

Tinder Taps Astrology to Help Canadians Move Beyond “Hey” This Spring

Tinder’s new campaign in Canada introduces Astrology Mode as a fun, low-pressure way to spark better conversations and connections

TORONTO - April 8, 2026 –Tinder is bringing a little cosmic energy to dating in Canada this spring with the launch of its latest campaign, “It Starts with a Sign”, spotlighting Astrology Mode, a new feature designed to help Canadian users move beyond the dreaded “hey” and into more meaningful, engaging conversations.

As singles emerge from winter and re-enter the dating scene, Tinder is leaning into a universal truth, getting matches isn’t the hard part—starting the conversation is. With many young daters feeling pressure around what to say first, Astrology Mode offers an easy, playful way to break the ice, using zodiac compatibility to spark more natural connections.

Astrology isn’t just a trend—it’s become a core part of how Gen Z navigates dating. [Tinder’s Year In Swipe 2025 report](#) revealed that star signs can play a surprising role in attraction. **In 2025, Cancer, Pisces, and Aries ranked among the most attractive signs to men, while Aquarius, Cancer, and Capricorn topped the list for women**, highlighting how zodiac compatibility continues to shape first impressions and conversation starters on the app.

At the heart of the campaign is the idea of creating “one less lonely ‘hey’” and turning low effort openers into dynamic, personality driven exchanges. The campaign taps into those painfully relatable moments like an unread opener or the reply you’ve been overthinking for days and shows how Astrology Mode gives users just enough star-powered insights to break the ice.

The campaign has rolled out across [TikTok](#), [Instagram](#), [YouTube](#), and [Snapchat](#), alongside a group of creators who reflect how Gen Z already talks about dating, relationships, and astrology in their everyday lives. Together, the content highlights how astrology has become a shared language for young singles, one that makes it easier to connect, flirt, and find common ground.

“Dating should feel exciting, not stressful,” said **Caitlin Benn, Sr. Marketing Manager, Canada at Tinder**. “With Astrology Mode, we’re giving singles a simple, fun way to start conversations and build confidence. This campaign reflects how Gen Z is already communicating—and shows how Tinder is evolving to meet them there.”


How It Works

- **Get Started:** Users’ birthdays (entered at sign-up) automatically power Sun Sign compatibility, giving an instant snapshot of how you and a match align.
- **Opt in for deeper insights:** Users can choose to share additional birth details (time and location) to unlock a more personalized compatibility experience.
- **Go beyond the basics:** Astrology Mode offers a deeper look at how you and a match connect—from personality fit to emotional dynamics and first impressions.
- **See your “Cosmic Spark”:** A compatibility summary that highlights key areas like vibe, communication, emotions, and chemistry.
- **Understand your Elemental Mix:** See how your signs interact across elements (e.g., fire, water, air, earth) and what that means for your overall connection.

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving 185+ countries and 60+ languages - a scale unmatched by any other app in the category.

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Additional assets available online:  [Photos \(1\)](#)

<https://ca.tinderpressroom.com/2026-04-08-Tinder-Taps-Astrology-to-Help-Canadians-Move-Beyond-Hey-This-Spring>