



eHarmony's Leap Day Marketing Campaign Leads to Engagement In More Ways than One

eHarmony's Objectives

- Integrate push notifications as part of Leap Day campaign omni-channel mix
- Share a real-life eHarmony success story
- Drive additional user engagement and encourage users to communicate with prospective matches

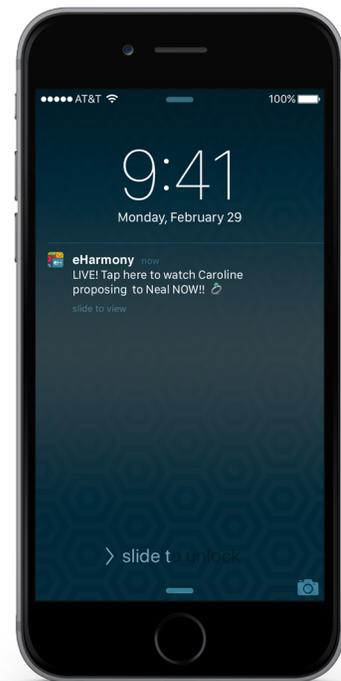
eHarmony is a relationship site designed to connect singles for the reasons that really matter, with members in 150+ countries. As the number one trusted relationship site for like-minded individuals, users fill out a proprietary questionnaire and receive curated potential matches.

eHARMONY'S LEAP DAY MARKETING CAMPAIGN

Irish tradition suggests that women could ask men for their hand in marriage on Leap Day. Through a survey, eHarmony found that one in 30 U.K. women who were currently dating or in a relationship planned to pop the question on this special day.

"We love to share our clients' successful stories in our marketing — content marketing is a huge focus for us," said Tracy Kobzeff, senior director of acquisition and product marketing at eHarmony. "We thought an omni-channel Leap Day campaign featuring a real life story would be a fun way to showcase one of our successful couples and our point of difference."

For the campaign, the matchmaking company teamed up with eHarmony user Caroline, who had been with her eHarmony match, Neal for six years. Following the Irish



eHarmony's Leap Day campaign employed an omni-channel approach, including a push notification sharing the live proposal.

RESULTS

 **72%**

Higher engagement rate for the Leap Day campaign compared to eHarmony's typical campaigns.

1 in 3

Users communicated with a match within 12 hours of receiving the push notification.

“By using Urban Airship Engage, we were able to segment our audience and deliver the message flawlessly. In doing so, users who received the message took decisive steps towards connecting with matches.”

Tracy Kobzeff,

Senior Director of Acquisition and Product Marketing, eHarmony

tradition, she wanted to propose to Neal on Leap Day, and the eHarmony team helped her create a surprise proposal that would be caught on camera.

USING PUSH NOTIFICATIONS TO DRIVE TARGETED ENGAGEMENT AS PART OF AN OMNI-CHANNEL STRATEGY

The Leap Day [campaign](#) included multiple channels, including TV spots (a televised proposal and a teaser prior), public relations outreach, SEO, and social media, as well as a push notification.

The campaign-related push notification targeted 20,000 total eHarmony users, which included U.K.-based paid subscribers as well as active and expired users with free accounts who logged into the app within the past 30 days.

The push notification included a call-to-action to watch Caroline proposing, which deep-linked to a landing page in the app where the user could watch the video.

The result: more than 17% of recipients directly opened the push notification to tune in to the proposal, demonstrating a 72% higher engagement rate vs. average.

One-third of eHarmony users communicated with a match within 12 hours of receiving the notification and some users engaged even further with the app by uploading a photo – a micro-conversion action that indicates a renewed interest in meeting their potential match.

“When we saw the results push notifications had garnered, it instantly validated using this channel as part of our marketing mix,” Kobzeff said. “By using Urban Airship Engage, we were able to segment our audience and deliver the message flawlessly. In doing so, users took decisive steps towards connecting with matches.”

With this campaign, eHarmony knitted together different channels to tell a unified story across different mediums. By using mobile messaging as a driver to tune in to the live proposal, they were able to catch those who may not have seen it on a television or their desktop, and tap into their most active audience.

It also drove users back into the app, aiding retention efforts while also encouraging users to find their match. Unlike most dating companies, eHarmony does not view a user who becomes inactive as a negative, as its core goal is helping people find compatible matches and their hopeful lifelong mate.

USING MOBILE MESSAGING TO COMMUNICATE MATCHES

Beyond Leap Day, the eHarmony app gives users an easy way to view and chat with matches on the go. With the app, users can sign up and receive highly compatible matches for free. Push notifications serve as the main communication channel and an easy way to share tailored messages with specific sub-groups of its audience.

The app serves up push notifications about new matches, as well as promotional push notifications that are targeted to specific user types and/or specific geographic regions.

eHarmony uses location-targeted push notifications, as well as messages targeted to specific audiences about particular events or promotions, in hopes of helping users find the perfect match.

“By using segmented, location-targeted push notifications, we’re able to provide updates to our users and encourage them to stay active in the app,” Kobzeff said. “It’s a great way to feed our ultimate goal of helping our users find lifelong companions.”