



PM Case Study | Product Marketing Portfolio

TINDER UNIVERSITY — UK

Building Trust and Growth Through **Campus Identity**



MY ROLE: Positioned Tinder University UK around verified campus identity, turning a trust and safety feature into a student growth story. Built the problem framing, audience profiles, messaging strategy, channel rationale, and launch-readout narrative.

THE PROBLEM

Students were already on Tinder — with no way to know who was actually a fellow student.



No verification

No way to confirm a match was a genuine, current student.



Post-COVID re-entry

Record numbers of students rebuilding social circles in person, for the first time in years.



Compounding need

A trust gap, landing right when students needed connection most.



MARKET OPPORTUNITY

A record year to launch.

425,800

new UK student
enrollments — a record year



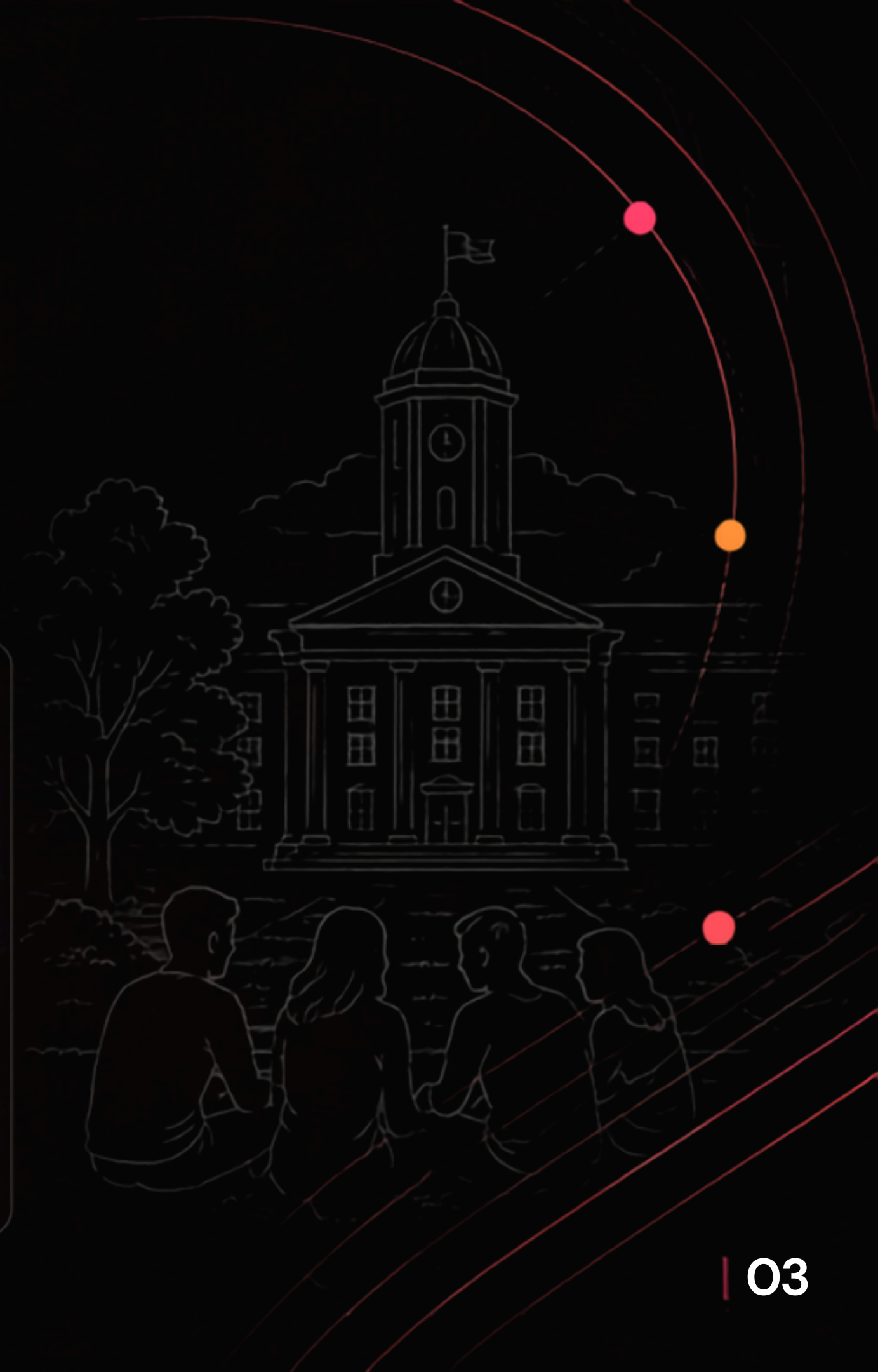
Source: Tinder UK Comms
Director, via Refinery29

~ 50%

of Tinder's global user
base is already 18–24 —
the core student demo



Source: Match Group /
TechCrunch reporting



WHO THIS WAS BUILT FOR

Two behavioral profiles, not generic personas.



TRUST-FIRST

The Trust-First Fresher

New student, away from home for the first time. Verification isn't a nice-to-have — it's what makes the product usable at all.



Drives the DAU lift



BELONGING-FIRST

The Socially-Embedded Returner

Returning student rebuilding a social circle. Wants community more than dating — and a pre-filtered, accountable pool lowers the risk of reaching out.



Drives the messaging lift

An extension of a proven product — not a new concept.

WHAT IT WAS NOT

- ✗ A new dating app
- ✗ A campus social network
- ✗ A rebrand of regular Tinder
- ✗ A from-scratch concept

WHAT IT WAS

- ✓ A verified, campus-bounded version of Tinder
- ✓ Positioned around trust, not romance
- ✓ Timed to the post-COVID return to campus





MESSAGING

“Connect with students who actually go to your school.”



Value proposition: a safer, more relevant way to meet people in your immediate university community — verified, not anonymous.



Why it worked: Verification **reduced** participation friction for women, making them more comfortable engaging on the platform.

That **increased** the likelihood of **female-first messages**, creating a healthier marketplace and stronger engagement overall.

EXECUTION

Where the message actually went.

A multi-channel push, chosen for where students already were — not just where it was easy to advertise.



Snapchat — primary channel

Lowest CPMs at the time, and the largest pool of college students already messaging each other there. Where attention was, not just where budget was easy.



Campus micro-influencers

Food and campus-life creators already trusted by students - used for relatable, native-feeling reach instead of polished brand advertising.



Back-to-school location touchpoints

Malls and other high-traffic back-to-school shopping locations, timed to when students were already making purchase decisions for the new term.



Staples retail partnership (OOH)

Putting the message where the seasonal moment was already happening. - Out-of-home ad placements secured close to back-to-school selling locations

Channel choice followed the audience's actual behavior, not the easiest media buy.

RESULTS

Real launch metrics — mine to stand behind.



40,000+

Signups in week one



+1.4%

UK messages sent
by women



+0.7%

UK match rate



+0.4%

UK daily active users



Read honestly: these are real, internally-tracked launch-window figures — not a controlled experiment isolating Tinder University as the sole cause. Concurrent marketing activity and normal back-to-term seasonality both likely contributed.



THE HONEST LIMITS

What this case study **doesn't gloss over.**



Small pool, real awkwardness

A bad date doesn't disappear into a city — it shows up in your lecture hall next week.



A leaky verification gate

Alumni and staff often keep ac.uk access well past graduation. Trust is real, but not airtight.



A crowded, often-abandoned category

Campus-only social products have a long history of needing constant reinvention to stay relevant.



Season effect vs. launch effect

Back-to-term is already high-engagement. Some of the lift would've happened regardless.

Four takeaways that generalize beyond this launch.

01



Verification can be the actual value proposition — not just a safety footnote.

02



Proven playbooks still need local adaptation to land in a new market.

03



Distribution should follow behavior, not just geography.

04



Aggregate lift is a real signal — but it deserves honest caveats.



STRATEGIC TAKEAWAY

Tinder University UK
treated trust as a growth
lever — not a compliance
checkbox.

A proven mechanic, ported to a new market,
at the exact cultural moment students needed it —
reported with its real numbers and its real limits.