

## SUCCESS STORY

# The World's largest matchmaking and dating service harnesses Elasticsearch for an enhanced matchmaking experience, helping millions to find love

A global leader in matchmaking and dating uses Elasticsearch on Elastic Cloud to drive its matrimonial website. Its unrivaled indexing and querying improve search relevance results and analytics, helping millions of people find their perfect marriage partners.

### Region

India

### Industry

Professional Services

### Solution

Elasticsearch, Elastic Cloud, Kibana, Generative AI



**Helps millions of people find their potential marriage partners**

With Elasticsearch on Elastic Cloud, millions use this matchmaking service every year to meet and marry their life partner.



**20% accuracy boost on quality of first page profile results**

End-users are 20% more likely to engage with first page profile results with the deployment of Elasticsearch.



**Reduces search latency to less than 100 milliseconds, to improve the user experience**

The engineering team reduced search latency to fewer than 100 milliseconds with Elasticsearch.

# The world's largest matchmaking platform uses Elasticsearch to help Indian singles find their perfect partner for life

Searching for love? In the past decade, more couples than ever have found their marriage partner online, especially in India, where this global leader in matchmaking services resides. More than seven million people have found their spouses, and 50 million have made contact via the organization's website and app.

While romance and marriage are steeped in traditional values, this global leader in matchmaking, partnerships and marriages also prides itself on innovation, using advanced technology to bring people together. Search is a great example. "Accuracy and speed are fundamental to delivering profile matches and a smooth user experience," says the senior vice-president of engineering. "This presents a challenge when managing 5,000 search requests per second at peak times and 60 million documents."

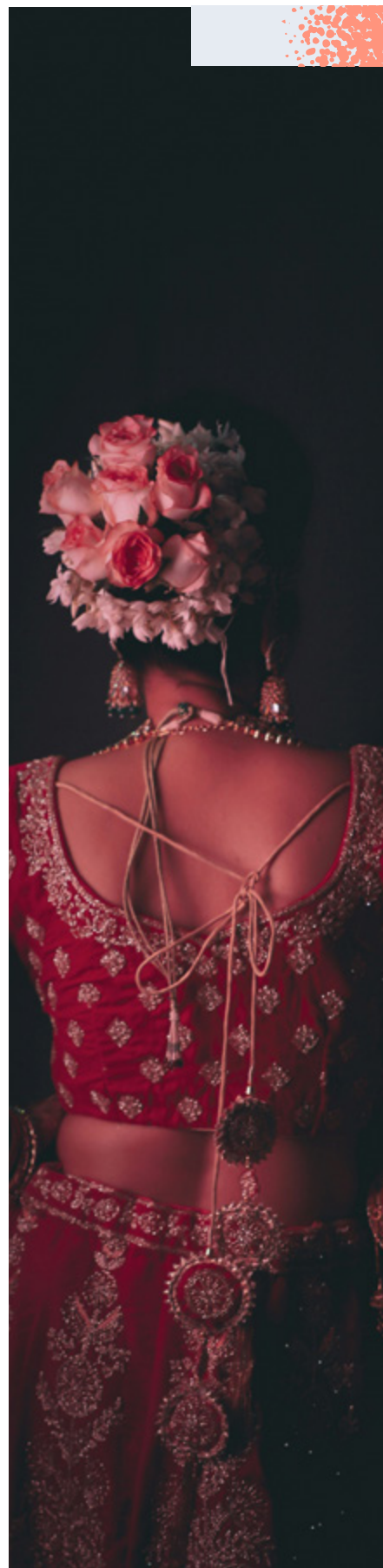
When users first register, they enter their personal details and partner preferences. The next time they log on, the application shows a list of matches with options to organize by 'newly joined' and other criteria. All these search activities are enabled by [Elasticsearch](#), which looks at the user's details and then searches a database, storing millions of profiles before returning a selection that matches the customer's settings.

The director of engineering of this global leader, says, "We tried other technologies, including MySQL with Varnish and Solr, but Elasticsearch on [Elastic Cloud](#) was the only configuration that could handle the high throughput that we experience daily."



With the help of Elasticsearch, we've been able to deliver a 10% increase in engagement with these profiles."

Senior Vice-President, Engineering





## The perfect marriage of product, engineering, and analytics expertise

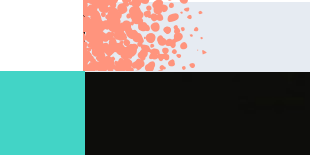
The website and app's search experience is managed by a cross-functional team that includes the product management, engineering, and data analytics departments. They use a data streaming pipeline for indexing documents that accept modified data from several sources. This is processed before being sent to the Elasticsearch database.

Elasticsearch tools such as [Kibana](#), help collect and analyze various types of data and query logs, click-through rates, conversion rates, and customer feedback. This includes data drawn from its A/B testing framework, which analysts use to determine the best search configurations and algorithms for user engagement and conversions.



Since implementing Elasticsearch, our search management process has become more efficient and data-driven. Elasticsearch's powerful indexing and querying capabilities enable us to gather and analyze search data more effectively. We also use Kibana for Elasticsearch to monitor dashboard metrics.

Senior Vice-President, Engineering



# A match made in Elasticsearch heaven

The business's main measure of success is the number of marriages that start with an online match. But in a world where Cupid has swapped arrows for algorithms, the engineering team must also keep a close watch on search metrics. This is where Elasticsearch text matching and scoring rules have boosted performance, including higher user conversions and click-through rates.

"A key measure of search relevancy is how often people interact with results on the first page," says the VP of Engineering. "With the help of Elasticsearch, we've delivered a 10% increase in engagement with these profiles." Search latency is another area where Elasticsearch has delivered, helping to reduce this KPI to 100 milliseconds or less.

Beyond powering search on the consumer-facing website and app, Elasticsearch plays a vital role in the backend of the platform. This includes a sophisticated email marketing operation that uses search to populate daily messages with profiles and personalized content for subscribers.

"Email marketing is core to our customer engagement and retention strategy," says the SVP of Engineering. "With Elasticsearch we've seen an increase in open rates and click-throughs, which indicates a better quality of matches."



We are likely to see enormous growth in the next few years. With Elasticsearch, we are well positioned to increase our user base and stay ahead of the competition as more Indian citizens sign up to find their marriage partner."



Senior Vice-President, Engineering



# Happily ever after with generative AI?

The team is also looking at potential applications of [generative AI](#) features in Elasticsearch for a number of activities including digital marketing. For example, the team could use generative AI to personalize the end-user experience based on image processing, resume building, and marketing automation. “We can already see how Elasticsearch might provide the processed and indexed data to support these features,” the Director of Engineering comments.

Combating fraud is another area where generative AI can help. By learning patterns from existing data, generative models can create new data points that conform to the learned patterns. Organizations can detect unusual or fraudulent behavior by comparing real-time transactions against the generated patterns.

## Competing for the affection of online Indians

With over 40% of the Indian population aged 25 or younger, and tens of millions coming online yearly, this global leader in helping people find love will be matchmaking for a long time. The SVP of Engineering is also confident that the business can continue to expand as new market entrants compete for the online affection of this digital audience.



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