

How to increase Trust and Safety in Dating Apps

The role of location and device intelligence

How popular are mobile dating apps?

A country of people looking for a match

Mobile dating apps had over **323 million** users worldwide in 2021¹

If all dating mobile app users were the population of a country, it would be the 4th most populated country in the world, only behind China, India and the US.

"The next valentine's day gift is on me!"

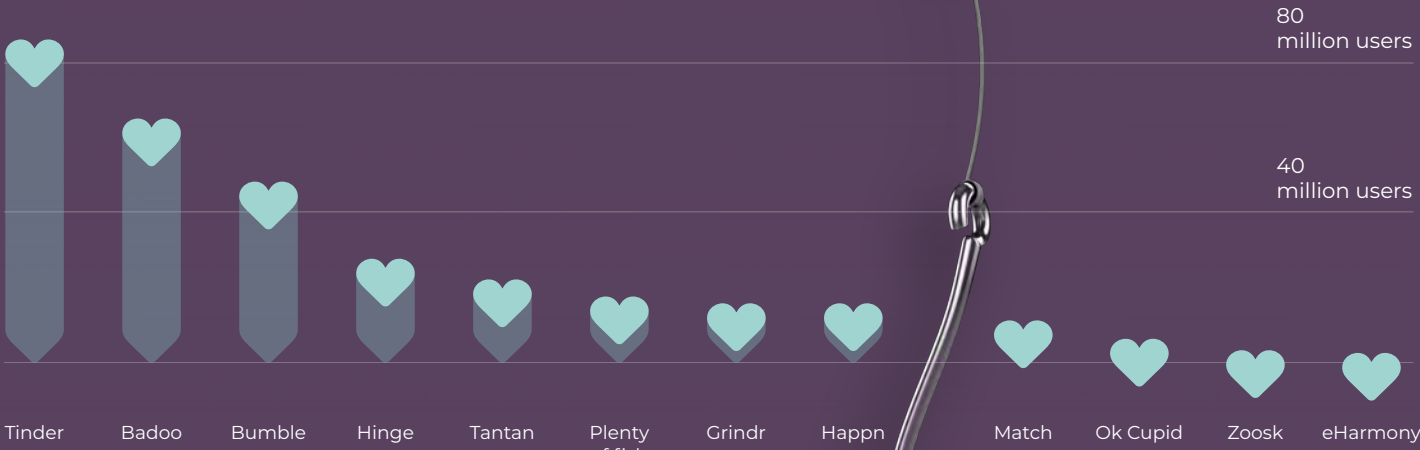
The worldwide revenue of dating apps in 2021 came to **\$5.61 billion**. That sum could pay for a **\$45** gift for all of the **122 million** singles in America².

It's a thing in the US

Mobile dating apps had **53 million** users in the US in 2020, and **3 out of 10** US adults said they have already used a dating app³.

Most popular dating apps

In 2021, the most popular dating app is Tinder in the U.S. with over 80 million users, followed by Badoo, in Europe with 60 million users⁴



[1] Business of Apps – Dating App Revenue and Usage Statistics 2022

Swindlers are on the loose

In 2020 more than **23,000** US citizens claim they have been catfished



30% of women, and **38%** of men using dating apps say they have already been "catfished"^[2]

Catfishing and Romance Scams are on the rise

The FTC reported an **80% growth** in romance scams in 2021, reaching a record **\$549 million**³

80% increase

Faking location is a key component of romance scams

Fraudsters never share their real location and in the case of dating apps give every reason for not meeting in person as they exploit victims for financial gain. Spoofing location is a key indicator of whether a user is a real potential suitor or a potential fraudster.

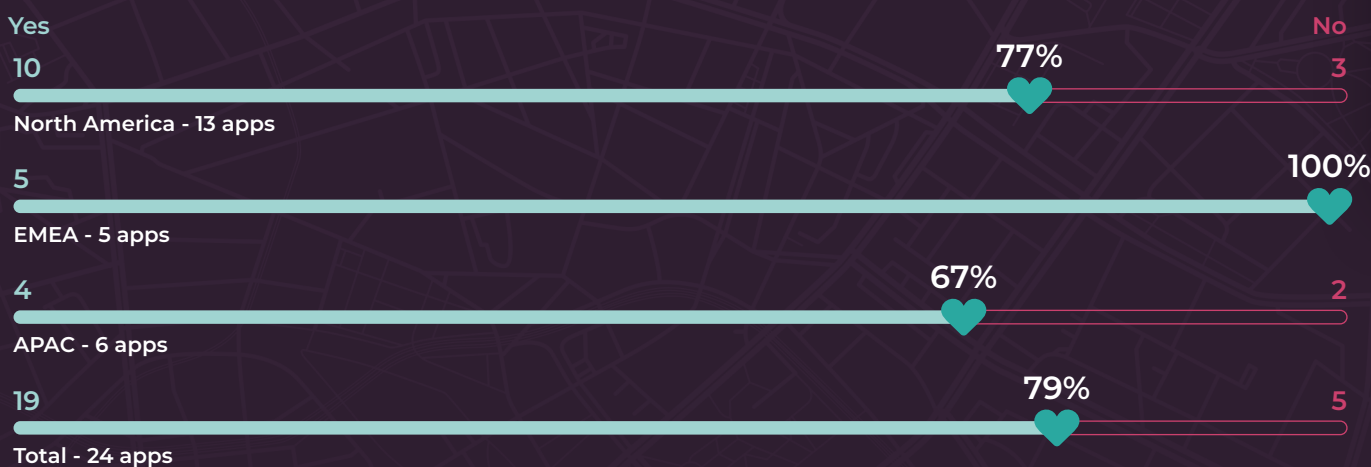
Incognia has conducted a study on the state of location spoofing in 24 leading dating apps around the world.

[See the results](#)

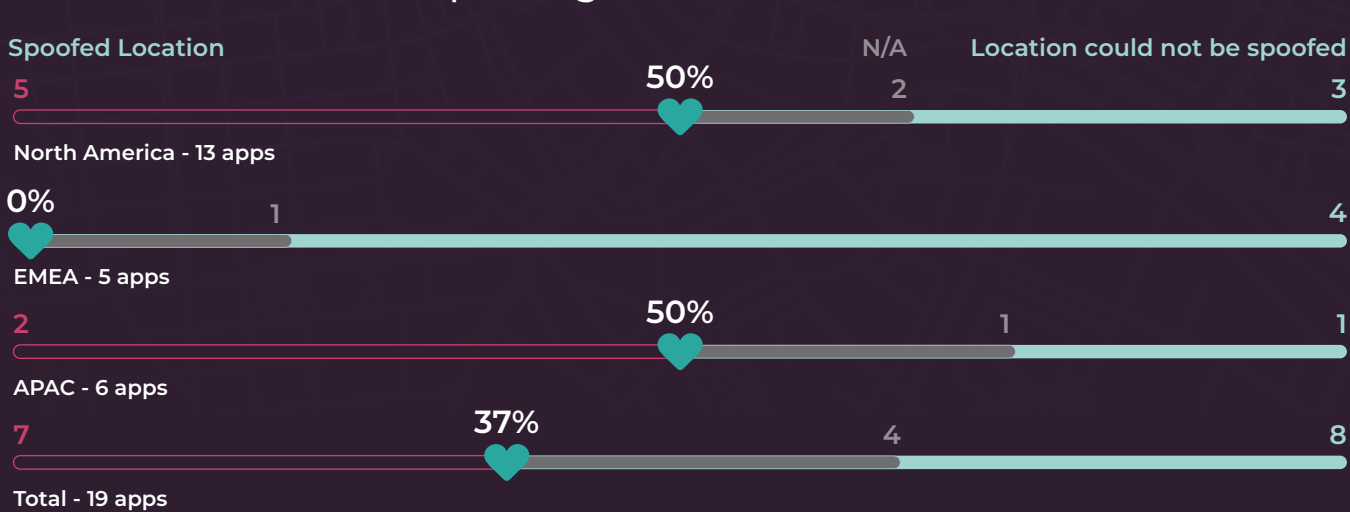


50% of dating apps in North America are vulnerable to location spoofing

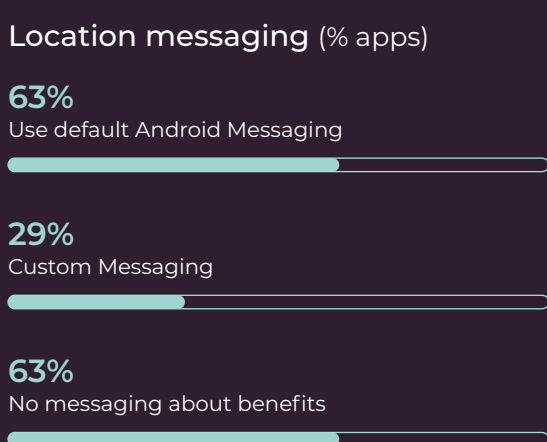
79% of dating apps request users to share their location



50% of dating apps in the North America and APAC regions are vulnerable to location spoofing



63% of apps did not present the benefit for users when asking for them to share their location



Zero app informed the user that the app would use their location data to protect their account for security and fraud prevention

0 Messaging regarding trust & safety

Dating apps are susceptible to location spoofing, creating a trust and safety issue for users

Increasing detection of location spoofing is an important step in safeguarding users on dating apps for increased user trust and safety and to prevent brand and reputation damage.

[Download the full report](#)

About Incognia

Incognia is a privacy-first location identity company that provides frictionless mobile identity and authentication solutions for fraud prevention and trust and safety. Deployed in over 200 million devices, Incognia delivers a highly precise risk signal with extremely low false-positive rates to banks, fintech social, gaming and mCommerce companies, for lower fraud losses, increased mobile revenue and to support trust and safety for users. Incognia's award-winning technology uses location signals and motion sensors to silently recognize trusted users based on their unique behavior patterns and is a key enabler for zero-factor authentication.

