

# Verve Mobile Boosts Daily UA Spend by 37% with Tenjin: Scaling Dating Apps in India

## A Verve Mobile Case Study

📍 Headquarters: India • 📱 Platforms: iOS, Android 📱 Key Apps: [QuackQuack](#) • [Rebounce](#)

## About Verve Mobile

Since 2012, Verve Mobile has created culturally relevant apps that connect people and foster genuine relationships. Their portfolio features QuackQuack, India's largest dating app, and Rebounce, a platform for a second chance at love. In India's fiercely competitive dating app market, they depend on streamlined UA and trustworthy measurement to scale effectively.

## The Challenge

Verve Mobile ran large-scale UA campaigns for QuackQuack and Rebounce across multiple channels, but their measurement mobile partner was failing them. Repeated outages, fragmented reporting, and inaccurate attribution left them blind. Weak support extended these issues into delays and troubleshooting, causing uncertainty in their reporting, and ultimately, slowing growth. With campaigns spanning many channels, using unreliable data made it impossible to tie spend to outcomes or scale decisively, especially in India's cost-sensitive market.

## The Solution

Just as Verve Mobile solves the matchmaker's dilemma, Tenjin solved the marketing measurement puzzle. QuackQuack and Rebounce moved from fragmented guesswork to a unified UA funnel with precise attribution, streamlined optimization, and clear spend-to-outcome visibility.

But winning in India's dating app market takes more than tools. Tenjin's responsive, practical support makes a difference: prioritizing next steps, resolving issues fast, and giving Verve Mobile the control to keep its edge.



## Results

**37%**

increase in average daily UA spend

**Significant**

time & effort savings in reporting and optimization

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At QuackQuack and Rebounce, running large-scale user acquisition campaigns means we need tools we can trust. Tenjin has taken a lot of the stress out of campaign management by giving us clear data, easy reporting, and the confidence to optimize quickly. It's helped us save costs, improve performance, and scale smoothly.



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