

headspin

tinder™

“HeadSpin gives us better oversight into our ads and allows us to be more proactive in catching errors, versus delivering a bad user experience and maybe not even being aware of it.”

RICHARD MUNCASTER

Head of Advertising Product, Tinder

THE RESULTS

Streamlined bug fixes

Replicate errors caused by third party advertising technology and fix bugs quickly

Real-time ad testing around the world

Test in-app advertisements in key markets throughout the world on any device.

Improved ad user experience

Improve click through rates and lift conversion by monitoring and refining ad performance according to actual user experiences — not just simulations

Tinder is the world's leading social app for meeting new people. With its global reach, people in 196 countries around the world are swiping right to connect with others, making Tinder a top 10 lifestyle app available in more than 48 languages. Tinder processes more than 1.6 billion swipes a day.

THE CHALLENGE

Tinder's Head of Advertising Product, Richard Muncaster, faced a few large challenges when testing the performance of in-app advertising.

- **Testing visibility was limited.**
Richard's team could not easily or quickly verify that appropriate advertising content was being delivered to proper regions around the world or confirm that ads were displaying correctly on different devices.
- **Third-party advertising technology adds complexity.**
Third party advertising technology is used throughout the mobile ad industry to manage and distribute content. However, third party tech also adds a layer of complexity for users. At times, Richard's team couldn't tell if advertising bugs were caused by Tinder's code or by a third party tool.
- **Gap between real-world user experience and simulations**
“Comparing what an ad would look like on our live app versus the test app was a big challenge,” says Richard. “We couldn't say that when we actually served an ad in the real world on our production app, that it would work the way we had tested it to. There was a gap.”

THE SOLUTION

HeadSpin's innovative platform provides Richard's team with a flexible tool that they can use to test the user experience of advertising around the world.

Real-time ad performance measured on real networks using actual customer devices

With 22,000+ devices positioned in 150+ locations around the world, HeadSpin allows Richard to ensure that appropriate ad content is delivered to specific regions and displayed properly on different devices — all in real time.

Monitoring real user experience of ads

HeadSpin allows Richard's team to test Tinder's advertising via actual user experiences — not just simulations or inside of a testing framework. "We want our advertising to be as immersive as possible for the Tinder user," says Richard. "Headspin connect the dots between how we think an ad should look and how the user actually experiences it."

Find and understand problems easily and quickly

With HeadSpin, Richard's team can quickly find and reproduce problems within their advertising network, making fixes more simple and direct. HeadSpin offers specific visibility into issues, from server to network to application, and the ability to reproduce bugs, ensuring that issues are easy to understand and making fixes as direct as possible. This leads to better ads conversion and engagement

"What makes ads challenging — not for Tinder but the industry in general — is that you end up leveraging third party tech to deliver and manage ad content," says Richard. "So, we're leveraging our own code, plus third party tech on top of that. And for every layer you add, the more complication and potential error you have too. Headspin definitely helps in that regard."

ABOUT TINDER

Top grossing iOS app in the world (August 2017)
2017 Revenue: \$309 million (Match Group Inc.)
Users: 50M globally (according to App Annie)
Available in: 196 countries

CATEGORY

Lifestyle mobile application

ABOUT HEADSPIN

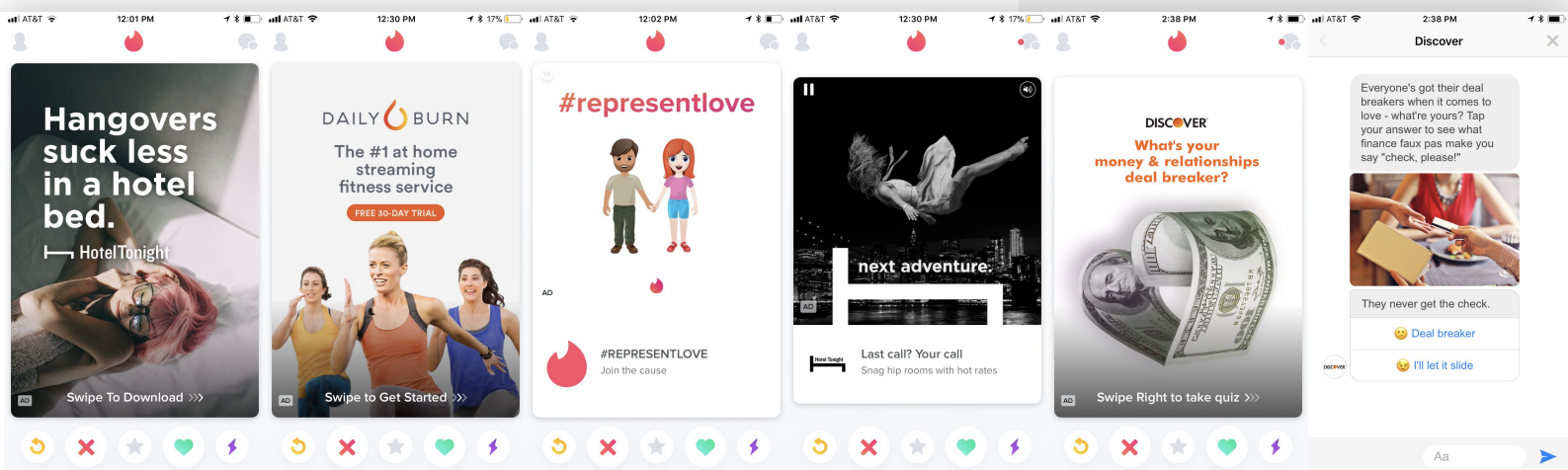
HeadSpin is a mobile experience platform that helps companies experience apps the way their users do with access to 22,000 devices in more than 150 locations globally.

FIND OUT MORE

www.headspin.io

REQUEST A DEMO

info@headspin.io



"HeadSpin gives you the ability to test your user experience on any device and in any country that you choose — be it Android or iOS — as if you were in that country holding that device."

RICHARD MUNCASTER

Head of Advertising Product, Tinder