

Statistics

Overview

The Statistics area gives you powerful insights into customer activity, enabling you to respond more effectively to inquiries and provide additional resources when needed. All reports can be printed or downloaded for use in other applications.

The following information is available to you:

- **All Downloads:** Displays all downloads via my-picturemaxx and your website.
- **Preview Downloads:** Shows all preview downloads from my-picturemaxx and your website.
- **High-Res Downloads:** Lists all high-resolution downloads via my-picturemaxx and your website.
- **Search Requests:** Provides a list of all searches, including filters used by customers in your database.
- **Preview Views:** Displays all preview views accessed by users.
- **Search Requests with Zero Results:** Shows all searches that returned no results.
- **Logins:** Displays all login activities for website accounts and my-picturemaxx.

View download, search requests, and login statistics

To view the statistics, please follow these steps:

1. Navigate to **Sales > Statistics > Overview**.
 2. In the **Statistics / Overview** window, select the desired category.
 3. You can narrow your results by choosing a date range.
 4. Click the **Search** icon to display the results.
 5. The statistics data appears in a table.
- To display more data fields in the table, hover over the header row and click the context menu icon. Now you can select fields from the list to show or hide them in the table view.
 - To save the statistics, use the table's **Export** menu.

Note

You can use the table's built-in tools to search, filter, and sort records. For more details, including how to create custom views and export data, see [Advanced Table Views](#).

Tip

Statistics for search queries and unsuccessful searches involve very large data sets. To avoid unnecessary system load, we recommend retrieving these statistics using a date range of just one day. For further analysis, use the export function to open the data in a spreadsheet application.

Important**Do not disable statistics**

The **Save research and download statistics** option is enabled for your customers, authors, and partners by default: **Sales** or **Purchasing** module > a corresponding Customer/ Author/Partner record > **Accesses** tab > **Access for Searching and Downloading your Media** panel.

If you disable the option in user access settings, the system stops recording searches and downloads. As a result, you lose any record of what customers searched for or downloaded.

Customers / Editing

Master Data | Contacts | Contact History | **Accesses** | Outputs | Prices | Financial Documents | Projects | Lightboxes | Documents

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▲ General Data Management and Assignment of Accesses

▼ Access for Searching and Downloading your Media

Assign permissions for the research and download of your media.

☒ Override Group Permissions ?

☒ Webgate
Allows access for image and media buyers via your e-commerce platform.

Permissions for this Access

Activate Statistics: ☒ Save research and download statistics.

Permissions:

	Display allowed	Download allowed	Show watermark
Thumbnail	☒	☒	☐
Preview	☒	☒	☒
High-Res		☐	☐

Customer master data > Accesses tab > Statistics feature enabled

Frequently Asked Questions

Q: Are the statistics generated in real time?

Yes, the statistics in Backstage are generated in real time.

Q: Does searching via my-picturemaxx mean that the participant searched only with me?

Not necessarily. When searching in my-picturemaxx, participants can choose to search across all agencies or select individual ones.

Q: Can I track my partners' search queries in my statistics?

Yes, you can track your partners' search queries in your statistics once an Opengate connection is established.

Q: How do I add synonyms so users can find media listed under "Search Requests with Zero Results" ?

To create new synonym groups, go to **Media Management > Classifications > Synonyms**. For more information about synonym groups, please contact our support team.

Q: Does the statistics feature also track when I create and download a lightbox for a customer in Backstage?

Yes, the statistics also record all searches and downloads performed via a customer account within a lightbox in Backstage.