

**Empowering brands to drive engagement
and action with millions of users**

Millions of people use Tinder every day in search for something new—a new match, a new social connection, a new experience. Nearly 70% of our audience is between the ages of 18-34 years, active and highly engaged in the app, spending over 1 billion minutes per month and producing 26 million matches and 1.6 billion swipes per day.*

TINDER ADVERTISING SOLUTIONS

Our advertising solutions are built to help you tell your story and drive action and engagement. Ads on Tinder are native to the user's experience, enabling your brand to blend seamlessly with the environment to drive powerful results.



NATIVE DISPLAY CARD A Simple One Step Solution

A Native Display Card is our newest premium static ad featuring a full canvas image of a profile card. Users are invited to Swipe to take an immediate action. The Swipe Right functionality seamlessly drives to the brand destination page or app store. The ideal vehicle for a direct response offer. **Targeting:** Age, Gender, Geo and DMP (1st Party)*
Note: Available for purchase through Programmatic Guaranteed (DBM)



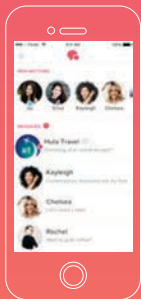
BRANDED PROFILE CARDS Put your brand front and center

Branded profile cards allow brands to create profiles that are native to the user experience. Users can match with these branded profiles by swiping right to reveal custom brand messaging and drive downstream actions, including access to exclusive content, offers or promotions. **Targeting:** Age, gender, geo



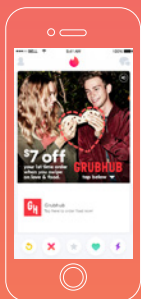
POLLS The most interactive way to make an impact

Tinder polls deliver a highly interactive ad experience, offering a fun and engaging way for people to play with your custom branded ad and voice their opinions. Tinder users are invited to take your poll natively as they swipe within the app and are encouraged to swipe right or left to express their opinions on different topics. Once they complete a short series of questions, they can easily share their results among their social networks to encourage others to also take the poll. **Targeting:** Age, Gender, Geo and DMP (1st Party)*



SPONSORED MESSAGE Connect with users through their Message List

Sponsored Message appears as an ad at the top of a user's Message List and can be tapped to display custom brand messaging and link to a premium offer. Instead of appearing as a native ad within the user's swiping experience, Sponsored Message is seamlessly integrated into a user's messages amongst others from their matches. **Targeting:** Age, Gender, Geo and DMP (1st Party)*



VIDEO ADS Bring your brand story to life

Video ads combine sight, sound and motion to capture users' attention. Video ads autoplay within the app while users are in discovery mode and can direct them to your website or additional related content. **Targeting:** Age, Gender, Geo and DMP (1st Party)*
Note: Available for purchase through Programmatic Guaranteed (DBM)

Interested in advertising on Tinder? Contact Roly Elliott– Roly@matchmediagroup.com

* comScore - Mobile Metrix 2017 and Tinder internal data

*DMP targeting is available upon request in certain countries outside of the U.S.

