White Label Dating Reports Strongest May In Four Years Following +20% Increase In New Paying Subscribers Versus April

Monday 1 June, 2020

Berkshire, 1st June 2020: WhiteLabelDating.com sees a staggering +20% increase in new paying subscribers in May versus April presenting the strongest May reported for 4 years.

WhiteLabelDating.com, the award-winning dating SaaS platform, has seen record-breaking new paying subscribers in May. The volume of customers converting free memberships to **paid subscriptions grew by +20%** versus last month, resulting in the **strongest May the Company has seen for 4 years**.

This record-breaking increase in subscribers was achieved on both **mainstream and casual** networks in all territories, following the Company's efforts to **optimise their billing process and capture more revenue**, through a detailed audit across all browsers and devices.

As well as internal efforts to boost platform performance, White Label Dating's partners have been able to acquire more registrations, through both organic and paid search, as the **demand for online communication grew in light of COVID-19**.

The Company's **Media partnerships, in particular, saw a +46% increase in new paying customers** daily, in May versus April, as well as a surge in female sign ups that led to an uplift in platform engagement across all networks. This contributed to the platform's **same-day conversion rate** (members subscribing on the day that they join) **increase of +15% in May**, versus April.

With the White Label Dating platform's performance speaking for itself, the Company has welcomed an **influx of new partners** as they begin to promote an **inspiring number of brand new mainstream and casual networks**, as well as their largest project to date, the Dating Dashboard, to which they've committed a **seven-figure annual investment**.

The Dating Dashboard offers a **one-stop solution for partners to create their dating sites** and landing pages, conduct their campaign analysis through self-serve reports, as well as optimise their campaigns with the help of AI recommendations, forecasting and ROI analysis tools.

Co-CEO Steve Pammenter comments:

"It's business as usual for White Label Dating. As well as dedicating huge resource to our new Dating Dashboard and brand new networks, we're also centering our efforts on enhancing the efficiencies within our partner support division to ensure we're able to support new partners that want to take advantage of a growing sector and start their own online business, whilst demand is high and acquisition costs are low."

- 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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