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Asian dating app Tantan rises to the top with mobile messaging

What if you want more users for your platform internationally, and make it more attractive for those users to frequently use that platform? These were two challenges of Jack Wu, International BD Director at Asian dating app Tantan. In this Customer Success Story, you'll read just what Tantan did to become more popular and ensure global growth in the future.

About Tantan

- Founded in 2014
- Number of users: 200 million
- Usage: a billion swipes each day
- Sold for 700 million dollars to Momo
- Active: globally



For Europeans, Tantan is best compared with dating app Tinder, swiping left and right in your search for a love match. Add photos, write a short description and start swiping. Tantan is part of the company Momo; the market leader in Asia for, amongst others, dating and live video streaming. Tantan aims to connect the largest group of singles in the world. With over 200 million singles in China, Tantan's founder Yu Wang says his dating app will be the solution to that problem, and that there's no better way to do this than via mobile phones. His point is proven by the statistics that each day, over a billion profiles are swiped and new matches are made all the time.

More than a dating platform

Back in 2014, Tantan wasn't the only dating app trying to conquer the Asian market. About 100 other dating apps were competing at the time, but Tantan eventually held its place at the top. Part of its success is focusing not just on finding your future life partner, but starting with just getting to know new people, or becoming part of groups with shared interests. This is also a big difference with apps that focus solely on dating, like Tinder. As flirting isn't part of the Asian culture, getting in contact with others happens a bit differently than in Europe. Therefore, Tantan made a conscious choice to not make their app too 'sexy', or allow overly photoshopped photos. Also, monitoring plays an important role. When typing a message that may be experienced as intrusive by the match, a warning notification is shown first. Also, the receiver of that message is asked whether that message was intrusive. This way, accessible communication is stimulated and Tantan can intervene when necessary.

The other part of Tantan's success is the user-friendliness of the app. And in this, mobile plays a crucial role.

“With text messages, the platform managed to increase the number of returning users to 80%.”

- Tantan

Safe and easy verification of the user to give access to Tantan

Getting 200 million active users does not happen overnight. Jack Wu: “After passing Tantan’s strict qualification test and multi-vendor benchmark test in Q3 2017, CM.com was qualified to become Tantan’s core supplier for the SMS service. During our cooperation in the past two years, CM.com has continued to provide high-quality and reliable SMS technology and services for Tantan, laying a solid foundation for Tantan’s rapid development in the Southeast Asia market.” To reach such levels of platform adoption, some crucial elements need to be in place. Let’s start at the beginning, registration for an account on the digital platform. When creating an account, Tantan asks for the mobile phone number of the user. This number is verified by sending a One Time Password via a text message. If the number is valid, the person can start building the Tantan profile. The personal phone number can then be used to communicate with others and always access the app safely and easily.

Personalised promotions to encourage use of the app

A day after the user first signed up, Tantan checks whether people have returned to actually use the app. Text notifications prove to be an effective way for Tantan to reach out to its users to increase usage of the app. How? Tantan uses available analytics to continuously send relevant text notifications to users. This way, the platform managed to increase the number of returning users to 80%. Once people start to chat with each other, they can use in-app text messaging to chat. But Tantan offers more. With paid in-app features, they support the more serious contact requests with for instance showing ‘super likes’ to ask people to start chatting.

How did CM.com help Tantan?

65% of Tantan’s text messages are used for notifications, the rest for number verification. With this many users, it’s important to use a very reliable SMS gateway and to have access to important messaging channels to support Conversational Commerce. When choosing a messaging gateway, Tantan wanted to be able to make use of a smart platform and make sure all relevant data is insightful for their optimising purposes. CM.com showed a trustworthy partnership. The platform not only supports large numbers of text messages to be sent at once, but also is certified on all important levels in Conversational Commerce.

Continuous growth in the future: global growth

Tantan has initially proven its added value as a platform to connect people in China and Hong Kong. Now, Tantan is gradually expanding globally. With CM.com as one of its partners, Tantan is ready for further growth in the future. Jack Wu: “In the future of overseas expansion, Tantan hopes to maintain a close partnership with CM.com, to benefit from their industry-leading technology and services, and to bring fresh social APP experiences to users around the world.”

CM.com is a global platform for Conversational Commerce and offers a smart combination of messaging apps (i.e. WhatsApp, SMS, FB Messenger), interactive Voice solutions, Customer Data management and Integrated Payments. The platform (CPaaS) can be used via API and Web-app. Over 8,000 businesses are using CM.com for better marketing, better sales and better service.