JETER AI INDUSTRY BRIEF

The Dating Market Is Massive. The Matching Model Is Broken.

Why Compatibility Is the Next Evolution of Modern Dating

Dating platforms have scaled dramatically — but satisfaction has not kept pace. The swipe model optimizes for engagement, not alignment. This brief examines the data behind the gap and the market opportunity it creates.

01 THE MARKET IS HUGE — BUT SATURATED

$9–11B+
Global dating app market, growing through 2030

39%
of U.S. adults have tried online dating

~7%
are actively using an app at any given time

Key Insight: Adoption ≠ Fulfillment. The market exists. The model is failing its users.

Sources: SSRS 2025 · Various market research reports on global dating app market size

02 ENGAGEMENT IS HIGH. SATISFACTION IS NOT.

Report dating app fatigue	78%
Felt disappointed by who they saw	88%
Feel insecure about message dynamics	55%
Feel overwhelmed by message volume	36%

The swipe model maximizes engagement time — not compatibility.

More swipes = more revenue. Better matches = Jeter.ai's mission.

Sources: Forbes Health 2025 · SSRS, Online Dating in the U.S. 2025

03 HIGH USAGE ≠ HIGH QUALITY OUTCOMES

Offline Meeting → Higher Satisfaction

Couples meeting offline consistently report higher satisfaction vs. app-based matching. Similarity predicts attraction: r ≈ .47 actual · r ≈ .39 perceived.

SWIPE FUNNEL	COMPATIBILITY
Wide → Low Signal	Filtered → High Signal

Exposure vs. Alignment — the core difference.

Sources: ScienceDirect 2025 · Sage Journals, Similarity & Attraction Meta-Analysis

04 BEHAVIORAL FRICTION IN SWIPE CULTURE

90+
min/day spent across dating apps

Gender imbalance on major platforms

Ghosting widely reported everywhere

∞
Paradox of choice reduces commitment

More options → less clarity → more churn. Inefficiency at a behavioral level.

Sources: Tinder Year in Swipe 2025 · Pew Research 2023 · Various industry reports

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05 THE SHIFT TOWARD INTENTIONAL DATING

69%
of Millennials prefer in-person for genuine connection

82%
of Gen Z & Millennials want shared-interest first dates

1.5M+
monthly U.S. searches for singles events

SWIPE ERA
Photo-first · Algorithm-driven · High volume · Low signal

→

INTENTIONAL ERA
Values-first · Compatibility-driven · High signal · Real outcomes

Translation: Daters want signal before time investment. · *Sources: Pew Research 2023* · *Eventbrite 2024*

06 WHAT ACTUALLY PREDICTS ATTRACTION — THE SCIENCE

Social Science Research Findings

- Actual similarity correlates with attraction ($r \approx .47$)
- Perceived similarity also strongly correlated ($r \approx .39$)
- Shared values predict relationship longevity
- Offline meeting predicts higher relationship quality

Compatibility is measurable.

And measurable > guesswork.

Sources: Sage Journals, Similarity & Attraction Meta-Analysis · *ScienceDirect 2025*

07 THE GAP IN THE MARKET — WHERE JETER.AI ENTERS

Today's Apps Optimize For:

- Engagement time on platform
- Premium boosts & paid features
- Photo-first impressions

They Do NOT Optimize For:

- Motivational alignment
- Value congruence
- Long-term relational fit

That gap = opportunity. Jeter AI exists precisely at the intersection of what's missing.

08 ENTER JETER AI — THE COMPATIBILITY INTELLIGENCE LAYER

Compatibility Intelligence Layer
Science-backed assessment across Heart, Mind, Body, Life & Deal-Breakers.

Filters Signal Before Emotion Is Invested
Know alignment exists before time, energy, and feelings are on the line.

Alignment Over Addiction Algorithms
Designed around relational fit — not engagement metrics or premium boosts.

Swipe platforms are marketplaces. Jeter AI is a matching system.
The future of dating isn't more profiles. It's better alignment.

INDUSTRY SOURCES

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- **SSRS** — The Public and Online Dating, 2025
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- **Eventbrite** — Singles & Experiences Data Release, 2024
- **Tinder** — Year in Swipe, 2025
- **ScienceDirect** — Online Meeting & Relationship Outcomes, 2025
- **Sage Journals** — Similarity & Attraction Meta-Analysis
- **Market Research** — Global Dating App Market Size Reports, 2024–2025

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