



**Building a Female Audience of 42%  
Through Branding, Paid Media & a  
Campus Network Program**

**Online Dating**

# Key Takeaways

Bumble cultivated a safe space for their female audience since launching in 2014. Here's how:

## Branding & Messaging

- **Website Homepage:** All branding focuses on women making the first move.
- **Email Marketing:** Female-focused campaigns and giveaways lead to 21% average read rates.

## Paid Media Advertising

- **Spend Allocation:** Facebook has seen the highest spend allocation from 2016-2021 at \$491M.
- **Demographic Target:** Bumble spends an average of 65% of their budgets towards women.
- **Creative Testing:** Simple ad creative lead to the lowest CPM (\$6.71) in women-focused messaging.

## Campus Network Program

- **Advocate Program:** Bumble created campus-wide advocate programs for students to promote the app.
- **Themed Branding:** Hashtag #snowplacelikebumble lead to 425 Instagram advocate posts in one month.
- **Specific Selection:** Bumble used a specific application process to select the best fit for their 'Honeys'.

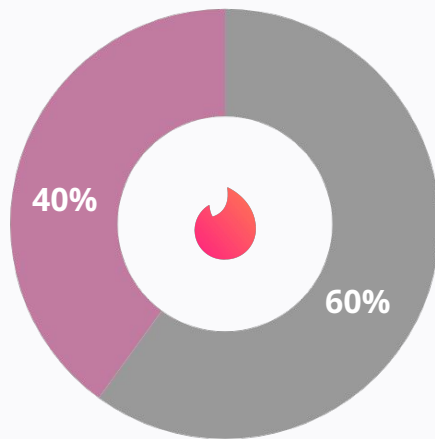


Bumble is an online dating app founded by ex-Tinder co-founder Whitney Wolfe Herd in 2014.

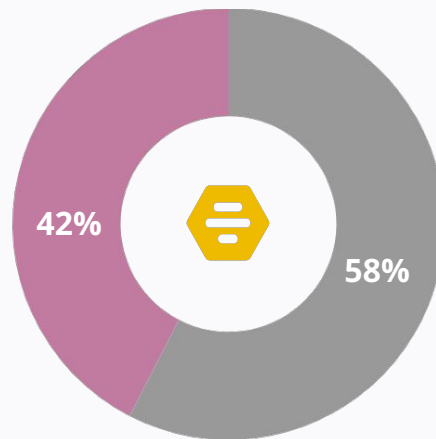
It sets itself apart from other dating apps by enabling women to make the first move in heterosexual matches. If the woman does not make the first move within 24 hours, the match disappears.

As of 2021, Bumble currently has **+2%** more female audience members visiting their website than their top competitor Tinder.

Website Audience  
Demographics (Tinder)



Website Audience  
Demographics (Bumble)



● Male ● Female

Bumble has used the following methods to attract a female audience to use their app:

01

## Branding & Messaging



Bumble has developed their brand slogans since launching in 2014 to support and empower women. Bumble's focus on women is dominant in their website design and email marketing.

02

## Paid Media Advertising



Bumble has experimented with different ad platforms since launching but has seen a consistent top spend in Facebook ads with an average of 65% of their ad spend targeting female audiences.

03

## Campus Network Program



Bumble created the 'Honey' program for campuses to find young female advocates willing to plan Bumble events and share pictures on social media in Bumble merchandise.

After experiencing workplace harassment as a woman while developing Tinder, Bumble CEO Whitney Wolfe Herd wanted to create a safe space for women in the online dating world. As Bumble has grown since 2015, they have seen a variety of mantras such as "You're a Queen Bee", "Be the CEO Your Parents Always Wanted You to Marry" and "Make the First Move" targeted towards female-identifying audiences.

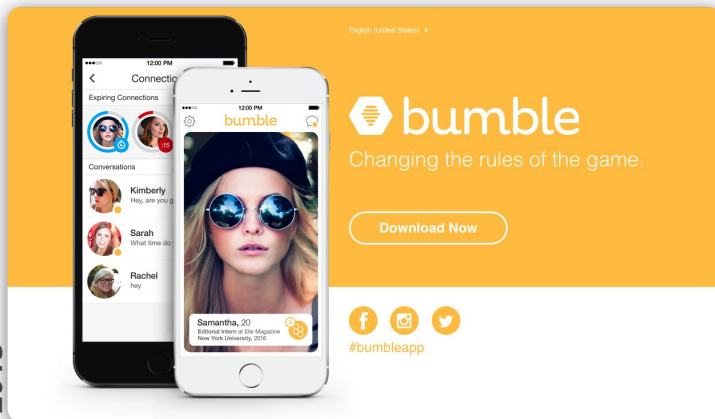
**BE THE CEO YOUR  
PARENTS ALWAYS WANTED  
YOU TO MARRY.**

*(then find someone you actually like)*

 bumble



2015

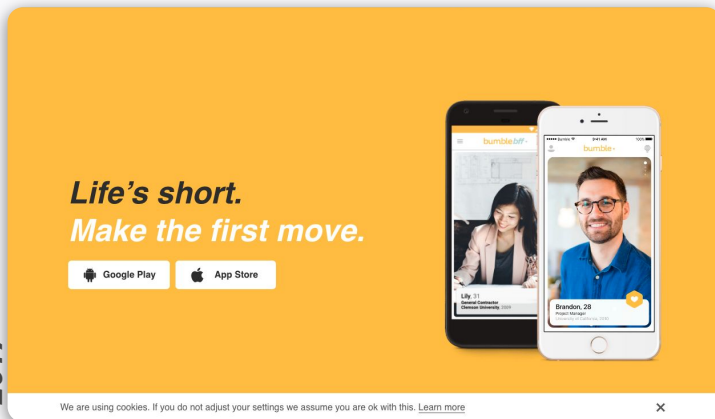


## Homepage Evolution 2015-2017

### Establishing a Voice

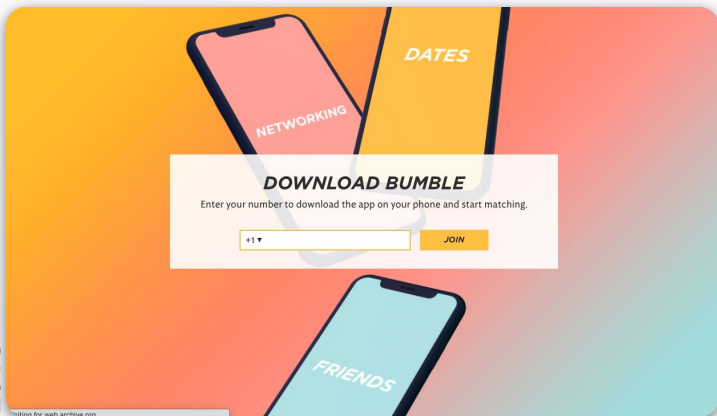
When Bumble launched the website in 2015, their landing page directed viewers to download the app with the copy "changing the rules of the game". This is a comment towards the unique feature of women messaging first however it doesn't explicitly state this feature in the initial messaging.

2017

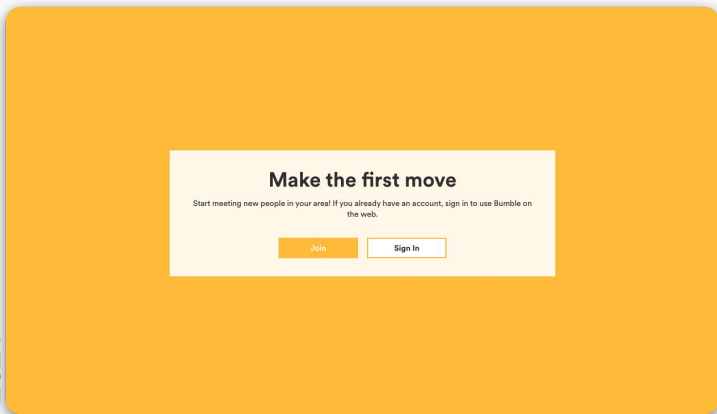


In 2017, an update was made to the landing page to support different Bumble browsing options (ie. Bumble BFF or Bumble for dating). The copy is updated to "Life's short. Make the first move" yet the hero banner doesn't elaborate on what that means specifically .

2018



2021



## Homepage Evolution 2018-2021

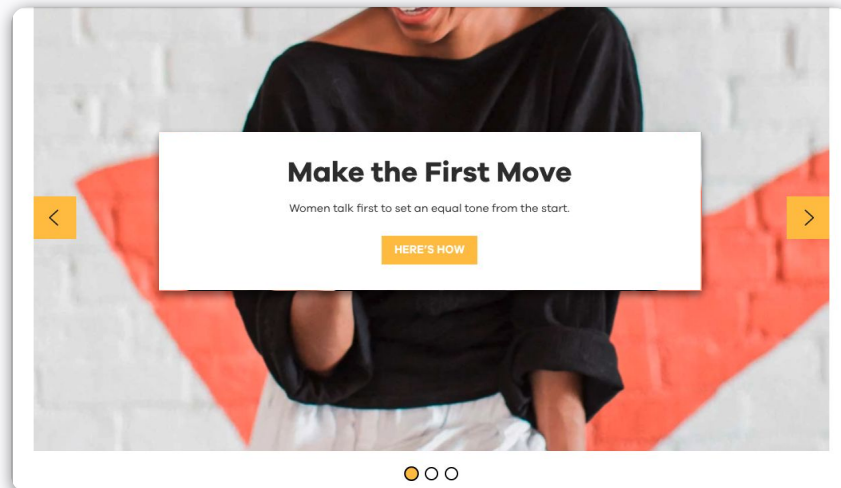
### Changing Priorities

In 2018, the Bumble landing page prioritized lead generation for potential users and stepped back from mentioning any content about women making the first move above the fold.

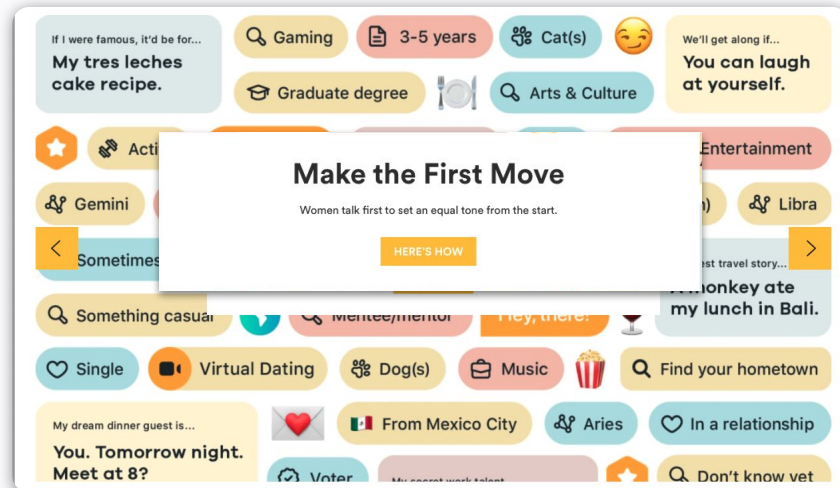
From 2019-2021, the homepage above the fold has used the same copy *"Make the first move. Start meeting new people in your area! If you already have an account, sign in to use Bumble on the web."* This copy is an ode to the 2017 landing page maintaining mystery about what making the first move entails for new users.



Below the fold, the Bumble website has demonstrated more explicit messaging over time to speak directly to how it is women who set the tone on the app. From 2019 to 2021, Bumble has used the same messaging while updating website imagery.



2019 Below the Fold

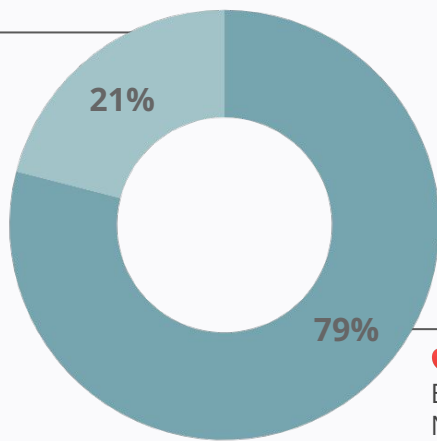


2021 Below the Fold

When Bumble started ramping up their female-based messaging in 2018, 21% of their email campaigns featured calls to action to drive readers to the app.

## Campaign Subject Line Examples

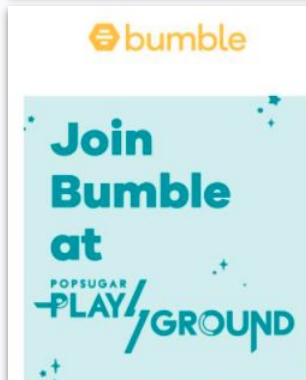
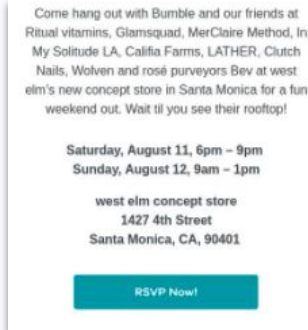
Calling All Female Entrepreneurs!



App Communication Subject Line Examples

♥ You Have New Bumble Notifications

● Campaigns ● App Communications



Our goal is to help you live your happiest, healthiest life. To double down on that effort, we want you to join us at the POPSUGAR Play/Ground this weekend (June 9th - 10th) at Pier 94 in New York City for an immersive, interactive experience!

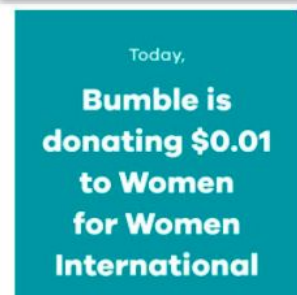
At the festival, you'll be able to choose your own adventure, whether fitness and wellness activities, shopping bazaars, live musical performances, art installations, or inspiring keynote panels with A-list talent and pop-culture luminaries - including our very own Erin and Sara Foster interviewing Kate Hudson!

Be sure to stop by Bumble's booth for hair and makeup touch-ups by PRIV and say hello! Follow



We are proud to announce The Female Film Force, a Bumble initiative offering an opportunity to aspiring female filmmakers across the UK and Ireland.

For more information click [here](#) and follow [@bumble\\_uk](#) for updates



Since day one, our goal at Bumble has been to create a place where female users feel safe and in control. In the years since, we've invested heavily in features designed to reinforce that mission.

It's no surprise that according to a recent survey of dating-app users, women say they are 9 times more likely to feel safer meeting someone for the first time on Bumble in comparison to all other dating apps. Even so, to make sure you always feel comfortable and confident while meeting new people, we've detailed our top 7 safety tips





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[Click to view](#)

Email Messaging:

## For the Women

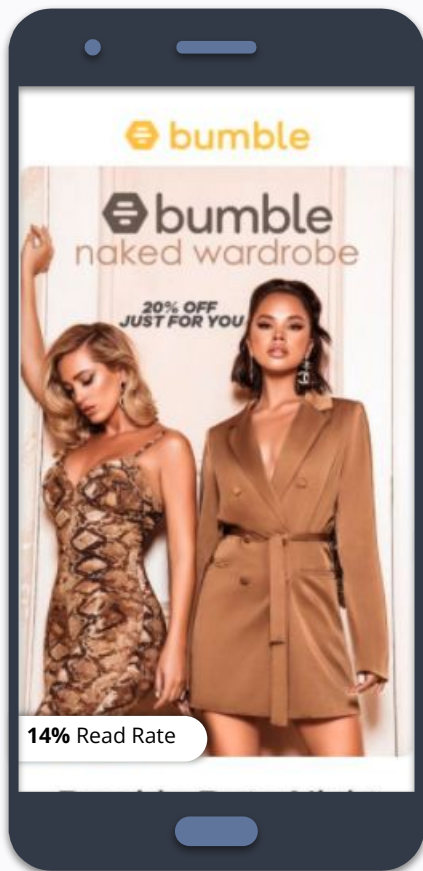
Bumble uses terminology that would specifically attract the interests of women in their community. Typically, it is through an increased use of the words "women" and "female".

### Benefiting the Community

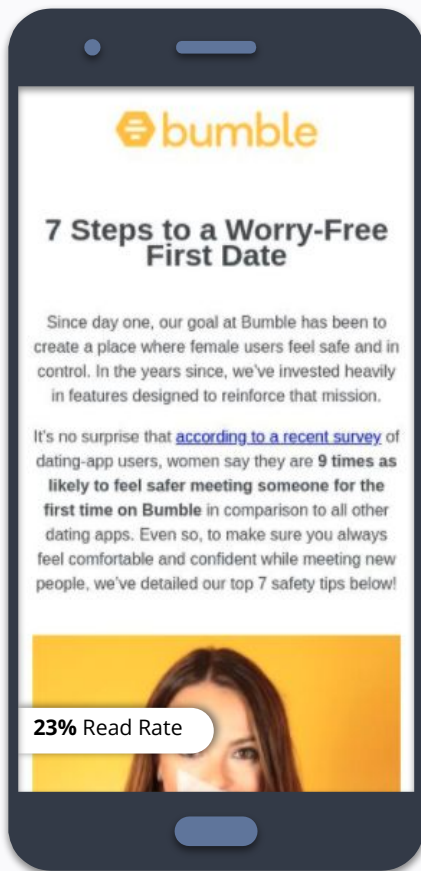
Bumble runs donations to causes that are aligned with their values in a way that makes it easy for the user to engage with the app. For example, by swiping, a user's actions donate to the *Women for Women* foundation.

### Open Calls to Participate

Bumble is often giving women on the platform the opportunity to apply for or find opportunities that they may not have found on their own by participating in app usage.



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[Click to view](#)

Email Messaging:

## Interests & Connections

Bumble also uses tactics to appeal to women on the platform by partnering with brands that have predominantly-female audiences and by sharing content about safety around online dating.

### Giveaways & Discounts

Bumble creates deals and offers for their users by partnering with online brands that have female focused communities. This helps strengthen brand loyalty and community.

### Articles & Information

Bumble uses facts and surveys to demonstrate why the ability for women to make the first move is so crucial to the online dating experience. They use numbers from surveys to help make a case to other women's positive experiences on the platform.

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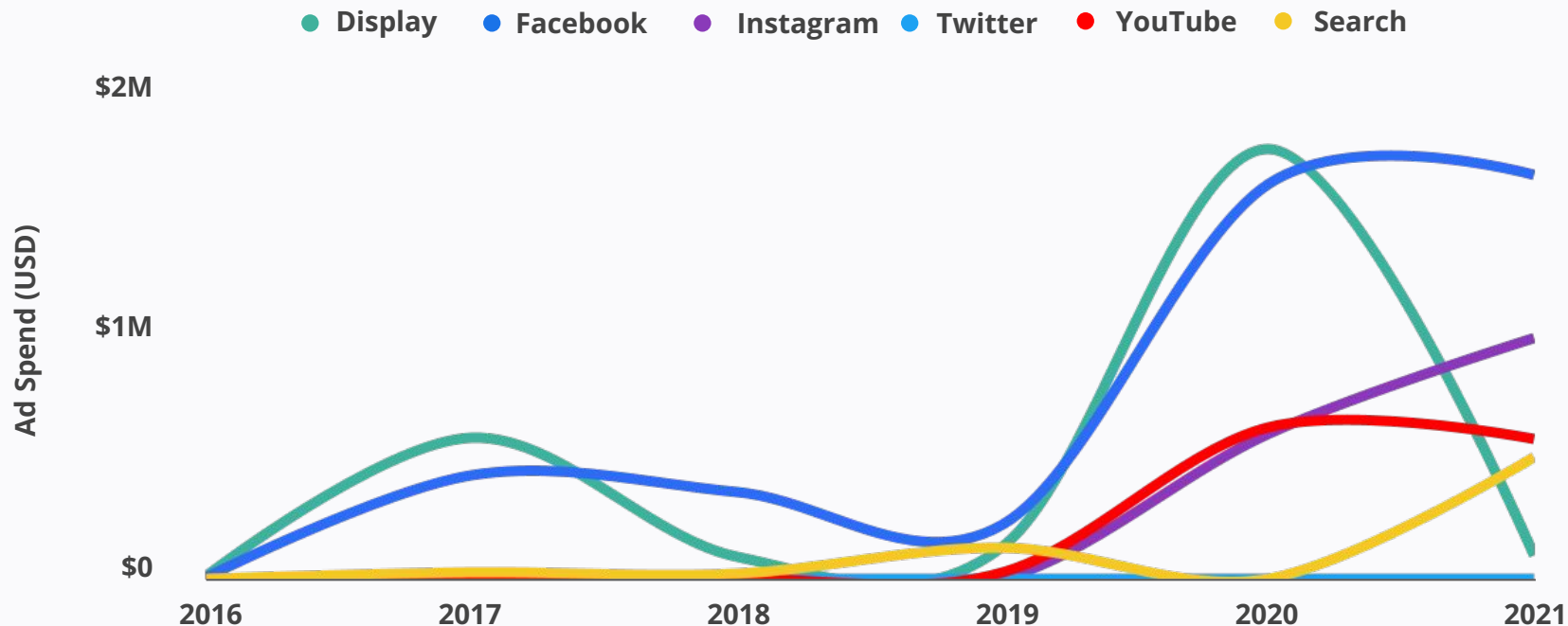
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## Campus Network Program



Bumble created the 'Honey' program for campuses to find young female advocates willing to plan Bumble events and share pictures on social media in Bumble merchandise.

Facebook has seen the highest investment at \$491M from 2016 to 2021 in the United States followed by Display (\$273M) and Instagram (\$175M).

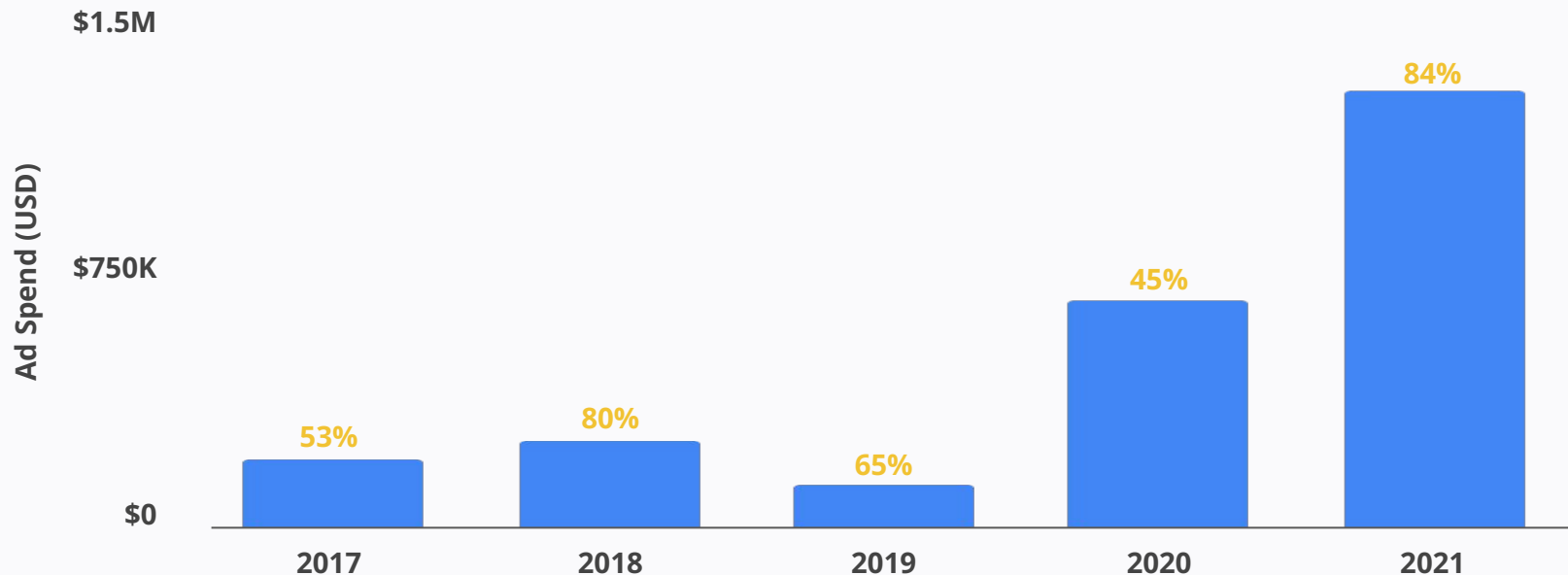


Spend is a directional approximation and does not include retargeting, or behavioural targeting. (USD Dollars) \*2016-2021

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Since 2017, an average of 65% of Facebook marketing budgets have been allocated to targeting female audiences\*. 2021 saw the highest spend on female audiences of \$1.4M.

**\* % OF FACEBOOK SPEND TOWARDS FEMALE AUDIENCE**



Spend is a directional approximation and does not include retargeting, or behavioural targeting. (USD Dollars) \*2017-2021

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From 2019 to 2021, Bumble has been experimenting with their paid ad messaging towards women. The top ad spends on messaging related to women over the years have shifted from a paid ad collaboration with a skincare brand [Erno Laszlo](#) in 2019 to a static graphic sharing the benefit of the app for women in 2020 to an animated video in 2021 showing how making the first move can be a fun experience.

**2019**

Spend: **\$11.2K** | Imp: **1.3M**

CPM: **\$8.61** | [Click to view](#)



**2020**

Spend: **\$137K** | Imp: **20.4M**

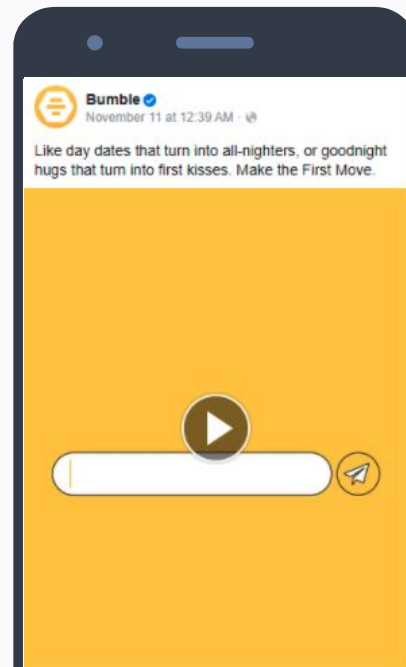
CPM: **\$6.71** | [Click to view](#)



**2021**

Spend: **\$91K** | Imp: **8.8M**

CPM: **\$10.34** | [Click to view](#)





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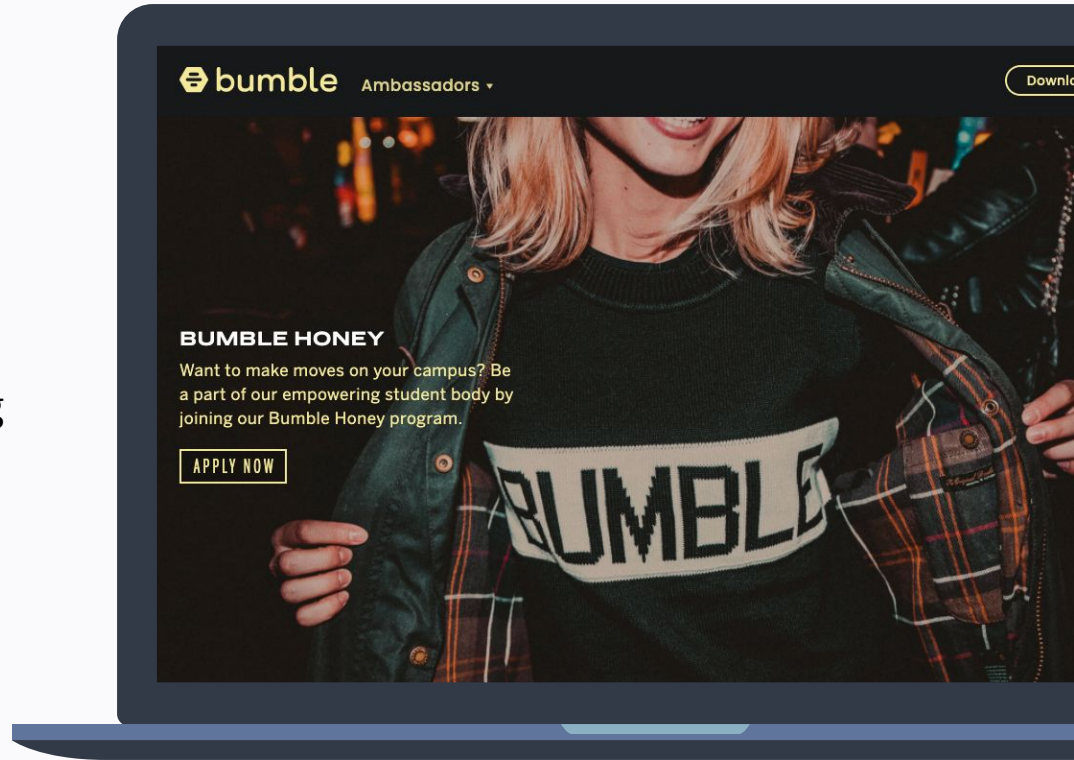


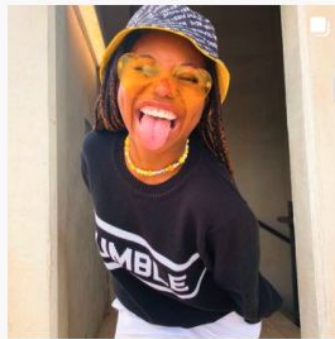
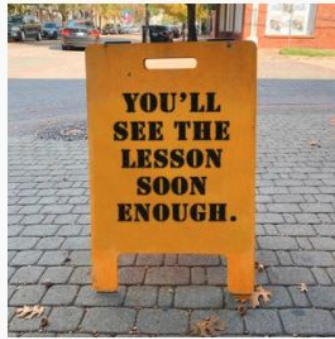
Bumble created the 'Honey' program for campuses to find young female advocates willing to plan Bumble events and share pictures on social media in Bumble merchandise.

Since 2014, Bumble has had an elaborate [ambassador program](#) with two focuses. One called “Queen Bees” and the other called “Honeys”.

Bumble’s Honey program focuses on finding ambassadors at college campuses to attract and acquire young women to the app.

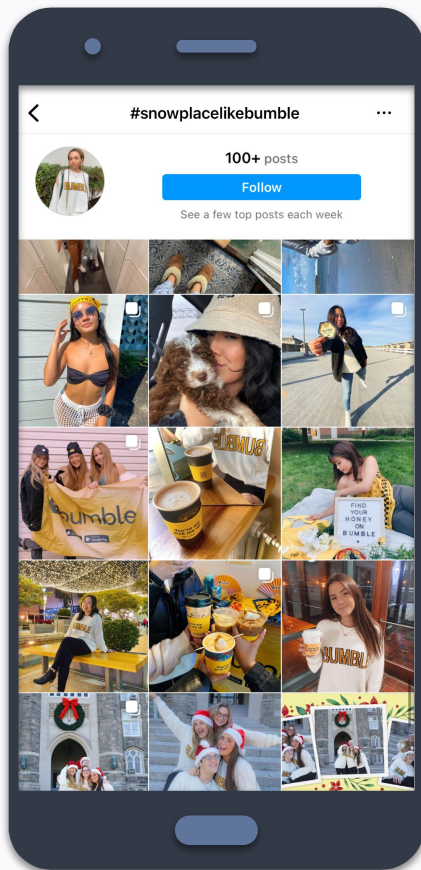
Bumble’s Queen Bee program focused on women outside of post-secondary institutions but sees less overall branding than the Honey program.





The Bumble Honey program has its own [Instagram account](#) with 15.9K followers with a 2.6% engagement rate.

Bumble uses this platform as a way to celebrate their Honey ambassadors on campus and share positive messages to their audience of younger women.



[Click to view](#)



[Click to view](#)

Organic Social Tactic:

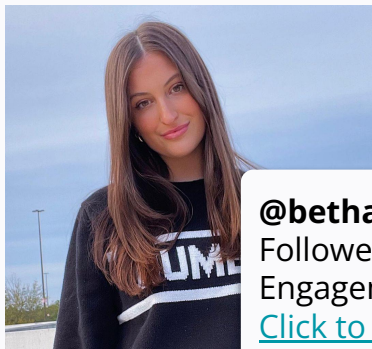
## Themed Hashtags

Instead of using one generic hashtag for Bumble Honeys to include in their posts, Bumble created branded hashtags that include the brand name but relate it to the season or month.

For the month of December 2021, Bumble launched the #snowplacelikebumble hashtag for Honeys to use throughout the month. A total of 425 posts were made using this hashtag, in every post the creator is seen wearing or holding a Bumble branded item.



Bumble has many “Honeys” that post in Bumble merch and promote the app on campus. Honeys often have small followings and high engagement. A few examples include:



**@bethany\_rennie**  
Followers **1.6K**  
Engagement **15.5%**  
[Click to view](#)



**@k.k.ara**  
Followers **1.3K**  
Engagement **28.6%**  
[Click to view](#)



**@r.u.b.i\_**  
Followers **1.7K**  
Engagement **21.5%**  
[Click to view](#)



**@laine yaxell**  
Followers **2.1K**  
Engagement **23%**  
[Click to view](#)



**@radioized**  
Followers **1.6K**  
Engagement **26.6%**  
[Click to view](#)



**@m0chic**  
Followers **4.5K**  
Engagement **10.6%**  
[Click to view](#)

In the Honey application process, Bumble outlines four roles that prospective Honeys can hold. These titles incentivise applicants to apply by offering them an experience to build skills in event management on campus and in marketing. Bumble aims to understand everything about the applicant and their school to build demographic and targeting strategies.

**Bumble Honey**

🐝@bumble goes to college 🐝

Spring semester application open until December 20th:

[form.typeform.com/to/Dnl6k2y8](https://form.typeform.com/to/Dnl6k2y8)

### Honey Ambassador Positions

Campus Lead

Campus Impact Manager

Campus Content Manager

Campus Marketing Manager

### Notable Honey Application Questions

1. What campus organizations are you with? Are you in a leadership position?
2. Are you in Greek life?
3. Link to Instagram profile, VSCO, Twitter, FB, TikTok
4. School Selection as a:
  - a. Party School
  - b. Work Hard Play Hard School
  - c. Academic Focus School
  - d. Major City School