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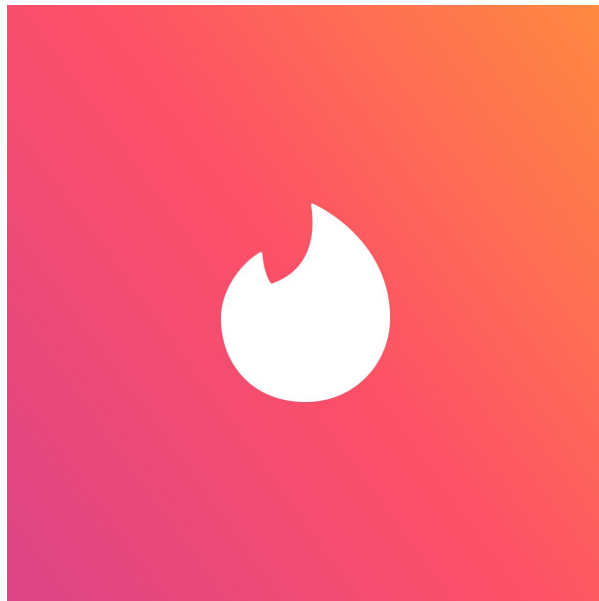
DATING APP DISRUPTION



Chaos ensues in the dating app industry as a technology giant tries to take control in an already crowded, saturated marketplace. Will they be able to carve out a niche and take away frustrated user from other dating app service?

Marketing in the News

By: Meghna and Alex



Tinder?

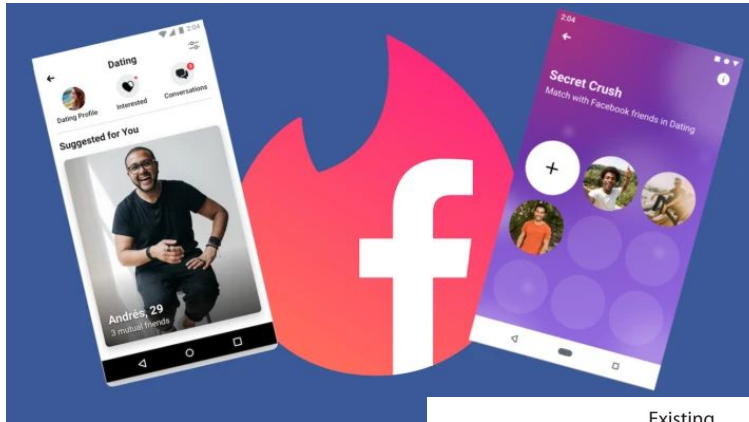


Bumble?



Facebook Dating?

What is Facebook Dating?



- Officially launched **September 5th, 2019** in the United States
- Allows users to connect their Facebook profile to an online dating service
- Aims to recreate virtually the experience of meeting someone in person



Strategy and Goal



Target Audience



MILLENNIALS



GEN Z

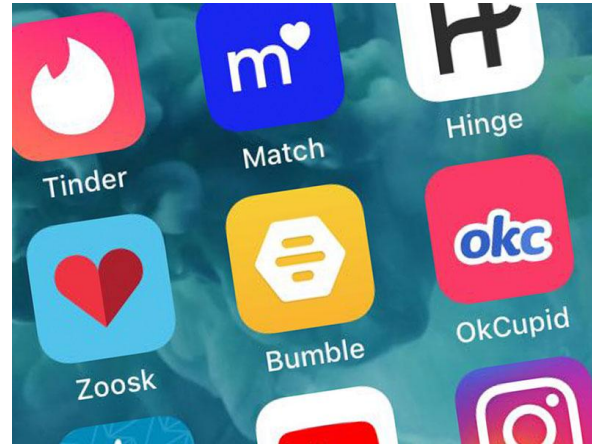
Strengths

- Reliance of other dating apps on Facebook
- Facebook already stores data on its users
- Merge with the existing services in Facebook
- Weaknesses of other apps



Weaknesses

- Negative reputation of Facebook among younger generations
- Crowded online dating market



Opportunities

- Drawing a younger audience back to Facebook
- Access to 221 million U.S users
- Provide a trove of new information on how users connect with each other
- Partnership with Instagram



Threats

- Increase data security issues
- Failure of the dating app could taint image as a whole
- Could damage relationship with other dating apps



Success Factors:

- More curated and tailored approach that matches people according to their shared interests
- Extensive user base

Looking forward...

We predict Facebook Dating will be successful as long as they can effectively capture Gen Z, resulting in overall growth for Facebook.

Sources

- <https://www.wired.com/story/facebook-dating-in-the-us/>
- <https://www.theatlantic.com/family/archive/2019/09/how-facebook-dating-different-other-dating-apps/597610/>
- <https://www.forbes.com/sites/mnunez/2019/09/05/this-is-how-facebook-dating-works/#2b795fef432a>