



Data, a Love Story: How I Cracked the Online Dating Code to Meet My Match

By Amy Webb

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“Amy Webb found her true love after a search that's both charmingly romantic and relentlessly data-driven. Anyone who uses online dating sites must read her funny, fascinating book.”—Gretchen Rubin, #1 *New York Times* bestselling author of *The Happiness Project*

After yet another disastrous date, Amy Webb was preparing to cancel her JDate membership when epiphany struck: her standards weren't too high, she just wasn't approaching the process the right way. Using her gift for data strategy, she found which keywords were digital-man magnets, analyzed photos, and then adjusted her (female) profile to make the most of that intel. Then began the deluge—dozens of men who actually met her own stringent requirements wanted to meet her. Among them: her future husband, now the father of her child.

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Editorial Review

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When journalist-turned-consultant Webb ended a serious relationship at age 30, she turned to online dating to seek her match and avoid horrible setups arranged by her mother. The men she meets on JDate and Match.com prove to be disappointments. They are disingenuous about their physical appearance, they stick her with the tab, and one turns out to be married. Rather than being discouraged, however, Webb combines her investigative skills with her mathematical savvy to better understand how online dating sites work, and who is having the most success with them. She creates several male profiles in order to check out how other women are marketing themselves, particularly the women whose profiles pop up right away, indicating they're getting the highest volume of responses. Once she's gathered her data, Webb applies it to her own profile, changing the wording and redoing her pictures. Webb's clever and inventive experiment, as well as her success story, will be inspiring and eye-opening for anyone who has ever turned to one of the many popular online dating sites in search of love. --Kristine Huntley

Review

“Amy Webb found her true love after a search that's both charmingly romantic and relentlessly data-driven. Anyone who uses online dating sites must read her funny, fascinating book.”—Gretchen Rubin, #1 *New York Times* bestselling author of *The Happiness Project*

“*Data: A Love Story* has me reassessing my sad single years, or at least my approach to them. The book is about pragmatic approaches to partnership, the freedom that comes from asking for what you want, and the clarity that follows honest assessments of oneself and others. (And it's brave, funny, and smart to boot.) —Anna Holmes, founder of Jezebel.com and editor of *Hell Hath No Fury: Women's Letters from the End of the Affair*.

“A hilarious, fascinating, meticulous, brutally honest, totally engrossing and utterly delightful book. Webb's color-coded and cross-indexed tale of her quest for exactly what she unapologetically wanted will make you look at data differently - and use it much, much better. — Rachel Sklar, co-founder of TheLi.st and Change The Ratio.

“I LOVE THIS BOOK TO DEATH! Amy Webb has literally written the book on online dating. This is online dating for geeks - for women - for men - for anyone who would like to meet their soulmate or just a playmate, and despairs of ever doing so.”—Cindy Gallop, founder of ifwerantheworld.com

“*Data, A Love Story* is blunt, witty, charming, informative, smart, and true. It's Mr. Spock meets Mary Tyler Moore, as logical Amy turns her life into an algorithm and finds the formula for love. Is this the future of romance? Buy this book and find out.”—Jeff Jarvis, author of *Public Parts: How Sharing in the Digital Age Improves the Way We Work and Live and What Would Google Do?*

“A heartening tale of how she found love and you can, too.”—*People Magazine*

“Webb's instincts...make perfect sense.”—*Washington Post*

“Takes readers behind the scenes of Internet matchmaking.”—*Boston Globe*

“The ultimate guide to data-crunching your way to love.”—*Wired*

“This book is great fun, and possibly even useful to women who need a fresh approach to finding online lurve.”—*Toronto Star*

“funny, brutally honest, and inspirational even to the most hopeless dater.”—*Publishers Weekly*

“clever and inventive... will be inspiring and eye-opening for anyone who has ever turned to one of the many popular online dating sites in search of love.”—*Booklist*

“Potent stuff”—*Library Journal*

“Ultimately, [Webb] got her man, ‘a story book wedding’ and the longed-for child. Pleasant, geeky fun.”—*Kirkus*

“you will laugh, cry and think about the data behind your own dating life. *Data, A Love Story* is a great read and provides great insight”—*Austin Woman*

“It's an enjoyable read for anyone, but online daters should definitely check it out, as some of her findings are revelatory.”—*XOJane.com*

About the Author

Amy Webb is an award-winning journalist who wrote for *Newsweek*, *The Wall Street Journal*, and other publications before founding Webbmedia Group, a digital-strategy consultancy that works with Fortune 500 companies, major media companies and foundations, the government, and others. She lives with her family in Baltimore, Maryland.

Users Review

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