

# **Venntro Media Group, operators of award-winning SaaS platform WhiteLabelDating.com celebrates 16 years in business and over this time have generated more than \$387,784,500 in revenues from the creation of 55,000 dating sites worldwide.**

Submitted by: Venntro Media Group

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[www.WhiteLabelDating.com](http://www.WhiteLabelDating.com)

## Background

Venntro Media Group, one of the largest privately owned online dating businesses in the world, and operators of award-winning SaaS platform WhiteLabelDating.com, celebrate their 16th year in business this week. Ross Williams, Co-founder and CEO, is one of the world's leading online entrepreneurs. With over 20 years experience in developing commercially successful ecommerce businesses, Williams co-founded Venntro in 2003 with Steve Pammenter with no private backing.

Venntro is part of the Tech City UK Future Fifty programme, is a City A.M. Leap 100 company and has been recognised as delivering significant economic impact to the UK by London Stock Exchange Group, named in its '1000 Companies to Inspire Britain' report for two consecutive years. Additional accolades include fastest growing company in the South East, UK, in the Deloitte Technology Fast 50 and Deloitte Technology Fast 500 EMEA (2010-2013), The Sunday Times HSBC International Track 200 (2013-2014) and European Media Momentum Top 50 (2011- 2014).

## The Numbers

White Label Dating® connects people to a life they'll love through dating, lifestyle and social networking technology. The award-winning platform allows brands, online marketers and entrepreneurs to power their own fully branded online dating sites and generate industry-leading revenues and profits. The company, and market-leader in White Label dating solutions, has registered over 49,000 partners that have gone on to create over 55,000 dating sites. The company's Partners include Bauer Media Group and Wireless Group.

"Since launching in 2003, sites on the WLD platform have registered over 73,349,400 members, a large proportion of which have subscribed to generate over \$387,784,500 across seven major English-speaking territories for the company and its Partners'.

Co-founder and CEO Ross Williams comments:

"Steve and I founded Venntro back in 2003 and have experienced considerable growth since then. After a process of streamlining the business in 2018 to improve efficiency we now have phenomenal capacity to grow – we've dealt with a lot of legacy issues in the business and are now primed for further growth.

"We've consistently delivered below 1% chargeback rate which has opened the door to many opportunities for growing revenues. In 2019 we are continuing to deploy AI across the business to enable us to serve members faster and improve metrics for partners. It allows us to grow our revenues faster than our headcount".

Co-founder and CEO Steve Pammenter adds:

“The WLD platform is recognised by the industry as the best performing dating platform for English-speaking markets. We’re absolutely delighted with the volume and calibre of partners we’ve worked with over the last 16 years. We’re excited to welcome many more as White Label Dating continues to grow into new markets.

“Our current focus over the past year has been to expand and find new opportunities for our partners and WLD to grow. Our success has permitted us to offer Partners’ extremely generous revenue shares. Now as a standard we can comfortably offer Partners 100% net share for 12 months, then up to 80% revenue share for life on our rapid growth revenue share scheme”.

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About WhiteLabelDating.com

Launched in 2003, White Label Dating is a leading software as a service business that empowers brands, marketers and affiliates to power their own branded online dating sites. White Label Dating provides the dating software, payment processing, customer support, hosting infrastructure and much more. You provide your brand, website design and marketing. White Label Dating operates across seven international territories including the UK, USA, Australia and South Africa.

White Label Dating is part of Venntro Media Group. Venntro is an alumni of the Tech City UK Future Fifty programme, a City A.M. Leap 100 company and was named one of LSE’s ‘1000 Companies to Inspire Britain’.