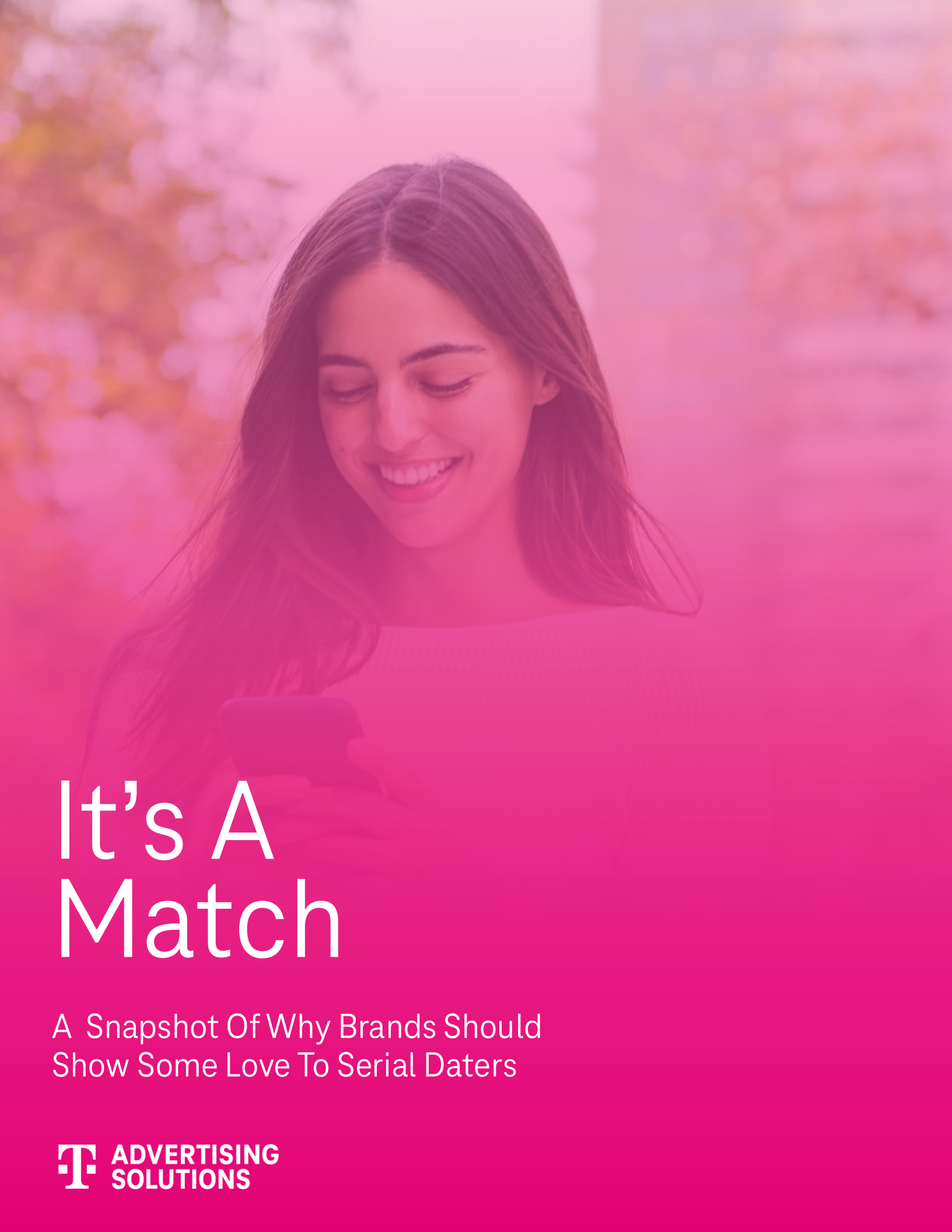


It's A Match

A Snapshot Of Why Brands Should Show Some Love To Serial Daters

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Hey Brands! Are You On ‘The Apps’?

Daters are investing twice as much on style and grooming as they are in fitness. It is time for beauty and retail brands to jump in and capture a high-spending audience that is ready to invest in themselves.

1/3

Nearly one-third of daters **prioritize clothing, grooming, and beauty treatments** over all other expenses



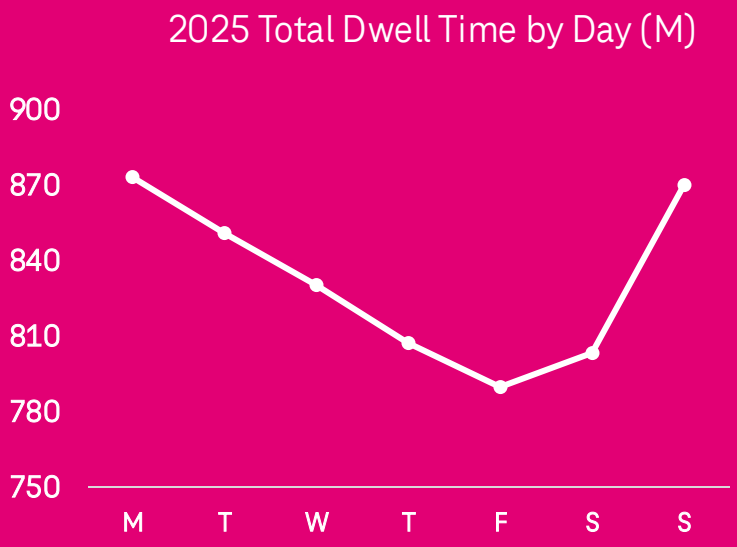
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Source: DatingNews.com



Weekends Mean Less Screen & More Seen.

Swiping is primarily a ritual of anticipation. App dwell times peak early in the week as singles queue up prospects and secure commitments, culminating in a drop-off on Friday when matches finally move offline.



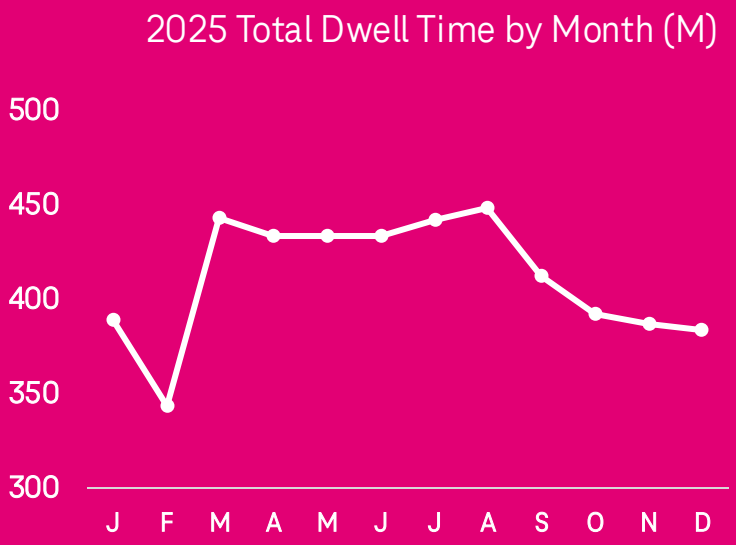
+11%

Dwell time on Monday's peak is 10.5% higher than Friday’s low

Source: T-Mobile App Insights - Hinge

Spring Flings & Cuffing Season Have Real Chemistry.

Dating app behavior spikes right along with the temperature. Singles emerge from hibernation in March and keep their screens ablaze all through the warmer months before cozying up for the holidays.



+15%

Increase in dwell time from the January low to the July peak

Source: T-Mobile App Insights - Hinge



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Consumers Don’t Settle Down With Just One App.

Singles don't just limit themselves to one community; they maintain a "digital singles bar" of several active platforms to cast the widest net.

16.6x

Bumble users are over **16x more likely** to also look for love on Tinder.

Source: T-Mobile App Insights

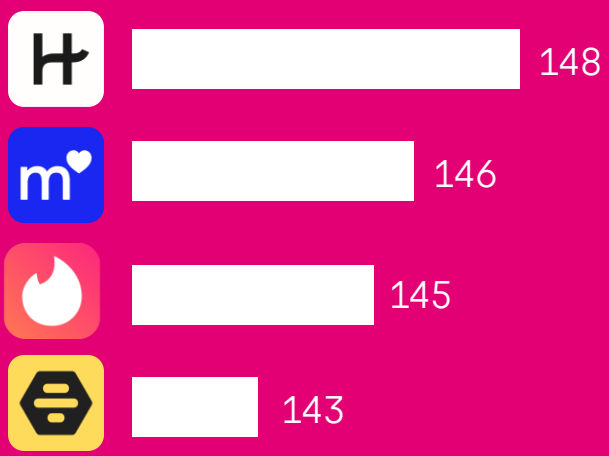


Am I Being Catfished? According To The Data, Probably.

Before you fall in love with those magically plumped, filter-boosted lips, remember that your matches across every service are nearly 50% more likely to have a digital airbrush in their back pocket.



Index Of Dating App Users Likelihood Of Also Using Photo Editing Apps



Source: T-Mobile App Insights



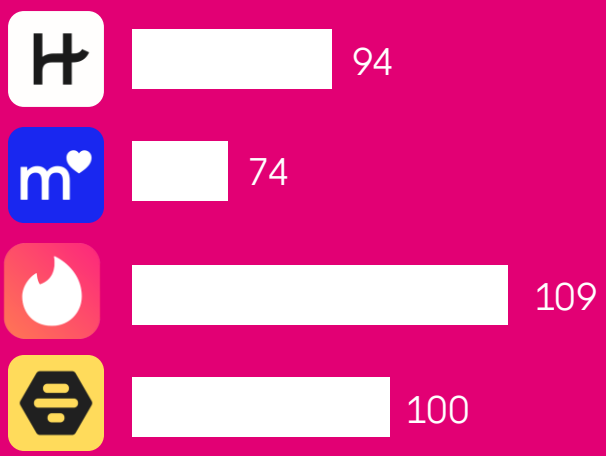
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Looking to Get Lucky? Tinder Is Your Best Swipe.

Not all dating app audiences are looking for the same type of connection. Leveraging Circana transaction data, we can see which dating service users are the most ‘active’ (and the safest).



Index Of Dating App Users Propensity To Be High Purchasers Of Sexual Health Products



Source: T-Mobile App Insights

Ready For Singles To Fall In Love With Your Brand?

Understanding consumer rituals is just the first kiss. With T-Mobile Advertising Solutions, brands can leverage these behavioral insights to reach high-intent audiences precisely when they are ready to engage, invest, and step out in style.

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