Dating Factory

All You Need to Know About

Mobile Dating Sites

International
private label
dating
solution
provider

Datingfactory.com
private label solutions

About Dating Factory

Dating Factory was co-founded by CEO Tanya Fathers and COO Lisa Moskotova, both uniquely experienced veterans of private label dating technologies business.

Our Team   +   Our Partners   = **SUCCESS**

- 4 years on the market – The Leader in Private Label Dating Solutions in Europe
- November 2013 – **25 million members**
- **Successfully acquired** World Dating Partners (since 2001)
- 23 languages supported
- 50 niche markets

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A bit of statistical Research - why mobile is so important

- · 98% of people have more than one device and are multi screening daily
- · 1 in 4 people use 3 devices on a daily basis
- · 75% smartphone penetration
- · 4G coverage will be at 70% by the end of 2013
- · 43% of 100 top brands do not have a mobile site
- · 45% of research done on phones when shopping
- · 32% shopping budgets are spent online
- · 19% of online purchases are done between 8pm and midnight
- · More than 50% of users these days will be on mobile

Retrospective

"Mobile dating will eventually overtake internet dating. Why? Because mobile computing will eventually overtake fixed computer (PC/laptop) usage. Laptops will morph into palmtops and be unified with cell phones and mp3 players (time to invest in Apple)"
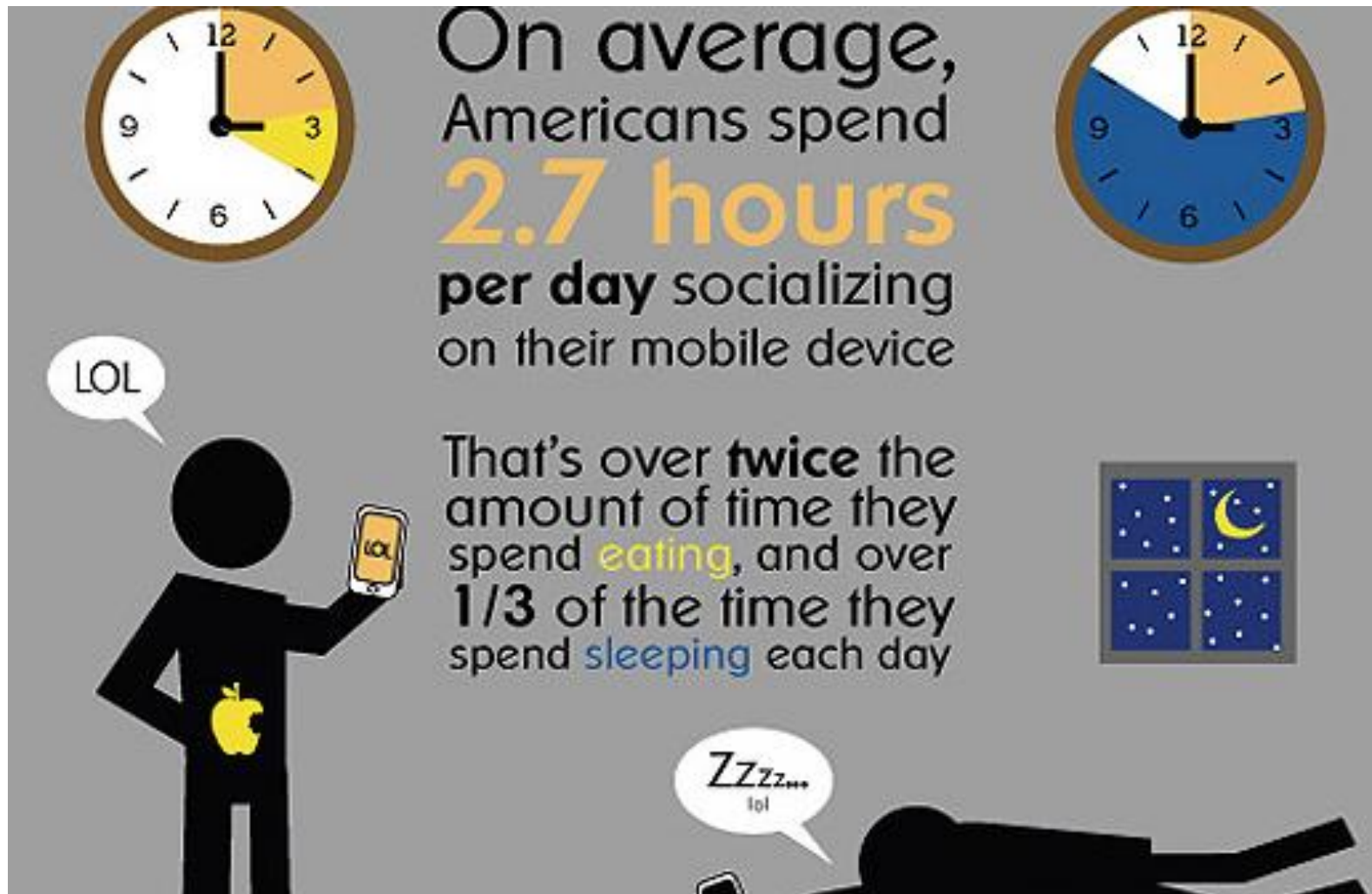
Mark Brooks

www.**onlinepersonals**watch.com, 2006

Mobile vs. desktop usage

Number of Global Users (Millions)
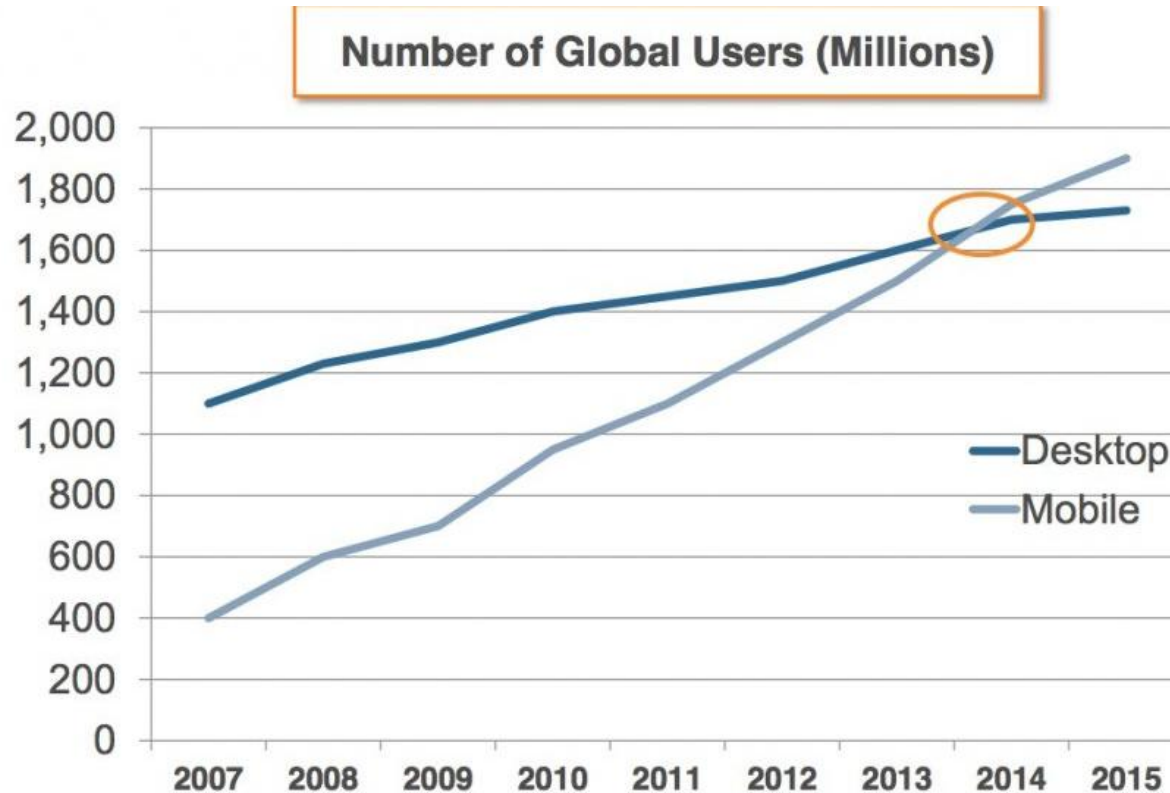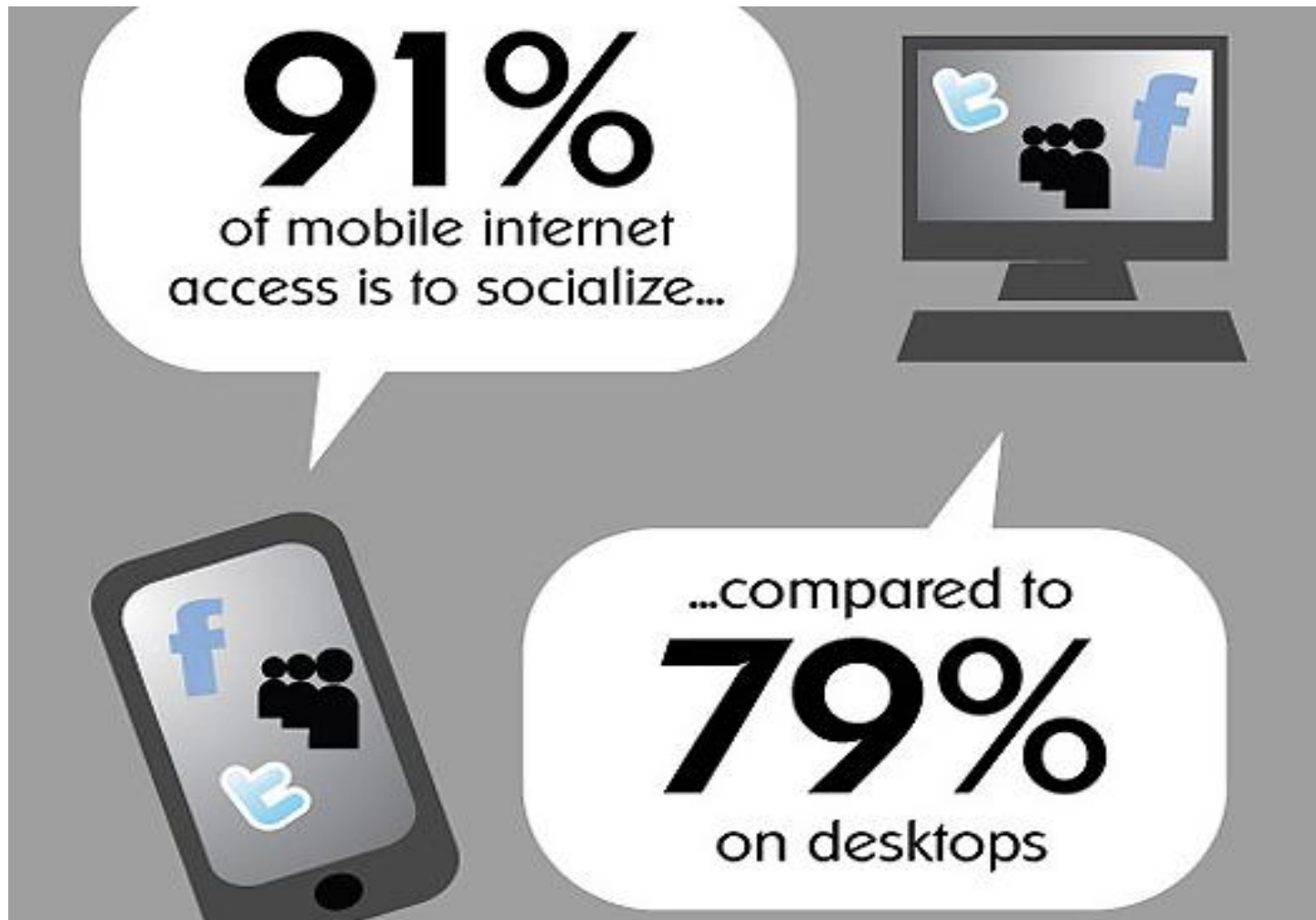
Desktop
Mobile

By 2014, mobile internet should take over desktop internet usage

How much do people use their mobile phones?

…and

Mobile app or mobile website?

- A recent study found that when it came to mobile commerce, the top web domains tended to have higher reach than the top applications, but that users tended to spend far more time with the apps.

- People spend far more time with apps than on the mobile web. Overall, smartphone users spend just 13% of their time using the mobile web, and tablet users a relatively larger – but still minor – 24%.

Advantages of a Mobile Website vs. Native Apps

- **No Download Required**– Mobile Websites Are Instantly Available

- **Compatibility** – Mobile Websites are Compatible Across Devices

- **Upgradability** – Mobile Websites Can Be Updated Instantly

- **Findability** – Mobile Websites Can be Found Easily

- **Shareability** – Mobile Websites Can be Shared Easily by Publishers, and Between Users

- **Reach** – Mobile Websites Have Broader Reach

- **LifeCycle** – Mobile Websites Can't be Deleted

- **A Mobile Website Can be an App!**

- **Time and Cost** - Mobile Websites are Easier and Less Expensive

- **Support and Sustainability**

- **Your site can have adult content. Apps can't!**
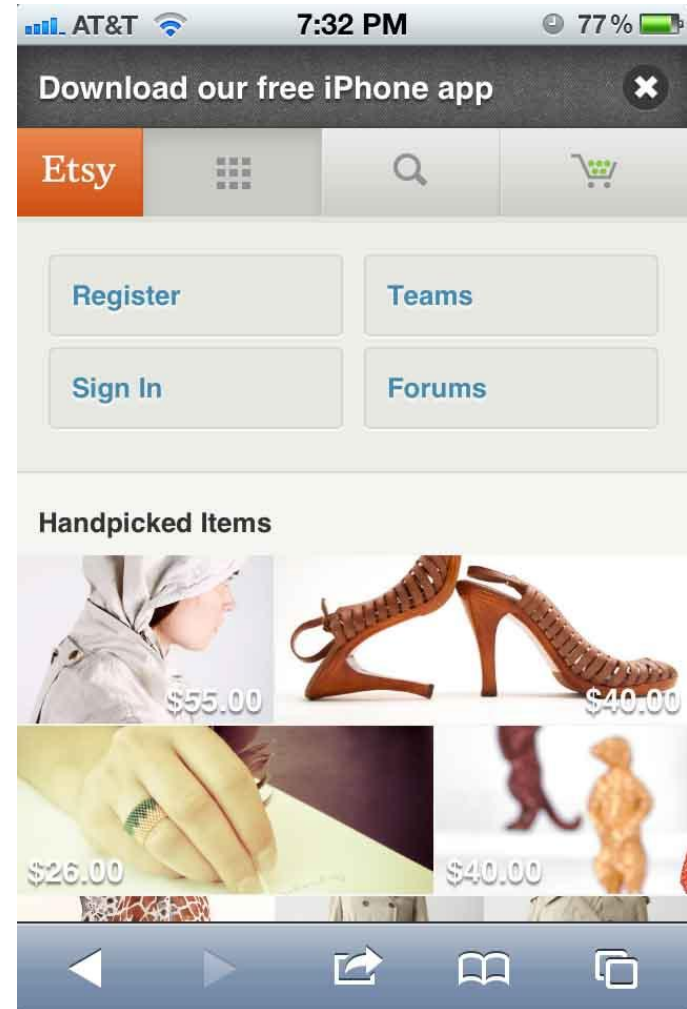
Mobile websites. Bad and good examples:

vs.

Advantages of Native Apps vs. Mobile Website

- **Ease of Use and Speed:** apps run faster and are more intuitive

- **Usable Offline:** Users do not have to be connected to a network

- **Integration with smartphone features** such as the camera, microphone, geo-location and phonebook.

- **Power of the App Store**

- **"Cool" Factor:** mobile apps also tend to have "cooler" visuals because mobile apps allow for more innovative graphics and effects.

- **Allows you to reach a more affluent audience:** According to a study performed by the Shullman Research Center, mobile apps are used by 90 percent of U.S. consumers with a household income of $250,000 or more.

- **Push notifications** make reaching members easier

- **In-app purchases** make it easier to monetize

How profitable mobile dating market is?

The online dating industry now pulls in about a **billion and a half dollars** a year.

As more people use smartphones and location-based services, a number of companies have come out with mobile dating apps or mobile websites

For example:

- 40% of Match.com logins are from mobile

- 70% of POF use is via mobile phone

- 50% of all eHarmony communications was from mobile

Modern technologies
Mobile ready

- Browser based mobile solution

- Automatic rendering based on user agent

- Layout optimized for main browsers and resolutions

- Member media files played on any mobile device and in any browser

- Fully private label and customizable

- Subscription based payment model

- One off payments available for certain countries

- Localized mobile payment solutions

- API
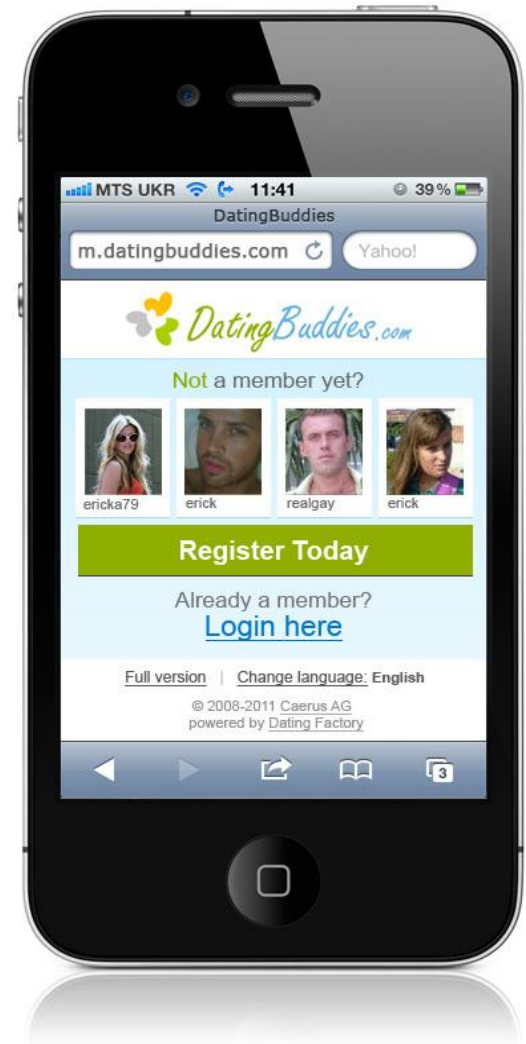
Monetizing every market
Payment solutions

- Credit and local debit cards

- One click 3G payments (active in Italy)

- SMS payments:

  - One off

  - Subscription (for certain countries)

- Alternative payment methods:

  - Direct debit

  - PayPal

  - Cash payments
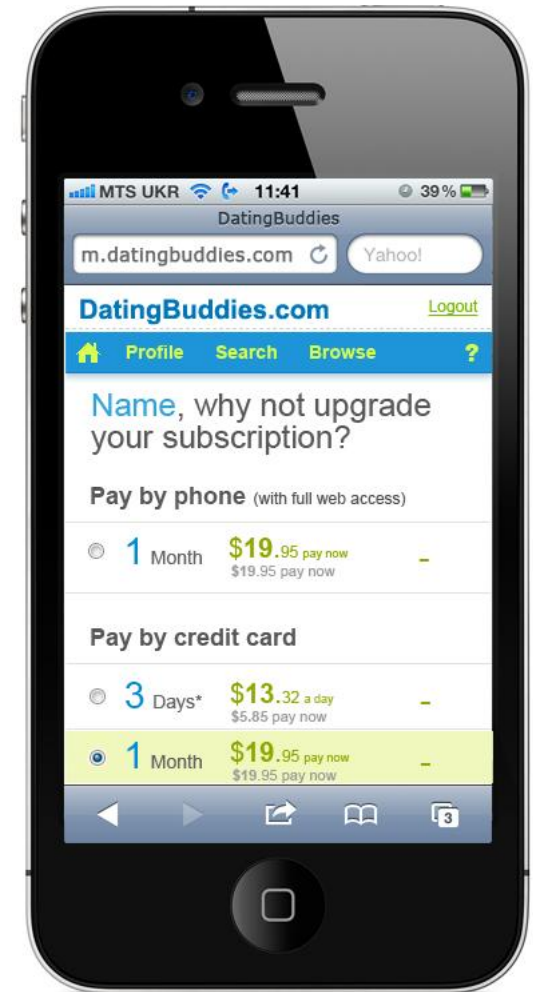
Contact us:

www.DatingFactory.com