

iHookup Social, Inc. Passes Key Metrics On Way To 1 Million Subscribers

iHookup reaches the top 1% for Highest Grossing Apple App, generating revenue growth as it surpasses over 500,000 registered users in over 80 countries.

CAMPBELL, CA, USA, April 14, 2015 /EINPresswire.com/ -- iHookup Social, Inc. (OTC Pink: HKUP) (OTC PINK: HKUPD), a leading social networking company that develops and markets a mobile/social app enabling singles, groups and the socially active to connect quickly, is generating a

massive network and passing countless growth milestones as it rapidly approaches the magic million user mark. With over 500,000 members now in over 80 countries and 3 times as many downloads year over year, iHookup Social is entering elite company, and will soon meet its initial goal of encompassing 1 million registered users.



Already, year over year, HKUP has experienced great growth and has passed many extremely positive milestones as it has forged its way into the top 1% of Apple's highest grossing apps of all genres. Unlike traditional social networks or new connection sites, iHookup focuses on facilitating real life meetings, dates and gatherings, allowing social circles or individuals to make plans on the app or helping new local people to meet. It is the best of all worlds, a social network in the palm of your hand that promotes dates, fostering relationships and gatherings, rewarding members with special discounts offered by local businesses that advertise in the app.

The past year has been extremely successful and rewarding for the company, as the following milestones have already been accomplished:

- Over 500k registered users, well on the way to a million
- Top 600 Grossing Overall App in the United States out of 1 million apps in the Apple App Store
- Over 300% growth in downloads year over year, projecting 1.5 million potential users within 12 months, based on holding current growth metrics.
- Top 500 App in over 80 countries, with more and more countries yet to get involved
- Location based social app that steers and suggests social gathering spots (not just a one to one date) offering the opportunity to local venues and merchants to attract customers. Hyper-Local advertising revenue opportunities continue to grow in this \$2 Billion dollar industry.

In the coming year, as HKUP continues to grow, it is focusing on increasing revenue in localities where its user base is booming, thus increasing the bottom line for investors. Another year or so like this, when the million-member mark is crossed, HKUP can become a very attractive APP to many much larger multi-billion dollar companies in the digital marketplace, as currently seen by the \$19 Billion Dollar acquisition of "Whats App" by Facebook, as well as many others.

About iHookup Social Media, Inc.:

iHookup Social is a mobile - social app positioned at the intersection of location based connections, love and adventure, stimulating hyper – local opportunities for our user community as well as the venues and merchants competing for their business. The company seeks to redefine the way people connect, find love or embark on an adventure. iHookup Social is where real people make real connections and businesses pay to be their host. The by-product of our business model inherently produces “hyper-local” advertising opportunities for the company, driving customers to local venues and / or businesses. The laws of attraction or making a new connection have shifted, with the traditional meaning of “being social” or “meeting up”, now taking a backseat to meeting online or through a mobile device and apps.

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Daniel Waite
Stock Summary 101
972-294-9716
email us here

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