

THE BEST DATING APPS TO GET BEFORE VALENTINE'S DAY

How 1.5 million U.S. consumers rate the 97 most popular dating apps.

By Ben Gray

44/100

The average quality of the 97 most popular dating apps in Google Play and Apple App Store, as rated by 1.5 million U.S. consumers.

Scoring With The Best-Rated Dating Apps

The Web has helped people meet since 1995. And the Mobile Revolution has enabled millions of single people to find that certain someone at the swipe of a finger. But it can be difficult. Dating apps are like Goldilocks: it is hard to find just the right one.

Why? Because there are hundreds of apps to choose from that cater to all kinds of personalities and preferences. For the second consecutive year and just in time for Valentine's Day, [Applause](#), the 360° app quality company, analyzed the state of the U.S. dating apps economy to help people find the highest-rated apps. Now you can find that special someone for a romantic night out, or to stay in to watch Netflix and chill.

11 Popular Brands Earn High Quality Marks

[Applause](#) commissioned this report on the state of the U.S. dating apps economy to help the world's most popular lifestyle and social networking brands—and those that compete against them—to understand how consumers perceive app

quality. In all, 97 dating apps qualified for our second annual Applause Dating App Quality Index, which is comprised of these

apps with more than 2,000 app store reviews across Google Play and Apple App Store. Some interesting but niche apps did not meet that threshold. So, better luck next year to Christian Mingle, Black People Meet, FarmersOnly Dating, Gaydar, Grouper, Jdate, Luxy, Seed, Wing Ma'am and more.

APPLAUSE MOBILE SENTIMENT ANALYSIS

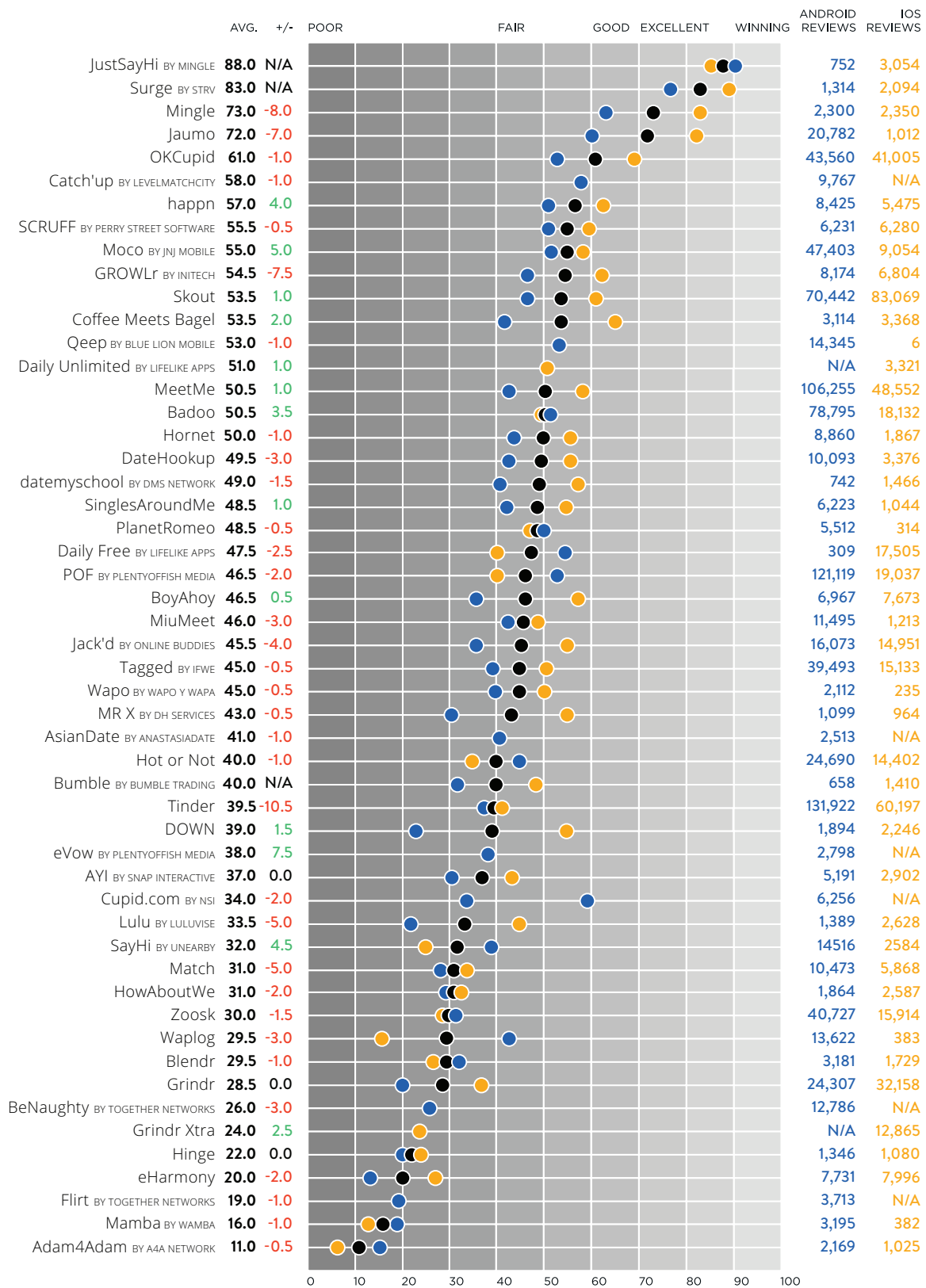
The average quality score across nearly 30 million apps worldwide is 67 out of 100.

Just 11 dating apps earned quality scores of 50 or greater with more than 10,000 app store reviews:

- **Jaumo (72.0, ~22K reviews)** [[Android](#) | [iOS](#)]
- **OKCupid (61.0, ~85K)** [[Android](#) | [iOS](#)]
- **happn (57.0, ~14K)** [[Android](#) | [iOS](#)]
- **SCRUFF by Perry Street Software (55.5, ~13K)** [[Android](#) | [iOS](#)]
- **Moco by JNJ Mobile (55.0, ~56K)** [[Android](#) | [iOS](#)]
- **GROWLr by Initech (54.5, ~15K)** [[Android](#) | [iOS](#)]
- **Skout (53.5, ~154K)** [[Android](#) | [iOS](#)]
- **Qeep by Blue Lion mobile (53.0, ~14K)** [[Android](#) | [iOS](#)]

FIGURE 1

FIGURE 1: APPLAUSE DATING APP QUALITY INDEX



SOURCE: APPLAUSE MOBILE SENTIMENT ANALYSIS, FEBRUARY 2015

● AVG. SCORE ● ANDROID ● IOS

- MeetMe (50.5, ~155K) [[Android](#) | [iOS](#)]
- Badoo (50.5, ~97K) [[Android](#) | [iOS](#)]
- Hornet (50.0, ~11K) [[Android](#) | [iOS](#)].

Brands That Have Room To Improve

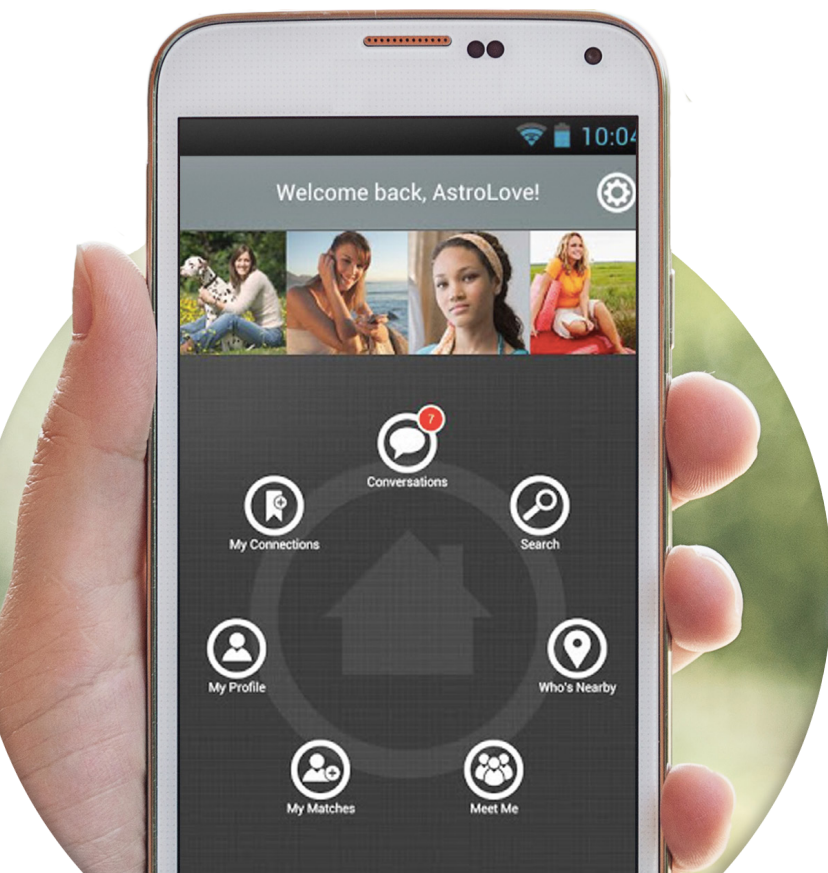
On average, the 97 most popular U.S. dating apps lag all other apps in quality by 23 points—a significant margin.

The poor average scores suggest consumers are quick to judge quality based on the initial experience of signing up and searching for a match. People are vocal about their experiences through app store star ratings and reviews. But there are plenty of opportunities ahead for design, development, QA, product and marketing teams at lifestyle and social networking companies who raise their bar for quality to disrupt their respective industry with delightful digital experiences.



In particular, 10 brands received more than 10,000 reviews and were rated by their customers with average quality scores of 40 or less:

- **Hot or Not (40.0, ~39K reviews)** [[Android](#) | [iOS](#)]
- **Tinder (39.5, ~192K)** [[Android](#) | [iOS](#)]
- **SayHi by UNEARBY (32.0, ~17K)** [[Android](#) | [iOS](#)]
- **Match (31.0, ~16K)** [[Android](#) | [iOS](#)]
- **Zoosk (30.0, ~57K)** [[Android](#) | [iOS](#)]
- **Waplog (29.5, ~14K)** [[Android](#) | [iOS](#)]
- **Grindr (28.5, ~56K)** [[Android](#) | [iOS](#)]
- **BeNaughty by Together Networks (26.0, ~13K)** [[Android](#)]
- **Grindr Xtra (24.0, ~13K)** [[iOS](#)]
- **eHarmony (20.0, ~16K)** [[Android](#) | [iOS](#)].



Consumers have lofty expectations when it comes to their dating app's elegance, privacy and security. Brands looking to improve their app quality in the eyes of users would be wise to invest in usability and security audits to prioritize product improvements. If these brands can advance beyond merely baseline functions

to deliver flawless, reliable and intuitive experiences, they have the opportunity to make significant leaps in both marketshare and mindshare.

Some Brands Had Large Satisfaction Swings

ARC analyzed how the flagship quality scores have evolved over the past year—from February 2015 to February 2016. Year-over-year, 11 brands experienced mobile sentiment swings of four points or greater, with one experiencing a more volatile shift. That brand? Tinder—the industry leader—declined 10.5 points on a 100-point scale. The apps economy is far too volatile to ever get comfy... [arc](#)

MOVERS & SHAKERS	
eVow BY PLENTYOFFISH MEDIA	+7.5
Moco BY JNJ MOBILE	+5.0
SayHi BY UNEARBY	+4.5
happn	+4.0
Jack'd BY ONLINE BUDDIES	-4.0
Lulu BY LULUVISE	-5.0
Match	-5.0
Jaumo	-7.0
GROWLr BY INITECH	-7.5
Mingle	-8.0
Tinder	-10.5

SOURCE: APPLAUSE MOBILE SENTIMENT ANALYSIS, FEBRUARY 2015

Complimentary Onsite Workshops

Applause is making this report's author available for complimentary onsite workshops that will enhance understanding of touchpoints across your customer journey, determine how your company can get to market faster with a rich digital presence and share insight into the best practices that industry-leading brands have embraced to win.

Interested? Contact bgray@applause.com today.

About ARC

ARC from Applause is a research group dedicated to providing insights on the apps economy. ARC leverages data from a variety of sources, including proprietary Applause data, to provide a 360° view of app quality. ARC combines this with analysis into reports to help brands and developers understand what's happening in the apps economy.

Learn more at <http://arc.applause.com>.

About Applause Mobile Sentiment Analysis

Combing through nearly a billion star ratings and user reviews submitted across more than 30 million apps in the Android and iOS app stores, Applause Mobile Sentiment Analysis closes the gap between mobile developers and their customers, generating actionable insights and quantifiable metrics based on what users are actually saying about their app experiences.

Learn more at www.applause.com/analytics.