Thank you for choosing IMATAG

A quick introduction to your Imatag.com account

What can you do with Imatag?

- **Protect your images** :
  With our patented watermark and smart crawling, no one will be able to use your images without your knowledge.

- **Monitor usage of your images** :
  Using the invisible watermark, along with image matching technology, Imatag incessantly crawls millions of websites across the world. When it finds a match, it alerts you, providing precise information about its location.

- **Manage your metadata:**
  IMATAG offers a comprehensive and powerful image Metadata editor. Since each watermarked image is linked to its original metadata, images are no longer anonymous.

- **Share your protected images:**
  You can directly share your watermark images via your IMATAG account, via social media or a private link, even offering full resolution downloads. Each image remains fully protected and traceable.

How does it work?

WATERMARKING
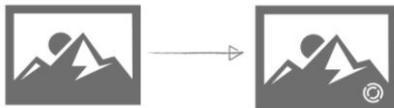
1. Picture receive an invisible watermark on upload to IMATAG

TRACKING

2. IMATAG monitors millions of websites worldwide using its **smart crawler**, automatically identifying copies, even if the photograph has been heavily cropped, flipped, decolorized or recompressed. (Print monitoring available as well)

REPORTING

3. Via email alert and on its dashboard, IMATAG reports on the exact location of the image copy

Your main dashboard
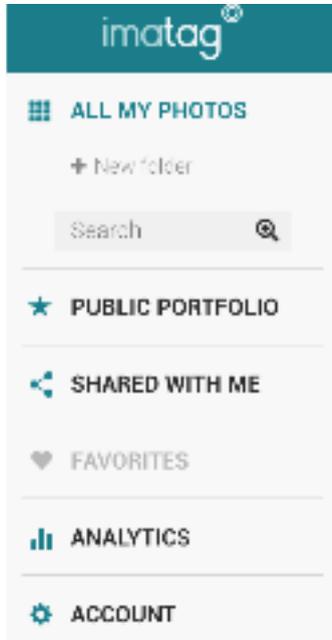
The menu on the left displays all the options available to you:

ALL MY PHOTOS: Displays all the images you have uploaded to your account, classified by folders.

PUBLIC PORTFOLIO: Images that you have made publicly available on your complementary IMATAG portfolio. (optional)

SHARED WITH ME: Photos that other members of IMATAG have shared with you

FAVORITES: Photos by other members that you liked

ANALYTICS: Displays all the images usages.

ACCOUNT: Access to your account information.

UPLOADING YOUR IMAGES

You can use our web interface, or install IMATAG's Plugin on Lightroom, or use our API.

Using web interface

Every time you upload an image to your imatag.com account, it automatically gets a watermark.

→ Under the menu: **⊞ ALL MY PHOTOS**

IMATAG allows you to upload organize your watermarked images by folders.

You can upload and watermark images at any time:

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When you open your account:	When you confirm your email address, the link opens directly into the image upload window.
Later on:	By clicking on **🔒 PROTECT MY PHOTOS** (top left). Your images will be added to the folder you are currently viewing.
After the creation of a new folder	Click on the → **Upload more photos** to open the upload window.

⇨ Once your images are finished uploading, you are ready to use them. They are watermarked (even if you can't see it)

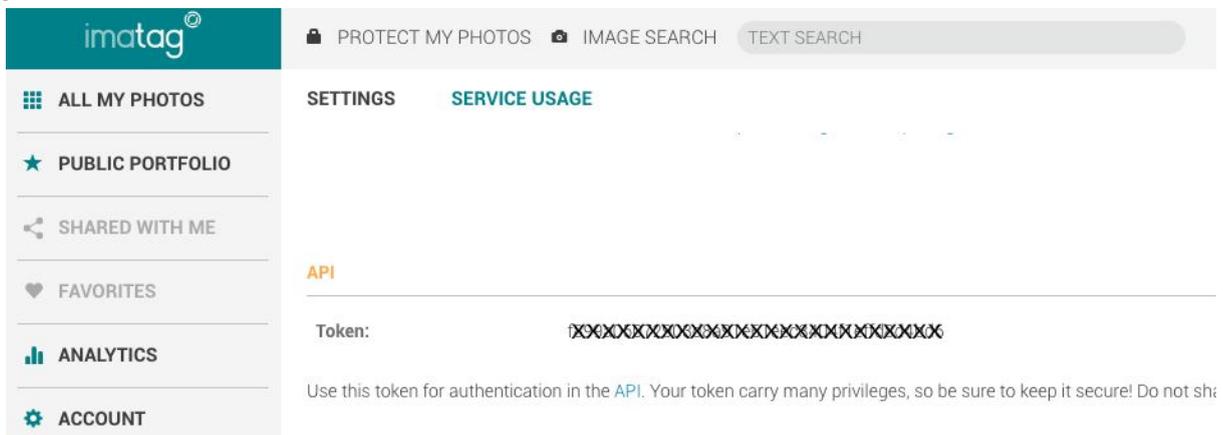note: In order to receive certified matches, only distribute the watermark version of your images
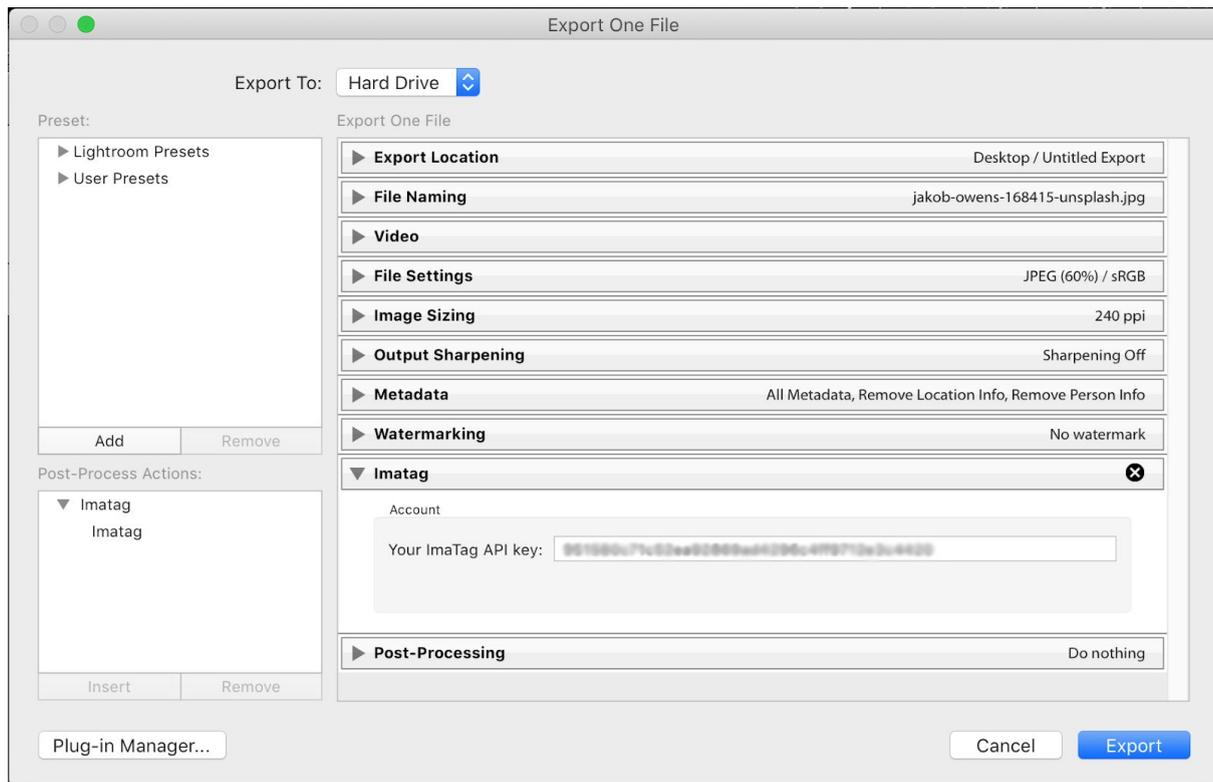
Using Lightroom plugin

1- Install Imatag Plugin
From Lightroom, install the IMATAG Plugin using the Lightroom Plugin Manager ("Adobe Add-Ons…"):
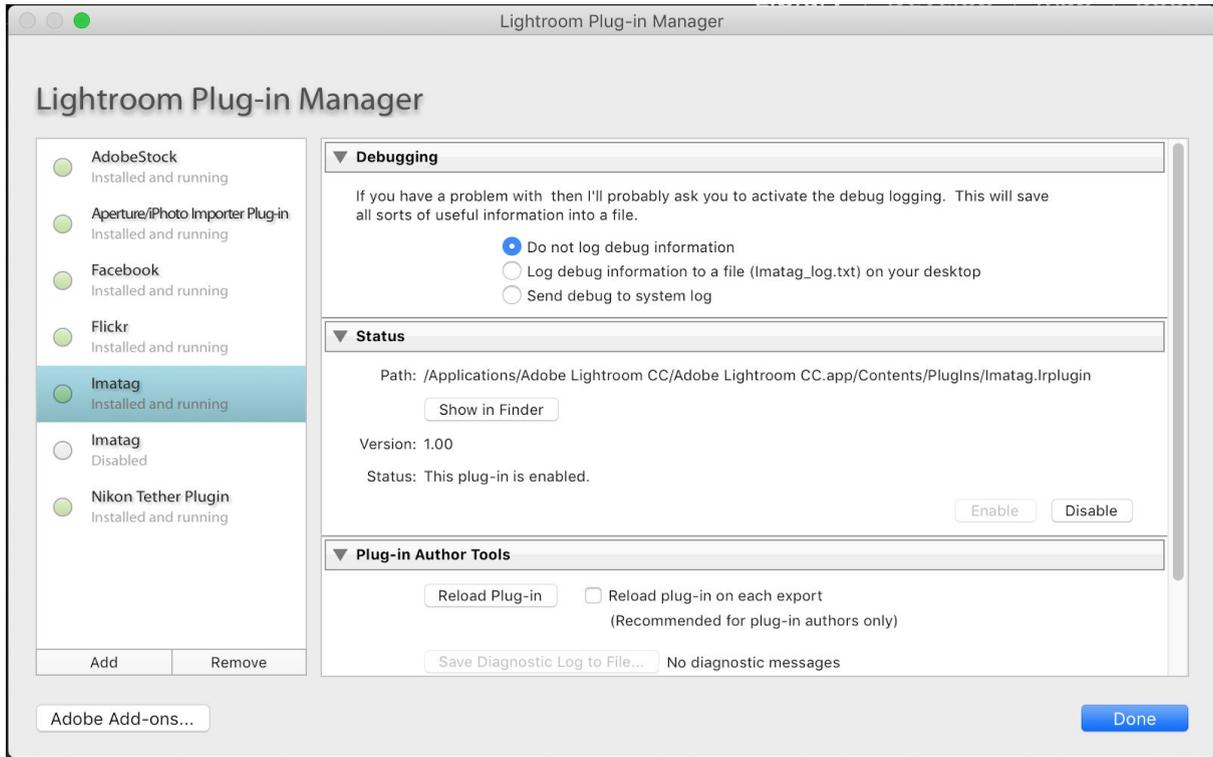
From your IMATAG account, go to the section Account > Service usage > API and **copy your token:**

On Lightroom, select Export One File, paste your token in the Imatag section:

2- Use Imatag Plugin

To watermark and monitor automatically images from Lightroom, you just have to select your photos on Lightroom and use the Export One File function.
Watermarked copies are stored on your hard drive, use them for your publications.
Watermarked copies are also sent in a web-compatible format to IMATAG for tracking and sharing.

Using API

Use your token (from your IMATAG account, go to the section Account > Service usage > API) and read https://imatag.com/api/doc/.

SHARING IMAGES

You can share your watermark protected pictures or your folders, even if they are not available in your public portfolio.
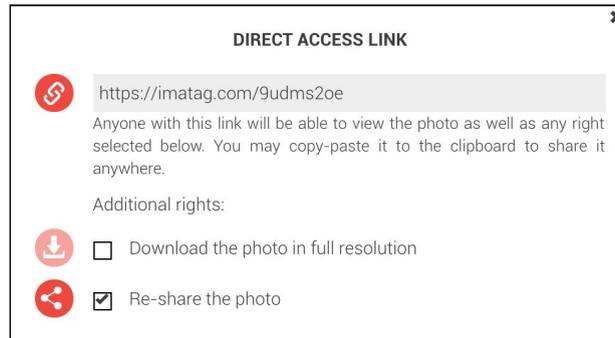
Click on this icon located at the bottom of each image to select how you would like to share the image:

DIRECT ACCESS LINK:
Opens a dialogue window with a link URL to share and rights granted:

Anyone with the link URL you share will be able to see the images and download them (if you have granted them the right).

PUBLISH ON FACEBOOK: Opens a Facebook dialogue window. Requires an active Facebook account.

SHARE VIA TWITTER: Opens a Twitter dialogue window. Requires an active Twitter account.

SHARE VIA EMAIL: Opens an email dialogue window requiring a recipient email address. IMATAG will send the email on your behalf.
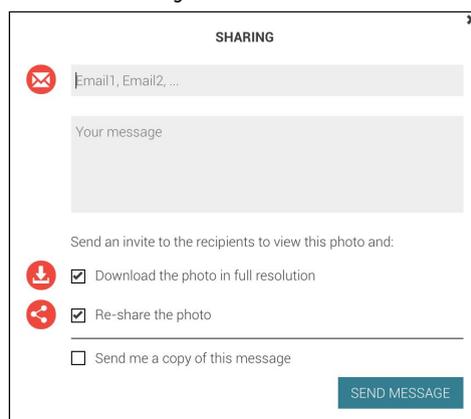
MANAGE SHARING DASHBOARD: You will find here a complete history of your shares. You can change the types of rights granted (download/resharing) at any time.

ANALYTICS

The analytics dashboard is visible when one or more matching images has been detected.

Top left: Select the period of the report by date.

Top right: Select the type of match. A "**certified match**"" is one where a watermark image has been found. A non-certified match is one when IMATAG found a similar image with no watermark (if an image was distributed without watermark, for example)

If your images contain a variety of authors, you can add a specific credit filter. Only the images from that author will be displayed. (credit is in the metadata of the image).

Results:

153 results (0 certified) among 514097850 crawled pages and 824768091 images .
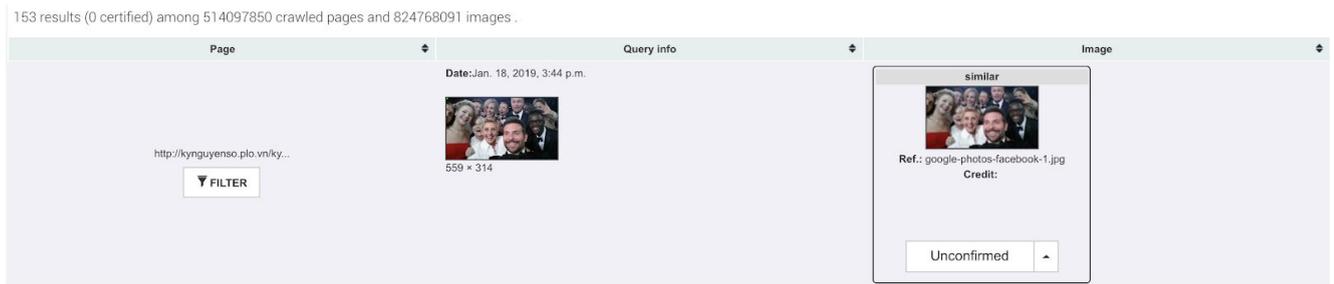
You can organize the results via the arrows on the top of each column

Page: displays link of the location of the match. "Filter" opens a page to see all matches on that URL.
Query info: displays the copy of the image found on that URL.
Image column: displays the original image you uploaded along with the associated credit. The menu underneath allows quick classifying of the result as either "unconfirmed", "not my photo", "my photo", "my photo (legal)", or "my photo (illegal)".

FAQ

What image size should I upload?

Any size. Ideally, you should upload your high-resolution images (in .jpg format). Even if resized, cropped or recompress, Imatag will find it.

How many images should I upload?

As many as your account allows you to. The more images you upload, the more chances you will get a result. You can always delete and replace images at a later time to maintain your quotas.

How do I upgrade to a higher plan?

From your dashboard main menu, got to "Account" (bottom left). Pick which plan fits the best and enter payment information. You are done.

Can I pay yearly instead of monthly?

Yes. send us an email at sales@imatag.com and we will work out the details with you.

My payment has been refused, what should I do?

Send us an email at sales@imatag.com. In the meantime, your account will default to a free plan (limited images).

Can you monitor print publications?

Yes, we can. Since it requires a separate set up and pricing, contact us and we will make it happen.

What websites do you monitor?

Since your images could be anywhere, Imatag scans millions of websites randomly with no particular directive. However, we can add specific websites if needed (see below)

Do you monitor specific websites?

Yes, we offer what is called custom crawling. You give us the list of websites you wish to monitor on a regular rotation and we will add them (additional fees apply).

What if I have a question you didn't answer here?

Simple: Send us an email and we will be happy to help you: sales@imatag.com