

It's a Match: Appness Helped Dating Startup SweetMeet Stand Out and Increase Revenue by 175%



“As a rule, dating apps have a choice: either build up expertise internally, which takes a lot of time, or hire a freelance specialist and rely on their experience, which is risky. Appness stands out as a credible Facebook add-on with extensive expertise, a clear methodology and a transparent toolkit. We knew that we could accomplish our custom goals with them, but in the end, in addition to the definite volume of installs, we also got meaningful expertise in driving traffic.”

- Pavel Yuriev, Traffic Optimization Manager at SweetMeet

INDUSTRY Dating

COMPANY SweetMeet



SweetMeet is a popular multi-platform dating app that connects thousands of users every day. Launched in May 2016, the project has now reached almost 1 million app downloads. The mechanics of SweetMeet are pretty simple: users can show interest in potential partners within their local area, and if the interest is mutual both users receive a notification “match” and are then allowed to send private messages to each other. The app is free to download and offers an optional VIP package with a free 7-day trial.

ABOUT APPNESS

Appness recognizes the challenges businesses face in implementing Facebook ad campaigns and maintaining a consistent creative strategy. To address this, Appness has developed a revolutionary platform that provides mobile advertisers with access to the human cloud: freelance creative teams and media buying talent ready to share their creatives and local expertise. Headquartered in Cyprus, Appness currently works with over 1000 media buyers and more than 100 advertisers worldwide.

THE BUSINESS CHALLENGE

✔ Audience outflow

Paradoxical as it may sound, the better a dating app is, the faster its audience goes away. There is a simple rationale for this: people meet, fall in love and remove their profiles because they no longer need them. So every advertiser in the dating industry faces the same old task: attracting fresh blood to the app and keeping the audience’s interest piqued.

✔ Lack of human resources

In this oversaturated market, every new project requires constant investments to survive. And this includes significant infusions of money and time in advertising to maintain the user base at the desired level and beat the competition. As SweetMeet’s in-house team was focused on product development, they could not be involved in the advertising process full-time. Therefore, they needed an outsourced service to handle increasing amount of work.

✔ Snap to location

The world of dating apps follows an immutable principle: people are more interested in meeting in person than to just talk using the built-in chat features. When tapping into new GEOs, SweetMeet realized that the probability of instantaneous user growth in these countries was literally zero. To drive traffic effectively, they had to find a partner with strong local expertise.

THE APPNESS SOLUTION

SweetMeet turned to [Appness](#), a platform for Facebook mobile advertising, to improve user engagement in English-speaking locations while increasing the percentage of paying users.

As Pavel Yuriev, Traffic Optimization Manager at SweetMeet explained: “Once we began advertising our app on Facebook, we turned to Appness, as we had heard about this platform from our colleagues and had great confidence in their experience.”

At that time, one of the main issues for the company was to get a foothold in new GEOs without exceeding their user acquisition budget.

“We wanted to test various GEO locations,” Pavel said, “since we were interested in a few particular cities within our target markets: London and several cities in the UK, two cities in the US and two cities in Australia. With Appness, we managed to run such a flexible test and get accurate

CHALLENGE

A dating app, no matter how good it is, requires large-scale and constant advertising activity from the very beginning in order to succeed. The challenge for SweetMeet, as for any location-based app, was to assemble a motivated and high-converting audience in targeted cities who could afford to upgrade to the VIP account and thereby cover the company's advertising expenses. However, their in-house resources were focused on product development rather than advertising, so the company had to turn to outsourcing to make sure these tasks were performed well.

SOLUTION

SweetMeet used the Appness platform to acquire new users from different locations while increasing the percentage of paying users. Appness experts conducted detailed split testing of hundreds of creatives with various targeting settings to arrive at 150 final versions, then put them in rotation in order to keep the advertising fresh. Thanks to the local expertise and knowledge of Appness, SweetMeet succeeded in increasing its volume of conversions and learned a wide range of traffic acquisition strategies.

RESULTS

- ✔ SweetMeet launched the app in 3 English-speaking countries (UK, US and Australia)
- ✔ The percentage of conversions to VIP level is above the KPI
- ✔ In one year of collaboration, the total revenue of SweetMeet increased by 175%

data. Thanks to their detailed feedback, we were able to compare the performance of ad campaigns in different locations and choose the ones that produced positive results to continue investing in those.”

In close collaboration with the SweetMeet team, Appness launched several mobile app install campaigns, implementing a range of targeting tactics and conducting frequent multivariate testing to optimize the results for better performance.

Based on their experience, Appness experts knew that Facebook ads must cater to an extremely short attention span. With this in mind they came up with a carousel ad with a simple design: a smartphone screen with a series of portraits of beautiful smiling girls or guys, depending on gender of the user. The montage of creatives included 150 selected variations and five ads in every ad set that were constantly refreshed to maintain a high level of user engagement.

In order to achieve the widest possible reach, Appness tested broad targeting and lookalikes based on the statistics provided by the client. While most advertisers use a 1% lookalike, Appness experts tested different variations from 2% to 7%, and this bore fruit in the form of conversions.

In the [Appness Performance Dashboard](#), the SweetMeet team had access to comprehensive statistics on which creatives perform well and which are not so successful. This helped them understand their own business model and investigate the needs and preferences of the target audience to see what product changes might be needed.

“In all honesty,” Pavel added, “when working with 3rd-party agencies, we almost always get a “black box”, especially when it comes to making money from traffic arbitrage. The Appness system is different: we can track every single dollar spent and evaluate the return on our advertising investments.”

THE RESULTS

- ✔ SweetMeet successfully entered several new locations in English-speaking countries (specifically: New York, Los Angeles, Sydney, Melbourne and London)
- ✔ The percentage of conversions from installs to VIP throughout the collaboration period with Appness is above the company's KPI
- ✔ In the year following the launch, the total revenue of the app grew by 175%

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Global Partners

