

# International Dating Brand, WeLoveDates, Uses WhiteLabelDating.com To Drive Up To +80% Growth In New Paying Subscribers Since Covid Lockdown

Sunday 20 September, 2020

Berkshire, 18th September 2020: WeLoveDates.com, a leading international dating brand and long-standing WhiteLabelDating.com partner sees an impressive increase in new paying subscribers post lockdown versus the pre-lockdown comparison period.

The Company behind WeLoveDates, partner of award-winning dating SaaS platform, WhiteLabelDating.com, has seen the volume of dating site members converting free memberships to paid subscriptions, on the same day that they join the dating site, increase by an impressive +50% versus the pre-lockdown period at the start of 2020. The comparison period includes January 2020, historically, the highest converting month of the dating calendar.

The WeLoveDates brand spans seven English speaking countries and provides daters with a considerable number of broad and niche dating offerings, both mainstream and casual. This year, a focus on niche dating, supported by their white label partner, has led to substantial growth in new business revenues, with one niched site seeing a growth of +80% in new paying subscribers since the pre-lockdown period.

A big reason for WeLoveDates' success has been the growing number of searches for online connections and entertainment over recent months due to Covid-19, as well as their confidence to profitably invest in their dating brands with White Label Dating, due to heightened platform performance. This has come as a result of the white label provider investing heavily in new projects that allow for portfolio expansion, lower acquisition costs and increased return on investment.

Ben Hitchens, owner of WeLoveDates.com comments, "We're really pleased with the way the WLD platform is generating a return on the traffic we're sending to our sites. We've never seen such a strong performance and the last four months have been absolutely fantastic.

"The boost in organic traffic since the start of lockdown and current volumes of available search traffic, teamed with the introduction of a number of new niches and product enhancements from the WLD team, is filling us with huge confidence and excitement. The investment and quality of the new developments is a fitting testament to their reputation as industry-leaders", Hitchens continued.

Commenting on the role of the white label's platform performance in WeLoveDates' success, Steve Pammenter, Co-CEO at White Label Dating said, "We're proud to have supported WeLoveDates to achieve record-breaking new subscriber growth. We're excited to see their growth continue as we progressively roll out a considerable number of new niches, all specifically designed with new features to meet the lifestyle requirements of the niche. We will also be introducing a number of exciting video features later this year, including video calling, profiles and stories - think Instagram'.

- ENDS -

## About White Label Dating

Launched in 2003, White Label Dating is a leading software as a service business that empowers brands, marketers and affiliates to power their own branded online dating sites. White Label Dating provides the dating software, payment processing, customer support, hosting infrastructure and much more. You provide your brand, website design and marketing.

Providing services for thousands of partners and with over 75 million registrations to date globally, White Label Dating operates across seven international territories including the UK, USA, Australia and South Africa.

White Label Dating is part of Venntro Media Group. Venntro is an alumni of the Tech City UK Future Fifty programme, a City A.M. Leap 100 company and was named one of LSE's '1000 Companies to Inspire Britain'.

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