



Stockimo  
iPhone

### Objective

Alamy, one of the world's largest stock photography agencies, approached Mubaloo to develop an app with the aim of reaching out to a new mobile audience.

By taking a mobile-first approach, the key objective of the app was to enable quick photo uploads through an intuitive yet simple UX & UI. Alamy also wanted to ensure Stockimo users were aware that they have the opportunity to earn money from their mobile uploads.

Seeing an increase in the number of photographs being submitted to Alamy's network, taken on mobile devices, the company wanted to create a new, easy way for photographers to sell their mobile photography.

After looking at data about the types of devices submitting photos, and traffic to its site, Alamy decided to focus on creating an app for iPhone, recognising that the camera on that phone made it the preferred choice of many photographers.

### Solution

The Stockimo app for iPhone enables users to quickly and easily upload, tag and caption photographs from their iPhone. Uploads are then reviewed on mobile by Alamy's team and scored out of 4.

The photos with an average score higher than 2 will then go on sale on Alamy's website, whose clients include news agencies, publishers, advertising agencies, designers and corporate marketing departments. Alamy also sells images through its large distribution network.

Users keep copyright of the photos they take, and make money on the ones they sell. The app is about simplicity.

It is designed around 'of the moment' photos that are rated by experts to ensure quality control for news outlets, advertisers and other Alamy customers.

## Result

In the first six months, over 140,000 images were submitted to Stockimo. Through the review process, 70,000 were approved and feature on Alamy's network. Within its first year, over 132,000 photos had been approved for sale on Alamy's network.

There are currently almost 10,000 active photographers, submitting an average of 2,800 photos per week. Crucially, per 1,000 photos, the number of sales from Stockimo is outperforming SLR photos submitted through Alamy.

Stockimo has regularly been one of the most searched terms on Alamy, indicating the demand from Alamy's customers for mobile photography.

Photos are sold globally, with key markets in the US, UK, Germany and Australia.

## Quote

### Alan Capel - Head of Content

"Mubaloo proved to be the perfect partner for Alamy as we developed our Stockimo app. The process was smoothly managed from start to finish, they listened to our ideas and objectives and then used their expertise to deliver a first rate app. Stockimo is breaking new ground for Alamy and Mubaloo's involvement has been pivotal in making that breakthrough a success."





