

Offers

Overview

In Backstage, the term 'Offers' refers to collections of images or other media related to specific topics. You can assemble images related to a particular theme or event, provide a description, and present them to the customers in my-picturemaxx and/or through your webshop.

Your newest Offers appear on the **Offers** tab in your Webshop. You can also use Offers to automatically refresh your website with your latest content.

In the picturemaxx media network offers are displayed to media buyers under the 'My Offers' function with the date, title, and description in available languages. Customers can search by date and by keywords.

Create new offer

Important

Offer Visibility

Images in the Import folders are not visible to customers. Move all images you want to use in an offer to the Archive folder with the **Publish Media (Archive)** action. See [Actions](#) for details.

Media files left in Import folder won't appear in offers, and if all assigned images remain there, the offer won't appear on the website.

You can create an offer and set its options from two places:

- In **Media Management > Collections > Offers**, select **Edit > New**.
 - The New Offer setup window opens.
- In Media Processing, on the search results page:
 1. Pick the images you want to assign to the offer. You can use **Select > Select all** in the top menu.
 2. Select **Fast Functions > Offers**, in the top menu or the right-hand panel.

3. The New Offer setup window opens with the selected images.

In the New Offer setup window:

1. Fill in a **Title** for the offer that briefly describes its content.
 - You can additionally enter the title in the languages you have enabled in **Administration > Language Settings > Languages**.
2. You may choose to fill in the following optional fields:
 - **Description:** Add more details about the offer.
 - **Author:** Select a record from the dropdown list to assign an author.
 - **Copyright:** Fill it if you want the offer to appear with specific Copyright information.
3. To make the offer available to your customers, enable the **Offer is Active** option.
4. If you feature specific offers within your website content, enable the **Top Offer** option to display the offer at the top of your website.

▼ Offer

ID:

111

Title: *

Digital World

Description:

Words: 0, Characters (no spaces): 0, Characters (with spaces): 0

Title English (USA):

Digital World - What's coming next

Title German:

Digitale Welt - Was gib es neues?

Author:

No Author

Copyright:

Offer is Active:

☒ Active

Top Offer:

☐ Active

▼ Metadata

Description English (USA):

Technical and digital advances for better future.

Words: 7, Characters (no spaces): 43, Characters (with spaces): 49

Description German:

Technische und digitale Fortschritte bringen die Welt voran.

Words: 8, Characters (no spaces): 53, Characters (with spaces): 61

Offers window: Offer is made available

Note

The language-independent **Title** field is mandatory. It is displayed when no localized title is available. Along with the **Description** field below, it ensures visibility across all languages.

If you do not need language-specific content, simply enter your information in this language-independent section.

To learn how to enable additional languages in Backstage, refer to the **Languages** FAQ.

Important

Display offers based on author restrictions

When you create an Offer, always select the photographer's name from the Author dropdown. This ensures that any existing restrictions on the author are correctly applied to the offer.

- **If you select the author:**

Users who are restricted will not see the offer at all.

- **If you do not select the author:**

Restricted users may still see the offer, but only with **"no permissions"** thumbnails, which can be confusing.

- In the **Date Settings** panel, you can specify exact dates when the offer will be available.
 - Enter the start date for the offer. From this date onward, customers can find the offer in searches.
 - To set exact availability dates for the offer, enable the **Restrict** option and then provide a **From** and **To** date and time.
 - You can also change the **overall Date** of an offer if you want to modify its display order. Newest offers always appear first to buyers.

The screenshot shows the 'Date Settings' panel with the following fields and values:

Field	Value	Icon
Date: *	15.07.2025	Calendar icon
	15:20:01	Clock icon
	+00:00	Clock icon
Visibility:	☒ Restrict	
From: *	17.07.2025	Calendar icon
	18:00:00	Clock icon
	-02:00	Clock icon
To: *	25.09.2025	Calendar icon
	12:00:00	Clock icon
	-02:00	Clock icon

Offers window > Date configuration

- In the **Access Restriction** panel, you can restrict an offer to specific Accesses or Access Groups. For example, you can create exclusive offers or respond to individual requests.

▼ Access Restriction

☒ Restrict Accesses

Available Accesses:

Quick SearchFilterSortingViews▼Export

Username	
105000	
105001	
109836	

55 Results

Add >>

<< Remove

Selected Accesses:

Quick SearchFilterSortingViews▼Export

Username	
picturemaxx-support	

1 Results

Add >>

<< Remove

Available Access Groups:

Quick SearchFilterSortingViews▼Export

Name	
Fotografen Upload	
i-picturemaxx	
Photographers	

Add >>

<< Remove

Selected Access Groups:

Quick SearchFilterSortingViews▼Export

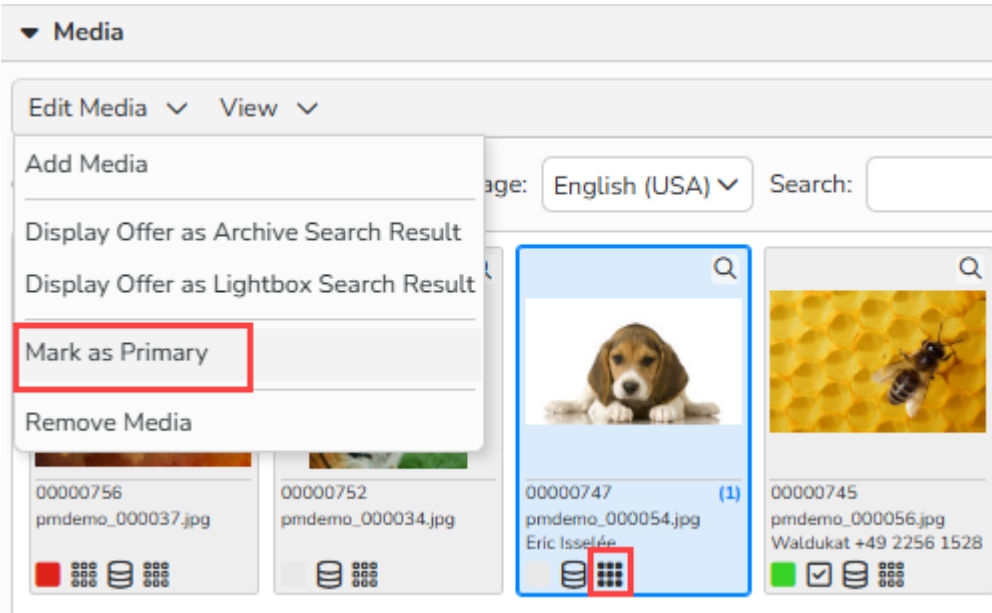
Name	
Demo Group	

Add >>

<< Remove

Offers window > Access restriction

- In the **Media** panel, add the media files from your Archive (skip steps 1 and 2 below if you create the offer via **Fast Functions**):
 1. Enter the search terms into the **Search** box or select **Edit Media > Add Media** to open the Archive Search window.
 2. Select the images you want to add to the offer and click **Choose**.
 - To select a continuous range of images: SHIFT + click.
 - To select a non-continuous range of images: CTRL (PC) or CMD (Mac) + click.
 3. The selected images now appear in the **Media** section. By default, the system sets the first image as the primary media to represent the offer.
 - To change it, select a different image and click **Edit Media > Mark as Primary**.
 - A dedicated icon flags the primary media file.



Offers window > Add media to the offer: Select primary image

Tip

To change the order of how media files appear in the offer, simply drag and drop the images to rearrange them.

Menu: Edit Media

The menu offers the following functions:

Add Media	Add your archive’s media to the offer.
Display Offer as Archive Search Result	Display the offer’s media in the Archive folder for further media processing with actions and action runs.
Mark as Primary	To present your offer as an "Introduction" or "Teaser" (optional) later, always set a primary image. It should be the most meaningful part of the offer and form a single content unit with the title and description.
Remove Media	Remove the selected media from the offer.

Menu: View

With the **View** menu you can choose how to display your media files:

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Thumbnail	All media files appear as thumbnails with the media number, file name and author.
Thumbnail and Text	All media files appear in a list view with thumbnail, media number, file name, description and keywords.

Note

For more information, refer to the **Media Processing** FAQs.

Set up offer templates

You can save recurring settings (such as **Title**, **Active** status) as a template for new offers. Follow these steps:

1. Open the offer you want as a template.
2. In the top menu, select **Template for new Offers > Set Current Text and Settings as Template**.
3. To automatically mark the first media file of the offer as the primary image, select **Template for new Offers > Mark First Media File as Primary Automatically**.

Add images to offers in Archive

You can assign media files to an offer directly from your Archive.

1. Go to **Media Processing > Archive** and perform a search.
2. Select the images you want to form into an offer.
3. From the top menu or the right-hand side panel, select **Fast Functions > Offers**. The New Offer window opens.
4. Choose one of the following:
 - **Create New Media Collection**
 - **Add to Existing Media Collection**
5. Enter a **Title**.
 - You can enter a title in each available language. If you choose not too, the main title you enter will be used for all languages.
6. Optionally, configure the offer settings as explained above in [Create new offer](#).

7. Enable the **Active** option.
8. Click **Save**.

Create direct links to offers

You can share a direct link to a specific offer by email or to add it to a webpage.

Create a direct link to any offer in your Webgate Archive using this format:

```
http://YOURNAME.wg.picturemaxx.com/offer/OFFERID
```

- YOURNAME = Your Webgate Archive name
- OFFERID = The unique ID of each Offer (found under **Media Management > Collections > Offers**).

Offers / Overview			
Edit ▾			
Quick Search Filter Sorting Views ▾ Export			
	ID	Date	Title
	20	01.10.2020 13:41:39	Music
	19	01.10.2020 13:40:21	Sports
	18	01.10.2020 13:37:55	Animals
	17	01.10.2020 13:35:05	Travel Pictures

Offers overview: Offer ID

Create automatic offers using action runs

An action run is a series of actions executed one after another. Use the Action Runs feature to automatically create new offers based on defined conditions.

In **Media Management > Action Runs**, within an Action Run, you can set this up under **New Fast Function Action > Automatic Offer**.

Note

To learn more about Action Runs and creating automatic offers, refer to the **Action Runs** FAQ.

Manage Offers

In **Media Management > Collections > Offers** you can find a list of all existing offers.

Create a new offer

Select **Edit > New**.

Edit an existing offer

- Select a record item and click **Edit > Open**.
- Make the necessary changes and click **Save**.

Batch process existing offers

In the table overview, select the offers you want to edit.

- To select a continuous range of items: SHIFT + click.
- To select a non-continuous range of items: CTRL (PC) or CMD (Mac) + click.
- Select **Edit > Batch Process** from the menu.
- Configure the settings and click **Save**.

Delete an offer

Select an offer in the table overview and click **Edit > Delete**.

Note

The integrated table functions allow you to search, filter, and sort data records. You can also learn how to set up custom views and use the export function in the **Advanced Table View** FAQ.