

App Store complaint report

Match Dating App: Chat & Meet · Match Group Americas, LLC · current version 26.18.00

Generated 2026-10-24 from the 300 most recent public App Store reviews across 3 storefronts (2020-12-08 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	1.45
Reviews with a complaint	215 (72%)
Storefronts	US 150, CA 100, AU 50
All-time App Store rating (US)	3.87 from 242,972 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	145	2.5	26.17.01 (47), 26.16.00 (20), 26.01.00 (6)
Bugs	81	2.5	26.17.01 (26), 26.16.00 (15), 26.15.00 (3)
Feature requests	62	2.4	26.17.01 (21), 26.16.00 (10), 26.01.00 (4)
UX / design	26	2.3	26.17.01 (11), 26.16.00 (4), 25.13.02 (2)
Crashes / freezes	4	2.6	26.09.00 (1), 26.17.01 (1), 26.04.00 (1)
Ads	3	2.2	26.16.00 (2), 26.17.01 (1)
Performance	2	2.2	26.09.00 (1), 26.17.01 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
26.18.00	6	1.7	50%
26.17.01	101	1.5	69%
26.17.00	3	1.7	100%
26.16.00	54	1.6	69%
26.15.00	5	1.6	100%
26.14.00	7	1.0	57%
26.13.00	6	1.7	83%
26.12.00	3	1.0	67%

Representative quotes

Pricing / subscription

“Money Grab App – Hi. I never write reviews but I am making an exception. You can’t do ANYTHING useful in this app unless you BUY a subscription. Even with that... they have a tiered subscription to be able to do more and to get more money from you. It is a M” (1★, v25.12.01, CA, 2026-01-03)

“Lack of support – Both this app and the web based version have not allowed me to log in since the 5th of July. Despite reporting the issue multiple times I still have not received any help to resolve

the issue. I have no idea what the issue is including whet" (1★, v22.07.00, AU, 2022-07-18)

Bugs

"Broken – Doesn't seem to know zip codes outside of the US. If this service is meant only for the US, than it shouldn't be available to download in other countries. And yes, I am registered I the country where I was trying to use the service. Please do not ass" (1★, v22.05.00, AU, 2022-05-12)

"Access issues – I've suddenly been locked out. The contact phone number won't connect and the email link doesn't work." (3★, v22.08.00, AU, 2022-08-20)

Feature requests

"Screens matches, too many fake AI profiles and empty profiles – I relented and gave this app a three month trial run. What a joke. 90% of my matches were fake accounts or scammers that I reported. Please please do not join. No local marches even though I tr" (1★, v26.17.01, US, 2026-10-20)

"Useless even with diamond subscription I – Useless, paid \$200 for diamond subscription and all the additional available options and find out that you can email everyone BUT they CANT READ or respond unless they have also paid a subscription. So you search for" (1★, v26.07.01, CA, 2026-05-18)

UX / design

"Can't even verify account – The app is poorly designed can't even verify account using my phone number. Customer Care is horrible." (1★, v26.17.01, US, 2026-10-20)

"Ads added and poor design – The site was beginning to go downhill with swiping accidentally creating a like far too often. No ability to zoom on pics unless it's in a "like". Today a required update added ads, even though I pay for a subscription. Most likely" (2★, v26.16.00, US, 2026-09-22)

Crashes / freezes

"App support not working – When opening the app it goes to the terms and privacy page however there is no way to get off that page. One is stuck there until the app is closed." (1★, v26.04.00, CA, 2026-04-07)

"Keep freezing – The app keeps crashing every time I want to use the boost option!" (3★, v26.09.00, CA, 2026-06-10)

Ads

"Too many fake profiles – At least a third of the profiles are clearly fake. And now they add advertisements on top of it all. If you accidentally click it, it sends you to the advertisers website" (1★, v26.17.01, US, 2026-10-09)

"Tired of commercial ads – I'm amazed that Match customers are putting up with all sorts of multiple ads - I'm getting spammed with ads for other dating sites and today I got two commercial ads from a carpet company ! Really ?" (2★, v26.16.00, US, 2026-10-04)

Performance

"Sucks – Were that half the time the app crashes and it doesn't work on Wi-Fi I have to turn my Wi-Fi off and use it over the cellular network. Online dating apps are bad enough on their own. They should at least work right." (1★, v26.17.01, US, 2026-10-14)

The 10 most important fixes

1. Improve content quality [Feature requests · 105 reviews · avg severity 2.4/3 · versions 26.17.01, 26.16.00]

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

"Fake profiles everywhere – Maybe this could of been a good site. But after hours of usage I have been scammed (attempted) several time already - and I had made the mistake of buying a premium subscription." (1★, AU)

2. Justify or adjust the price [Pricing / subscription · 87 reviews · avg severity 2.5/3 · versions 26.17.01, 26.16.00]

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

"Worthless – Absolutely worthless! Waste of my money, I'd of canceled it sooner if I could've not had to pay for the last two months of my subscription. Haven't met anyone or even gotten a phone number either" (1★, US)

3. Answer support requests [Bugs · 57 reviews · avg severity 2.7/3 · versions 26.17.01, 26.16.00]

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

publicly.

"If I could have left zero stars I would have – Honestly, the worst dating site I've ever encountered. There's lots of scammers, fake profiles, inappropriate photos and more. They approve stupid photos like the top of a head or a chin. I was" (1★, AU)

4. Fix login / account access [Bugs · 48 reviews · avg severity 2.8/3 · versions 26.17.01, 26.16.00]

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

"AVOID AVOID AVOID – Created an account, unable to logon, or reset my password. It has my correct email yet it never sends the reset. I typically avoid these dating apps as they are full of lonely rejected, passed over women, mostly nut j" (1★, US)

5. Ease paywall pressure [Pricing / subscription · 36 reviews · avg severity 2.5/3 · versions 26.17.01, 26.16.00]

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

"Terrible app – Accessibility is hidden behind a paywall- you can't even see the profile of someone who has liked you. I keep adjusting my search parameters and get no potential matches. They feature standout profiles but in order to interac" (1★, CA)

6. Make trials and renewals transparent [Pricing / subscription · 16 reviews · avg severity 2.6/3 · versions 26.17.01, 26.16.00]

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

"Really bad app – This app has a lot of scams, and that's not even the worst part. I canceled my membership through my Apple account subscriptions, but I was still charged. Apparently, you also have to cancel through your Match.com account, " (1★, US)

7. Fix notifications [Bugs · 17 reviews · avg severity 2.4/3 · versions 26.17.01, 26.16.00]

Check notification delivery and let users control frequency in settings.

"The WORST dating app out there. – Full of scammers and fake profiles. I get 30+ notifications a day so when you sign up to see who they are, they're all scammers. Don't waste your money. APPS like this should be illegal and be removed from " (1★, AU)

8. Simplify navigation [UX / design · 8 reviews · avg severity 2.6/3 · versions 26.17.01, 25.12.01]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

"Not user friendly – Hi there I thought I would give match a try and paid for one month \$80. A lot of money for poor results and I really don't enjoy it at all. Difficult to navigate the app in general. I get emails telling me to look at s" (2★, CA)

9. Soften the redesign backlash [UX / design · 8 reviews · avg severity 2.3/3 · versions 26.17.01, 26.16.00]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"The old match UI was much better – Match makes money if you do _not_ find a romantic and keep paying your subscription; the app is designed to encourage that." (1★, US)

10. Rethink usage limits [Pricing / subscription · 4 reviews · avg severity 2.8/3 · versions 26.14.00, 23.05.00]

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

"Website – Limitation and want to cancel and can't seem to" (1★, CA)

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.