



smart. mobile.
effective.

LOVOO Media Kit 2025

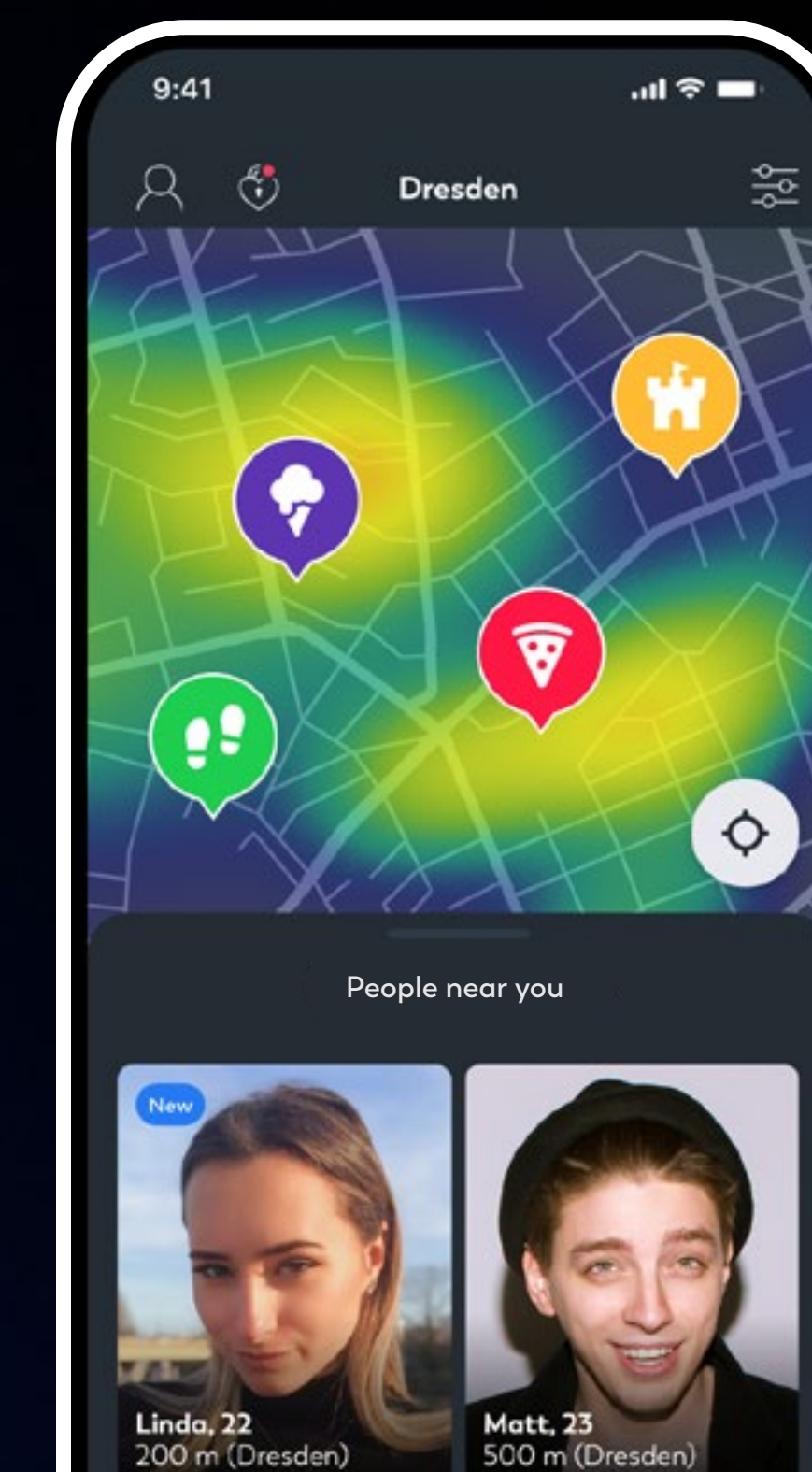
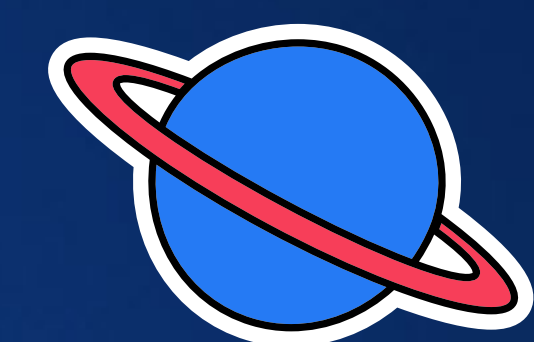
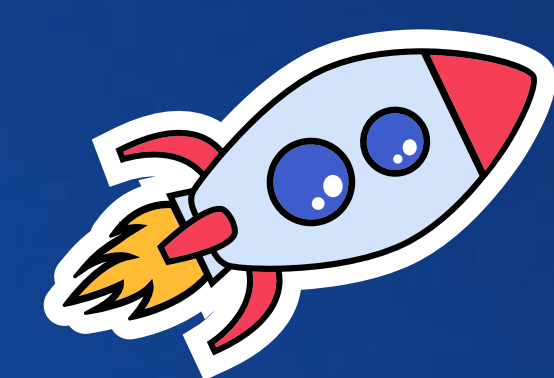


Agenda

1. LOVOO as a media partner
2. LOVOO at a glance
3. Advertising formats
4. Targeting

1. LOVOO as a media partner

LOVOO as a media partner



REACH

Millions of young adults are looking to meet new people.

GLOBAL PLAYER

2011: Founding of LOVOO
2017: Takeover by **The Meet Group**
2020: Takeover by **ProSiebenSat.1 Media** / part of the ParshipMeet Group



BRAND SAFETY

Our employees work hard to ensure that our users and brands are always safe in the app.

DIVERSITY

There is the right type of placement for almost every marketing goal.

INNOVATION

The LOVOO app is constantly being improved and regularly offers new features, such as Live Video and Date Map.

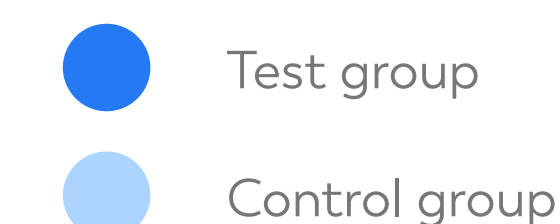
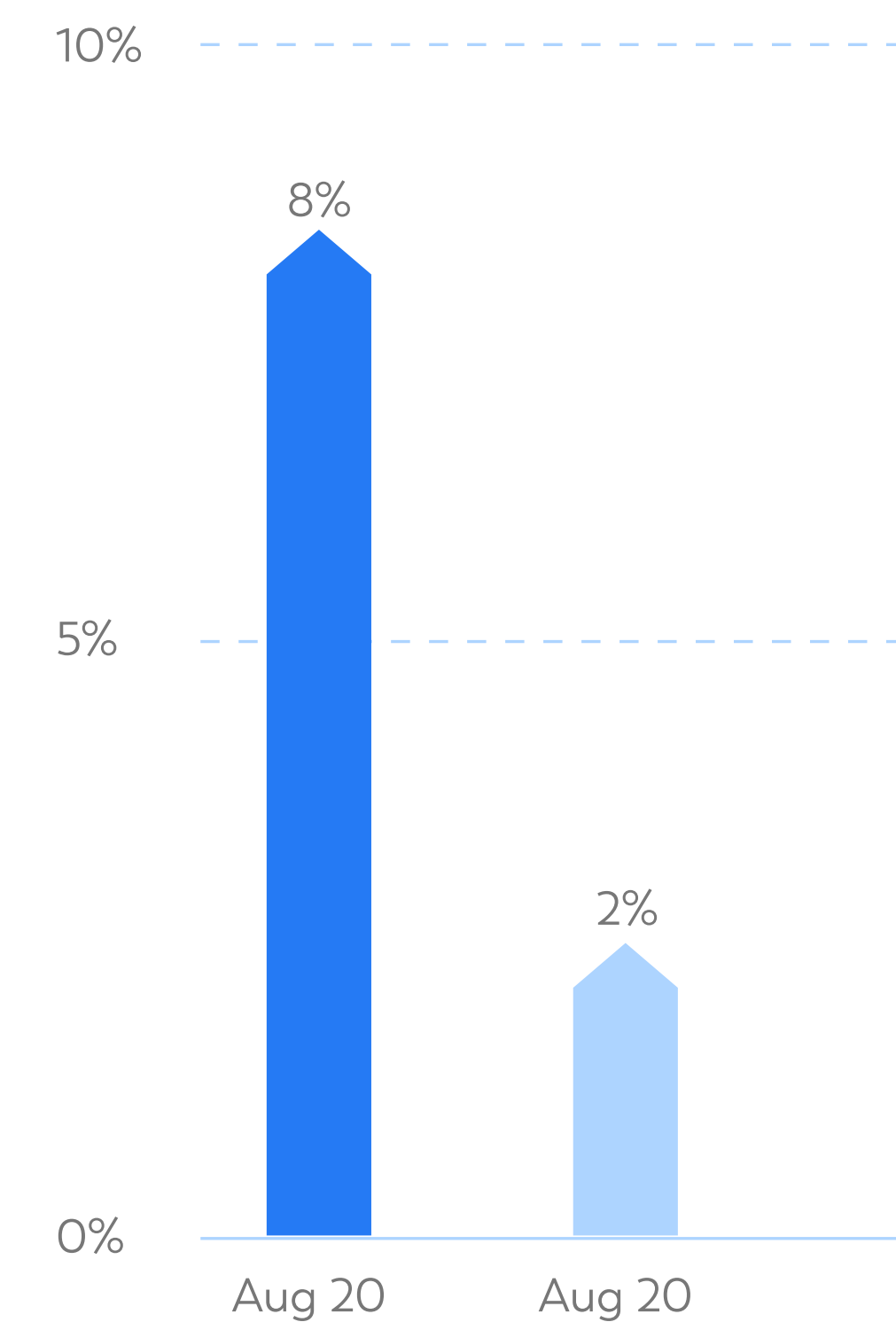
WE OFFER A COMPREHENSIVE SERVICE

- Individual consultation via video call
- End-to-end processes: quick and uncomplicated campaign implementation (completely in-house)
- Personal contact partner throughout the campaign process
- Campaigns with state-of-the-art ad technology
- Option of measuring performance: Brand awareness, interest and recognition
- Option of reporting during campaign and/or once the campaign has ended

Ad recall

“Do you recall seeing online advertising for YOUR BRAND in the last 3 days?”

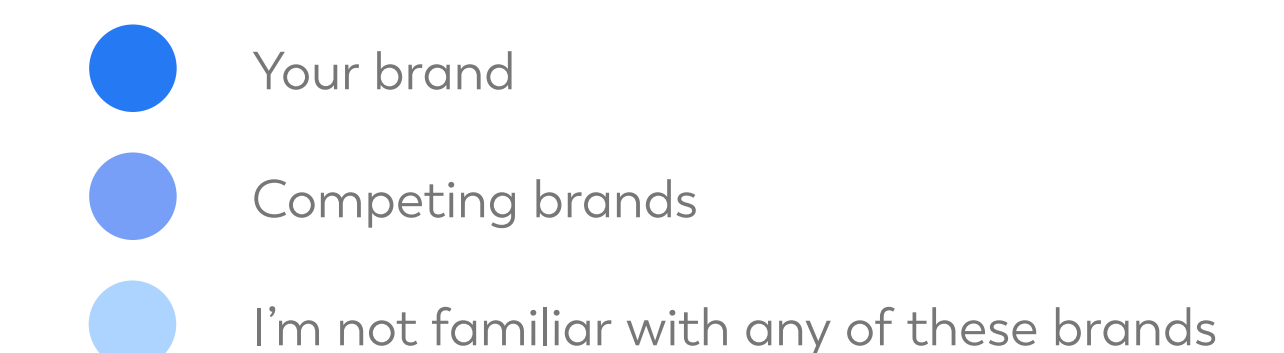
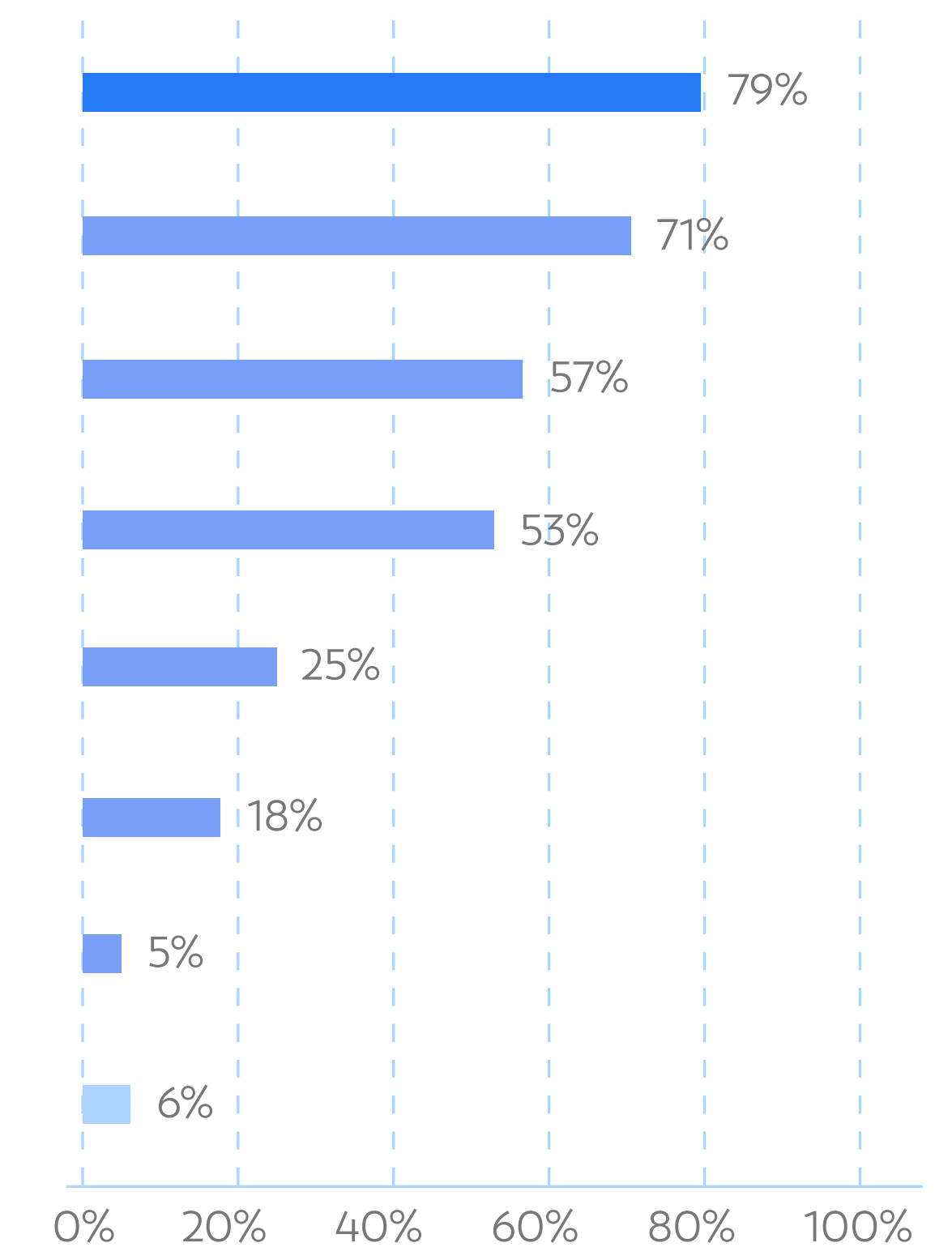
Answer >>YES<< / t0-t1 DELTA



Aided brand awareness

“Which of these brands do you recognize (even if just by name)?”

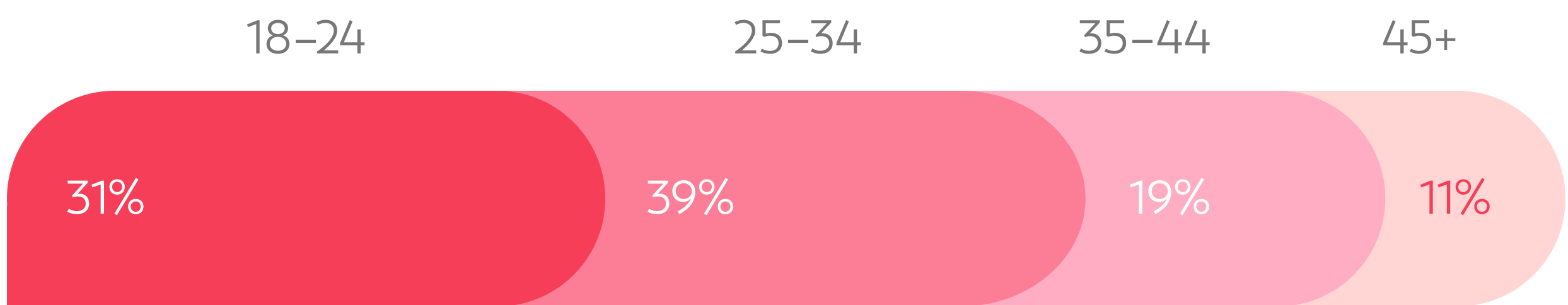
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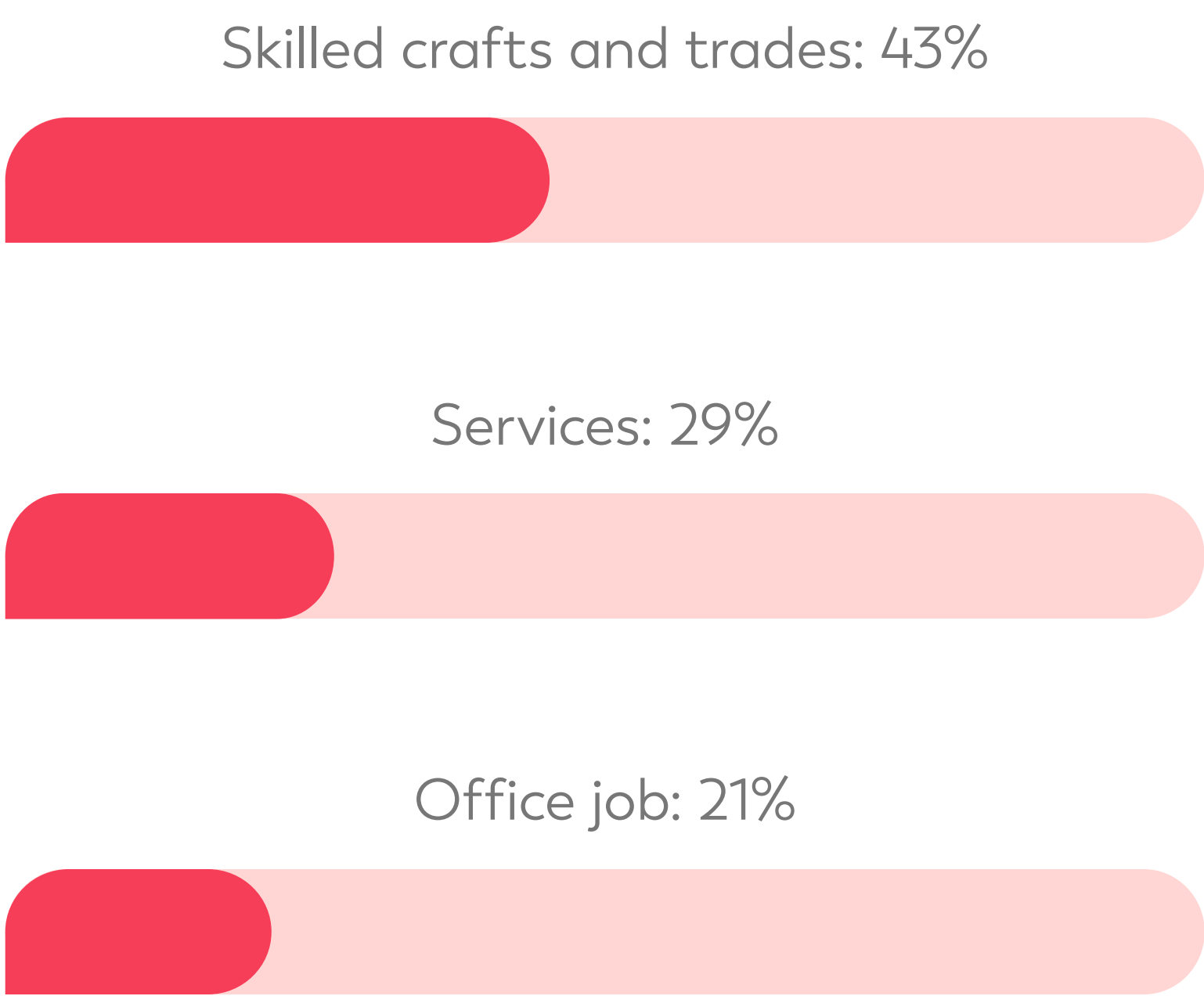
2. LOVOO at a glance

LOVOO at a glance

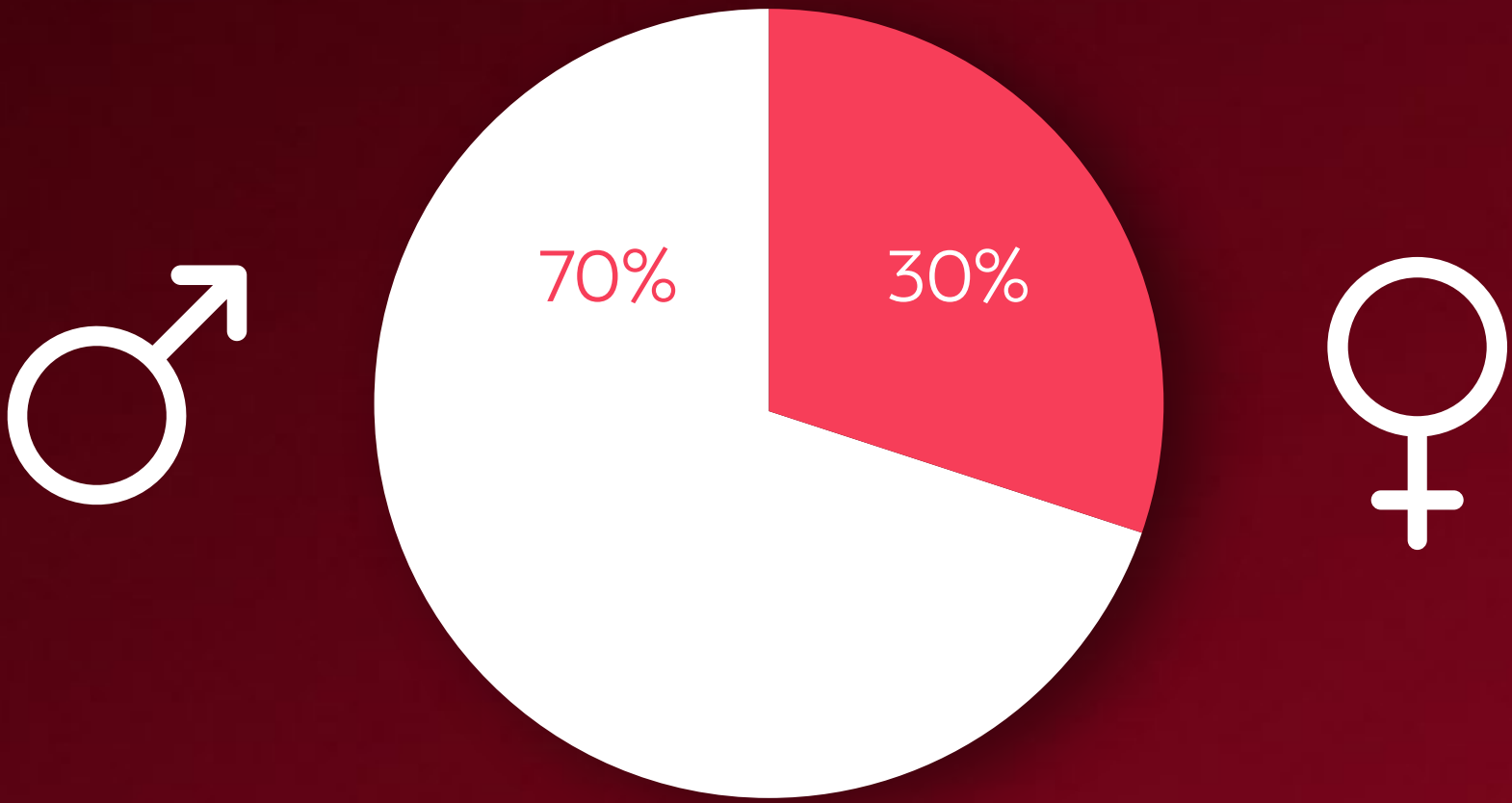
AGE STRUCTURE



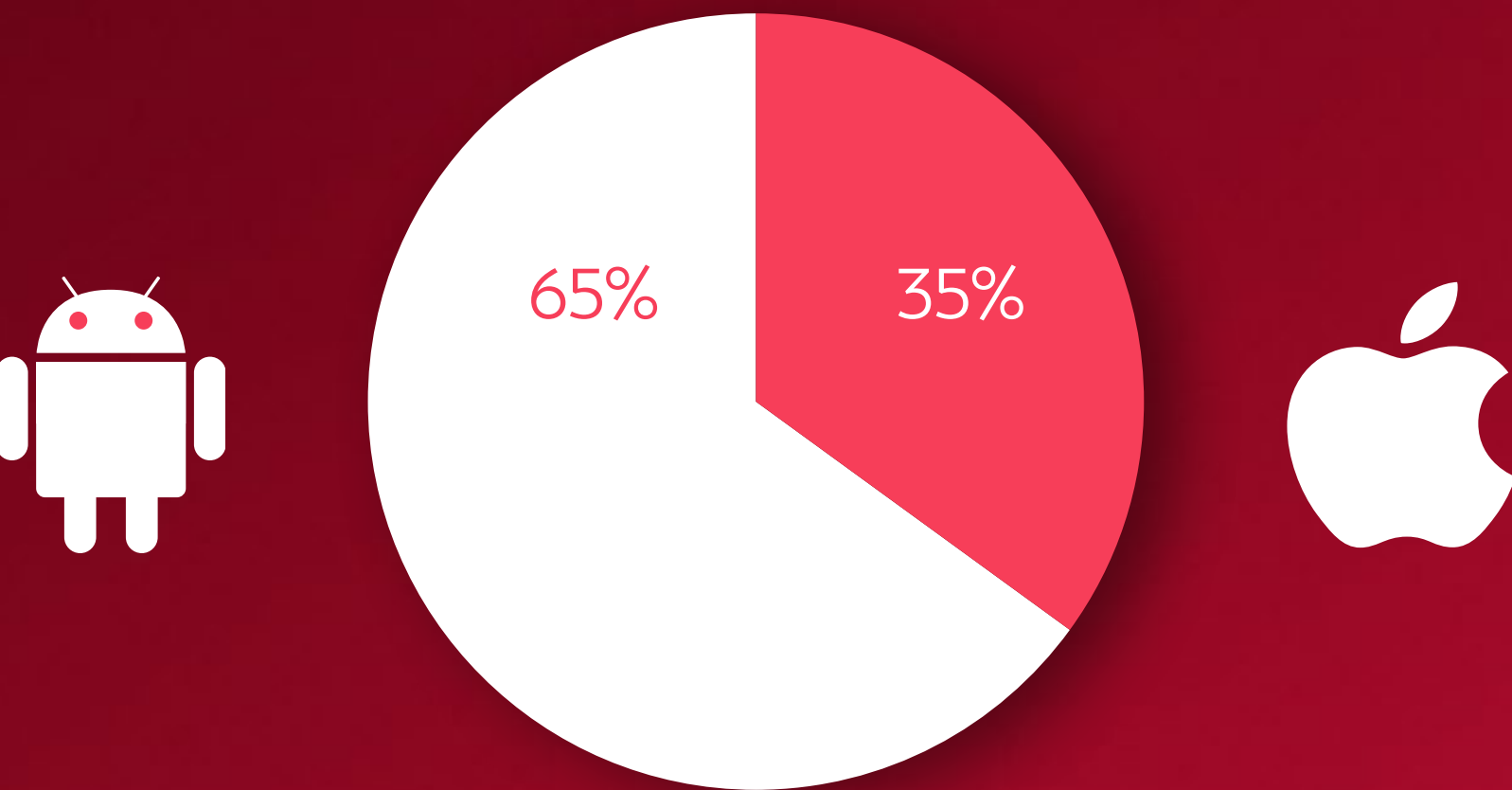
OCCUPATION



GENDER



PLATFORM SPLIT



REACH



Users active each month:
SEVERAL MILLION



Ad requests each month:
OVER 3 BILLION



Potential impressions
per campaign:
DE, AT, CH 500 million
FR, IT, ES 300 million

LOVOO at a glance

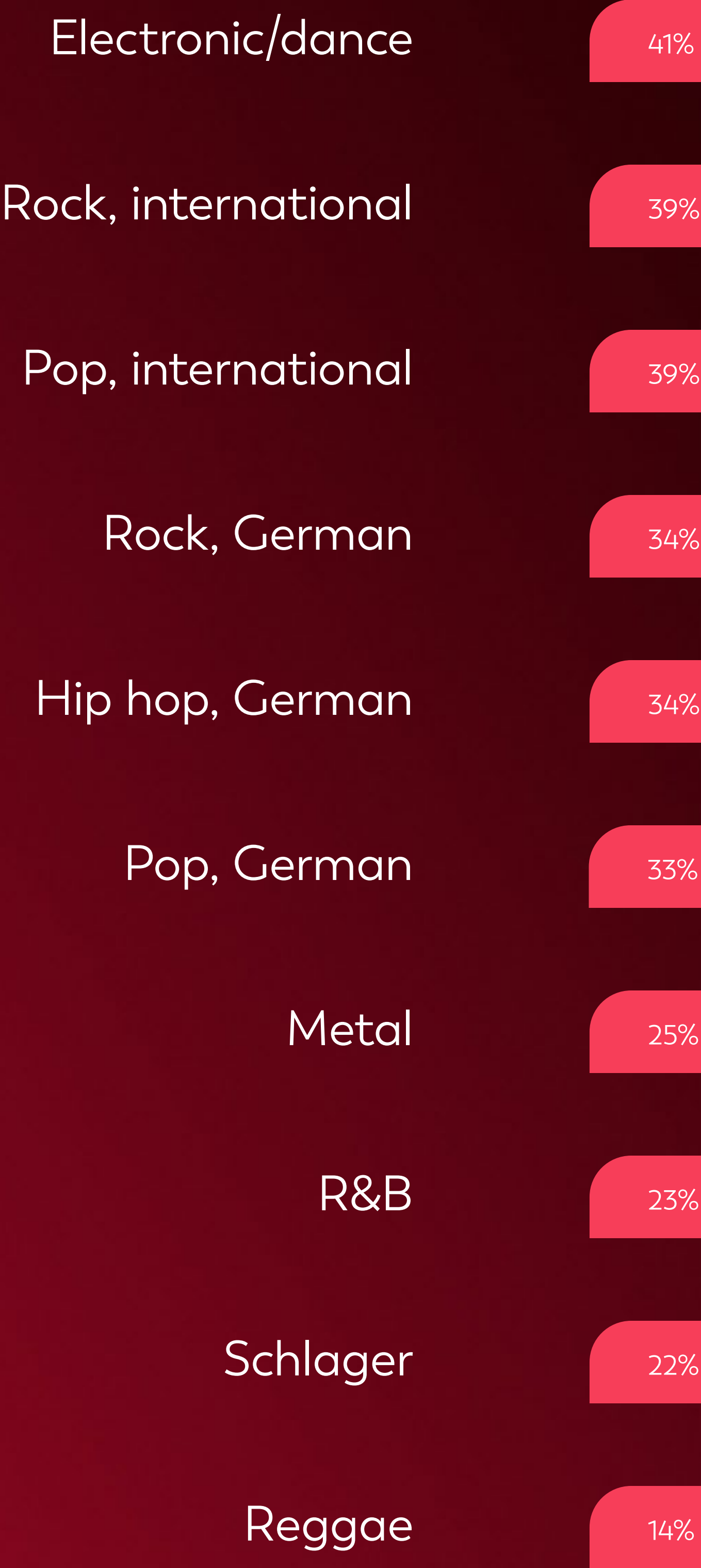
USER
INTERESTS

- Listening to music
- Streaming series
- Chatting with friends (on the phone)
- Going for walks
- Visiting friends
- Gaming, sports, and surfing the Internet
- Cooking and baking
- Social media / going out in the evening
- Linear television
- Chatting and commenting



LOVOO at a glance

USERS' MUSIC TASTE



41%

39%

39%

34%

34%

33%

25%

23%

22%

14%



LOVOO at a glance

MOST POPULAR ONLINE DATING PROVIDERS IN GERMANY 2022

Source:
Statista Consumer Insights
© Statista 2022



37%

Tinder

36%

Badoo

30%

Parship

23%

ElitePartner

22%

Bumble

16%

C-Date

16%

LoveScout24

16%

eDarling

13%

Be2, Jaumo, NEU.DE, Grindr,
Ashley Madison, Plenty of Fish,
Happn, and others

10%

LOVOO at a glance

DATING



Over 166 million

registrations
(all-time)



Over 24 billion

messages sent
since 2017



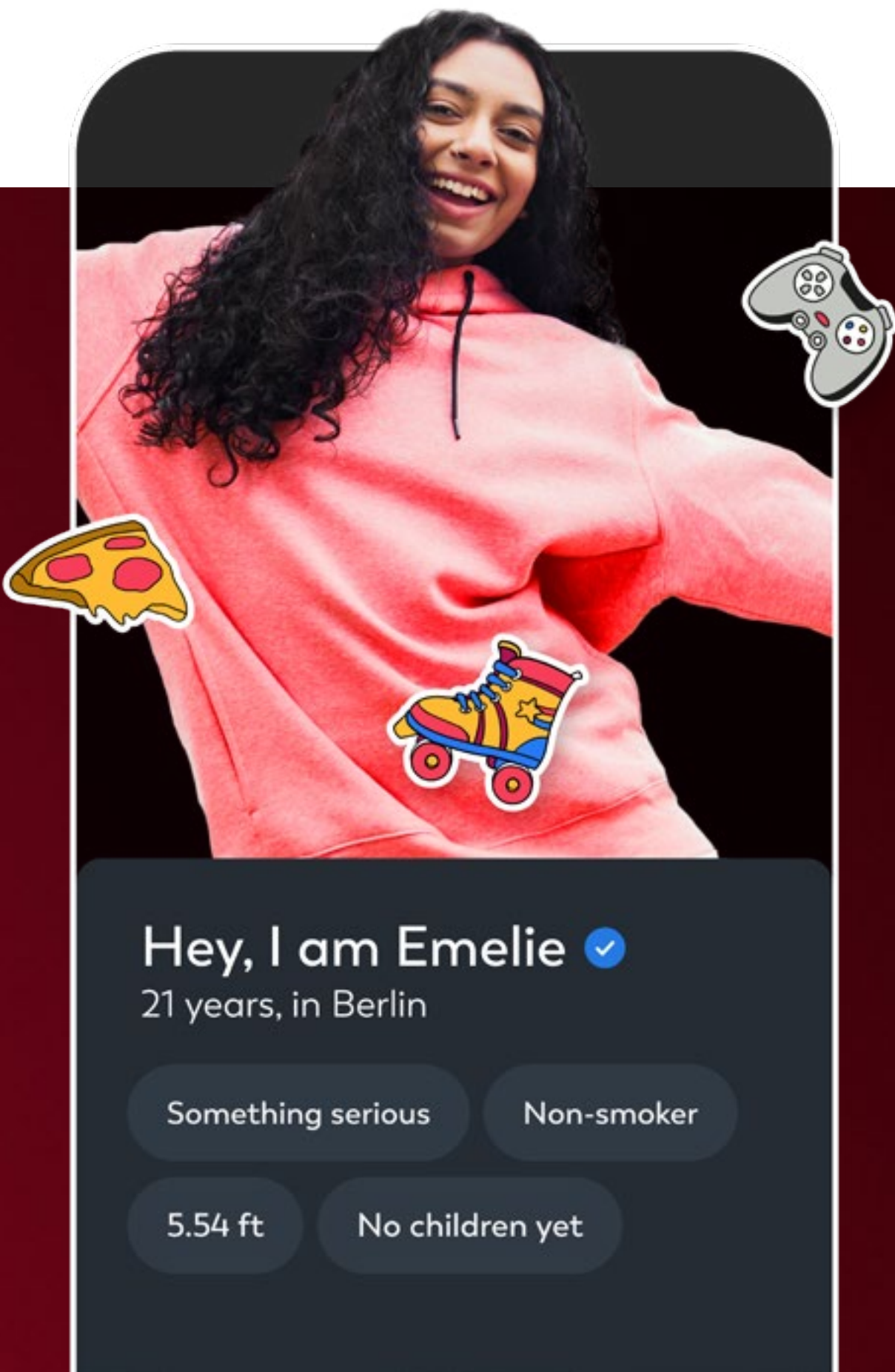
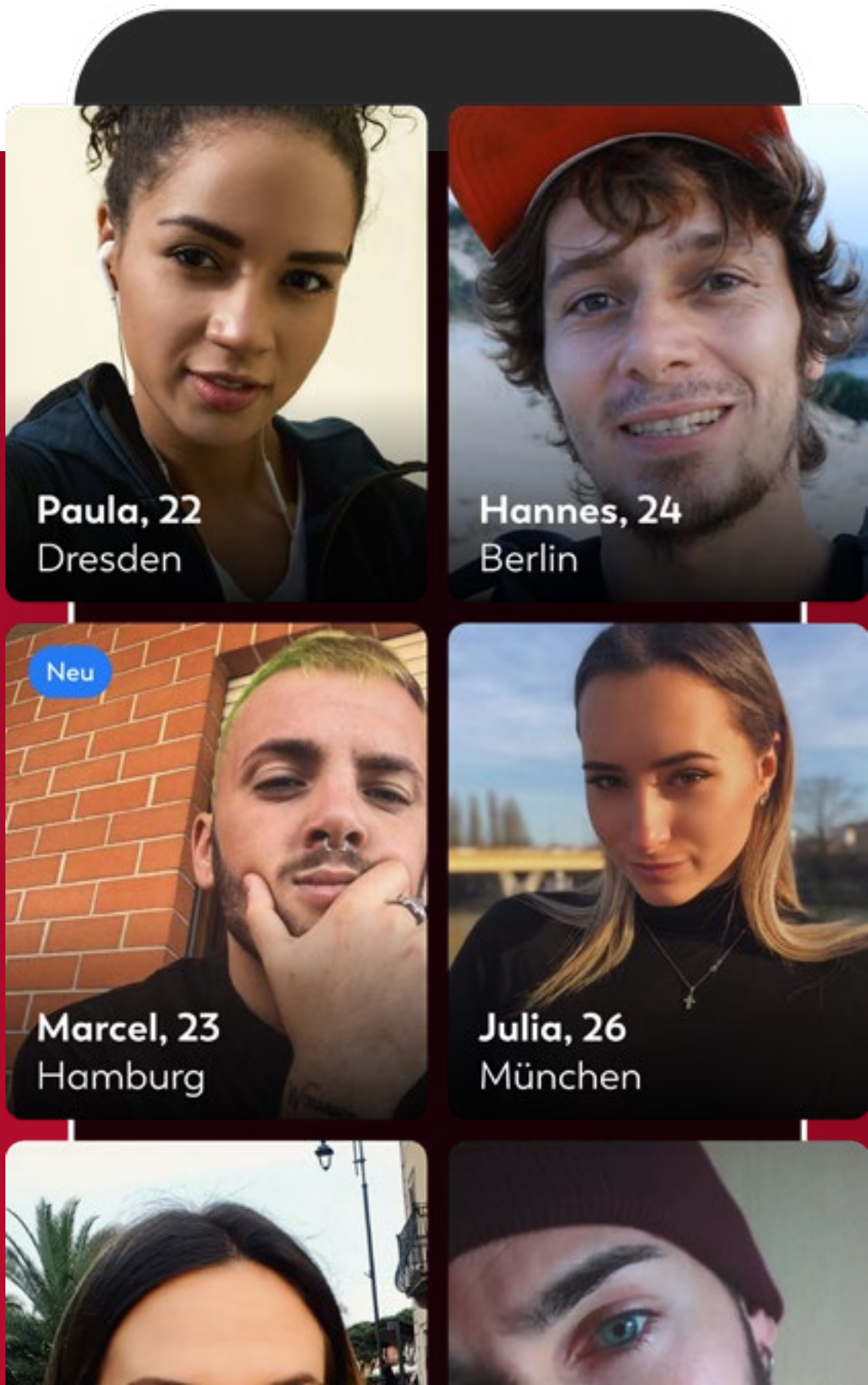
Top 3 Consumer
Spending Ranking

App Annie State of
Mobile Report 2021



Over 4.2 billion

matches
since 2017



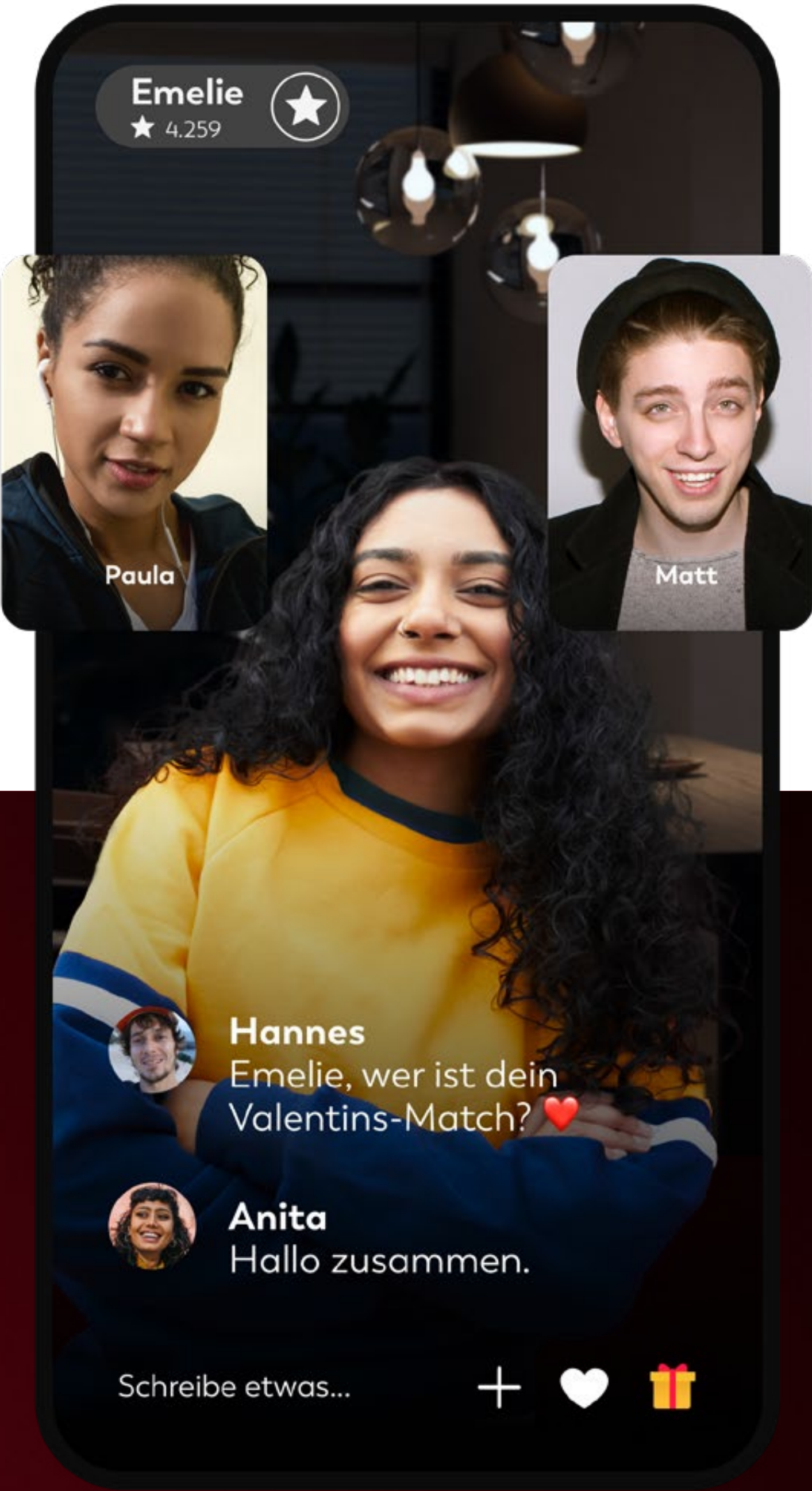
LOVOO at a glance

Video-Chat

Multi Video-Chat

LIVE VIDEO

Instead of just uploading pictures, users can record videos of themselves on LOVOO Live. They start a stream, talk about themselves, and interact with their audience. This allows users to reveal more about themselves and see more of others.



3. Advertising formats

Advertising formats

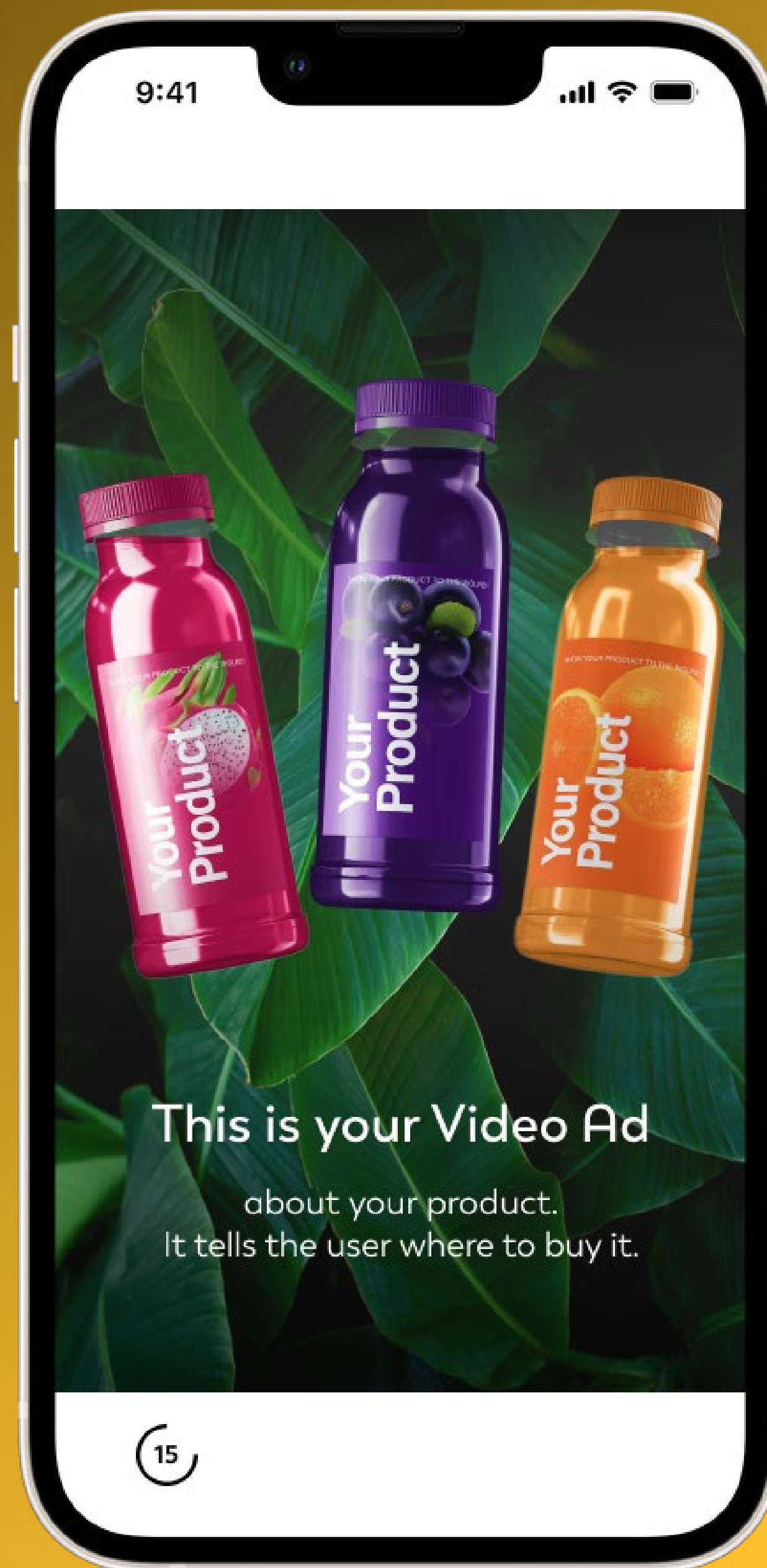
FULLSCREEN INTERSTITIAL

Displayed in a central part of the app in Match, achieving a high level of brand awareness.

- Highest click rate of all advertising formats
- Also available in video format
- Full screen (can be scaled for all devices, e.g. 320 x 480 px)
- PNG, JPG, GIF, HTML5-Script, MP4 (max. 3.5 MB)



Advertising formats



REWARDED VIDEO

Users are rewarded with credits when they watch an ad video in full. Credits facilitate interaction in several parts of the LOVOO app.

The video can't be skipped. This results in an excellent video view-through rate. The full-screen format guarantees a high level of interest.

According to independent analyses, rewarded videos deliver the best user experience. As users have consciously opted for these, they associate the video experience with positive emotions.

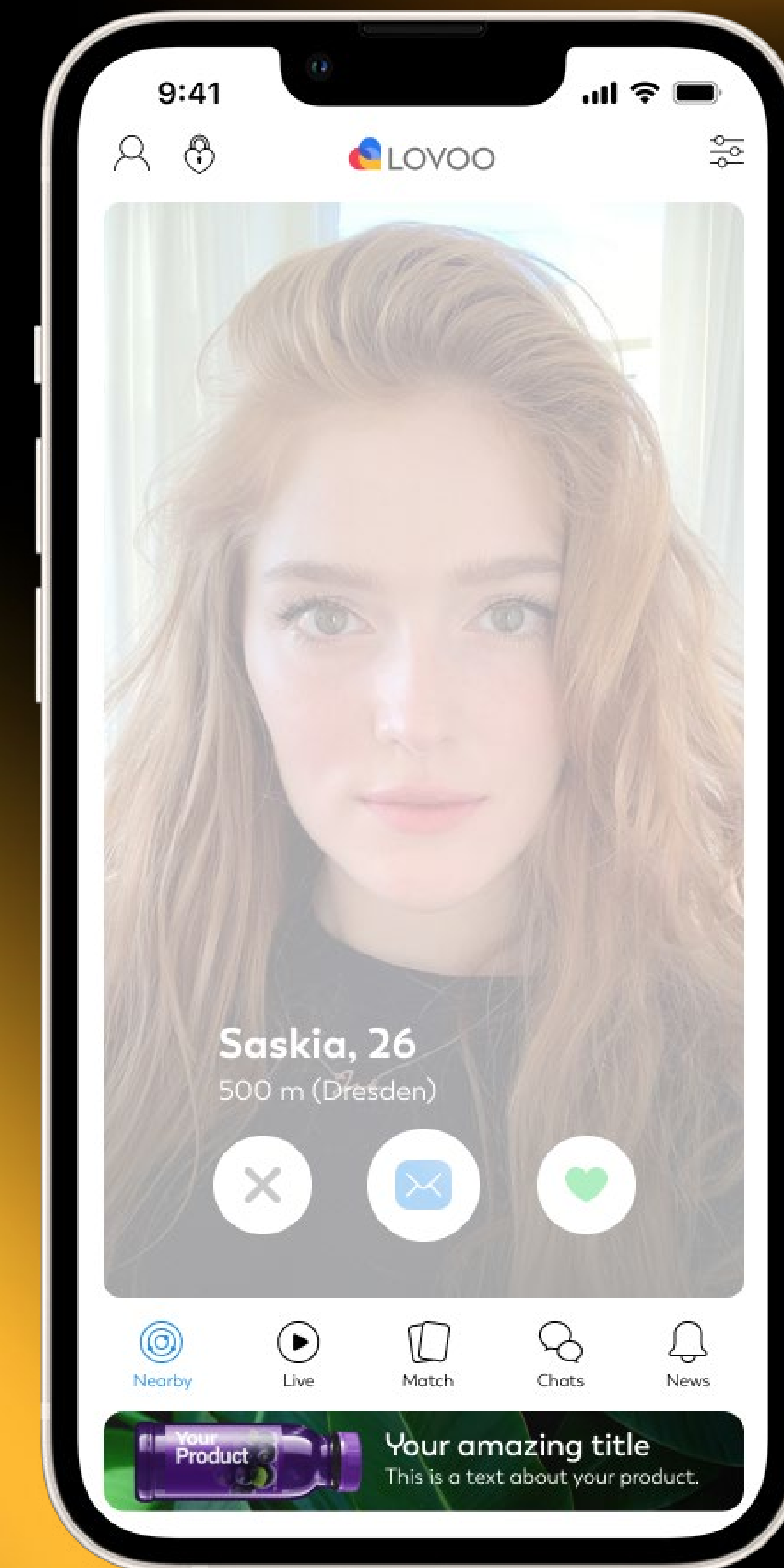
- Higher levels of acceptance among users improve brand awareness
- Videos can be displayed for up to 30 seconds
- Several entry points in the app
- **Costs are only charged if the video has been played out in full (VTR 100)**

Advertising formats

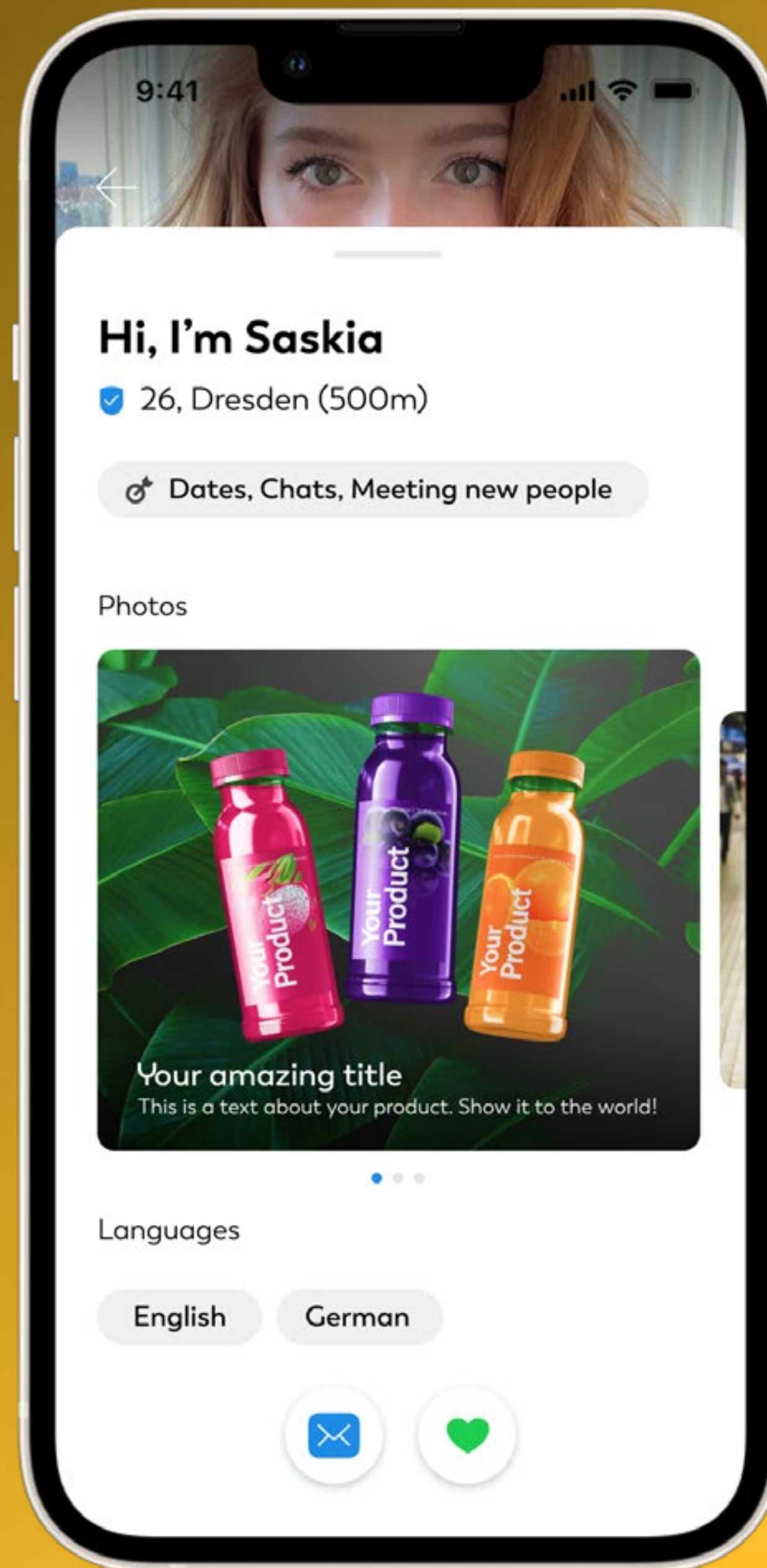
BOTTOM BANNER

This standard ad is shown at the bottom of the display in almost all areas of the app.

- Stands out with its large reach
- Also suitable for performance-driven campaigns
- 320 x 50 px
- PNG, JPG, GIF



Advertising formats



MEDIUM RECTANGLE

The classic banner is displayed in both the profile and the image gallery.

- Available for the web and in-app
- 300 x 250 px
- PNG, JPG, GIF, HTML5 script

4. Targeting

Targeting



GEOTARGETING

(Cities, regions,
federal states, countries)

GENDER

AGE AND AGE GROUPS

TIME

OPERATING SYSTEM

Android/iOS

Contact



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