

Clustershot.com

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Review By Steve Gibson

Written 28 January 2009

Updated 20 July 2012



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Our Review:

Clustershot appears to be closed, i'll update this review more info becomes known.

Startup [microstock](#) [5] sites have to be pretty good these days to make an impact, clusterstock seems to fit this bill, except for the fact that they not a true microstock agency. Slick site operation (it's simple things like automatic calculation of your commission when you enter the price of your images that please), import photos from an [rss](#) [6] feed or a zip file along with importing images from a flickr account.

The terms and conditions make interesting reading, but I do hope that someone with legal knowledge has looked over them "Be good and don't do anything malicious" sounds nice as does the first term about you keeping all the rights to your images.

Price of 10 dollars reflects an average of what I have seen, prices can be chosen by you the photographer.

One thing to highlight is that clustershot make a point of themselves as "facilitating the sales of images", i.e. you send the buyers to them using the links provided with each image. Of course buyers will also be able to buy images if they find them by searching from the sites front page.

clustershot do not review images that are placed on sale, so all liability will fall on the photographer. Like [mostphotos.com](#) [7] take care when uploading images as there is nothing to stop you from uploading material (photos of people etc) which may later land you in trouble if you do not have the required model or property releases.

This site was a joy to review, I was able to import several hundred flickr images (although I only upload web resolution images to flickr) and also upload several months worth of my microstock portfolio in just a couple of hours. If you had read the previous version of this post I noted the site had one major limitation, it did not import your [IPTC](#) [8] keywords. **Like all good sites Clustershot have been listening** (you'll see a comment below) and they now support import of your IPTC [metadata](#) [9], this makes uploading simple. The upload system is good, you can either browse for a jpeg image (one at a time) or if you select a zip file with several images inside it the site will expand it meaning you can upload up to 100MB of images in a single shot.

To put it simply, it works, and the user experience is "everything where you expect it to be". There is a pro account option which allows you to customise your own domain name and provides several other 'pro' features.

Conclusion

While RSS and Atom feeds might be the future of photographers 'streaming' their work to those who want to sell it, I'd still like to see [FTP](#) [10] upload to fit into the rest of my workflow (uploading a ZIP file or using WebDav is convenient enough).

If suitable plugins are developed for gallery software or websites (noted that the developers of clusterstock already have a plug in for their own open source 'pinhole gallery') then with clustershot taking only 12% commission from the sale this could be a very cost effective way of letting a 3rd party deal with sales of microstock. Certainly for full priced stock images then manually linking up galleries to clusterstock images could be quite cost effective.

With the acknowledgement/caveat that I am referring buyers from a travel photo site and that the image collection I'm selling via clustershot contains not just my microstock collection but travel and landscapes which i'd not normally sell as microstock (approx 3000 images) I've sold 9 of them over the past 12 or so months. Not great, but its also not such an unreasonable conversion rate looking at the stats and considering the subjects uploaded.

Clustershot is a useful tool to any photographer who runs their own site or online gallery and wants to 'add on' selling photos. I'd probably look elsewhere if you are just planning on uploading all your photos and expecting sales to 'flood in'.

ClusterShot login Shopping Cart (0 items)

Buy photos easily.
Search, find the perfect photo, and checkout. It is that easy. You will immediately receive the image for use.

Sell photos easily.
You decide what photos to sell and we will take care of the complicated parts.

ClusterShot Auction: SOLD!
Posted by Dan Jones on February 10, 2011 - 4 comments

Well, we did it. ClusterShot was put up on the auction block and sold to the highest qualified bidder. It was very exciting to see so many people interested in acquiring what we've built. There were just over 20 parties involved in the auction. We couldn't be happier.

The best news for you is that the group that won the ClusterShot auction intends to keep it in business! ClusterShot will NOT be shutting down on the 21st of February as previously stated.

Please be patient with us as we go through the transfer process. There is a lot of technology to switch over and there will most likely be some hiccups along the way.

Twitter Updates

ClusterShot has been sold. It is not going to shut down. Please RT and spread the word. <http://bit.ly/5k8k8u> (around 4 months ago)

It is the final day of the ClusterShot auction. So far so good. You can still get in. It shuts down at 4pm EST today. <http://bit.ly/h8ru4k> (around 3 months ago)

[4]

Site Details **Real US\$ Cost of 1 Standard Image:** 10 ([compare prices](#) [11])

Referral Scheme: None ([compare rates](#) [12])

Cost of a standard image (1600x1200) 2MP approx: 10 Credits

Royalty Rate: 88% ([compare](#) [13])

Cost of 1 Credit (basic): \$ 1

FTP Upload: None

Site Statistics **Approx. size of photo collection (0 = no current estimate):** 200000

Images ([compare](#) [14])

Alexa Traffic Rank: 547321 (a measure of the site popularity, lower number is better)

Alexa 3 Month Change: -4% (measurement of the increase of site popularity compared with three months ago, negative is a decrease)

Launched: 2008

Overall Rating: Site Closed / Not Recommended

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