**sendbird**

CASE STUDY

# Hinge helps users find love with reliably scalable user-to-user messaging

**100%**
Uptime

**10w**
Time to migration

**1.5x**
Month message count

**6.5x**
Chat MAU

Oct 2018 - Feb 2019

*"We decided on Sendbird primarily for two reasons: their product seemed very much in line with our needs (i.e., richly-featured chat service), and their client base gave us confidence that they would be able to handle our traffic and projected growth."*

- Ben Celebicic, CTO, Hinge

## Background

A "relationship app" at heart, Hinge is the leading alternative to "swiping right." Its dating app is "designed to be deleted" by creating lasting relationships with smart matches and authentic conversation between potential paramours - all on the same page. The New York Times Wedding Section named Hinge the #1 mobile-first dating app. Recently acquired by Match Group, Hinge's user-base grew an impressive 4x in 2018.

## Challenge

When messaging with a match, some anticipation is exciting. Too much waiting - due to an unstable messaging service or an undelivered note - and it's a bad experience. Originally, Hinge used Layer's messaging service to enable users to match, message, and get to know each other.

But Layer became unstable: users lost their message history and new messages were not delivered. This made an unreliable and frustrating user experience. It reduced user engagement, led to increasing churn, and affected Hinge's top-line.

Messaging is today's playground for flirtation. Once people match in Hinge, a seamless conversation helps to establish connection, chemistry, and familiarity before the date begins. Creating an engaging and reliable messaging experience is paramount to creating a successful dating app.

Since Hinge had invested its engineering resources in the core aspects of the dating app – enhancing its matching algorithm and designing frictionless, titillating user experiences – it did not want to spend any to develop and maintain a resource-heavy feature like chat. As it was preparing to launch its dating service in international markets outside of the US, it wanted a globally distributed and high performing messaging service that could run at a large, global scale.

Hinge needed an in-app messaging service that was reliable, that could seamlessly migrate their system from Layer without outages or data loss, and that could perform well as Hinge expanded globally.

## Solution

After assessing multiple messaging services, Hinge chose Sendbird to power its in-app messaging because of its reliability, ease of integration, and global distribution.

Migrating from an existing chat service to a new one is challenging. Hinge had an active user base and could not update their apps instantly. Having a 'down time' was not a viable option. To ensure a seamless migration, Sendbird applied a two-prong approach: (1) a batch migration of all past data and (2) a proprietary live sync service to carry out data updates in real-time. As a result, Hinge's message data was transferred with zero disruption to its service or user experience.

Sendbird's solution to Hinge consisted of every necessary chat feature like 1-on-1 messaging, group channels, push notifications, typing indicators, read receipts, user-to-user blocking, and rich media. Beyond our core features, Hinge also used premium features like the message retrieval and data export APIs to ensure that it had prompt access to sanitized message data, if it ever became necessary.

With the help of Sendbird's extensive support, Hinge launched its new messaging experience for both iOS and Android in under 10 weeks.

## Results

With Sendbird's in-app messaging, Hinge has:

- 100% uptime for its messaging service, ensuring every prospective love-interest's message is on-time and well-timed

- Not only created a reliable messaging experience, but also scaled the number of monthly active users and messages. Messages between users have continued to grow at a rapid pace

- Gone to market in less than 10 weeks without disrupting the existing app experience

- Saved significant engineering resources spent on migrating to and developing a new messaging service