



White Label Dating's Niches

Kink Dating

Everything you need to know about our kink dating niche designed for people who are seeking consensual, non-traditional sexual, sensual and intimate relationships.





About our Kink Lifestyle Niche

This niche provides a safe, private and secure online environment for open-minded adults of all ages, who are seeking consensual, non-traditional sexual, sensual and intimate relationships with like-minded individuals.

This niche caters to a wide range of non-traditional sexual interests including S&M, domination and submission, erotic roleplaying, fetishism, bondage and erotic forms of discipline.

With an increase in dating services catering to kink lifestyles world-wide in recent years, we introduced the kink dating niche in 2020 as a competitive solution to allow partners that are currently operating on our casual dating niche the opportunity to expand their dating portfolios into this high-converting niche market.



“ Transforming the way we think about sex and dating ”



Kink Niche Features

The kink niche offers a range of **features** to **maximise the performance of sites** built on this niche. These include:

- **Optimised member profiles** offering a diverse range of non-traditional sensual interests for consenting adults
- **100% real members** supported by a comprehensive **anti-fraud and anti-scam strategy** so that members are only exposed to genuine people with similar desires
- **Personal diary entries** linked to member profiles to increase engagement, as members promote their intimate stories and desires
- **Ability to save searches** allowing members to switch between interests and roles with ease
- **Themed member engagement schedule** built to convert and retain members
- **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 UK-based Customer Care** trained to support the unique needs of our users
- **24 hour profile content moderation** to ensure members have the best possible user experience at all times of day and night
- **Optional bespoke email campaigns and content** to reinforce site brand positioning
- **On-site 'Encounters' swipe feature** to mirror competing dating apps within the dating market
- **Comprehensive search functionality** so members can effectively refine search results to view compatible singles



“ *Consensually sensual intimacy* ”

Kink Niche Opportunity

- **Exclusive Niche with Less Competition** - Mainstream and broad casual dating apps don't necessarily cater to anything outside of the "norm". Our exclusive kink niche encompasses a range of targeting interests to enable partners to acquire traffic with less competition.
- **Lifestyle Niche with High Engagement and Retention** - This niche acts as an online hub for the kink community. The lifestyle nature of this niche means that members spend more time on the site, investing in their dating profiles. This results in greater engagement, which leads to higher upgrade rates and lower termination rates.
- **Increase Total Revenue Per Member and ROI through Cross-Sell** - Partners running dating sites on our casual and mainstream niches are able to further monetise members with effective on-site and email cross-sell campaigns to kink dating sites. Partners can cross-sell for no additional cost to them, to increase ROI. Our kink niche also cross-sells very well to other casual niches within our portfolio.



“ A safe place to discover and explore what makes us tick

Kink Niche Opportunity

- **Expansion Opportunity into Growing Market** - Running sites on our kink dating niche is an effective way for partners to grow their revenues through a significantly large niche portfolio. The demand for kink themed dating sites is growing as society is becoming more 'sex-positive'.
- **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 kink and fetish, is high converting and members stick around for long periods of time. This is due to the lifestyle and community based nature of the niche.
- **Risk Diversification by Expanding Acquisition** - This niche allows our partners to diversify their marketing strategies and eliminate the high costs that can be associated with paid search, such as Google. Other profitable sources for casual niches include SMS and ad networks.

All of these combine to ensure that our kink dating niche provides profitable portfolio diversification opportunities, as well as delivers competitive acquisition costs and higher lifetime returns for partners running sites with White Label Dating.



“ Sexually liberating women and men



More Information

To learn more about our kink dating niche, contact our Partner team.

Existing partners

✉ partners@whitelabeldating.com

New partners

✉ talk@whitelabeldating.com



“ *Being tied up in a relationship isn't always a bad thing* ”

