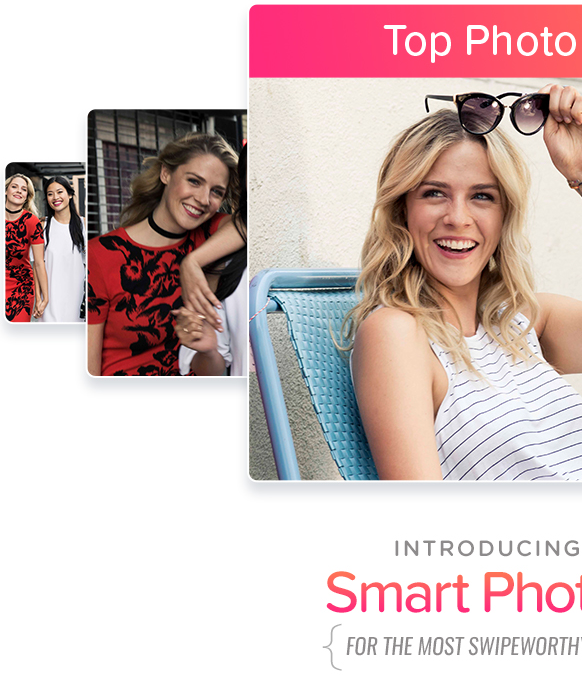
Tinder Newsroom

Introducing Smart Photos - For The Most Swipeworthy You

UPDATE: Smart Photos is now available to all Tinder members worldwide.



Goodbye guesswork. Hello right swipes.

Tinder has your back. Starting today, we're implementing a brand new algorithm that maximizes your match potential. It's simple: Smart Photos alternates the photo first seen by others when you're shown on Tinder, notes each response as others swipe on you, and reorders your photos to show your best ones first. In testing, members saw up to a 12% increase in matches.

Let's face it—we all want to know what works and what doesn't, how to improve our profiles, and insight into what gives us a swipe up on the competition. Tinder's Smart Photos continuously tests your profile photos for their success, so that you're always leading with the photos most likely to be swiped right. Think of us as your own personal data research team. Which side is my good side? Does posing with the pooch up my game? With Tinder's Smart Photos, now you'll know.

They say beauty is in the eye of the beholder, and it's true. We all Swipe Right for different reasons, so everyone on Tinder has a distinct swiping pattern. Smart Photos takes into account each individual's swiping pattern when selecting which of your photos they'll see first. It's a system that gets smarter with more input: the more you swipe and the more you're swiped on, the better the algorithm serves you. Yes, there's science behind the swipe. (If you want to learn more about how the engineering team developed the algorithm, check out our new Tindev blog here.)

We're working our magic to make swiping more fun and more effective. Tinder's Smart Photos feature is designed to bring you more matches, but it's also a great way to see which way of presenting yourself is the most compelling to others. You may be surprised to find out which of your photos takes the lead. Is it casual you or career you? Active you or swanky you? We know you're curious, so give it a try.

Get ready to swipe smarter.

Additional assets available online: Photos (1)

https://www.tinderpressroom.com/introducing-smart-photos-for-the-most-swipeworthy-you