

Tinder apresenta novo recurso ‘Modos’: Começando pelo Modo Double Date

Função oferece aos usuários novas formas de se conectar com outros perfis que estejam na mesma vibe, garantindo mais opções para dar match



the 1990s, the number of people in the world who are under 15 years of age has increased by 1.2 billion, from 1.1 billion in 1980 to 2.3 billion in 1999. The number of people aged 15 years and over has increased by 1.1 billion, from 1.1 billion in 1980 to 2.2 billion in 1999.

There are a number of reasons why the world population is growing so rapidly. One of the main reasons is that the number of children born to each woman has increased. In 1980, the average woman in the world had 2.5 children. In 1999, the average woman in the world had 2.7 children.

Another reason why the world population is growing so rapidly is that the number of people who are surviving to old age has increased. In 1980, the average person in the world lived for 55 years. In 1999, the average person in the world lived for 65 years.

There are a number of reasons why the number of people who are surviving to old age has increased. One of the main reasons is that the number of people who are dying from disease and violence has decreased. In 1980, 1.2 billion people died from disease and violence. In 1999, 0.8 billion people died from disease and violence.

Another reason why the number of people who are surviving to old age has increased is that the number of people who are living in poverty has decreased. In 1980, 1.2 billion people lived in poverty. In 1999, 0.8 billion people lived in poverty.

There are a number of reasons why the number of people who are living in poverty has decreased. One of the main reasons is that the number of people who are working has increased. In 1980, 0.8 billion people were working. In 1999, 1.2 billion people were working.

Another reason why the number of people who are living in poverty has decreased is that the number of people who are educated has increased. In 1980, 0.8 billion people were educated. In 1999, 1.2 billion people were educated.

There are a number of reasons why the number of people who are educated has increased. One of the main reasons is that the number of people who are attending school has increased. In 1980, 0.8 billion people were attending school. In 1999, 1.2 billion people were attending school.

Another reason why the number of people who are educated has increased is that the number of people who are working in the service sector has increased. In 1980, 0.8 billion people were working in the service sector. In 1999, 1.2 billion people were working in the service sector.

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Another reason why the number of people who are working in the service sector has increased is that the number of people who are working in the public sector has increased. In 1980, 0.8 billion people were working in the public sector. In 1999, 1.2 billion people were working in the public sector.

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São Paulo, 10 de setembro de 2025 -O Tinder está lançando, globalmente, a função **'Modos'**, uma nova forma de os usuários darem match em seus próprios termos e encontrar conexões que melhor se alinham à sua vibe.

Um novo relacionamento começa a cada 3 segundos¹ no Tinder, e com mais de 100 bilhões de matches ao redor do mundo, as possibilidades são infinitas. 'Modos' oferece aos usuários espaços dedicados para explorar e se conectar com pessoas que compartilham da mesma sintonia, tudo com mais controle.

A barra de navegação 'Modos' está localizada no topo da página inicial do aplicativo, tornando mais fácil trocar entre diferentes formas de dar match, começando pelo Modo Double Date. Este modo permite que o usuário navegue em um espaço dedicado a encontrar pares para encontros duplos.

O Modo Double Date

Há alguns meses, o Tinder introduziu no mercado o novo recurso Double Date, que permite o match entre pares de amigos, a fim de tornar o processo de conhecer pessoas mais divertido, social e sem pressão. Agora, o Modo Double Date oferece um espaço dedicado para buscar por essas duplas, tornando mais fácil a conexão com usuários que procuram pelo mesmo tipo de match. Testes iniciais mostraram que o Modo Double Date promoveu um aumento de aproximadamente 10% na adoção global do recurso Double Date.

Desde julho, o Tinder tem visto um forte engajamento com a função. Segundo dados internos, usuários do Double Date mandam 25% mais mensagens do que em chats 1:1, e quase 15% dos usuários que aceitaram um convite para um encontro duplo eram novos no Tinder ou reativaram seu perfil recentemente.³

"A Geração Z anseia por maneiras mais fáceis e sem pressão de se conectar, porque o que você curte e como você quer se conectar pode mudar de um dia para o outro", disse Cleo Long, Diretora Sênior de Marketing Global de Produtos do Tinder. "Ouvimos nossos usuários em alto e bom som, e eles estão procurando por melhores matches, não apenas por mais matches. O recurso 'Modos' faz parte do nosso esforço contínuo para criar produtos que levem a conexões mais significativas."

O que vem por aí?

Este é apenas o começo para os Modos. O Modo Double Date é uma evolução de um recurso existente que já conquistou os usuários, projetado para criar uma experiência melhor no Tinder. Olhando para o futuro, o Tinder planeja introduzir mais Modos que vão além do básico, atendendo a interesses, intenções e formas de conexão únicos.

A Barra de Navegação dos Modos e o Modo Double Date já estão disponíveis globalmente para iOS e Android.

Sobre o Tinder

Lançado em 2012, o Tinder® revolucionou a forma como as pessoas se encontram, crescendo de 1 match para um bilhão de matches em apenas dois anos. Esse rápido crescimento demonstra sua capacidade de atender a uma necessidade humana fundamental: conexão real. Hoje, o aplicativo foi baixado mais de 630 milhões de vezes, resultando em mais de 100 bilhões de matches, atendendo aproximadamente 50 milhões de usuários por mês em 190 países e mais de 45 idiomas — uma escala inigualável por qualquer outro aplicativo na categoria. Em 2024, o Tinder ganhou quatro prêmios Effie por sua primeira campanha global de marca, *"Tudo Começa com um Match"*.

<https://br.tinderpressroom.com/Tinder-Apresenta-Novo-Recurso-Modos-Come-ando-Pelo-Double-Date>