Tinder Newsroom

Introducing Vibes, a New Way for Members to Express Themselves on Tinder

A live experience that makes your Tinder profile as dynamic as you are

LOS ANGELES, May 4, 2021 - You know what a vibe is: that feeling about someone that hits instantly after they reveal they're a Scorpio rising or have a plan to get vaccinated. In 2020, Gen Z unapologetically showed off what mattered to them, updating their Tinder bios 3X more often* to share more about themselves and find people that passed their vibe check. Today, Tinder is rolling out Vibes, an in-app event that gives members a new way to express their opinions on everything from whether it's normal to wear socks in bed to what's happening in pop culture.

This new experience builds on in-app events like Swipe Night, where more than 13 million members came together last fall to participate in a shared storyline, and Swipe Surge, which lets people know that Tinder is on fire and helps members spark 25+ percent more matches** on average. Early tests show that members don't just vibe once: on average, members are coming back again and again. Even better, Vibes has already led to more Likes and matches across the board***.

Here's how it works:

- Members are alerted when Vibes has started in their area via push notification - or when they open the app.
- Participants answer a series of questions - from personality traits to pop culture - to give potential matches more insights into whether they'll … vibe
- Vibes will be displayed on member profiles for 72 hours
- When members who are participating in the current Vibes match, they'll see each other's Vibes within the chat window and can start the conversation with more context
- Vibes move quickly - and are at their best when everyone is vibing together. So each event will only last 48 hours - but Vibes aren't a one-time-only event.

"Your Tinder profile should be an authentic representation of yourself, and that often changes as you explore who you are, what you want and what's happening around you. We built Vibes to help make profiles as dynamic as our members while giving them more to match on along the way," said Udi Milo, VP of Product at Tinder. "This is the first of many things we're creating for the Tinder community this year so they can show off more of their personalities on the app."

Vibes will be rolling out globally in late May. And - as always - if the instantaneous vibe check is right, members have the opportunity to continue their conversations via video chat.

About Tinder:
Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 430 million times and led to more than 60 billion matches.

*Bio updates" is average bio edits per user, per month. All data comes from Tinder profiles or aggregated Tinder app activity. Data was pulled from Jan 2020–Feb 2021.
**on average compared to a typical time frame
***Data from aggregated platform activity during Vibes testing in March 2021

Additional assets available online: Photos (1)

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