

Albumo (Fantero)

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Review By Steve Gibson

Written 12 April 2008

Updated 09 June 2020



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Our Review:

Albumo relaunched their site with a slick new user interface after becoming part of the [fantero](#) [5] creative network in March 2011, subsequently being bought by [freelancer.com](#). The site had floundered along for several years without gaining much traction, and it's currently incarnation feels like a network within a network. It's a slightly uncomfortable and lazy looking mix of albumo watermarks, fantero market places navigation wrapping the whole site up with a ribbon that shows [freelancer.com](#). In my previous review I'd written-off the site after it was offline for more than a week and generated 0 sales on 100's of images in 6 months. I have now 'reset the scoreboard' and I'm watching results from the 'new' site, so far the site is dead.

Images are excellent value, images cost \$1, and you can download high resolution image for that price. Extra credits are needed for extended licenses of which there are a range of more and less restrictive options. This is genuine value for the image buyer, and it's this sort of thing that will win them more buyers as people get fed up of paying through the nose for a usable resolution elsewhere.

Conclusion

I'm still monitoring sales and site operation since the updated to the site (March 2011), things don't seem to be changing with [freelancer](#) either. Previous results were disappointing with only a handful of sales over 300 or so images in 2/3 years. A few tweaks made to their pricing structure and referral program look set to sweeten the offer to buyers. Wonky statistics are not helping either, I suspect an issue with legacy earnings that have been imported but sales data is missing from earnings history

~~As of September 2009 Albumo has been removed from our listings, this review is for historical reference—we tracked the site as 'off line/in error' for more than 7 days. Even if this is a temporary situation any customers that Albumo did have are unlikely to come back. Albumo's previous rating was 3/10~~

Site Details **Real US\$ Cost of 1 Standard Image:** 1 ([compare prices](#) [6])

Referral Scheme: Yes, 50% of first credit purchase (buyers) and 10% of referred photographer sales for 1 year ([compare rates](#) [7])

Cost of a standard image (1600x1200) 2MP approx: 1 Credit

Royalty Rate: "at least 50% of sales proceeds" ([compare](#) [8])

Cost of 1 Credit (basic): \$ 1

FTP Upload:

Address: <ftp.fantero.com> [9]

Username: [Yourusername]

Site Statistics **Approx. size of photo collection (0 = no current estimate):** 853548 Images ([compare](#) [10])

Alexa Traffic Rank: -126000 (a measure of the site popularity, lower number is better)

Alexa 3 Month Change: -6% (measurement of the increase of site popularity compared with three months ago, negative is a decrease)

Launched: 2007

Overall Rating: Review in Progress

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