

Pickit Insights Dashboard Documentation

This document outlines the functionalities of the Pickit Insights Dashboard.

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Introduction

We are excited to introduce you to the Pickit Insights Dashboard. This tool is available for Pickit Business administrators and is accessible on the web. Administrators will now have access to analytics and actionable insights in the Administration Panel, making it easy to optimize their image bank and increase their colleagues' productivity.

The steps below outline where to find and how to use the Insights Dashboard.

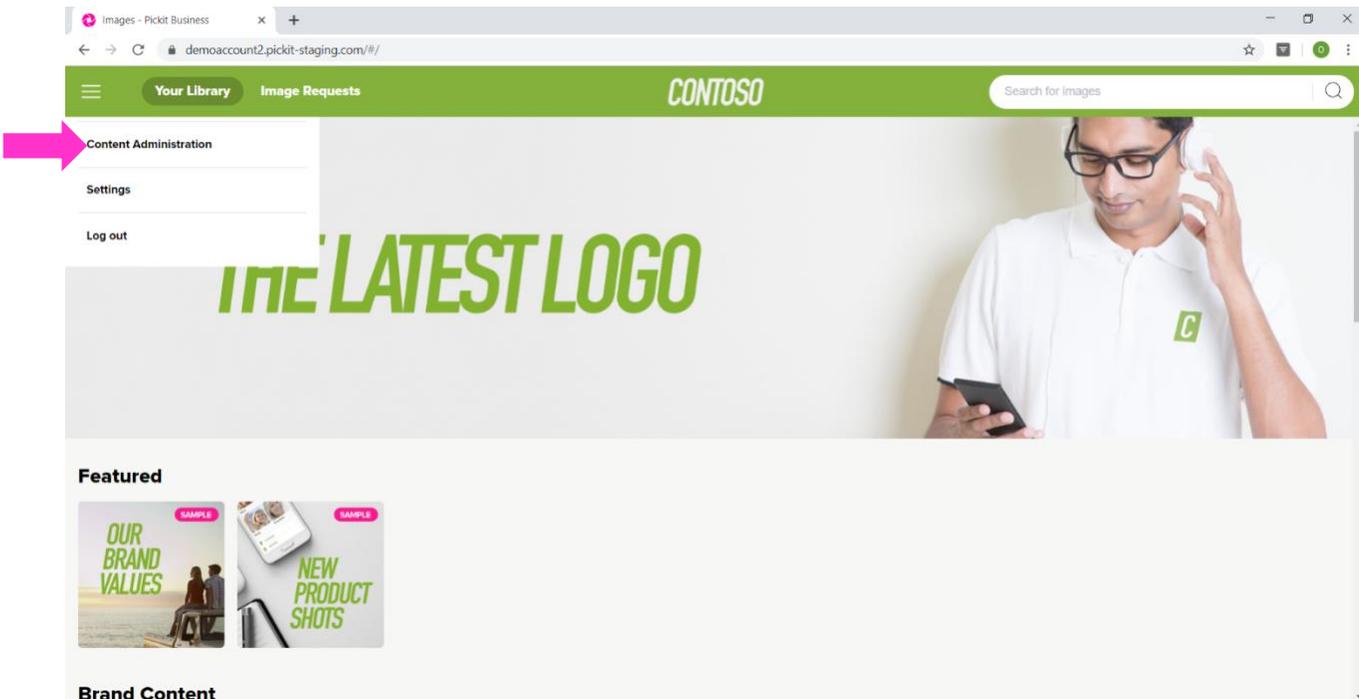
Section 1 – Insights Dashboard Overview

Step 1

Open your web browser, go to your Pickit image bank and login. As a reminder, your image bank URL will look like *yourcompanyname.pickit.com*

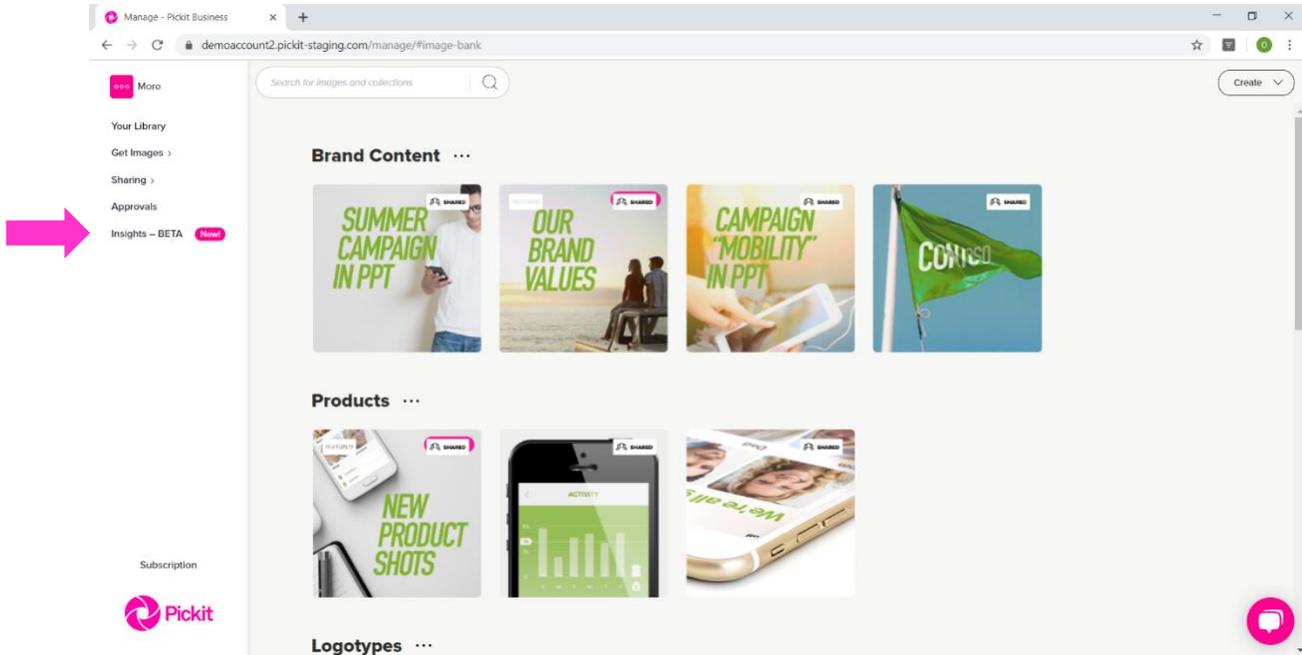
Step 2

Navigate to the Content Administration view of your image bank. From the Public Page view click on the 3 horizontal lines (hamburger menu) in the top left of the screen and select Content Administration.



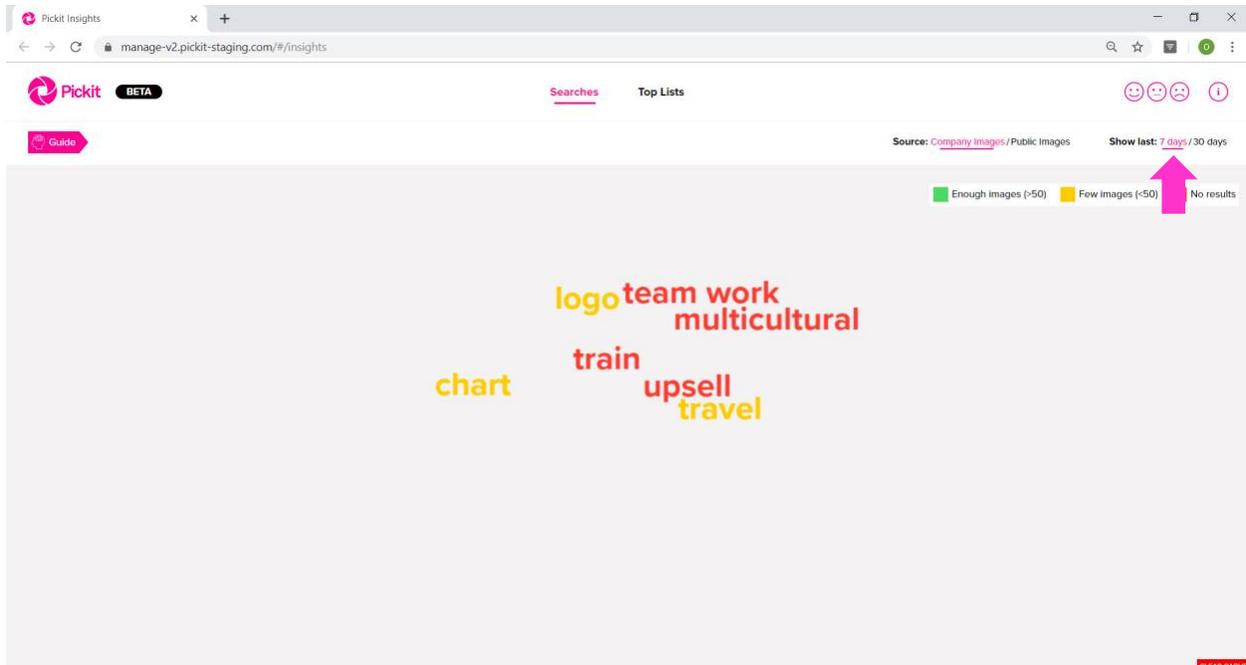
Step 3

From the Content Administration view you will see a new option on the left side of your screen called “Insights – BETA”. Click here.



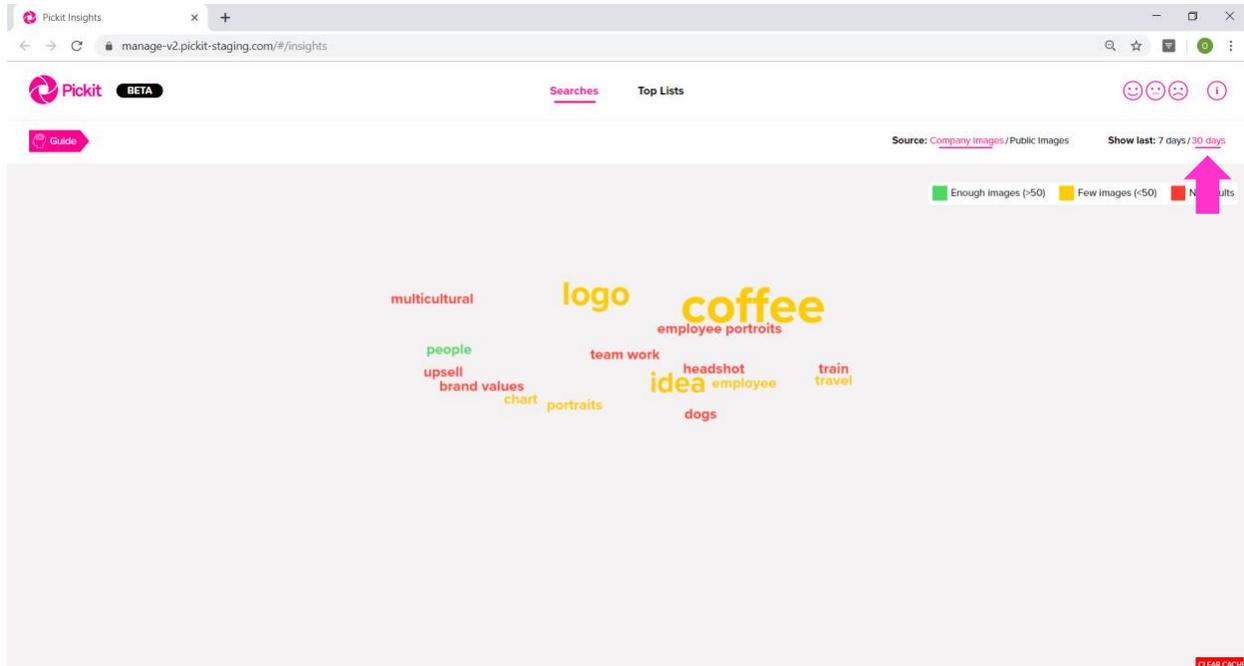
Step 4

The Insights will open in a new browser tab. Your first view of the Insights Dashboard is Searches. This word cloud dashboard utilizes font size and color to display search activity for your image bank.



Step 4 continued

The default settings for Searches is Company Images for the last 7 days. You can also sort Searches to display results for last 30 days.



You will see varying font sizes for the words that appear. This indicates the search frequency for these words by your image bank users. The larger the word, the more frequently it is searched. Based on font size, *coffee*, *logo*, and *idea* are 3 of the top searched words for the image bank shown above.

The color of the word indicates how many images match the search term.

Green – plenty of matching images.

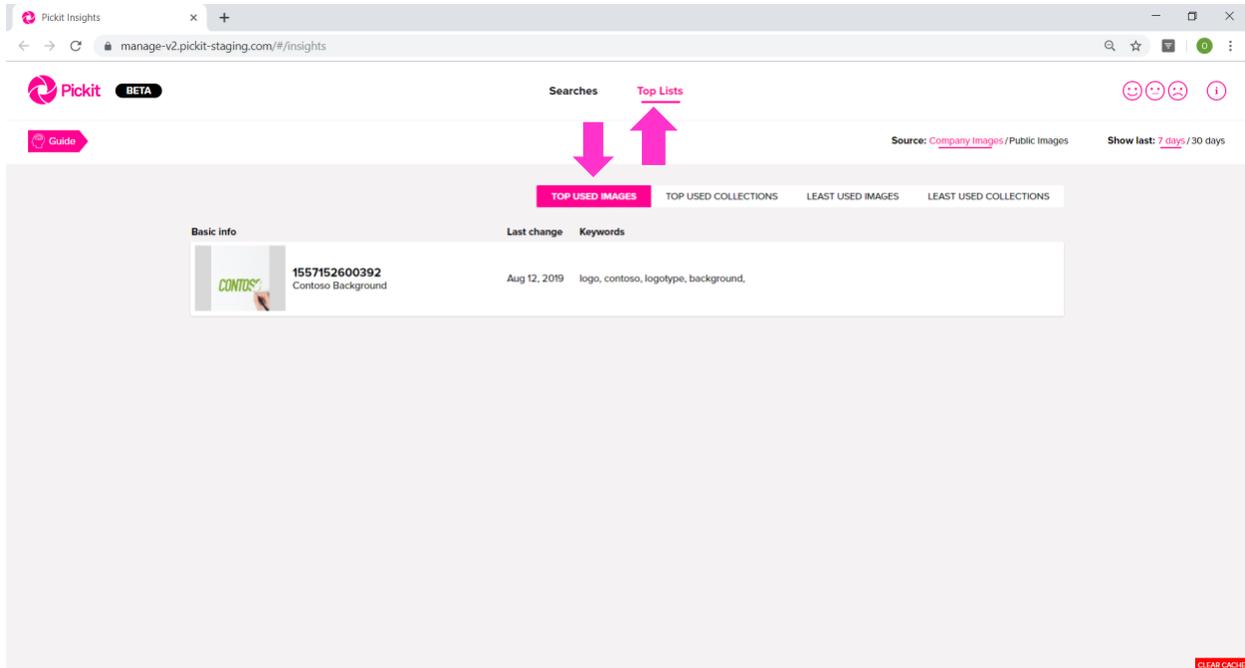
Yellow – low number of search results.

Red – no search results.

This information will help you understand the effectiveness of your current image bank organization and identify materials you might be lacking.

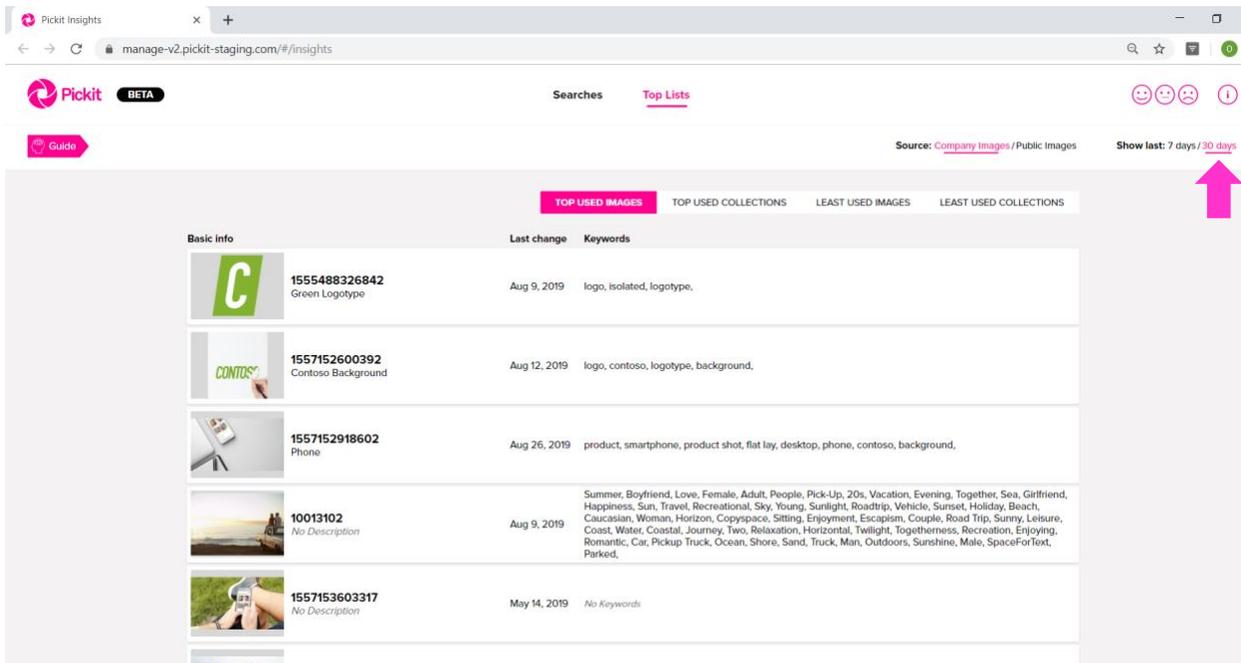
Step 6

Navigate to the top middle of the page and select Top Lists. The dashboard will now display TOP USED IMAGES and default to Company Images for 7 days.



Basic Info on the left side of the screen shows the specific images that have a high usage. If the image has keyword tags, each word will be listed under the Keywords section.

You can also sort TOP USED IMAGES to display results for last 30 days.



Step 7

Navigate to the right side of the screen where it says Source and select Public Images. You will now see TOP USED IMAGES data focusing only on Pickit Public Images. Note that the date range is set to 7 days.

The screenshot shows the Pickit Insights web application. At the top, there's a navigation bar with 'Pickit BETA' and 'Searches' / 'Top Lists'. A pink arrow points to the 'Source: Company Images / Public Images' dropdown menu. Below this, the 'Show last: 7 days / 30 days' filter is visible. The main content area is titled 'TOP USED IMAGES' and displays a table of image data.

Basic info	Last change	Keywords
 <i>No Name</i> business and technology: e-commerce screen shot	Sep 5, 2019	WWW, webpage, laptop, idea, computer, http, technology, mouse click, web page, web, personal computer, monitor, ordering, mouse, ecommerce, business, PC, mouseclick, online, web address, democollectioncommerce, on-line, browser, shopping, screenshot, screen, internet, cart, hand, buying, hi-tech, purchase, screen shot, url, high technology, sale, cursor, e-commerce, concepts, high tech, in stock, retail, browsing,
 <i>No Name</i> young german shepherd sitting on grass in park and looking with attention at camera, tilting head	Sep 5, 2019	german-shepherd, breed, tilted, sheepdog, cute, german, full length, domestic, curious, young, trained, watchdog, portrait, cleverness, alsatian, attentive, pedigree, pet, tilt, pedigreed, nature, obedience, looking, obedient, animal, dogs, friend, shepherd, head, clever, sitting, park, nobody, tilting, companion, purebreed, curiosity, one, posture, purebred, animals, brown, dog, canine, attention, outdoors, grass,
 <i>No Name</i> Attractive young woman pointing upwards	Sep 4, 2019	beautiful, cute, pointing, modern, isolated, cheerful, elegant, single, posing, female, trendy, smiling, casual, standing, positive, young, attractive, pretty, white, lovely, looking up, indicating, happy, woman, beauty, joy, showing, charming, fingers, studio, background, hands, lady, upwards, lifestyle, cool, up, copy space, stylish, model, italian,
 <i>No Name</i> <i>No Description</i>	Sep 4, 2019	Blue, Arrow, Business, Pointing, Graph, Abstract, Up, Illustration, 3d, Computer Graphic, Growth, Design, Digitally Generated, Digital, Conceptual, Increasing, Presentation, Raising, Upwards,
 <i>No Name</i> <i>No Description</i>	Sep 4, 2019	office, people, calculator, tax, entrepreneur, manager, paper, analyzing, numbers, accounting, table, fill, statistics, business, working, banking, accountant, write, checking, pen, papers, formal, auditor, files, paperwork, form, successful, suit, hand, job, documents, adult, businessman, report, boss, analyst, man, audit, bookkeeping, economics, taxes, bookkeeper, person, filling, workplace, professional, male, corporate,
 <i>No Name</i>	Sep 4, 2019	shop, single, computer, market, sell, network, clipart, pay, isolated, payment, black, internet, net, badge, buy,

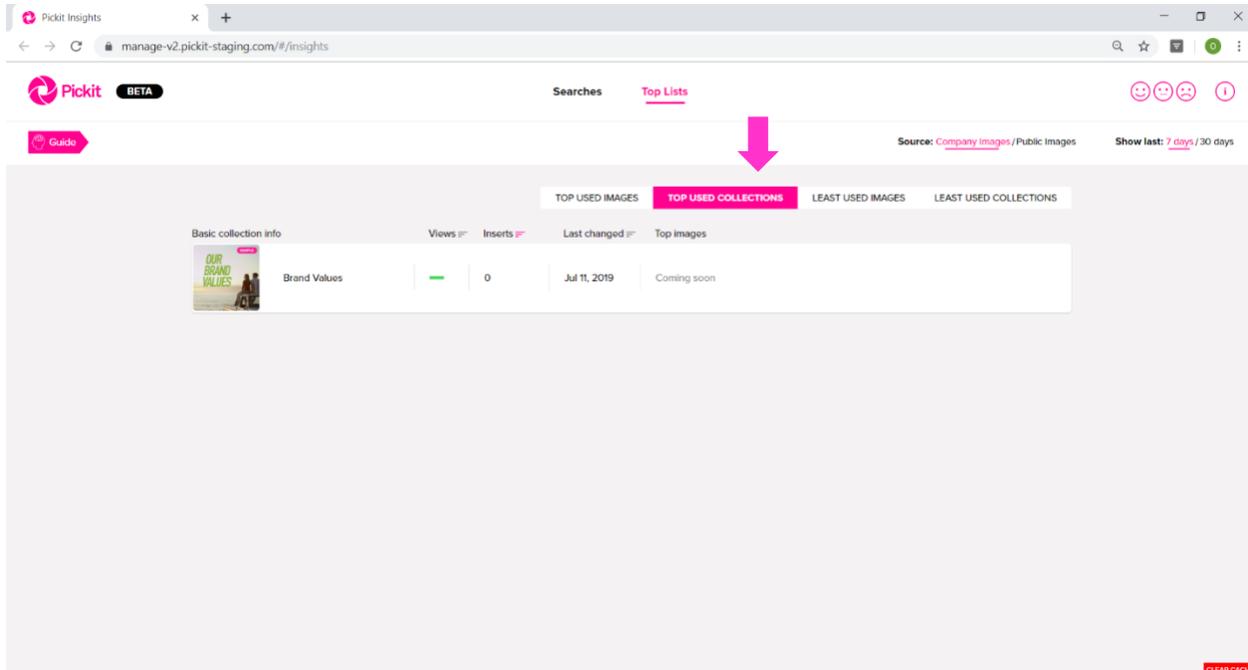
You can also sort TOP USED IMAGES to display results for last 30 days.

The screenshot shows the same Pickit Insights interface, but the 'Show last: 7 days / 30 days' filter is now set to '30 days'. A pink arrow points to this filter. The table below shows a different set of top-used images.

Basic info	Last change	Keywords
 <i>No Name</i> <i>No Description</i>	Sep 7, 2019	microphones, journalism, speaker, intro, technology, seminar, conference, media, desktop, speech, communication, interview, performance, stage, presentation, reporting, vertical, nobody, podium, press, news, rostrum, sound, room, metal, recording, broadcasting, stand,
 <i>No Name</i> <i>No Description</i>	Jun 26, 2019	Touchscreen, gadget, screen, Coffee, Coffee Shop, Tablet Pc, device, Touching, pad, Digital Tablet, Table, touch, Using, Cafeteria, display,
 <i>No Name</i> business and technology: e-commerce screen shot	Sep 5, 2019	WWW, webpage, laptop, idea, computer, http, technology, mouse click, web page, web, personal computer, monitor, ordering, mouse, ecommerce, business, PC, mouseclick, online, web address, democollectioncommerce, on-line, browser, shopping, screenshot, screen, internet, cart, hand, buying, hi-tech, purchase, screen shot, url, high technology, sale, cursor, e-commerce, concepts, high tech, in stock, retail, browsing,
 <i>No Name</i> Get the right idea for your business!	Sep 10, 2019	concept, bent, office, energy, executive, idea, ideas, manager, businesses, lawyer, concentration, arm, strength, business, working, profit, positive, creativity, isolated, originality, attitude, holding, exercise, exercising, ambitious, power, successful, workout, hand, determination, goals, businessman, active, strong, achievement, man, ok, success, career, work, metal, businesspeople, boss, businessmen, concepts, professional, original,
 <i>No Name</i> young german shepherd sitting on grass in park and looking with attention at camera, tilting head	Sep 5, 2019	german-shepherd, breed, tilted, sheepdog, cute, german, full length, domestic, curious, young, trained, watchdog, portrait, cleverness, alsatian, attentive, pedigree, pet, tilt, pedigreed, nature, obedience, looking, obedient, animal, dogs, friend, shepherd, head, clever, sitting, park, nobody, tilting, companion, purebreed, curiosity, one, posture, purebred, animals, brown, dog, canine, attention, outdoors, grass,
		beautiful, cute, pointing, modern, isolated, cheerful, elegant, single, posing, female, trendy, smiling, casual,

Step 8

Navigate to the middle of the screen and select TOP USED COLLECTIONS. The dashboard will default to sort Company Images for 7 days.



There are a several columns that show you more detailed information about the collections.

Basic collection info on the left side of the screen shows the specific collections that have high usage.

Views displays the relative view count compared to other collections.

Inserts shows the average number of inserts per collection view.

Top contributions displays the top used images per collection.

Step 8 continued

You can also sort TOP USED COLLECTIONS to display results for last 30 days.

The screenshot shows the Pickit Insights interface. At the top right, there are three icons: a smiley face, a sad face, and an information icon. Below these is a 'Show last: 7 days / 30 days' dropdown menu, which is highlighted with a pink arrow. The main content area is titled 'TOP USED COLLECTIONS' and contains a table with the following data:

Basic collection info	Views	Inserts	Last changed	Top contributions
Products in action	1	1	Apr 15, 2019	Coming soon
Charts	0.7	0.7	Apr 15, 2019	Coming soon
Brand Values	0.4	0.4	Jul 11, 2019	Coming soon
New Product Shots	0.3	0.3	Jul 11, 2019	Coming soon

Step 9

Navigate to the right side of the screen where it says Source and select Public Images. You will now see TOP USED COLLECTIONS data focusing only on Pickit Public Images. Note that the date range is set to 7 days.

The screenshot shows the Pickit Insights interface with the 'Source' dropdown set to 'Public Images' and the date range set to '7 days'. A pink arrow points to the 'TOP USED COLLECTIONS' tab. The table displays the following data:

Basic collection info	Views	Inserts	Last changed	Top contributions
Flatlay	2	2	Aug 19, 2019	Coming soon
Autumn	1	1	Aug 12, 2019	Coming soon
Impactful Intros	0.7	0.7	Aug 12, 2019	Coming soon
Teamwork	0.5	0.5	Jun 17, 2019	Coming soon
Digitalization	0.5	0.5	Sep 9, 2019	Coming soon

Step 9 Continued

You can also sort TOP USED COLLECTIONS to display results for last 30 days.

The screenshot shows the 'TOP USED COLLECTIONS' view in the Pickit Insights application. The interface includes a navigation bar with 'Searches' and 'Top Lists' tabs. Below the navigation, there are tabs for 'TOP USED IMAGES', 'TOP USED COLLECTIONS' (which is selected), 'LEAST USED IMAGES', and 'LEAST USED COLLECTIONS'. A pink arrow points to the 'Show last: 7 days / 30 days' dropdown menu in the top right corner. The main content area displays a table of image collections with the following data:

Basic collection info	Views	Inserts	Last changed	Top contributions
Fresh at Pickit	3	3	Sep 9, 2019	Coming soon
Flatlay	2	2	Aug 19, 2019	Coming soon
Autumn	1	1	Aug 12, 2019	Coming soon
Space for Text	1	1	Aug 16, 2019	Coming soon
Impactful Intros	0.8	0.8	Aug 12, 2019	Coming soon
Teamwork	0.5	0.5	Jun 17, 2019	Coming soon

Step 10

Navigate to the middle of the screen and select LEAST USED IMAGES. Note that the date range is set to 7 days. This view is *only available for Company Images*.

The screenshot shows the 'LEAST USED IMAGES' view in the Pickit Insights application. The interface includes a navigation bar with 'Searches' and 'Top Lists' tabs. Below the navigation, there are tabs for 'TOP USED IMAGES', 'TOP USED COLLECTIONS', 'LEAST USED IMAGES' (which is selected), and 'LEAST USED COLLECTIONS'. A pink arrow points to the 'LEAST USED IMAGES' tab in the top navigation bar. The main content area displays a table of image results with the following data:

Basic info	Last change	Keywords
1538040071541 No Description	Apr 29, 2019	Green, Building,
No Name No Description	Apr 29, 2019	No Keywords
1557736399812 No Description	May 14, 2019	No Keywords
1557735239407 No Description	May 14, 2019	No Keywords
1557153708662 No Description	May 14, 2019	No Keywords
1556010148740	May 14, 2019	emr@nswc.com staff neutral@

Step 10 continued

You can also sort LEAST USED IMAGES to display results for last 30 days.

Basic info	Last change	Keywords
 1538040071541 No Description	Apr 29, 2019	Green, Building.
 No Name No Description	Apr 29, 2019	No Keywords
 1557736399812 No Description	May 14, 2019	No Keywords
 1557735239407 No Description	May 14, 2019	No Keywords
 1557153708662 No Description	May 14, 2019	No Keywords
 1556010148740	May 14, 2019	employee, staff, portraits.

Step 11

Navigate to the middle of the screen and select LEAST USED COLLECTIONS. Note that the date range is set to 7 days. This view is *only available for Company Images*.

Basic collection info	Views	Inserts	Last changed	Top images
 Company Images	0	0	Apr 15, 2019	Coming soon
 Campaign "Mobility"	0	0	Apr 15, 2019	Coming soon
 Summer Campaign 2019	0	0	Apr 9, 2019	Coming soon
 Patterns	0	0	May 2, 2019	Coming soon
 Icons	0	0	Apr 15, 2019	Coming soon
 Employees Portraits	0	0	Apr 23, 2019	Coming soon

Section 2 - Frequently Asked Questions

Q: What's the best way to provide feedback about the Insights Dashboard?

A: On every page of the Insights Dashboard you will see faces in the top right corner. Please select a facial expression that reflects your experience and provide any feedback in the text box. All submission are anonymous.

Q: Which administrators have access to the Insights Dashboard?

A: All administrators of your Pickit Business image bank will have access to the Insights Dashboard. You can change the role of your image bank members at any time.

Q: How many words are in the word cloud?

A: The word cloud will display up to 25 words.

Q: What is the minimum number of searches a word must have to end up in the word cloud?

A: A word must have at least 5 searches to appear in the word cloud.