

Online Dating Provider Sees April's Paying Subscribers Grow Past Strongest Month In Dating Calendar History

Friday 17 April, 2020

Berkshire, 17th April 2020: WhiteLabelDating.com sees an impressive increase in new paying subscribers in April versus the best performing month in the dating calendar historically.

WhiteLabelDating.com, the award-winning dating SaaS platform, has seen record-breaking new subscribers throughout April. The volume of members converting free memberships to paid subscriptions has presented a +5% increase versus January 2020, the highest converting month of the year. The comparison period has been confirmed as the best performing month in the dating calendar across the industry each year historically.

This increase has been seen across both Mainstream and Casual networks. The notable increase resulted from an expected boost in traffic over the Easter weekend complemented by heightened searches for online connections and entertainment over recent weeks and months due to COVID-19. The increased demand has resulted in White Label Dating's partners obtaining more registrations to their dating sites, from both organic sources and paid search.

April's impressive performance appears to be increasing for the Company as the month progresses. Yesterday, White Label Dating's industry leading SaaS platform saw April's second highest day for the total number of subscriptions occurring on the same day as registration across its casual network. With a dedicated engagement team working to keep members online, the Company anticipates a further increase as they enter the weekend.

Co-CEO Steve Pammenter comments:

"It's business as usual for White Label Dating. With the current pandemic impacting the lives of many, we're fortunate enough to run a model that allows us and our partners to support society through these unprecedented times, providing online communication and entertainment dating software to help keep people connected.

"At a time that demand is so high, our partners are able to invest profitably in their dating portfolios with confidence that the member registrations obtained off of the back of their acquisition efforts will convert, at a rate higher than their post Christmas and New Year campaigns, which is historically the strongest time for them each year."

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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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