



Match  
Group

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**COMPANY OVERVIEW**





**A global lifestyle leader**



**8 MAJOR BRANDS**



**95%** Mobile  
**5%** Desktop



**60%** male  
**40%** female



**77%** A18-35  
**25%** A36+

# TRANSCENDING BARRIERS

We celebrate the millions of matches we've made and are here to make millions more.



**Our products are available in 40 different languages**



**65% of all LGBTQ+ couples meet online**



**Interracial marriages have increased by 45% since 2012 when Tinder took digital dating mainstream**

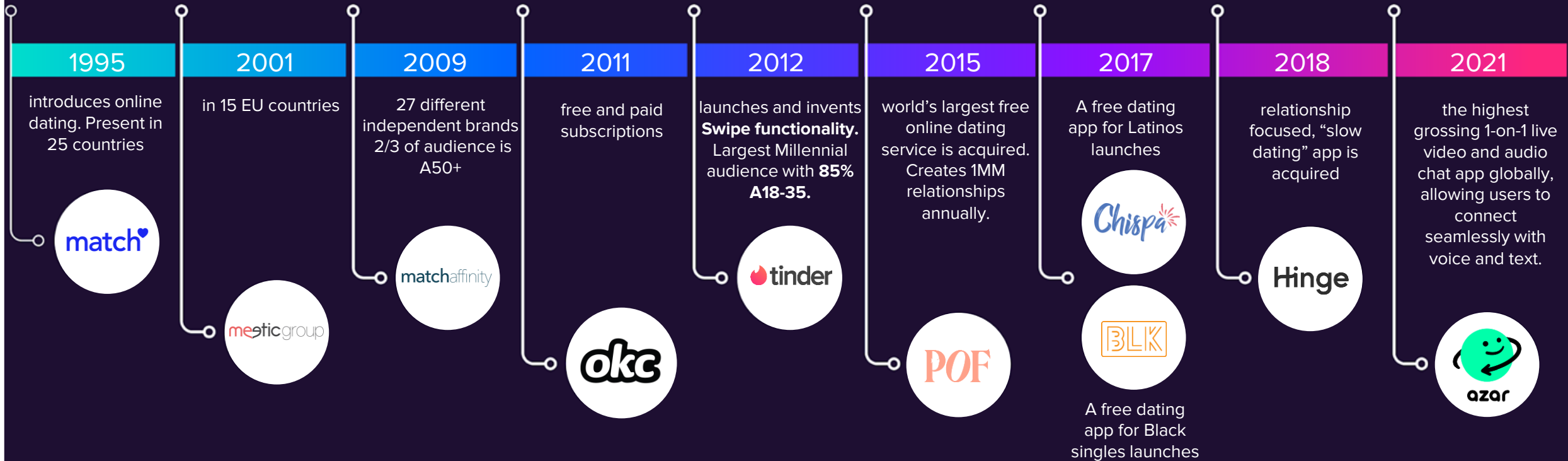


**> Over half of all relationships that start via digital dating begin on a Match Group platform**



**Our apps have been downloaded over 750 million times**

# THE EVOLUTION OF MATCH GROUP



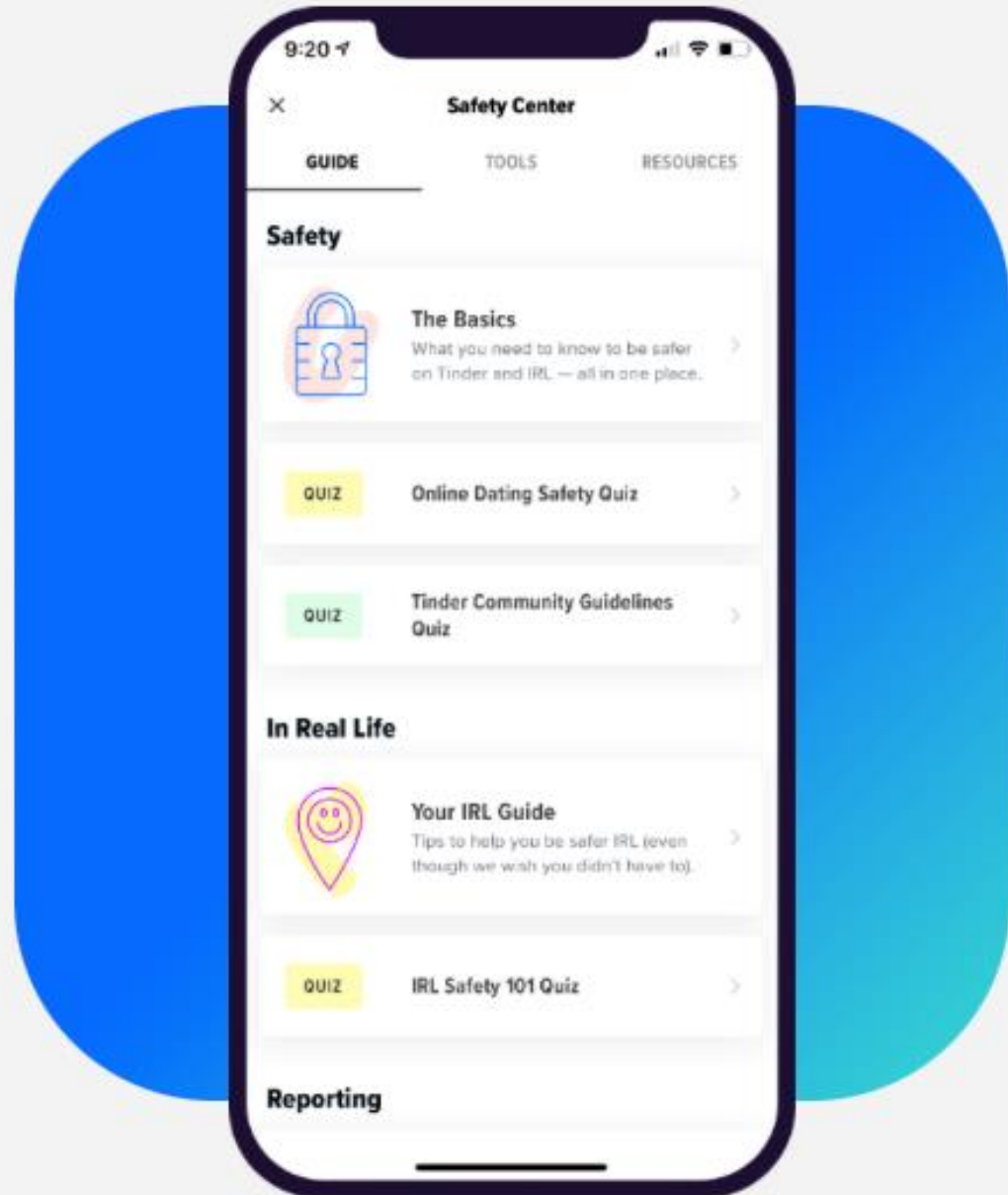
# OUR COMMITMENT TO SAFETY



TRUST AND SAFETY

## We Make It Safer To Explore

We're serious about security, innovating continuously to create a safe and positive experience for all of our users.



# TINDER LEADS THE INDUSTRY IN SAFETY

## PHOTO /SELFIE VERIFICATION

A popular feature that proves the authenticity of our users. The next step is evolving to video-based verification.

## BLOCK CONTACTS

Share your contact list with Tinder and select a contact you want to block.

## SAFETY SECTION

Is dedicated to keeping you informed about safety features and also providing resources, tools, reading material and activities around online and IRL safety.

## TRAVELER ALERT

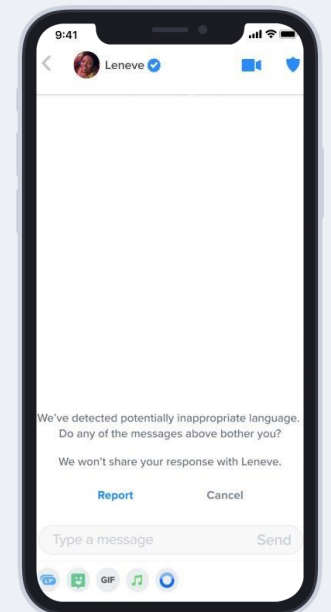
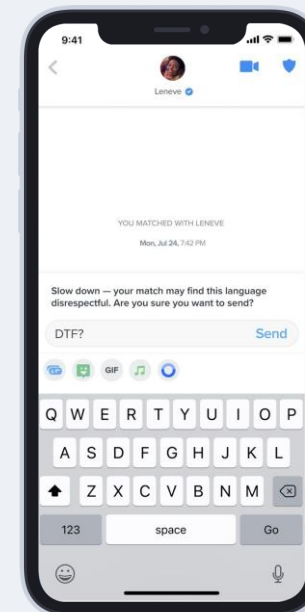
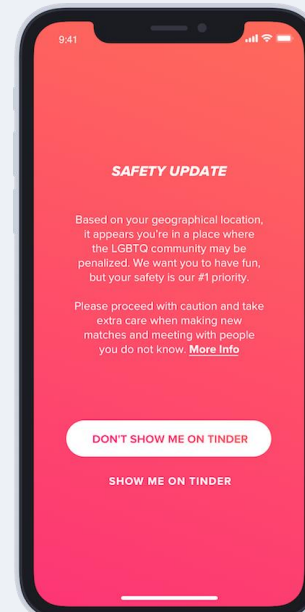
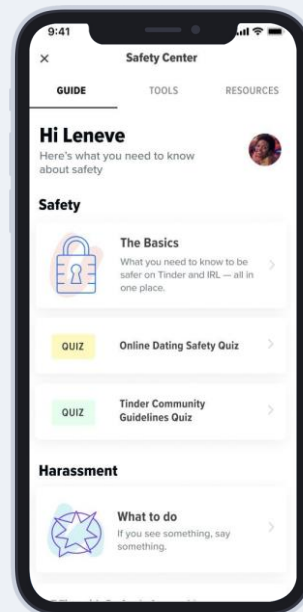
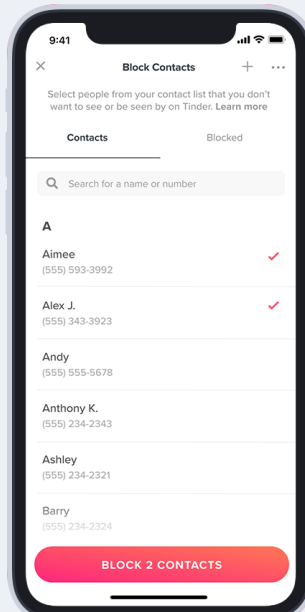
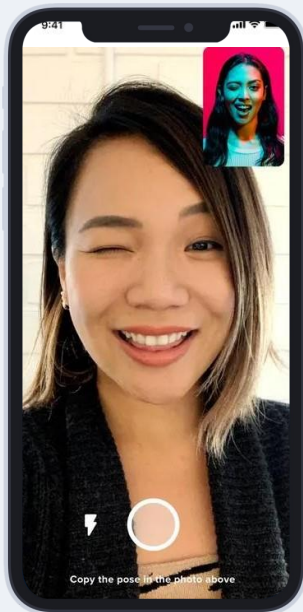
informs LGBTQ users when they're located somewhere that criminalizes same-sex consensual activity and hides their profiles by default.

## ARE YOU SURE?

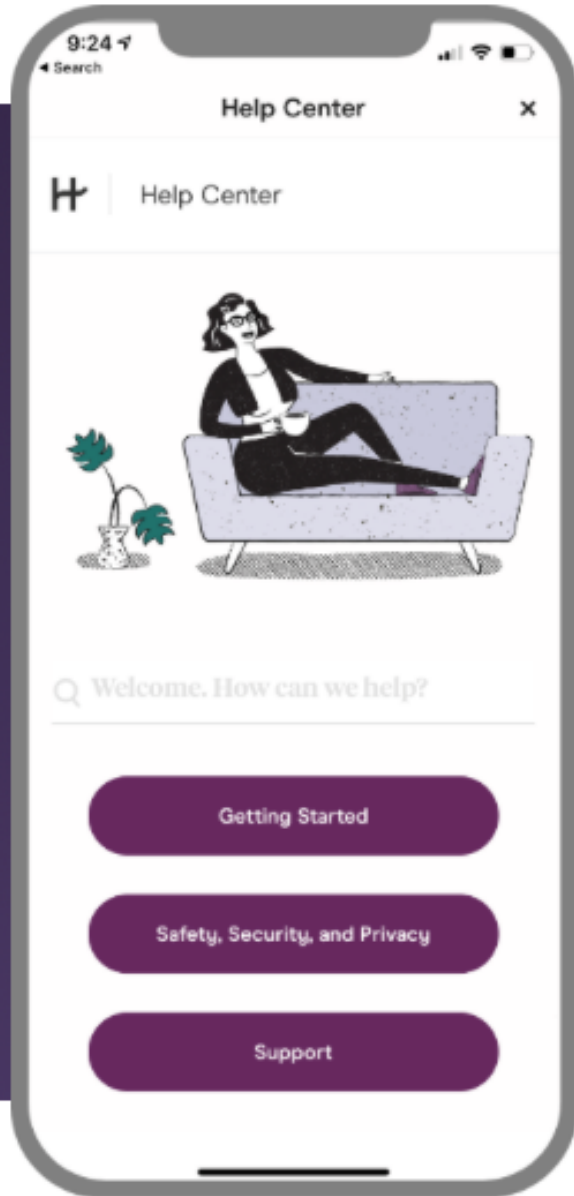
Proactively intervenes to warn the sender their message may be offensive, asking them to pause before hitting send.

## DOES THIS BOTHER YOU?

DTBY? Is the flip-side of AYS And helps make it easier to report inappropriate behavior on Tinder.



# PRIVACY IS A TOP PRIORITY



## PRIVACY POLICY

# We Care About Your Privacy

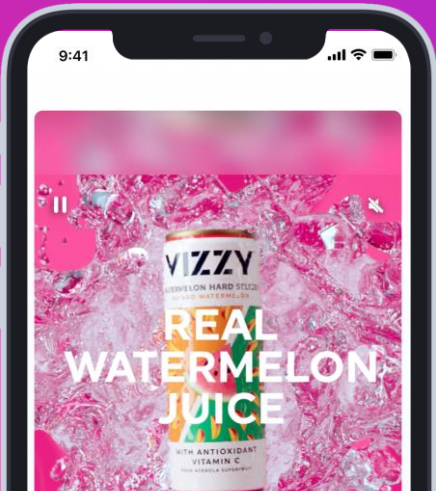
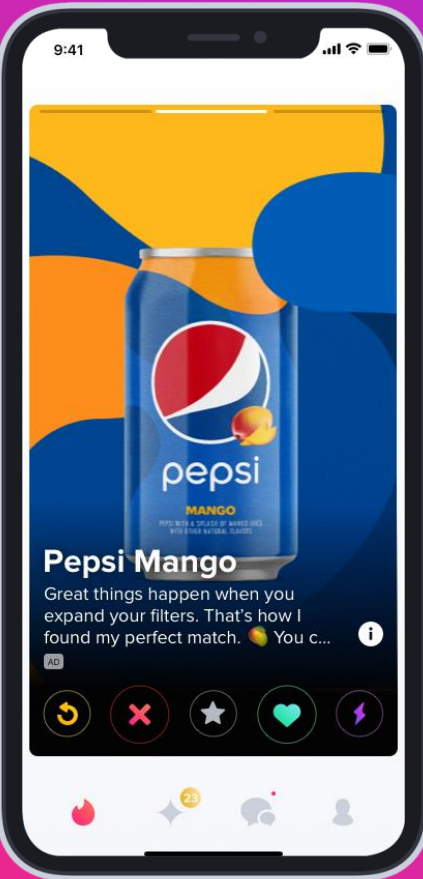
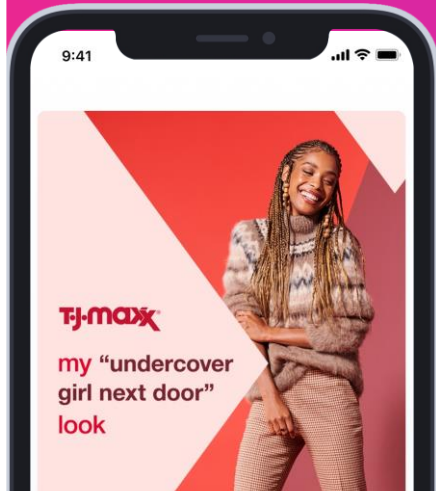
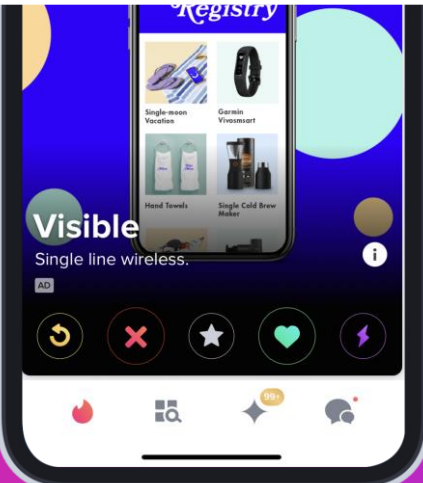
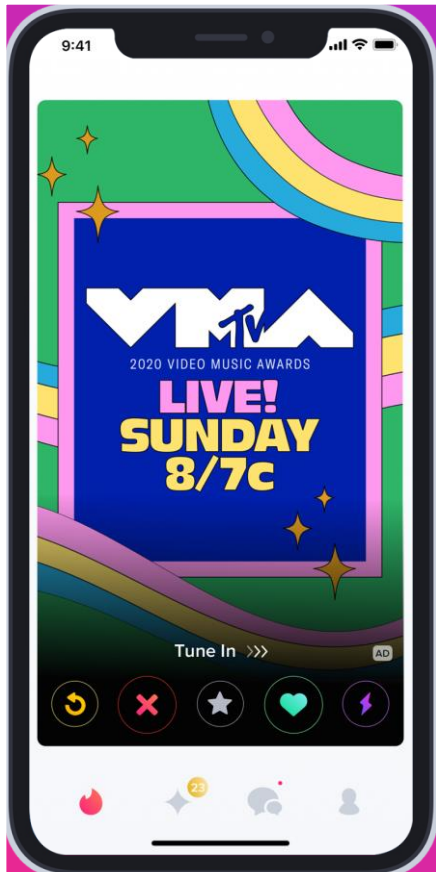
Making connections is an exciting, deeply personal experience—keeping users' privacy secure is fundamental. Our members can be confident knowing we've got their backs as they navigate the exciting world our platforms

# MATCH GROUP IS TAG CERTIFIED FOR BRAND SAFETY & FRAUD

CERTIFIED THROUGH MARCH 1, 2024







- Reach
- Awareness
- Branding
- Engagement
- Performance

It  
*Starts*  
with a  
*Swipe*<sup>TM</sup>





Long-term relationships are the **#1 GOAL**

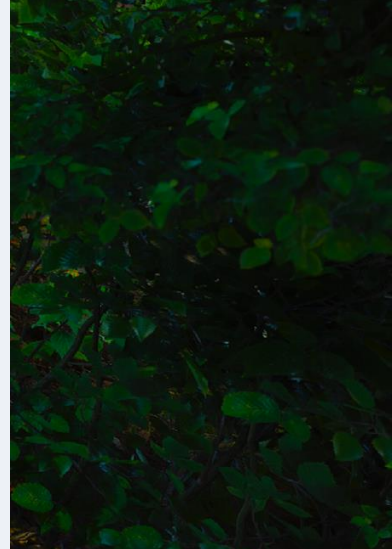
**55%**

of all people aged 18–25 have had a serious relationship that started on Tinder

Source: Tinder Internal Data 2023

**ONLY 14%**

are looking for a short-term connection



A couple is lying in a grassy field at night. The man is wearing a red shirt and green pants, and the woman is wearing a green top and pants. They are both smiling and looking at each other. The background shows a dark blue sky with stars and a butterfly flying in the distance. The overall mood is romantic and intimate.

**THE TERM**

**“HOOKUP”**

**HAS**

**EVOLVED**

**56%**

of young daters using the term "hookup" to reference anything from a long-term partnership to a single encounter.

The hang up on “hookups” is over. Gen Z has fundamentally redefined it.

# YOUNG SINGLES ARE REDEFINING DATING POSSIBILITIES IN DIVERSE AND INCLUSIVE WAYS

LGBTQIA+ members are now the fastest growing group on Tinder

**33%** agree that their sexuality  
is more fluid

Members aged 18-25 that identify as  
LGBTQIA+ on Tinder have more than  
doubled in the last 2 years

**29%** say their gender identity has become  
more fluid in the past 3 years



80%

of Tinder daters have dated someone of a different race or ethnicity

# A GENERATION THAT WANTS MORE

## THE TOP 3

things 18-25 year old singles are looking for right now are: companionship, friendship or a situationship.

## 84%

of people polled said they're hopeful and optimistic when it comes to dating and relationships, showing an openness to possibilities that come from making new connections.

## 80%

of 18-25 year olds agree that their own self-care is their top priority when dating and 79% want prospective partners to do the same.

Let The  
**Numbers Speak**  
For Themselves















# tinder® IS THE #1 DATING & LIFESTYLE APP WORLDWIDE














It is the #1 dating app worldwide (downloads & grossing)



Tinder is the #1 lifestyle app worldwide (downloads & grossing)

Rank by DLs	Analyze Compare	App Name Publisher Name
1	<input type="checkbox"/>	 <b>Tinder - Dating New People</b> Tinder Inc.
2	<input type="checkbox"/>	 <b>Bumble: Dating &amp; Friends App</b> Bumble Holding Limited
3	<input type="checkbox"/>	 <b>探探 - 探索精彩探索爱</b> Tantan Cultural Development (Beijing) Co., Ltd.
4	<input type="checkbox"/>	 <b>Hinge Dating App: Meet People</b> Hinge, Inc.
5	<input type="checkbox"/>	 <b>Badoo - Dating, Chat, Friends</b> Badoo Software Ltd
6	<input type="checkbox"/>	 <b>他趣-男女互助脱单平台</b> Hubei Haibao Taqu Entertainment Technology Co., Ltd
7	<input type="checkbox"/>	 <b>Grindr - Gay Dating &amp; Chat</b> Grindr LLC
8	<input type="checkbox"/>	 <b>Plenty of Fish Dating</b> PlentyOfFish
9	<input type="checkbox"/>	 <b>Omi - Dating, Friends &amp; More</b> MatchUp UK Limited
10	<input type="checkbox"/>	 <b>MeetMe - Meet, Chat &amp; Go Live</b> MeetMe, Inc.

Rank by Rev	Analyze Compare	App Name Publisher Name
1	<input type="checkbox"/>	 <b>Tinder - Dating New People</b> Tinder Inc.
2	<input type="checkbox"/>	 <b>腾讯视频-爱情而已全网独播</b> Tencent Technology (Shenzhen) Company Limited
3	<input type="checkbox"/>	 <b>HBO Max: Stream TV &amp; Movies</b> WarnerMedia
4	<input type="checkbox"/>	 <b>ピッコマ</b> Kakao piccoma Corp.
5	<input type="checkbox"/>	 <b>Netflix</b> Netflix, Inc.
6	<input type="checkbox"/>	 <b>Bumble: Dating &amp; Friends App</b> Bumble Holding Limited
7	<input type="checkbox"/>	 <b>Hulu: Watch TV shows &amp; movies</b> Hulu, LLC
8	<input type="checkbox"/>	 <b>Hinge Dating App: Meet People</b> Hinge, Inc.
9	<input type="checkbox"/>	 <b>Crunchyroll</b> Ellation, Inc.
10	<input type="checkbox"/>	 <b>Lightning Link Casino Slots</b> Product Madness
11	<input type="checkbox"/>	 <b>Amazon Prime Video</b> AMZN Mobile LLC

# THE #1 MOST DOWNLOADED APP BY 18-YEAR-OLDS



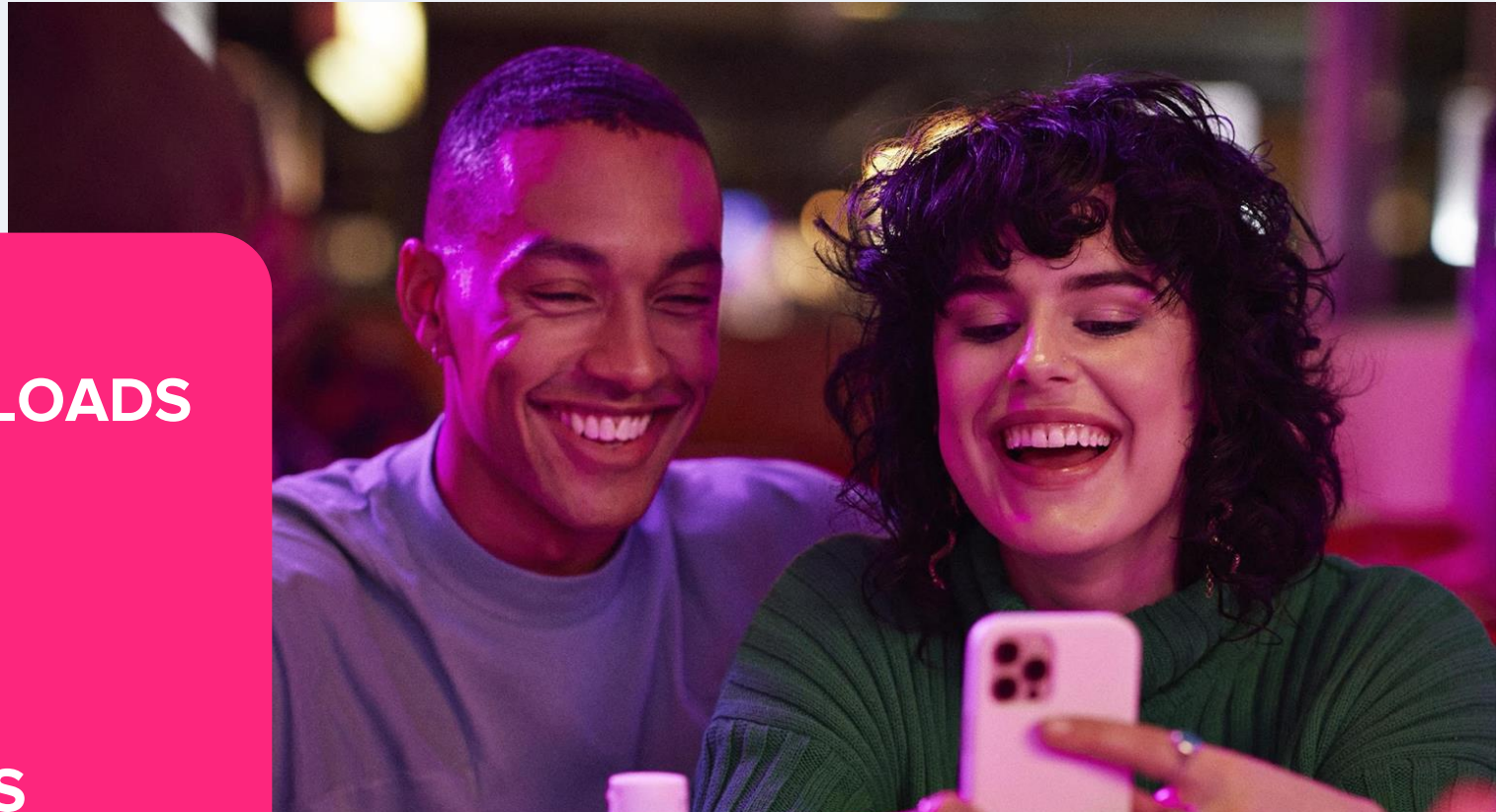
**530M** DOWNLOADS



**190** COUNTRIES



**45+** LANGUAGES



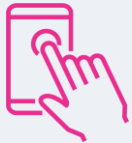
**Named one of the World's  
Most Innovative Companies  
by Fast Company.**

# A PEEK INTO OUR DEMO



**76.8M**

Downloads in 2022<sup>1</sup>



**7X per day**

average sessions/active user  
(Sensor Tower Q42022, Global, iOS)



**1.5M**

Dates per week<sup>2</sup>



**56MM**

monthly active users globally<sup>2</sup>  
(2022)



**294**

Avg minutes spent per  
month/user<sup>3</sup>

Source: 1) Sensor Tower | 2) Tinder Internal Data | 3) ComScore



**190**

countries use Tinder



**40+**

languages<sup>4</sup>



**60%** male

**40%** female



**84%** age 21+

**82%** age 18-35

**18%** age 36+



# REACH NEW SINGLES EVERY MONTH

Reach an entirely new audience in a 12-month period. New singles replace those that have found a match on our app.

# 76.8M

Downloads in 2022



~27% of our audience segment is **NEW** every month.

**THE LARGEST POPULATION OF SINGLES ON A PLATFORM, WORLDWIDE**

# WE HAVE ROBUST TARGETING OPTIONS

TAP INTO OUR FIRST-PARTY DATA AND OUR NEWEST TARGETING CAPABILITY - TINDER **Passions**. **Passions** can be added to profiles, allowing members to share more about your experiences, interests, and hobbies.

## FIRST-PARTY DATA.

Swiped  
Right On Brand Ad\*

Age

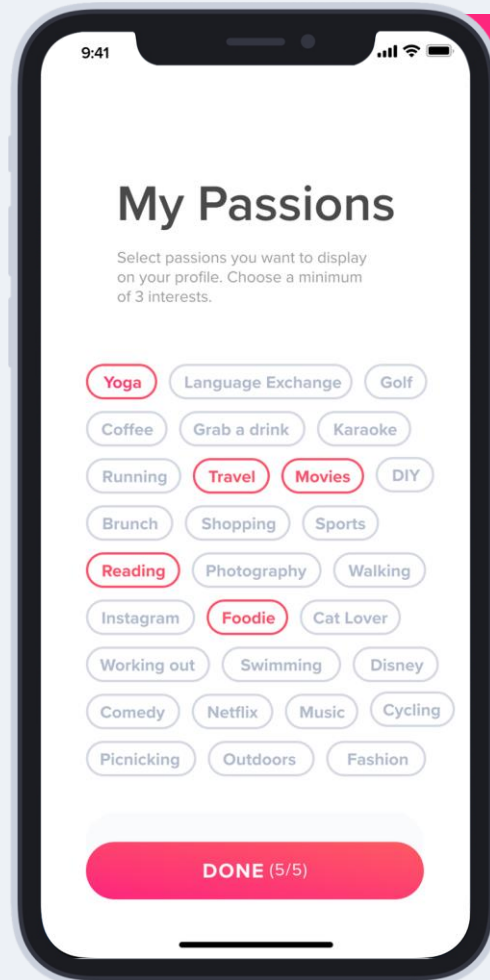
Gender

Languages Spoken

Location

Phone Service  
Provider

Phone Model



The feature allows members to select 3-5 Passions.

### Here's how it can work for your brand:

- Choose your standard targeting parameters (age, geo, gender)
- Select one or more Passions to target in tandem with the standard targeting
- Note: Passion audiences may overlap

### CURRENT PASSIONS:

Sports

Arts & Entertainment

Health & Wellness

Pets

Food & Drink

Travel

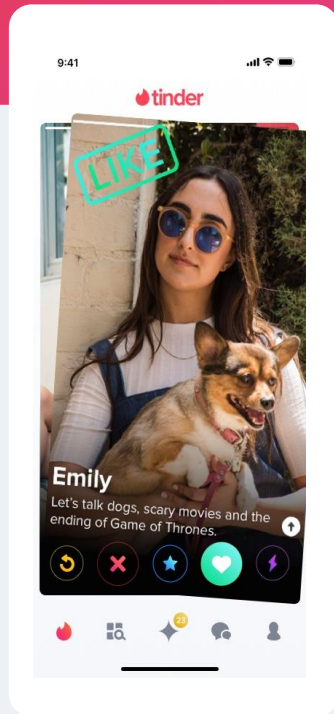
Outdoors

Retail

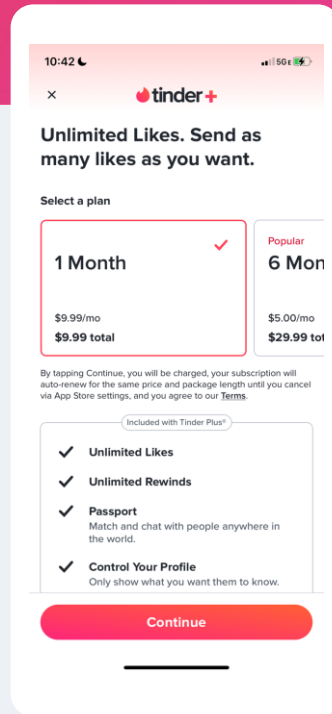
Creatives

Passions is not available as a standalone targeting option. It must run in tandem with our age, geo, gender targeting options

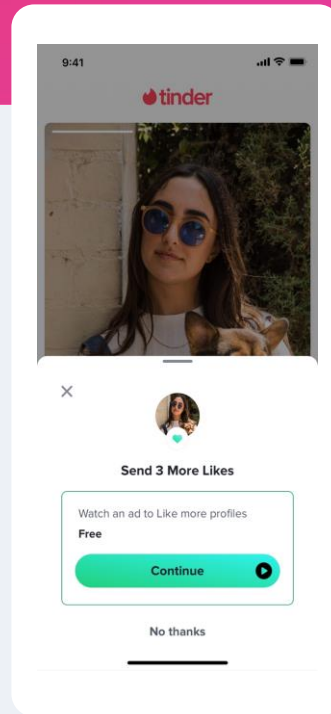
# REWARDED ADS | DRIVE COMPLETED VIEWS WHILST GIVING SOMETHING BACK



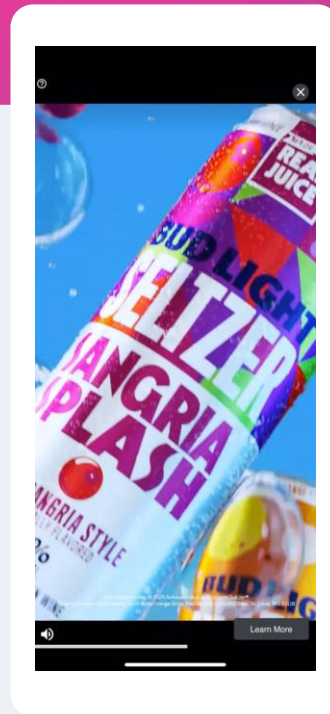
Right Swipe / Like



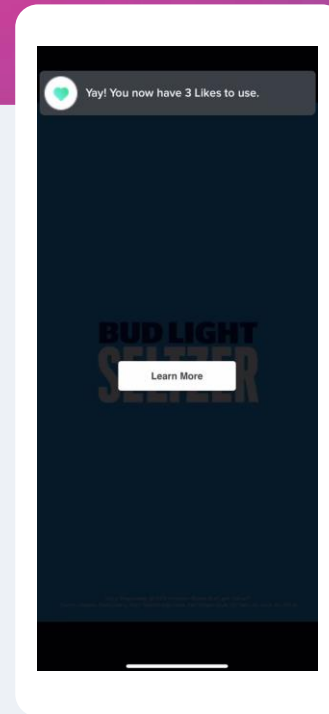
Paywall



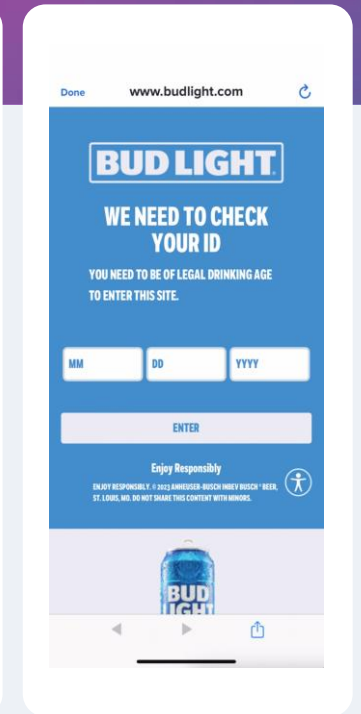
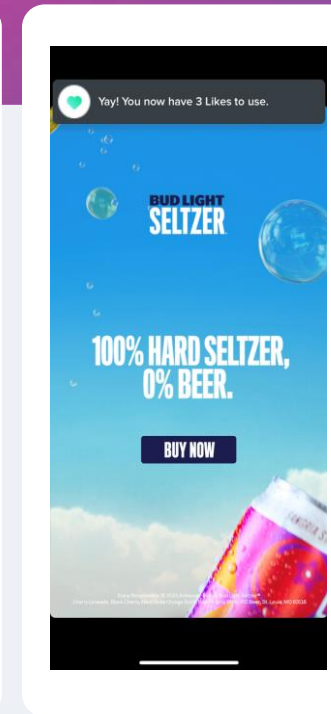
Rewarded Ads 'Opt In'



Video Plays (Max 30 secs)



After the video completes, the user receives the Reward notification

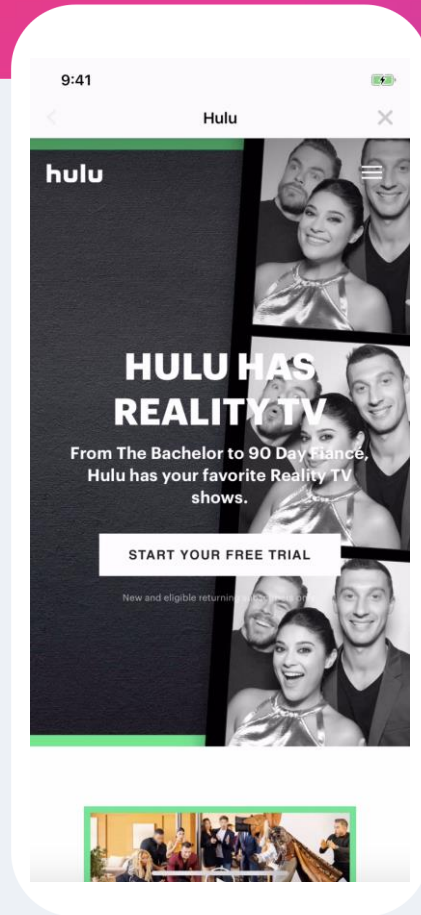
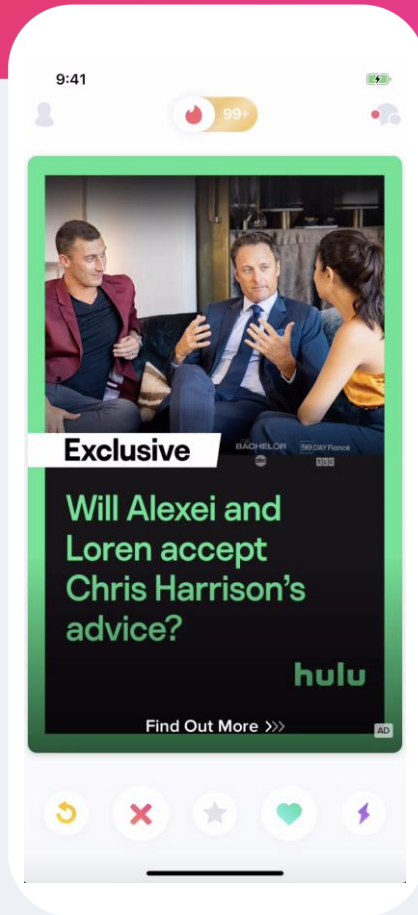


Brand Destination Page

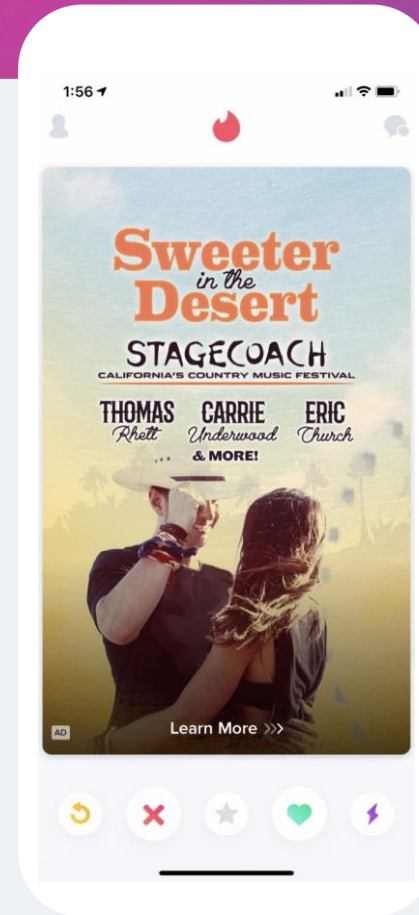
Available via IO as well as PG / PD using DV360 / TTD

# NATIVE DISPLAY CARD | DRIVE SITE TRAFFIC & USER ACQUISITION

**OBJECTIVE:**  
DRIVE APP DOWNLOADS WITH  
A RIGHT SWIPE



**OBJECTIVE:**  
DRIVE TO PURCHASE WITH  
A RIGHT SWIPE



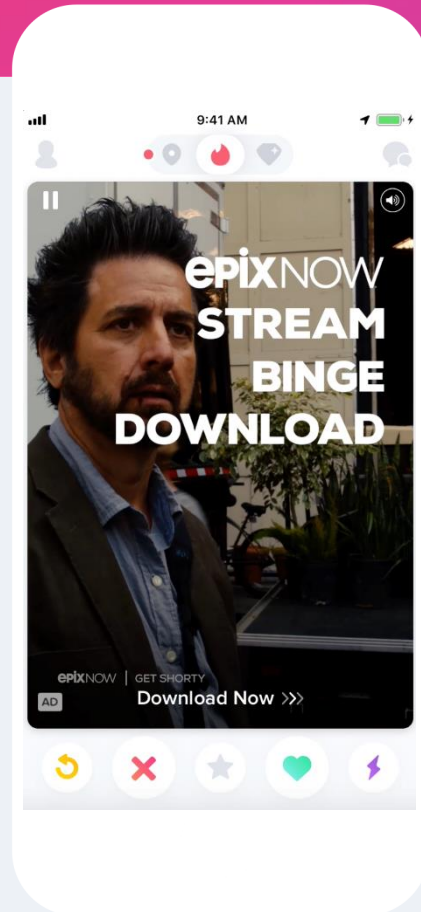
Available via IO as well as PG / PD using DV360 / TTD

# NATIVE VIDEO CARD | AWARENESS AND ACQUISITION

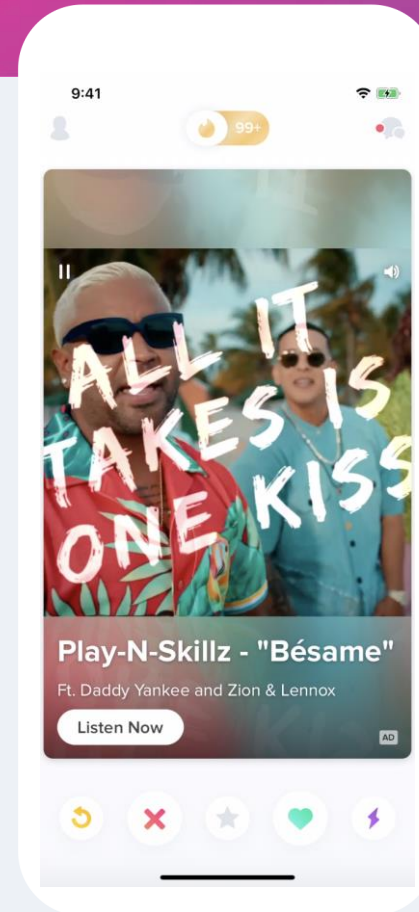
**OBJECTIVE:**  
DRIVE AWARENESS



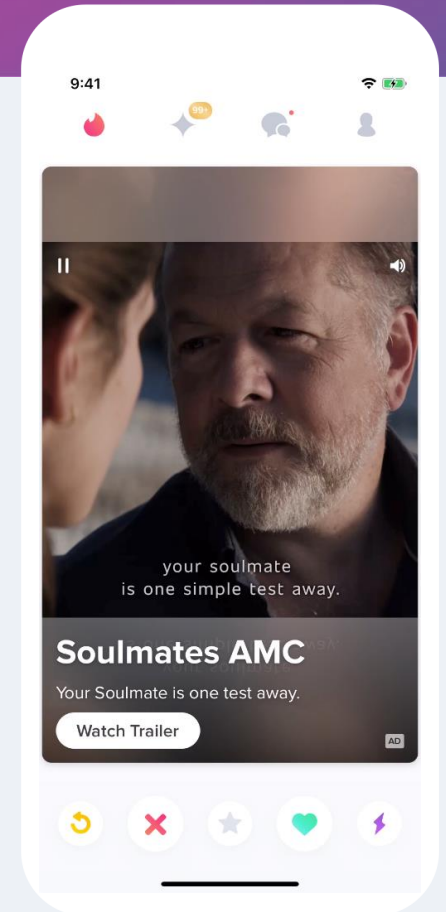
**OBJECTIVE:**  
ACQUIRE NEW CUSTOMERS



**OBJECTIVE:**  
TEASE  
BRANDED CONTENT



**OBJECTIVE:**  
LEAN INTO  
DATING

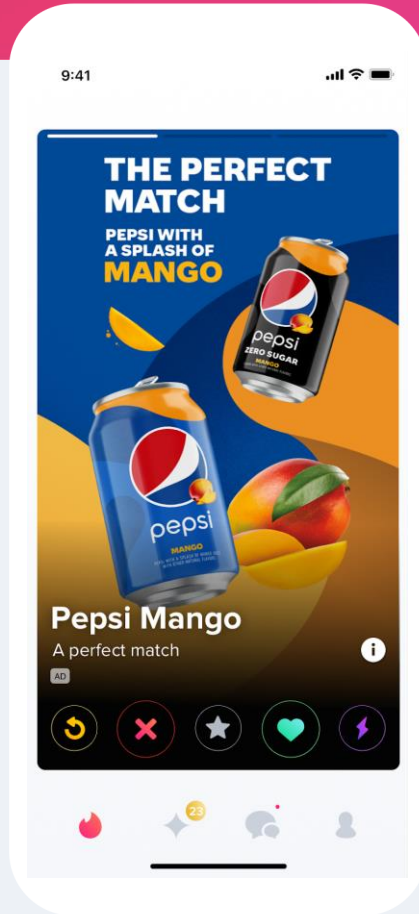


Available via IO as well as PG / PD using DV360 / TTD

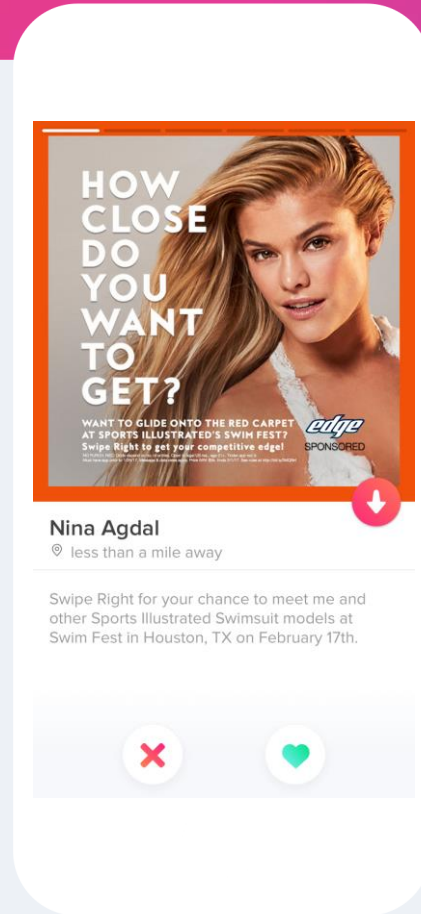


# BRANDED PROFILE CARD | BRAND ENGAGEMENT

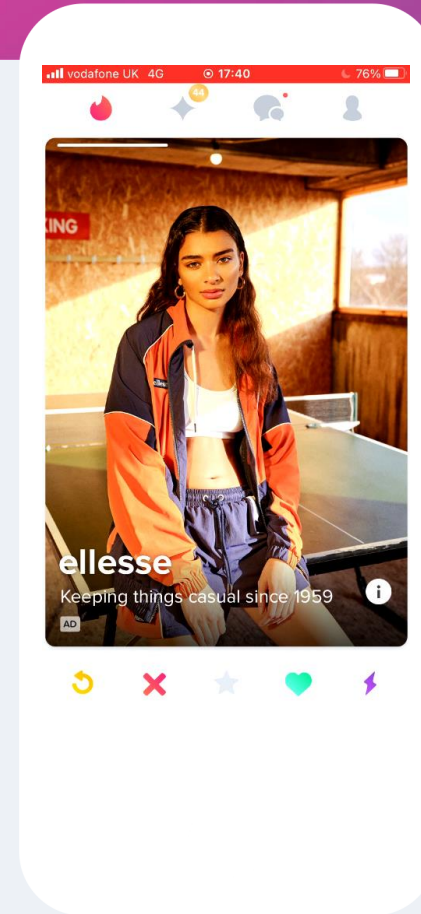
**OBJECTIVE:**  
INTRODUCE A NEW  
PRODUCT



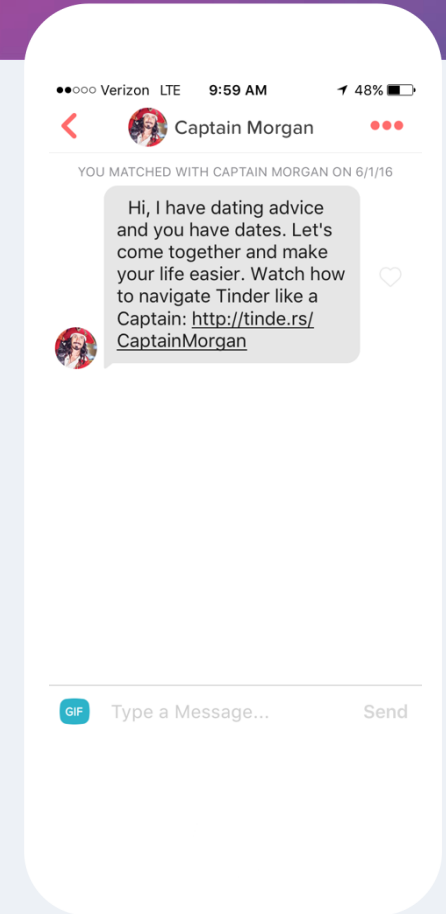
**OBJECTIVE:**  
DRIVE COMPETITION  
ENTRIES



**OBJECTIVE:**  
SHOWCASE A NEW  
SEASONAL LINE



**OBJECTIVE:**  
CUSTOM MESSAGING  
& POINT OF PURCHASE



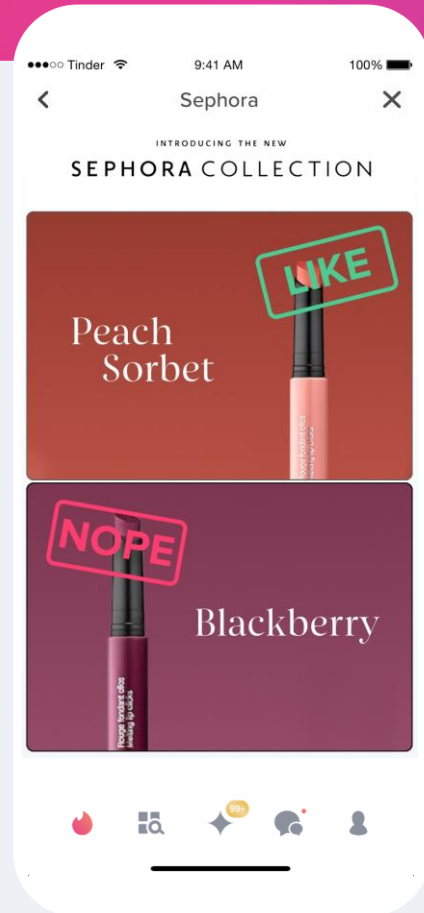
Available via IO only

# INTERACTIVE QUIZZES & GAMES | BESPOKE BRAND EXPERIENCES

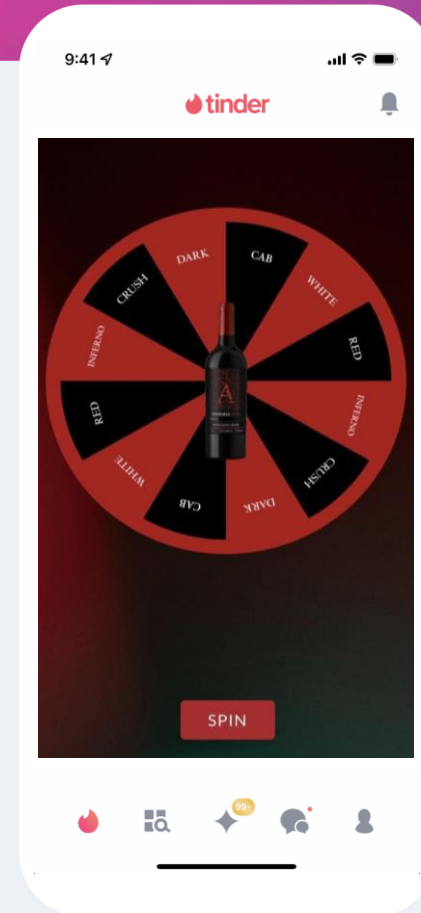
**OBJECTIVE:**  
ENCOURAGE TUNE-IN



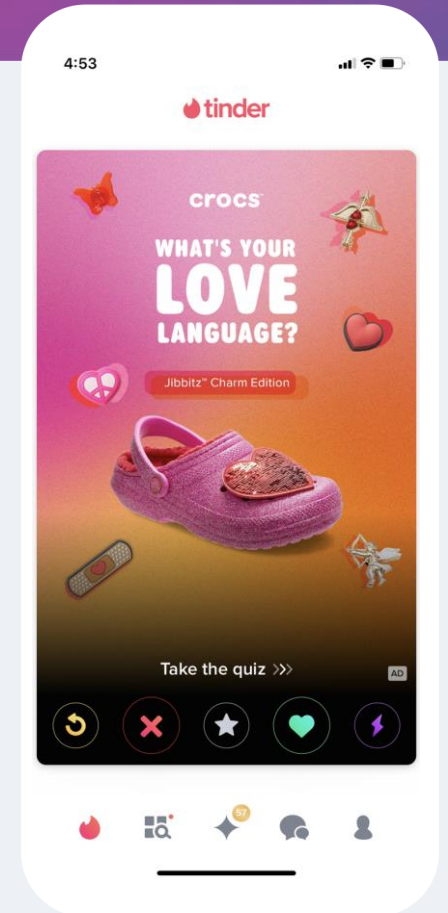
**OBJECTIVE:**  
GENERATE  
PURCHASE INTENT



**OBJECTIVE:**  
BRAND  
ENGAGEMENT

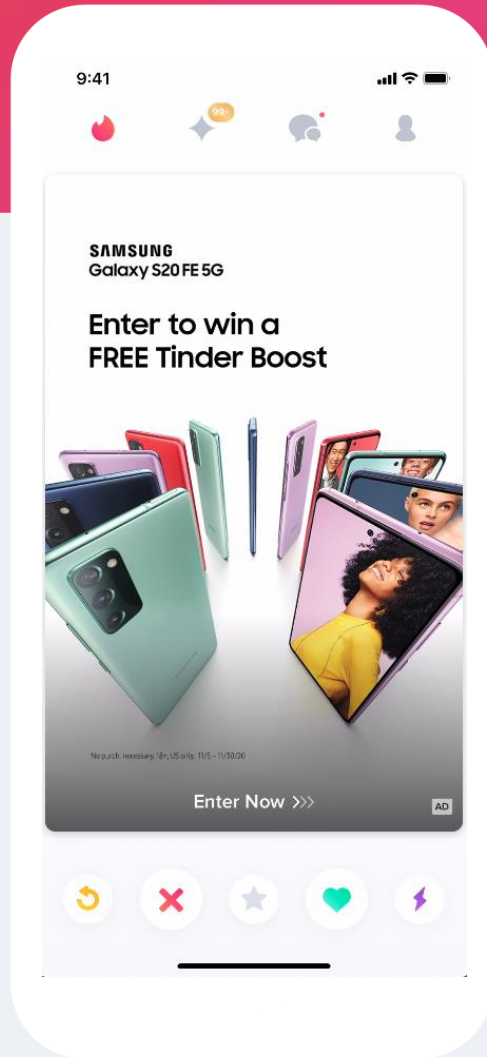


**OBJECTIVE:**  
PRODUCT AWARENESS

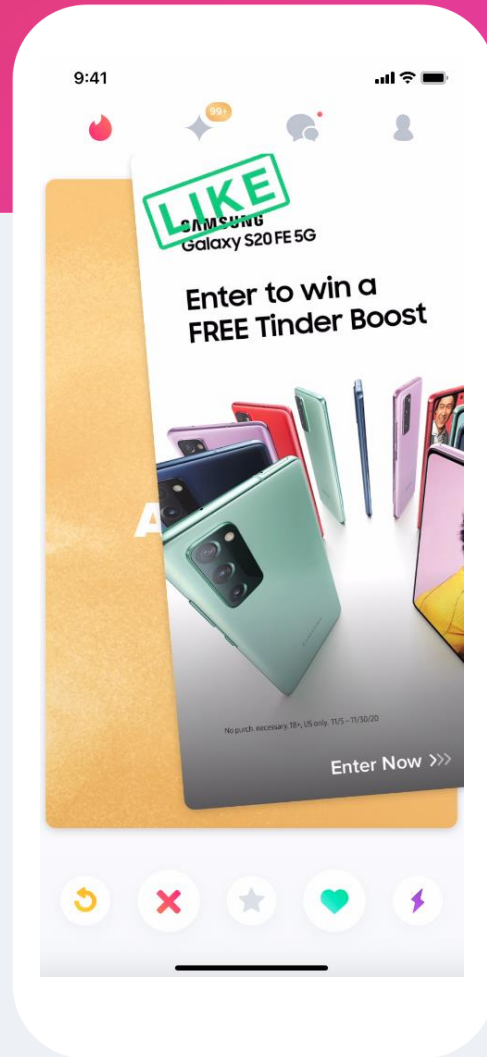


Available via IO only

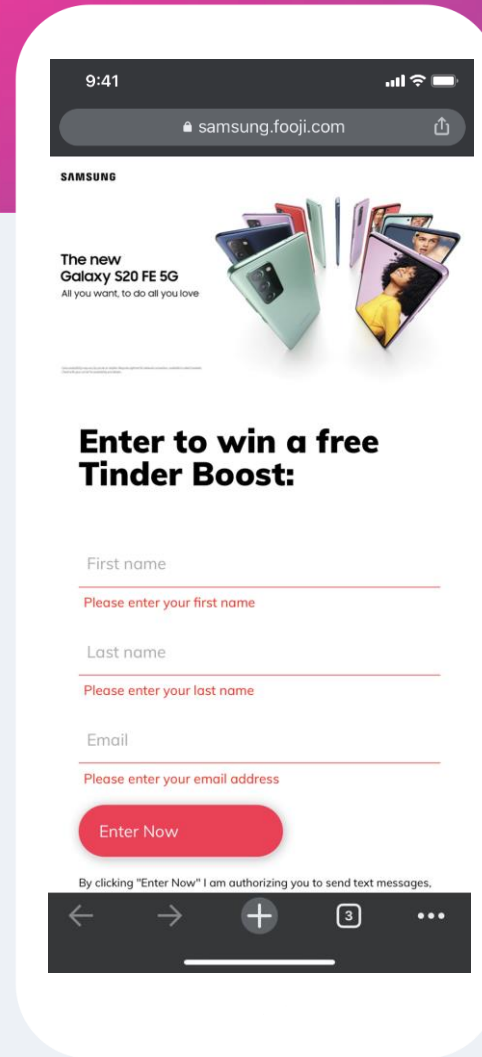
# CUSTOM GIVEAWAY | GIVE TINDER USERS A PREMIUM EXPERIENCE



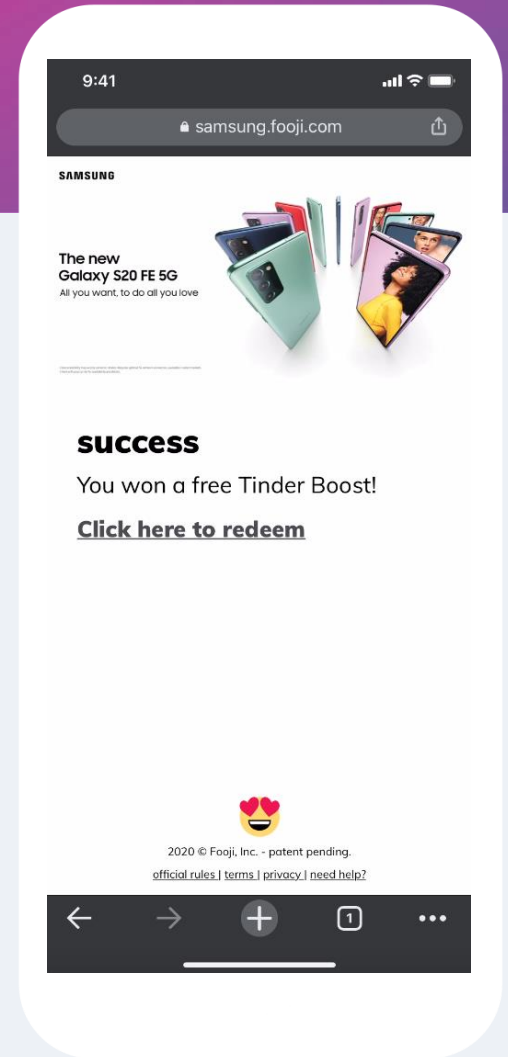
Available via IO only



User swipes right to be redirected to the entry page



Entry Page



Instant Reward

# TARGETING & MEASUREMENT

## ONLINE/OFFLINE MEASUREMENT CAPABILITIES:

### Media Tracking & Creative Serving

All in-app media is site served with 1x1 pixels

- Google Campaign Manager
- Innovid
- Sizmek
- Branch and more...

### Online/Offline Research & Ad Effectiveness

Measurement available as added value pending budget

- Amobee
- Cuebiq
- Dynata
- Kantar Millward-Brown
- Kochava
- Placed
- Samba
- Upwave (formerly Survata)

### Verification/Brand Safety

Viewability measurement is not available in-app

- DoubleVerify
- IAS
- MOAT
- comScore

## TARGETING SOLUTIONS:

### 1P Targeting

- Age
- Geo
- Gender
- Tinder Passions (self-declared interests)
- Match Group Desktop + mWeb: user declared interest targeting

### 3P Interest Targeting (Android Only)

- Via all major audience marketplaces

### Retargeting (Android Only)

- Campaign exposure & previous engagers
- Up to 90 days

### Client Device List (Android Only)

- Seamless integration with client DSP to quickly send audience lists for targeting and suppression
- Adobe
- Tealium
- mParticle
- More able to be whitelisted

**Category/Creative examples available on request.**