


# Comparison Report: Photocut vs. Competitor Apps (Erase.bg, Remove.bg, Photoroom, and Remini)

Data used:-  Competitors data information

## Introduction

This report compares **Photocut** with leading apps in the market, including **Erase.bg**, **Remove.bg**, **Photoroom**, and **Remini**, to identify gaps and opportunities. The analysis covers the user interface (UI), features, ads, pricing, and subscription models. The objective is to uncover bottlenecks in Photocut and highlight areas for improvement to increase downloads and subscription rates, achieving the target conversion rates:

- **Google Conversion Target:** 2.5% (Current: 1.5%)
- **Apple Conversion Target:** 5% (Current: 4.5%).

## Feature Comparison

App	Features
Photocut	Remove background, AI tools (outfits, backgrounds, travel, etc.), creative templates, gradients, batch editing.
Erase.bg	Background removal, color backgrounds, add images.
Remove.bg	Background removal, erase and restore tools, Canva integration, HD photo export.
Photoroom	Advanced AI backgrounds, layer management (like Photoshop), batch editing, team collaboration.
Remini	Enhance photos/videos, AI-generated photos, filters, headshots, old photo restoration.

## Ads Comparison

App	Ad Display
Photocut	Banner ads at the bottom, video ads during tool use and saving (skippable after 10-15 seconds).
Erase.bg	Banner ads and rewarded ads during saving or sharing photos.
Remove.bg	Ad-free.
Photoroom	No ads.
Remini	Skippable video ads on startup, rewarded ads during tool use, and navigation-triggered ads.

## Pricing Comparison

App	Pricing
Photocut	Monthly: ₹250; Yearly: ₹1,650 (4 free options available).
Erase.bg	Credit-based: 15 credits: \$5; 200 credits: \$19.
Remove.bg	Credit-based (₹129/image); Monthly: ₹599 for 40 images; High-volume plans available.
Photoroom	Weekly: ₹99; Yearly: ₹1,999 (billed weekly at ₹38.44).
Remini	Lite: ₹95/week, then ₹290/week; Pro: ₹95/week, then ₹990/week. Ad-supported with premium features unlocked via subscription.

## User Experience (UX) Insights

### Photocut:

- Simple UI with banner ads and occasional video ads.
- Focuses on creative templates and AI tools.
- Lacks advanced team collaboration features.

### **Erase.bg:**

- Clean interface with minimal ads, old UI design .
- Focused on background removal and basic editing.

### **Remove.bg:**

- Ad-free with a professional and focused UI.
- Canva integration for seamless design (opens in a web browser).

### **Photoroom:**

- Rich, professional UI similar to Photoshop.
- Emphasis on AI backgrounds and team collaboration.
- Features like batch editing and predefined sizes for marketplaces make it user-friendly for businesses.
- Interactive onboarding (e.g., “How did you hear about Photoroom?” and “Who do you plan to use it for?”).

### **Remini:**

- Interactive onboarding (e.g., “What brings you here?”).
  - Heavy ad presence but offers a diverse range of AI-powered editing features.
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## **SWOT Analysis for Photocut**

### **Strengths:**

- Wide range of AI-powered tools and creative templates.
- Competitive pricing with free options.
- Batch editing feature.
- Clean UI with well-maintained ad placement.

### **Weaknesses:**

- Frequent ads may impact user experience (though not excessive).
- Lacks advanced editing tools (e.g., layers).
- No team collaboration features.

## **Opportunities:**

- Adding team collaboration to attract business users.
- Rethinking subscription models to increase conversions.

## **Threats:**

- Competitors like Potoroom and Remove.bg offer ad-free experiences and more advanced features.
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# **Recommendations**

## **Enhance Features:**

- Introducing team collaboration tools.
- Add predefined sizes for social media, marketplace images, and more background options.
- Organize background templates with reload/search options for better navigation (similar to Potoroom).

## **Improve UI/UX:**

- Improve onboarding with user-specific questions (like Remini and Potoroom).
- Enhance overall interactivity to engage users better.

## **Leverage Pricing:**

- Offer competitive pricing models, including credit-based options like Erase.bg.
- Introduce weekly subscription plans similar to Potoroom.

## **Marketing Strategies:**

- Highlight unique features like AI tools in targeted ad campaigns.
  - Optimize ASA and ASO to improve visibility and conversion rates.
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# **Conclusion**

By addressing these gaps, **Photocut** can enhance its appeal and compete more effectively with leading apps. Integrating collaborative features, improving onboarding, and optimizing subscription models can significantly boost user retention and conversion rates, driving profitability and establishing a stronger market presence.