

HINGE AS SOCIAL MEDIA PLATFORM

HINGE: THE DATING APP DESIGNED TO BE DELETED

History

- In 2011, founder and [CEO](#) Justin McLeod (alongside a team including [Frances Haugen](#)) founded a desktop service called Secret Agent Cupid, which allowed users to connect to [Facebook](#) and list which of their friends they had crushes on. Throughout 2012, this became a mobile application called Hinge, which launched in February 2013.
- Throughout 2017, Hinge received more mentions than any other dating app in the "Weddings" section of [The New York Times](#). Hinge Matchmaker was released in September 2017, claiming to reinvent online dating for "people that missed out on the dating app craze".
- Match Group made investments in Hinge as early as September 2017. In June 2018, Match Group acquired 51% ownership of Hinge, with the right to acquire all remaining shares within a year and came to own 100% of Hinge by the first quarter of 2019.

Motivation

During 2011 McLeod attended Harvard Business School. He recently pledged to quit drinking after he fought addiction for years, and he was having difficulty moving on from his college girlfriend. While trying to stay sober and struggling with heartbreak, he decided to create a solution. "I was heartbroken, and then I had this idea," he says. McLeod created Hinge to be a dating app geared toward young people like him. But after launch, it wasn't working; users weren't finding lasting relationships. Still, "I was confident that it was going to become a thing," he says.

As McLeod was actively using the app himself, he saw the issues firsthand and decided to refocus. Rather than focusing on growth, engagement and users' time on the app, Hinge started to prioritize getting users on dates, according to McLeod. For example, the company created Hinge Labs to help users navigate their relationships beyond their initial match, he says.

- Hinge is one of a new wave of apps that have marketed themselves as the anti-Tinder, with a focus on relationships over casual hookup culture. Its tagline, "the dating app designed to be deleted", reinforces that focus on Hinge being go-between for singles to find partners.

Growth charts

Hinge key statistics

- Hinge generated \$197 million revenue in 2021, a 118% year-on-year increase
- 20 million people (about the population of New York) use Hinge, 800,000 pay for its premium services
- In the US, Hinge has 15% MarketShare in the dating app market.

Hinge users

The majority of Hinge's 20 million users are based in the US, where it has become a competitor to Tinder and Bumble

Year	Users
2017	2.4 million
2018	4 million
2019	8 million
2020	13 million

2021	20 million
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Hinge revenue

Hinge's revenue has accelerated in the past two years, increasing by 118% in the past year alone.

Year	Revenue
2017	\$2 million
2018	\$8 million
2019	\$31 million
2020	\$90 million
2021	\$197 million

IMPACT ON THE MARKET AND SOCIETY

The application was designed to be less superficial than Tinder, forgoing Tinder-like swiping actions and branding itself as "the relationship app". While legacy swiping apps like tinder gamified dating at the cost of human connection, Hinge built for positive interactions that inspired more connections. This, in turn, generated higher retention because people came back to interact with other people, they were interested in. As a result, contributing to a greater variety of users turning to online dating which is a positive impact on the online dating market.

IS IT AN EXAMPLE OF THE MAYA CONCEPT?

"To sell something surprising, make it familiar; to sell something familiar, make it surprising."

What's familiar?

Hinge uses your Facebook data to match you with people who have mutual friends. Originally Hinge started with the classic fashion of dating applications (swiping). It gives their users a better option instead of swiping, that is liking and commenting which is also very familiar to us.

What's novel?

The major unique features that Hinge has are "Prompts," succinct questions that give your profile flair and humor; and "Standouts," a list of your most compatible matches. "52% of its users said that listening to a voice message would allow them to learn more about a potential match than merely looking at text and images on a profile,".

YES, IT IS.

PERSONAL OPINION

It's better than Tinder in terms of shallow people, moreover, features like logging in with Facebook make it hard to keep your identity anonymous which is a good thing. Hinge's own analysis reveals that 72% of dates on Hinge lead to a second date and some even lead to marriage.

People turn to online dating for a variety of reasons – 48% do it for fun, while some look for more meaningful relationships. It is evident from data that a large fraction uses it for just fun, for them there are better options like tinder. So, the market of Hinge is comparatively small to tinder.

