2022

Dating Apps Report 😍

LOVE IS IN THE APP
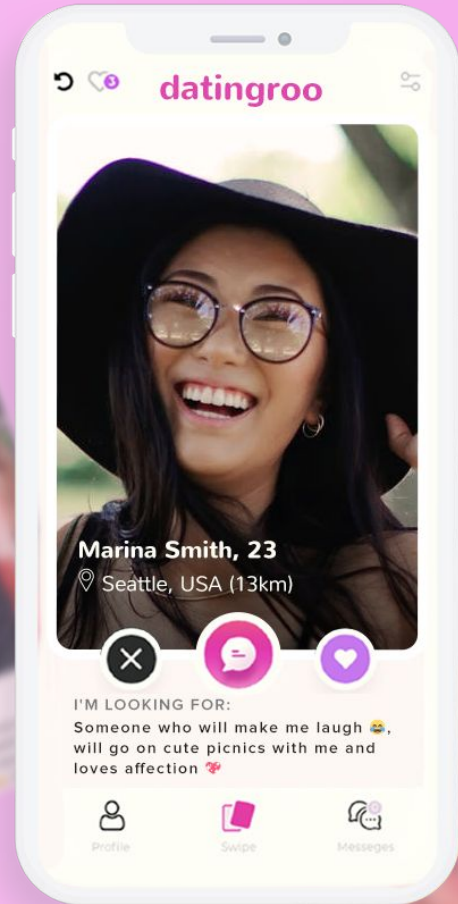
datingroo

Marina Smith, 23
Seattle, USA (13km)

I'M LOOKING FOR:
Someone who will make me laugh 😂, will go on cute picnics with me and loves affection 💘

Profile   Swipe   Messeges

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Contents

Introduction

Since their debut in the early 2010s, dating apps have transformed the art of matchmaking. Although recent measures to contain COVID-19 have disrupted dating habits, interest in the apps themselves remains high. During the pandemic, there were an estimated 270 million dating app users worldwide. As mobile device usage and internet connection continue to expand, this number is only expected to grow. Analysts predict that the global market for mobile dating apps will surpass $8.4 billion by 2024.

As dating apps become more popular, marketers inevitably face new challenges. To stay competitive, apps need to stand out (much like their users). But this can be tricky: dating apps often have similar features, and product owners have fewer ways to differentiate their apps. Monetization is also difficult. Most users prefer to swipe for free, and some may not see the benefit of making in-app purchases.

To grow, marketers need innovative strategies. Finding them begins with the right insights. Liftoff draws on data that spans 29 billion impressions and 13 million installs to offer a closer look at the costs and engagement rates for in-app actions in popular dating apps. The resulting insights will help marketers drive performance and tap into a rapidly flourishing market.
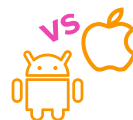
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Report Highlights

User Acquisition

Across all regions, Cost-per-Install (CPI) averaged $2.65, and the cost for in-app purchases averaged $49.93. There is a 50% drop-off in engagement between install and registration.

Android vs. iOS

iOS users cost more to acquire, but they're 2x more likely to make a purchase than Android users. The cost for Registration is about the same for both iOS ($5.26) and Android ($5.29). iOS users are more likely to register.

Monthly Trends

Between November 2020 and October 2021, CPIs more than doubled, increasing from $2.21 to $4.57. Purchase rates dipped to an annual low of 3.13% in May 2021 but steadily increased to 9.58% by October.

Regional & Country-Specific

Across EMEA, NAR, and APAC, European users cost the least per install ($2.02) but the most per purchase ($116.51). US users purchase at higher rates (2.17%) and lower costs ($35.93).
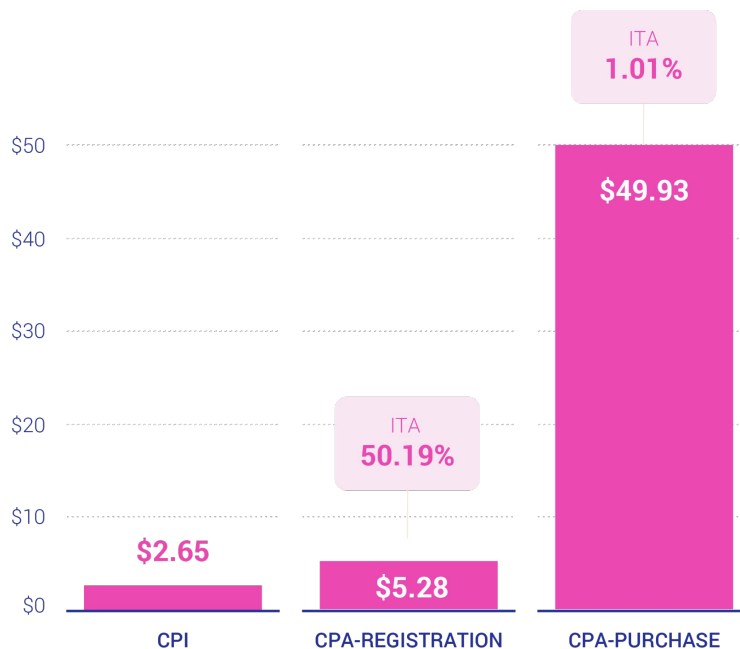
User Acquisition Benchmarks

Do you believe in love at first swipe?

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With registration rates averaging 50%, marketers who can help users bridge the onboarding gap have a lot to gain.

Cost and Conversion Rates

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Creatives should appeal to users' desires or end goals when using an app. In dating, people seek human connections. So it's no surprise that a creative with a happy couple or a successful date performs better than a UI-focused one.

Solange Baki
Senior Growth Marketing Manager

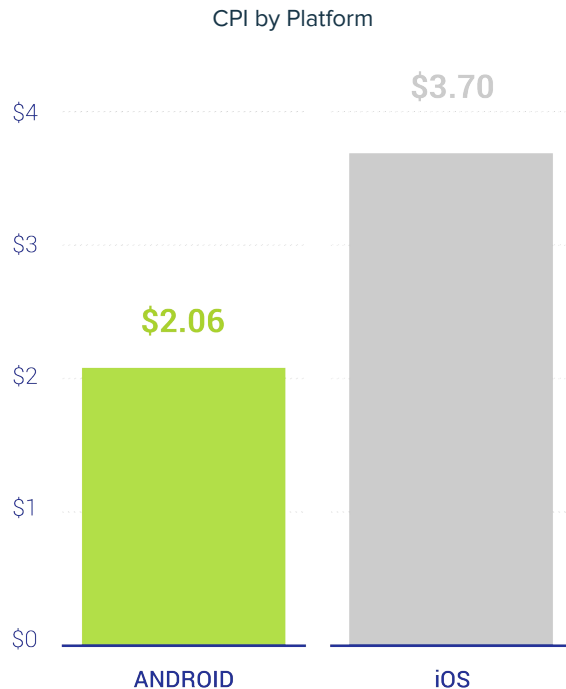bumble

Read the full interview

Android vs iOS

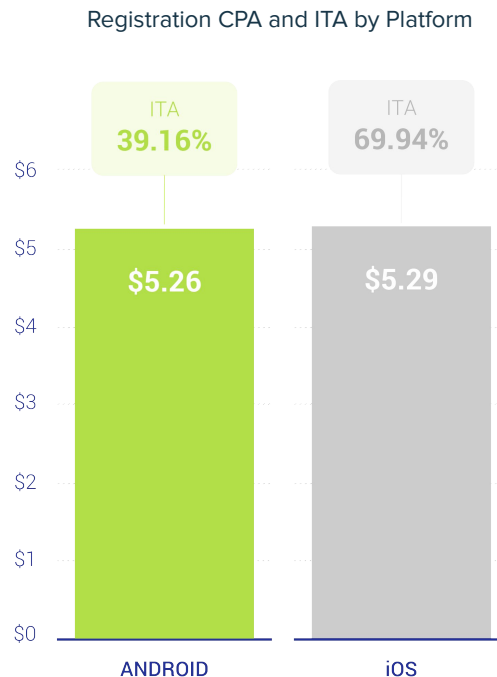**Torn between two platforms**

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At $2.06, Android users looking for connections are almost 2x less expensive per install than iOS users ($3.70).

CPI by Platform

$3.70

$4

$2.06

$3

$2

$1

$0

ANDROID

iOS

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iOS users have a higher registration rate (over 79%) than Android users. The cost per registration is about the same.

Registration CPA and ITA by Platform

ITA
39.16%

ITA
69.94%

$6

$5

$5.26

$5.29

$4

$3

$2

$1

$0

ANDROID

iOS

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iOS users are 2x more likely than Android users to make a purchase. Android users also cost more per purchase ($52.17 vs. $47.19).

Purchase CPA and ITA by Platform

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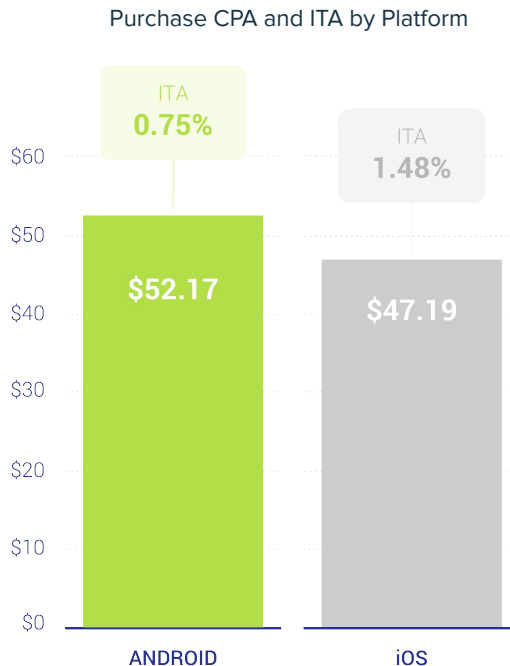
Monthly Trends

Finding a match for all seasons
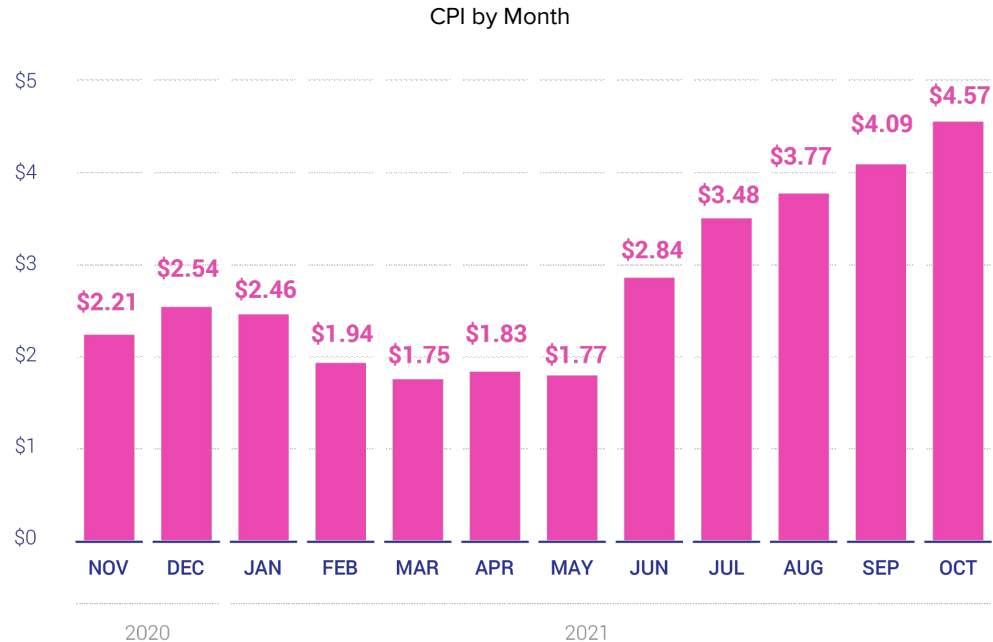
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From 2020 to 2021, CPIs more than doubled from $2.21 to $4.57. From June to October 2021, they increased steadily by 12.8% month-to-month.

CPI by Month

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App registration rates dipped between March and July but bounced back and peaked in September (62.30%). Cost for registrations peaked in July ($12.56).

Registration CPA and ITA by Month

■ CPA-REGISTRATION   ♥ ITA-REGISTRATION

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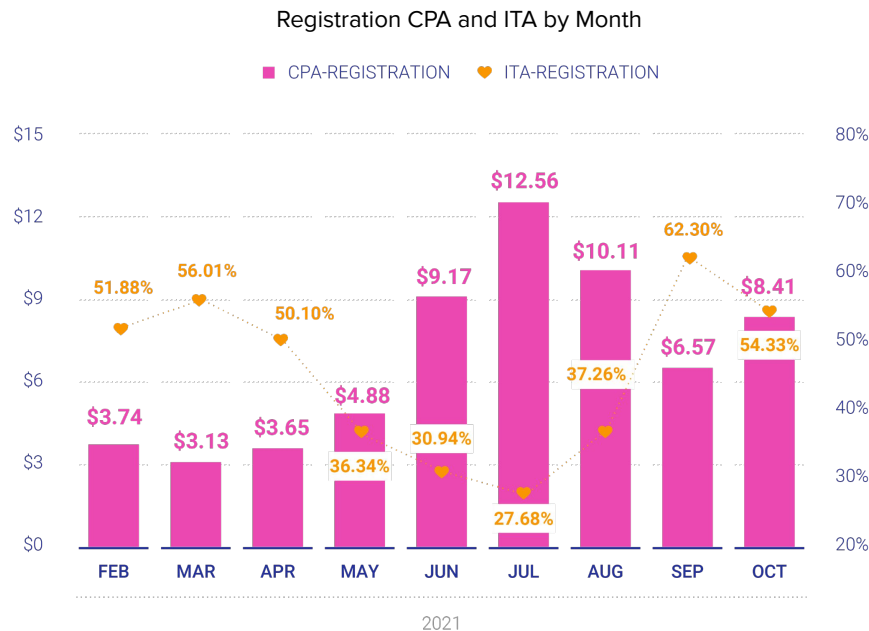
Costs per purchase have been falling all year, reaching $47.65 in October. This dovetails with rising purchase rates, which peaked near 10% in October.

Purchase CPA and ITA by Month

■ CPA-PURCHASE   ♥ ITA-PURCHASE

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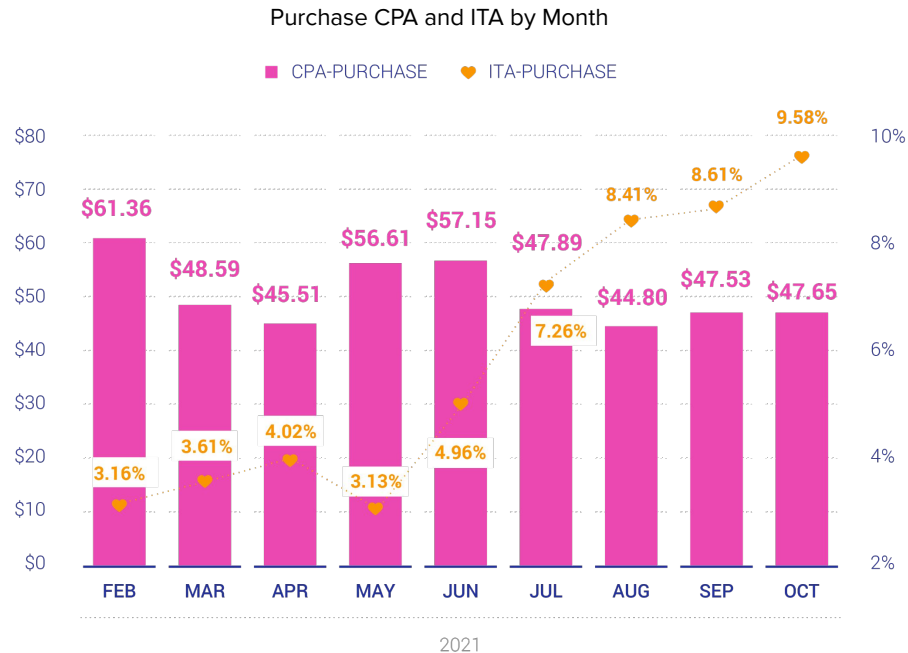
Region and Country Trends

Love is a universal language

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European users cost the least per install ($2.02) but the most per purchase ($116.51). North American installs cost more ($3.55), but users are more likely to register (80%) and purchase (2.33%).

Cost and Conversion Metrics by Region

APAC

$120
$100
$80
ITA 0.66%
$60 $62.41
$40 ITA 41.44%
$20 $9.29
$0 $3.85

CPI   CPA-REGISTRATION   CPA-PURCHASE

EMEA

ITA 0.41%
$116.51
$120
$100
$80
$60
$40 ITA 47.75%
$20 $4.23
$0 $2.02

CPI   CPA-REGISTRATION   CPA-PURCHASE

NAR

$120
$100
$80 ITA 2.23%
$60
$40 ITA 79.78% $35.70
$20 $4.45
$0 $3.55

CPI   CPA-REGISTRATION   CPA-PURCHASE

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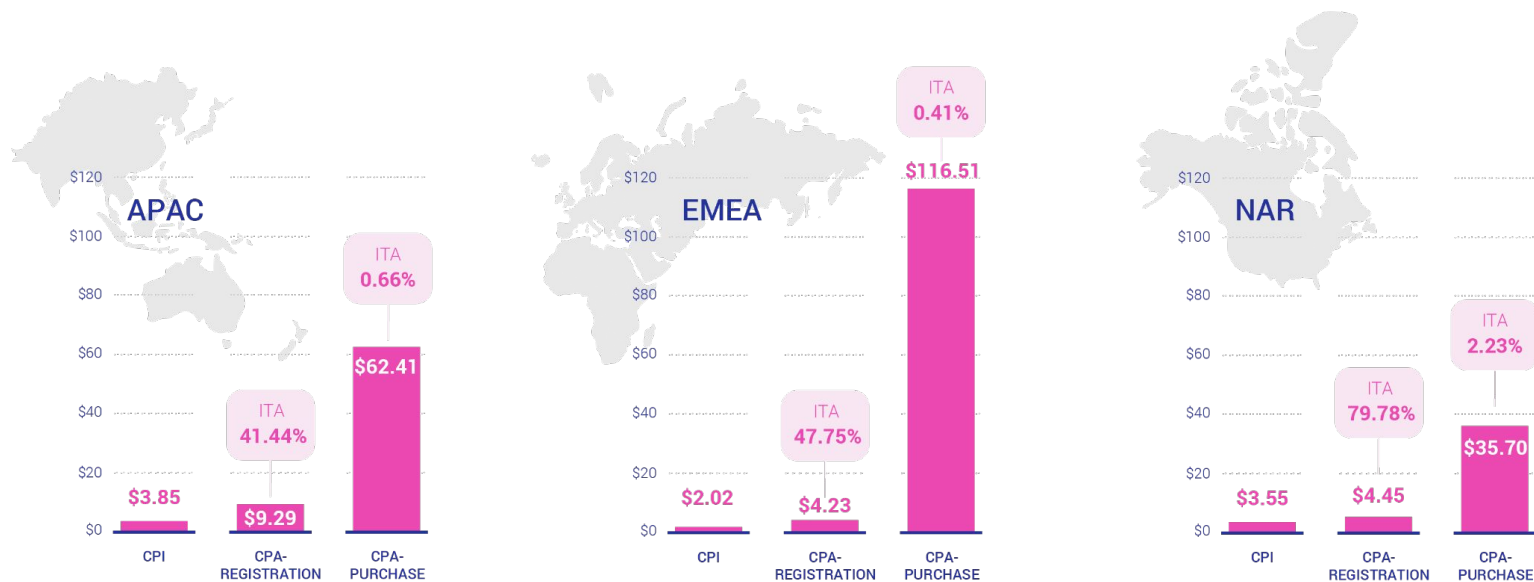
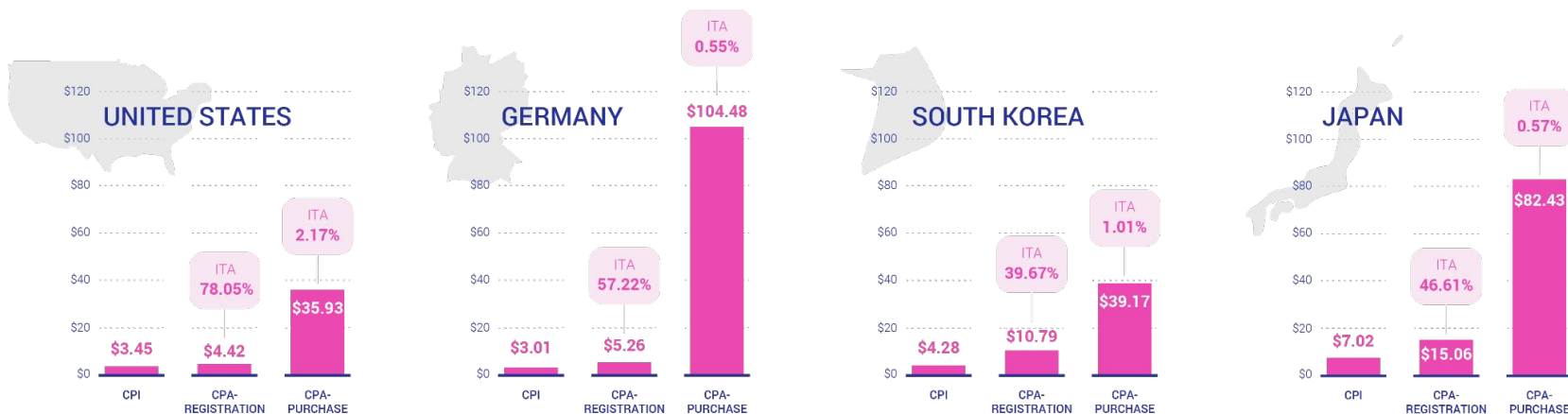# German and Japanese users have comparable ITA-Purchase rates (0.55% vs. 0.57%), but Japanese users cost much more per install ($7.02 vs $3.01).

Cost and Conversion Metrics by Country

UNITED STATES

CPI	CPA-REGISTRATION	CPA-PURCHASE
$3.45	$4.42	$35.93
	ITA 78.05%	ITA 2.17%

GERMANY

CPI	CPA-REGISTRATION	CPA-PURCHASE
$3.01	$5.26	$104.48
	ITA 57.22%	ITA 0.55%

SOUTH KOREA

CPI	CPA-REGISTRATION	CPA-PURCHASE
$4.28	$10.79	$39.17
	ITA 39.67%	ITA 1.01%

JAPAN

CPI	CPA-REGISTRATION	CPA-PURCHASE
$7.02	$15.06	$82.43
	ITA 46.61%	ITA 0.57%

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Mobile dating is a crowded space, and strategies get copied quickly. Make sure your messaging focuses on unique value propositions for your audience.

Takahiro Motegi
CMO

Diverse

Read the full interview

Made with Love

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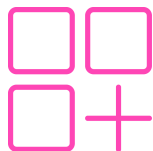
Made with love by the Liftoff-Vungle Marketing team

LIFTOFF

Notes on the Report

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Methodology

Date range: 1st November 2020 – 1st November 2021

79	**29 B**	**201 M**	**13.7 M**	**6.5 M**
Apps	Impressions	Clicks	Installs	Events

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WHO IS LIFTOFF?

Liftoff is a complete mobile app marketing platform that helps companies acquire and retain high-quality app users at scale. We use unbiased ML to find all the best users for your app, creative tech to deliver the most engaging ad experience, and a unique cost per revenue model to optimize for your LTV goals.

Liftoff is proud to be a long-term partner to leading brand advertisers and app publishers since 2012. Headquartered in Redwood City, Liftoff has a global presence with offices in New York, Berlin, London, Paris, Singapore, Seoul, and Tokyo.

WHO IS VUNGLE?

Vungle is the trusted guide for growth and engagement, transforming how people discover and experience apps.

Vungle's data-optimized ads run on over 1 billion unique devices to drive engagement and increase returns for publishers and advertisers ranging from indie studios to powerhouse brands, including Rovio, Pandora, and Microsoft. The company is headquartered in San Francisco and has offices worldwide in Los Angeles, London, Berlin, Beijing, Tokyo, Seoul, and Singapore.

www.liftoff.io

www.vungle.com