

## The perfect match: What advertisers can learn from Tinder

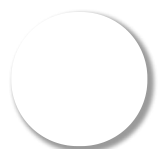
On Tinder, almost every pot finds a lid. Digital communication managers can take a leaf out of the successful dating app's book. A contribution by Jasmine Angkasa, Heimat Zürich.

Editorial - 18 September 2018



On Tinder, it's all about one thing: swiping left or right. You hope for the same reaction from people you have swiped to the right, i.e. liked. Because that's how you become one of the 50 million people Tinder offers "matches" to. The dating app has so radically changed the way people meet and form relationships. Partner selection is based on who attracts at first sight.

What if the digital interaction between brand and consumer were designed according to the same principle? How can we ignite the digital



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**First, advertisers need to know users' network to understand what influences them.**

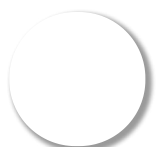
Tinder collects data from users' Facebook profiles when users connect the app to Facebook to create their Tinder account. In order to provide users with the perfect "matches", Tinder uses information about users' social network to third degree - friends of friends. So not only does Tinder know how you're connected to potential partners, but Tinder also knows what kind of people can potentially influence us - because we connect with people we have things in common with, who we influence, and who in turn influence and inspire us.

For advertisers, this can be deduced: Brands should know their consumers insofar as they know the people they are connected to. And they should also know the kind of relationships they have with them. This shows how consumers can be influenced in their buying decisions. It helps us gain insights into who the voice of influence is for the particular customer we're trying to influence - whether that's a friend, a partner or a family member. It also shows us how much persuasion a customer needs, and when and where that persuasion needs to take place to trigger consideration. When is persuasion most effective? During information seeking? In problem-solving situations? In emotionally negative or more positive feeling situations? Example: If a diaper brand wants to better understand mothers, it should not only find out their needs, but also ask things like, "Who do you usually go shopping with?", "What do you usually do with your friends?", "Who do you talk to about maternity issues?", "Who did you make your last baby product purchase with?", "What was the topic of your last werbewoche 14/2018 27 baby talk?" Today, we no longer need complex market research for such insights, but fall back on network analyses - or rather tools developed and automated for this purpose.

**Second, digital behavior follows subconscious patterns that arise from desires.**

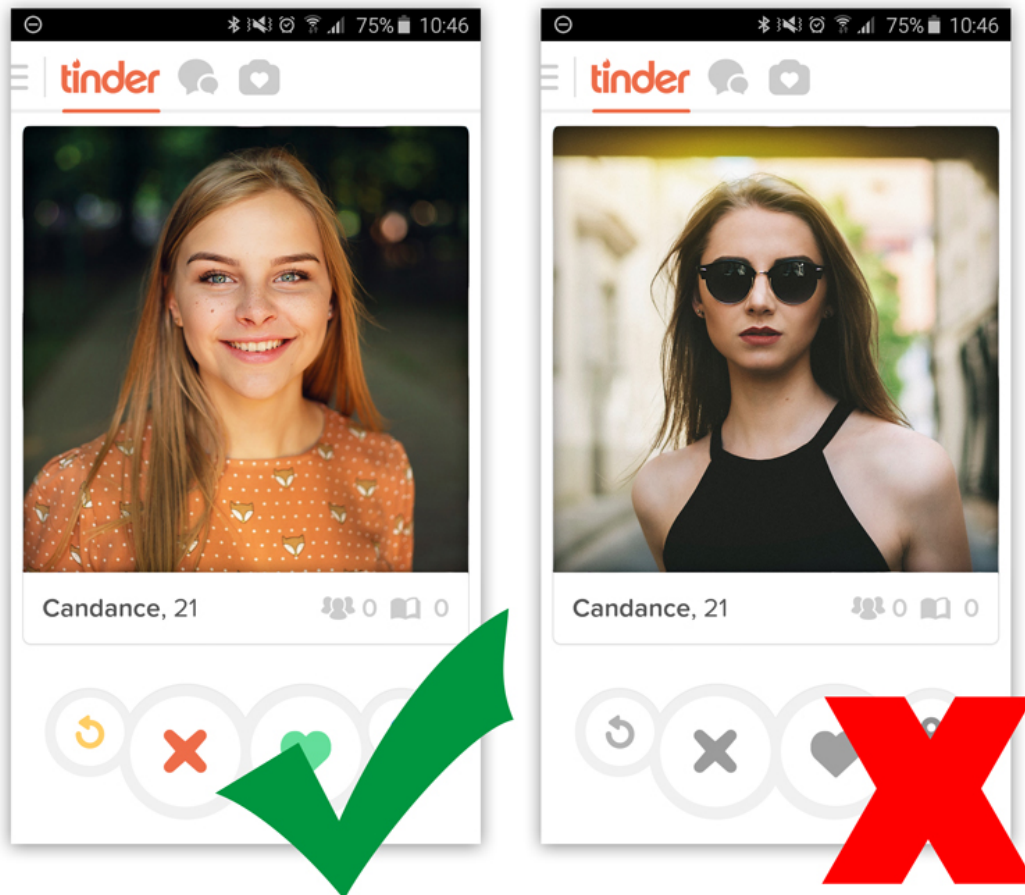
Tinder has analyzed the swiping behavior of millions and millions of users. Those on Tinder should take the following to heart:

You are more likely to be "swiped" to the right if your profile photos meet the following criteria:



of a "right-swipe").

- Wear colorful clothing (72 percent of Tinder users wear dark colors in their photos. Those who show up in color are more likely to stand out).
- Use GIFs in conversations (30 percent more likely to get a response.)



Tinder also evaluates users' pickup lines and small talk. This is not only to better understand users and facilitate more matches, but also to gain data regarding behavior, preferences, and how users connect.

Many brands still have great potential in terms of this kind of customer understanding and categorization. There are valuable behavioral characteristics hidden in the vast amounts of data available - beyond demographics and psychographics. We learn a lot about desires from behaviors. And desires, in turn, are where the truly valuable insights are found. For digital campaigns, the wishes and needs of consumers are not only important because they offer the communicative potential for offers. It also makes much more sense to create messages that trigger latent desires and make



in order to attract attention, in advertising a behavioral analyst, rather suggests itself to ask the questions differently. As in the case of the diaper brand. Instead of "What's your favorite diaper brand and why?" it's better to ask, "What keeps you up at night?" or "What's your usual morning routine?" Better to explore intentions, motivations, ambitions and inspirations rather than looking for preferences, needs and interests. The goal should be to ask what-if questions. Like, "If you could be a mom from day one, what would you do differently?", "What would you ask your favorite mom blogger?", "What moment do you wish your child could remember for a lifetime?".

Advertisers have only one millisecond to capture the audience's attention - a subconscious process from the consumer's point of view, according to Fairfax's recent study. If the audience is not consciously looking at ads, the communication has to overcome the filter of the subconscious. We should therefore be thinking more about this digital spark that captures fleeting attention on screens. Up to now, common rules from offline communication are still too often applied when addressing via digital touchpoints.

### **What consumers really want**

To sum up: However, in order to digitally find its way into the attention of our audience, more differentiated strategies oriented towards the subconscious are recommended: first, one should not only want to understand consumers, but also focus on who and what influences them. Secondly, instead of the conventionally understood "emotional" value propositions, one should focus more explicitly on the wishes and needs of the target groups. Once the attention is there, one's own role or message then takes on the importance that anyone paying for advertising space would want.

Creative agencies today inevitably face the reality that, especially in the digital space, conceptual acuity and creative brilliance are competing for attention with arbitrary mood images - "just to please the target audience". But the reality of data-driven campaigning and testing cannot be ignored. The good news is that attention follows more mundane mechanisms in many cases than we imagine. This in no way calls into question the importance of differentiating, surprising and consistently executed concepts. Instead, it underscores the need to address people differently according to their situation and needs. Because if no one is waiting for our message, we have to earn their attention first. And according to the rules



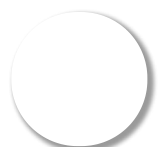


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