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GEM

Case Study

AnastasiaDate (Dating.com)

Overview

AnastasiaDate is one of the largest international dating services. The company and its sister sites are now owned by Social Discovery Ventures. Users can register for an account on the internet or through its mobile app.

Challenge

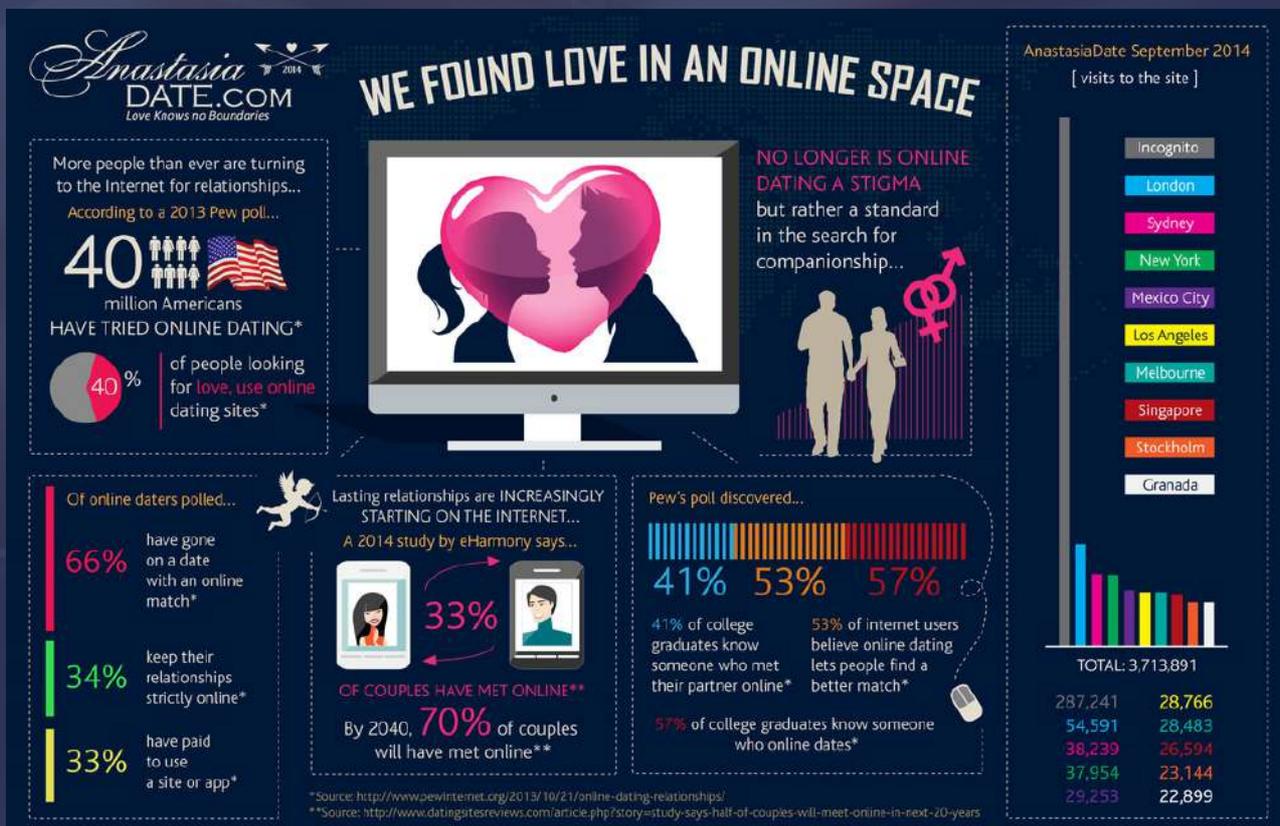
Formerly, AnastasiaDate (currently Dating.com), an SDVentures company, needed to refresh its brand, to engage with the global audience of dating enthusiasts, and to engage their target audience (women and men over 25 and under 70) more effectively.

Additionally, Dating.com needed to improve its reputation as the third or fourth largest online dating platform at the time.

What We Did

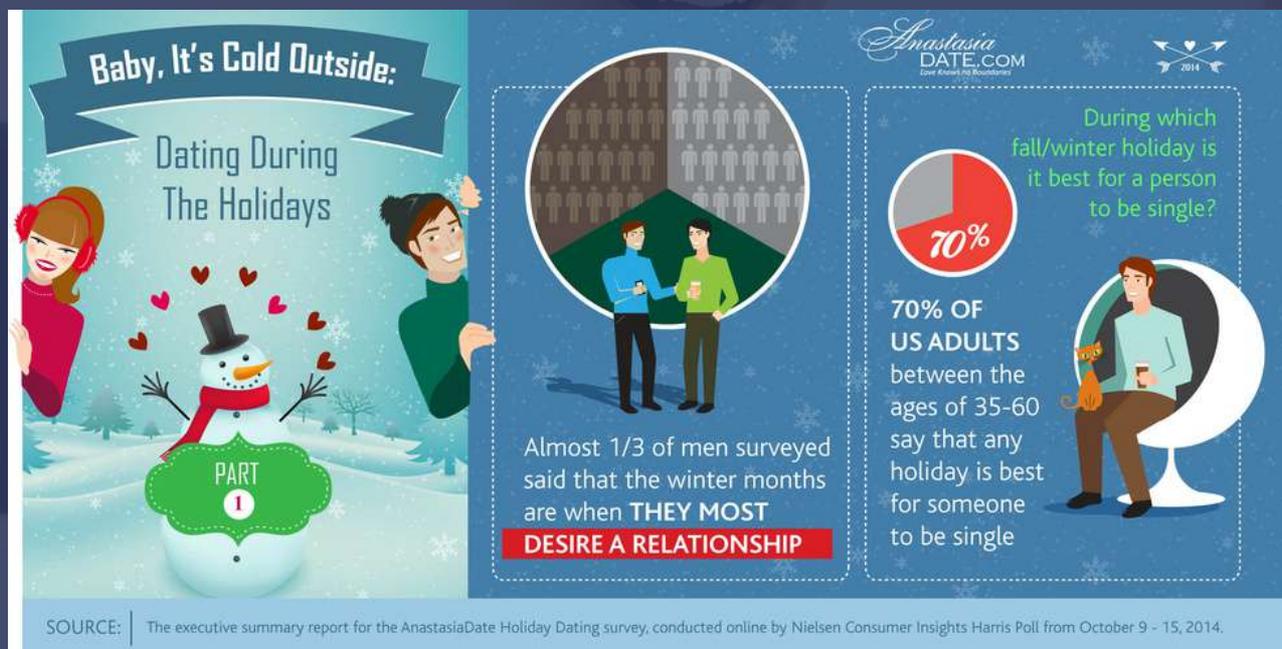
GlobalEdgeMarkets (former Social2B) provided a completely integrated marketing approach and developed content for almost every channel: from social media to video marketing, content optimization, and many other solutions.

Since this was a very complex project, we also had to support a number of high profile events, such as GumBall3000, as well as other events. We deployed a number of content strategies and tactics to address every need for every channel.



Results

The results were impressive. We developed sound strategies for each channel and used almost every content format. Since we had to manage every mini-project within the account, we analyzed every piece of content performance across a wide variety of members and clients.



In video marketing, we used animated videos, which helped the engagement to increase by three times and conversions to register by 60%.

The support of Gumball3000 event helped to elevate the brand recognition by 200% and brand equity by a significant amount.

Results

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BRAND RECOGNITION ELEVATION

WITH FULL SUPPORT OF
GUMBALL3000 EVENT

200%

COMMUNITY ENGAGEMENT GROWTH

WITH INFOGRAPHICS USED IN
SOCIAL MEDIA

80%

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Contact Us

Want to Take on The Global Market Expansion with Confidence?
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