



# One standard for capturing, organizing, and sharing visual work

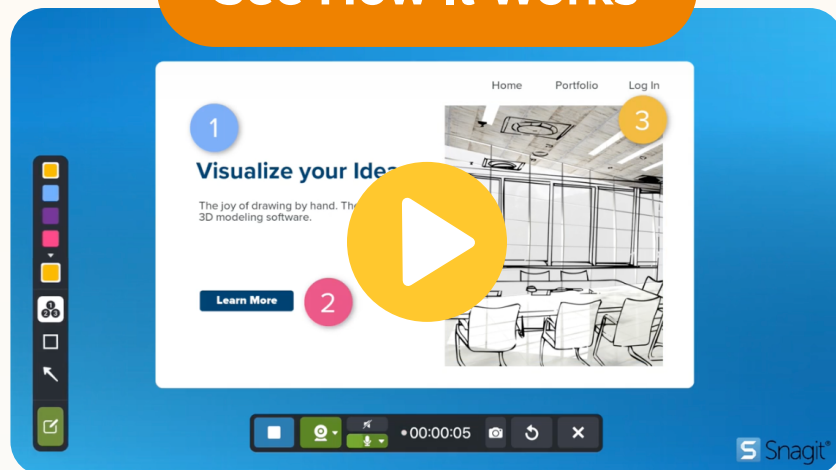
Snagit + Screencast helps teams capture screenshots and screen recordings, keep everything organized, and share content instantly with coworkers, customers, and partners.



## Why It Matters

Instead of juggling separate tools, teams can standardize on one simple system for capturing, sharing, and storing visual work. That means faster communication, less lost context, and a more consistent experience for internal and external audiences.

See How It Works



See why customers choose  
**Snagit + Screencast Pro**

One standard

# Why Teams Use It

Capture → Collaborate → Organize



## CAPTURE

- **Capture screenshots and screen recordings** in seconds.
- **Add annotations** to keep feedback moving with clear, asynchronous communication.



## COLLABORATE

- **Share quick links** with internal or external stakeholders via Slack, Microsoft Teams, Zendesk, Jira, email, or wherever your teams communicate.
- **Reduce email clutter** and unnecessary meetings with time-stamped comments, annotations, and reactions.
- **Protect shared content** with access-phrase options.



## ORGANIZE

- **Store and share** unlimited visual content in one place.
- **Archive** every project step for future reference or onboarding.
- **Create team Collections** to keep relevant content categorized and findable.

# What It Helps You Do

- **Create one workflow** for capturing, storing, and sharing knowledge.
- **Support peer-to-peer and informal training** with easy screen capture and sharing.
- **Reduce redundant subscriptions** and lower overall tech costs.
- **Organize content in Collections** for quick retrieval.
- **Keep teams aligned** without chasing updates.
- **Share information** with customers and external partners without requiring a subscription.



# Top User Groups

## SALES TEAMS

- Create personalized visual demos and proposal walkthroughs for prospects.
- Show exactly where each client's use case fits into the product.
- Send a tailored screenshot or video instead of a generic slide deck.
- Deliver clarity quickly and move deals forward faster.
- Reduce extra meetings.

## CUSTOMER SUPPORT

- Answer recurring questions with visual clarity.
- Send an annotated screenshot or a quick how-to video instead of a long written email.
- Cut ticket resolution time.
- Improve customer confidence.
- Show users exactly what to do step by step.



## PRODUCT TEAMS

- Use Snagit + Screencast Pro to communicate changes during releases.
- Capture new UI updates.
- Share annotated change-highlight videos or images with sales, support, and other teams.
- Reduce post-launch confusion.
- Help everyone see what changed and understand the update in context.

## TRAINING & ENABLEMENT

- Quickly create short how-to videos and visual job aids for onboarding or training.
- Use Snagit and distribute via Screencast Pro.
- Scale knowledge sharing across remote teams.
- Let new employees watch a 3-minute screencast at their convenience.
- Save trainer time each week.

## ENGINEERING & QA

- Create clearer bug reports when QA or support embeds Snagit captures in feedback.
- Replace vague descriptions with screenshots of videos showing the issue.
- Circle or comment on key elements.
- Eliminate guesswork.
- Help developers reproduce and fix issues faster.

## MARKETING & CONTENT

- Review and refine content by marking up visuals directly.
- Capture webpages or graphics and add comments or arrows for clear feedback.
- Replace long email threads with direct-on-image suggestions.
- Speed up revision cycles.
- Keep everyone aligned on changes.

## NEED MORE?

[Request a Demo](#)

Standardize on Snagit + Screencast Pro and save an average of 5X on capture, sharing, and storage costs while giving your team back valuable time.

# What's Included at Each Level



| FEATURES                                   | FREE                           | PRO                                |
|--|--------------------------------|------------------------------------|
| Video storage                              | Up to 25 videos                | Unlimited*                         |
| Image storage                              | Unlimited*                     | Unlimited*                         |
| Storage time                               | 12 months                      | Duration of subscription           |
| Manage content as a team                   | 1 library with up to 5 members | 5 libraries with up to 300 members |
| Comments, reactions, and collections       | ✓                              | ✓                                  |
| No log in required for viewers             | ✓                              | ✓                                  |
| Access phrase protected media (optional)   | ✓                              | ✓                                  |
| Organize content into Collections          | ✓                              | ✓                                  |
| AI-generated captions                      | ✗                              | ✓                                  |
| AI-generated video titles and descriptions | ✗                              | ✓                                  |
| AI-generated video chapters                | ✗                              | ✓                                  |
| Custom logo                                | ✗                              | ✓                                  |
| Technical support                          | ✗                              | ✓                                  |

\*Subject to the [Terms of Service](#)

## NEED SEATS FOR A LARGER TEAM?

Volume discounts are available.

[Get a Quote](#)

# Value Comparison



| OPTION                  | DETAILS   |
|-------------------------|---|
| Snagit + Screencast Pro | <b>Best-fit standard</b> for capture, organization, and secure sharing.                                   |
| Loom                    | Roughly <b>2X+ more expensive</b> for a comparable sharing use case and less features.                    |
| Vidyard                 | <b>Higher-cost option</b> for video sharing and hosting only.   |
| Wistia                  | Premium video platform with a <b>much higher cost structure</b> and <b>fewer collaboration features</b> . |
| Vimeo                   | Useful for hosting, but <b>less compelling</b> as a team-wide capture-and-share standard.                 |



Give every team one easy way to capture, organize, and share visual work.

[Add Screencast Pro Now](#)

## RESOURCES

TechSmith Compliance: [Trust Center](#) • Licensing Questions? [Contact Sales](#)