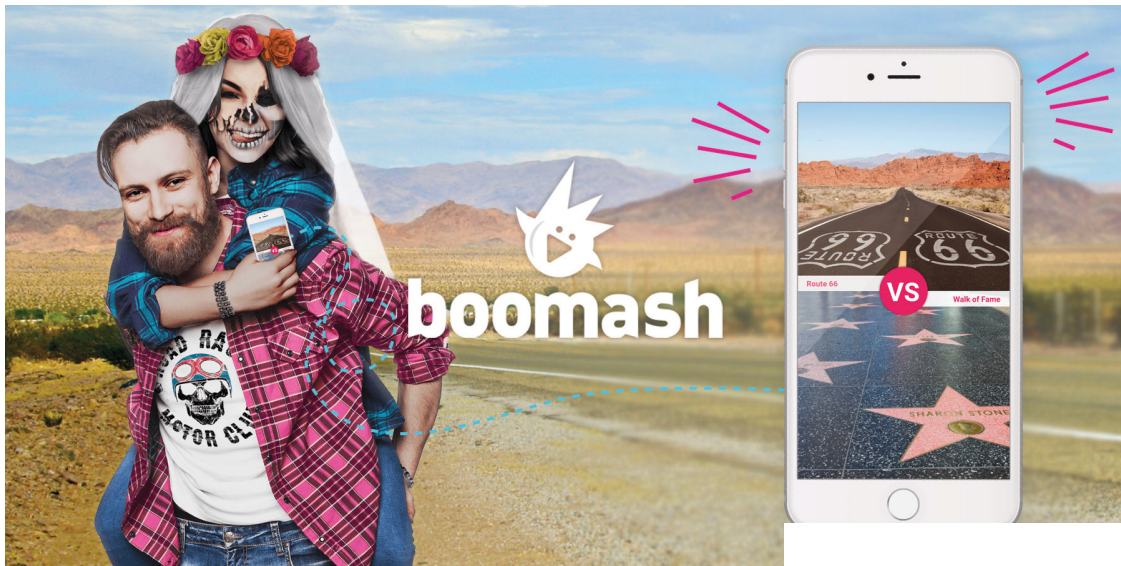# The perfect match

Self promoted as a new concept of Dating site, this start-up promises you to find a Soulmate and perfect teammates.

by KRISTY GERBER

There's a new kid on the dating arena, a rich business where even Facebook made a serious attempt with the unbeatable power of its data and algorithms. It's called Boomash, a name that reminds the famous Zuckerberg earliest creature Facemash. Elevator pitch? Boomash is Tinderest, but more interactive than Pinterest and smarter than Tinder. On Boomash you don't scroll gridded images nor swipe right faces of cute people you probably have nothing in common with. You play image battles instead. These are a quiz alike fun way to express your tastes on specific topics by voting your winning image in a 1vs1 fashion. So rather than ask "Do you like it?" à la Facegram, Boomash prefers the more personal "Which is your favorite?". This small paradigm shift makes a great difference in user experience terms.

Suddenly your attention rate jumps up and everything slows down. You are no more in autoplay mode, you stick looking every image as you did before the social era. You have to make a choice that represents you after all. You are no more passive and you get back your control. What a positive sensation!

Affinity matters

By keeping playing image battles, also in a faster 1-click fashion called Speed Vote, you improve your "Affinity power" and your chances to match with other people. Boomash allows you to invite other people to play battles they haven't played yet – to try to improve the mutual Affinity and unlock the chat. This happens when Affinity is at least 50%.

People at Boomash really think that life is better when you live with a soulmate.

- Go to to boomash.com and create your profile. It's free, no app to install.

- Opt-in the Affinity program if you want your profile discoverable and matched with like-minded people.

- You can chat with a person when mutual Affinity is at least 50%.

- Keep playing to improve your Affinity power and earn Karma points that help your profile to appear on top of other people's matching proposals.

- Use some of your Karmas to boost Affinity with people you want to chat with.

- Privacy settings allow you to hide the battles you have played or to show them only to your buddies.

- Your age is always secret. Zodiac sign instead.

No matter how weird you are, there is always someone like you.

May be it sounds utopistic or you may argue that a soulmate has not to be like an alter ego. But even the irriducible fans of coupe de foudre have to admit that great affinity and common interestes are a better receipe for happy long lasting relationships than only physical attraction.

That's way Boomash excluded on the user profiles distracting info such as age, measures, location or a rich pictures gallery to focus more on discovering affinity and chat. It's like to say: "No matter how weird you are, there is always someone like you. But your perfect match could live on the other side of the planet and be out of your typical standards. Challenge yourself!".

Karma points

Boomash is free and you don't need to buy credits to unlock necessary features like viewing profiles and sending messages. Therefore there is a points system to reward the frequent players and to provide a revenue stream to the Premium members creators of image battles. By playing Boomash battles or adding images to them you earn Karma points that may influence the ranking of your profile in the other people's matching proposals (therefore the mutual Affinity rate is always the main rank factor).

You can decide to use some of your Karmas to access a secondary feature that allow you to boost affinity with another person. You spend 1 Karma and you can play a Speed Vote that could increase (or decrease) your actual affinity.

If you instantly want more Karma points you can give a tip to the creator of an image battle you like. By donating 1 USD you get 100 Karmas. For Premium members tips from

Happy stories for everyone

Players
Anyone who wants to meet affine people to live or work with, show favourite things, discover new ones and know the best of any topic based on the votes of others. To be matched with like-minded people is required to join the Affinity program.

Makers and Brands
Visual artists, creators and brands eager to increase awareness of their artworks, products and brand values and to contribute to people happiness. They post images that become the stars that make connections between like-minded people happen.

Influencers
Bloggers, content creators and niche experts ready to become affiliates (Premium membership) to create image battles that people love to play and last forever. They earn money from tips-for-karmas and ad revenue sharing.

Words you have to know on Boomash

Mash: an image battle you play as long as only your favourite image remains. That's your winner. **Speed Vote**: a 1-click to vote image battle. Karmas: points you earn using Boomash or you get donating a tip to a Mash's creator. They give you some extra powers. **Affinity Rate**: a measure from 0 to 100% that defines how similar you are to another Boomasher. 50% is the minimum to chat. **Wall**: the area on your profile page that features all your public winners. **Captchat**: a casual match function that randomly shows you a Boomasher. To unlock the profile you need to play a Speed Vote having the same winner.
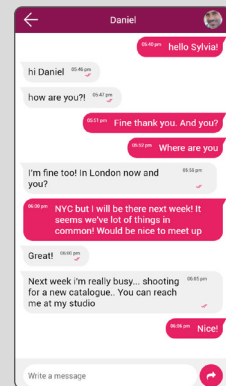
How to boost affinity using Karma points
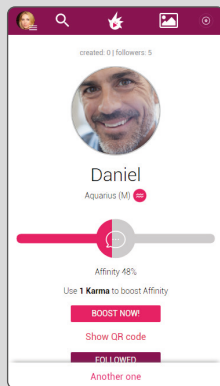
Click boost now on the profile page of a Boomasher you'd like to chat with.
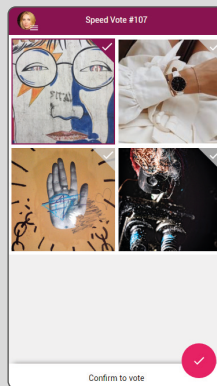
Play the Speed Vote and discover if you have the same winner in common.

You can chat if your affinity is at least 50%. Or repeat the previous step!

> "
> To keep Boomash content as good as possible only influencers (Premium members) are allowed to create public image battles.

Boomashers are a way to monetize the battles they created.

Collaborative platform and branded contests

While some image battles are like closed albums with their definitive set of images inside, other battles are in progress content, completely open to people's contributions. All Boomashers are free to send images to this kind of battles (being subject to the creator's approval) making content production a collaborative process and image contests a case of use brands can effortlessly leverage to engage and reward their audience.

Hence the heart of Boomash: a dating site fueled by images posted by users and brands. The images are the real stars, but here to make some people happy together. If you and I play an image battle and we have the same image as the winner this image is more than an image: it's a hotlink, a piece of a sort of DNA we have in common. This status images can have is what makes Boomash so attractive for established and emerging brands, visual artists, retailers, etc.

More than dating

So despite other dating sites, Boomash is useful also without opting-in the dating feature (as it happens to business profiles out of the Affinity program by default).You can play battles to discover new things and view the Ranks in search of the best of everything.

You can add images to existing battles to have an immediate visibility benefit (with a sponsored external link pointing to your site) and to be a top ranker.

You can just post an image on the Boomash feed waiting for other people who will send it to battles that could not exist yet. You are damn undecided about 3 different sandals you all love and you want your friends to help you decide? Make a private battle featuring the 3 sandals and Whatsapp the link to your contacts asking to vote the one you must buy. If you trust your friends the final rank will kill your doubts!
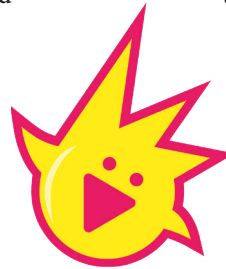
Repost on Boomash

An easy way to start a business presence on Boomash is by reposting images you already have on other platforms. Boomash is connectable with Facebook, Instagram, Pinterest and Etsy. So you can easy fetch your best images and post them on Boomash's feed making them immediately discoverable and usable for battles.

You can also choose to flag an image for Boomash Speed Vote destination. It will be randomly mixed with other images for a 1-click battle. A fastest way to engage Boomashers.

Earn from Boomash

To keep Boomash content as good as possible only Premium members are allowed to create public image battles. You are promoted Premium when you accumulate a certain number of lifetime Karma points or from a Boomash's invitation to join the site as an affiliate. While other platforms like Instagram are saturated for influencers, betting on an emerging one opens to the first adopters a new range of opportunities from visibility to awareness and also earning. In fact, each image battle page features a "give a tip" button that is the unique way for players to reward battles' creators and get instant Karmas. Boomash also promises to share the revenue for the ads eventually running on the battle page.

Premium members can also add external links to the images featured on battles for free while other users have to pay for each sponsored link.

Advertise on Boomash

Boomash invites brands to be part of the game by posting images and creating their own image battles. Anyway there are also advertising formats to get the most out in terms of visibility and clicks.

The most popular ad format is Link on Image that allows the advertiser to drive traffic to an online property (web-
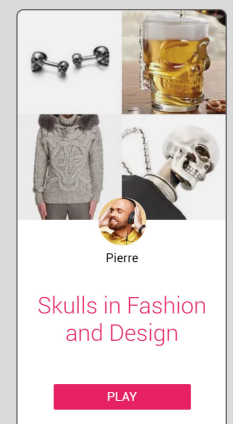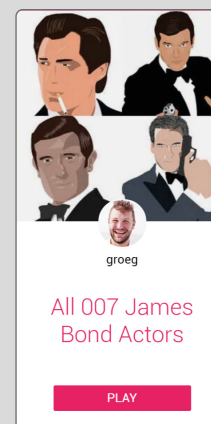

Crocsters Multivitamins   Crocsters Vanilla Chocolate
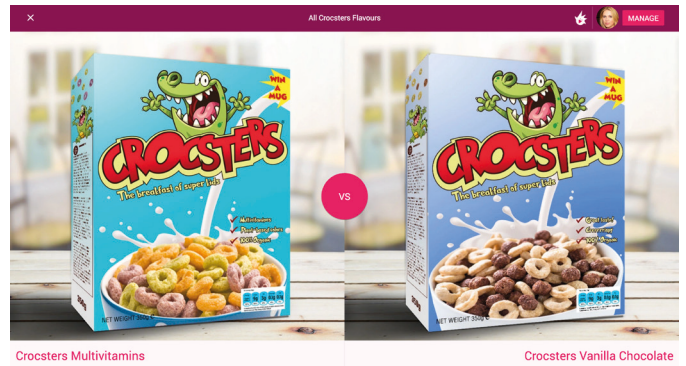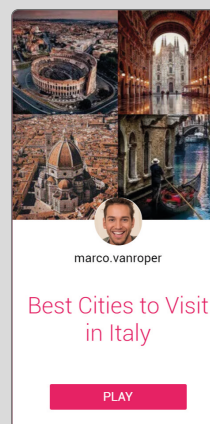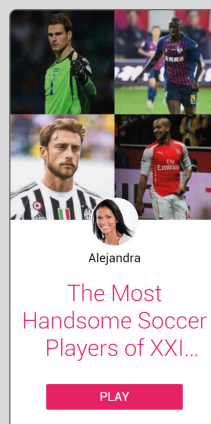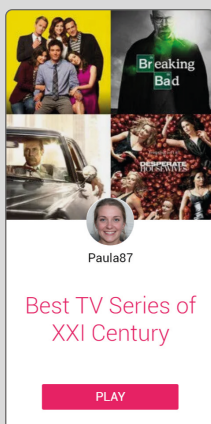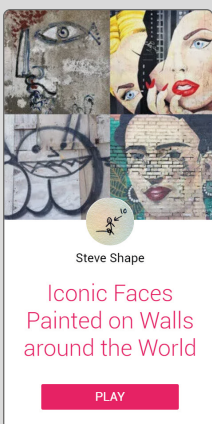
Why Brands should add Boomash to their marketing

Many small brands and businesses are overwhelmed by the neverending editorial work their social profiles require to stay at the pace of that impressive content burn rate. They spend or pay hours producing posts consumed in a fraction of second and fast buried into messy feeds. Every day you have to start over.

Great image battles are kind of content born to be consumed at a slow rate, some evergreens that last for a long time. Boomash offers brands a new marketing channel where their products/images are natively embedded in the game and worth the production effort.

Recruiters and entrepreneurs can also benefit the Boomash approach creating image battles and personality quizzes designed to unveil the existence of the so-called "culture fit". Great affinity and real common vision shared by team members is a factor that can be decisive in making a Start-up, a project or a partnership a successful business and a happy workplace.

Steve Shape

Iconic Faces Painted on Walls around the World

PLAY

Paula87

Best TV Series of XXI Century

PLAY

Alejandra

The Most Handsome Soccer Players of XXI...

PLAY

marco.vanroper

Best Cities to Visit in Italy

PLAY

groeg

All 007 James Bond Actors

PLAY

Pierre

Skulls in Fashion and Design

PLAY

{ BOOMASH.COM }

site, app, social network etc.) adding an external link to the image posted on Boomash.

If you prefer to engage your audience in-site the In-Page Carousel Ad format is perfect to showcase your product on a contextual Boomash image page with an up-to-3-image carousel. This gives Boomashers an opportunity to discover your product with a fast way to buy or learn more on your website. To very ambitious brands Boomash offers premium ad formats like sponsored cards, curated image battles

with dedicated art direction and Personality Quizzes that is a new kind of content to engage Boomashers.

About Boomash

Boomash is 100% made and managed by Blacktrend. Since 2012 Blacktrend, the producer of The Web Gang, the first Agency on-the-road famous for the brand hijacking of Google and other insane missions. The Web Gang is based on a yellow van and ready to be hired by visionary clients eager to engage their tribes. ●

Blacktrend
the award winning full service Web Agency with 20 years of experience in the industry and nationwide clients.
More info at blacktrend.com

Awesome Missions by TWGNG

The Web Gang
This spin-off helps Blacktrend to frequently exit the comfort zone of regular projects and explore new marketing solutions and new technologies.
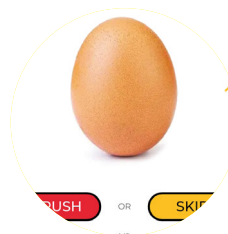View more at twgng.com

Google.bo.it
We hijacked Google and engaged Bologna's Googlers doing lot of buzz.

Presidentizer
Remix famous Italians and create your ideal President. Your friends undress him and continue to remix.

Stones Mashup
We mashed-up all #StonesLucca dirty videos to rescue the emotion of the start up of the Stones No Filter Tour.

CrushEggs
Kylie Jenner has crushed the first World Record Egg, we have created the game to crush them all.

FIUME
We created the first decentralized and blockchained social network inside the Google Map.