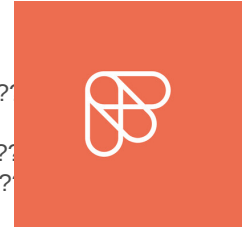


3nder, ?????????? ??? ?????? ?????????? ?? ??????, ?????????????? ????? ? Feeld; ?????? ? ?? Android. ?????????? ?????????????????? ? Tinder ??????????????

Media:

Tuesday 2 August, 2016



3nder – ?????????? ??? ?????? ?????????? ? ???, ?????????? ?????? ??????????, ?????????????? ?????????? ? ?????? ?????????? Feeld: ?????? ?????? ??????????????. ?????????????? ?????? ?????????? ?????? ?????????????, ?????????????????????? ????? ??? ?????????????? ?????????? ?? ?????????????????? ? ?? ?????????? ?????????? ?????????????????, ????? ??? ?????????? ??????????. ?????? Feeld ?????????? ? ?? Google Play. ? ?????????? ? ?????????? ??? ?? ?????????? ?? ?????? ?????????? ??? ??? ?????????????, ??? ?????????? ?????????????????????? ? Tinder ?? ?????? ?? ?????????, ?? ?????????????? ??.

Related

Sectors:

Business & Finance :: Computing & Telecoms :: Consumer Technology :: Media & Marketing :: Men's Interest :: Public Sector & Legal :: Women & Beauty ::

Related

Keywords:

3nder :: Feeld :: Tinder :: ?????????? :: ?????????? :: ?????????? :: ?????????? ::

????????????? ????????????? – ??? ?????, ?????????????? ?????????? ? ?????????? ??????????, ? Feeld (????? ?????) ?????? ?? ?????? ?? ??????. ?????????? ?????????????????? ?????????????????? ?????? ??. ?????????? ?????????? ?????????????????? ?????????????? ??? ?????????? ?????????? ?????????????? ? ?? ?????????? ??????????.^[1] "????? ?????? ?????????????? ?????????????????? ?????????????? ??? ??????????????, ??? ?????? ?? ?????? ?????? ?????? ?????????? ? ?????????????????????, ??? ??????"^[2] ?????????????? ?? ?????????????? ?????? ??????????, ?????????????? ?????????? ?????????????? ? ?????????? 18-26 ???, Feeld ?????? ?? ?????????.^[3] ? ?????????? ?????????????? ?????? ??????????, ? ??? ?????????????? Feeld ?????? ?????????? ?????????, ??? "????????????????? ??? Feeld ?????? ?????????????????? ?????????????? ? ?????? ??????. ? ?????? ?? ?????????????? ?????????????????? ?????????? ??????????, ?????, ??? ? ??????, ?? ?????????????? ??????. ?? ?????? ? ?????, ?? ?????? ?????????? ?????????????????, ?????????? ?????? ? ?????????? ??????????. ????? ?? ?????????????????? ?????? ?????????? ? ?????? ?????????? ?????? ?????????? ?? ?? ?????????????? ?? ? ? ?????? ?????????, ??? ?????? ? ?????????? – ??? ??????????????????"

? ?????????? ?????????? Feeld ? 2014 ?????? ?????????????? ?????????????? ?????? 1,57 ?????????? ?????????????????? iOS – ?? ?????????????? ??? ?????????????? ?????????? ?????????? ?? 65%.^[4] C 600 ?????? ?????? ? ???, ?????????????????? ?????????????? ?????????????? 3 ?????????? ?????????????? ? ??????. ?????????????????? ? ??? ?? ????. ?????? ??? 78 ?????????? ?????????????????? Android – ?????? ?????????? ?????? ?????????????? ? ?????? ?????????? ??????????????^[5] ?????? ?????????? ?????? ?????? ?????????????????? ?????????????? ?? ??????????, ?????? ?????????? ???-10 ?????????-????????????????? Feeld ? ???-????? (??) ? ???-??-????????? (??).^[6] (? ???-10 ??? ?????? ?????????? ?????????? ?????????? ?????????????????? ?????????????????? ?????? ?????????? ?????????????????? ?????? 2016 ?????). ?????? ?????????????? ??? Feeld ?????????? ?????? ??????????, ?????????????????? ? ?????????? ??????. ?????? ? ?? Android ?????????? ??? ?????? ?????? ?????? ? ?????????? ?????????????????? ??????????, ?????? ?????? ?????????? ?????????????????? ? 500 ?????? ?????????? ??? ? ?????????? 2015 ?????.^[7]

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????????????? 3nder ? Feeld ?????????? ?????? ?????????? ?????????????????? ?????? ??????????. ?? ?????? ??????????, ?????????????? ?????? ?????? ? ?? ?????: "????????? ?????? ?????? ???, ??? 3nder ??? ?????? ?????????, ??? ?????? ?? ?????? ?????????? ??????????. Feeld – ??? ?????, ??? ?????? ?????? ?????????????????? ?????? ?????????. ????? ?? ?????????? ?????????????????????? ?????????? ?????? ?????????, ?????? ?????????? ?????????, ?? ??? ?? ?????, ? ?????? ?????????? ?? Android ?????? ?????? ??????????????????"

????????????????????? ?????????? Feeld ?????????? ??? ?????? ? ?????????, ?????????? ?????????????? ? ?????????????? ?????????, ?????????????????? ?????????????????? ? ??????????????????. ? ?????????? ?????? ?????? ?????????? ?????????????????????? ?? ???? Tinder ?????? Feeld, ?????????, ??? ?????????, ?????? ?????? ?????????????????? ?????????????????? ??? ?????????, ?????????????????? ? ?????????????????? ?????????????????? ? ??. Tinder ?????????????????, ??? ?????????????????? "3nder" ?????????? ?????? ?? ?????????? ?????? ?? ?????????? ?????? Tinder. ? 3nder ?????????????? ?????????? ?????? ? ?????????????? ?????????????????? Tinder. Feeld ?????????? ?? ??????, ?????? ?? ?????????????????? ? Tinder, ? ?????????? ?????????????? ?? ?????? ??????????. (Tinder ?????????? ?????? ?? 45+ ?????????????????? ?????? ?????????????? Match Group; ?????? ?? ???? Match ?????????????????? ?????? 23,7% ?????????? ?????? ?????????????????? ??????????????).^[8] Feeld ?????????????????? ?? ??, ??? ?????????????? ?????????? ?? ?????????????????? ?????? ?? Tinder ? ?????? ?????????????????? ??? ?????????, ??? ?? ??? ?????????? ?????????? ??? ?????? ?????????????????? ?????????????????? ? ?????????, ?????????? ?????????? ??????????^[9]

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- 1 - [????????????????? ?????? ??, ?????????? ??????, ?????? ? ?????????: ?????????? ???](#)
- 2 - [????????????????? ?????? ??, ?????????? ??????, ?????? ? ?????????: ?????????? ???](#)
- 3 - ?????????????? ?????? Feeld
- 4 - ?????????????? ?????? Feeld

5 - ?????????? ?????? Feeld

6 - ?????????? ?????? Feeld (???-5 ?????? Feeld ?? ?????????? ??????????????: 1) ?????? 2) ???-???? 3) ???-???? 4) ???-???????? 5) ??????)

7 - [????????? ?????????????? ? 500 ?????? ?????????? ??? ??? 3nder](#)

8 - [????????? ? ????????????? Match Group](#)

9 - [Tinder ?????? ????????? 3nder ?????? ???](#)

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? Feeld:

Feeld – ??? ???????? ??????. ??? ???????? ? ???????? ?????, ???????? ?? ?????? ?????? ?????????? ???????????? ?????? ???????????????? ?????? ?????????????? ?????????????? ??? ?????? ?????????????? ? ?????? ?????????? ?????? ?????? ??????. ?????????, ?????????????? ?? ?????? ?????? ?????? ?????? ? ?????????, ??? ?????????? ? ???????? ? ???????? 2014 ??? ?????? 3nder ? ? ?????? 2016 ?????????? ?????? ??? – Feeld. ?????? ?? ??? ??? Feeld ?????? ???????? ?????? ?????????????? ??? ?????????? ??? ?????????? ? ?????????? ?????? ?????????? ??? ? ?????????? ???????? ??????. ?????????? Feeld ?????????? ?? App Store ? Google Play.

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3ndle ?????????????? ? Feeld ? ?????????? ?????? ???????? ??? ?????????? ??? ?????????? ?????????? ?????????? ??? ? ?????????; ?????????? ?????? ?????????? ??? Android

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