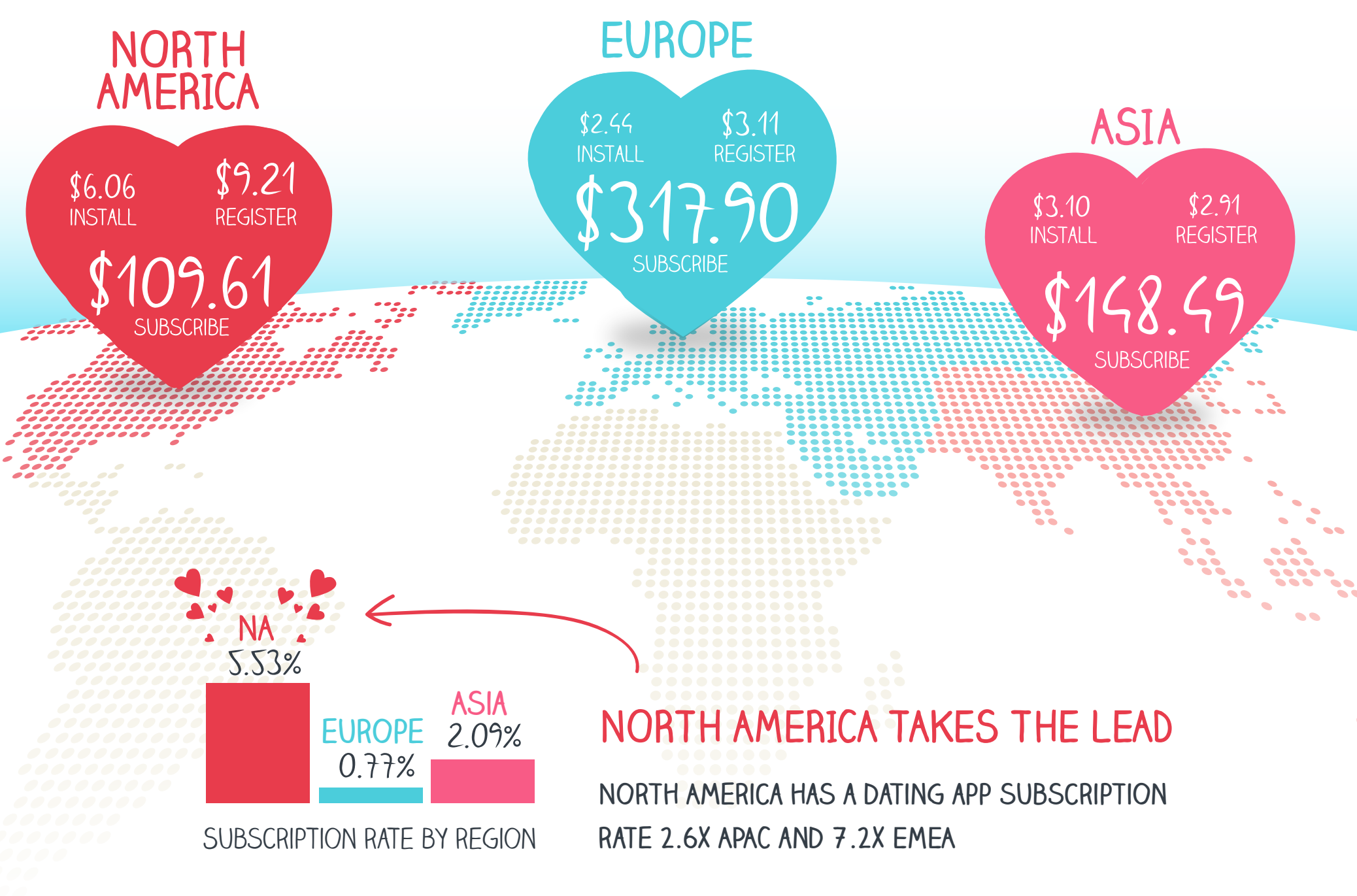


Mobile dating apps have absolutely transformed how society seeks romantic relationships. Pew Research Center reports 15% of American adults claim they've used online dating sites and/or mobile dating apps

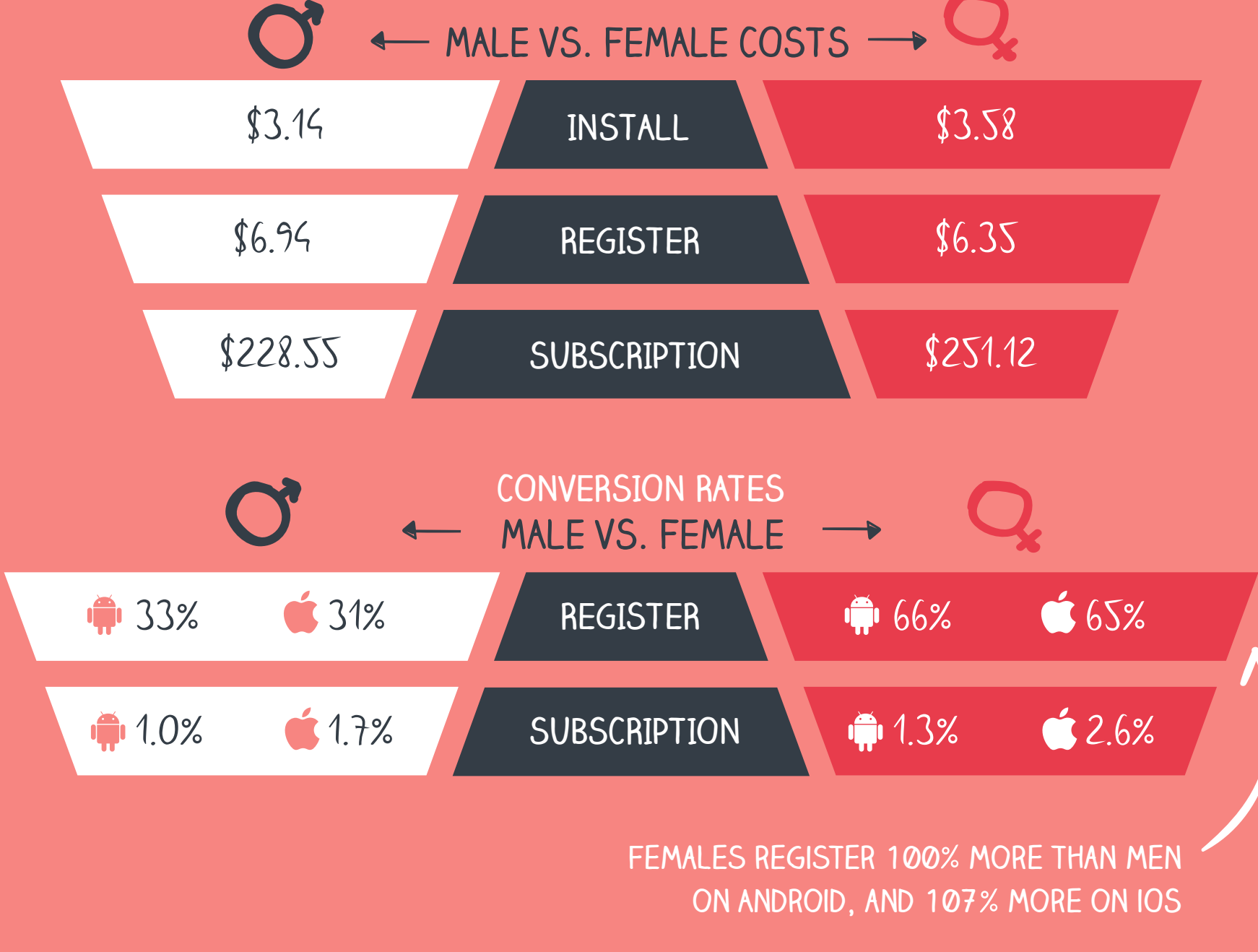
LOVE IS IN THE AIR

User acquisition costs across major regions



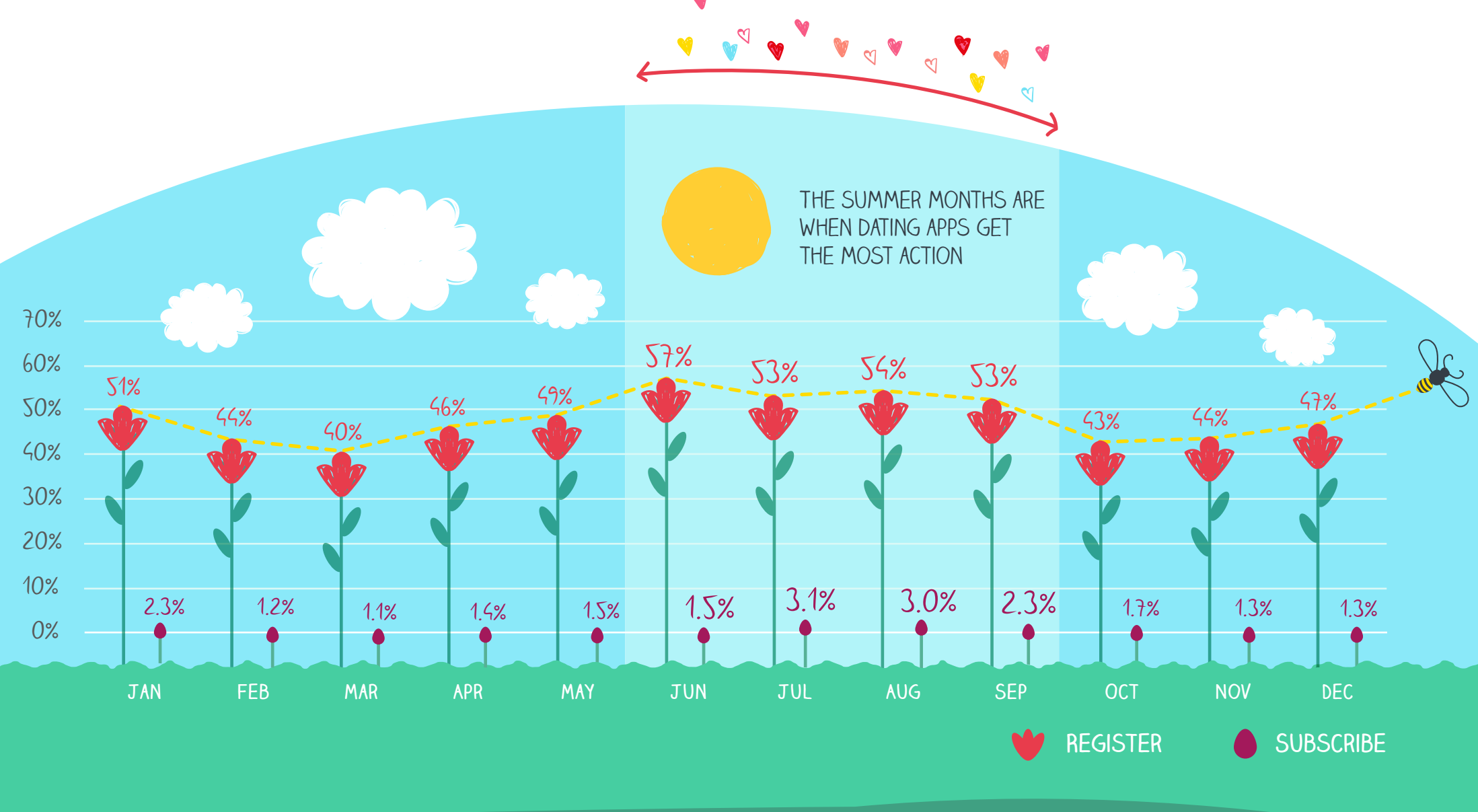
Women Date with Intent

Women may cost more to install, but they are much more likely to register and subscribe than men

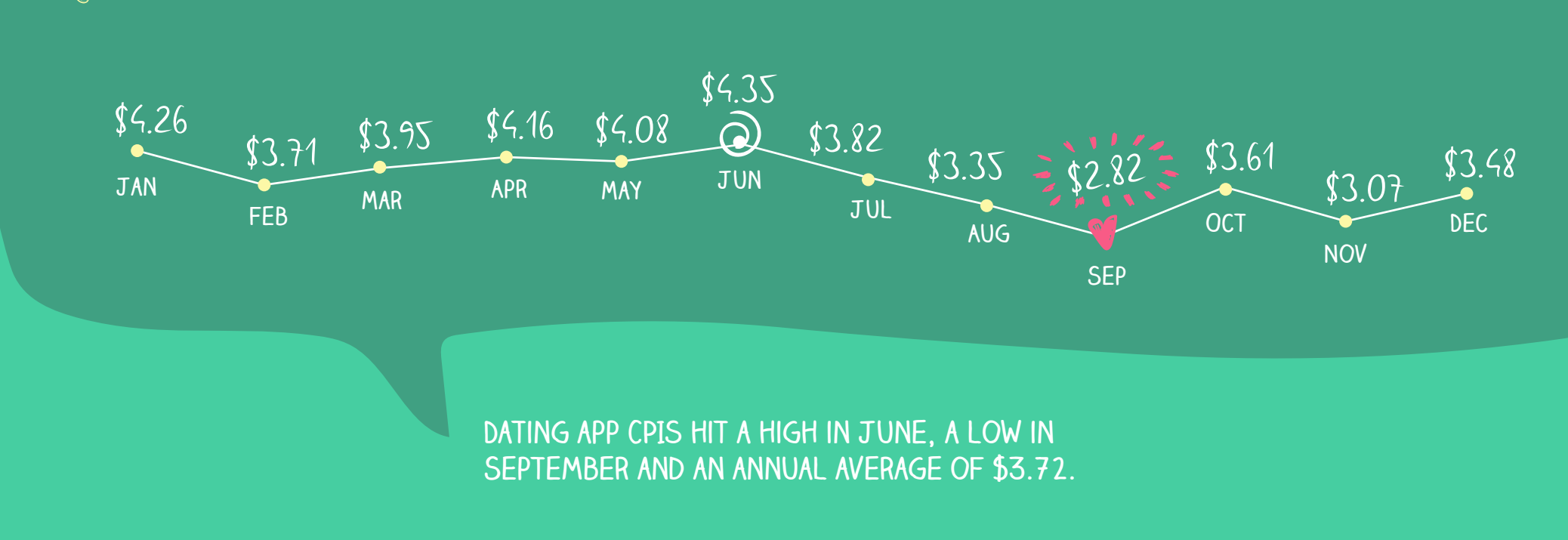


Love Throughout the Year

Conversion Rates for 2016

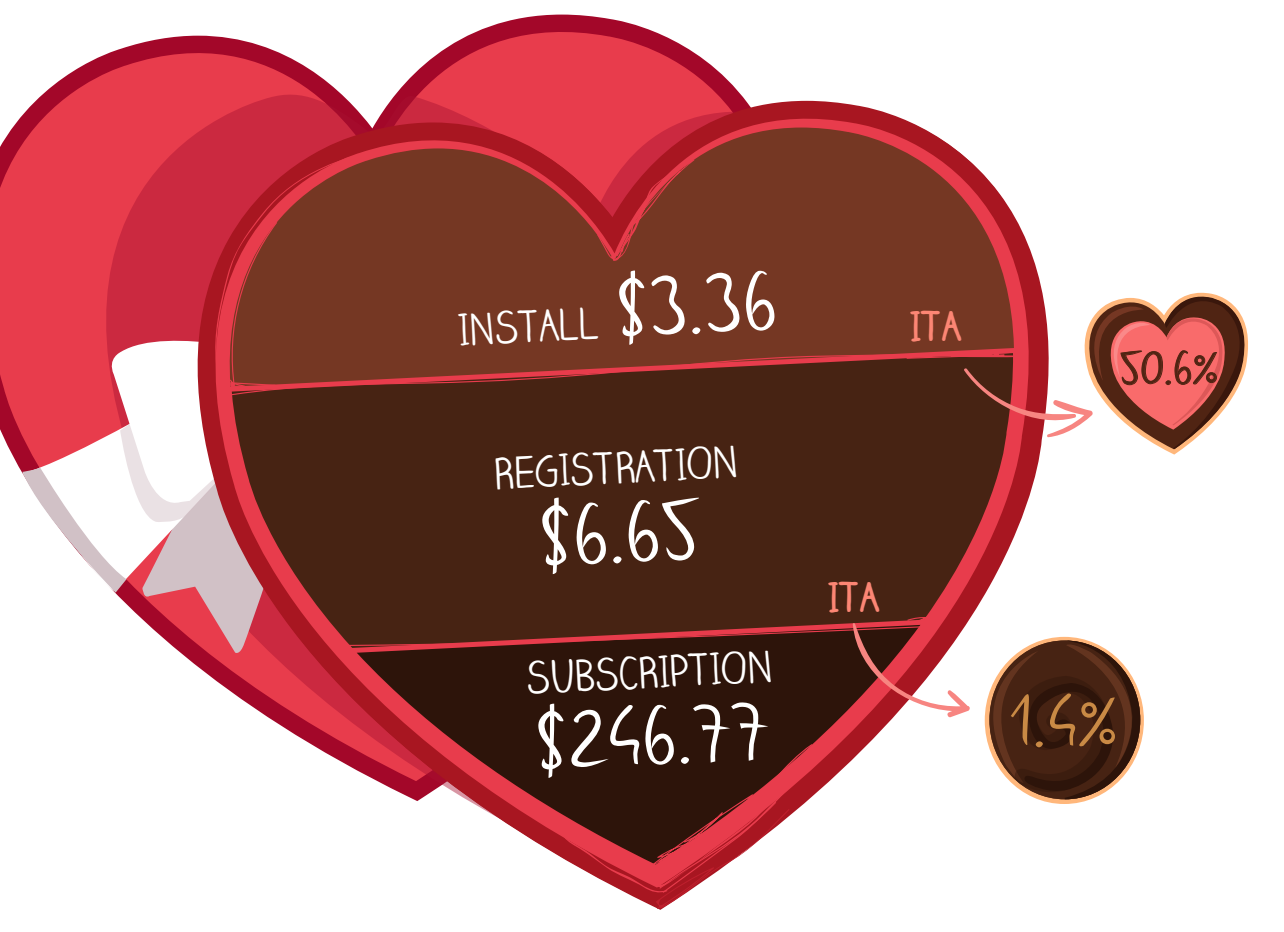


Installs Cost Less in Fall



Overall Costs & Conversion Rates

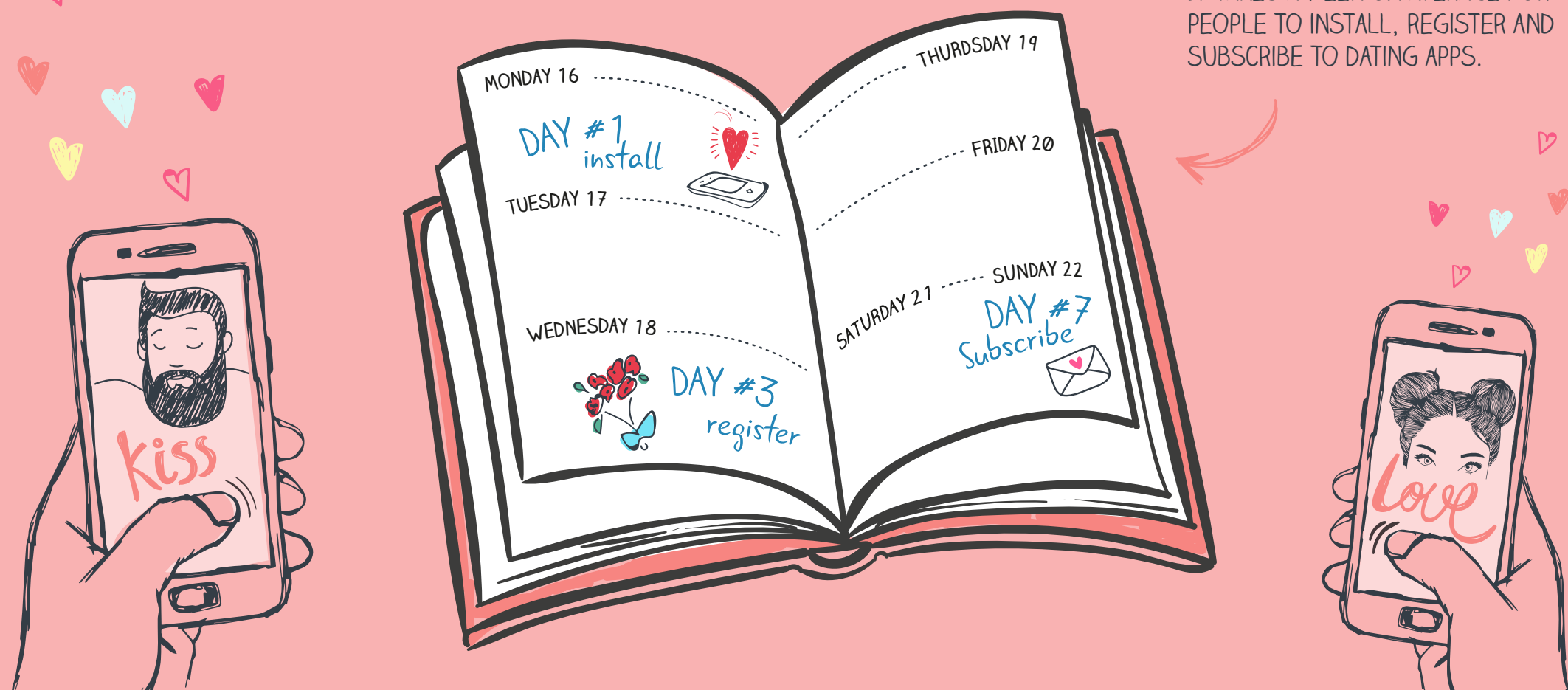
ACROSS ALL GEOS, THERE IS A MAJOR DROP OFF IN ENGAGEMENT FROM REGISTRATION TO SUBSCRIPTION.



Install-to-Action Time

Average Time to Register and Subscribe

IT TAKES A WEEK ON AVERAGE FOR PEOPLE TO INSTALL, REGISTER AND SUBSCRIBE TO DATING APPS.



THEY SAY, "LOVE IS THE UNIVERSAL LANGUAGE." WITH HARD DATA AT HAND, WE DECIDED TO TEST THE VALIDITY OF THE AGE-OLD STATEMENT. LIFTOFF HAS EXAMINED NEARLY 3 BILLION DATING APP AD IMPRESSIONS ACROSS 1+ MILLION APP INSTALLS AND 3.4 MILLION POST-INSTALL EVENTS OVER THE ENTIRE YEAR OF 2016.