



Adobe Stock Opportunity with Creative Cloud for teams

Competitive Guide for Sales—Internal Only

Overview

This sales guide offers a feature comparison for the major Adobe Stock competitors. This list is not meant to be exhaustive.

Competitive advantages

- **Integration with Creative Cloud desktop apps** gives designers the ability to access, purchase and manage stock photos right within their desktop apps removing workflow friction, which no other stock service offers.
- **Competitive plans and pricing** that no other major stock image service can match no matter how many team members have access.
- **Rollover use of images** that allows teams rollover up to 120 licenses and access them as long as they a current Adobe Stock subscriber. (NOTE: Rollover only applicable on the 10 images a month plan)

Competitive landscape and Adobe Stock strengths

Competitor	Comparison features		
	Pricing	Packages	Adobe Stock Strengths
Shutterstock	Similar price range as Adobe Stock. Extended license average \$100.	Team subscription charged at premium.	<ul style="list-style-type: none"> • Team subscription charged at no premium • More diversity in content
Getty Images	\$50-\$500 per image.	High price for images similar to Adobe Stock.	<ul style="list-style-type: none"> • Absolute competitive price; no less quality • Rollover images
iStock	Average \$10 per image. Extended license average \$50.	High price for similar images to Adobe Stock. Limited content for standard subscription.	<ul style="list-style-type: none"> • Absolute competitive price; no less quality
Dreamstime	Average \$0.28 per image.	Standard, but difficult to navigate on site.	<ul style="list-style-type: none"> • Price and content • Web experience • No premium for team subscriptions
Deposit Photos	Average \$0.40 per image. Extended license average \$80.	Standard but lack of content.	<ul style="list-style-type: none"> • Price and content • Rollover images • No premium for team subscriptions
Thinkstock	Average \$0.23 per image.	Standard packages available, but lack of content, which is dated.	<ul style="list-style-type: none"> • Content • Rollover images • No premium for team subscriptions
Corbis	\$50-\$500 per image.	High price for images similar to Adobe Stock.	<ul style="list-style-type: none"> • Absolute competitive price at no less quality • Rollover images
123RF	Average \$0.20 per image.	Standard, but with loosely curated images lacking quality.	<ul style="list-style-type: none"> • More diversity in content • Rollover images • No premium for team subscriptions
BigstockPhotos (Owned by Shutterstock)	Average \$1.58 per image.	Standard, but lack of content.	<ul style="list-style-type: none"> • Content • Rollover images • No premium for team subscriptions

