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## **Wedding Tech Startup Matches Philly Couples with Local Wedding Vendors** Launching of Web App on Valentine's Day done in the Spirit of [Brotherly] Love

**Philadelphia, PA - February 14, 2018. Just in time for Valentine's Day, [Flutter Social](#)**, a local wed-tech startup, has announced the much-anticipated launch of its platform to help newly engaged couples find their ideal wedding vendors through the power of mutual connections.

The app's innovative recommendation engine allows couples to easily navigate the complicated wedding planning ecosystem, by offering personalized vendor recommendations based on each user's unique profile and shared connections. For many couples, planning a wedding can be an overwhelming task - spending months blindly researching various businesses across multiple mediums. Current commercial wedding directories, such as The Knot or Wedding Wire, operate on a pay for placement model and return the highest paying vendors in search results regardless of a couple's criteria. This pay-to-play model creates frustration on both sides of the equation as couples and vendors are often misaligned.

Flutter Social, is the first online wedding social network offering a personalized vendor discovery experience. The app fights information overload by returning 3-4 customized vendors at a time. The profiling enables each user's experience to be highly personalized, providing matches through data points such as budget, style, and connections to a bride or business in their network.

Aiming to reimagine the way couples discover their wedding vendors, Co-Founders Kaleigh Gallagher and Marcie Reilly, created the company with the belief that the best recommendations come from within your trusted network. Flutter Social's novel vendor recommendation engine is fueled by content that local wedding professionals self-publish to highlight their current portfolio and relationships with other businesses.

"We're empowering word of mouth referrals with data so we are able to deliver personalized vendor recommendations that match the things that are most important in deciding what vendors are right for each couple," said Gallagher. "The paradigm has shifted, and engaged couples are educated, savvy consumers who are approaching their wedding with a defined budget, style and experience that they want to turn into a reality."

The \$72 billion US wedding industry, as reported by IBISWorld, remains largely segmented and saturated with businesses that operate heavily offline through word-of-mouth. According to BRIDES 2016 report, 82% of brides are turning to social media to connect with brands. Coupling the social experience with the data needed to make a purchasing decision is where the Co-Founders saw the need for a platform that meets millennials where they are at and empowers both sides of the wedding marketplace.

The greatest opportunity for Flutter Social is in the way it uses data and social science to, "help couples easily find the businesses that are best for them while giving small business owners a targeted marketing tool to tap into their extended network and showcase their services directly to consumers who are within their ideal customer profile", adds Gallagher.

**About Flutter Social:** [Flutter Social](#) is the wedding social network offering couples a personalized discovery experience to find wedding professionals that meet their specific criteria and are connected to a friend and/or business within their network... because the best things in life come down to relationships. Flutter Social is

proudly based in Philadelphia, PA and founded by women. Greater Philadelphia couples are the first in the country to experience their vendor recommendation engine. Wedding vendors serving other major cities are invited to contribute content and connections as early access members.