



White Label Dating's Niches

BBW Dating

Everything you need to know about our BBW dating niche designed for empowered, plus size women who proudly exert sex appeal, and singles who admire fuller figures.





About our BBW Dating Niche

This niche provides a safe, inclusive online environment to help connect unfiltered, empowered, plus size women with singles who appreciate and admire fuller figures.

This niche was designed with big beautiful women at the forefront. It provides members who know exactly what they want the opportunity to connect with body confident, curvy women that proudly exert sex appeal.

Introduced in 2021, this lifestyle niche offers an enriched casual dating experience, where bigger is better! The optimised features of this niche convert and retain users for longer periods to ensure our partners generate the highest ROI possible.



*When life gives you curves,
flaunt them.*



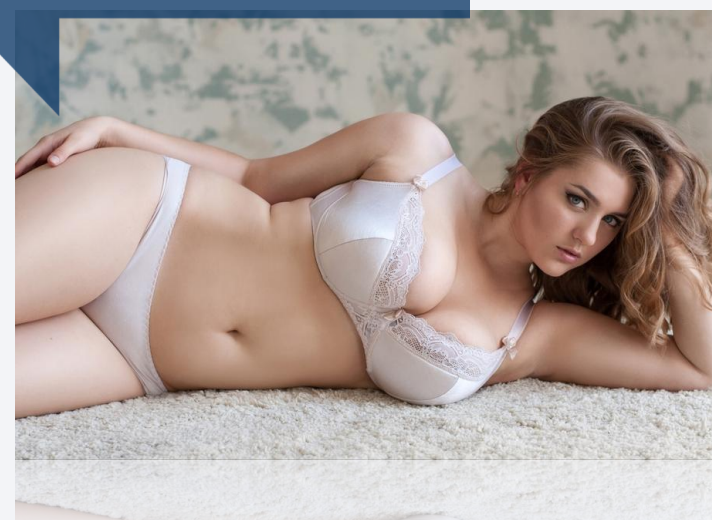


BBW Dating Niche Features

The BBW niche offers a range of **on-site** and **email features** to **maximise the performance of sites** built on this niche, including:

- **Optimised member profiles** offering detailed appearance characteristics for women with curvy figures through to women that identify as super-sized
- **Themed email and on-site engagement schedules** built to convert and retain members through niche specific imagery and content
- **Comprehensive search functionality** allowing members to effectively refine search results to view compatible singles, plus the **ability to save searches**
- **Personal diary entries** linked to member profiles to increase engagement as members promote their intimate stories and desires
- **On-site and email cross-registration campaigns** to cross-sell members within this niche to another dating site in a partner's portfolio for no additional cost
- **SSL security** on all sites to protect and secure members' sensitive information
- **Discreet Customer Care** trained to support the unique needs of our users
- **On-site 'Encounters' Yes/No feature** to mirror competing dating apps within the hook-up cultured dating market
- **24 hour profile content moderation** to ensure members have the best possible user experience
- **100% genuine members** supported by a **comprehensive anti-fraud and anti-scam strategy** so that members are only exposed to genuine, like-minded people

“ *Bigger is better!* ”



BBW Dating Niche Opportunity

- **Expansion Opportunity into Growing Market** - Running sites on our casual BBW dating niche is an effective way to grow the size of your revenues across multiple territories through a significantly large niche portfolio. Studies show that women's body confidence and body positivity is continuing to rise, which means our partners are able to capitalise on this niche as demand for BBW dating rises.
- **Exclusive Niche with Less Competition** - Mainstream and broad casual dating apps don't necessarily cater to size-specific dating. Our exclusive BBW niche encompasses a range of appearance based targeting interests to enable partners to acquire traffic with less competition.
- **High Engagement and Retention** - Due to the targeted nature of this niche, members are more engaged and spend more time on-site investing in their profiles - they don't need to waste time filtering through members that are not suited to their desires. This results in higher upgrade rates and lower termination rates for our partners.
- **Increase Total Revenue Per Member and ROI through Cross-Sell** - Partners running dating sites on our casual niche are able to further monetise members through effective on-site and email cross-sell campaigns to dating sites on our BBW niche. Partners can cross-sell for no additional cost to them to increase ROI.
- **Low Acquisition Costs with High Returns** - Partners are able to drive traffic with a fairly modest budget as casual dating traffic is often cheaper to acquire. Niche traffic, such as BBW, is high converting due to the targeted nature of this niche. This also means members stick around for longer periods of time.

“ Proud to be plus size





More Information

To learn more about our BBW dating niche visit www.whitelabeldating.com/niches/bbw or contact our Partner team.

Existing partners

✉ partners@whitelabeldating.com

New partners

✉ talk@whitelabeldating.com



Confidence is the sexiest thing a woman can wear

