

# Tinder

Build Brand Love using, Tinder.

## Uncluttered Environment And An Engaged Audience

All Tinder ad units drive virality and are engaging for users with the infamous "SWIPE RIGHT" & "IT'S A MATCH" feature that takes place when a user likes your ad & wants to see & engage more.

As an industry leader in brand safety, Tinder are helping brands swipe right on the best match you can, by reaching their affluent audience. With robust targeting options and creative ad suit that meets all of your marketing objections.

**These figures are based on a frequency cap of 1 impression per user, per day:**

South Africa - 3,000,000 | Kenya - 1,000,000 | Nigeria - 1,300,000

**730K**

Downloads in 2022

**466K**

monthly active users  
(September 2023)

**68%** male

**38%** female

**31 %**

age 18-24

**46%**

age 25-34

**23%**

age 35+

## Targeting

**Tap Into Our First-Party Data And Our Newest Targeting Capability - TINDER Passions.**

Passions can be added to profiles, allowing members to share more about your experiences, interests, and hobbies.

Examples of passions: Yoga, golf, coffee, grab a drink, shopping, foodie, cat lover, comedy, outdoors, fashion, running.

Swipe  
Right On Brand Ad\*

Age

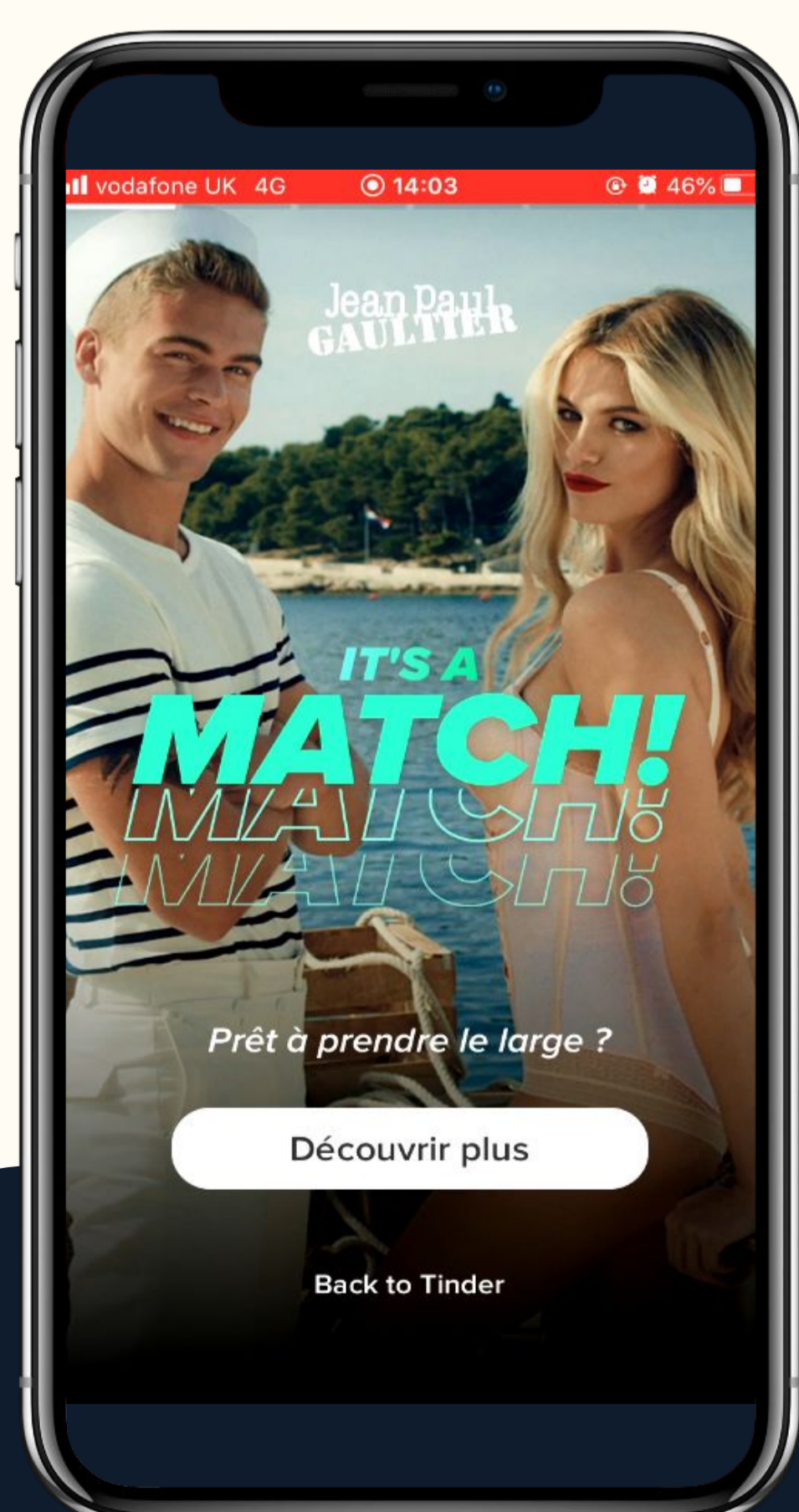
Gender

Languages

Location

## Available ad units

Full-Screen



Branded Profile Card

Immersive



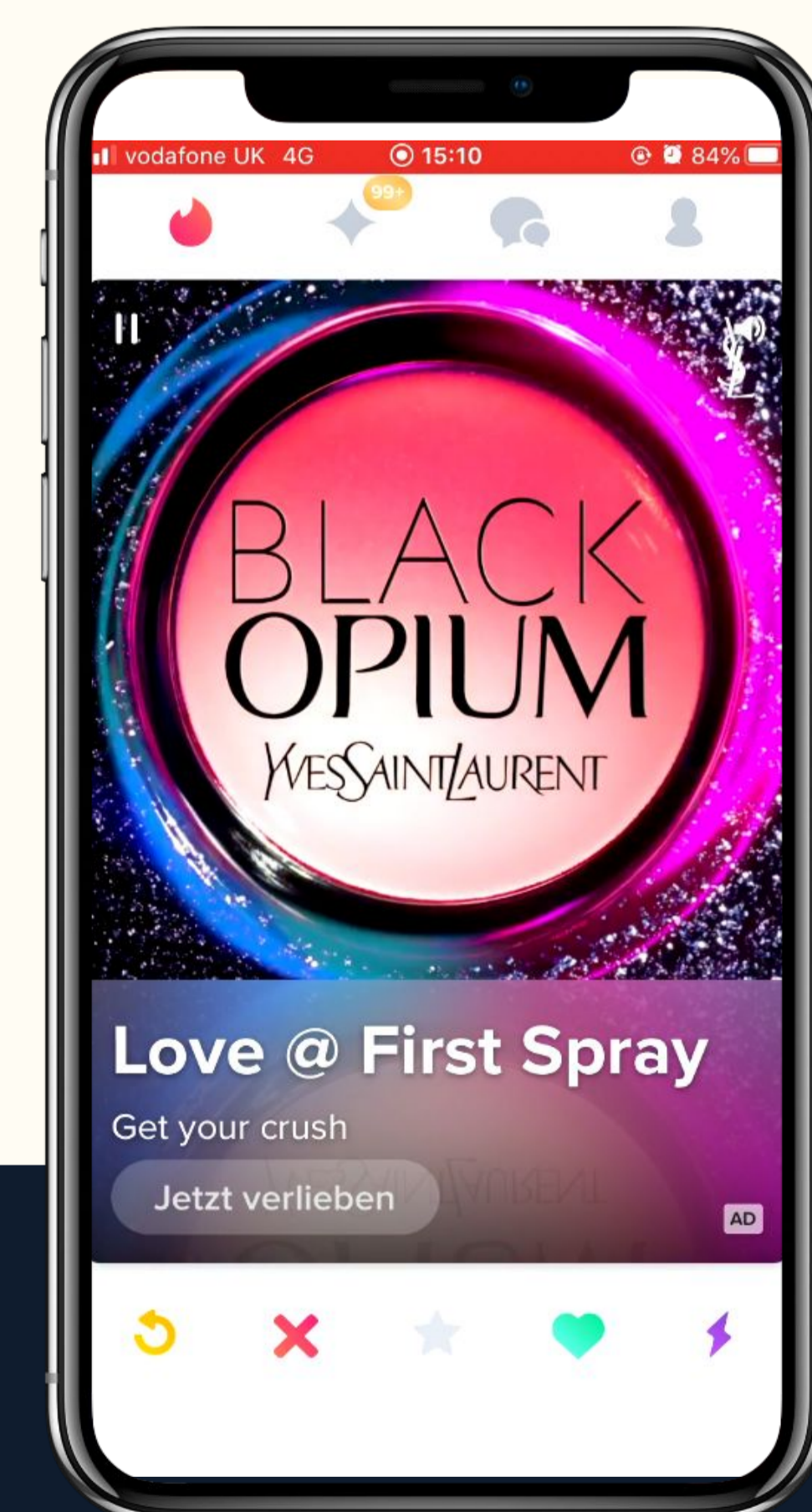
POLL

Native Interaction



Native Display Card

Low Ad Load



Native Video

Book a meeting: [sumana@arisemedia.africa](mailto:sumana@arisemedia.africa)

More information: [arisemedia.africa](http://arisemedia.africa)

