Wapo&Wapa

Ad Kit

3.7 million unique users anually

1.0 billion ads displayed annually

Highly rated by millions of LGBTQ+ users worldwide each year

Wapo and Wapa are leading LGBTQ+ dating apps, globally recognized and highly rated, with 3.7 million users annually. Both apps consistently achieve ratings above 4 out of 5 stars in app stores.

We are in a unique position to promote your business and products to an LGBTQ+ audience.

77% Wapo

23% Wapa

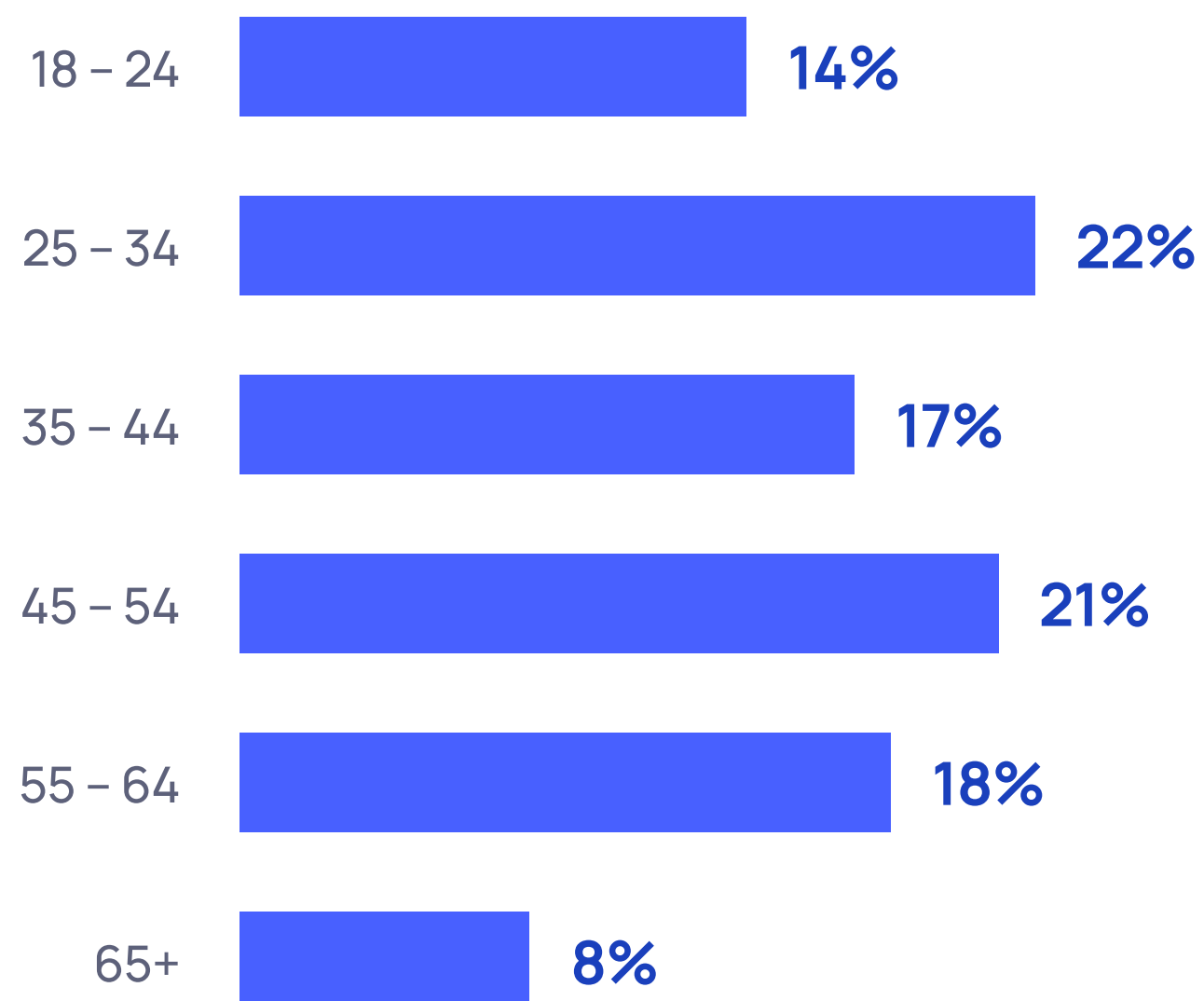## Inclusive and welcoming space for all LGBTQ+ identities and genders

Wapo is the most used and highly rated gay dating app in Spain, while Wapa is the leading lesbian dating app globally, with strong communities in Spain, Italy, Brazil, France, Turkey, Chile, Colombia, and more.

As awareness of data rights and the importance of privacy grows, users are increasingly resistant to tracking.
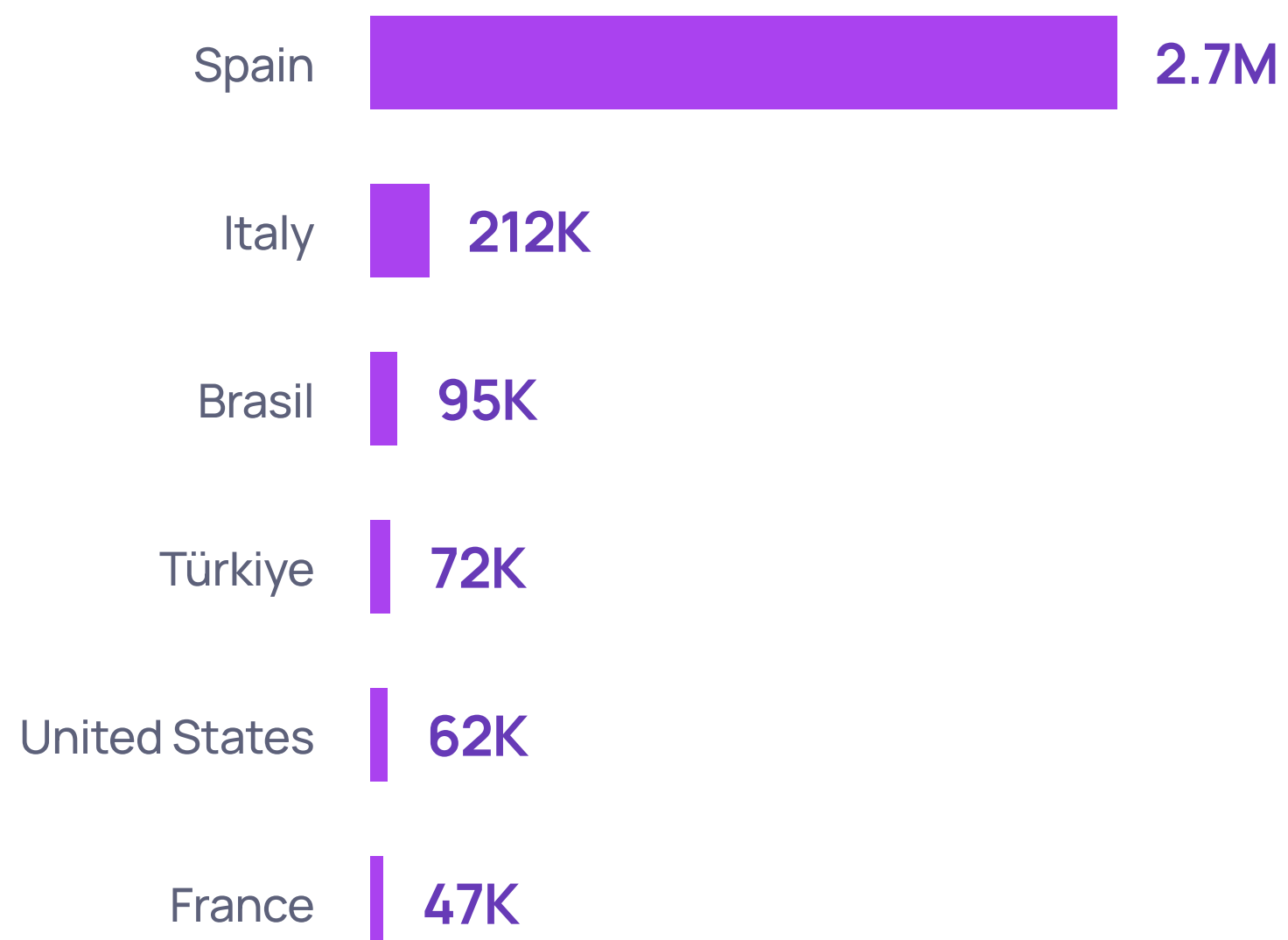
Consequently, targeting LGBTQ+ users with advertising becomes more challenging, if not impossible. Traditional advertising channels such as Facebook, Instagram, and Admob can lead to up to 90% of your investment being wasted. Furthermore, traditional LGBTQ+ print media often fails to deliver significant ROI due to limited impact and digital presence.
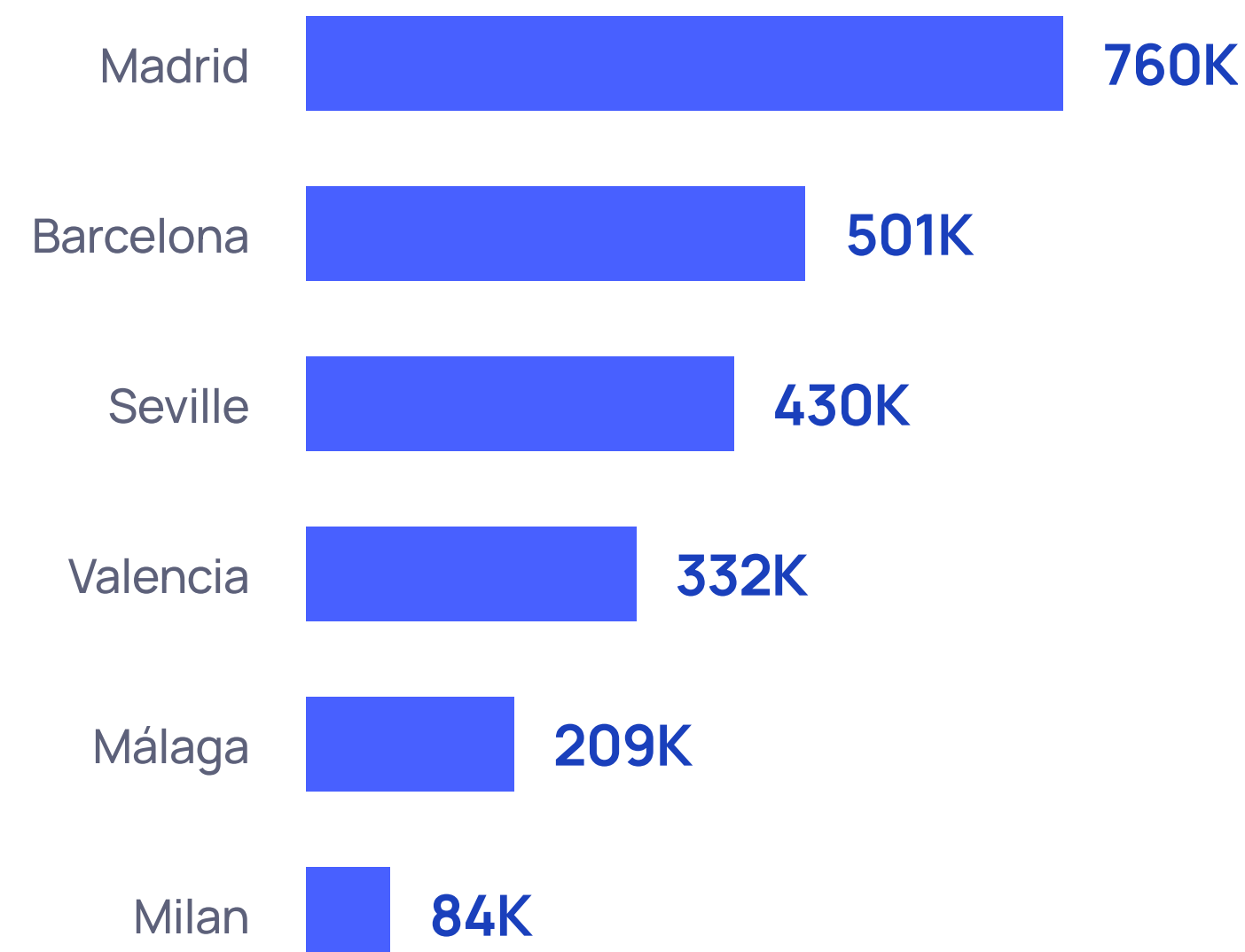
Age

18 – 24	14%
25 – 34	22%
35 – 44	17%
45 – 54	21%
55 – 64	18%
65+	8%

Annual users/country

Spain	2.7M
Italy	212K
Brasil	95K
Türkiye	72K
United States	62K
France	47K

Annual users/city

Madrid	760K
Barcelona	501K
Seville	430K
Valencia	332K
Málaga	209K
Milan	84K

* K = thousands, M = millions
Data provided by Google Analytics

Statistics

3.7M	500K	300K	70+ cities
Annual users	Monthly active users	Monthly new users	with more than 10k active users
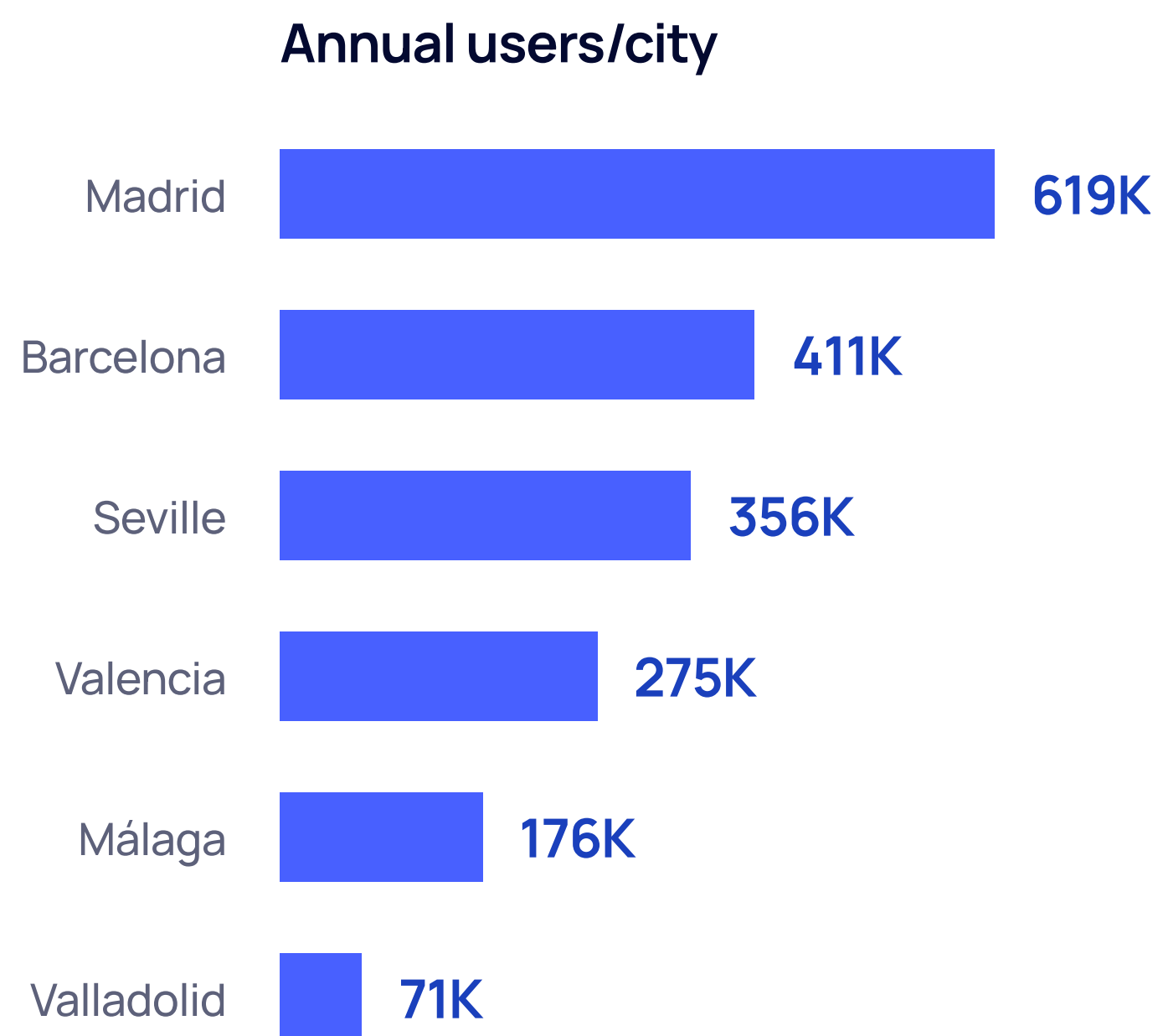
Users

Wapo

Annual users/city

City	Annual users
Madrid	619K
Barcelona	411K
Seville	356K
Valencia	275K
Málaga	176K
Valladolid	71K

* K = thousands, M = millions
Data provided by Google Analytics

Annual user distribution by city for Wapo

4.0   51K reviews

★★★★☆

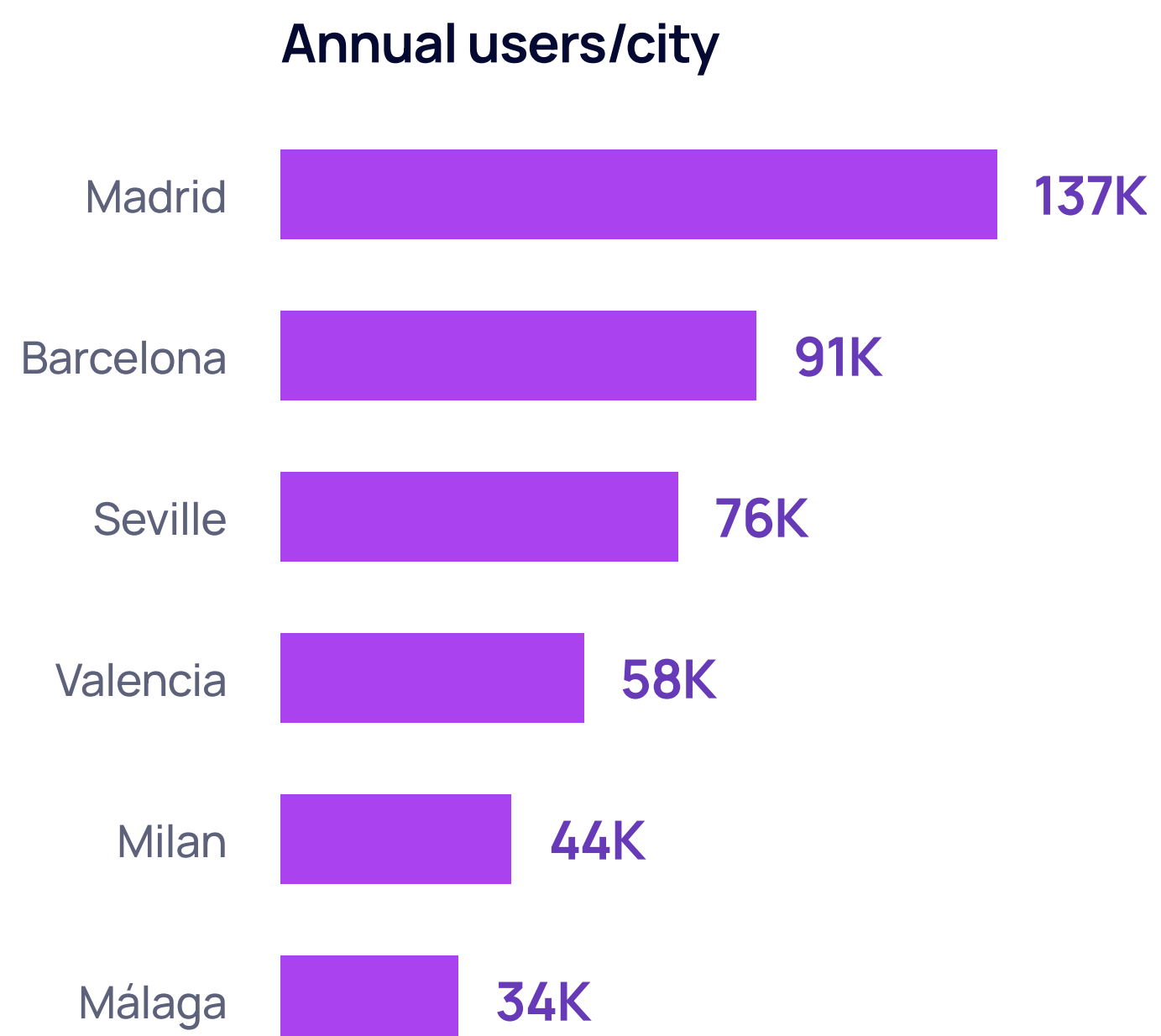Rating on Google Play, April 2024

Wapa

Annual users/city

City	Users
Madrid	137K
Barcelona	91K
Seville	76K
Valencia	58K
Milan	44K
Málaga	34K

2024

* K = thousands, M = millions
Data provided by Google Analytics

Annual user distribution by city for Wapa

4.0 20.8K reviews

★★★★☆

Rating on Google Play, April 2024

Wapo&Wapa

wapo.dating
wapa.dating

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