

The dating app

designed to be deleted.®

# Hinge



# The Challenge

## Revenue Improvement

Achieve \$300 million in revenue this year, 50% more than 2021

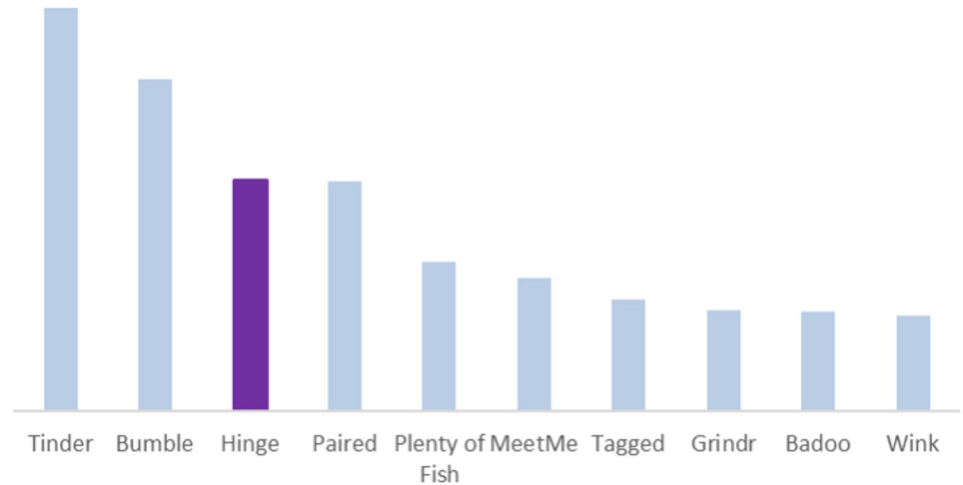
## User Base Expansion

Attract more people to download and try Hinge before conversion to paid user

## Follow-up Campaign

Advertise on Instagram

**3rd** In Market Share and Downloads



Most popular dating apps in the U.S. 2022 by number of downloads

# Effectiveness of Advertisement



## What we have

- Bright color graphics
- A good sense of humor
- Conveyed via a 30 sec video advertisement

## Research Review

## What to consider

- Placement
- Format (video or image)
- Whether to emphasize the benefit

# Research Question

Is the refined advertisement more effective?

## To compare

Proportion of users who click on the advertisements

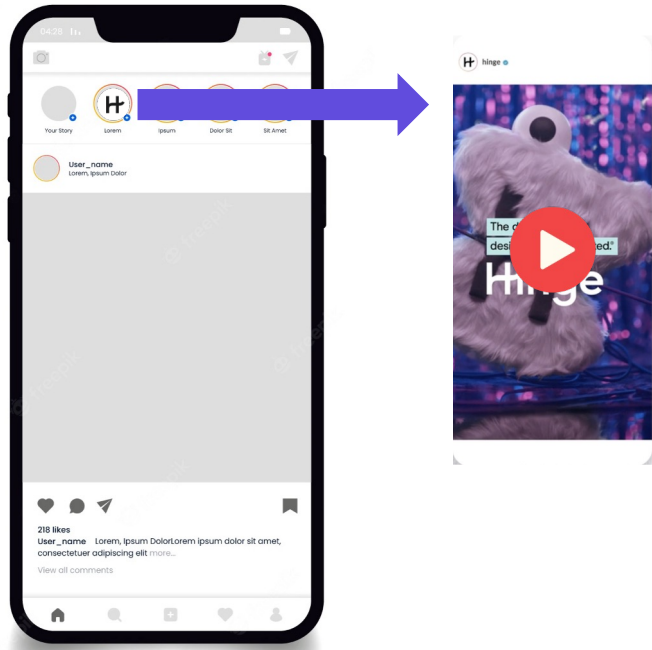


## Other measurements

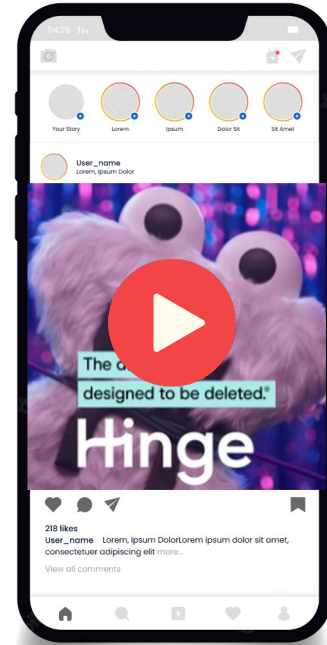
- Proportion of users who liked the advertisement
- Proportion of users who shared the advertisement
- Day and Hour of click
- Number of views
- Age group
- Gender

# Hypothesis 1 - Placement: Story vs Post

Control: IG Story

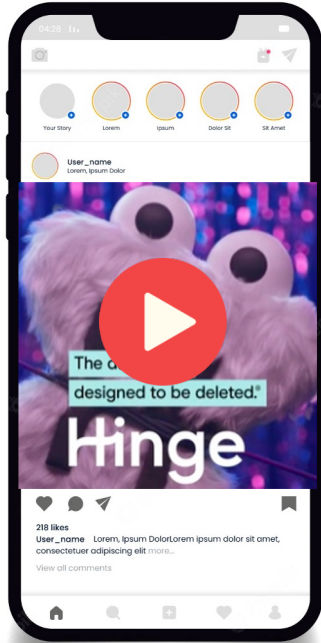


Treatment: IG Post

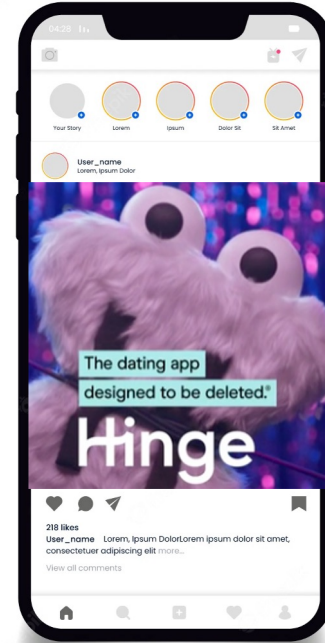


# Hypothesis 2 - Format: Video vs Image

## Control: Video

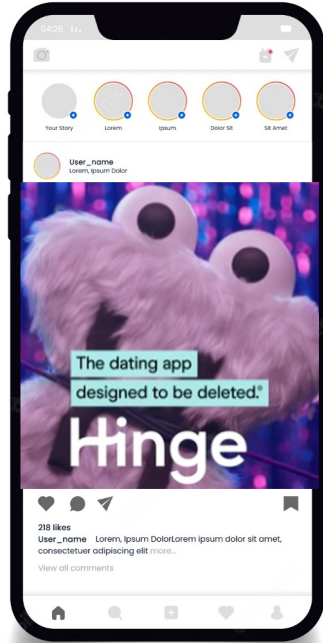


## Treatment: Image



# Hypothesis 3 - Content: Brand vs Benefit

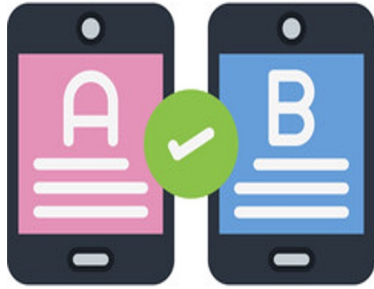
## Control: Branding



## Treatment: Benefit



# Methodology and Procedure



## A/B Testing

### Advertisements

Placement, Format and Content



## Instagram Users in USA

### Simple Random Sampling

2,500 per Group

6 Groups



## Schedule

### Exposure to Advertisement

3 times per day for 2 weeks

(exclude Sunday)



# Findings and Recommendations

## ◆ Placement

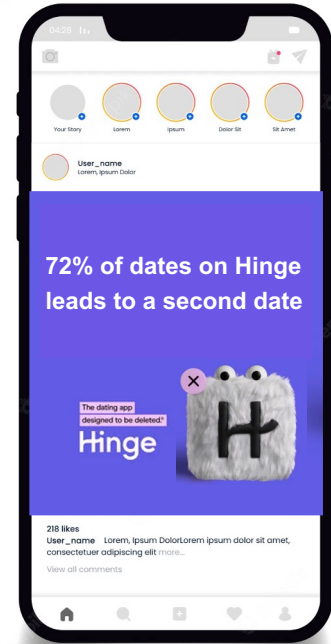
Switch from Instagram Story to **Instagram Post**

## ◆ Format

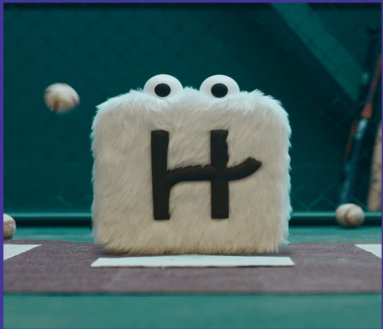
Drop the video and use a **static image**

## ◆ Content

Include the **benefit** in the advertisement



**Final Instagram Advertisement**



**Mission completed. Deleted!**

**Thank You**