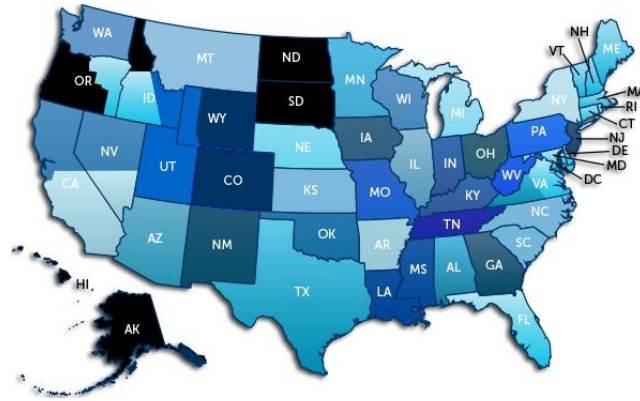


# S.W.O.T. Analysis on White / Private Label Dating Programs Serving U.S. Markets



by Jason Lee

Research on the the White / Private Label Dating Programs in the U.S. Market

# Overview of DatingFactory.com

1. Easiest to use / fastest setup / most flexible in private/white label industry
2. Most competitive split in private/white label industry

Parent Co. <http://caerussolutions.com/contacts/>

- DatingFactory hosts partner landing pages
- **Commission Structure**      Initial - Recurring - Renewal

Adult	55	50	50
Casual	55	50	50
Dating	55	50	50
Free	55	50	50

DatingFactory.com  
We build your brand, not ours...  
+41 445 802 054

Register Platform Service Revenues Partners About Us News Marketing Contacts

## Start your own dating site

Dating Factory is a private label solution that allows YOU to build an online dating business.

[Start now!](#)

Our Partners [Become our partner!](#)

inspark LOADED CASH.COM The 911 (WTC/911) betty

You can trust us to do the job for you!

1. Create your own
2. Promote top
3. Run your own

# DatingFactory.com Core Facts

- Age of Company:

**Answer:** DatingFactory was launched in 2009 making it 5+ years old. Parent company [caerussolutions](#) was co-founded by Tanya Fathers. Tanya Fathers is the CEO of DatingFactory, Caerus's white label dating division.

- Total employees:

**Answer:** 72 total employees worldwide with four offices. Eastern & Western Europe dealing specifically with Adult Dating is a place where much of the HR resources are spent as these are the most profitable areas of their business.

- Commission Percentage to start for the general public: (casual mainstream)

**Answer:** 65%. (Is sometimes negotiable) \*See notes no overview with specifics.

- Webmaster Referral Percentage

**Answer:** 10% (Special note: The webmaster referral program is much more polished at DatingFactory.com)

# DatingFactory.com Core Facts

- Total Members:

**Answer:** No longer public as of about January 1st. 2014.

- List of Languages Offered:

**Answer:** Croatian, Czech, Danish, Dutch, English, English US, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Lithuanian, Norwegian, Polish, Portuguese, Russian, Serbian, Slovak, Spanish, Swedish, Turkish, Ukrainian.

List of Niches Covered: (Top 10)

**Answer:** General dating, senior dating, single parents, disabled, uniform, christian, millionaire, bbw, vegetarian, sports, divorced singles, professional singles, asian dating, black dating, aids / hiv dating, dog lovers, dating for marriage, indian matrimonial, pet lovers, photo dating, geek dating, usa politics, interracial dating, jewish dating, russian brides, motorsports, countryside dating, hispanic, equestrian dating, muslim, music, general gay, gay dating for men, lesbian dating, general adult, trans, alt, sugar daddy, bbw adult, swingers, nudity, anal, tattoo, general casual, cougar dating, extramarital affairs, hispanic casual, general free.

**Special Notes:** DatingFactory.com is more a place to send traffic to than so much a white label solution for a dating site. They appear to be understaffed and taking on more than they can handle with respect to languages and niches as opposed to focusing on user experience. Perhaps the lack of competition in the space has lead to their strategy of trying to scale globally before user experience issues are addressed.

# S.W.O.T. - DatingFactory.com Value Proposition

## STRENGTHS / NEUTRAL

- Provides an all in one managed solution with the partner doing the marketing function.
- Multiple databases for niches, once you are a member of one site you can still join other sites. The niches are not shared, the databases for the interest categories are though shared.
- DatingFactory is a software and technology company primarily.
- More than 23 languages
- Allows you to contract out a copy of member information in case you ever leave the platform.

## WEAKNESSES:

- US Database is small and engagement is low.
- Very little focus on the U.S. market. Understaffed at 72 employees globally.
- Spread far too thin / representatives cover more than 1 country - 2 total worldwide
- Many user experience opportunities. (Example: Search function for local cities for non-paying members is restricted since the database is so limited / small)

# DatingFactory Opportunities / Threats

## OPPORTUNITIES:

- Removing low quality publishers and establishing some standards
- Establishing a company brand within their affiliate program
- Establishing some transparency of how many members they have in each geo as well as in the U.S. overall. Keeping total numbers private was a step backwards in establishing trust.
- Hiring more people to support publishers.
- Focusing more on user experience in the U.S. dating market.

## THREATS:

- WLD / WhiteLabelDating is the single biggest threat to DatingFactory right now. They are gaining market share rapidly and appear much more focused on the U.S. dating market and U.S. publishers. **That being said, there are still clear reasons to choose DatingFactory.**
- New competitors entering the market who focus on exploiting their weaknesses in providing better use experiences for singles and are more focused on managed growth.

# Overview of WhiteLabelDating.com

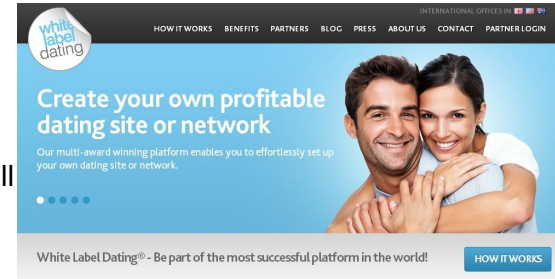
1. Set up takes a few days versus a few minutes but most flexible in private/white label industry at the current time. Better overall user experience.
2. Only truly focused company on developing U.S. white / private label dating market. (Just set up new office March 2014 in San Francisco, Ca.)
  - Partners host and code all their own of landing pages. More work however, small degree of enhanced flexibility for a considerably larger investment in time. However, WLD will handle set-up and provide a stock template.

Parent Co: <http://www.whitelabeldating.com/> / <http://globalpersonals.co.uk/>

- **Commission Structure** ---- **Intitial/Recurring/ Renewal (All the same)**

Up to 75%\* on all. Revenue shares are reviewed regularly depending on a partner's performance and in addition to revenue share, we also offer generous cash bounty incentives.

**Mobile Note:** **Landing pages of DatingFactory are more mobile friendly.** Small peice of code is necc. for install to display mobile lander. Optin-rate and paid membership upgrades do drop on mobile as in the case across the industry.



The screenshot shows the homepage of White Label Dating. At the top, there is a navigation menu with links for 'HOW IT WORKS', 'BENEFITS', 'PARTNERS', 'BLOG', 'PRESS', 'ABOUT US', 'CONTACT', and 'PARTNER LOGIN'. The main header features the White Label Dating logo and a large image of a smiling couple. Below the image, the text reads: 'Create your own profitable dating site or network' and 'Our multi-award winning platform enables you to effortlessly set up your own dating site or network.' A 'HOW IT WORKS' button is visible in the bottom right corner of the header area.

You're in good company



#### Latest Tweets

2 days until @AllWeeklies convention. Be sure to arrange a meeting with Glenn if you're attending: <http://t.co/6Cobw7BC> 11:00PM AGO

Using images to support strong content will help to engage your

#### Latest from the Blog

Meet us at the Association of Alternative Newsmedia Convention MONDAY, 7:00AM-7:00PM EST

Product update: Campaign Tracking verification reports FRIDAY, 4TH JULY 2014 3:52 PM

Click to Continue Reading of

#### Our Partners Say

“Powerful results through a product of great simplicity.”

- MAGIC

# WhiteLabelDating.com Core Facts

- Age of Company:

**Answer:** Founded in 2003 by online entrepreneurs Ross Williams and Steve Pammenter, White Label Dating® is celebrating its eleventh birthday this August (2014).

- Total employees:

**Answer:** There are 180 members of the White Label Dating® team, including a 60 strong customer care and moderation team to keep your members safe, and a large product development team who work in-house across our Windsor and Covent Garden (London) offices. We also have a twelve strong account management team who are available around the clock to support our partners in driving their dating businesses forward.

- Commission Percentage to start for the general public: (casual mainstream)

**Answer:** No partner is the same; their goals and choice of acquisition method vary. We discuss every revenue share on a case by case basis and offer competitive market-leading revenue shares of up to 75%\*. Revenue shares are reviewed regularly depending on a partner's performance and in addition to revenue share, we also offer generous cash bounty incentives.

- Webmaster Referral Percentage

**Answer:** We offer all partners who refer a new partner to us 10% of revenue that new partner generates; that 10% comes from our part of the revenue share.



# WhiteLabelDating.com Core Facts

- Total Members:

**Answer:** With over **35 million members** across seven international territories, a consumer signs up to a site on the White Label Dating® network every 2 seconds. We welcome almost a million new members every month, which means we have consistently high levels of member engagement and subsequently, our network converts better than any other.

- List of Languages Offered:

**Answer:** We operate in **all major English-speaking territories**, which allows us to place our investment in the product rather than translation. We operate in the UK, Ireland, US, Canada, South Africa, Australia and New Zealand.

- List of Niches Covered: (Top 10)

**Answer:** : We offer over a thousand niches, with the ability to create hundreds of thousands of micro niches.

**Niches seeing the most success at the moment are:**

- Mature dating (40+)
- Senior dating (50+)
- Divorced dating
- Widower dating
- Single parent dating
- Location based dating
- Cougar/Toyboy dating
- Professional/occupation dating
- Religion based dating
- Ethnicity dating

# S.W.O.T. - WhiteLabelDating Value Proposition

## STRENGTHS / NEUTRAL

- Provides an all in one managed solution with the partner doing the marketing function.
- WhiteLabelDating is a true, 'white label' dating company with medium to large presence in the UK and a much smaller presence in New Zealand, South Africa, and Australia. As of the last two years they have a quickly growing presence in the U.S. and Canada. The only language supported in English. (They also have trademark ownership to the name, 'White Label Dating')
- Larger focus on media publishing partners like newspapers. Solution more aimed at serious webmasters. (The market they target is the middle of the road webmaster who wants a more polished website but does not want to go in alone with developing their own database.)

## WEAKNESSES:

- US Database is small and engagement is still low.
- Level of educational tools and quality of templates is not very customized. You can however design and install your own but this requires a high level of skill or outsourcing.

# WhiteLabelDating Opportunities / Threats

## OPPORTUNITIES:

- Simplification of publishing model that provides comparable user experience.
- Clarification of what their plans are for their in house brands: JustSingles.com /
- More support for publishers in the U.S.
- More

## THREATS:

- Another U.S. dating site with a better database that provides a better user experience.
- A Competitor with more overall focus on the U.S. market. Dating is a local activity. Right now WLD has a platform and a vision but they are gaining market share by default.
- A Higher paying platform. WLD
- A competitor with a flagship brand that is used as a educational tool for other publishers.

# Other White / Private Label Dating Solution Programs

1. EasyDate - <http://www.diy-dating.com/>
2. HubPeople - <https://www.thehubpeople.com/>
3. TangoWire - <http://tangowire.com/>

All of which are not in their current state viable platforms to be able to compete

4. Avalanche, LLC owners of Date.com - <http://www.avalanchellc.com/>

Avalanche, LLC has limited solutions to offer to more advanced publishing partners but have not at this time pursued this business in a serious fashion. Self administered White / Private Label Dating Solution Programs are not in their immediate plans. FriendFinderNetwork is moving away from this business model and refocusing on affiliate marketing and publisher partnerships as they've just recently come out of Bankruptcy. Other niche dating networks like Cupid have taken no steps towards entering this space. The owners of IranianPersonals also do some limited white labeling in the ethnic dating space.

## Conclusions:

1. At this time there are just two primary businesses who are providing White / Private Label Dating Programs serving U.S. markets.
2. Neither WhiteLabelDating.com or DatingFactory, the two primary industry players have a clear lead or a strong foothold in the U.S. side of this business. However, both appear to be positioning themselves to become the leader in these geographical areas out of the absence of a more focused Private / White Label Dating Program in the U.S..

# The Business Opportunity

At the current time there is a substantial business opportunity for an existing dating site company with a reasonably good size U.S. singles database to enter this business and compete effectively. The Unique Value Proposition / Strategy would encompass the following goals for such a White / Private Label Product / Service(s):

- U.S. Based / American Centered Program / Service(s)
- Better User Experience / Higher Quality Database(s)

## Additional Opportunities Based on S.W.O.T. Analysis:

- More SEO / Social Media Centered Self-Publishing Programs & Educational Tools
- More Publisher Tools and Better Sales / Pitch Pages to Large Scale Publishers
- Higher Quality, More Customizable, & Better Overall Converting Landing Pages
- Better Overall Solutions for Non iDating Core Publishers

# Questions?

This is a top level analysis intended to inform webmasters about options and differences between the companies and the current state of private label or white label dating in the U.S.. It is also meant to delineate opportunities in this space.

Research / S.W.O.T. analysis was prepared by Jason Lee.

Contact Jason Lee with any questions.

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