

Tinder's Next Marketing Campaign

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Agenda

- Introduction
- Methodology
- Key Findings
- Interpretation of Results
- Practical Recommendations
- Q&A

Introduction

Goal: Identify which demographic Tinder should target to increase engagement

Engagement measured by:

- App opens
- Total swipes
- Conversation length

Why it matters:

- Dating-app burnout is rising (Prendergast, 2024)
- Users migrating to sports clubs for dating (Stone, 2024)
- Higher engagement = higher retention + revenue

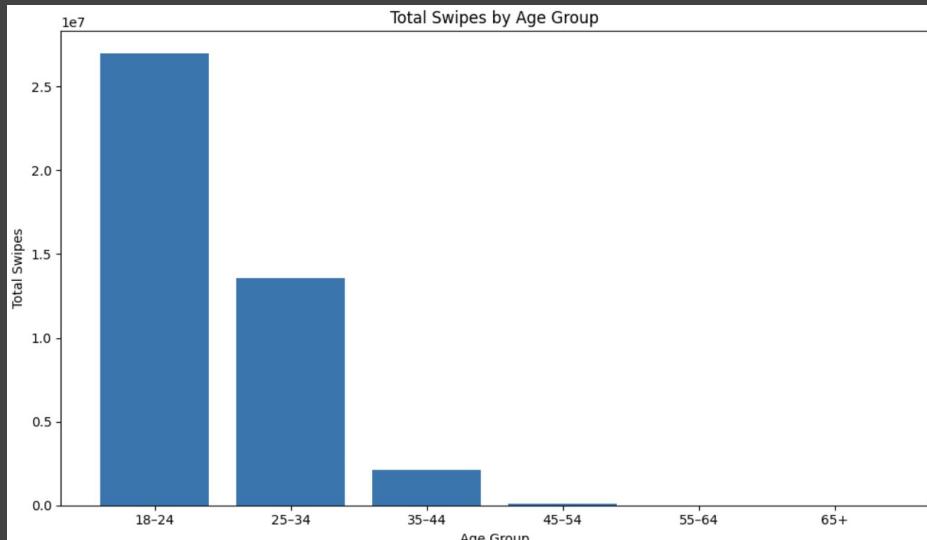
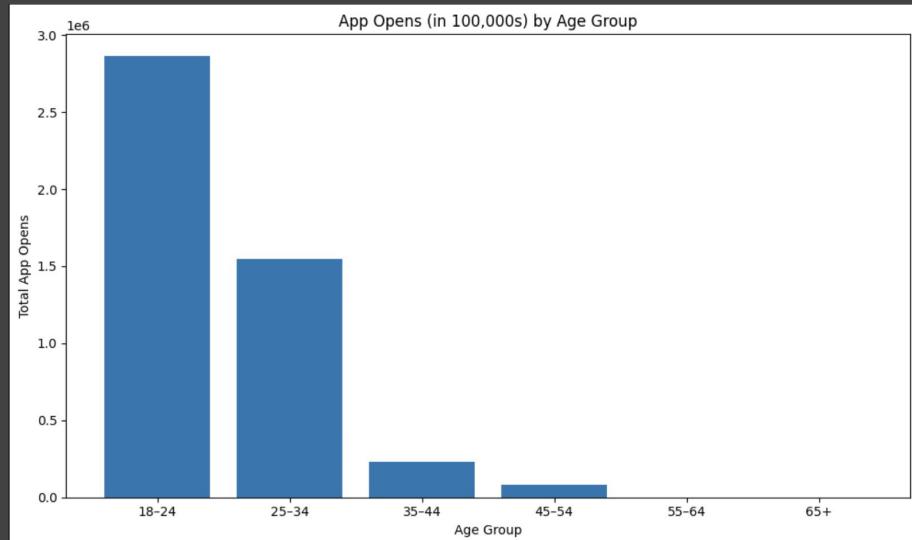
Data source: Kaggle dataset ~1200 Tinder users

A close-up photograph showing a person's hands resting on a laptop's trackpad. The hands are positioned as if the person is navigating or interacting with a digital interface. The background is blurred, suggesting an indoor environment.

Methodology

- Cleaned dataset (handled missing values, created age bins, standardized labels)
- Analyzed patterns with Python in Google Colab
- Focused on visual trends, not exact numeric precision
- Compared engagement across:
Age groups, Sexual orientation,
Education level,
- Instagram/Spotify linkage

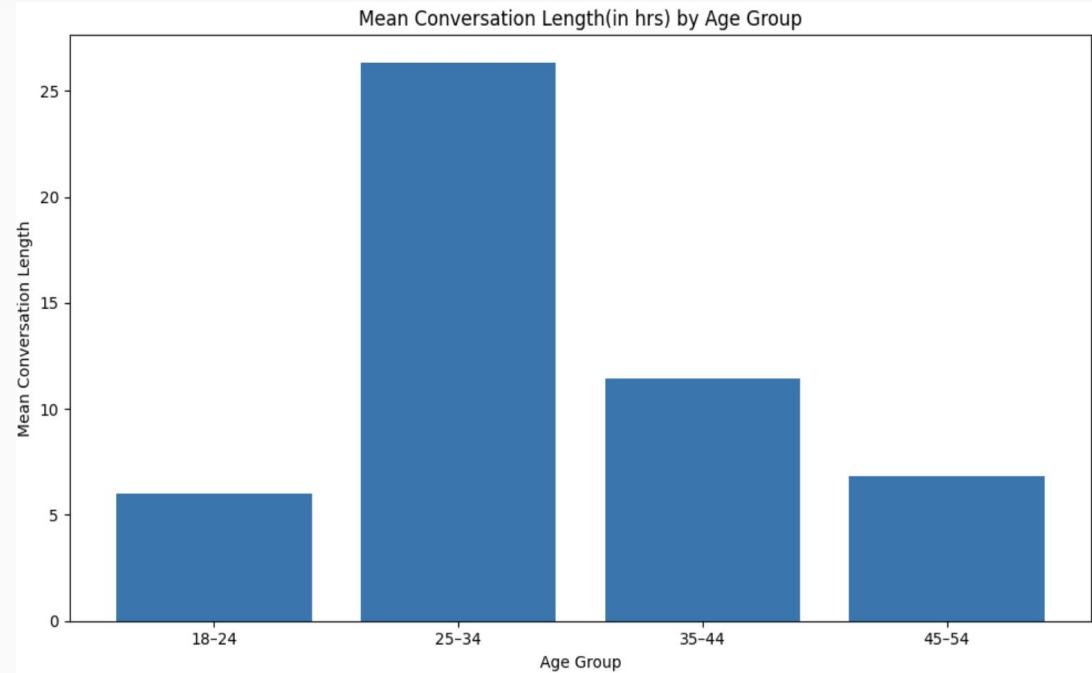
Age Patterns: Opens & Swipes



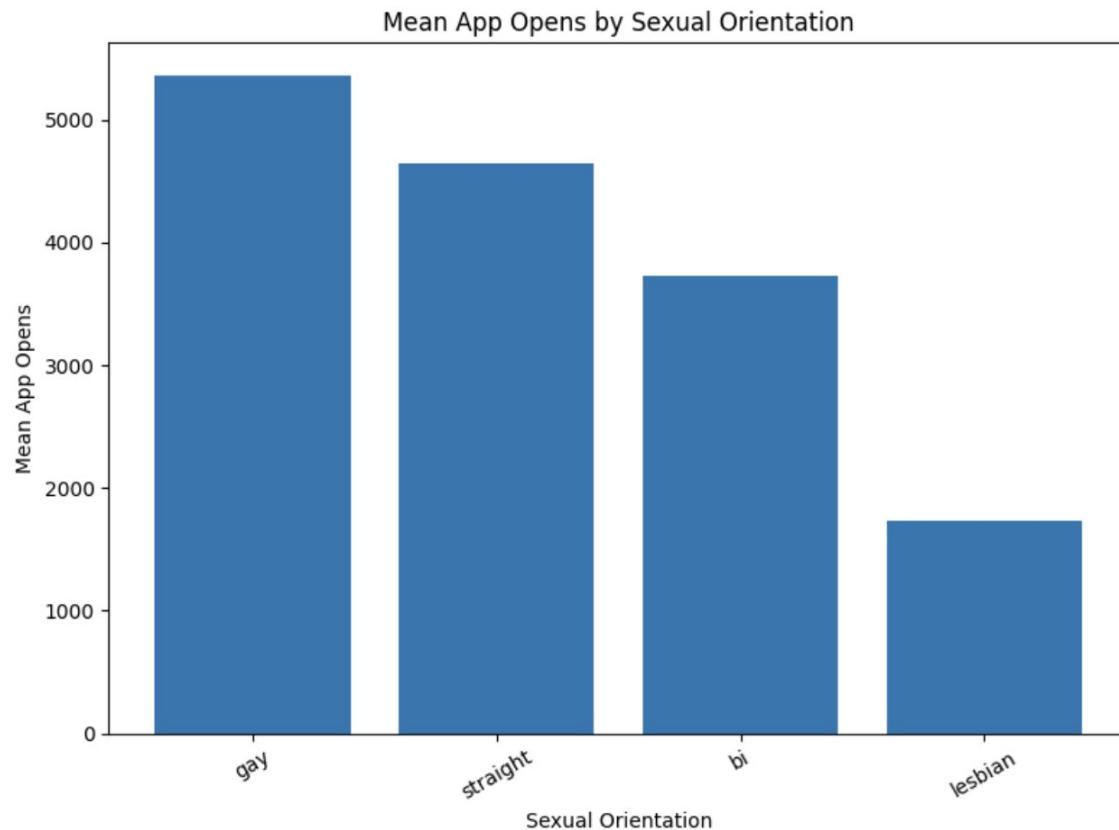
Age Patterns: Conversation Length

Clear Trade Off:

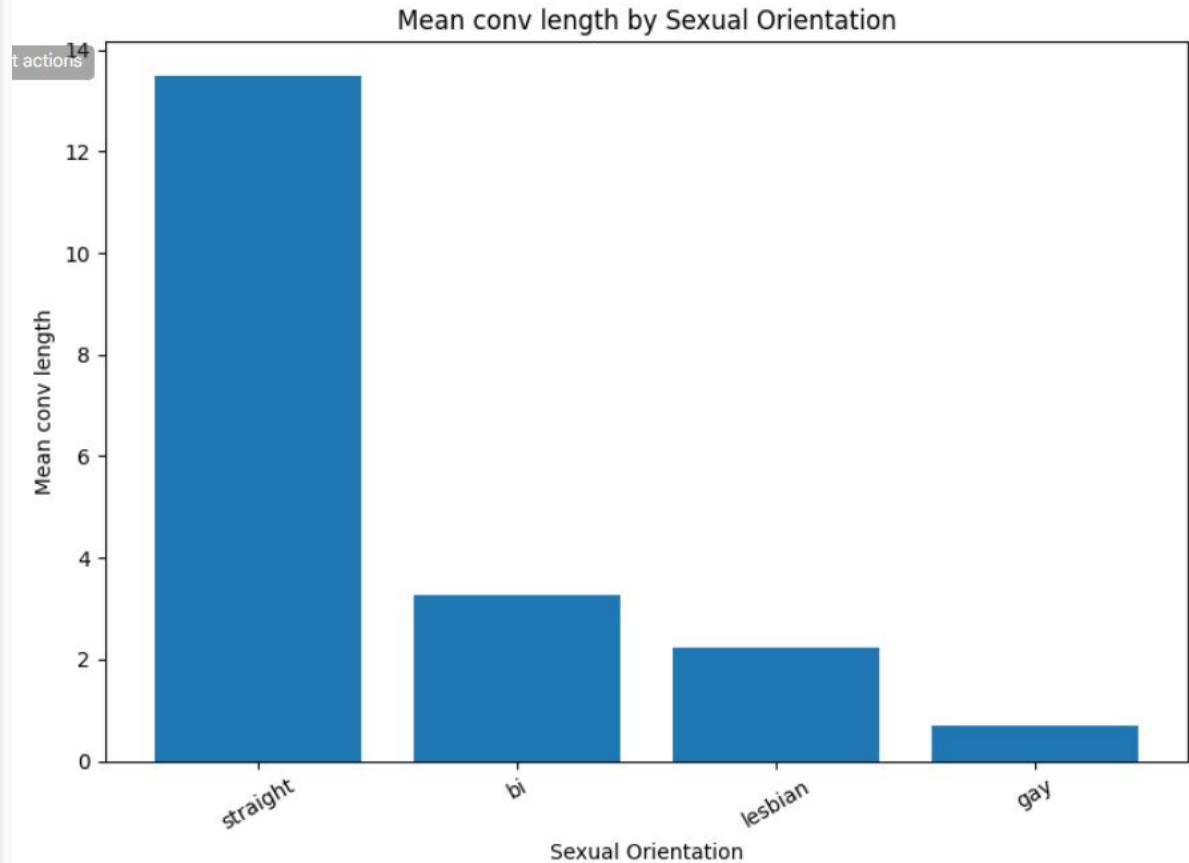
Younger = high activity, low depth
Older = low activity, high depth



Orientation Patterns: App Opens

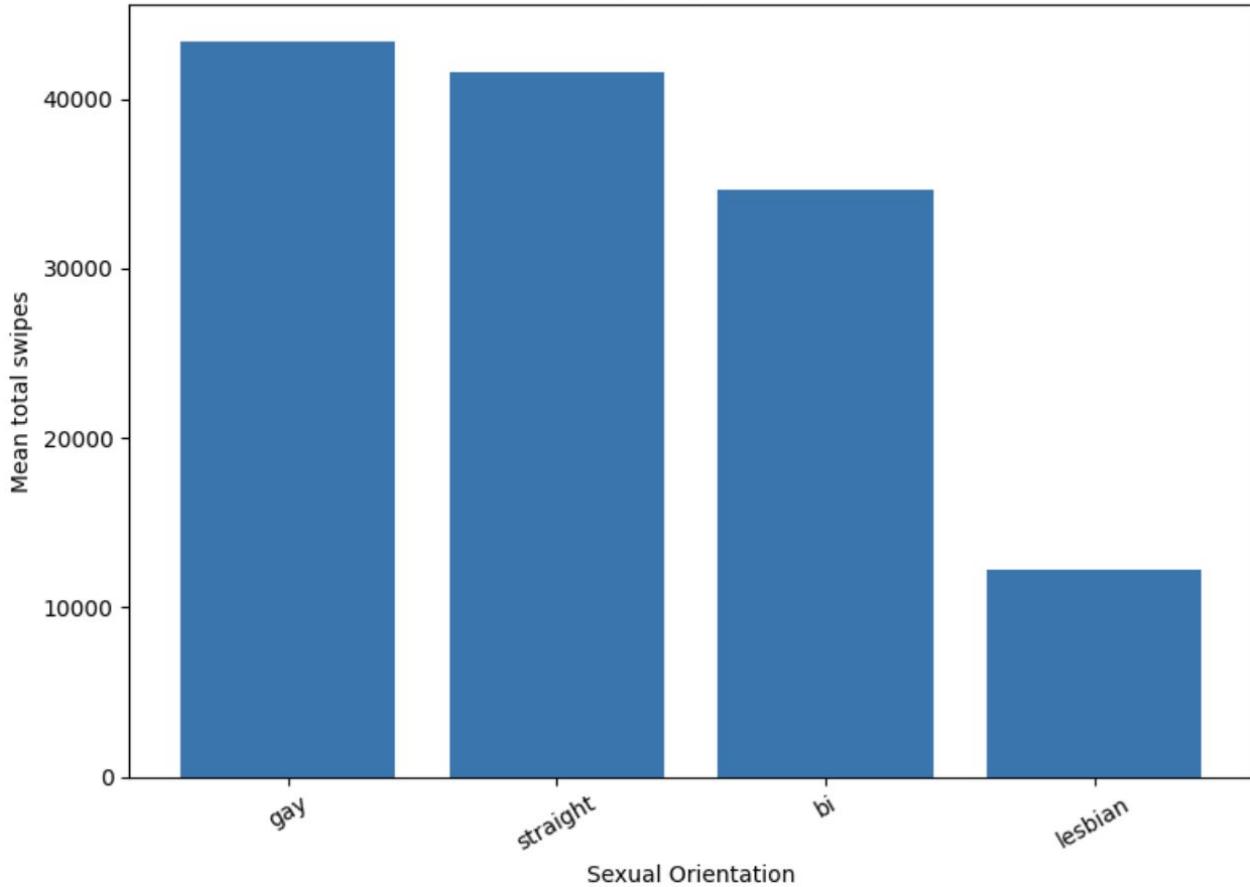


Orientation Patterns: Conversation Length

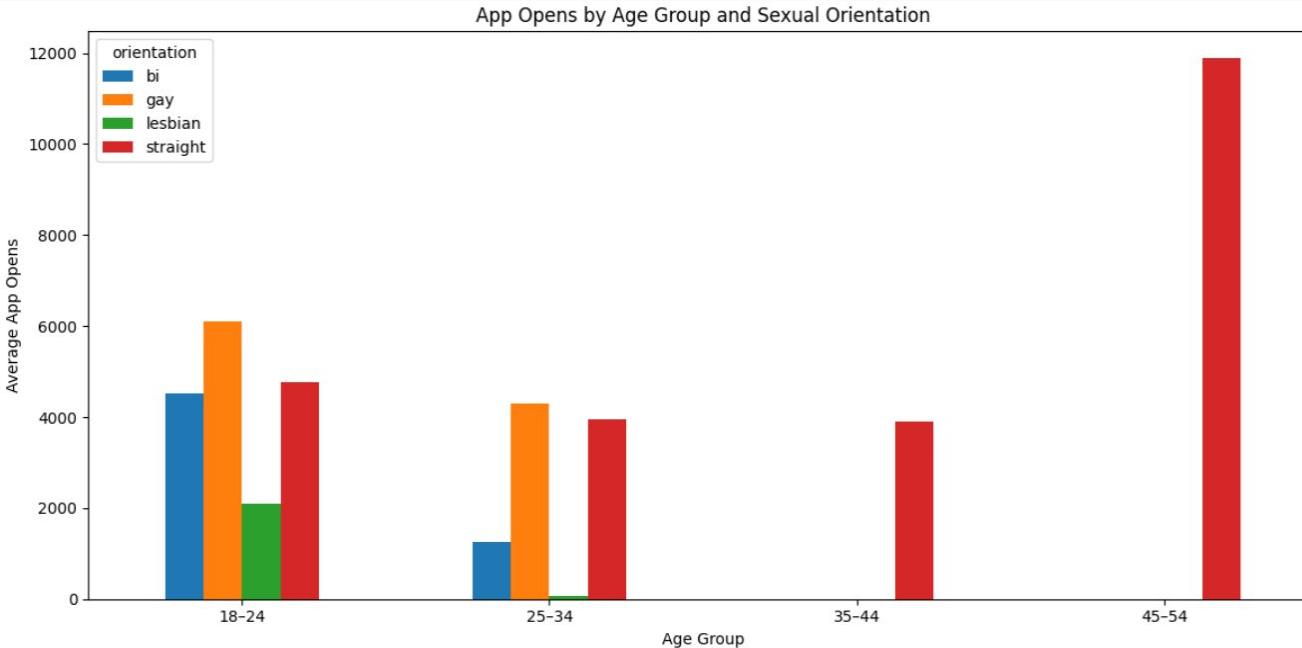


Orientation Patterns: Swipes

Mean total swipes by Sexual Orientation

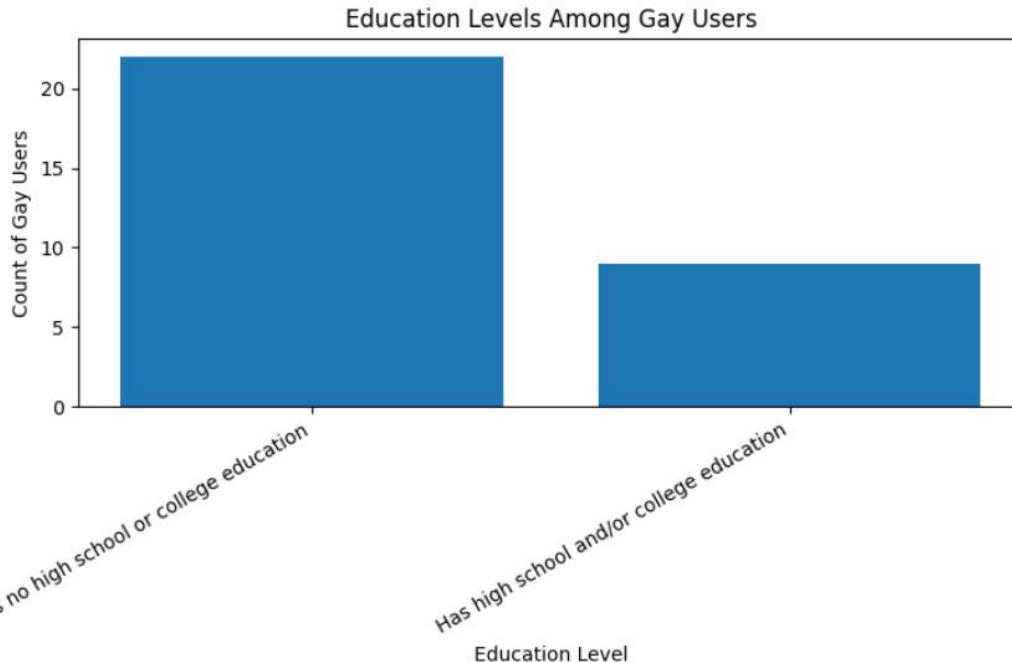


Age × Orientation Combined



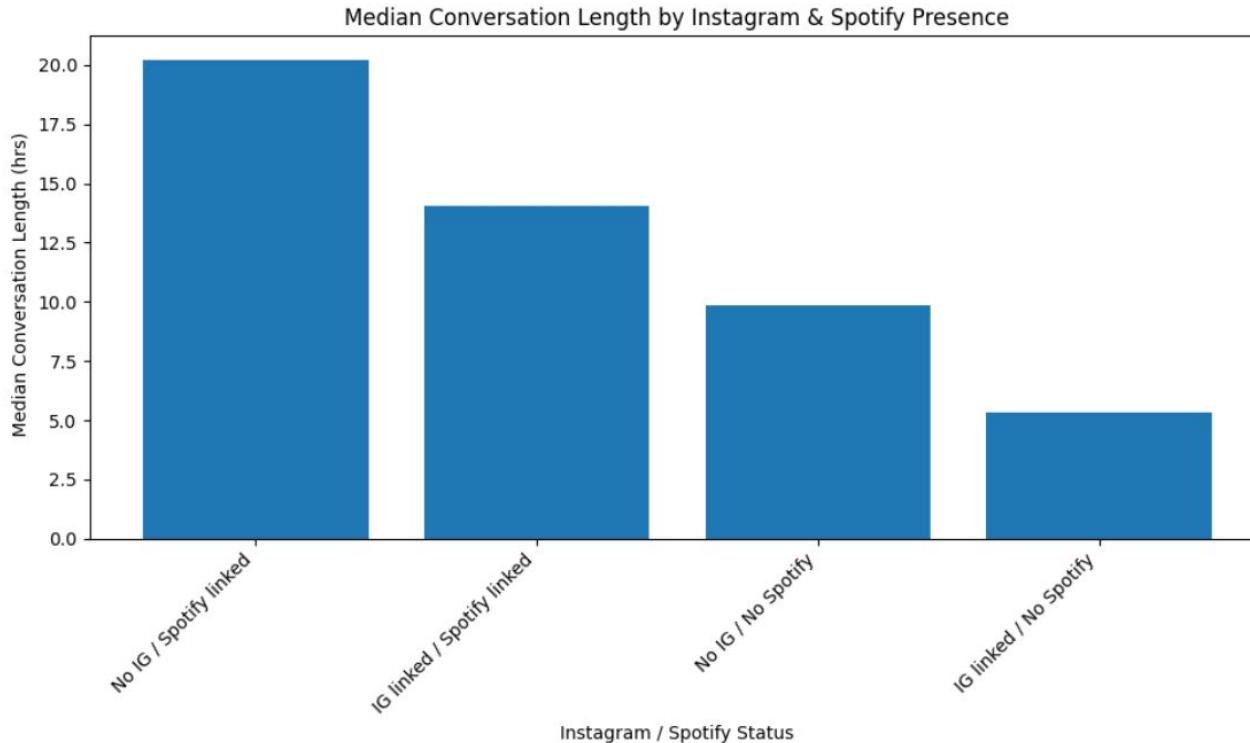
*Disclaimer: The high straight values reflect their much larger sample size in the dataset. Because straight users make up the biggest group, their averages appear inflated and shouldn't be interpreted as higher individual engagement.

Education Levels Among Gay Men



Implication: use simple, casual campaign language

Social Media Linkage and Conversation Length



Practical Recommendations

- **Target:** Gay men ages 18–35
- Campaign focus: Extend conversations
 - Promote conversation tools (prompts, tags, icebreakers)
 - Encourage Instagram/Spotify linking
 - Highlight deeper, non-repetitive conversation potential
 - Use queer-inclusive visuals and messaging
 - Partner with Instagram/Spotify (shared playlist, photogenic first-date ideas)

Expected Marketing Impact

- Increase conversation length
- Reduce dating-app burnout
- Improve retention
- Strengthen brand perception
- Grow subscription conversions



Conclusion

- Young gay men are the most promising demographic
- Already highly active but low conversation depth
- Improving their conversations = fastest path to higher engagement
- Social media linkage is a key lever
- Strategy supports platform growth and user satisfaction