

Neoctopus

Feature overview

Everything from inquiry to gallery – in one tool for photographers.

neoctopus.com

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Neoctopus — Feature overview

All features at a glance, grouped by area.

ORGANIZATION & OVERVIEW

Cockpit & completeness traffic light — One glance shows which job needs attention and what is still missing.

- Calendar with appointments and todos
- Traffic-light status per job (what is still missing?)
- Automatic reminders to your clients before the shoot
- Gallery stats: views, downloads, favorites

Mia – your AI assistant — Just ask: Mia explains Neoctopus and takes you straight to the right page.

- Answers about using the app – around the clock
- Knows the current page and your open first steps
- Takes you straight to the right setting with one click
- Powered by Claude from Anthropic – free for now

Calendar & appointments — All shoots, deadlines and todos in one place – with a subscribable feed.

- Appointments & todos per job
- Subscribable calendar feed
- Double-booking warning
- Reminders before the shoot

Client management — All contacts and their jobs bundled – regulars at a glance.

- Contact created automatically from inquiry
- All jobs per client
- History & communication bundled
- Basis for campaigns

JOBS & QUOTES

Quotes that sell — Quotes from building blocks, with optional items, live total and online acceptance.

- Optional items, variants and live total
- Net/VAT for business clients
- Versioning, PDF and online acceptance
- Personal message per quote

Questionnaire for your clients — Collect all shoot info in a structured way – the client fills it in themselves.

- Templates per shoot type
- Required fields & completeness check
- Automatic reminder for missing details
- Client edits via link, no login

Sign contracts digitally — Send contracts online and have them signed digitally, legally sound.

- Contract as PDF & online view
- Client signs digitally
- Signing time documented
- Stored right on the job

Payments & invoices — Create invoices, track payments and remind automatically.

- Invoices as PDF
- Payment status per job
- Automatic payment reminders
- Net/VAT & CH reverse charge

GALLERIES & DELIVERY

Galleries that delight — Beautiful, branded galleries with favorites, comments and ZIP download.

- Multiple galleries and albums per job
- Favorites (heart), emoji reactions and comments
- Download as ZIP – also in web size
- Password protection or per-guest private access

Guest upload via QR code — Guests upload their own photos straight into the gallery – via QR code.

- Upload via QR code – no app, no login
- Printable stand-up PDF with QR
- Moderation: the couple approves
- Freely adjustable limit per upload

Client selection & proofing — See which photos the client favorited – and export the selection.

- Client favorites at a glance
- CSV export of filenames (e.g. for Lightroom)
- Who marked what
- Optional download of favorites only

Sneak preview — A few images as a taster – sent fast, without Lightroom.

- Share a few highlights instantly
- Branded preview page
- No Lightroom export
- Notice when you add more images

Watermark — Protect the online preview – downloads stay clean, purchases auto-cleared.

- Text or logo watermark
- Style per brand (layout, opacity)
- Coupled to the download policy
- Purchased photos without watermark

Download in original or web size — The client chooses: full resolution for print or smaller for sharing.

- Original (print) or web size
- Applies to single image and ZIP
- Web derivatives are cached
- Saves bandwidth when sharing

Live slideshow — Photos as a full-screen slideshow – great for projector, TV and the gallery itself.

- Full-screen autoplay of photos
- Live slideshow via token (projector/TV)
- New approvals appear automatically

In your branding

SALES & PRINT

Photo shop & print sales — Sell prints and products straight from the gallery – with your margin.

- Price lists and products per brand
- Cart, vouchers and shipping options
- Order overview and price-list PDF
- Watermark – removed after purchase

Bundles — Bundle formats into fixed-price packages – the vs-single comparison sells.

- Fixed-price packages (S/M/L)
- Items coupled to the catalog
- "Cheaper than individually" comparison
- Example packages at the push of a button

Photo lab integration — Ordered prints go to the lab automatically – less manual work per order.

- Catalog with purchase prices
- Automatic order transfer
- Margin per item in view
- Less manual work per job

Vouchers & discount codes — Discount promotions in the shop – percentage or fixed amount.

- Percentage or fixed-amount discount
- Validity & redemption controllable
- Redeemable right in the cart
- Ideal for promotions & regulars

COMMUNICATION

Customizable email templates — Every client email in your voice and tone – with placeholders and branding.

- Freely edit subject and body per email
- Separate informal and formal variants
- Placeholders like name, gallery, studio, amount
- Your branding: logo, color, sender name

Messages with the client — All correspondence per job in one place instead of email chaos.

- Message history per job
- Client replies via link
- Notification on new message
- Everything documented on the job

Newsletter & campaigns — Stay in touch – legally sound with double opt-in and unsubscribe.

- Double opt-in for consents
- Campaigns to audiences
- Unsubscribe link in every email
- Your branding in the design

Review requests — Automatically ask for a review after the job – more referrals.

- Automatic ask after completion
- Direct link to the review platform
- In your tone and branding
- More visibility & referrals

BRAND & AUDIENCES

Your branding – plus a second brand — Color, font and logo define your appearance – including a second brand.

- Color, font and logo set centrally
- Two brands incl. their own subdomain
- Currency EUR/CHF/USD and tax modes
- Consistent across gallery, quote and email

Kindergarten & school photography — Children, groups, parent access and orders – a dedicated mode.

- Manage children & groups
- Access cards with QR as print PDF
- Parent access without login
- Orders & broadcast email to parents

White label & own domain — Your presence under your domain – without third-party branding.

- Own subdomain per brand
- White-label domain possible
- No third-party branding for the client
- Consistent brand presence

Vendor recommendations — Recommend partners (venue, florist, DJ) right in the gallery.

- Recommend partners per job
- Visible right in the gallery
- Nurtures your network
- Added value for the client

LEGAL & TRUST

GDPR & retention — Retention periods, consents and automatic gallery deletion.

- Consents with timestamp
- Retention periods per job
- Automatic gallery expiry
- Data processing agreement available

Data processing agreement — The data processing agreement for your GDPR documentation.

- DPA available to conclude
- Part of your GDPR documentation
- Transparent data processing
- Complements consents & retention