chipper DIGITAL

CASE STUDY

PRIDATE

A new dating platform, Pridate is a safe space for the LGBTQ+ community to form meaningful connections, friendships, and relationships. Built for the unique needs of the community, Pridate emphasizes safety, trust, and belonging.

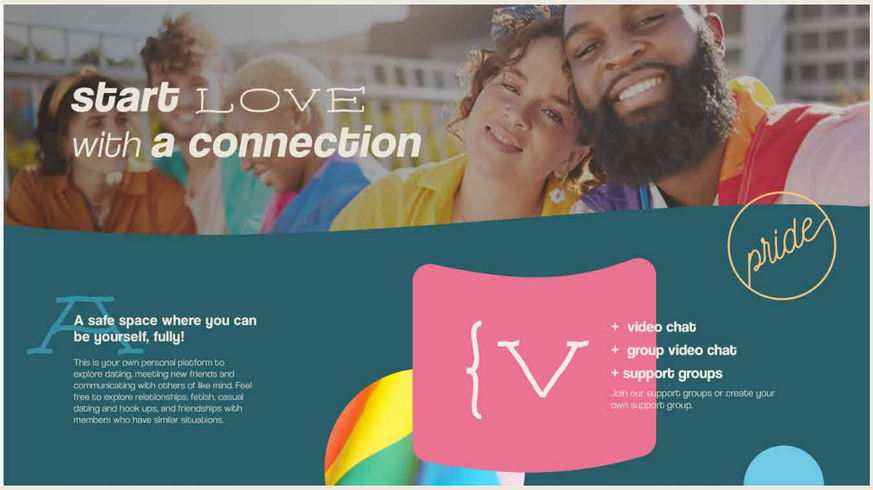
The Ask

Pridate focuses on delivering a visually appealing, intuitive experience for the LGBTQ+ community. It seeks to boost visibility, attract new users, and build an active, engaged community through a strong digital marketing strategy.

Solution & Strategy

Brand Identity

Pridate emphasizes meaningful LGBTQ+ relationships, rooted in shared values and mutual respect, rather than physical attraction. The brand promotes genuine connections and emotional growth, pairing people based on personality and understanding, offering a space where love grows from respect and care.



Campaign Design and Landing Page

CREATIVE SERVICES

—

Ad Design and Copywriting
We created targeted ads across several platforms, featuring the diversity of the community, highlighting the tagline "Start love with a connection."

Marketing Landing Page
Pridate's landing page grabs attention with a clear headline, concise copy, and a strong CTA, all within a visually appealing, responsive design. It loads quickly, centers on fostering connections, and includes several images representing the diversity of the community.

Channel Selection

SOCIAL NETWORKING APPS

—

Social Media Ads
Designed to engage diverse demographics, boost community growth, and drive platform registrations.

Display Ads
Eye-catching banners that highlight Pridate's unique value as a new, free dating platform.

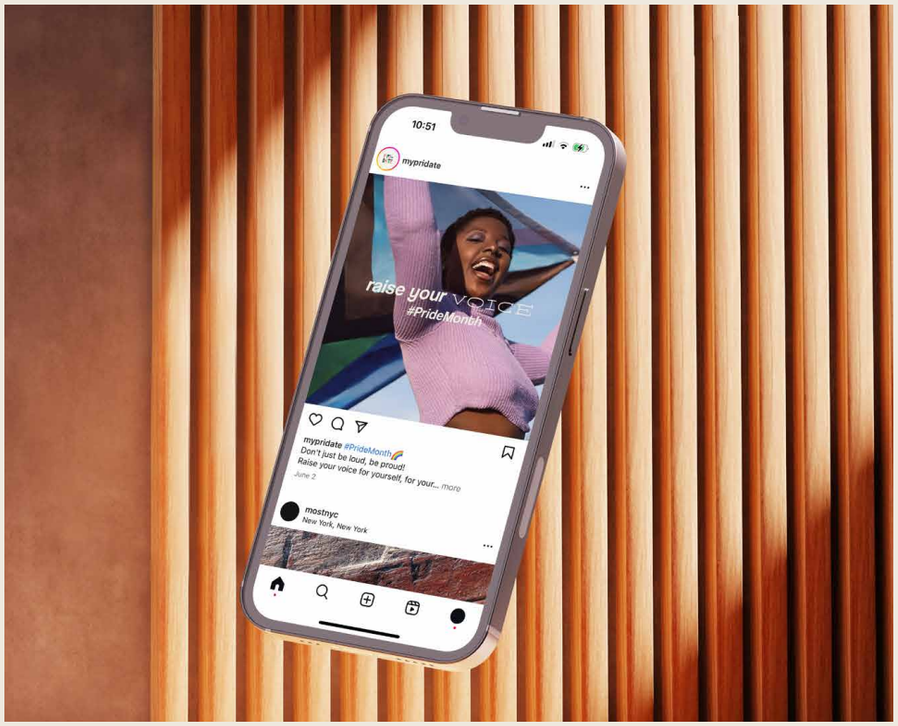
Search Ads
Optimized with keywords such as LGBTQ+ dating platforms, gay dating sites, and free LGBTQ+ dating sites.

Geographic Targeting
Initial ads were tested in areas near New Jersey, then expanded to other high-density states across the USA.

Social Media

—

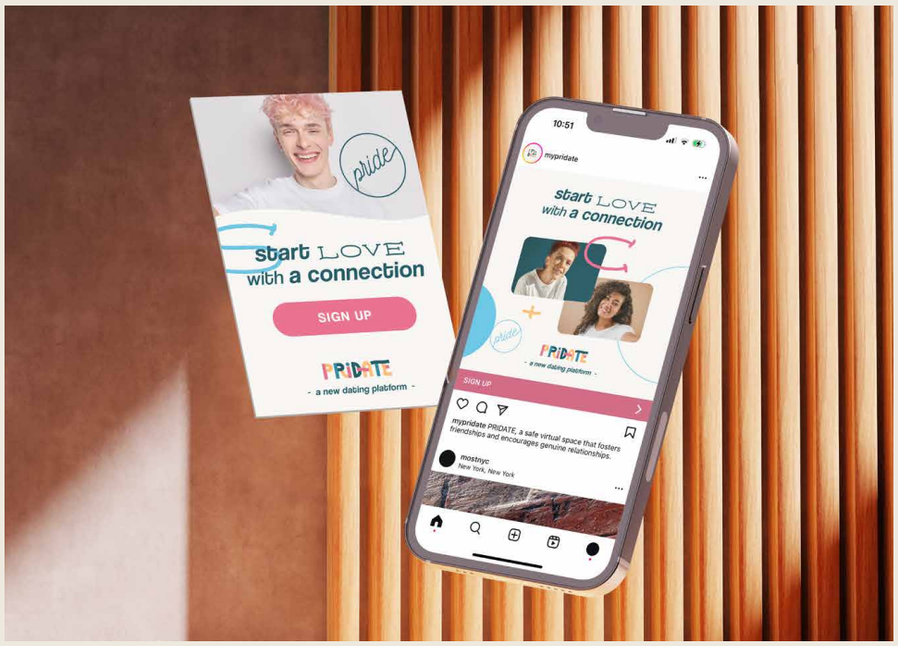
Pridate's social media strategy focuses on authenticity and inclusivity, emphasizing safety and security. It highlights diverse LGBTQ+ identities, communicates safety features, offers dating tips and relationship advice, and encourages users to share their stories to build a sense of community.



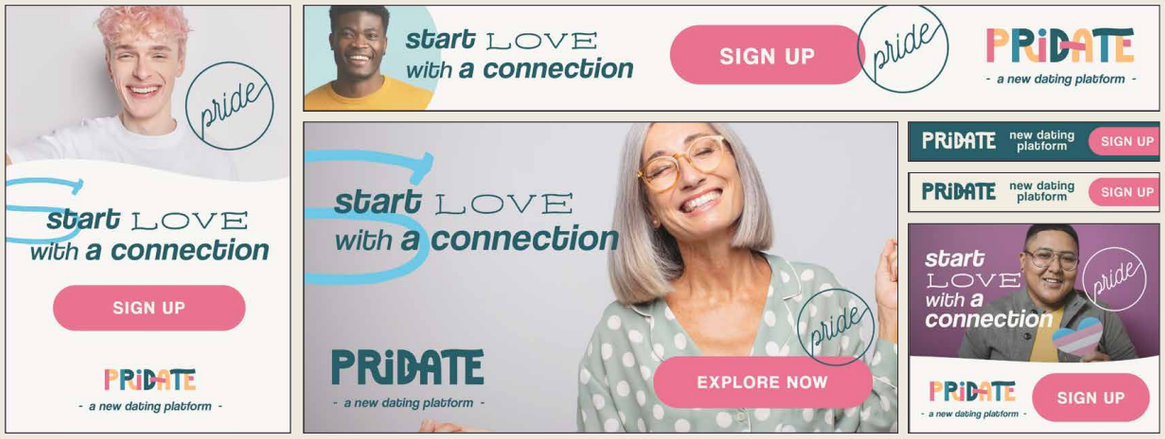
SEO

We used SEO to enhance search visibility, attract relevant users, and generate steady traffic without ongoing ad costs. We also optimized UX writing to improve site performance and user engagement.

Social, Display & Dating App Ads



We tailored campaigns to each channel's strengths: some drove registrations, others boosted social media interaction, and some invited users to join our community. We highlighted diverse LGBTQ+ individuals and the joy of making connections.



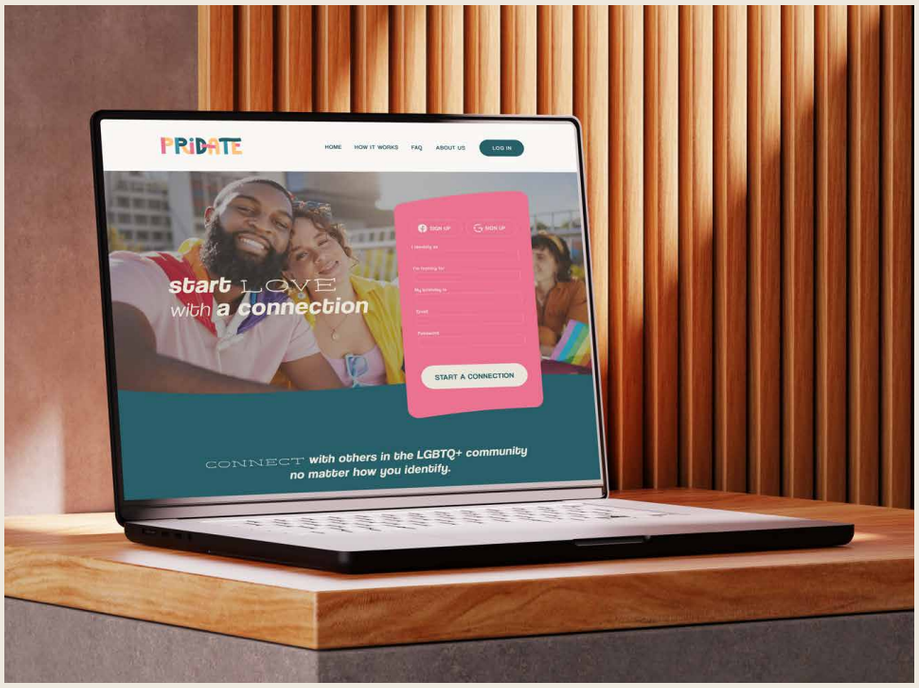
Dating App Ads

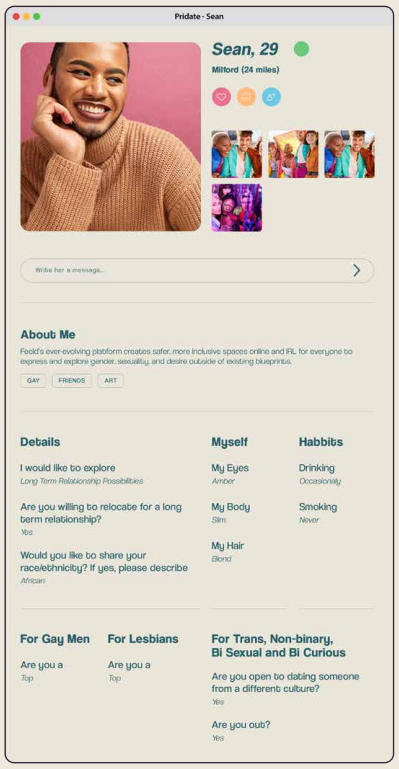
Social Ads

Landing Page & Dating Platform

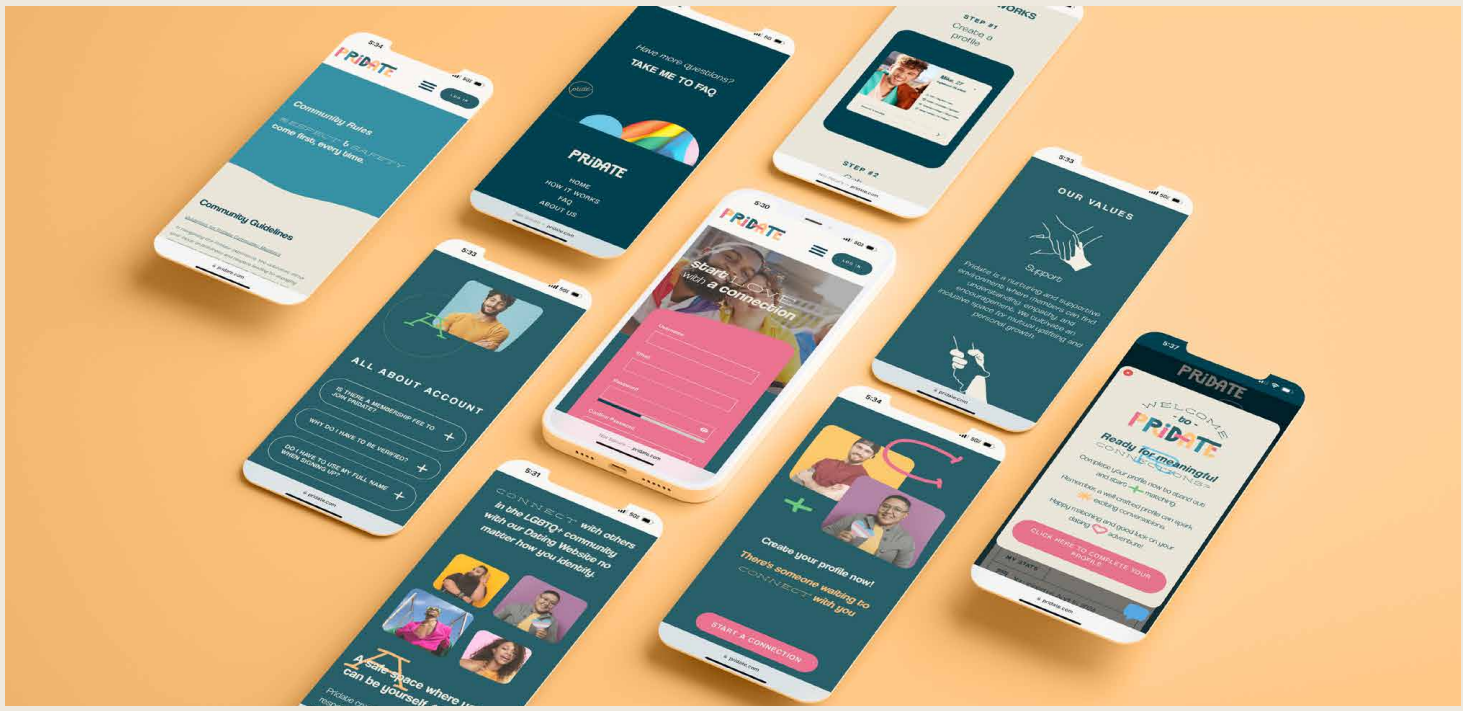
Pridate's platform model offers flexibility and scalability, enabling ongoing evolution and feature integration. Users enjoy community-driven features like chat groups and video chat across multiple devices in a unified digital space.

VISIT





Website Design



CAMPAIGN RESULTS

AVERAGE MONTHLY NEW USERS	AVERAGE MONTHLY IMPRESSIONS	AVERAGE COST PER CLICK	AVERAGE MONTHLY SIGNUPS
4,917	1.6M	$0.33	450

chipper DIGITAL

Get in Touch

success@chipperdigital.io

+1 (866) 665-4862

8 Campus Dr., Suite 105
Parsippany, NJ 07054

© 2023 All Rights Reserved. Chipper Digital