comment directly on images.



PICMONKEY CUSTOMERS
COME FROM OVER
200 COUNTRIES

Top five
content types
made in
Picmonkey :

42%

of subscribers are
self-employed

#1 VISUALS FOR SOCIAL POSTS

#2 FLYERS AND POSTERS

#3 BRAND ASSETS (LOGOS, BIZ CARDS, WEB DESIGN)

#4 VISUALS FOR BLOGS

#5 ONLINE ADS

Top Five Occupations

- #1 Small Biz Owner
- #2 Digital Marketer
- #3 Blogger
- #4 Teacher/Student
- #5 Consultant/Professional



93%

of subscribers would
recommend PicMonkey
to their friends & colleagues



> 70%

of PicMonkey
subscribers are
women

27,000,000

THE NUMBER OF IMAGES THAT
HAVE BEEN "PICMONKEYED"

FREQUENTLY ASKED QUESTIONS

What does “real-time collaboration” mean?

“Real-time collaboration” means that more than one person can be in the same image, at the same time, editing together, viewing changes in real time and commenting.

How is collaborating in PicMonkey more than just file sharing?

Simultaneous co-editing (a.k.a. real-time collaboration) is the shining star among our collaboration features. When you’re editing an image in PicMonkey, the people you’re collaborating with can see the edits you make as you make them. And you can see what they’re doing to an image, as they do it.

And file sharing in PicMonkey is different than file sharing in an ordinary storage app because both the assets and the environment in which you create them are in the same place. That means you don’t have to go digging through third-party file storage to find the image you want, or try to remember where someone gave you feedback on your work—was it in email? Text? Slack? Everything is in one, centralized place: the design environment, your contributors’ comments, and all your files.

Is this like Google Docs for design?

It is. As with Google Docs, you can co-create with others, simultaneously. You see their profile pics pop up on screen when you’re editing; you see what they’re doing and they see what you’re doing. You can comment directly on the image file. And you can set roles and permissions, and generate shareable links with specific levels of access to a PicMonkey Shared Space, much like Google Drive.

How will the addition of this feature position PicMonkey among its competitors?

Most of our competitors don’t offer real-time collaboration. PicMonkey’s customers, teams of small business owners or solopreneurs, want to create sophisticated designs that reflect their brands professionally. Often, that means working with others—teammates, partners, freelance designers—to produce creative assets together. PicMonkey’s tools enable a brave new world of efficient collaboration without the need to upload, download, email, or wait for someone to send the file you need right now.

How will real-time collaboration change the way people work?

Collaboration lets you work the way that you want to work. No more uploading and downloading files to send via email, no need for multiple apps to create assets—that kind of efficiency yields more mental space for the important stuff: creating great designs. Collaboration also improves the quality of output by letting you instantly tap into the creative flow of others. You stay flexible and open to new ideas when you’re getting substantive contributions, not just comments, from your teammates.

FREQUENTLY ASKED QUESTIONS

Is PicMonkey getting into content management software?

Our highest priorities are to add features that help you get your work done quickly and efficiently. Call it whatever you want, but we're excited that new collaboration features are yet another step in that direction.

PicMonkey released New PicMonkey in fall of 2018—did getting off of Flash enable the collaboration features you're launching today?

Our entire product was rebuilt from the ground up in 2018 to support the powerful editing and design platform we have today. The power and potential in "New PicMonkey" got us thinking about adding real-time collaboration tools to our platform. That was an unprecedented idea, and even today, it's a feature that most competitors still do not offer.

What does it cost?

The Collaboration tools will be part of customers' paid subscription. There's no additional cost for it.

Why would I use this?

We've overwhelmingly heard two asks from our customers: a desire to work together on projects, and to centralize assets. So, if you want to keep your all your designs, photos and brand assets in the same ecosystem in which you create them, while also seamlessly sharing ideas with colleagues and co-creators, then you'll want to use PicMonkey.

Why has nobody else done this before?

It's been done in other product categories—notably Google's suite of office apps. But real-time collaboration for design and photo editing is hard to do. You need a powerful platform that can store and manage images (and associated edits) efficiently, without slowing down performance, and a sophisticated way to assign permissions. Last year, PicMonkey completely re-architected its platform to enable massive scale and speed. That's why we're able to deliver real-time collaboration.

What are the limits?

We've architected our platform so that it works for internal-only teams, loosely organized virtual teams, and client-facing businesses. The clincher here is that you can share your space and collaborate with people who *aren't* PicMonkey subscribers.

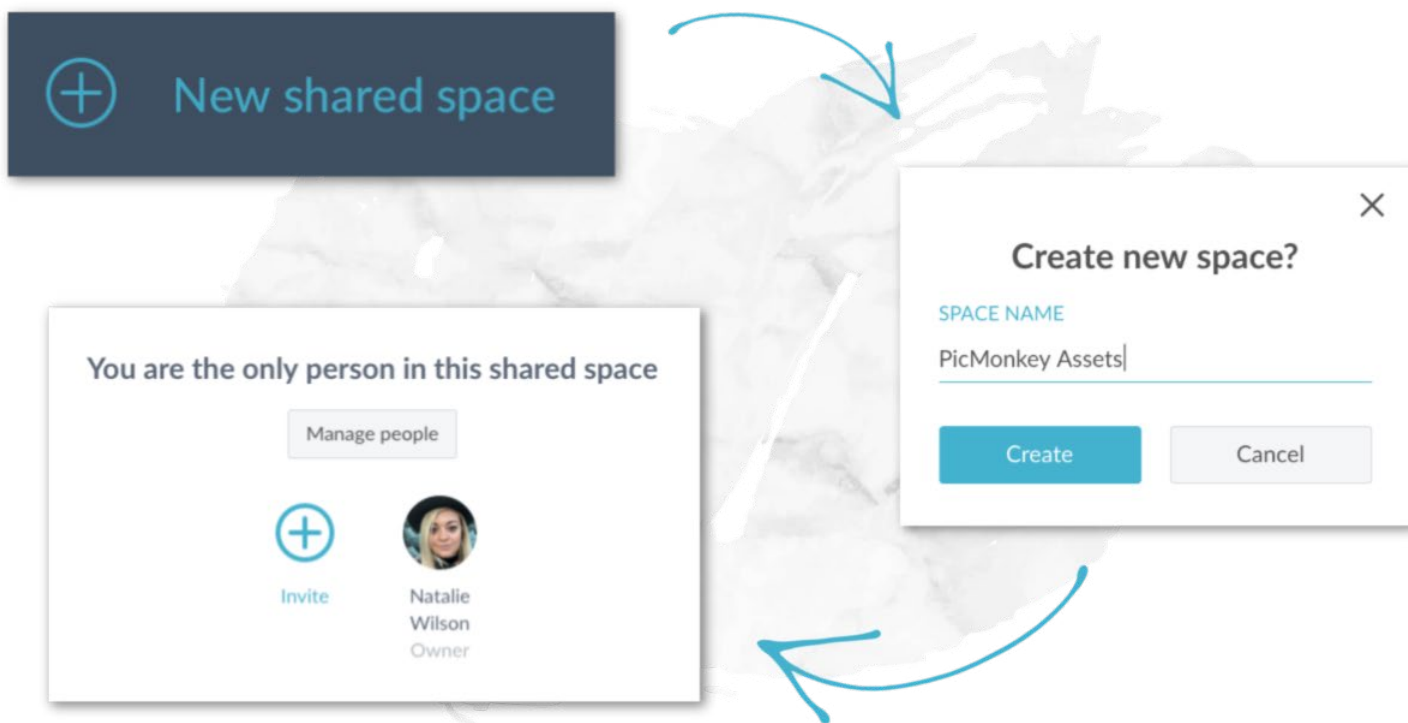
GETTING STARTED

If you're new to PicMonkey, here's a good way to test drive our new collaboration features:

1. CREATE A SHARED SPACE AND INVITE PEOPLE

From the PicMonkey homepage, click **Hub** in the top navigation, and then click **New shared space** in the left panel. Name your space, and then click **Invite** to add other people to the space.

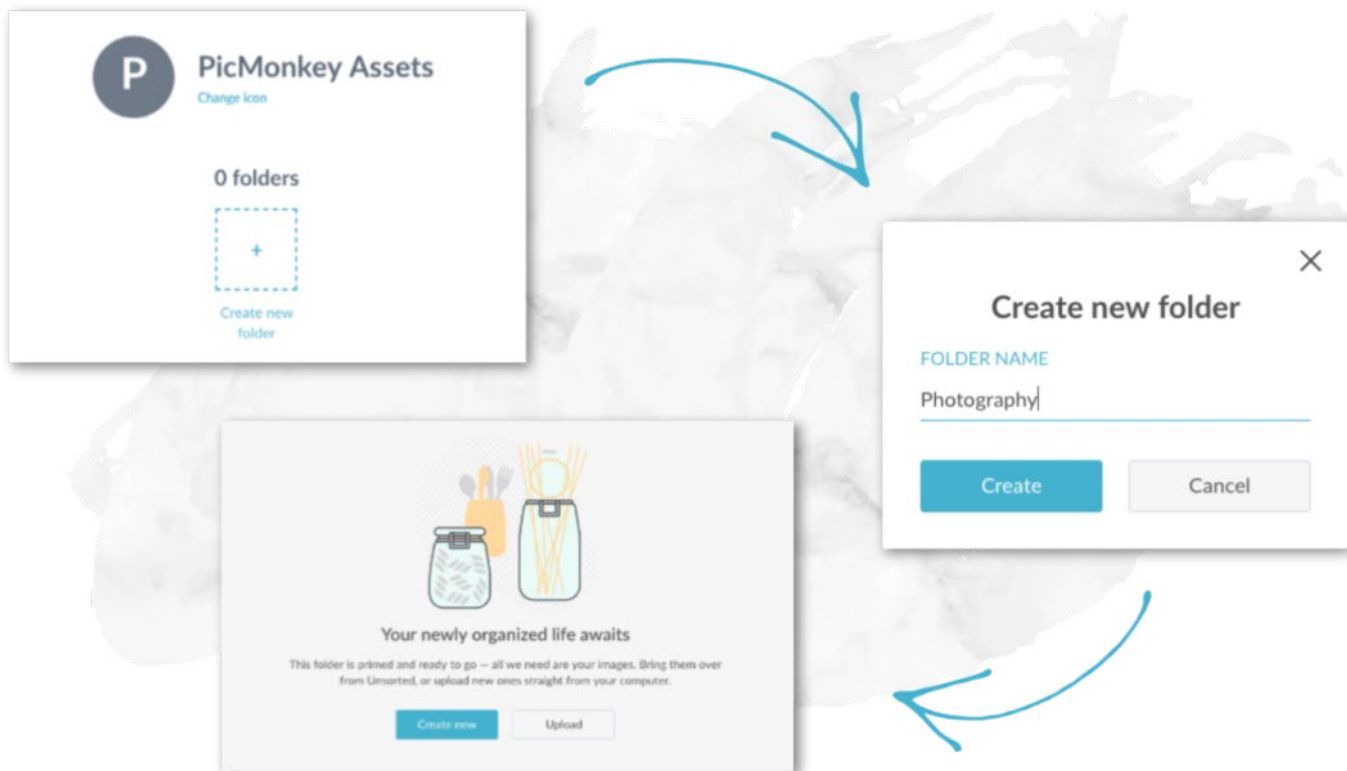
Note: Users don't need a PicMonkey subscription in order to access a shared space.



2. ADD IMAGES TO YOUR SHARED SPACE AND ORGANIZE THEM INTO FOLDERS

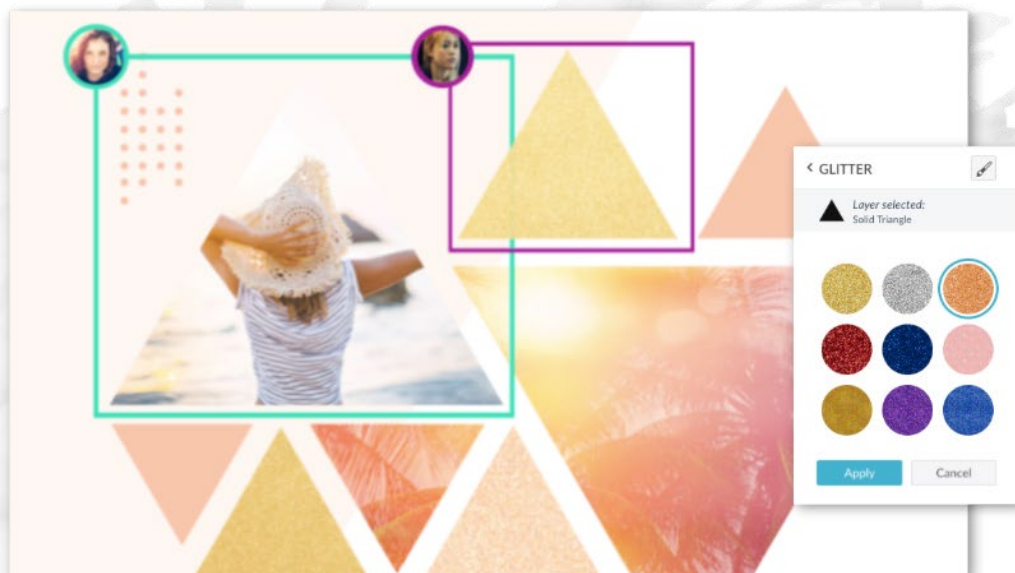
Click **Create new folder** from the shared space page and then upload existing images. To learn how to create a new image in PicMonkey, check out these tutorials:

- [Make a Design](#)



3. COLLABORATE ON IMAGES IN REAL TIME

Once other people have joined your shared space, you can begin editing an image together in the PicMonkey editor. You won't be able to edit a layer that someone else is currently working on and vice versa.



4. ADD COMMENTS

In the PicMonkey editor, click **Comments** in the left tab bar.

Click the part of the image you want to add a comment to and then click **Add**.

Any open comments on the image will be visible in the left panel.

