

TINDER MATCHMAKER™ INTRODUCES THE ULTIMATE WAY FOR POTENTIAL MATCHES TO PASS THE FRIEND TEST

New Feature Lets Besties and Grandmas Alike Act As Your Personal Cupid By Recommending Potential Matches Directly In The App
SYDNEY, Australia (October 23, 2023) — Hosting a dating life debrief with friends is a time honored tradition, so much so that over 75% of surveyed singles said they discuss their dating life with friends multiple times a month.¹ To assist today’s singles and their dating deliberators in deeming if someone is worthy of a Like, Tinder, the world’s most popular dating app for meeting new people, is launching Tinder Matchmaker™. The new feature lets friends and family asynchronously access Tinder to recommend profiles for a user.

The feature makes modern dating a team sport by essentially integrating the “friend test” into Tinder. Users can now invite others, whether they have a Tinder profile or not, to view and suggest potential matches. It gives Tinder users the added intel of seeing who their friends Like for them when considering a potential match but, just like in real life, the user ultimately decides who they want to send a Like to.

In fact, according to a survey by Tinder, Gen Z across Australia are no stranger to letting their friends swipe on dating apps on their behalf.

- Nearly half of users (49%) have swiped for a friend and have had their friends swipe for them
- 24% young singles swipe the most when they're with their friends
- More than half (56%) admit to having asked their friend for their advice on profile pictures and bios for dating apps

“For years, singles have asked their friends to help find their next match on Tinder, and now we’re making that so easy with Tinder Matchmaker,” says Melissa Hobley, Chief Marketing Officer at Tinder. “Tinder Matchmaker brings your circle of trust into your dating journey and helps you see the possibilities you might be overlooking from the perspective of those closest to you.”

To bring users and their personal matchmakers up to speed on this new digital dating dynamic, Tinder has partnered with rapper Coi Leray, who knows that modern dating is complicated - for you and the crew - because bestie’s latest match might be around for a while. As such, she’s been crowned the Matchmaking Monarch of Tinder Court, where she illustrates the power of the “friend test” in newly released [digital content](#).

“Handing your phone over to the friend group was the original vibe check. Obviously you want your friends to like whoever you’re crushing on, and Tinder Matchmaker is a fun way to get the bestie seal of approval even before the match.” says Coi Leray.

Here’s How Tinder Matchmaker Works:

- A Tinder Matchmaker session can be started directly from a profile card, or within app settings. Users can share their unique link with up to 15 friends in a 24 hour period.
- After following the link, the matchmaker can either log in to Tinder or continue as a guest (after completing an age verification prompt and agreeing to Tinder’s terms as outlined).
- Matchmakers have 24 hours to play cupid before the session expires, where they can recommend profiles for the Tinder user but won’t be able to chat or send messages on their behalf.
- Once the session expires, Tinder users will have the opportunity to review the profiles their matchmakers’ Like for them. Profiles that received a Like from a matchmaker will be marked as a
- The Tinder user still makes the final call on who to Like - but now knows who their friends are rooting for.

Tinder Matchmaker is available now in the United States, Australia, Brazil, Canada, France, Germany, India, Indonesia, Japan, Mexico, South Korea, Spain, Thailand, United Kingdom, and Vietnam, and will be rolling out to Tinder users globally in the coming months.

The campaign will roll out later this week in Australia across TikTok, YouTube, Snapchat and Spotify with help from local creator, [Sasha Morpeth](#). Sasha will be enlisting the help of her closest friends and Mum to recommend Tinder profiles for her.

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¹ Online survey of 2500 18-25 year olds who are single and actively dating (1000 UK, 1000 USA and 500 Australia) was commissioned on behalf of Tinder and conducted by market research company OnePoll, in accordance with the Market Research Society’s code of conduct. Data was collected between 6/10/2023 and 12/10/2023. All participants are double-opted in to take part in research and are paid an amount depending on the length and complexity of the survey. This survey was overseen and edited by the OnePoll research team. OnePoll are MRS Company Partners, have corporate membership of ESOMAR and Members of the British Polling Council.
² A survey of 1000 18-25 year old singles in Australia commissioned by Tinder and carried out by One Poll for the time period 05/04/2022 - 26/04/2022

ASSET FOLDER

About Tinder
Launched in 2012, Tinder is the world’s most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World’s Most Innovative Companies by Fast Company.

About Coi Leray
Coi Leray consistently asserts herself as an elite musician, dynamite vocalist, massive personality, and boundary-breaking superstar without comparison or rival. Born in Boston, raised in New Jersey and based in Los Angeles, the multi-platinum force of nature has captivated without compromise. Coi has served up a string of anthems from her debut album TRENDSETTER, including the double-platinum “No More Parties,” gold-certified “Big Purr (Prrrd)” (feat. Pooh Shiesty), the Billboard Hot 100 Top 40 hit “Blick Blick” [with Nicki Minaj], and the viral “TWINNEM.” Coi has also earned her first Billboard Hot 100 Top 10 with her highest charting single to date “Players” landing at #9. It’s taking over social media with popular remixes such as “Players (David Guetta Remix),” “Players (Tobiasa Remix),” “Players (DJ Smallz 732 Jersey Club Remix),” “Players (DJ Saige Remix),” and “Players (DJ Saige Remix)” feat. Busta Rhymes. Together they set TikTok on fire with a staggering 10 billion views and nearly 3 million video creates as the success simultaneously translated to streaming platforms. It’s also dominating the radio with three consecutive weeks at #1 on Rhythmic Radio, #1 on Urban Radio, #1 on the Billboard Hot Rap Songs Chart, and #6 on Billboard’s Radio Chart. This set the stage for her critically acclaimed full-length album, Coi, which arrived in June 2023. Coi Leray continues to cross-over into other genres with the hit song “Baby Don’t Hurt Me” with David Guetta and Anne-Marie. Then there’s her blockbuster R&B anthem “Self Love” with Metro Boomin which was a highlight on the Spider-Man: Across the Spider-Verse soundtrack. Between generating billions of streams and views, she has infiltrated every corner of culture, appearing on XXL’s coveted Freshman Class cover, performing on NBC’s The Tonight Show Starring Jimmy Fallon, as well as ABC’s Jimmy Kimmel Live!, starring as the face of the SKIMS “Cozy Collection” by Kim Kardashian West, collaborations with major fashion brands such as Kenzo, Moschino, Fendi By Marc Jacobs, YSL Beauty, as well as guesting on Slime Language 2, which bowed at #1 on the Billboard 200. Coi Leray’s reach continues to expand thanks to collaborations with everyone from Calvin Harris, RAYE, K Pop’s TOMORROW X TOGETHER and more. Beyond a slew of magazine covers and nominations at the American Music Awards, BET Awards, and iHeart Radio Music Awards, to name a few, she has incited critical acclaim from New York Times and Billboard to E! Online and more. As a powerhouse performer in her own right, she has shined at Rolling Loud, Lollapalooza Festival, Governors Ball and more. Still, she keeps pushing forward. The crown belongs to Coi as she skyrockets with her new EP, Blue Moon, and much more to come.

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Additional assets available online: [Photos \(1\)](#)

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