



Veridata Insights **Case Study**

Qualitative Research for a Global Online Dating App



Client:

Global Online Dating App



Objectives:

To grasp an understanding of user experiences, perceptions, and behaviors among dating apps



Veridata Insights

Details:

A global dating app provider reached out to Veridata Insights in need of urgent help! The timing was challenging as they needed (30+) in-depth interviews completed in multiple global markets, in-language, and a thorough final report delivered in English in less than (2) weeks. The client wanted to assess what works well and which areas could be improved according to its users.



Service:

The Veridata Insights Qualitative Research Division utilized a multi-faceted approach to recruit for this target audience. This included calling on our network of pre-approved and verified recruitment sources that follow an extensive vetting process, ensuring top-quality, insightful, intelligent participants for our clients' research needs.

Each individual was thoroughly screened and verified (in-language), utilizing a comprehensive range of quality measures to ensure thoughtful participation in the interviews with genuine and insightful responses.



Results:

Given Veridata Insights is a full-service market research firm, we not only provided global recruitment services, but also included moderation and report development to ensure a seamless, expeditious delivery.

Our full-time Qualitative Research Team - fluent in (10) different languages - made this project not only possible, but a huge success - in (12) days (vs. the 14-day target)!

The dating app provider was able to:

- Understand general market use and behaviors
- Identify customer pain points and challenges based on the user experience
- Effectively create a strategy based on these insights to better serve their customers in the future and make their brand stand out

Full Flexible Service at Veridata

Regardless of the market research methodology or audience, we provide you with the full answers you need and the full service you deserve. Use us for as much or as little of the process as you need.

The Veridata Insights team is here to provide thoughtful and experienced advice to make every project successful along the way. Our goal is to act like a seamless extension of your team.

With Veridata Insights as your partner, full service work is as easy as 1, 2, 3!

veridatainsights.com

info@veridatainsights.com

888.517.8783



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