Powering Tinder® — The Method Behind Our Matching



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We're constantly asked about Tinder's algorithm. How are recommended profiles ordered, and why? Is there a way to game the system to get more matches? We're happy to share more details behind how the Tinder algorithm works:

What Really Matters
Allow us to blow your minds. The most important factor that can help our members improve their match potential on Tinder is . . . using the app.

We prioritise potential matches who are active, and active at the same time. We don't want to waste people's time showing profiles of inactive members. We want our members to have meaningful connections, conversations and ultimately meet IRL - and there's nothing better than matching and immediately striking up a conversation. Using the app regularly helps members be more front and centre, see more profiles and make more matches. This is the most important part of our algorithm — and it's totally in our members' control.

So, when members use the Tinder app, it helps us pick better potential matches, too. It's Algorithm 101.

What Else?
The Tinder app doesn't ask for much from our members. Aside from current location and gender, it's just age, distance and gender preferences to start. Proximity is a key factor; it's always fun meeting someone in the same neighbourhood and that's why we consider a potential match's distance from a member's current location.

However, we want to make sure members see people they'll vibe with, so we take a few other things into account:

- **Things members tell us -** Tinder has and always will be an open-ended adventure. For those who want to share more, Tinder factors in interests and lifestyle descriptions members add to their profiles. Love hiking? Prefer someone who loves dogs? Members can focus on people with interests in common.
- **Similar Photos** - Beyond using what members tell us, we use anonymised cues from photos to help tailor recommendations. We'll suggest profiles with similar photos to ones members have Liked before, and show their profiles to more people who have Liked members with photos similar to their own. For example, if members Like people enjoying the great outdoors, at festivals, or just enjoying the beach, we'll take the hint.
- **Likes and Nopes** - Likes and Nopes are obviously key pieces of insight into what members like. We are constantly honing the potential matches members see based on how often their profile - and all profiles in their area - are Liked or Noped.

But there's a lot we don't consider...

Our algorithm doesn't track social status, religion or ethnicity. We don't believe in stereotypes. So whether members are celebrating Diwali, Carnival, Eid Al-Fitr, or Pride, we think the party gets better when great people from all walks of life can get together. Our algorithm is designed to be open and we love the results.

Tinder offers the opportunity to meet people who are outside of the usual friend or family environment. There's a reason why there's been an increase in interracial marriages since Tinder's launch. And we have the emojis to celebrate it, too.

Imagine the possibilities.

Elo - Is It Me You're Looking For?
A few years ago, the idea of an "Elo score" was a hot topic among members and media alike. And sometimes, it still is. Here's the scoop: Elo is old news at Tinder. It's an outdated measure and our cutting-edge technology no longer relies on it.

Today, we don't rely on Elo — we have a dynamic system that continuously factors in how members are engaging with others on Tinder through Likes, Nopes, and what's on members' profiles.

That's All, Folks
The case has been solved: Tinder recommends profiles using recent activity, who members are sending Likes and Nopes to, profile elements like interests, and location - in 45 languages and 190

countries. So, jump on the app, send some Likes and start matching. Learn more about Tinder's data privacy policies here.

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