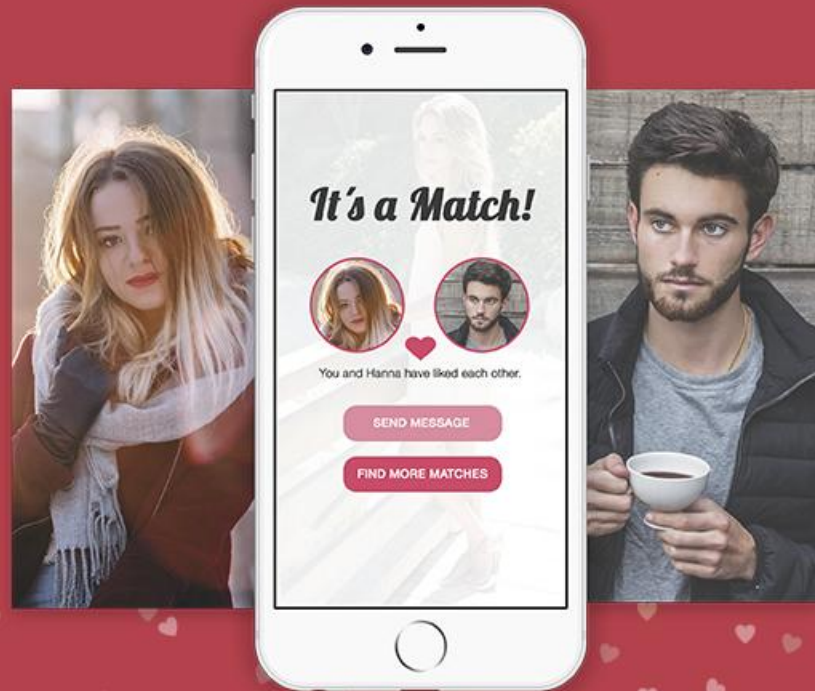


WEBINAR

Dating Apps

Trends & Benchmarks



LIFTOFF

Agenda

- 1 Introductions
- 2 Open Discussion
- 3 Report Highlights
- 4 Q&A



Meet the Panelists



Morgan Friberg
Sr. Marketing Manager



Peggy Anne Salz
Lead Analyst / Founder



Marco Gerlach
Dating App Marketing Expert





Liftoff is a **performance-based, app marketing** platform helping companies drive adoption and **engagement** in mobile apps.



MOBILEgroove

A top 50 ranked influential technology destination, providing editorial content, in-depth analysis and custom research for the global mobile industry.

Forbes

Harvard
Business
Review

VentureBeat

POCKET
GAMER.biz

Mobile Trend GmbH is a mobile entertainment service provider primarily focused on the areas of gaming, dating and payment.



yoomee



Flirddy

Dating Apps

Trends & Benchmarks





MOBILE DATING

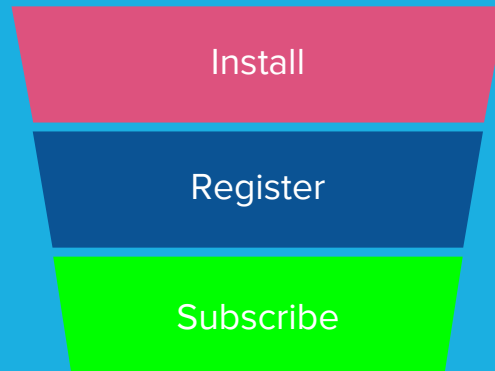
User Acquisition Trends and Benchmarks



liftoff.io/resources/

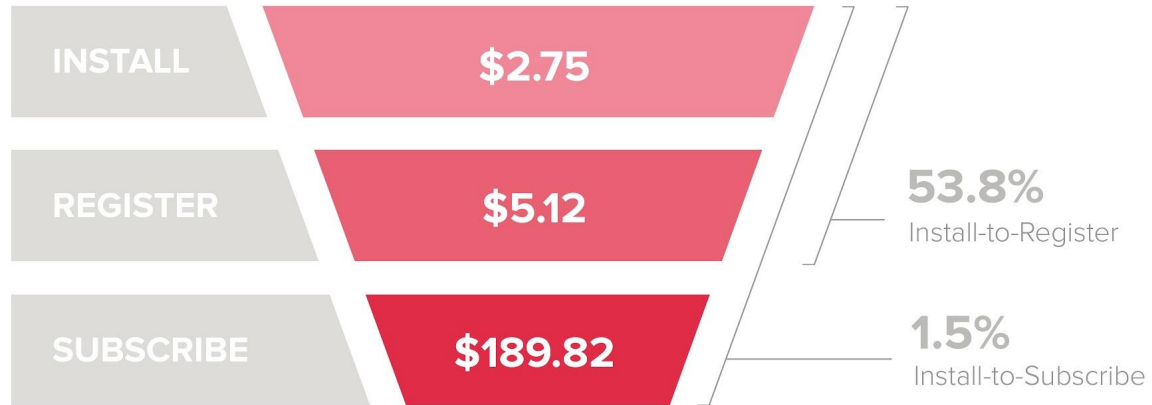
Overall

Costs & Conversions

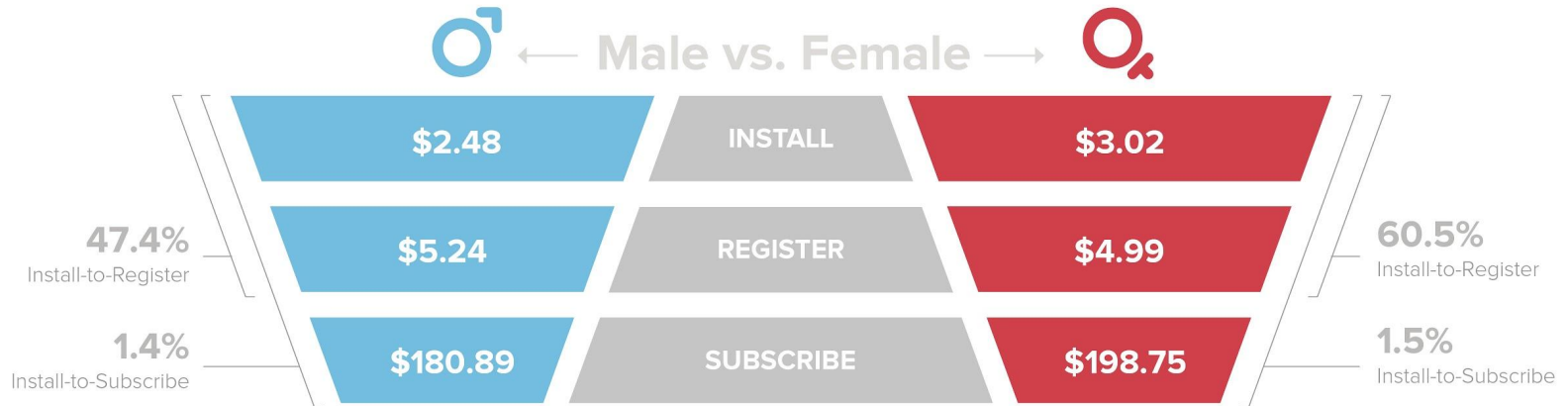


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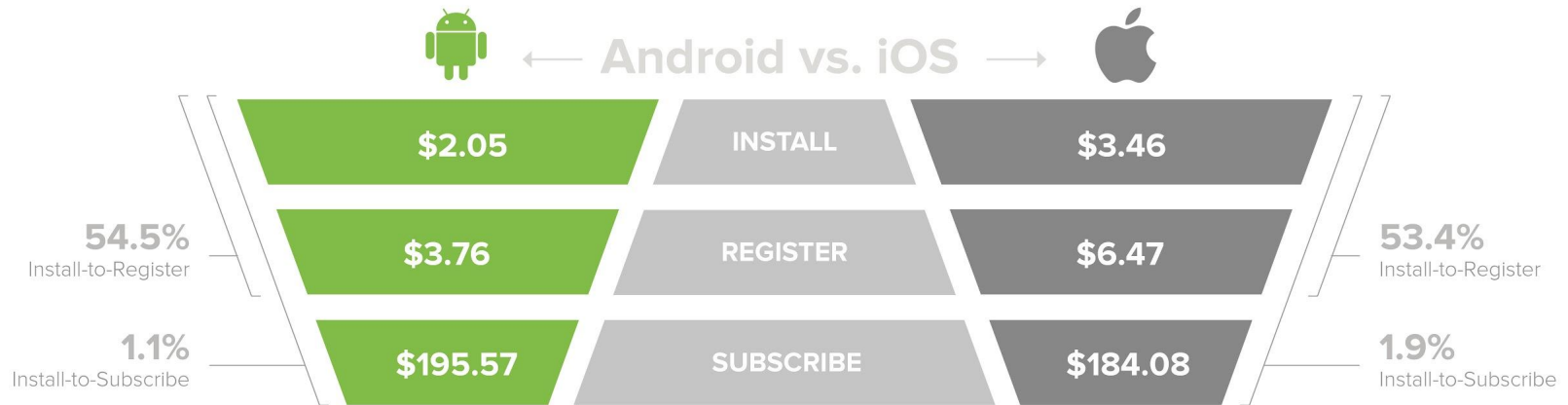
Cost & Conversion Rates per Action



Cost & Conversion Rates by Gender

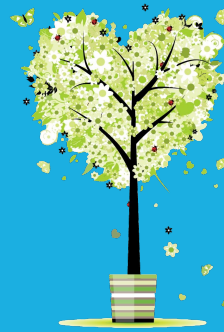


Cost & Conversion Rates by OS



Seasonal

Trends & Benchmarks



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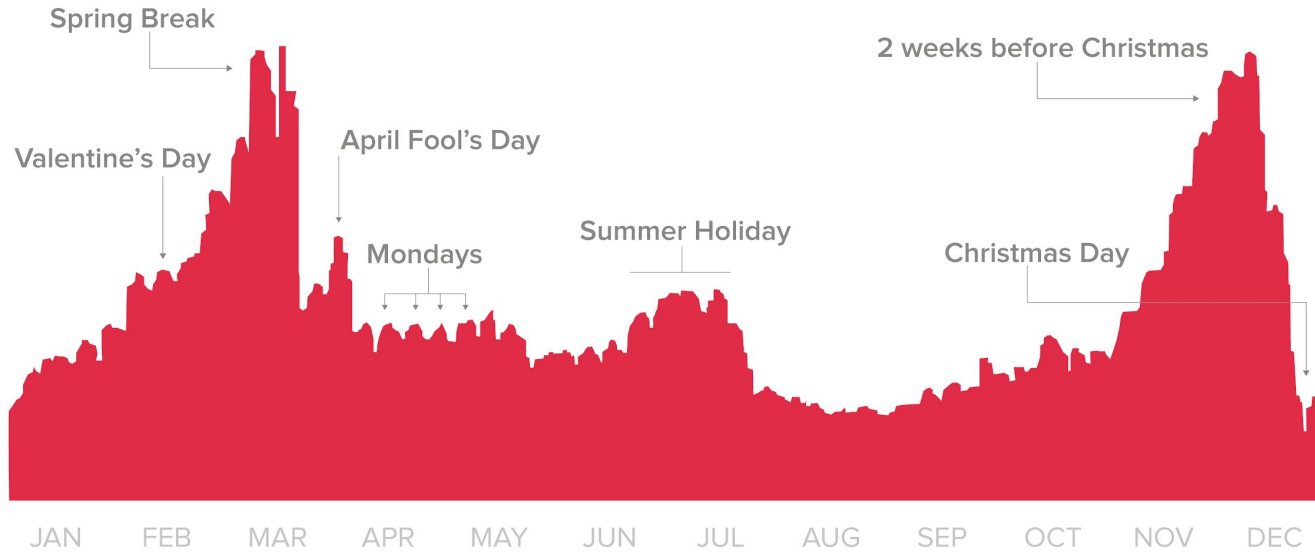
Average Monthly Cost per Install



Register: Monthly Cost & Conversion Rates



The Facebook Breakup Chart



Subscribe: Monthly Cost & Conversion Rates



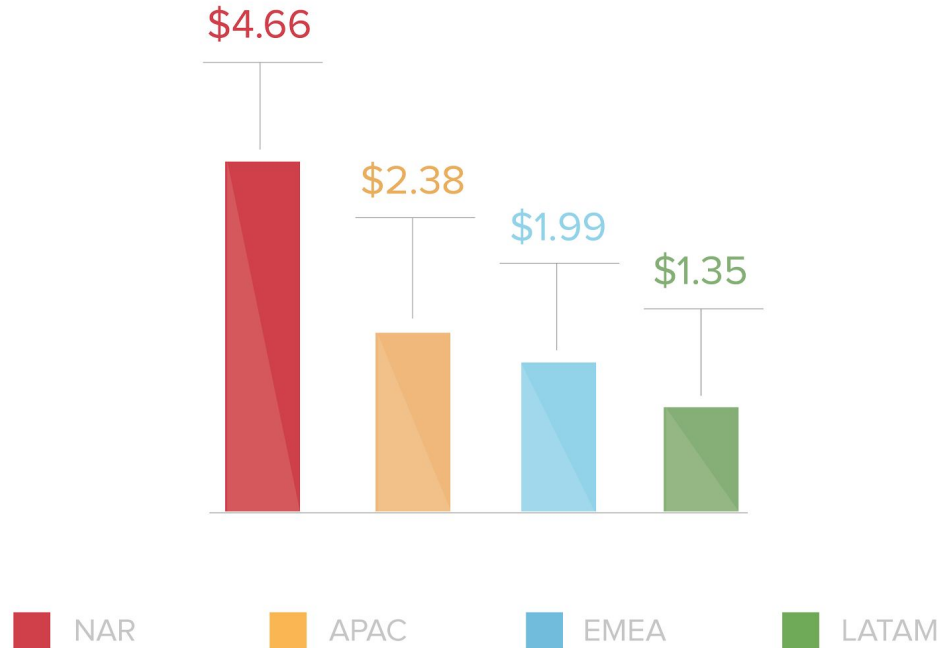
Regional

Trends & Benchmarks

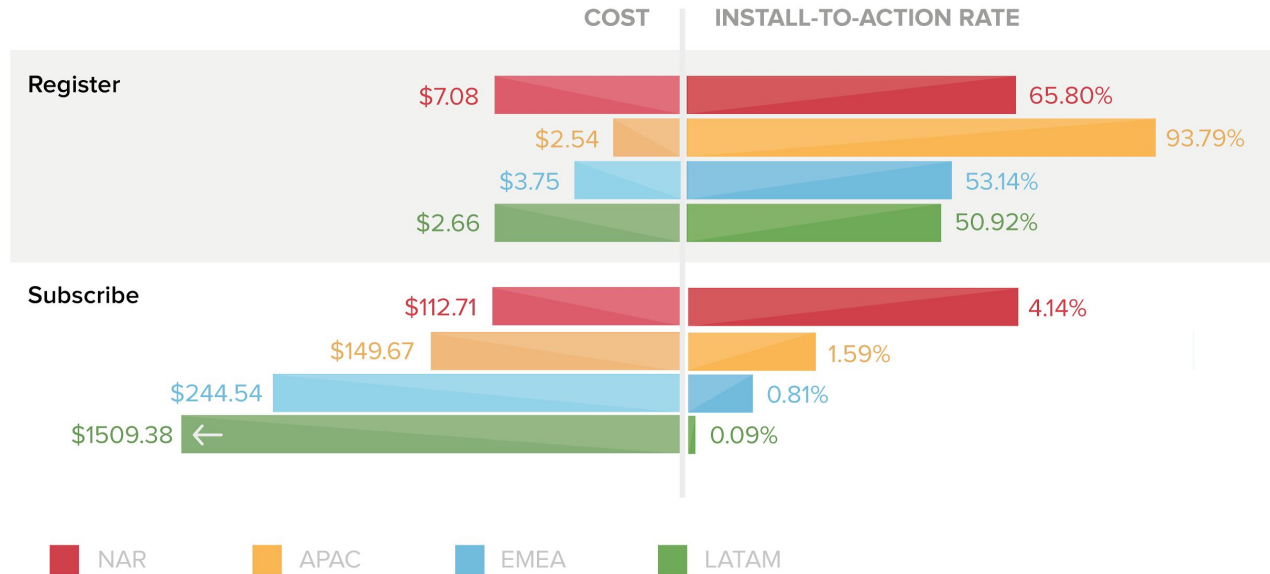


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Install Cost by Region



Register & Subscribe by Region



Q&A

Submit your questions!



Thanks!



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MOBILE DATING

User Acquisition Trends and Benchmarks



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