

HER

Introducing HER ✨

HER is the world's most loved dating & social platform for queer women, non-binary, and trans people.

13M

Global users

300M

Matches and counting

200K+

Combined social following

59%

Of our audience are Gen Z



In-App Media

Native

Interstitial

Banner

Modal Pop-Up

Direct Messages

Custom Builds

External Channels

Blog

Email

Social Media

Branded Video Content

PR & Influencer

Press

Influencer Partnerships

Events

Virtual

Live

Partners



FARFETCH

hulu

A close-up photograph of two young women laughing joyfully. The woman on the left has brown hair, wears round glasses, and a light purple button-down shirt over a white t-shirt. A hand is visible at the top of the frame, gently touching her hair. The woman on the right has dark curly hair and is wearing a tan button-down shirt over a white t-shirt. The background is a plain, light-colored wall.

HER

**Case Studies
& Press**



SHOWTIME



hulu



FARFETCH



NEON

HEALTH ▸ HYGIENE ▸ HOME



The logo consists of a solid red square with the letters "HER" in white, uppercase, sans-serif font centered within it.

HER

Entertainment

Multipoint Digital Campaign



HER created a strong mix of in-app media formats and engaging social and editorial content, including a dedicated in-app community and virtual events with LGBTQ+ specialized therapists. This approach drove significant engagement, raised awareness, and boosted **over 1,000+ sign-ups** within the LGBTQ+ community.

In-App Media

- Video
- Native
- Direct Message
- Banner

Content

- Editorial
- Social
- Community

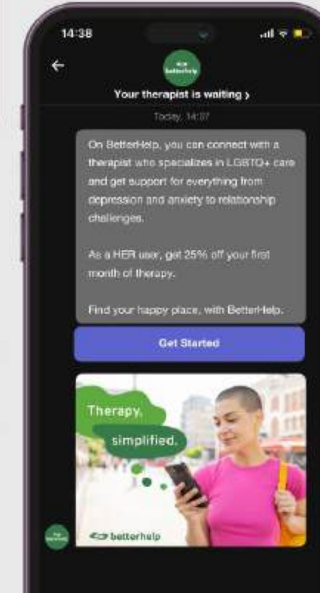
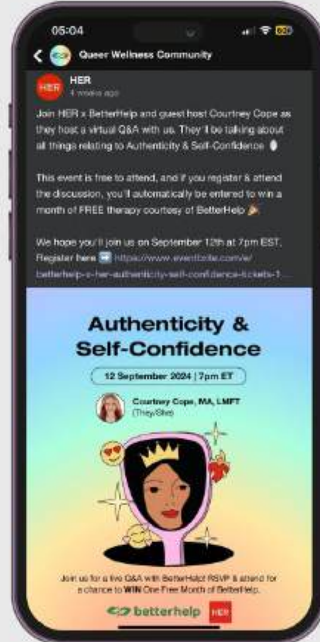
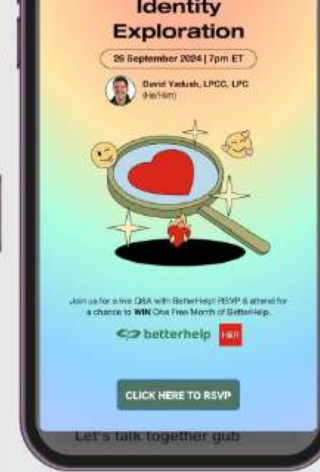
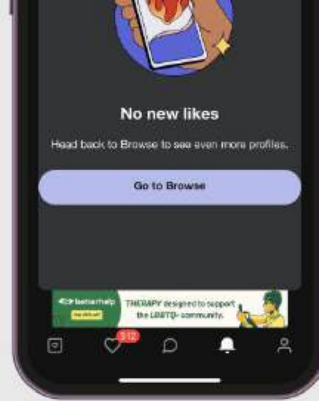
19.4M+
Impressions

553.9K+
Clicks (2.85% avg.)

38.4%
Highest CTR

69.9K
Content Engagements

3.28%
Top IG engagement rate



Multipoint Digital Campaign



HER planned a mix of high-impact in-app media formats and engaging content (social, email, & editorial), ensuring that *I Kissed a Girl* was a hit with sapphics across the UK.

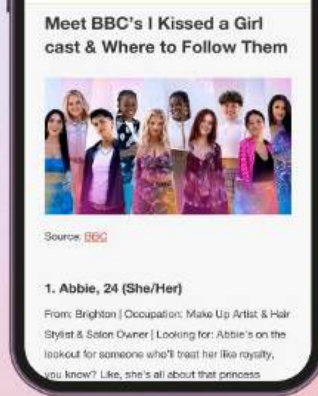
3,090,270
Impressions

43,350
Clicks & engagements

1.4%
Average CTR /
engagement rate

43%
Highest CTR
(Interstitial Video)

1.5 to 3 x
Higher-than-benchmark
performance for Interstitial Video,
Email, Banner, and Native



Multipoint Digital Campaign



Our partnership set the entire HER ecosystem abuzz, breathing new life into the film's nostalgic allure and vibrant LGBTQ+ appeal.

In-App Media

- Video
- Native
- Direct Message

9.5M

Total Impressions

280K

Total Clicks (3% avg.)

Content

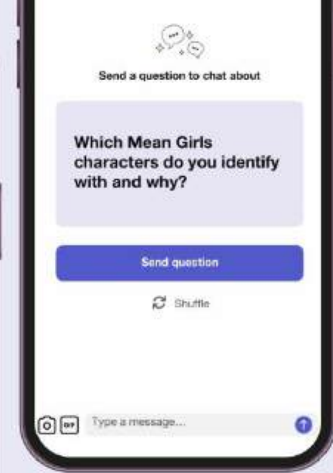
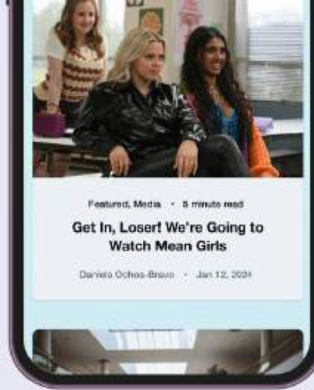
- Editorial
- Social & Community
- Pink App Transformation

41%

Highest CTR

187K

Content Engagements



Multipoint Digital Campaign



HER launched a multimedia campaign for MGM to promote the release of raunchy teen comedy "Bottoms".

2.2M
Impressions

267K
Total clicks

67.47%
CTR (Video)

12.33%
average CTR



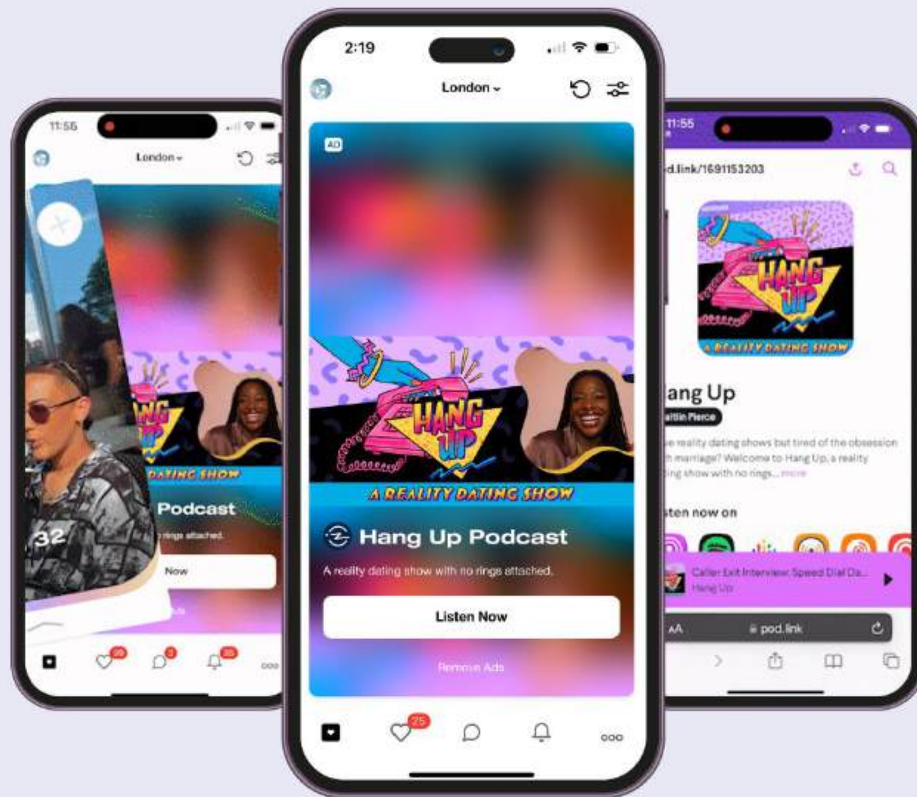
Multipoint Digital Campaign



PRX approached HER wanting to promote their new podcast, a reality dating show, to our US audience.

192K
In-app media
impressions

4.50%
CTR
***3 x higher than HER's
benchmark**



Multipoint Digital Campaign

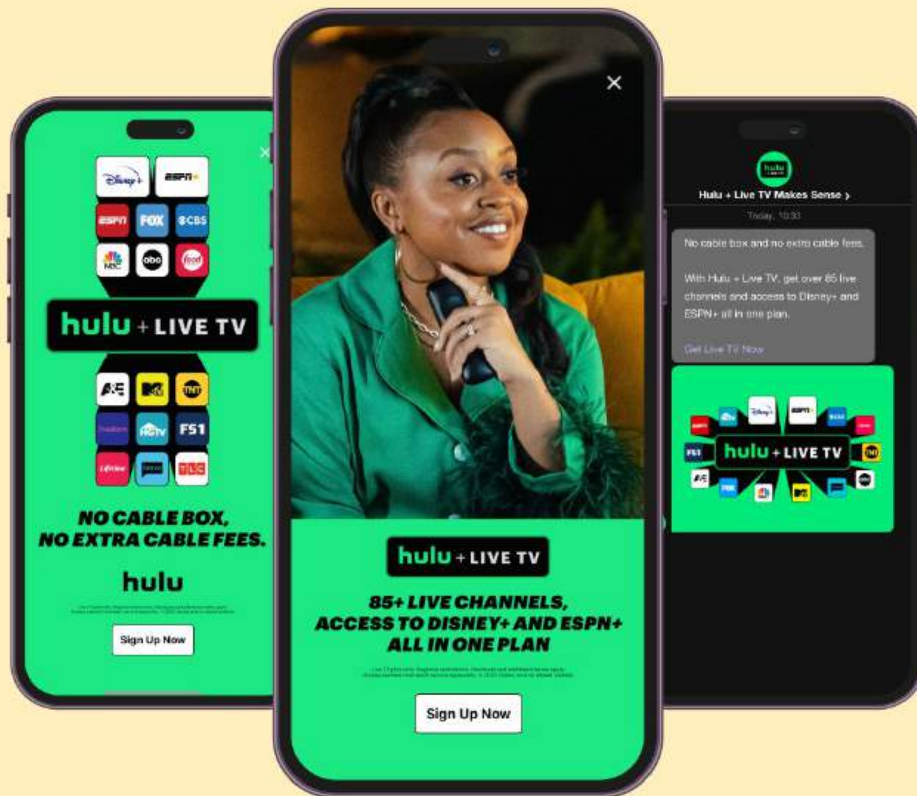
hulu

Hulu came to us to drive awareness and subscriptions for their newly-launched Hulu + Live TV service.

19M
Impressions

0.89%
average CTR

1.63%
highest CTR
(Native)



Multipoint Digital Campaign



HER and Showtime worked together to promote the iconically-sapphic show, *The L Word: Generation Q*, to our sapphic audience.

The campaign drove buzz through content (editorial, social, and community), as well as a virtual IG Live discussion.

2.5M
Total Impressions

42K
Total Engagements

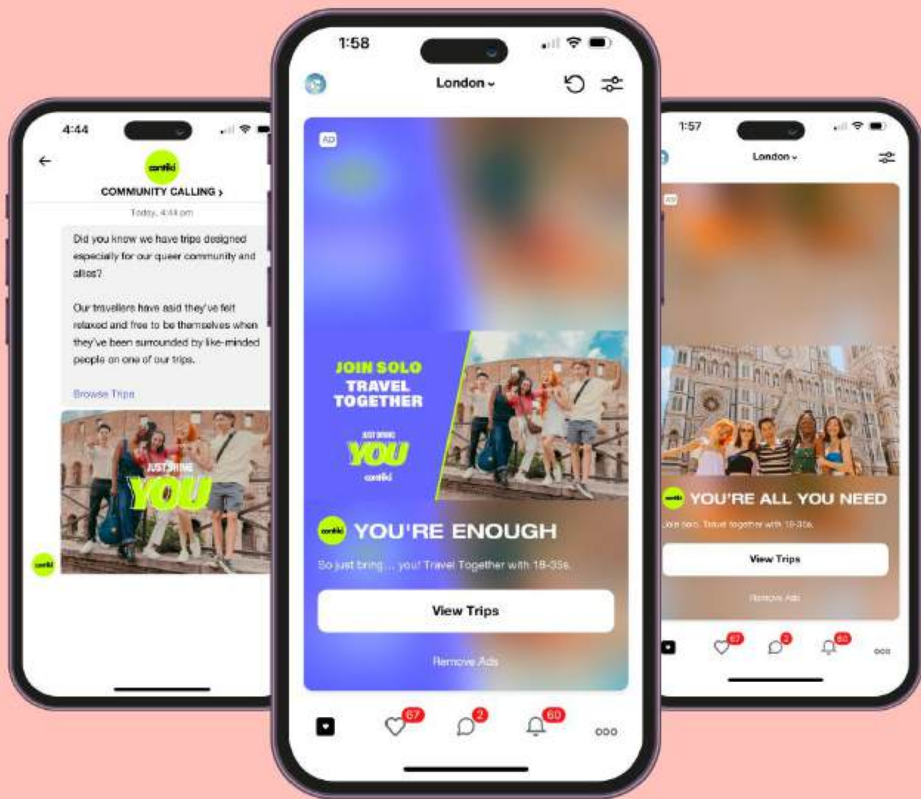
1.68%
Avg. Engagement Rate



The logo consists of a solid red square with the letters "HER" in white, uppercase, sans-serif font centered within it.

HER

**Experiences &
Travel**



Multipoint Digital Campaign

contiki

Contiki came to us with the goal of inspiring LGBTQ+ users to explore solo traveling, using aspirational messaging.

Michelle Nachum, Contiki:

"We saw extremely positive results from this campaign regarding audience coverage when looking at the volume of impressions. But the campaign also strongly resonated with the user, with a CTR almost 60 times higher than our cross-channel benchmark."

600K+
Impressions

58.79%
CTR (Video)

1.92%
CTR (Native)

2.04%
CTR (Email)

Digital Campaign



Live Nation came to HER to reach Gen Z music fans and boost ticket sales for an upcoming performance of Hayley Kiyoko. The campaign reached all subscribers in the local area using a dedicated email campaign.

32.58%

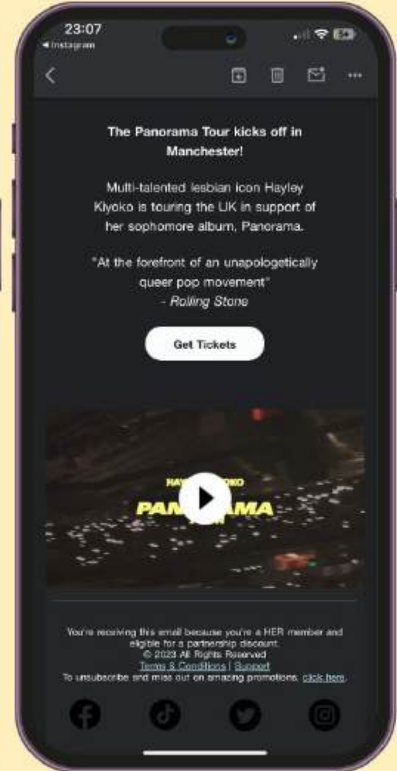
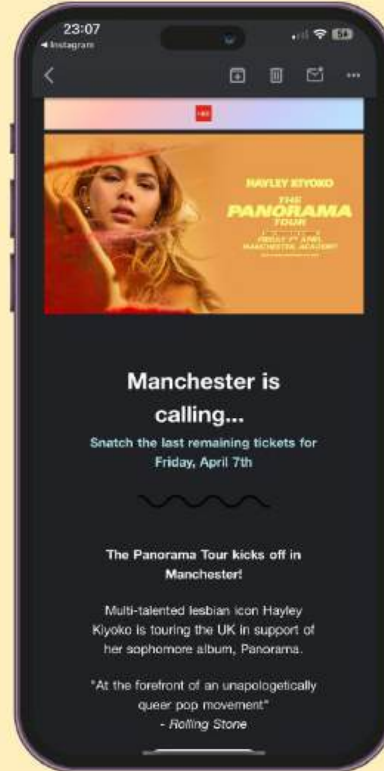
Open rate

***1.5 x higher than
HER's benchmark**

3.94%

CTR

***4 x higher than
HER's benchmark**





Digital Campaign



HER promoted the Bold Love Fest event, boosting ticket sales using the Native unit.

431,331
Impressions

1.89%
CTR

26%
Performance
over benchmark

8,171
Clicks

Multipoint Digital Campaign



HER effectively marketed "The Tutor" play at New Conservatory Theatre Center, driving ticket sales and maximizing audience engagement.

32.7K
Impressions

953
Clicks

94.7%
Performance
over benchmark

2.92%
CTR



Digital Campaign



METROPOLIS MUSIC

Metropolis Music approached HER to boost ticket sales for the upcoming Arlo Parks tour, aiming to reach dedicated Gen Z music fans, with localised media formats targeting fans around each concert venue.

43.59K
Impressions

0.36%
Average Display CTR



Multipoint Digital Campaign



Tapping into our community's love of pets, we aimed to showcase the functionality of the device, and how it can improve pet-to-human communication.

With this in mind, we created seasonal content in the form of gift guides (editorial content) and engaging social content. In the background, in-app media served to drive awareness and website traffic.

1.5M Total Impressions

1.53% Average CTR

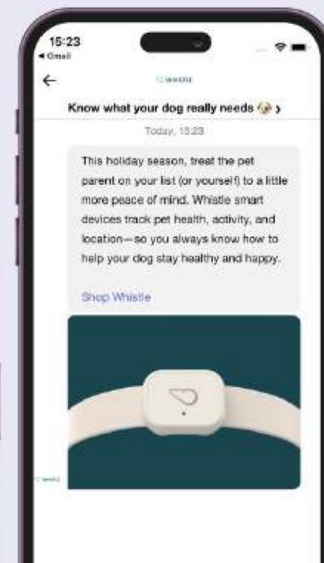
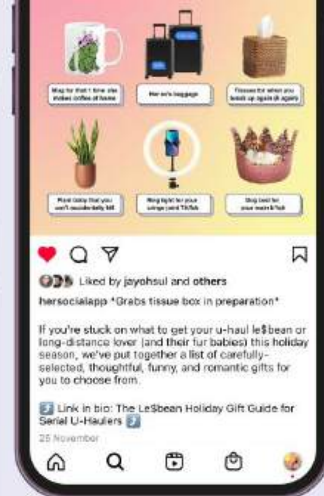
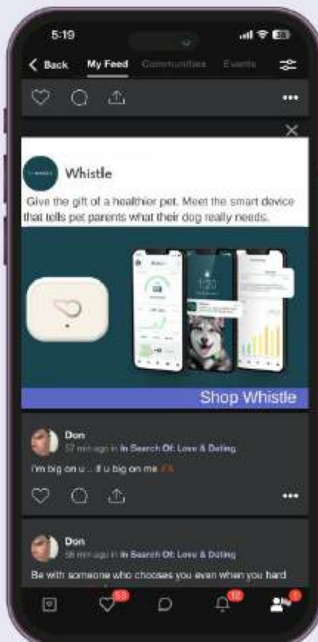
2.25 x higher than industry average

1'03" Average Session Time

99% New Users

Driven by our DM unit, this was one of the highest figures ever recorded on the client's website

The traffic driven to the point of purchase was almost entirely made up of new users



Multipoint Digital Campaign

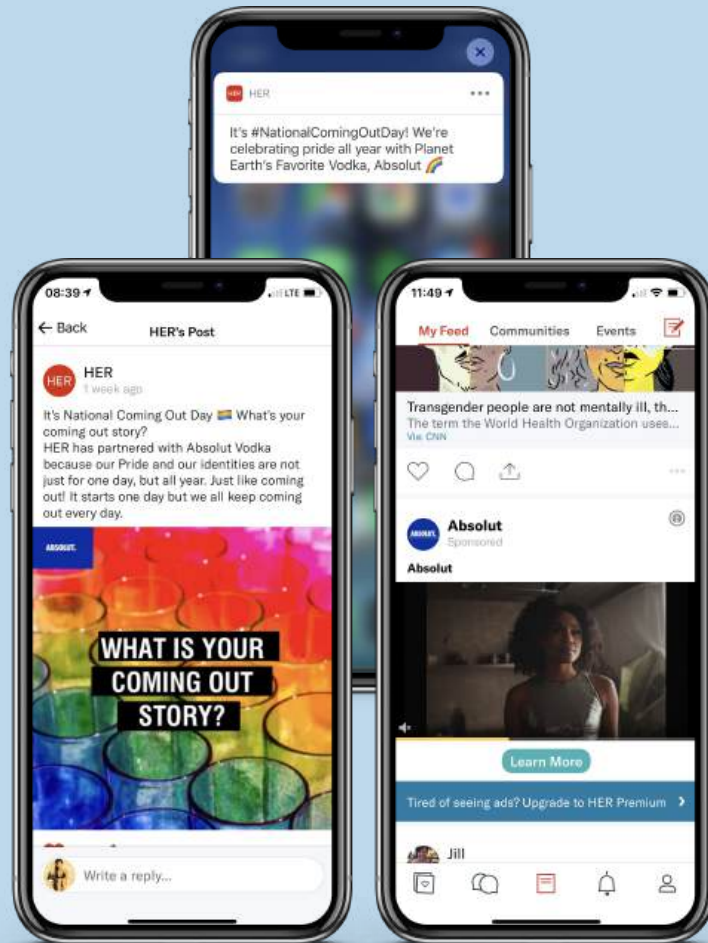
ABSOLUT.[®]

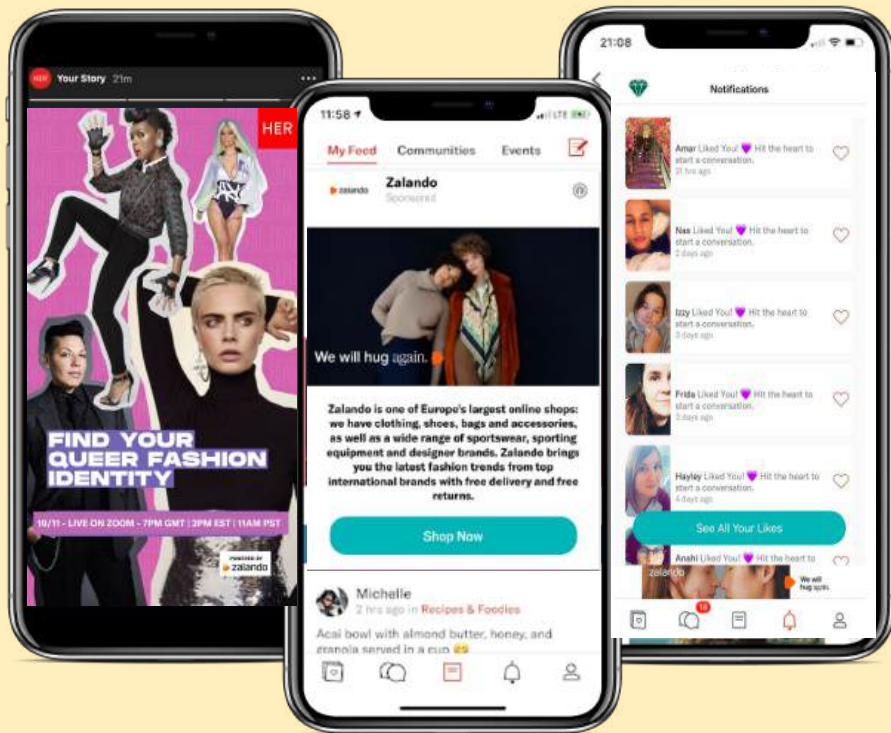
To celebrate National Coming Out Day, Absolut (Pernod Ricard) tasked HER with developing a multi-format digital campaign, combining display, social, and editorial content.

1.7M
Total
Impressions

25K
Clicks &
Engagements

1.5%
Avg. CTR





Multipoint Digital Campaign



zalando

HER ran a multi-level campaign for online clothing company, Zalando, Europe's largest online selection of clothing, accessories and shoes.

The campaign consisted of display media, content, and virtual events.

4M
Total
Impressions

4.33%
Average display CTR
***3 x higher than HER's
CTR benchmark**



Multipoint Digital Campaign



HER collaborated with Starbucks for their “Summer Hits Different” campaign, driving salience and sales of the summer menu through engaging digital activations.

The campaign was inspired by the insight that LGBTQ+ people are huge fans of iced coffee, consuming it all-year-round.

1.3M
Total
Impressions

267K
Total Clicks

2%
Highest CTR



Digital Campaign

OWO

OWO approached HER to drive awareness, affinity, and conversions for their game-changing VR haptic suit.

Our audience of passionate gamers responded well to the display campaign, leading to above-benchmark engagement.

537,340

Impressions

2.52%

CTR

110%

2 x over benchmark performance



Multipoint Digital Campaign



Durex worked with HER for their 2023 Pride campaign, championing inclusive sex education and supporting LGBTQ+ charity Stonewall.

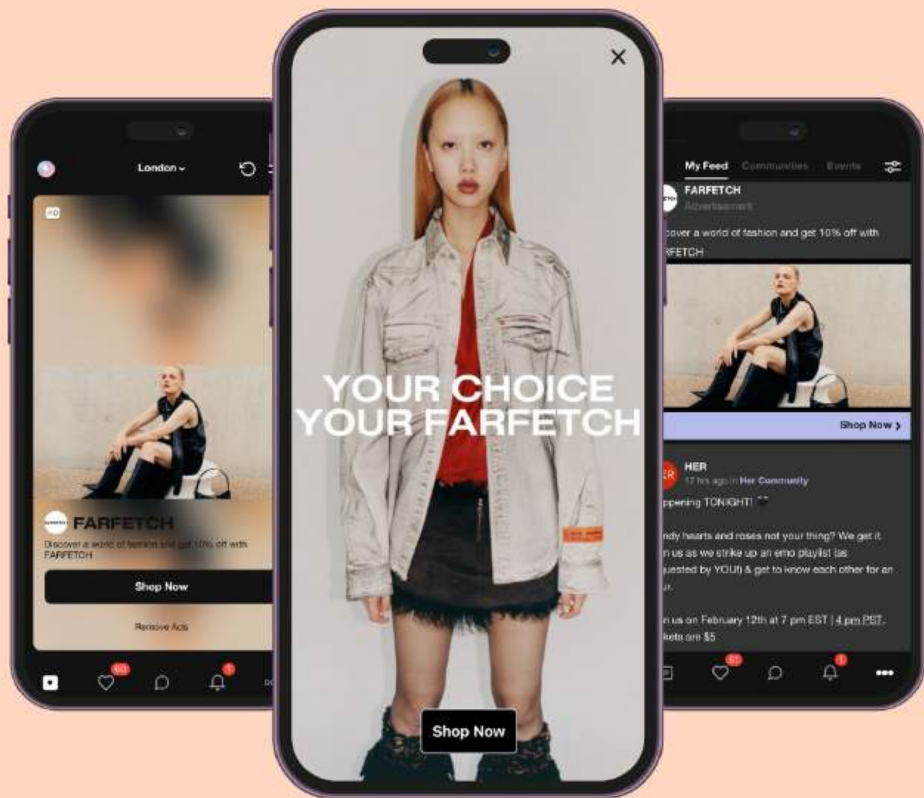
HER also drove 30% of all sales of their limited-edition Celebration Boxes.



3M
Total
Impressions

47%
Highest CTR
(Video)

3.41%
Average CTR



Multipoint Digital Campaign

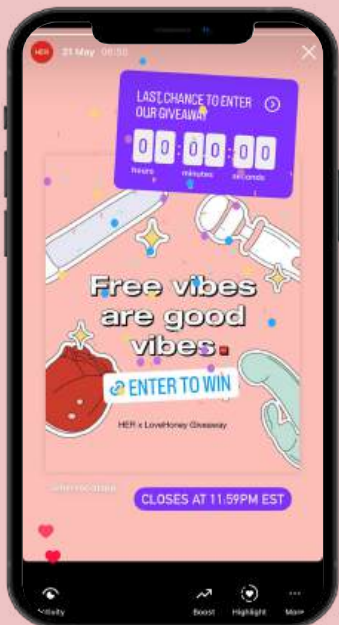
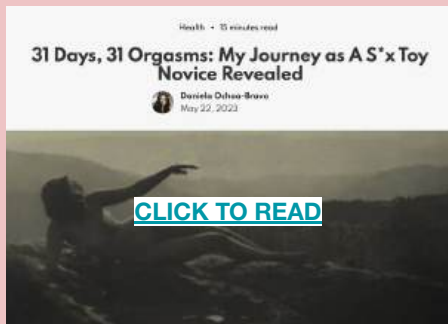
FARFETCH

Farfetch approached HER with the goal of capturing fashion-forward Gen Z women.

Together, we promoted their newly-launched seasonal collections, alongside an exclusive offer for new users.

2M+
Impressions

1.36%
Average CTR



Multipoint Digital Campaign

Lovehoney®
the sexual happiness people™

HER celebrated Masturbation May in partnership with Lovehoney, giving away free toys to 5 lucky competition winners.

We promoted the giveaway across social & in-app, amassing 10.8K entries, and also released co-branded editorial content.

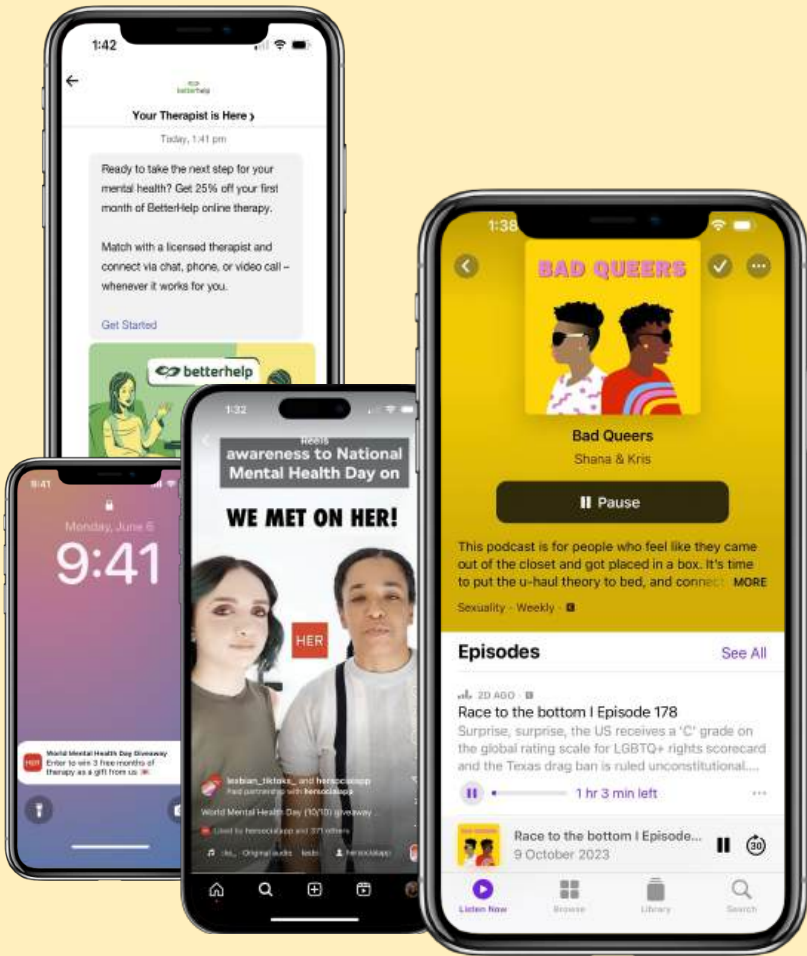
5M+
Display
Impressions

20.7%
Highest CTR
(Interstitial)

08:30
Average Dwell
Time (Editorial)



Health & Wellness



Multipoint Digital Campaign



HER's collaboration with BetterHelp for Mental Health Awareness Day was a marketing triumph, employing a range of strategies to engage users, boost mental health awareness, and drive BetterHelp subscriptions.

5M
Total
Impressions

511K
Total Clicks

11.5%
Average CTR

Multipoint Digital Campaign



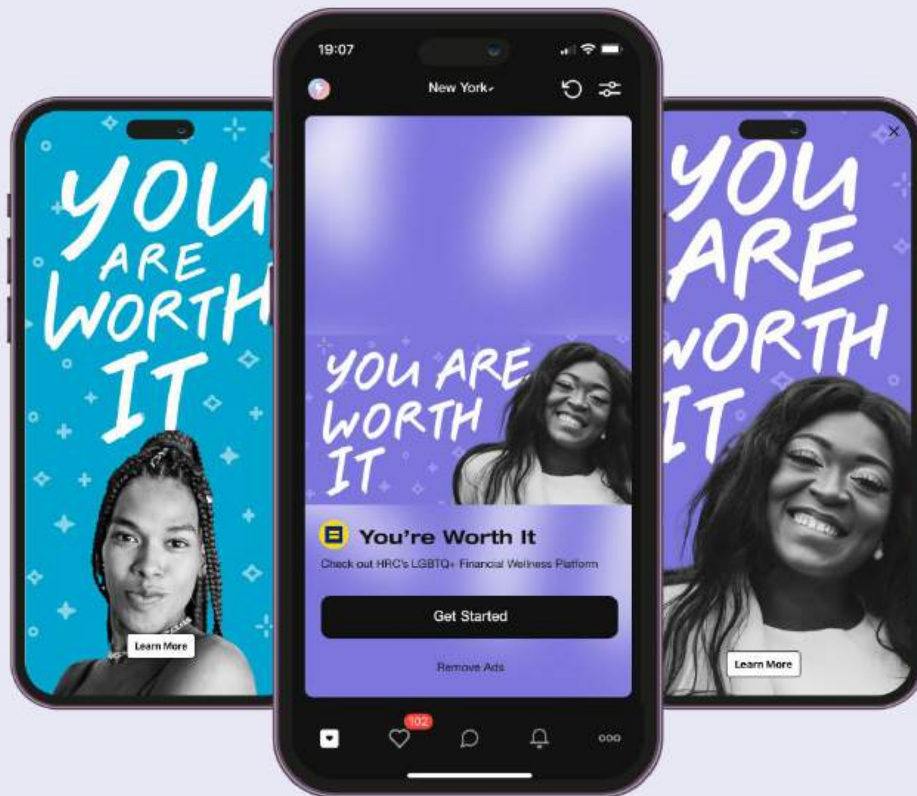
HER promoted Human Rights Campaign's LGBTQ+ financial wellness platform via Interstitial and Native ads.

107K
Impressions

2,443
Clicks

2.73%
CTR (Native)

82%
Performance over
benchmark (Native)



AIDS/LifeCycle™

SF TO LA • END AIDS • 545 MILES

AIDS/LifeCycle came to us to grow their audience, inviting LGBTQ+ women and gender-nonconforming people to participate in their life-changing event.

439K
Total
Impressions

3.50%
Average CTR

Native
Exceeded HER's
1.5% benchmark
by over 200%

DM
Exceeded HER's
1.2% benchmark by
almost 300%



Multipoint Digital Campaign



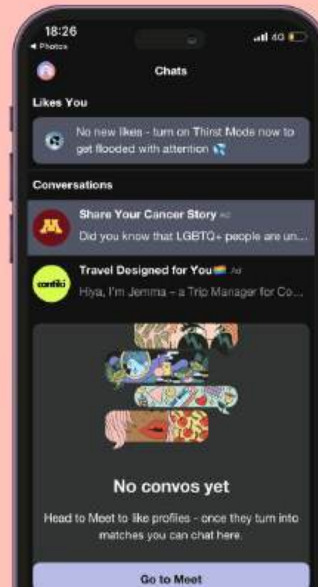
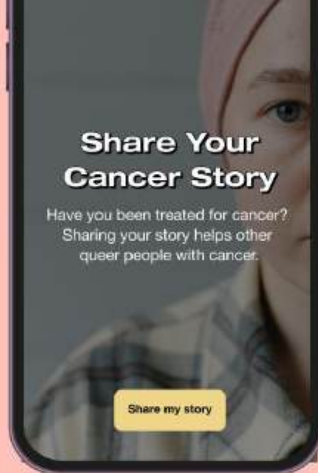
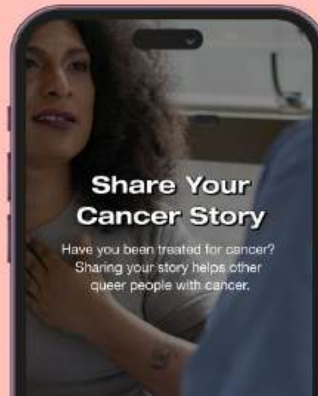
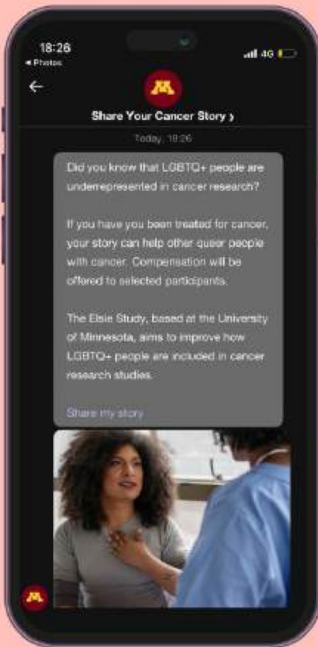
HER assisted the University of Minnesota team in recruiting participants for the Elsie Study, the largest cancer research study for the LGBTQ+ community.

76K
Impressions
(Interstitial)

8.8K
Clicks

419.8K
Impressions
(Direct Message)

2%
CTR (Direct Message)



Multipoint Digital Campaign



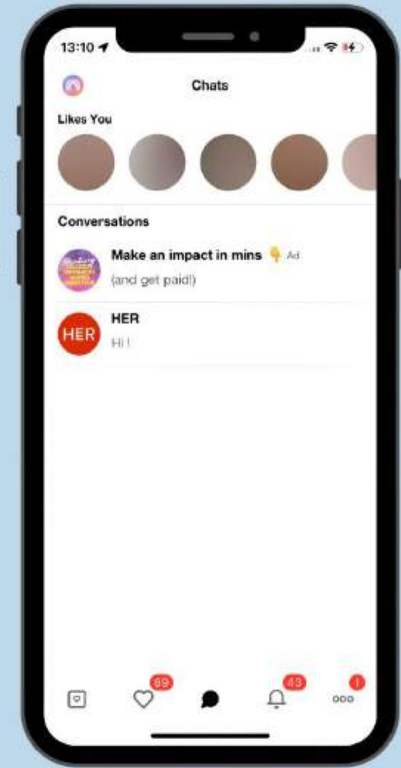
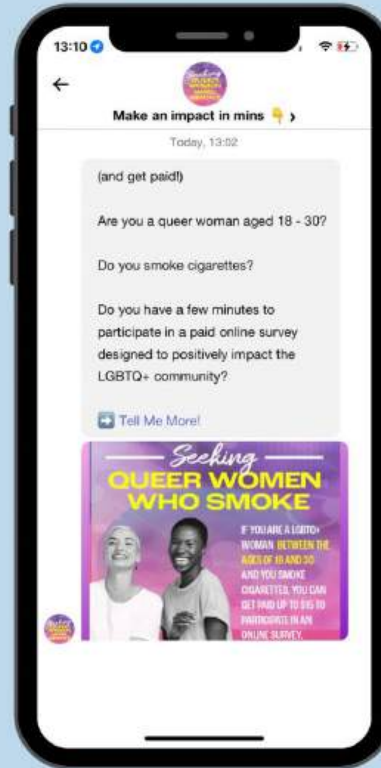
HER successfully ran a Direct Message campaign promoting UPenn's Queer Women Who Smoke study.

1.4M
Impressions

42,615
Clicks

100%
Performance
over benchmark

3.04%
CTR



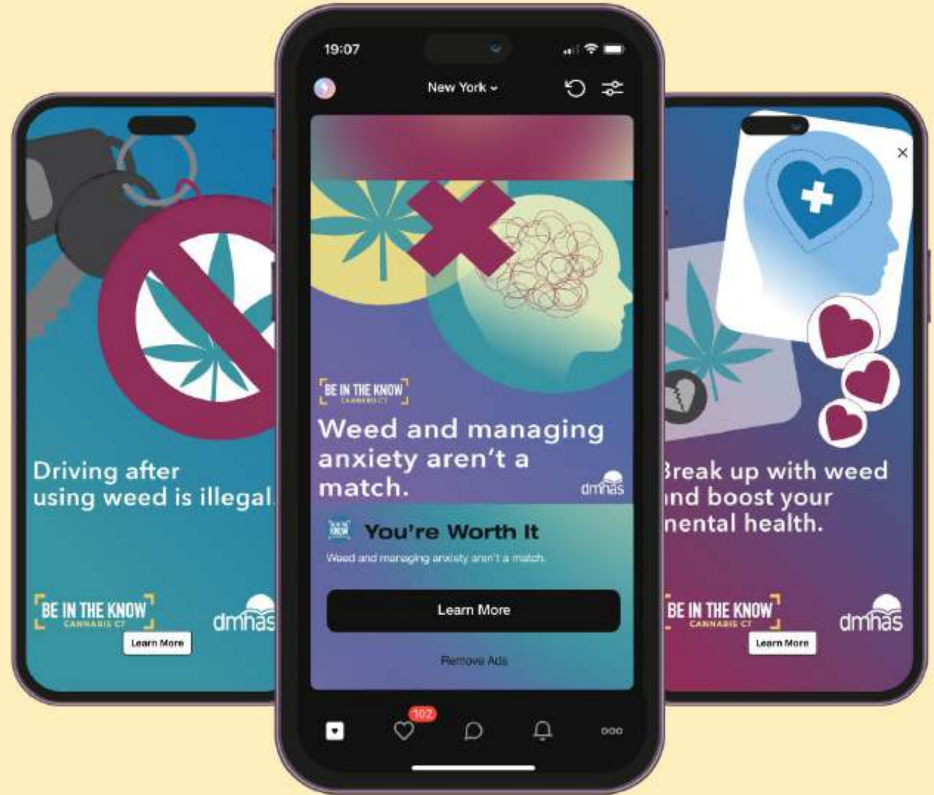
Multipoint Digital Campaign



Be In The Know CT approached HER for the purpose of reaching and educating young people in Connecticut about the laws around buying, carrying, and using cannabis; the way it impacts your mental and physical health; guidelines; and signs of problem use.

37K
Impressions

3.91%
Display CTR
***3 x higher than
HER's benchmark**



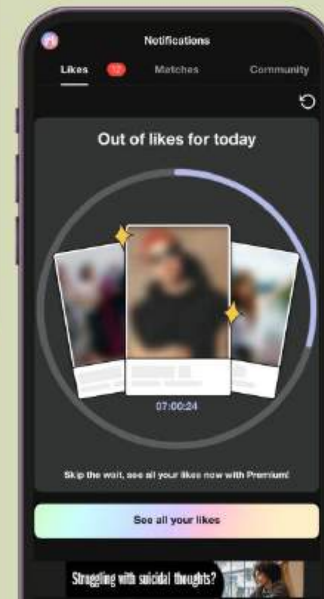
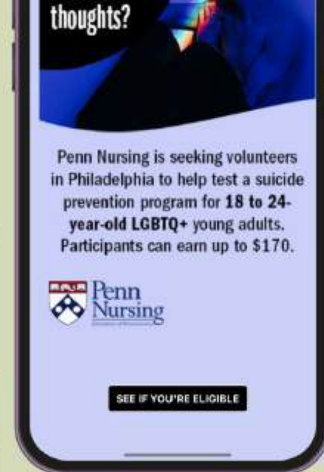
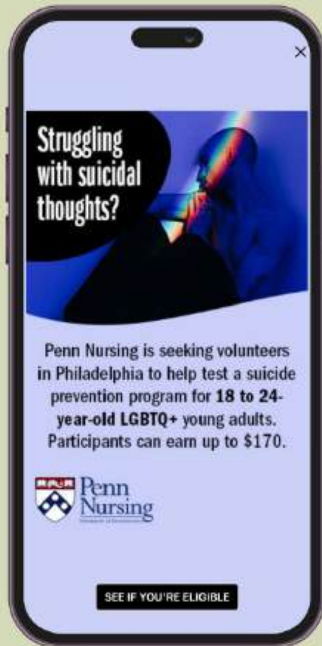
Multipoint Digital Campaign



The University of Pennsylvania extended their partnership with HER to recruit volunteers for a suicide prevention program, targeting 18-24s with a statewide direct message send.

173.8K
Impressions

0.50%
Avg. Display CTR



Multipoint Digital Campaign



HER implemented four in-app ad units to promote the "GetPrEPLA" campaign for the LA County Department of Public Health.

330.3K
Impressions
(Native Still)

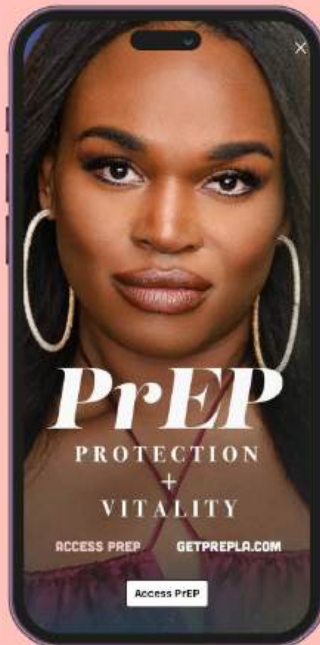
202.7K
Impressions
(Banner)

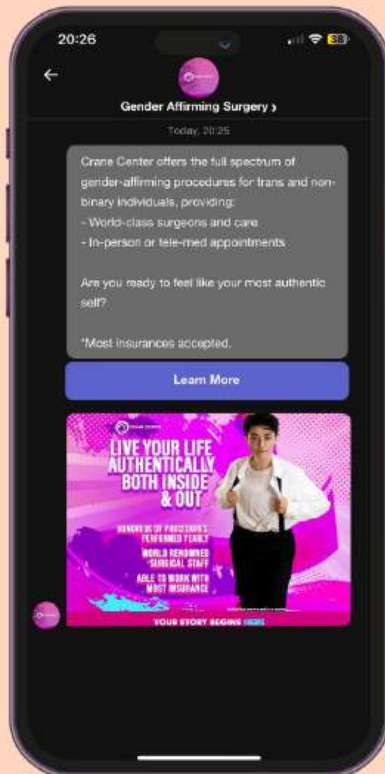
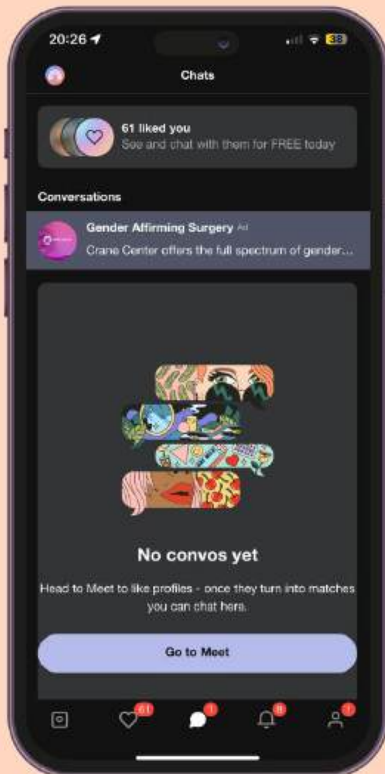
30.6K
Impressions
(Interstitial)

256.8K
Impressions
(Direct Message)

7.6K
Clicks (Native)

2.31%
CTR (Native)





Digital Campaign



HER promoted the Crane Centre's gender-affirming procedures to our trans+ audience using a national direct message send.

960,084
Impressions

1.78%
CTR
***1.5 x higher than
HER's benchmark**

Multipoint Digital Campaign



HER ran a display campaign for the Canadian Cancer Society, consisting of Native Still and Interstitial formats.

167K+
Impressions

1.77%
Average CTR

67.47%
Performance over
benchmark



The logo consists of the word "HER" in white, uppercase, sans-serif font, centered within a solid red square. The square is positioned in the upper-middle section of the overall image, overlapping the background photos of women.

HER

The background is a collage of four photographs. The top-left photo shows two women, one with her hand on the other's face. The top-right photo shows a woman's midsection in a light blue cardigan. The bottom-left photo shows two women kissing. The bottom-right photo shows a woman with a large curly beard. A white text box is overlaid on the bottom-center of the collage.

PLEASE DIRECT QUESTIONS TO:

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