

App Store complaint report

Hily Dating App: Meet. Date. · Hily Corp. · current version 6.92.0

Generated 2026-10-24 from the 300 most recent public App Store reviews across 2 storefronts (2023-09-04 to 2026-10-21).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.06
Reviews with a complaint	193 (64%)
Storefronts	GB 250, CA 50
All-time App Store rating (US)	4.40 from 383,646 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	150	2.5	6.79.0 (7), 6.86.0 (5), 6.48.0 (5)
Bugs	58	2.6	6.79.0 (2), 6.73.1 (2), 6.71.0 (2)
Feature requests	49	2.5	6.71.0 (5), 6.79.0 (4), 6.43.0 (2)
Ads	21	2.5	6.35.0 (2), 5.91.0 (2), 6.90.0 (1)
UX / design	12	2.5	6.74.0 (1), 6.71.0 (1), 6.43.0 (1)
Crashes / freezes	8	2.9	6.48.0 (2), 6.40.0 (2), 6.87.0 (1)
Performance	7	2.8	6.48.0 (2), 6.87.0 (1), 6.82.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
6.92.0	2	2.5	50%
6.91.0	2	5.0	0%
6.90.0	7	3.3	43%
6.89.0	6	1.7	83%
6.88.0	3	4.0	33%
6.87.1	3	3.7	33%
6.87.0	3	2.7	67%
6.86.0	11	2.3	55%

Representative quotes

Pricing / subscription

“Money hungry to a pathetic degree – Firstly, I understand that people need to earn a living and I don’t expect anything for free. However the extent Hily cripples the app for free members makes it unusable. - I’ve received a message from someone which I appe” (1★, v5.113.1, GB, 2024-11-07)

“AVOID AT ALL COST - God awful – Apart from the fact this is insanely expensive and even if you pay for a subscription you still have to pay for extras to make it useable, the design of the app is shocking. While trying to sign up the questions that you’re aske” (1★, v6.39.0, GB, 2025-10-20)

Bugs

"Crashes - download this app set it up and then tried to get on it this morning and it just keeps loading and coming up with error I have tried to get on the website to get support and help but even that isn't working waste of time" (1★, v6.48.0, GB, 2025-12-29)

"Bugged to hell - App extremely bugged and customer service advisors not saying the same thing. Would like a refund as premium features not working. Don't get premium." (1★, v5.90.1, GB, 2023-12-14)

Feature requests

"Worst app ever... - Full of adds. Everything redirects you to a subscription page and there are plenty of different ones. No one is using this. Not intuitive enough. You get likes but can't match with the people that liked you. The support team ridicules you by s" (1★, v6.35.0, GB, 2025-09-20)

"You pay for a product you can't use - So they ask for a premium which costs enough! Then you can't actually see anyone unless you want to pay fortunes to unblur people who generally it's like a lottery which isn't the idea of a dating app. Also you filter sele" (1★, v6.71.0, GB, 2026-05-31)

Ads

"...me a liar I want that star back! It's clearly some kind of scam app. Everything is behind a pay wall of some kind and there are ads every few swipes. Can't see other members profiles because it's blurred out and behind a pay wall Can't read messages because" (1★, v5.103.1, GB, 2024-06-23)

"Shocking - Probably the worst app I've ever used. Extortionate prices for the paid membership & an ad every five swipes? I get that adverts help pay for the app but this is so bad. You spend more time watching ads than you do on the app. Plus any 'likes' you m" (1★, v5.91.0, GB, 2024-01-13)

UX / design

"Not great - I only spent like 1 hour on the app and I can say that I don't like the design. Too confusing and like every other dating app trying to get your money. Also doesn't take into account preferences because I was getting 40 year old men sending me mess" (2★, v5.87.1, GB, 2023-11-04)

"Awful design - It's a shame because due to Match Group's predatory practices, there is a real space for a dating app to emerge that doesn't try to scam its user base, but this is just more of the same unfortunately Badly designed, can't even set your distanc" (1★, v6.43.0, GB, 2025-11-17)

Crashes / freezes

"Crashing app - Am I the only one experiencing this app crashing???" (1★, v6.87.0, GB, 2026-09-20)

"Wont let you delete account. - No users full of bots and fake profiles trying to scam. App crash's is buggy and poorly laid out." (1★, v6.18.1, GB, 2025-05-26)

Performance

"Doesn't load - I subscribed and now it doesn't load at all rip off" (1★, v6.48.0, GB, 2026-01-03)

"Loading screen - Rubbish app! Literally waited for an hour waiting for the loading screen to go away to go in the app but couldn't my internet connection is on everything is working and my notifications. But the app isn't which says a lot honestly" (1★, v6.82.0, GB, 2026-08-16)

The 10 most important fixes

1. Justify or adjust the price [Pricing / subscription · 115 reviews · avg severity 2.5/3 · versions 6.79.0, 5.108.1]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"Absolutely rubbish avoid this app - You dont get matches,you dont get messages,its expensive an not worth it full of fakes,and i got banned for breaking a mysterious rule that they cant even tell me what rule i broke i never received a mess" (1★, GB)

2. Ease paywall pressure [Pricing / subscription · 91 reviews · avg severity 2.5/3 · versions 6.79.0, 6.48.0]

Keep core features usable for free users or explain clearly what is paid; show the paywall less often.

"Full of lies - Whoever said you can see who likes you first free is an absolute liar and was probably paid to say all that, I had the app for a total of an hour and in that time I tried looking at photos on peoples profiles and only one pho" (1★, GB)

3. Improve content quality [Feature requests · 37 reviews · avg severity 2.6/3 · versions 6.71.0, 6.79.0]

Review the content areas users name; add a "report a problem" button on content.

"SCAM - Filled with fake bot accounts literally every profile is begging you to sub to their OF for spicy content. Every notification is a prompt to pay. Literally everything on the app is fake as a way to squeeze money out of you. AVOID" (1★, GB)

4. Fix login / account access [Bugs · 26 reviews · avg severity 2.9/3 · versions 5.90.0, 6.57.0]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

“Account suspended – I tried to log in and it immediately said my account has been permanently suspended when I have never used this app before” (1★, GB)

5. Answer support requests [Bugs · 26 reviews · avg severity 2.7/3 · versions 5.85.1, 5.88.0]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

“Premium filters do not function. Poor customer service/understanding. – I paid for premium so I could use the premium filters. I constantly saw the message “Your filters have been changed to meet most of your criteria” only to find that all” (1★, GB)

6. Reduce ad frequency and length [Ads · 20 reviews · avg severity 2.5/3 · versions 5.91.0, 6.35.0]

Cap ads per session, avoid unskippable video, and never show ads in the middle of a core task.

“Too Many Ads – The amount of adverts on this app is ridiculous, i’m getting an advert every 15-40 seconds. Sort it out.” (2★, GB)

7. Rethink usage limits [Pricing / subscription · 16 reviews · avg severity 2.4/3 · versions 5.104.1, 6.69.0]

Users read hard limits as a cash grab; consider softer limits or earning more through use.

“Don’t bother – The amount of money you have to spend is ridiculous, not only do you have to spend money to join, you have limited “blur” removal to actually see who likes you, then you have to spend more money to find out who likes you, £30” (1★, GB)

8. Make trials and renewals transparent [Pricing / subscription · 13 reviews · avg severity 2.4/3 · versions 6.08.0, 6.40.0]

Show the renewal date and price before the trial ends; link to cancellation. Surprise charges drive 1-star reviews and refunds.

“FUMING, SCAMMED – I am absolutely fuming, I accepted a 3 day trial within the app and it charged me 5.99 immediately!!!! Not easy way to get refund in the app. Absolute scammers!!!!” (1★, GB)

9. Fix crash on launch [Crashes / freezes · 5 reviews · avg severity 3.0/3 · versions 6.48.0, 6.40.0]

Check crash logs (Xcode Organizer / Crashlytics) for the affected version and device models first.

“App literally doesn’t work – App wouldn’t load profiles or messages. Deleted and reinstalled and now I can’t even get it to open in the first place. Rubbish!” (1★, GB)

10. Fix notifications [Bugs · 5 reviews · avg severity 2.7/3 · versions 6.24.0, 5.86.1]

Check notification delivery and let users control frequency in settings.

“...just to make you buy premium features, unresponsive accounts even minutes from getting liked and matching straight after, notifications about non existing messages, 99% of my matches were with unverified accounts. Stay away from this SCAM” (1★, GB)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.