

eHarmony

eHarmonyMEMBERVIEW MATCHES

THE STATS TO
SUCCESS

Welcome, Ryan!

We're so glad you're here. We know a thing or two about successful relationships and are here to provide some helpful statistics.

Get Started

eHarmony has helped over

1.5 million people
get married

People who found success sent an average of

73 messages

and sent

42 smiles

They also uploaded

4 photos on average

Every success story
starts with 1 person

Why not you?

Start your journey today by logging in.

Be our next success story

YOUR WEEKEND FORECAST

Saturday

HIGH LOW

84° 65°F

DATE IDEA

Take a walk
and enjoy the
day with your
sunshine.

Challenge

eHarmony wanted to boost engagement, drive more connections and provide a top-notch, personalized experience for their new subscribers.

Solution

To achieve this, the company sent welcome emails with customized date ideas based on their subscribers' local weekend weather forecast.

Results

- 45% open rates
- 18% click-through rates
- 40% click-to-open rates

This welcome email has one of the highest engagement metrics out of all of our campaigns due to a sleek design and Movable Ink’s technology. Our goal is for our users to find a successful relationship, and this email does a fantastic job introducing the product to a subscriber and helping them feel confident as they start their dating journey.

Helene Sim Sr., Product Marketing Specialist, eHarmony