

Match.com Rebranding Strategy



Product Management
Case Study

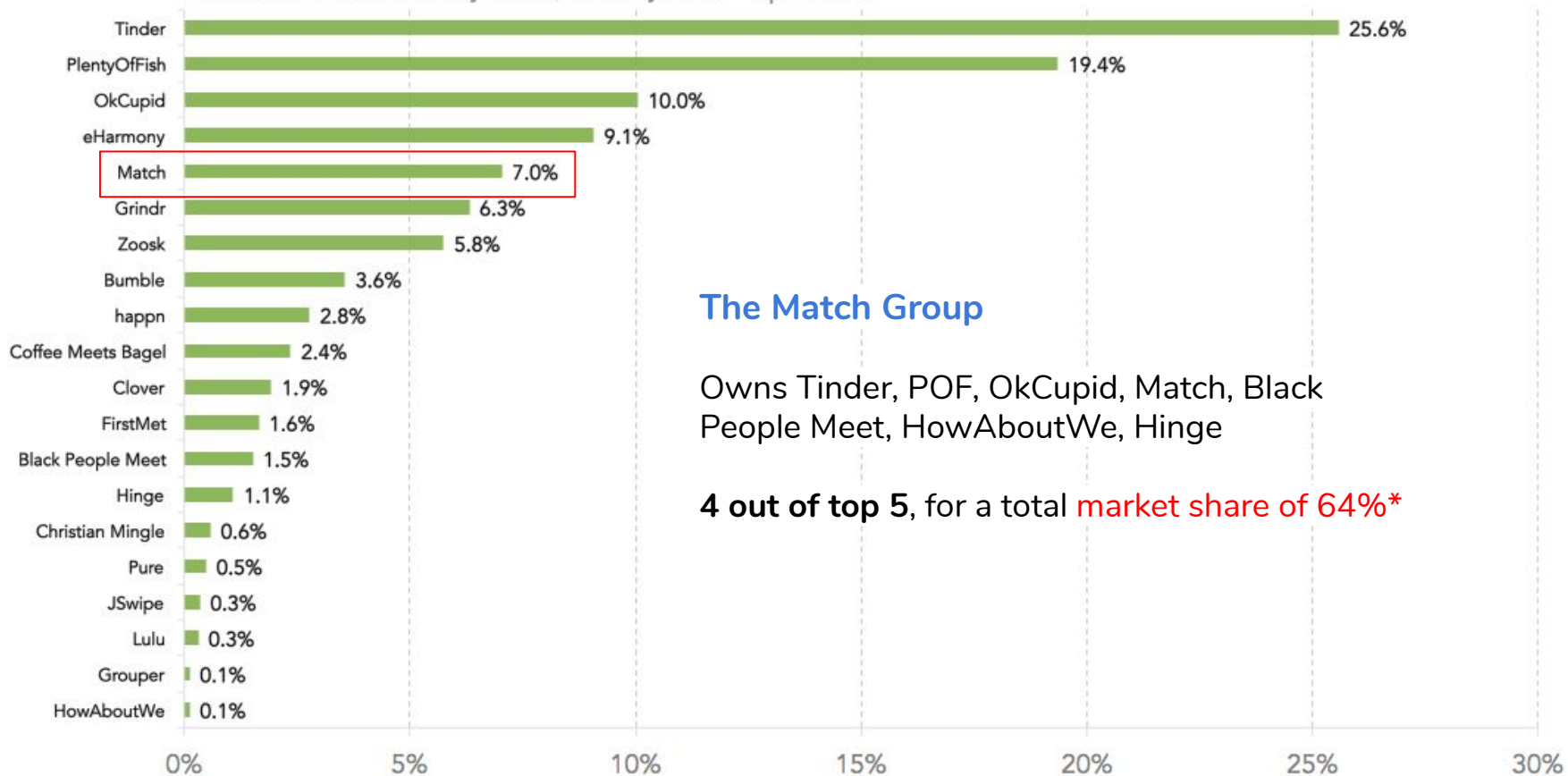
Marcos Hung

Staying Relevant

- Launched in 1995 as the first online dating site
- Number of paid users (2018): **8.2 million** <https://goo.gl/uF7BrV>
- Demographics (2018) <https://goo.gl/AFJzN>
 - 31% Millennials (ages 24-38)
 - 36% Gen X (ages 39-53)
 - 28% Boomers (ages 54-74)
 - 5% Generation Z (18-24) ?
- Rated as one of the best sites for **marriages** <https://goo.gl/zGNHg8>
- The 50+ age group is fastest growing demographic <https://goo.gl/dnoErt>

Which Apps Do Online Daters Use Most?

Market Share of Monthly Users, January 2016 - April 2016



The Match Group

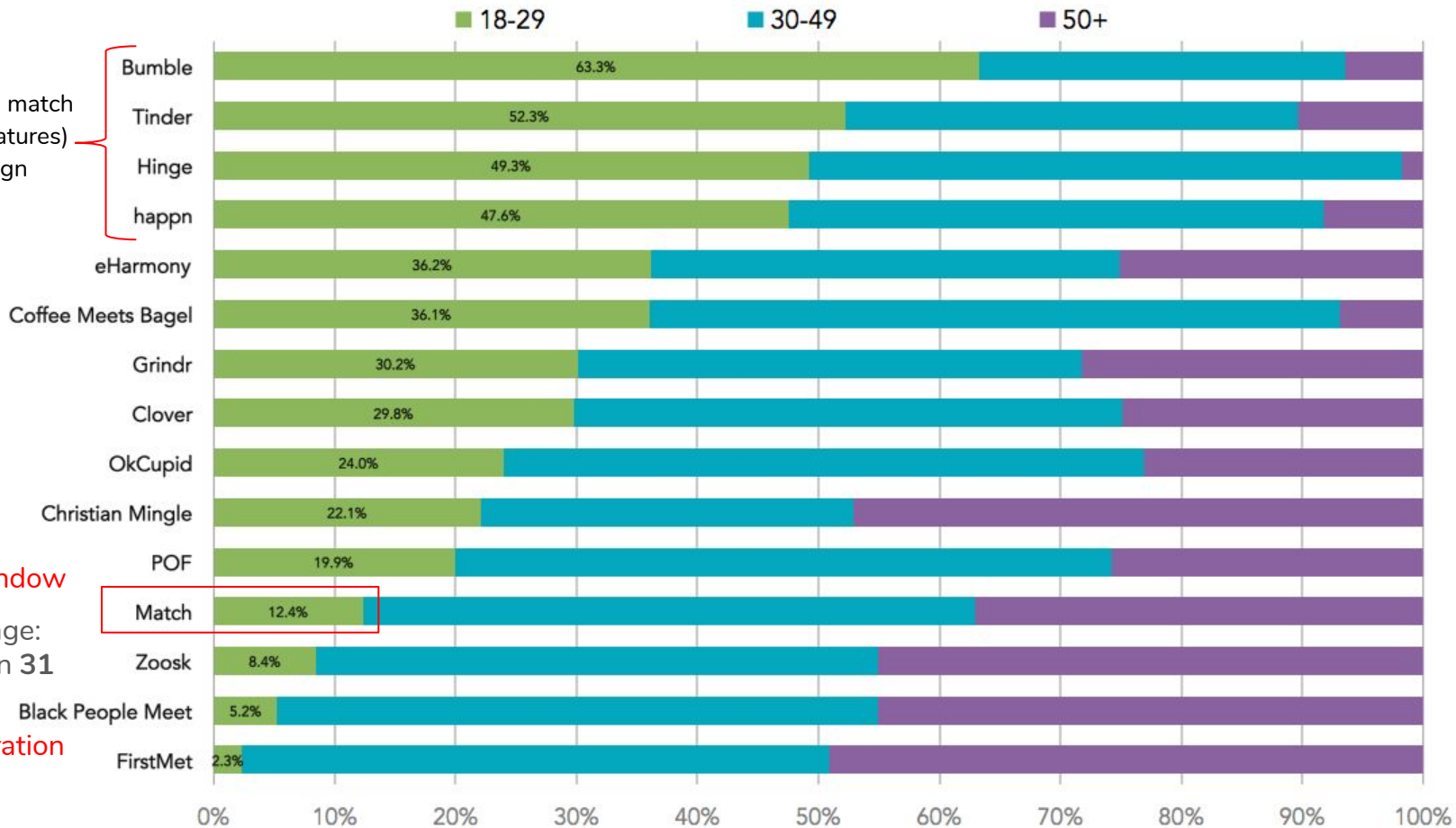
Owns Tinder, POF, OkCupid, Match, Black People Meet, HowAboutWe, Hinge

4 out of top 5, for a total market share of 64%*

Which Dating Apps Have the Most Users Age 18 to 29?

Stand-out features

1. Chat only if both match
2. FREE (limited features)
3. Minimalistic design
4. Location based



Opportunity window

Avg. marrying age:
 Women **29**, Men **31**
<https://goo.gl/wawVHK>

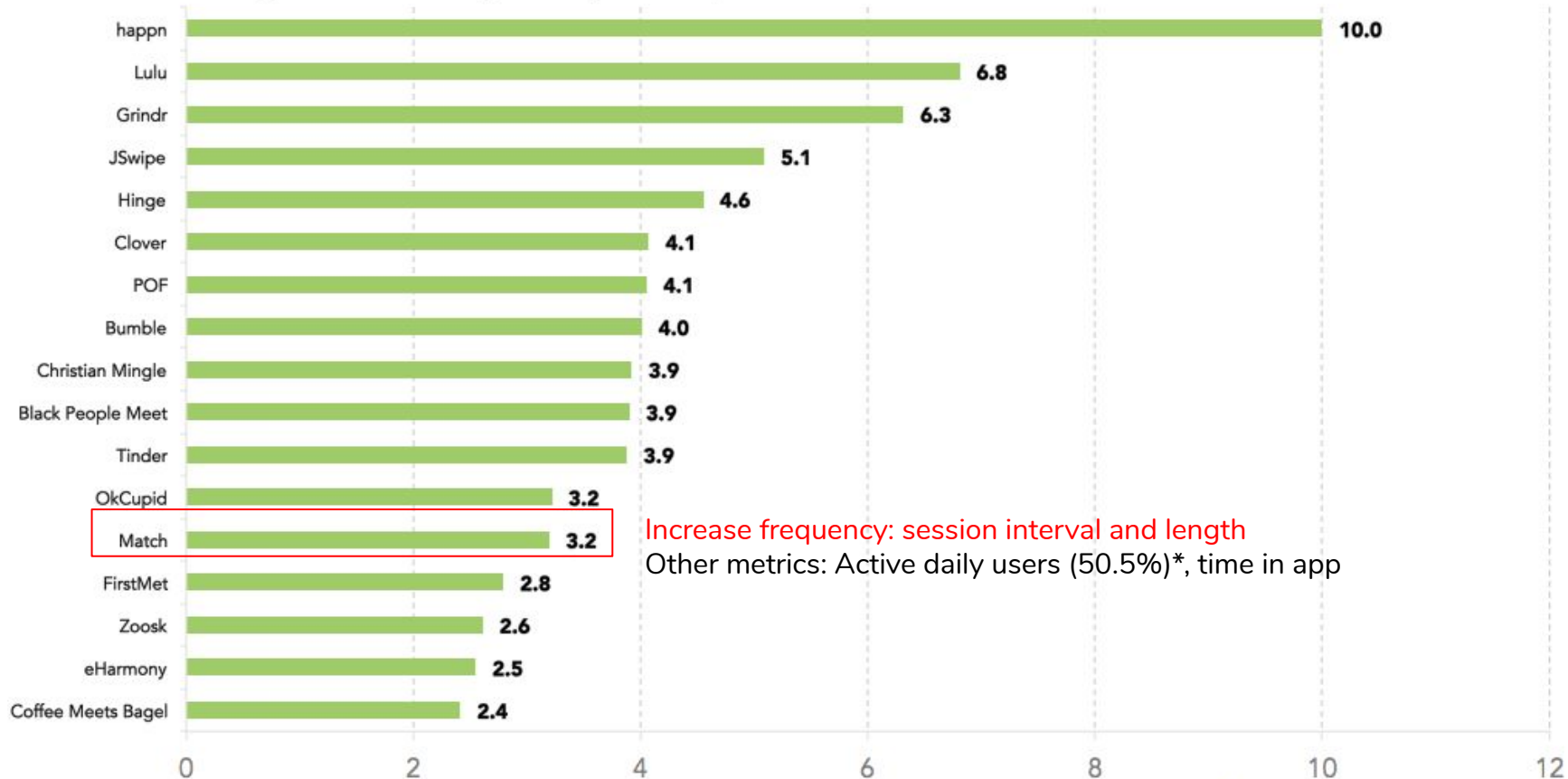
Increase penetration

Positioning and Value Proposition

- Match.com brand: Positioned as one of best apps to find a **marrying partner**
<https://goo.gl/e6TfhP>
- **Value proposition:** long-term relationships that lead to marriage
- Despite market dominance, increasing the younger market (<29 yrs) would foster future community and revenue
- How do we increase these chances?
Grow user engagement >> Improve UX to increase brand exposure

How Many Times a Day Do App Users Engage?

Average Sessions Per Day, January 2016 - April 2016



Increase frequency: session interval and length

Other metrics: Active daily users (50.5%)*, time in app

Target Demographics

Persona #1: Generation Z



- Demographics: 19-23 yrs
College years
Low disposable income
- Behaviors: Entering workforce
More time, social media, **video**
- Goals: Seeking exploration
Meeting new people



User story #1:

As a young adult starting my career, I want to socialize with and possibly date people around my area

Persona #2: Millennials



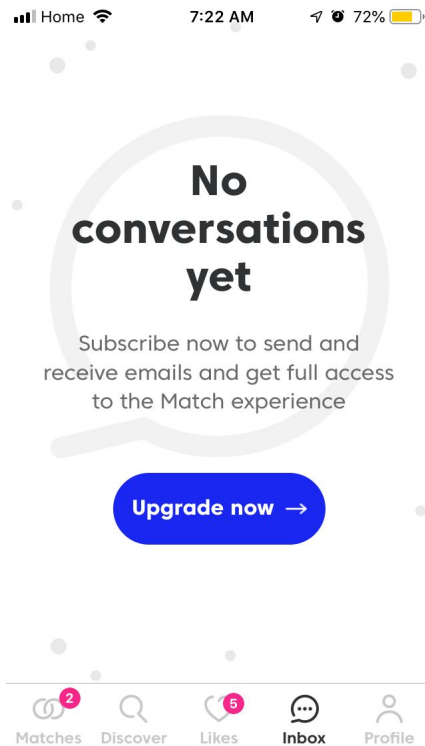
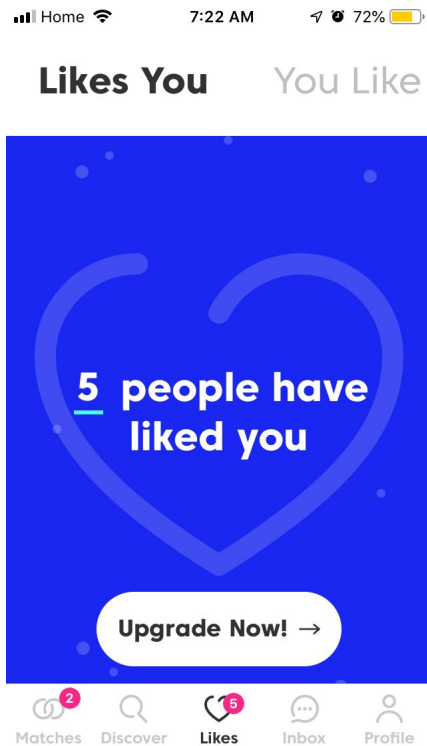
- Demographics: 24-38 yrs
Marrying age (29-31)
High disposable income
- Behaviors: Stabilizing career
Less time, social media
- Goals: Seeking commitment
Start a family



User story #2:

As a busy professional, I want to find a partner so that I can settle and start a family

UX Review



- Traffic: **80% mobile**, 20% desktop <https://goo.gl/mNFe6t>
- **Unused tabs:** Likes and Inbox - Serve as ads, but provide no value to new, unpaid users
- Make paid version benefits more concrete
- **No messaging:** Literally useless if not paid

Simplified Tab Design

UX Redesign

Teams

Design: Critique, optimize, user research and testing

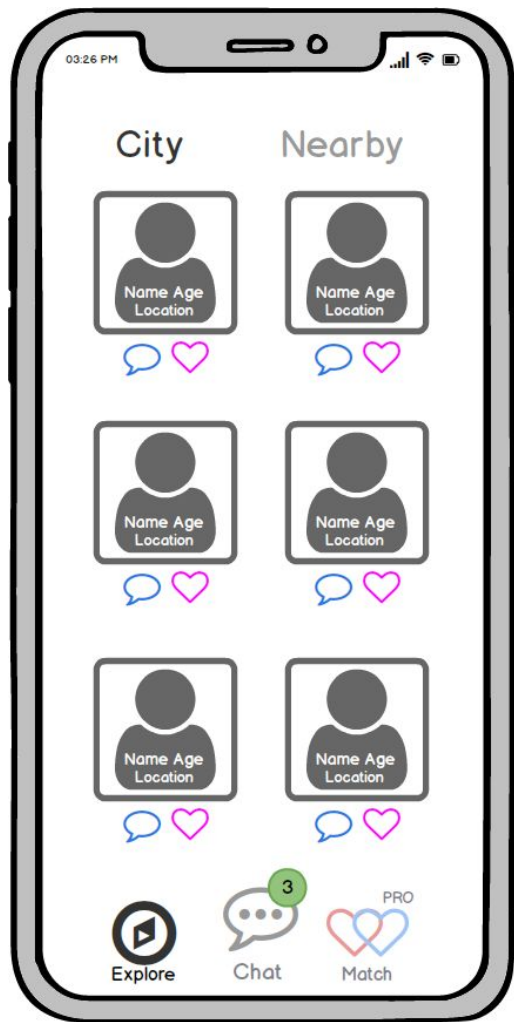
Engineering & QA: Develop and test

Analytics & Ops: Metrics- session interval and length, active users, time spent

PM: a/b test, analyze results, product roadmap



- Designed for our two target demographics
- Chat tab emphasized with size
- **Goal:** Transition **Match (free) to Pro (paid)**



Explore



Explore

Subtabs:

1. City: >10-50 miles
2. Nearby: <10 miles

FREE
Search
Location

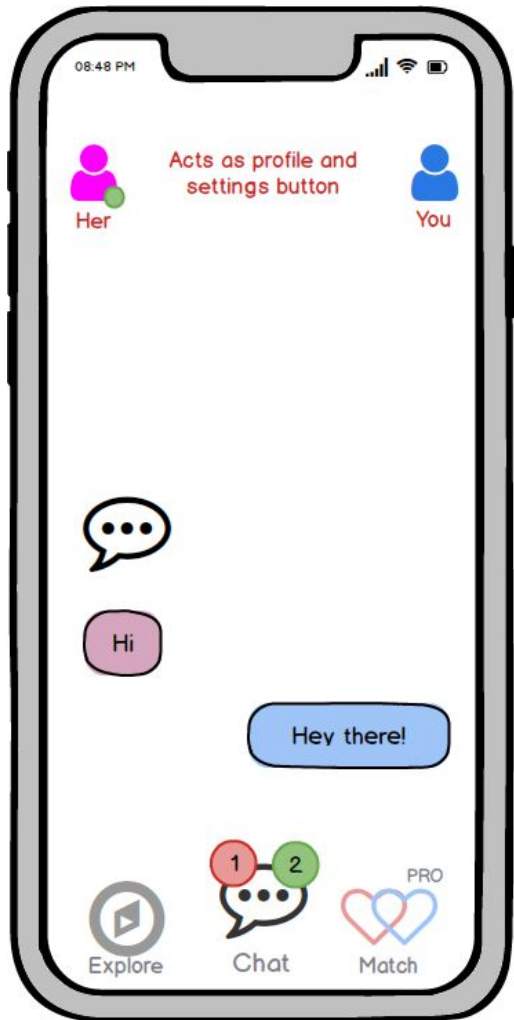
- Designed for Generation Z
- Location specific
- Direct chat: 3 messages per day

Teams

Design: User testing, UX optimization

Engineering & QA: Develop and test

PM: a/b test, analyze results, report



Chat

Micro-messaging

Hint! Write longer texts to increase response chances



Chat

- Limited: 3 messages per day
- Increases **interaction frequency**
- Block enabled to avoid spam

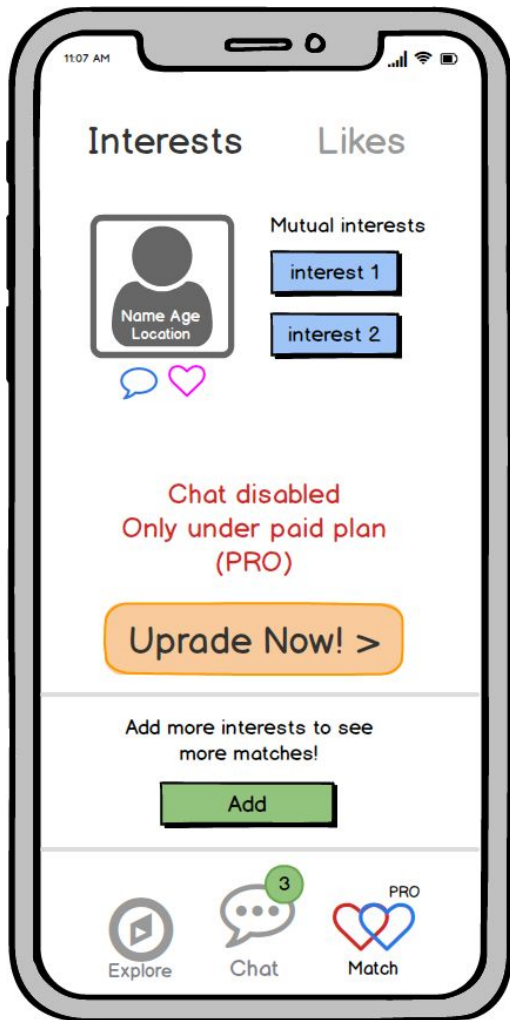
Teams

Design: User testing, UX optimization

Analytics: messages sent, replies received

Engineering & QA: Develop and test

PM: a/b test, analyze results, report



Match



Subtabs:
1. Interests: mutual
2. Likes: mutual

PRO
Data science
Recommendations
ML and AI

- Unlimited messages
- Mutual interests and likes
- **Live call and video**

Teams

Design: User testing, UX optimization

Engineering & QA: Develop and test

Data Science: Data cleaning & modeling,
ML recommendations

PM: a/b test, data request+analysis, report

Rebranding

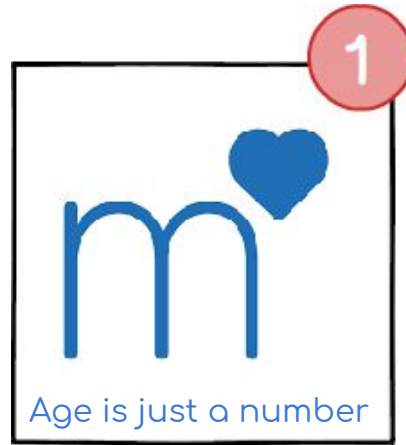
Teams

Marketing: Copy, media buyers

Analytics: Metrics: # of apps downloaded, time spent, churn rate: app uninstalls, membership cancellations

PM: a/b test, analyze results, iterate.

Long term metrics: retention rate (30 days), conversion rate to PRO, avg. revenue/user, lifetime value



App Store Marketing

1. New motto: inclusiveness and game-like
2. New look makes brand feel fresher, designed for a younger audience

Relevant Notifications

1. Interesting phrases - like Coffee meets Bagel or email/news titles
2. Stats:
"You have crossed X times with Name"
"We found X people nearby you might be interested in meeting"

Workflow

Priorities

Best ROI

- Phase 1: Micro-messaging
- Phase 2: Simplified tab design

Future Projects

- Phase 3: Match- Interests
- Phase 4: Video chat

Schedule

Time frame

- 2 weeks for each phase
- Weekly meetings to update progress
- Analyze metrics each week
- Compile reports for each phase to management

Thank you team!