

Top player analysis

Companies:

1. Bumble:

- a. Perform full research on their target market and avatar.
 - Mostly girls/women who are allowed to take the first move to ensure respect.
 - Men who are looking for females but they cannot approach any female they have to approach them.
 - They are also saying that they can use their platform to do networking, expand your social circle if you are new to the city and get opportunities for life like a career change, meet team members, or become a mentor.
 - They have male and female avatar who are willing to get on new relationships and try to expand their social circle around a city and who can also network on their app.
 - They are avoiding catfishing by verifying accounts and giving them a blue tick on their app.
- b. What are the reasons their customers decide to buy?
 - Bumble positions itself as a platform for "serious daters" with features like video chat and voice notes encouraging deeper connections. This attracts users seeking more than just casual flings.
 - Premium features like "Beeline" or "Spotlight" offer enhanced search filters and visibility, allowing users to prioritise who they see and increase their chances of matching with desired profiles.
 - Free users have limited daily swipes and matches, while premium users enjoy unlimited interactions, maximising their dating potential.
 - Users can temporarily relocate their profile to another city while travelling, expanding their potential matches and allowing them to connect with locals.
- c. How are they getting attention?
 - Social Media Presence: Bumble's highly active social media platforms (Instagram, Twitter, Tiktok) are known for their witty memes, relatable content, and humorous takes on online dating, making them stand out from competitors.
 - Collaborations with Brands and Events: Bumble partners with relevant brands and events (e.g., music festivals, restaurants) to expand their reach, attract new user segments, and offer unique user experiences.
 - User-Generated Content: Bumble encourages users to share their experiences and successes on the platform through challenges, hashtags, and interactive campaigns, further solidifying their sense of community and engagement.
 - Offline Events and Workshops: Bumble hosts events and workshops focused on personal growth, dating advice, and

community building, creating lasting positive experiences and reinforcing their brand values

- Constantly Evolving App Features: Bumble regularly introduces new features like video chat, voice notes, personality quizzes, and interactive games, keeping the platform fresh and engaging for users.
- d. How are they monetizing their attention
- Bumble uses user data to deliver personalised ads within the app, generating revenue from advertisers seeking to reach specific demographics and interests.
 - They are giving some free tips on their Instagram to users and also creating reels to encourage the audience to download the app and start making connections.
- e. What is their brand doing better than anyone else?
- Placing women in control by initiating contact first creates a safer and more respectful environment, resonating with millennials and Gen Z who value gender equality. This unique value proposition sets them apart from traditional dating platforms dominated by male initiation.
 - Bumble promotes itself as a platform for "serious daters" through features like video chat and voice notes, encouraging deeper connections beyond casual flings. This differentiates them from apps solely focused on quick matches and hookups.
- f. What mistakes(if any) are they making?
- Their success is mainly concentrated in North America and English-speaking markets. Entering new territories with different cultural norms and dating behaviours could be challenging, requiring adaptation and localised strategies.
 - Bumble needs to ensure these features offer enough value and avoid the perception of a "pay-to-win" environment.
- g. What can other brands in the market do to win?
- Cater to underserved demographics or interests by offering features and communities tailored to specific groups (e.g., LGBTQ+, professionals, religious communities).
 - Develop features or functionalities that set you apart from Bumble, like AI-powered matchmaking, personality-based compatibility tests, or gamified dating experiences.
 - Organise online and offline events, host workshops and panels, and offer premium content like relationship advice or expert Q&A sessions to foster user engagement and community building.

Gurus:

1. Micheal fiore: