

Tencent Effect SDK

Purchase Guide

Product Documentation



Copyright Notice

©2013–2026 Tencent Cloud. All rights reserved.

Copyright in this document is exclusively owned by Tencent Cloud. You must not reproduce, modify, copy or distribute in any way, in whole or in part, the contents of this document without Tencent Cloud's the prior written consent.

Trademark Notice

 Tencent Cloud

All trademarks associated with Tencent Cloud and its services are owned by the Tencent corporate group, including its parent, subsidiaries and affiliated companies, as the case may be. Trademarks of third parties referred to in this document are owned by their respective proprietors.

Service Statement

This document is intended to provide users with general information about Tencent Cloud's products and services only and does not form part of Tencent Cloud's terms and conditions. Tencent Cloud's products or services are subject to change. Specific products and services and the standards applicable to them are exclusively provided for in Tencent Cloud's applicable terms and conditions.

Contents

Purchase Guide

 Pricing Overview

 Mobile/Desktop

 Web

 Purchase Guide

 Payment Overdue and Refund

Purchase Guide

Pricing Overview

Mobile/Desktop

Last updated: 2025-09-18 17:24:26

The Tencent Effect SDK is supported on multiple platforms. Its pricing for mobile/desktop applications is as detailed below.

The Tencent Effect SDK is divided into 4 series: **basic editions (A series)**, **advanced editions (S series)**, **avatar editions (V series)**, and **X series capabilities**. They differ in features. You can choose one that best fits your needs.

- [Basic A series packages](#) offer basic beautification features and are suitable for customers that do not have high requirements for facial beautification.
- [Advanced S series packages](#) offer advanced beautification features (including stickers and makeup effects) and are suitable for customers with high requirements for facial beautification.
- [Avatar V series packages](#) offer virtual avatars, avatar customization, and facial expression mirroring. They are designed for applications such as avatar-based socializing and live streaming.
- [X series](#) offers Tencent Effect services at the capability level, to give you greater flexibility and scalability.

The Tencent Effect SDK packages can be purchased on an **annual** basis. Among them, the basic A series packages A1 – 00, A1 – 01, A1 – 02, and A1 – 03, and the X series capability X1 – 01 can be purchased on a **monthly** basis. For pricing details, see [Pricing](#).

You can integrate only the capabilities you need. For details, see [Features](#). You need to [purchase](#) different licenses (packages) to use different editions of the Tencent Effect SDK.

Note:

The following packages are applicable to both Mobile and PC. However, a single License only supports binding to either a mobile or a PC, and does not allow a single License to be bound to both a mobile and a PC simultaneously. If multiple package names need to be accessed, the corresponding number of beauty effect Licenses must be purchased for binding.

Pricing

Basic A editions

Features	Edition

		A1 – 00	A1 – 01	A1 – 02	A1 – 03	A1 – 04	A1 – 05	A1 – 06
Basic	Beauty effects Brightening, smooth skin, and rosy skin	✓	✓	✓	✓	✓	✓	✓
	Image quality adjustment Contrast, saturation, sharpness, sharpen, brightness, denoise, warmth, and Tint	–	✓	✓	✓	✓	✓	✓
	Basic face shaping Big eyes and slim face (natural, woman, and man)	–	✓	✓	✓	✓	✓	✓
	Filters (20 general filters by default)	✓ (Supports only 10 general filters.)	✓	✓	✓	✓	✓	✓
Extended	Stickers (10 free 2D general stickers of your choosing)	–	–	✓	✓	–	✓	✓
	General face shaping (Face width, chin, hairline, nose size, nose position, face shape, lip position)	–	–	–	✓	✓	–	–
	Segmentation/Virtual background (Three specified keying stickers for free)	–	–	–	–	–	✓	–
	Makeup sets	–	–	–	–	–	–	✓

	(Three specified makeup stickers for free)							
Price	Monthly payment (USD/month)	950	2,500	3,100	4,400	-	-	-
	Annual payment (USD/year)	-	25,000	31,000	44,000	31,000	61,000	44,000

Advanced S editions

Features		Edition						
		S1 – 00	S1 – 01	S1 – 02	S1 – 03	S1 – 04	S1 – 05	S1 – 07
Basic	Beauty effects Brightening, smooth skin, and rosy skin	✓	✓	✓	✓	✓	✓	✓
	Image quality adjustment Contrast, saturation, sharpness, sharpen, brightness, denoise, warmth, and Tint	✓	✓	✓	✓	✓	✓	✓
	Advanced face shaping <ul style="list-style-type: none"> • Face--slim face (natural, woman, and man), face width, V shape, jaw retraction, chin, face length, face shape, hairline, wrinkles, smile lines • Eye--big eyes, bright eyes, eye distance, outer eye corners, eye corners, eye width, eye height, eye position, eye bags 	✓	✓	✓	✓	✓	✓	✓

	<ul style="list-style-type: none"> • Eyebrow—eyebrow angle, eyebrow distance, eyebrow height, eyebrow length, eyebrow thickness, eyebrow ridge • Nose—slim nose, nose wings, cheekbones, nose position, nose bridge, nasion • Lip—white teeth, lip shape, lip height, lip width, lip position, smile face 							
	<p>Point makeup Lipstick, blush, threedimensional, hair color, eyeshadow, eyeliner, eyelashes, eyebrows, eyeball, eyelids,wocan</p>	✓ (No hair color)	✓	✓	✓	✓	✓	✓
	<p>Filters (20 general filters)</p>	✓	✓	✓	✓	✓	✓	✓
	<p>Stickers (10 specified 2D general stickers for free)</p>	–	✓	✓	✓	✓	✓	✓
	<p>Advanced stickers (Three specified 3D general stickers for free)</p>	–	✓	✓	✓	✓	✓	✓
	<p>Makeup Sets&Light makeup (Three specified makeup stickers for free)</p>	–	✓	✓	✓	✓	✓	✓
Extended	<p>Gesture stickers (One specified gesture sticker for free)</p>	–	–	✓	–	✓	–	✓

	Segmentation/Virtual background (Three specified keying stickers for free)	-	-	-	✓	✓	✓	✓
	Face recognition Recognition and output of 256 facial key points, whether the face is out of frame, and the proportion of high-visibility key points for eyes, mouth, and eyebrows	-	-	-	-	-	✓	-
	Body shaping One-click slimming, long legs, slim legs, slim shoulders, small head, breast enlargement	-	-	-	-	-	-	✓
Price(USD/year)		47,000	78,000	87,000	110,000	120,000	138,000	130,000

Avatar V editions

Features		Edition
		V1 – 01
Basic	Virtual avatars Proprietary lightweight 3D rendering engine	✓
Drive Capability	Facial keypoint recognition and expression mirroring Recognizes 256 facial keypoints and mimics facial expressions from 52 dimensions	✓
Price(USD/year)		105,000

X series capabilities

No.	Capability	Description	Annual Payment	Monthly Payment
-----	------------	-------------	----------------	-----------------

			(USD/year)	(USD/month)
X1 – 01	Portrait keying	Accurately removes the background and applies a customizable virtual background in real time.	30,000	3,000
X1 – 02	Face recognition	Recognition and output of 256 facial key points, whether the face is out of frame, and the proportion of high-visibility key points for eyes, mouth, and eyebrows.	50,000	–
X1 – 03	Gesture recognition	Recognition and data output of 31 key points in the hand, automatic recognition of 14 common gestures.	80,000	–

Materials

Material Type	Description	Price (Valid for One Year)	Quantity
Filters	High-quality, high-performance filters with real-time image coloring	16,000 USD	10 (minimum order quantity)
2D stickers	2D stickers, widgets, and other effects based on facial feature detection	16,000 USD	10
3D stickers	3D stickers, music, and other animated effects based on facial feature detection	32,000 USD	10
Makeup stickers	Trendy and natural makeup effects	16,000 USD	10 (minimum order quantity)
Gesture stickers	Animated effects based on gesture recognition	32,000 USD	10
Keying stickers	Precise and real-time keying and virtual backgrounds	32,000 USD	10

Tencent Effect Studio

Product	Description	Price (Valid for One Year)
Tencent Effect Studio	Empowers users to create customized special effect tools, varied templates, trendy makeup looks, interactive games, and more, based on the purchased AI capabilities. For detailed usage instructions, refer to the usage guidance of Tencent Effect Studio .	31,000 USD

Billing Details

- The licenses will become active immediately after you purchase them. Please bind the package name in the console as soon as possible after purchase.
- One Tencent Effect license can be bound to one mobile or desktop application. On mobile, a license can be bound to one bundle ID and one package name. On desktop, it can be bound to one Windows process name and one macOS bundle ID. Modifications are not allowed after binding. A license cannot be bound to a mobile application and a desktop application at the same time. If you need to use Tencent Effect with multiple applications, you need to purchase multiple licenses.
- A license is valid for one year. After it expires, you need to purchase a new license; otherwise, the corresponding features will become unavailable.
- **Shadow packages:** You can use two shadow packages for free if you purchase a Tencent Effect package that's priced 65,000 USD or higher. Please contact sales for the shadow packages. You need to provide the bundle ID/package name for both your official application and shadow applications. If you want to have more than two shadow applications, please purchase additional shadow packages (5,000 USD each).
- **Purchased materials are valid for one year.** To continue using the materials after they expire, you need to purchase them again.
- **Materials can only be used with the license specified at the time of purchase.** We prohibit all forms of material exchange, including but not limited to gifting, resale, and renting. Tencent Cloud reserves the right to **take legal action against violators**.

Billing Example

Suppose you purchased the Basic A series package A1-02 and bound the license (license A) to your application on January 1, 2022. Then on June 1, 2022, you purchased the Advanced S series package S1-01, got license B, unbound license A from your application, and bound license B to it.

- License A is valid until 00:00:00 on January 2, 2023. With it, you can use the features of package A1-02, including basic beautification, image settings, basic beautification, filters, and stickers.
- License B is valid until 00:00:00 on June 2, 2023. With it, you can use the capabilities of package S1-01, including basic beautification, image settings, advanced beautification, filters, stickers, advanced stickers, and makeup effects.

That means from January 1, 2022 to June 1, 2022, **before you unbound license A**, your application can use the features of package A1-02 (basic beautification, image settings, basic beautification, filters, and stickers). From June 1, 2022 to 00:00:00 on June 2, 2023, **after you bound license B**, your application can use the features of package S1-01 (basic beautification, image settings, advanced beautification, filters, stickers, advanced stickers, and makeup effects).

After unbinding license A, you can bind it to another application, which can use the features of package A1-02 until 00:00:00 on January 2, 2023.

Web

Last updated: 2024-05-29 10:36:53

Beauty AR Web is available for different platforms. This document describes the billing details of Tencent Effect Web.

Beauty AR Web comes in two editions: **Standard**, **Professional** and **Advanced**. The **Standard** edition offers capabilities including beautification, filters, makeup effects, 2D stickers, and virtual backgrounds. The Professional and Advanced edition offers **3D stickers**, **Animoji**, and **virtual avatars** in addition to the capabilities of the Standard edition. Among them, **only the Advanced version supports wildcard domains**. You can [buy](#) a package that fits your needs.

Pricing

Capability	Standard	Professional	Advanced
Beautification Brightening, smooth skin, slim face, V shape, big eyes, chin	✓	✓	✓
Filters 19 free materials	✓	✓	✓
Makeup 10 free materials	✓	✓	✓
2D stickers 10 free materials	✓	✓	✓
Virtual backgrounds Blurred, transparent, and custom backgrounds <i>(not supported on Mini Programs)</i>	✓	✓	✓
3D stickers 7 free materials	–	✓	✓
Animoji 4 free materials <i>(not supported on Mini Programs)</i>	–	✓	✓
Virtual avatars 10 free materials <i>(not supported on Mini Programs)</i>	–	✓	✓

	Domain	Absolute domain	Absolute domain	Wildcard domains
Price	Monthly payment (USD/month)	999 USD/month	1,499 USD/month	5,999 USD/month
	Annual payment (USD/year)	9,999 USD/year	14,999 USD/year	59,999 USD/year

Billing Details

- Each license can be bound to one domain and one Weixin Mini Program AppID. **For official licenses, modifications are not allowed after binding. You can use localhost for testing purposes.** If you want to use Tencent Effect for multiple domains, you need to buy multiple licenses.
- About domains:
 - **A absolute domain name** refers to a fixed domain address, such as: `a.com`, `a.b.com`, `a.b.c.com`, etc., which are unique and fixed domain addresses.
 - **A wildcard domain name** refers to a series of domain addresses with the same domain suffix, such as the wildcard domain `*.a.com`. After binding the license, domain names with the same domain suffix, such as `a.a.com`, `b.a.com`, `c.a.com`, etc., can unlock the package capability. The `*` position can support the customization of multi-level domain names, such as `b.c.a.com`, `b.c.d.a.com`, etc.
- When a license expires, to continue using Tencent Effect, you need to renew the license. To avoid interrupting your business, we recommend you enable auto-renewal. For details, see [Adding and Renewing a License \(Web\)](#).
- **The materials offered by a package can only be used with one license.** We prohibit all forms of material exchange, including but not limited to gifting, resale, and renting. Tencent Cloud reserves the right to take legal action against violators.

Purchase Guide

Last updated: 2023-04-14 16:59:22

1. Sign up

[Sign up](#) for a Tencent Cloud account and [log in](#). If you already have one, simply [log in](#).

2. Purchase an official license

Go to the [Purchase Page](#) and buy a Tencent Effect package that meets your project requirements. After obtaining the license, follow the steps below to bind the license to your application in the Tencent Effect console.

Note

You can first [apply for a trial license](#) and download the SDK for the corresponding platform as described in [SDK Download](#) to try out the product features.

3. Create an application and bind a license

Go to the [Tencent Effect console](#) to bind the license to your application. For detailed directions, see [Adding and Renewing a License \(Mobile\)](#).

Note

- You cannot change the bundle ID/package name bound to an official license. Therefore, double check before you bind a license.

4. Contact us

If you encounter any problems when purchasing and binding a production license, [submit a ticket](#) or **contact your Tencent Cloud rep** for assistance.

Payment Overdue and Refund

Last updated: 2023-07-21 15:32:19

Note:

If you are a customer of a Tencent Cloud partner, the rules regarding resources when there are overdue payments are subject to the agreement between you and the partner.

Refund Policy

Tencent Effect SDK and effect materials are not refundable. They come with a 28-day trial period, during which you can stop using them at any time if you are not satisfied. Once a purchased license is bound to an app, the SDK cannot be refunded. Effect materials cannot be refunded either, as they cannot be repossessed once downloaded.

Overdue Payment Policy

Tencent Effect SDK licenses and effect materials are prepaid. You cannot place an order if there is no sufficient balance in your account.