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You've heard of us. Launched in 2012, Tinder revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving over 47 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. Awards? Check. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe," and eight awards from Comparably, including Best Engineering Teams, Best Product & Design Teams, and Best Career Growth. Rounding out this award-winning year, Built In named us Best Place to Work in the U.S., Los Angeles, and San Francisco. Over the years, we've received over 50 company awards for our benefits, diversity, compensation, and career growth opportunities. And we're proud of that. Want to know more? Check out available roles and see what your life at Tinder could be: 126,412 followers 3d What can start with a Like on Tinder? How about love, YouTube stardom, and +1.6 million followers? Charles and Manlie found each other on Tinder before rising to internet fame thanks to their adventurous and energetic content, filmed all around the world. To celebrate their love story, we just revealed our "Wherever It Takes You" European brand film with the viral duo, packed with parkour stunts, confetti-filled moments, and even that first date in Paris. "Charles and Manlie's true story is a powerful reminder that every initial spark holds the potential for unexpected, life-changing experiences" says Paolo Lorenzoni, VP of EMEA Marketing at Tinder. The new video, rolling out in France, Germany, Spain, and the UK just in time for Spring dating season, is the latest release in a series showcasing how real people found meaningful connections that transformed their lives in bold, unexpected waysall because of one "Like. Watch the video now, directed by Guy de la Palme, and let yourself be swept up in the possibilities of real-life connection (with a dash of movie magic). As Charles and Melanie put it: "We wanted to show that love can happen where you least expect it, and that there are no rules, no 'right' or 'wrong' way to meet. What counts is what we build together." | 126,412 followers 3w Left or right? That's an easy decision. What photos to upload to your profile? Now THAT is a process that can take hours. Where daters see a struggle, our Engineering team sees opportunity. Tinders on-device AI Photo Selector was developed to be a trusted advisory board for users, making the process of selecting authentic, personality-filled photos easy. And it stuck. Check out the numbers: 10 billion photos scanned on device 2.8 million new quality photos uploaded 1,700+ photos scanned per user on average Countless hours saved from endless "which photo looks better?" texts to friends But how does it work? Here's how Sr. Software Engineer, iOS Thomas Y. breaks it down: 1. Face Detection:The system first identifies your face from either a selfie or existing profile photos 2. Library Scan:It then analyzes thousands of photos in your camera roll concurrently using interface models 3. Recognition:Advanced facial recognition verifies which photos contain you 4. Quality Ranking:Our ML models evaluate each photo on the likelihood to receive positive engagement (AKA meet your AI-powered BFF ) 5. Safety Check:A final moderation layer ensures all recommendations meet our community guidelines Better photos + less anxiety = more authentic connections. Want to learn more about how Tinders engineering wizards built the feature, step-by-step? Read the full article on the Tinder Tech Blog: Tinder reposted this Spencer Rascoff Spencer Rascoff is an Influencer CEO Match Group 4w Yesterday at theWorldID launch event, I joined World ID's cofoundersAlex Blaniaand Sam Altman to unveil Match Groups bold new step forward to improve Trust and Safety in dating apps.Were starting with World ID's solution Tinder in Japan, where users will soon have the option to verify their age using World ID technology. Its secure, simple, and creates a more trustworthy and authentic community inside of Tinder by confirming age, identity and humanness.As AI changes the landscape of online interaction, people need better ways to feel confident in who they're talking to. That confidence is what enables the spark, the story, and sometimes even the love of someones life.Proud of the team for continuing to lead with innovation and intention in what I would argue is the most human category out there. 126,412 followers 4w Happy 4-year Tinder-versary to Thelma Naranjo! Thelma joined Tinder in 2021 as an intern for Trust & Safety and Social Impact. But we know a good match when we see one, and Thelma has since worked her way up to Senior Product Designer, playing an integral role in how we build the future of dating technology. Whats surprised her since joining Tinder 4 years ago? Whats been most eye-opening is how nuanced dating can be across cultures, identities, and life phases. Its pushed me to think more deeply about how people evolve and how the desire to feel seen, understood, safe, and connected stays constant throughout that journey. Whats the impact of Thelmas day-to-day work? One project that stands out was improving the gender and sexual orientation experience on Tinder. The goal was to create space for folks to show up authentically and safely, on their own terms, while allowing for discovery and awareness for all. We centered the lived experiences of the LGBTQIA+ community throughout the process, collaborating closely with NGOs and community partners across different cultures to ensure the experience was inclusive and respectful. Whats the best piece of advice Thelmas gotten from fellow Tinder employees? Understand the bigger picture, the business, and what the team is collectively solving for. Being great at your craft matters, but real impact comes from knowing how to apply your skills to improve the user experience and tie your work back to the broader vision. What does Thelma think might surprise people about the BTS work at Tinder? What might surprise people is how early and often we invite feedback. Sharing work early isnt about criticism, its about making sure were not missing something important from the start. Theres a culture of openness that helps shape better outcomes. When Thelmas not designing features that make magic happen for singles, you can find her long-distance running, playing Tetris, or DJing on the weekends. Happy anniversary, Thelma! Heres to many more impactful projects in the future. 126,412 followers 1mo Normally, we focus on human connection. But to celebrate Earth Day this year, our team in LA put down the tech and picked up a shovel to connect with nature and plant trees with the amazing team at TreePeople. In the wake of Januaries devastating wildfires, this #EarthMonth feels more urgent than ever for our crew of Angelenos. We spent time restoring the Betty B. Dearing trail in Coldwater Canyon Park, clearing invasive species, and installing native plants to help protect the park from erosion and future wildfires. TheTreePeople team and 45-acre headquarter serves as a critical community space for hikers, bikers, students, and wildlife and is the backyard for much of our LA-based Tinder team. Thank you to everyone who rolled up their sleeves and planted with us! Check out the photos from our volunteer day, and visitTreePeople.orgto learn how you can get involved and give back too. 126,412 followers 1mo What are extras good for? Experience, memories, jobs from friends, and sustainable style? Thats right, 66% of Americans keep an item from an ex (and lets be honest, the actual number is probably higher). But what do you do with it? We partnered with sustainable fashion icon Sami Mir to launch Ex-Cycle, an invitation to turn ex clothing into upcycled, confidence-boosting new looks. That old button-down? A new structured blouse. Their jeans? Your new statement denim. A jacket? You deserve a cape. This free event in NYC was a celebration of being single and encouraged daters to embrace the lessons from their past dating experiences by creating something new, with threads of the past. Its like a piece of art, one dater said of Samis design. Check out our Instagram for high-fashion upcycled inspo: how to transform your ex's old shirt, hat, or jacket into a stylish, sustainable statement. Who knew moving on could look this good? File this under: Shouldve thought of this before Coachella #EarthDay 126,412 followers 1mo One Thing Gen Z isnt afraid of? Challenging the cultural norms of their parents generation. A recent Tinder survey on modern dating in Asia revealed just how much the landscape is changing, especially for Gen Z women: 72% of Gen Z women in Asia have had a meaningful relationship with someone they met on a dating app. 87% of young singles say theyre seeking an equal partnership in a relationship, reflecting a shift towards more balanced partnership dynamics. 47% value working together towards shared goals with their partner, an improvement from previous generations. To celebrate the evolution of dating, spurred by Gen Z, Tinder Asia just launched its first-ever integrated brand campaign across four key markets: South Korea, India, Thailand, and Vietnam. From ice-cold drinks in the Korean winter to the viral Olive Theory catching on in India (from How I Met Your Mother fame), this campaign is rooted in local insights but true to the common lived experience around the world: Dating has changed, but romance remains. Were excited to celebrate all of the ways Gen Z daters across Asia connect, and embrace the magical (and sometimes messy) experiences of dating around the world. Check out the new brand campaign. Elasticsearch doesnt ring a bell. To our Engineering team, its a pretty big deal. Elasticsearch is a key part of the equation behind every Tinder match, sifting through millions of user profiles to find the right candidates for a person based on location, age, interests, and other preferences. But with a growing user base (), our engineers were testing just how elastic Elasticsearch could be. Around 2021, they ran into a few disruptive hurdles like: Matches taking too long Constant maintenance issuesLimited ability to introduce new features Faced with the option of moving to an entirely new platform or updating the existing one, our engineers decided that Elasticsearch was their perfect match, but it needed some TLC. So, how do you replace the engine of a plane while it's flying, and provide a seamless experience to millions of users who never even notice the update? Some call it magic, we call it (Tinder) talent. Check out the full process and debrief from our Engineering team in the latest update on our Tech Blog: 126,412 followers 1mo Authentic connection starts with authentic people. Were committed to providing our users with category-leading verification tools to help them demonstrate they are who they say they are and feel more confident connecting. These include: Photo Verification Request Verification ID + Photo Verification Our most recent addition, ID + Photo Verification, lets users compare a video selfie the user records in app with their self-submitted government identification to help confirm that the video selfie matches the person in their ID photo. It also compares the video selfie with at least one of the users profile photos to confirm theres a match. Once complete, users receive a badge on their profile to demonstrate that they have successfully completed the ID + Photo Verification process. Were proud to announce that ID + Photo Verification will soon be available to our users in France, Germany, Italy, The Netherlands, and Spain, following successful launches in Australia, New Zealand, the U.S., the U.K., and Brazil. Our team is hard at work to roll out in these markets by the end of summer 2025. Its all part of our mission to help users date with confidence by evolving our tools to facilitate better connections, both online and in real life. Guys struggle to get likes on Tinder because they are unimpressed and unaware of dos and donts. They dont leverage the EA strategies. Free Tinder users have a limited number of likes [25] every 12 hours, so swipe wisely.Your Tinder behavior (profile quality and activity) influences the Tinder algorithm and affects the amount of likes you get. How many likes a day on Tinder?Free Tinder users get around 50 likes every 12 hours, totaling up to 100 likes per day. This limit encourages more selective swiping. Premium Tinder users, like those with Tinder Gold or Platinum, have access to unlimited likes. Likes are the foundation of Tinder. Its how you show interest in someones profile by swiping right. But heres the thing: free Tinder users have a limited number of likes per day. So knowing how many free likes you have is crucial to your Tinder swiping.What happens when two people like each other? Its a Tinder match and they can start chatting via the Tinder messaging. Being choosy with your swipes makes your profile more visible on Tinder, and who doesnt want that?DAILY LIKE LIMIT FOR FREE USERSYou might be wondering how many free likes a free user gets on Tinder. Free users get around 50 likes every 12 hours to help with quality matches. But the number of free likes varies between genders. Men get around 50 free likes every 12 hours, while women get more because theyre more selective with their swipes.Free users likes refresh every 12 hours, but theres some debate about a 24-hour reset period. It seems other factors are at play. So use your free likes wisely; theyre precious in the world of online dating.TINDER PREMIUM PLANSTinder Premium plans can change the game for you. Tinder Gold, for example, offers unlimited likes, and that means you can swipe as much as you want. More users to engage with means more matches, which is a big pro of the paid version.But its not just unlimited likes. Tinder Gold subscribers also get:Five Super Likes a day to make your profile pop in online datingSee who likes you before you swipeBoostsSchedule messages with Tinder PlatinumAll these features combined make Tinder Premium worth it. Getting likes on Tinder isnt just about numbers; its also about behaviorswiping and profile quality. A good benchmark next to your name and agefollow the prompts to verifyIf verified profile looks more credible to matches and gets more likesSWIPE BETTERHow you use the app matters. Updating your profile regularly keeps it looking fresh and gets more likes. Do that at least once a month by adding new photos or changing your bio to reflect new hobbies or job.Expanding your search filters can get you more likes too. Try:Increasing distance and age rangeBeing on the app, swiping, and messaging matchesThat gets your profile seen and more likes and matches.KNOW THE ALGORITHMKnowing the algorithm will help you optimize your profile and swiping. The algorithm looks at:Profile similarityAttractivenessLocationAgeInterestsUser activityThe more you use the app, the more it affects your score and ranking in the algorithm and gets you seen and matches. So, your activity on the app often you:SwipeWho you like or dislikeMatch rateOverall desirability scoreAll that affects who sees your profile in their feed. Tinder is fun, but it has limits. One of those is the like limit for free users. Understanding why and managing your likes will help.Tinder limits likes to get users to engage more with the app. By limiting likes, Tinder is pushing users to find quality matches and encounter premium plans. But how do you work around that to get more likes? Lets see.WHY THE LIKE LIMITThe like limit is to get better matches. Users have to think twice before swiping right, so its more likely to match with someone who actually likes you. Thats quality over quantity in dating.Limiting likes is also a way to push more users to premium plans. Premium plans give users unlimited likes, so they can swipe right on more profiles and get more matches. So, the like limit is a business strategy for Tinder too.USE YOUR LIKES WISELYYou still have likes, even with a limit. Use them wisely. Swipe selectively and on people who match with your dating preferences.For free users, the number of likes you can send on Tinder is between 25 and 50 every 12 hours. Use them wisely by swiping selectively, using Super Likes when it matters, and messaging matches. That will get you the most out of your likes despite the limits.PREMIUM FEATURES THAT MATTERIf getting more likes on Tinder is what you want, its worth looking into the premium features. Tinders premium plans, including unlimited likes, will change your Tinder game. Thats unrestricted swiping and potentially more matches and overall Tinder fun. But Tinders premium features go beyond unlimited likes. Theres Super Likes, Boosts, and Top Picks too. Lets get into those.UNLIMITED LIKES AND WHAT IT MEANSThe best part of premium plans is unlimited likes. That means:Swipe right on anyone youve seen by everyoneGet matchesUnlimited likes will get you on Tinder and then...While unlimited likes will get you more matches, its not guaranteed. Matches also depend on your profile and location. So, unlimited likes should be paired with a good profile and strategic swiping for best results.BEYOND LIKES: OTHER PREMIUM PERKSBesides unlimited likes, premium plans have other features that matter. Super Likes show extra interest in someone and make your profile appear in their swipe deck. Boosts make your profile super visible for 30 minutes and get you matches.And Top Picks makes your profile visible to other users who are a good match for you, so youll find someone who likes what you like. Premium plans have data control, location changes, and even an ultra-premium plan with more perks. All that combined will change your Tinder game. Now that weve covered likes on Tinder, the most popular dating app, lets see some real-life examples. These are users who have used profile optimization and app strategy to get more likes and matches.People have found love and long-term relationships on Tinder, the dating app. Most users have used profile optimization, app features, and real talk with matches to get the most out of Tinder. Their stories prove you can get more likes and real connections on Tinder with the right strategy.CONCLUSIONGet matches and real connections on Tinder? Free user or premium, now you know how likes work on Tinder.From profile to algorithm, we covered it. Online dating on Tinder isnt just about numbers; its about real connections and good matches. So, try these out and see for yourself.FAQHOW MANY LIKES DOES TINDER ALLOW PER DAY?Unlimited likes on Tinder, as long as users use your profile and like it. So, thats variable.HOW MANY LIKES DO I GET ON TINDER?Around 50-100 swipes on Tinder. Women have more than men. Thats variable.HOW LONG DOES IT TAKE TO GET LIKES ON TINDER?It varies. Minutes, days, weeks. Profile quality matters.HOW MANY MATCHES DO GUYS GET A DAY ON TINDER?Guys on Tinder get less than one match per day. 52% get less than one per day and 13% get less than one per week. Thats very low.WHAT ARE THE PERKS OF TINDER PREMIUM?Tinder premium has unlimited likes, Super Likes, and Boosts. Marcus Download Article Find out the like limit on Tinder for guys and girls Download Article Did you know that you have a limited amount of likes to give out on Tinder daily?The dating platform used to give users 120 likes every 12-hour period, but that dropped to 100, and even more recently, those numbers have changed again. This wikiHow article discusses how many likes you get on Tinder and gives you tips to get more. Well also share tips for getting more likes from other users. Tinder used to give out 120 likes every 12 hours, but that has since decreased.Guys get around 25-50 likes every 12 hours, while girls get over 50 likes every 12 hours.Sign up for Tinder Plus to remove the limit on likes.1.Guys can send around 25- 50 likes every 12 hours. That may sound like a low number, but Tinder uses this limit because men frequently swipe right on every person they see.[1] Along with their underscinding swiping, many men are less likely to send messages. Together, this behavior adds up to the conclusion that guys on Tinder aren't as serious about finding quality matches as women. 2.A girl can send over 50 likes a day. Why is their limit higher? Women tend to swipe right less often than men on Tinder, which appears to be a discerning behavior, and they have a higher chance to send a message to a match. When a girl uses her free likes sparingly, Tinder rewards her with more likes.[2] Advertisement 1.More quality matches. If you're swiping indiscriminately, Tinder can't help you make quality matches. The limit is to encourage you to swipe right only on people that you like. That way, Tinder ensures that your likes get you quality over quantity matches.2.Keeping the community safe. Tinder sees an over-liker as a potential threat (like a bot), so the like limits prevent anyone from liking too many profiles within a 12-hour period. A fake profile tends to get more likes than a real one, so limiting likes helps keep the community safe.3.Selling Tinder subscription plans. The free version has limited likes, but you can pay for the upgrade and get unlimited likes. People who are serious about dating are more willing to pay for Premium, but bots arent going to pay for the unlimited likes. So, by limiting the likes of free users, Tinder is encouraging more users to sign up for premium plans.[3] Advertisement Sign up for a Tinder subscription plan. The only guaranteed way to remove the like limits on Tinder is to sign up for a prescription. You can get unlimited likes with Tinder Plus, Tinder Gold, or Tinder Platinum.[4]The higher subscription tiers also come with additional features, like a certain number of Super Likes per week (Gold and Platinum) or the ability to prioritize your likes (Platinum only). 1.Choose a variety of photos for your profile. If youre trying to get more likes from other users on Tinder, there are a few tricks you can try to increase your chances.[5] One photo that only shows your face might not be enough to convince other people that you're swipe-right material. So, pick a variety of options that show off your best features and great personality. Try to upload photos that:Show off different angles, and avoid hats or sunglasses (we want to see your face!). If youre a guy, skip the photo of you holding a fish (its a bit of a meme online).Include one (but only one); no one likes a profile thats filled with group photos!) group photo of you having fun with your friends. This will show youre a blast to hang out with.If you have a pet, upload a picture of you with your pet! People think pets are cute, so this should help!2.Fill out your bio. Your bio is a great place to showcase your personality for potential matches, so dont leave it blank! You dont have to make it super long and elaborate/fan, keeping it simple is best. Just try to sum yourself up in a few lines.[6]3Add a prompt to your profile. Give someone a reason to message you on Tinder! Try one of the following prompts:If youre into hiking, give me a review of the last trail you hiked.Tell me your favorite book and Ill talk your ear off!If your favorite movie is Goodfellas, tell me why and we can fight about it!Share your favorite childhood story with me and youll win me over in an instant.You can find more tips to get more likes on Tinder here.4.Dont be a bot. Bots arent going to pay for the unlimited likes. So, by limiting the likes of free users, Tinder is encouraging more users to sign up for premium plans.[3] Advertisement Sign up for a Tinder subscription plan. The only guaranteed way to remove the like limits on Tinder is to sign up for a prescription. 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