



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

*Amy Webb*

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**A lively, thought-provoking memoir about how one woman "gamed" online dating sites like JDate, OKCupid and eHarmony - and met her eventual husband.**

After yet another online dating disaster, Amy Webb was about to cancel her JDate membership when an epiphany struck: It wasn't that her standards were too high, as women are often told, but that she wasn't evaluating the right data in suitors' profiles. That night Webb, an award-winning journalist and digital-strategy expert, made a detailed, exhaustive list of what she did and didn't want in a mate. The result: seventy-two requirements ranging from the expected (smart, funny) to the super-specific (likes selected musicals: Chess, Les Misérables. Not Cats. Must not like Cats!).

Next she turned to her own profile. In order to craft the most compelling online presentation, she needed to assess the competition--so she signed on to JDate again, this time as a man. Using the same gift for data strategy that made her company the top in its field, she found the key words that were digital man magnets, analyzed photos, and studied the timing of women's messages, then adjusted her (female) profile to make the most of that intel.

Then began the deluge--dozens of men wanted to meet her, men who actually met her requirements. Among them: her future husband, now the father of her child.

Forty million people date online each year. Most don't find true love. Thanks to *Data, a Love Story*, their odds just got a whole lot better.

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This Data, A Love Story: How I Cracked the Online Dating Code to Meet My Match book is simply not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is definitely information inside this publication incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This specific Data, A Love Story: How I Cracked the Online Dating Code to Meet My Match without we know teach the one who studying it become critical in thinking and analyzing. Don't be worry Data, A Love Story: How I Cracked the Online Dating Code to Meet My Match can bring if you are and not make your carrier space or bookshelves' become full because you can have it in the lovely laptop even telephone. This Data, A Love Story: How I Cracked the Online Dating Code to Meet My Match having great arrangement in word and also layout, so you will not really feel uninterested in reading.

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Playing with family in a park, coming to see the ocean world or hanging out with friends is thing that usually you have done when you have spare time, subsequently why you don't try thing that really opposite from that. One activity that make you not sensation tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love Data, A Love Story: How I Cracked the Online Dating Code to Meet My Match, you can enjoy both. It is excellent combination right, you still desire to miss it? What kind of hangout type is it? Oh can occur its mind hangout guys. What? Still don't understand it, oh come on its named reading friends.

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