

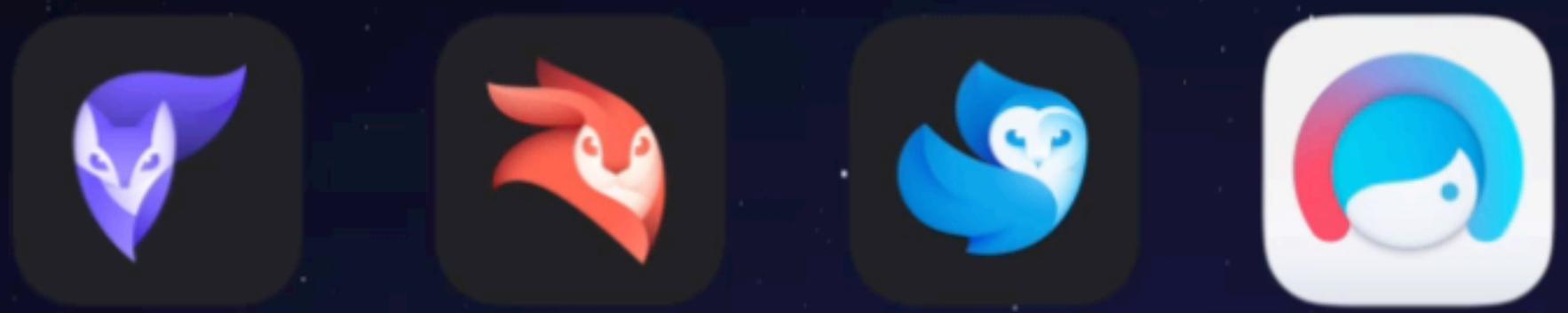


Lightricks

Fun,  
Powerful  
Creativity



Artwork by **Uri Bass**  
Created with **Enlight Photofox**



The image displays a promotional offer for a subscription service across multiple apps. The central focus is a tablet screen showing a subscription interface. At the top of the tablet screen, three app icons are shown: a blue stylized animal head, a red fox head, and a purple fox head. Below these icons, the text "All Pro Tools" and "In All Enlight Apps" is displayed. A large, semi-transparent watermark of the same three icons covers the background of the tablet screen.

The smartphone screen below the tablet also shows the same subscription interface. It features the same three icons at the top, followed by the text "All Pro Tools" and "In All Enlight Apps". Below this, a large button labeled "All Enlight Apps" is visible. Underneath the button, two subscription options are listed: "12 Months" and "1 Month". The "12 Months" option is highlighted with a gold background and the price "\$49.99". The "1 Month" option has a white background and the price "\$9.99".

At the bottom of both screens, there are "Restore Purchases" buttons and legal disclaimers. The legal text includes: "Recurring billing. Cancel anytime.", "\*Billed in one payment of \$49.99", and "Payment will be charged to your iTunes account at confirmation of purchase. Subscriptions will automatically renew unless auto-renew is turned off at least 24 hours before the end of the current period." The entire composition is set against a dark, nebula-like background.

**All Enlight Apps**

12 Months    1 Month

\$49.99    \$9.99

Restore Purchases

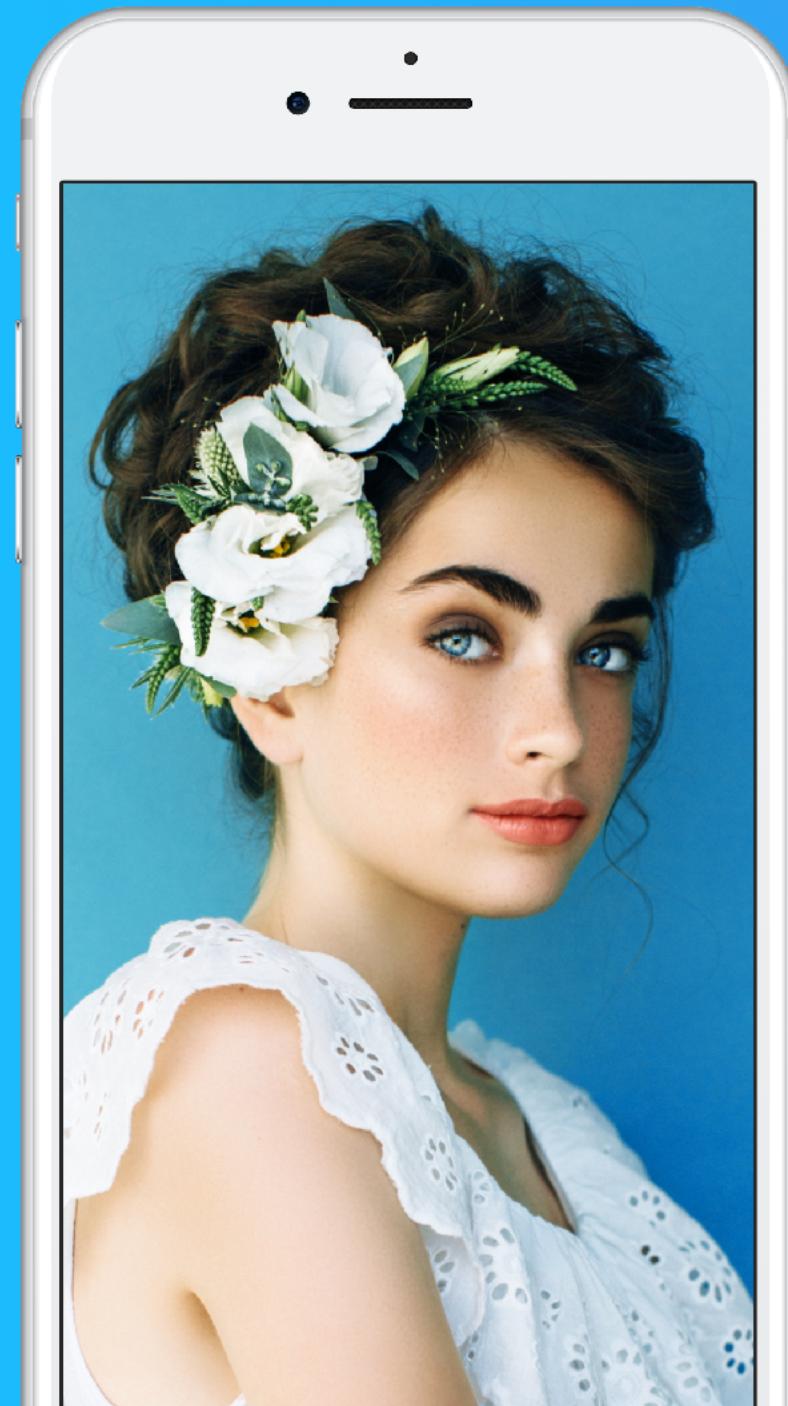
Recurring billing. Cancel anytime.  
\*Billed in one payment of \$49.99  
Payment will be charged to your iTunes account at confirmation of purchase.  
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# Our Products | Facetune2

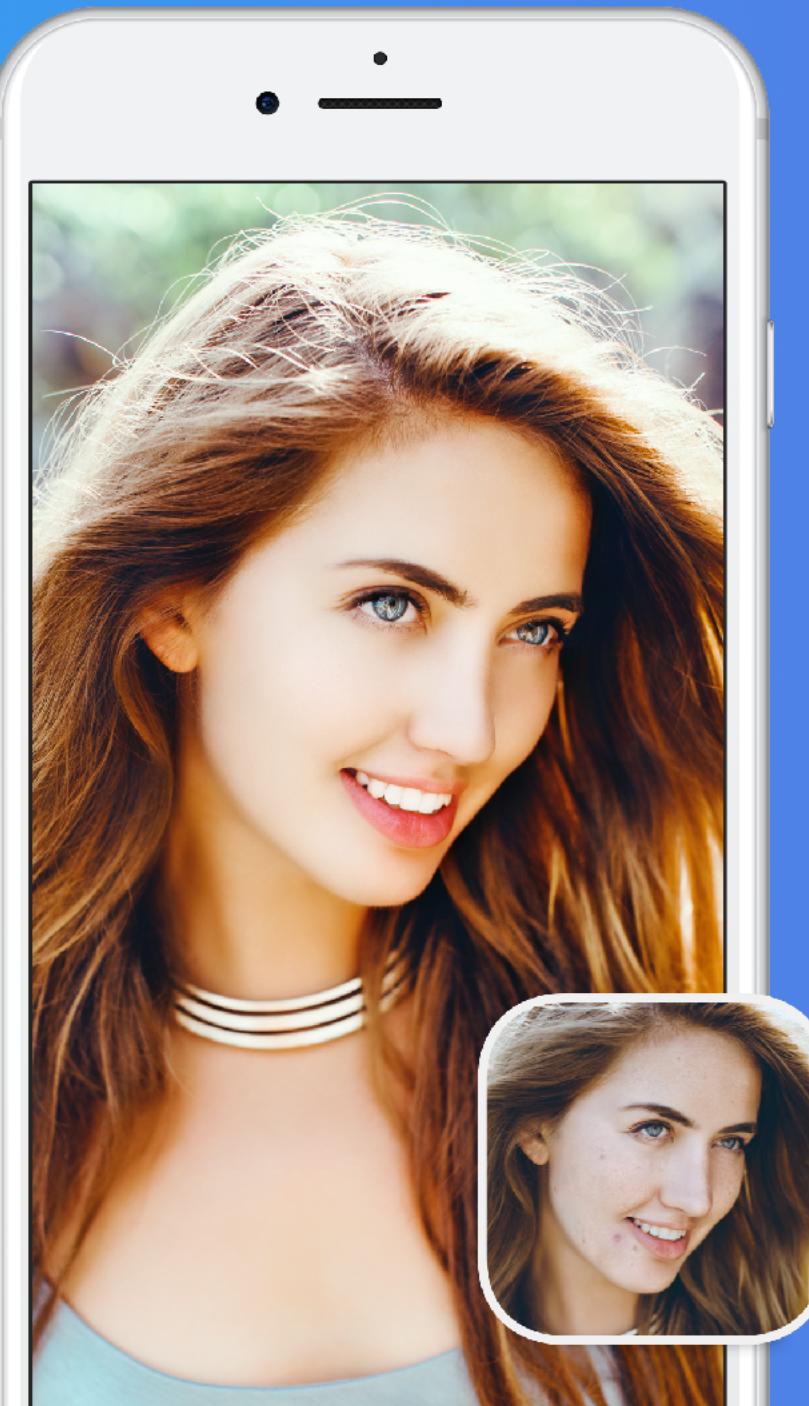


## Facetune

The best retouching  
on iPhone



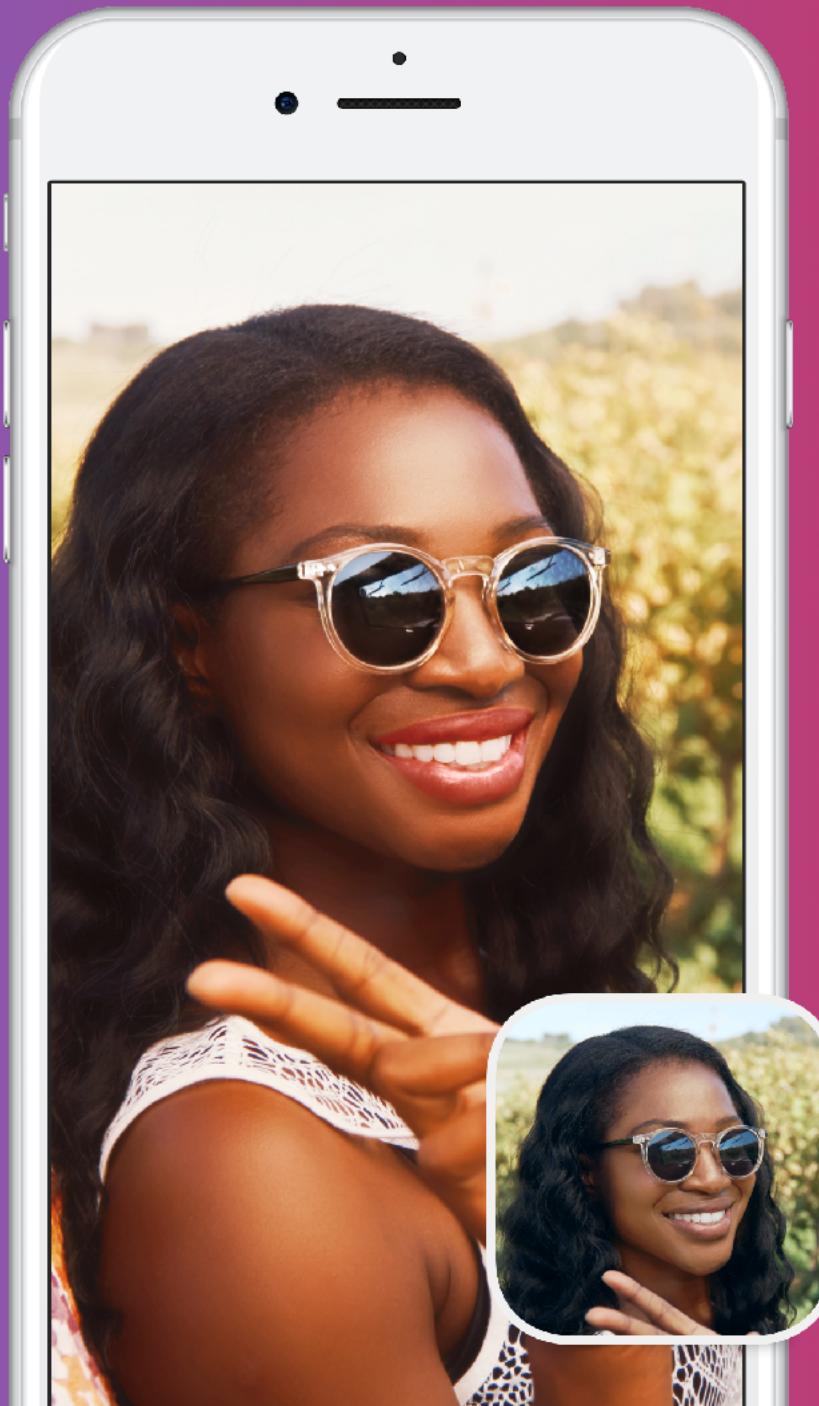
Quick & easy face  
reshape



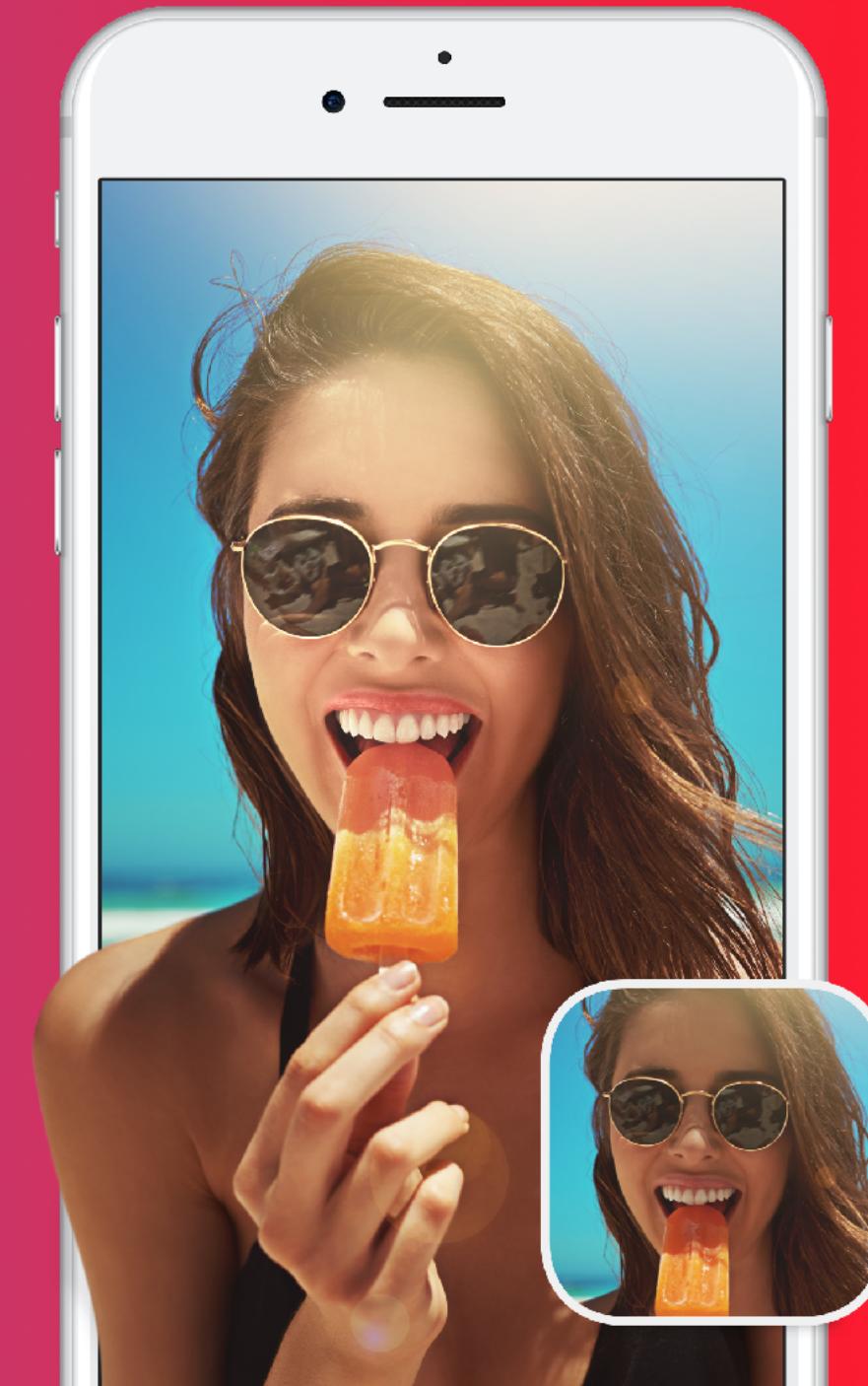
Magically replace  
backgrounds



Amazing filters  
for every selfie



Add professional  
studio lighting



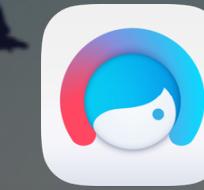
# Our Challenge



Artwork by **Sasha Zilberman**

Created with **Enlight Photofox**

# Our Challenge



Facetune - Subscription & churn

Lightricks



App Store

BEST OF  
2013

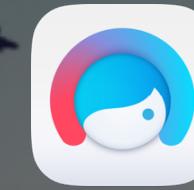


Google Play

BEST OF  
2014

- #1 Top Paid App in 138 countries
- >10 Million Paid Users

*Back in 2015 life was  
simple - paid apps*

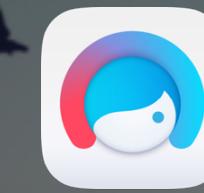


Facetune2

Released Nov 2016

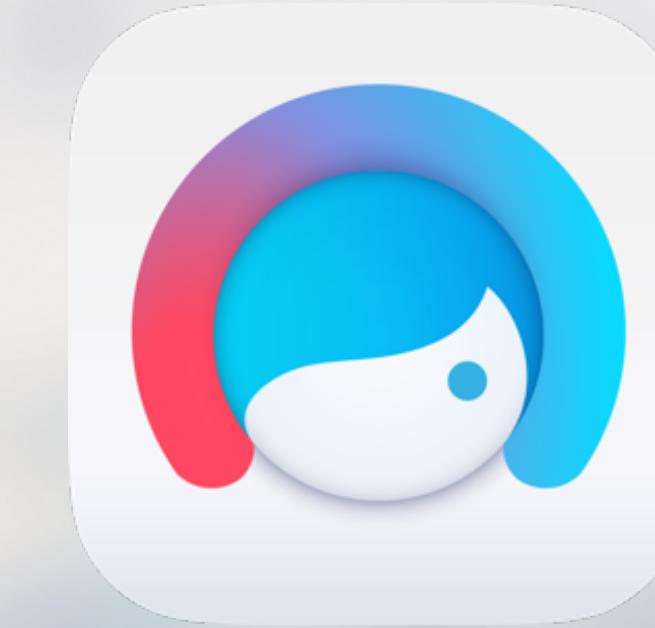
*Free App, Paid Subscription*

# Our Challenge

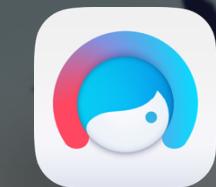


Facetune - Subscription & churn

 Lightricks



*Help us fight the churn*  
<https://github.com/Lightricks/datahack>



**"IRL facetune..."**

— Katy Perry



**@katyperry**

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**katyperry**

549,730 likes 114w

katyperry IRL facetune #preppinforpuppybowl #swag #bringswagbackin2k15

view all 9,150 comments

**mksc5\_** Where the fucken blow 😂😂 @jalen\_turner24

**lemetheneyjr** You have something on your chin, cheek,

# Thank You



Lighttricks

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Created with **Enlight Photofox**