

What is Bumble ?

- Bumble is a popular online dating and social networking platform founded in 2014.
- It differentiates itself by putting women in control, requiring them to make the first move when initiating conversations.
- This approach aims to empower women, promote equality, and create a safer and more respectful online dating environment.
- Bumble offers various modes, including dating, friendship (Bumble BFF), and professional networking (Bumble Bizz).
- With millions of users worldwide, Bumble has gained popularity for its unique approach and commitment to fostering meaningful connections.

Available in
150
countries
worldwide

~42 Million
Users
Worldwide

\$233 Million
Revenue in
Q1-Q3 2022

User Persona

Name: Sarah

Age: 28

UI/UX Designer

California

Single



Background

- Confident and independent career woman
- Values of equality and empowerment
- Seeks a platform that allows women to make the first move
- Desires a safe and respectful dating environment

Goals

- Initiating conversations and building meaningful connections
- Valuing authenticity and genuine relationships

Challenges

- Finding a dating app aligned with empowerment and respect
- Avoiding unsolicited messages

Name: Alex

Age: 32

Software Engineer

California

Single



Background

- A creative and open-minded individual
- Seeking meaningful connections
- Enjoys expanding social circle
- Values of inclusivity and diversity
- Looks for connections outside immediate social circles

Goals

- Seeking diverse platform
- Engaging in deep conversations and shared interests

Challenges

- Finding a platform for diverse relationships
- Avoiding superficial interactions, encouraging meaningful conversations

Types of Notifications

New Matches:

Users receive notifications when they have been matched with another user based on their preferences and mutual interest

Messages:

Whenever a user receives a new message from a match, they receive a notification to prompt them to check and respond to the message

Reminders:

Bumble may send reminders, such as reminding them to complete their profile, update their preferences, or respond to messages they haven't seen yet

SuperSwipes:

When someone uses a SuperSwipe, they receive a notification to let them know that someone has SuperSwiped them

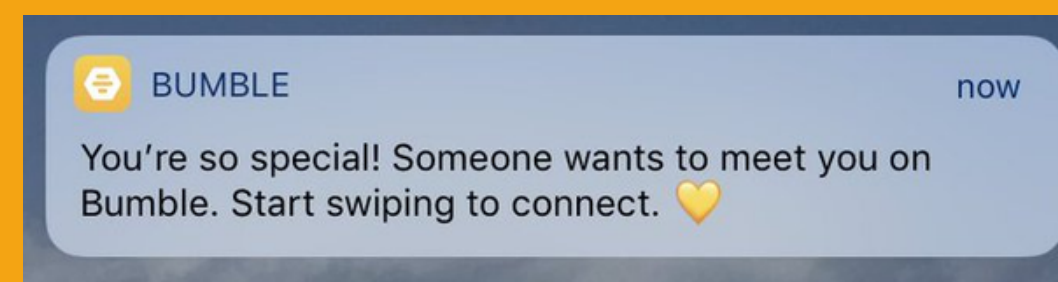
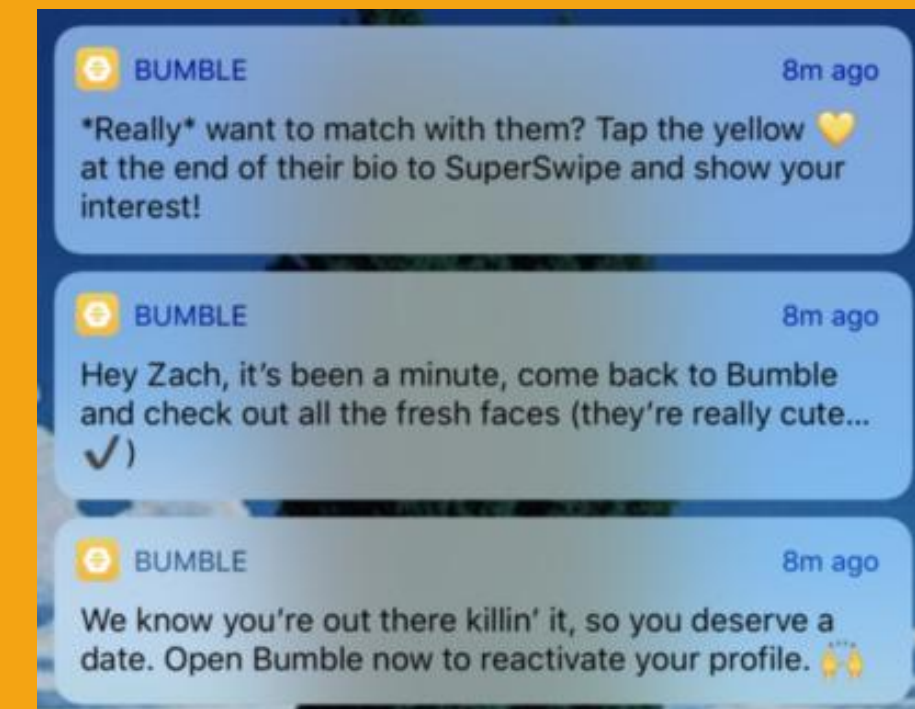
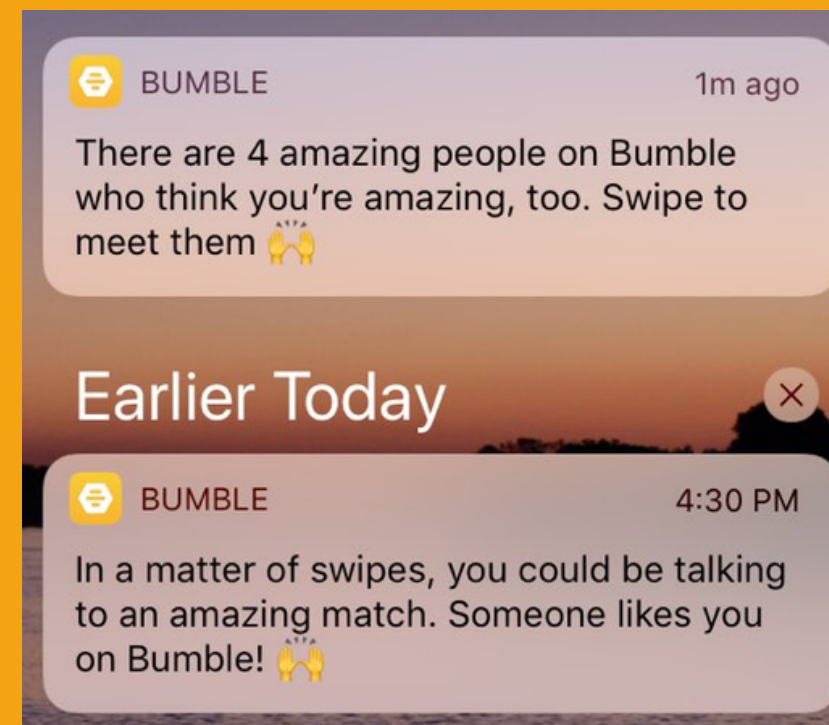
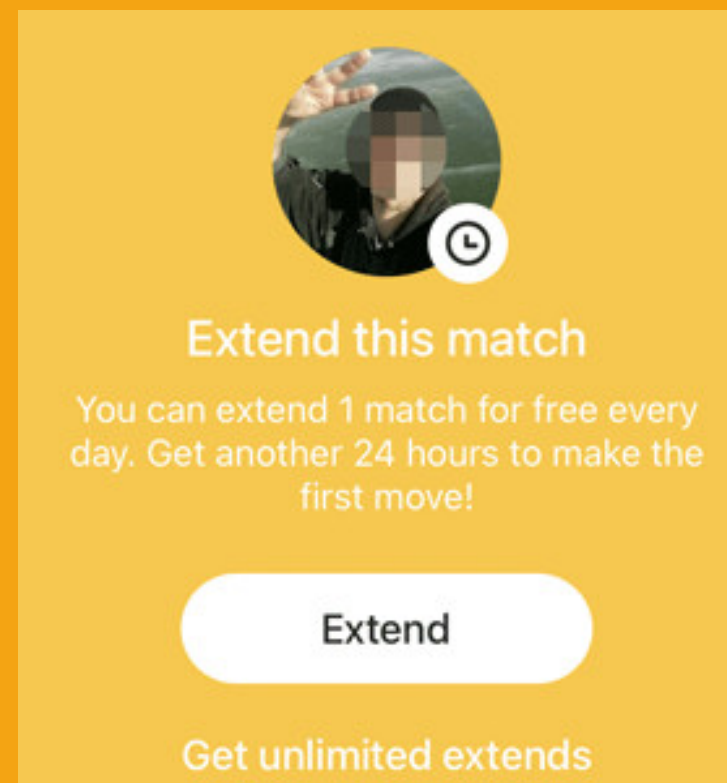
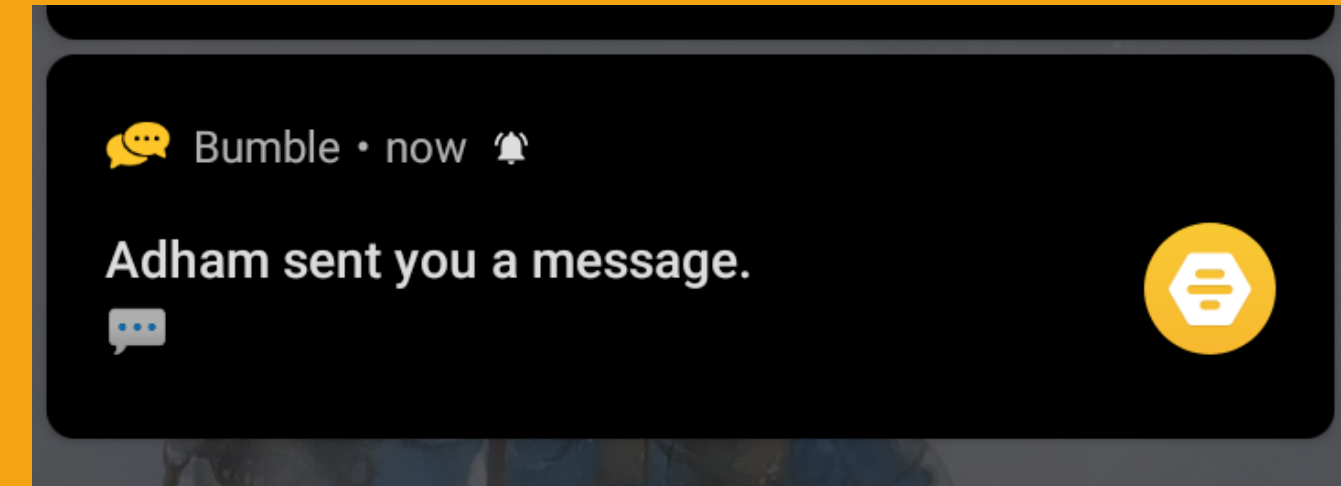
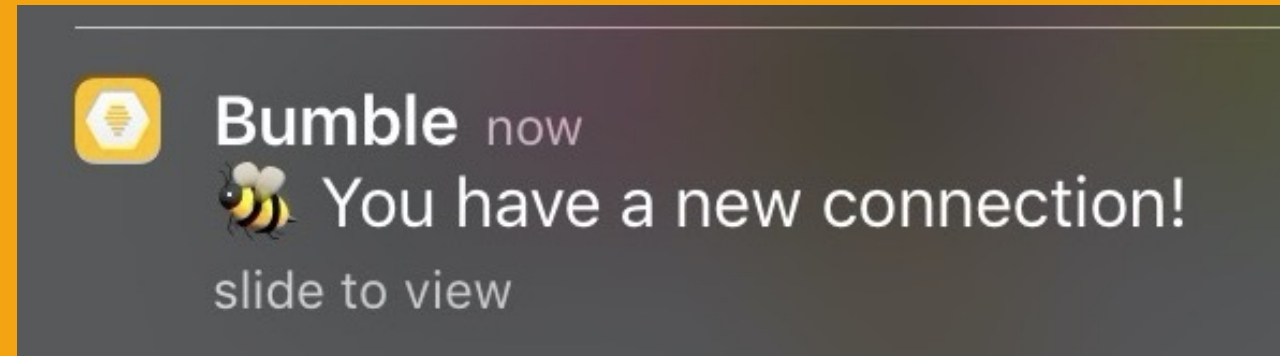
Daily Extend:

Bumble allows users to extend the 24-hour time limit for starting a conversation with a match once per day. Users receive a notification to remind them

Profile Views:

Bumble may notify users when someone has viewed their profile, providing them with information about who has shown interest in them

Examples of some Notifications



Key Metrics

Successful
Matches

L1 Metrics

- Daily Active Users (DAU)
- Monthly Active Users (MAU)
- User retention rate
- Revenue
- Conversion rate to paid subscriptions

L2 Metrics

- Number of downloads
- Cost per acquisition (CPA)
- Conversion rate
- Session length
- Screens per session
- Churn rate