# Graphika

# Fauxmantic Overtures

Synthetic Dating Profiles on Social Platforms Funnel Romance Seekers Into Chinese-Operated Online Scam

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## Overview

A cross-platform marketing ecosystem is enticing social media users searching for romantic partners, luring them with AI-enhanced or -generated images and videos promoting fake dating candidates. Tempted users are led to any of 26 dating-themed websites focused on seniors, wealthy singles, or ethnicity-based niches.

Registrants on the purported dating sites stand to lose not just money – in fees for use – but also control over their sensitive personal data. Members of SuccessfulMatch[.]com, a U.S.-operated website behind the network we discovered, accused the operator of sharing their personal information, including HIV and sexually transmitted disease status, to other dating sites. A 2014 court case awarded plaintiffs $15 million for a leak of their medical information to "over 1,000 similar websites."

Graphika's 2025 public report on romance scams identified little use of Generative AI. Through our internal monitoring, we've since increasingly seen actors use AI-generated media and text to boost the scale and quality of romance scams, as they migrate from impersonating celebrities and stealing profile images to creating richly detailed fake personas.

Our analysis of the recently discovered network focused on two interconnected elements:

1. **Synthetic media lures:** The AI-generated images and videos are convincing at a glance, but often reveal detectable artifacts upon close inspection.

2. **Broad and resilient domain network:** The activity is designed for scale; rather than relying on a single brand or domain to attract users, this network uses multiple dating sites as entry points into a smaller set of destination scam domains.

By examining this network and its behaviors, we were able to gauge the sophistication and scale of online romance scams intended to move social media users off mainstream platforms and into private discussion spaces.

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# Key Findings

- The AI-generated images and, to a lesser extent, short videos are the promotional hooks across the network's social media accounts, groups, pages, profiles, and channels. Those assets display specific dating themes, such as "mature women" or "rich men," or specific ethnicity labels and images mostly depicting mature, conventionally attractive women.

- The network uses 43 Facebook accounts, groups or pages, 13 X accounts, seven Threads accounts, seven Instagram accounts, five TikTok channels and one Flickr account. This cross-platform promotion ensures reach and resilience against any single platform's moderation and enforcement measures.

- The social media assets act as distribution channels that feed user traffic into two off-platform layers. By clicking on a link a social media persona promotes, a user is led to one of 26 "Tier 1" domains: ostensibly, niche dating sites that then redirect them to one of 10 "Tier 2" domains when they try to register or log in. This infrastructure is consistent with a designed funnel, instead of a standalone dating brand.

- We linked 10 of the Tier 2 dating websites to the Delaware-incorporated SuccessfulMatch.com, Inc, using the sites' legal disclosures, source code similarities, and redirect behavior. SuccessfulMatch.com, Inc lists its addresses as a shared business park in California and a UPS office in Ontario, Canada. Via website registration records and email addresses in legal filings, we associated SuccessfulMatch.com, Inc. with a Chinese national and a China-based company, MoasongSoft, that specializes in dating websites.
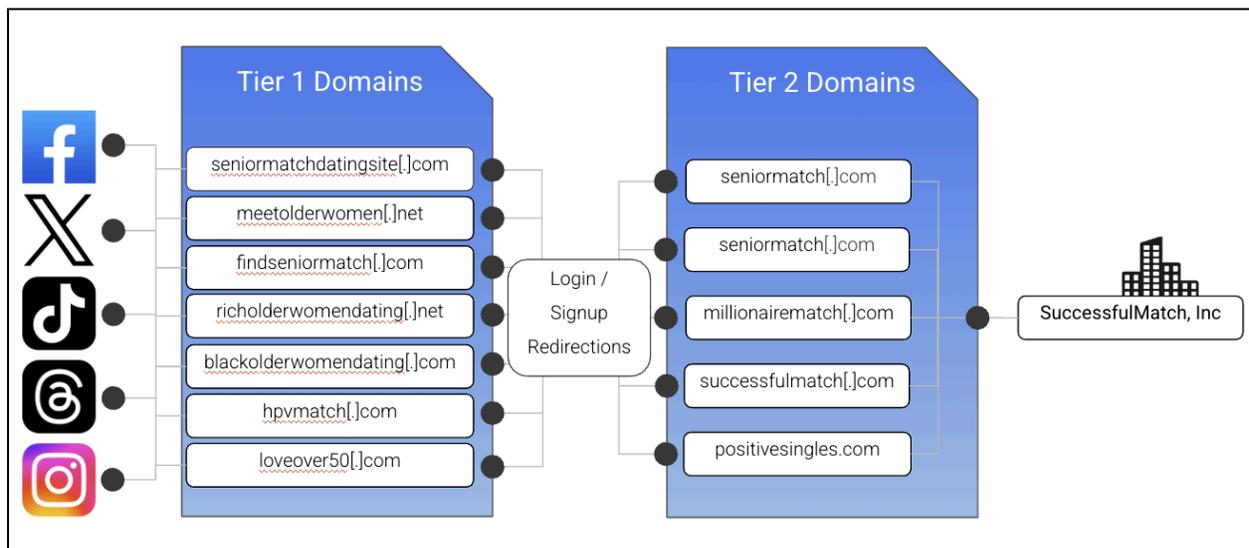


*A visual depiction of the relationship among the social media assets, the Tier 1 websites, the Tier 2 websites, and ultimately, the assets of SuccessfulMatch.com, Inc detailed in this report.*

# Social Media Personas and Hooks

On Facebook, we identified 43 groups, pages, or profiles promoting links to one or more of the dating domains in this network. They have accrued memberships of between 20 and 342k followers.
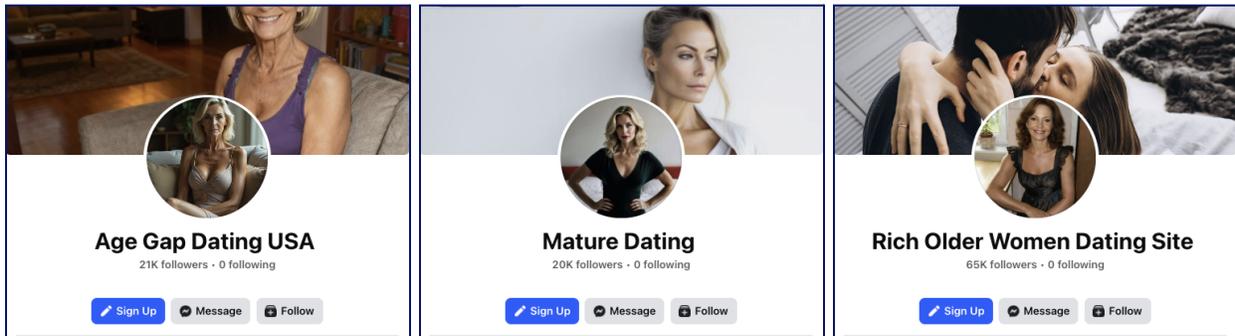


*Screenshots of Facebook profiles featuring a mix of AI-generated content and content very likely appropriated from legitimate users.*

These Facebook assets use descriptive names to signal dating pool segments, such as Rich Single Men (47k followers), Rich Older Women Dating Site (65k followers), or Black Mature Women (243k followers). Although many have undergone name changes, the names continue to reflect the dating theme.
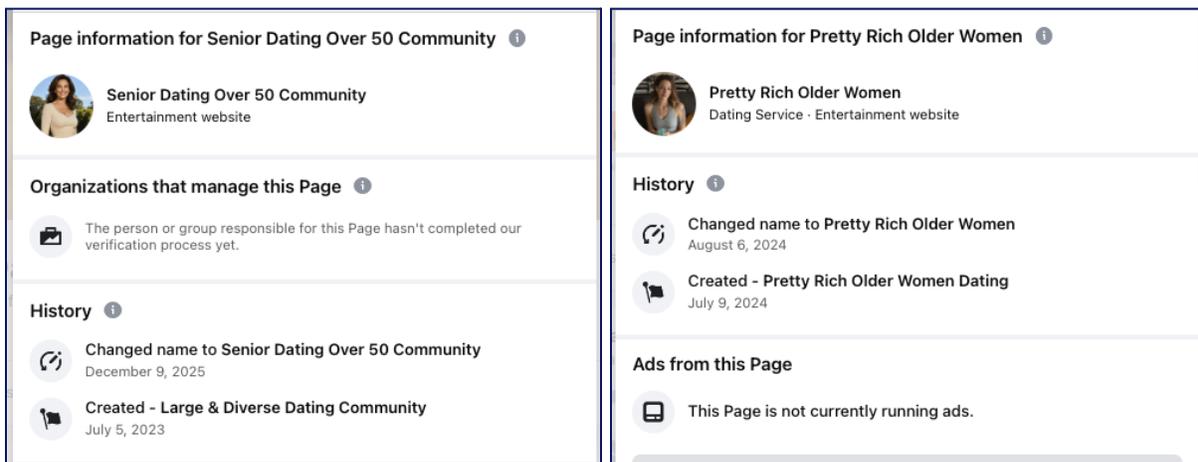


*Page transparency views of two Facebook assets, indicating historical page name changes.*

Three of the Facebook assets list email addresses in their bios. Some also indicate location, such as New York or Texas, but we regard this as a weak signal of administrator location, considering it's user provided. In page transparency view, the location information of administrators is mostly unavailable, but eight administrators are shown as based in the U.S., and five in China.
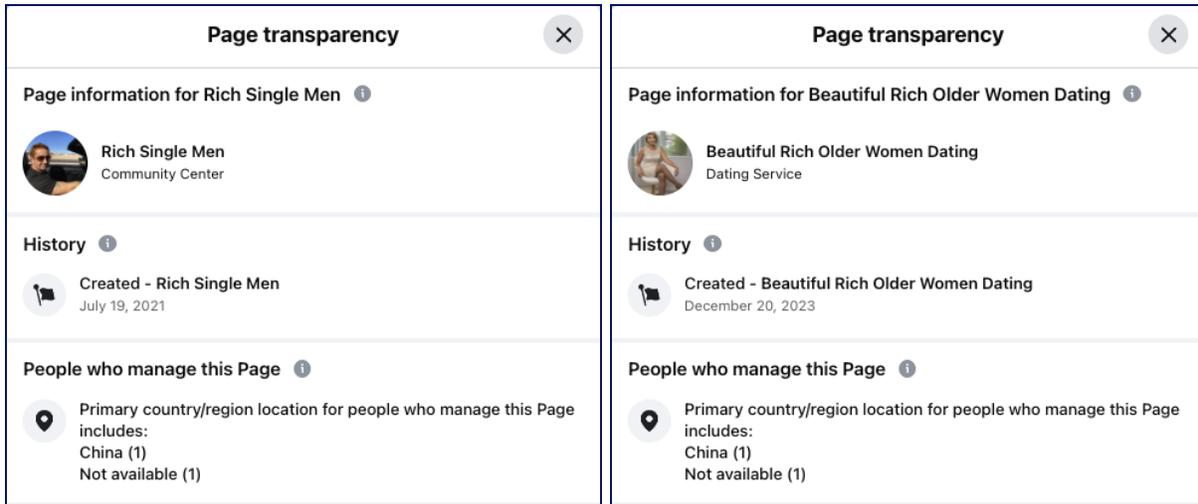
*Page transparency views of two Facebook assets, showing page administrator locations in China.*

A [Flickr account](#), Mindy Zhao features "xinbangwacute" in the page header, and very likely belongs to the same network; we found the email address xinbangwacute@gmail.com listed in the About sections of three of the Facebook accounts promoting links to dating domains in this network. The Flickr account features 47 likely appropriated photos of full-figured women, uploaded between Mar. 25 and Apr. 2, 2024. That account administers two Flickr Groups, [BBW Dating Site](#) and [Black BBW Dating Site](#). The latter posted a [blog-style entry](#), styled as a dating advice column, that linked to www.blackbbwdatingsite[.]org, one of the Tier 1 websites of this network.
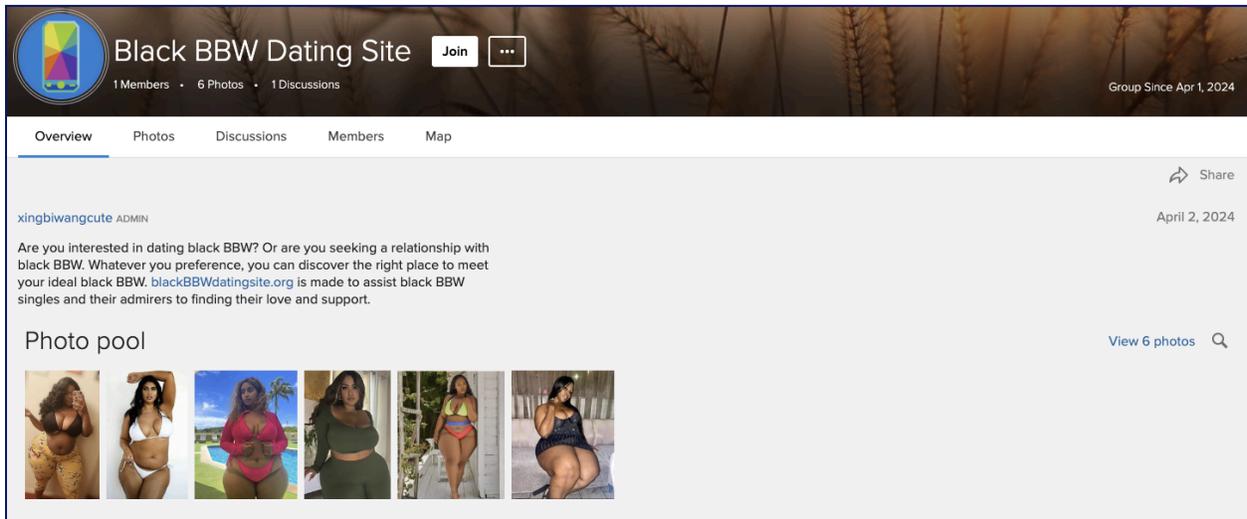


*Screenshot of Black BBW Dating Site Flickr Group, administered by the Mindy Zhao Flickr account, linking to one of the Tier 1 domains in this network.*

On X, we identified 10 accounts promoting links to dating websites within this network using synthetic media. These accounts have accrued between 16 and 7,244 followers and mostly use

descriptive names, such as [BBW Dating Love](#) or [Widow & Divorced Dating](#), but some use more conventional names, such as [Cecilia](#) or [Moore Anna](#).
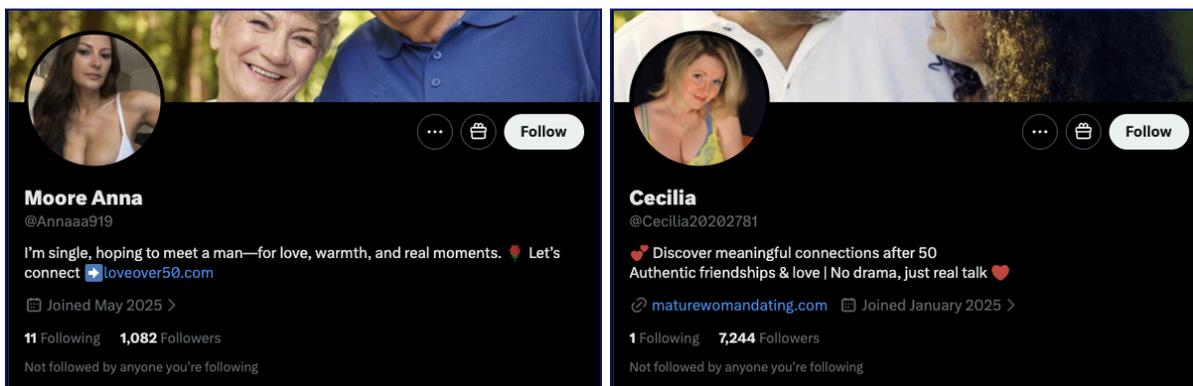


*X accounts that feature links to Tier 1 domains in their account bios and have posted in dating-related X communities.*

Although the majority of these X accounts don't explicitly indicate a location in their account bios, three of them access X via the Chinese version of the X Android app, according to X's "About this account" feature.
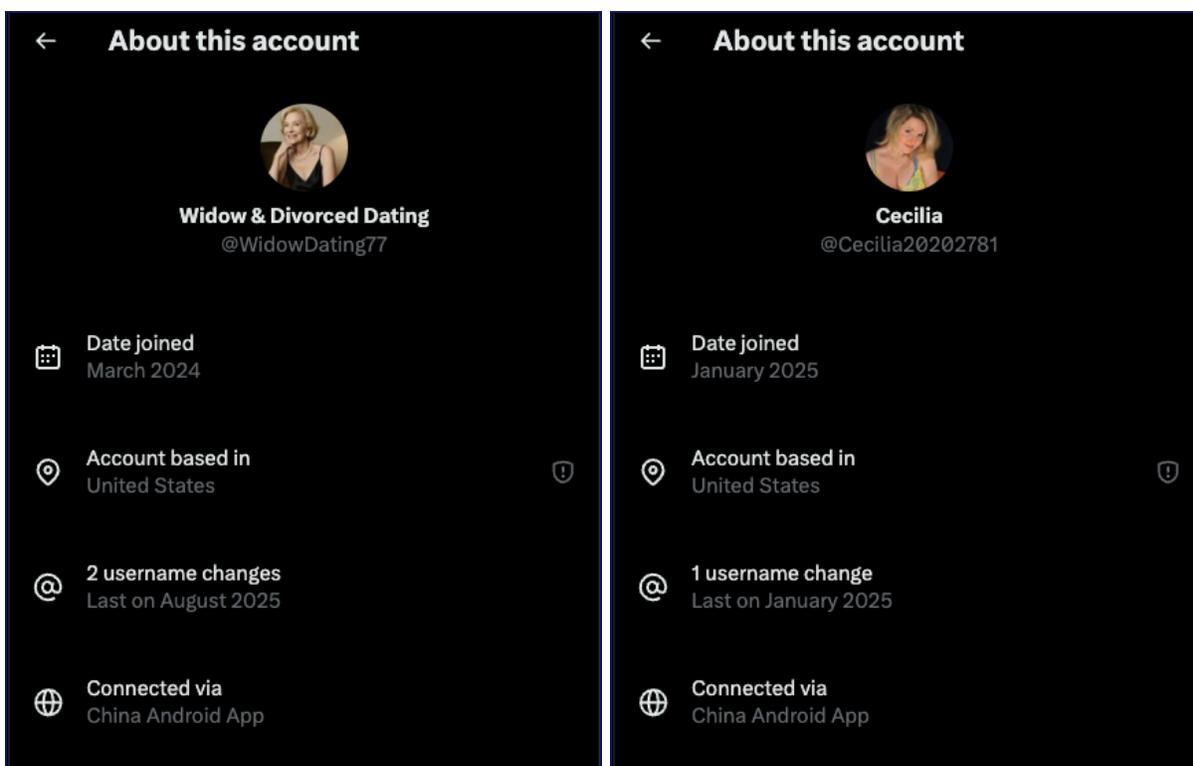


*Screenshots of the "About this account" section of relevant X profiles, which indicate the accounts were connected via the Chinese Android App.*

On Threads and Instagram, we identified seven accounts on each that promote links to the dating platforms using AI-generated media. These Instagram accounts and their associated Threads

accounts mostly use descriptive handles, such as seniorsinglesover50 or findmaturewomen, and have accrued between 899 and 66.6k followers. All of their bios contain a link to one of the Tier 1 dating websites.
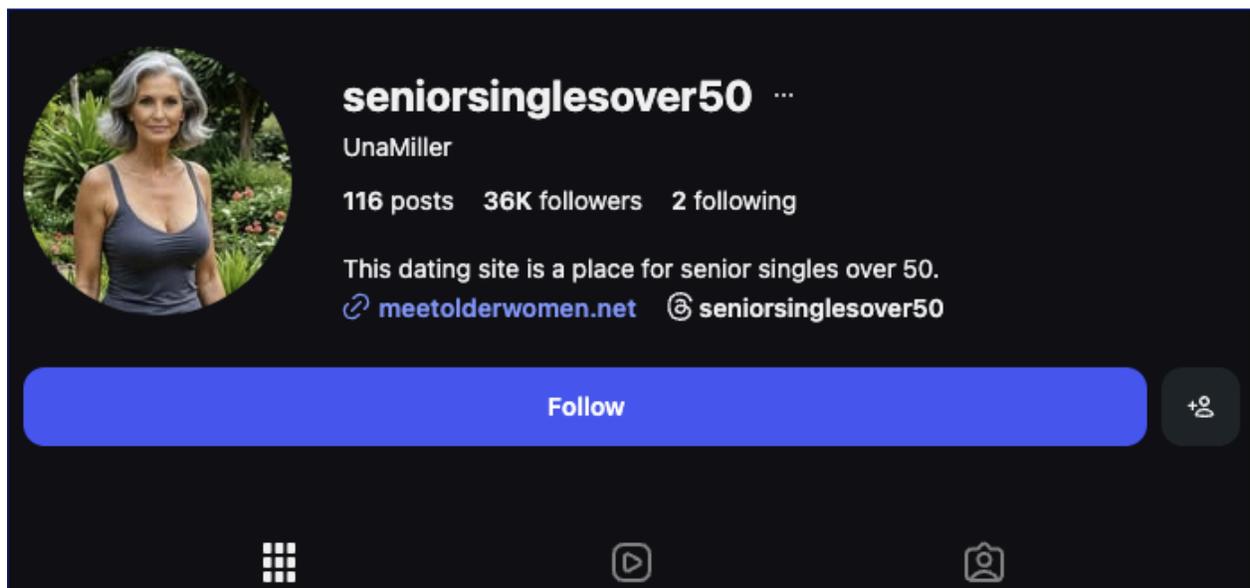


*Instagram account bio featuring a link to Tier 1 website meetolderwomen[.]net.*

Although the Instagram and Threads accounts don't indicate any location in their bios, they have mentioned locations in posts of AI-generated images, such as Ohio, New York, or Florida.

On TikTok, we identified five channels that promote links to one or more of the dating websites and have accrued 141 to 13.1k followers. They use similarly descriptive names, such as seniorsinglesover50 and seniormatchonline, and their bios contain the network site links.
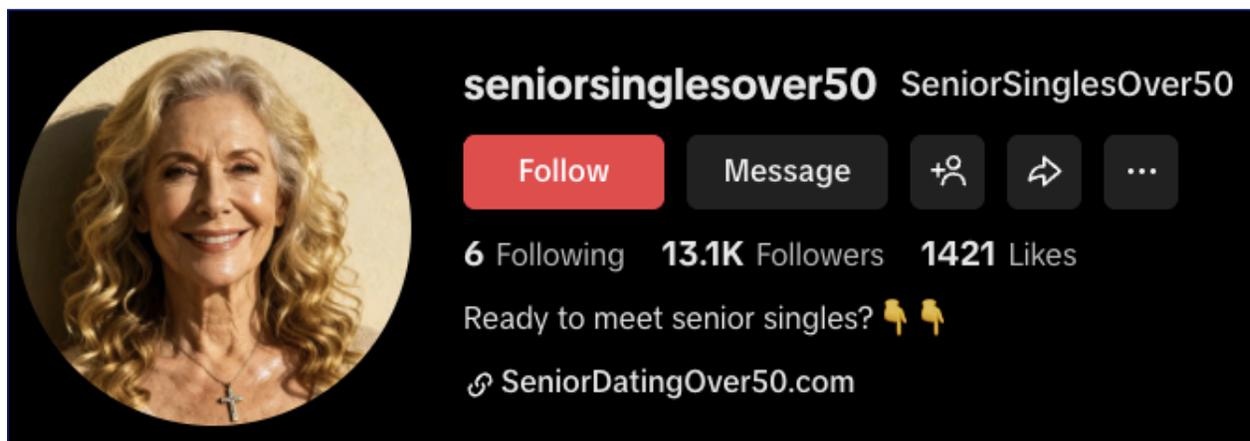
# Dating Websites and Redirection

We identified 36 websites associated with this network.

## Tier 1 Domains

The 26 Tier 1 domains act as "offramps" from social media platforms and appear to be niche dating domains targeting a specific audience or theme.

- These websites don't constitute dating platforms on their own; instead, users attempting to log in or register a new account on these sites are redirected to one of the Tier 2 domains associated with SuccessfulMatch.com, Inc.

- Some of the Tier 1 websites are likely part of a commercial affiliate program (affiliate.millionairematch[.]com) intended to direct traffic to the Tier 2 sites, and may not be under the direct management or control of SuccessfulMatch.com, Inc. This affiliate program rewards successful sign-ups to one of the SuccessfulMatch.com, Inc. domains as a result of referral traffic from one of the affiliate websites. We consider the affiliate websites Tier 1 domains, regardless of their ownership or control.

- Examples of Tier 1 websites include seniordatingover50[.]com, hpvmatch[.]com, richolderwomendating[.]net, and goldendatinghub[.]com.

## Tier 2 Domains

This tier comprises the 10 dating websites directly associated with the SuccessfulMatch.com, Inc. legal entity.

- The primary identifier for these domains were redirections from one or more of the Tier 1 domains.

- The Tier 2 domains feature a consistent monochromatic style that we consider a weak signal of coordination among the sites.

- We linked the Tier 2 domains to SuccessfulMatch.com, Inc. through their stated legal policies, website terms and conditions, or contact forms; these provided addresses, business names, or phone numbers associated with SuccessfulMatch.com, Inc.

- Examples of Tier 2 websites include millionairematch[.]com, positivesingles[.]com, interracialmatch[.]com, and agegapdating[.]com.

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Website registration records for both tiers were mostly inconclusive, as most of these websites use privacy proxies, or otherwise obfuscate ownership. We identified some commonalities in the infrastructure of the domains, such as the persistent use of Moniker privacy services to hide the domain ownership, or using Amazon RSA as the website's SSL certificate issuer.

## Apps on Apple App and Google Play Stores

SuccessfulMatch.com, Inc. also operates six apps available on the Apple App Store and Google Play Store.

- These apps included Positive Singles: Herpes Date and Seniormatch - Dating Over 50, which are connected to SuccessfulMatch.com, Inc.'s PositiveSingles[.]com and SeniorMatch[.]com domains, according to their app store listings The Google Play Store indicated over 500k downloads of the Senior Match app, and over 100k downloads of the Positive Singles app.

- Negative user reviews of these apps complained about the expensive subscriptions and limited free features, or accused the apps of allowing scammers on the platform.

- Positive reviews are from users mostly featuring first-name combinations, such as Sandra Raymond, Erling Betty, or Chandler Demetrius. Some of these reviews used near-similar language to describe their experiences, such as "designed with people in my age group in mind" or "designed with oldies like me in mind," suggesting inauthenticity and, very likely, AI generation.

| | |
|---|---|
| **S** Scott Donald ★★★★★ July 18, 2025 | **S** Sharon Mercy ★★★★★ December 28, 2025 |
| **J** Jessica Mary ★★★★★ November 14, 2025 | **C** Chandler Demetrius ★★★★★ December 5, 2020 |
| **S** Sandra Raymond ★★★★★ December 28, 2025 | **S** Sarah Alexandra ★★★★★ February 3, 2026 |
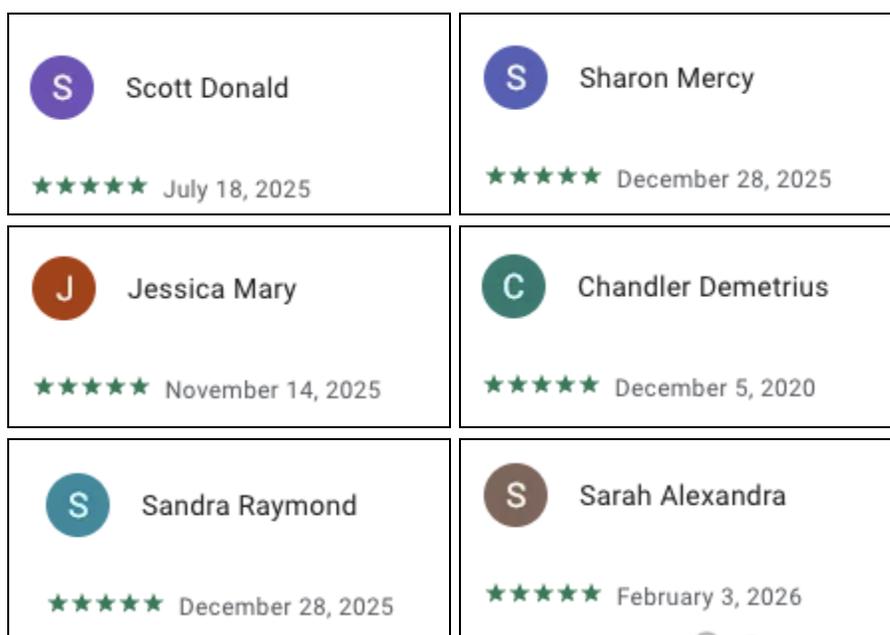
*Sample of the usernames of accounts that rated the PositiveSingles, SeniorMatch, or SugarDaddyMeet Google Play Store apps five stars, showing the repeated use of first-name combinations.*

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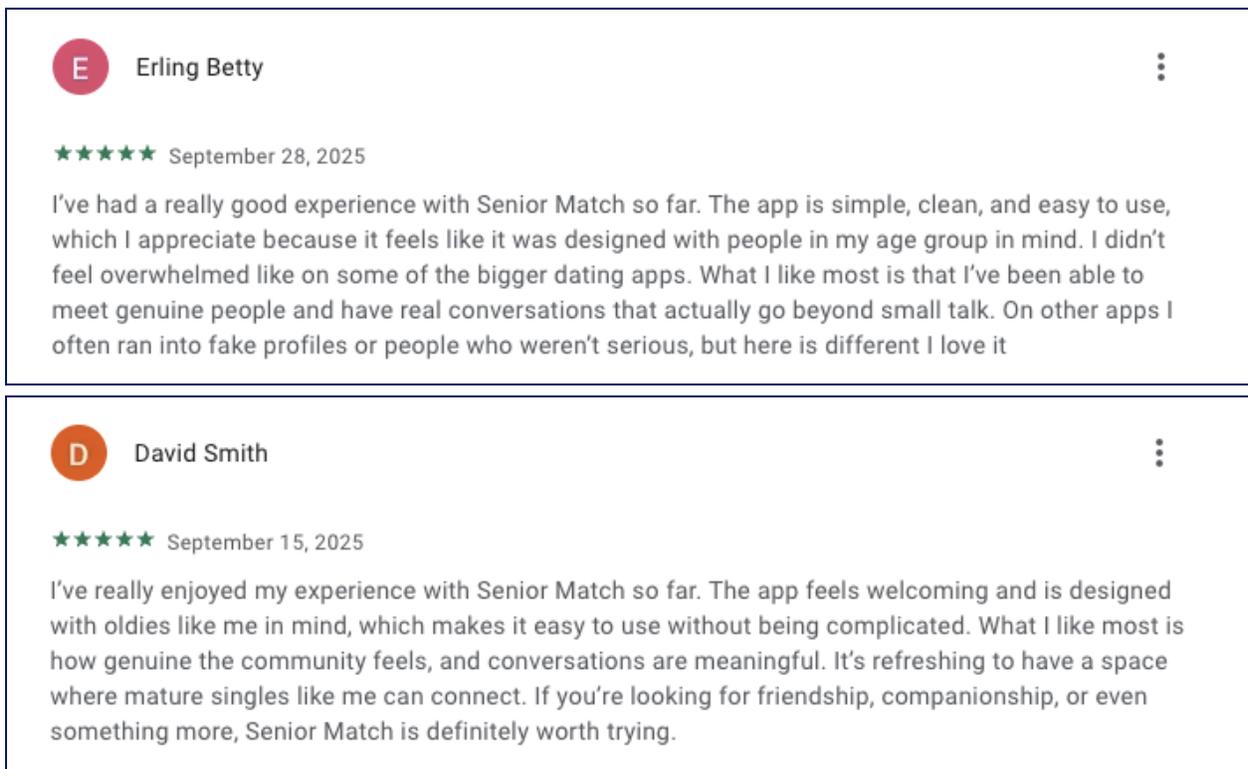
*Screenshots of two Google Play Store reviews of the Senior Match app, using similar phrasing for praise of the app's features.*

## Corporate and Logistical Details of Network

Legal and administrative policies and documents of SuccessfulMatch.com, Inc, the company operating the Tier 2 domains, hinted at the corporate structure underlying the network, and provided physical addresses and contact numbers for further investigation.

- Consistently across all the Tier 2 domains, we found privacy policies, terms and conditions, and collection notices referring to SuccessfulMatch.com, Inc., a Delaware-incorporated company, as the legal entity responsible for these websites.

## PRIVACY POLICY

**Last Updated: December 5, 2025**

This Privacy Policy ("Privacy Policy" or "Policy") explains how SuccessfulMatch.com, Inc., a Delaware corporation ("Company", "We", "Us" or "Our") may gather, collect, record, hold, distribute, share, disclose, or otherwise use any information or data about any user ("User" or "You" or "Your") of the Company's website at www.seniormatch.com ("Company Website") or through any other site, program, activity, technology platforms, technology application, or service offered by Company (the Company Website and these other programs, activities, platform, applications, and services are collectively referred to as "Company Program(s)").

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*Screenshots of two privacy policies, of SeniorMatch[.]com (top) and SugarDaddyMeet[.]com (bottom), indicating both sites' ties to the Delaware-based SuccessfulMatch.com Inc.*

- We identified two addresses for SuccessfulMatch.com, Inc. based on these resources and policy documents:

  - Consistently across the Tier 2 domains, their Contact Us pages listed the address 10 - 8707 Dufferin Street in Vaughan, Ontario, Canada. Google Street View shows it as belonging to a UPS Store in a small shopping center in Ontario.

  - Filings with the United States Patent and Trademark Office (USPTO) indicate that several trademarks are registered to SuccessfulMatch.com, Inc. Trademark applications for SuccessfulMatch[.]com and SugarDaddyMeet[.]com list a California-based corporation situated at 800 West El Camino Real, #180, Mountain View, California. Google Street View

shows this as the address of [Regus Office Park](#) in Mountain View.

- The U.K. Companies House service [lists](#) the Ontario-based address in company filings for Successfulmatch[.]com Limited: a U.K.-based entity that was registered in 2009 and fell dormant the following year.

● The Ontario address is listed as the Canadian branch of MoasongSoft (on its website, maosongsof[.]com/en/organization), a China-based software developer that specializes in dating websites, according to the company's Introduction web page.

- A link on moasongsoft[.]com website labeled "Collaborations" leads to the affiliate-program subdomain of MillionaireMatch[.]com, one of the Tier 2 websites in this network.

- The same email address used to register moasongsoft[.]com was also listed in legal filings against SuccessfulMatch.com, Inc as belonging to a U.S.-based representative of SuccessfulMatch.com, Inc.

  ■ The same email address was used to register 721 domains that included dating websites (e.g., agemingle[.]com, stdmatching[.]com, sugardaddymeet[.]in) thematically very similar to SuccessfulMatch[.]com, Inc's domains, as well as sites unrelated to dating, such as 50best[.]restaurant and japantrademarks[.]com.

  ■ Some of the sites registered with this email belong to Tier 2 of the network associated with SuccessfulMatch.com, Inc, such as positivesingles[.]com and bicupid[.]com. Maosongsoft[.]com, maosonginc[.]com, and masonsoft[.]com were also registered to the same email address.
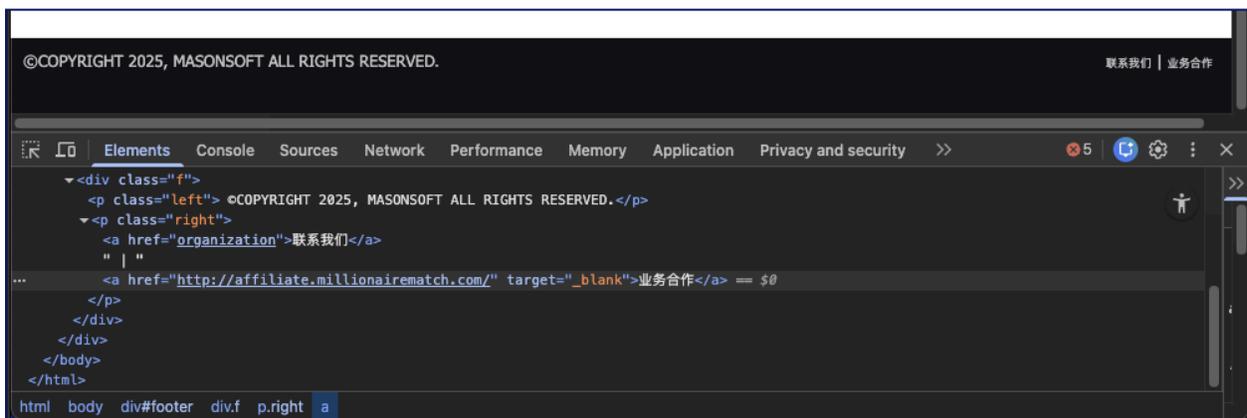


*Screenshot of the element inspector view on maosongsoft[.]com showing the "Collaborate" hyperlink that resolves to the affiliate program page of MillionaireMatch[.]com, a SuccessfulMatch.com, Inc. domain.*

# Behavioral Trends

Across the network, we observed the following indicators of coordinated behavior intended to entice romance seekers on a large scale and maintain operational resilience.

## Synthetic Content

Throughout this network, the AI-enhanced and -generated depictions of conventionally attractive men and women in static images and short-form video were a central hook. Videos were typically 10 seconds or shorter; those that featured audio used likely AI-generated voiceover or, in some cases, just music.



*AI-generated depictions of the same likeness posted on Facebook (left), TikTok (center), and Instagram (right).*

Occasionally, we observed the use of the same, or visually similar, AI personas across multiple platforms. Although some images featured watermarks of [Doubao](), an AI assistant developed by TikTok parent company ByteDance, it is unclear which exact prompts, and which other AI models, were used.

*AI-generated images posted on X to the Horny Hot Moms community (left) and Snap Trade (right) community, featuring watermarks of the Chinese AI assistant Doubao (in red boxes).*

## Multi-Platform Link Promotion

The network used multiple social media platforms to promote links to the dating websites in this network: Facebook, Instagram, Threads, X, and TikTok. The distribution of links varied slightly for each platform.

- For example, on Facebook, niche dating groups and pages were created, and their administrators posted links to both Tier 1 and 2 domains; some also linked to the domains in their bio entries.

- Some of the X accounts created posts using X's Communities feature, particularly related to dating and featuring the links alongside AI-generated content; they also promoted links in their bios.

## Layered Domain Infrastructure

The network is structured to lead potential victims from social media to Tier 1 domains to a smaller group of Tier 2 domains, some of which are potentially affiliates receiving compensation for directing registrants to these websites. This layered infrastructure increases the network's

resilience against takedowns and social media moderation: As Tier 1 domains get taken down, they can simply be replaced, and the core, Tier 2 domains remain unaffected.

### Obfuscation and Resilience Tactics

The domains made extensive use of domain privacy providers to obfuscate the registered owners of these websites. In addition, the Tier 2 sites are not overtly connected to the Tier 1 sites, which helps ensure that ultimate ownership of the sites remains unclear.

Both of these tactics make it harder to identify the ultimate owners of this network, while also making it harder for platforms to take action against the domains involved.

## Content Characteristics

The content posted to social media to lure users onto these dating platforms featured specific themes, contextual details, and hashtags.
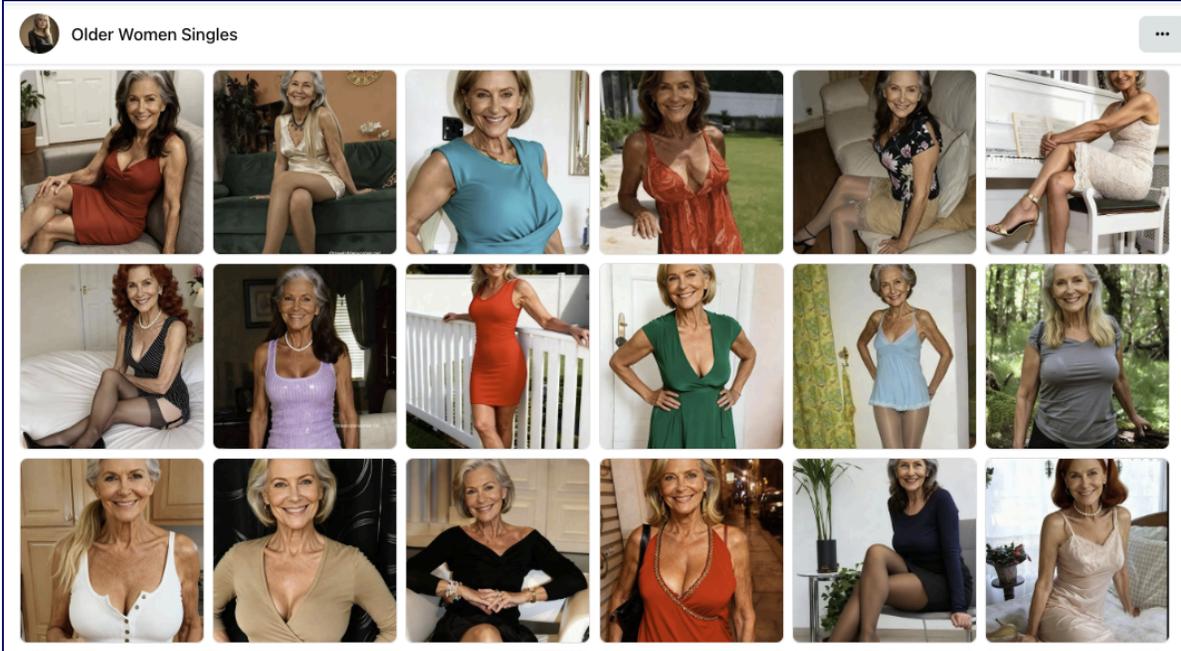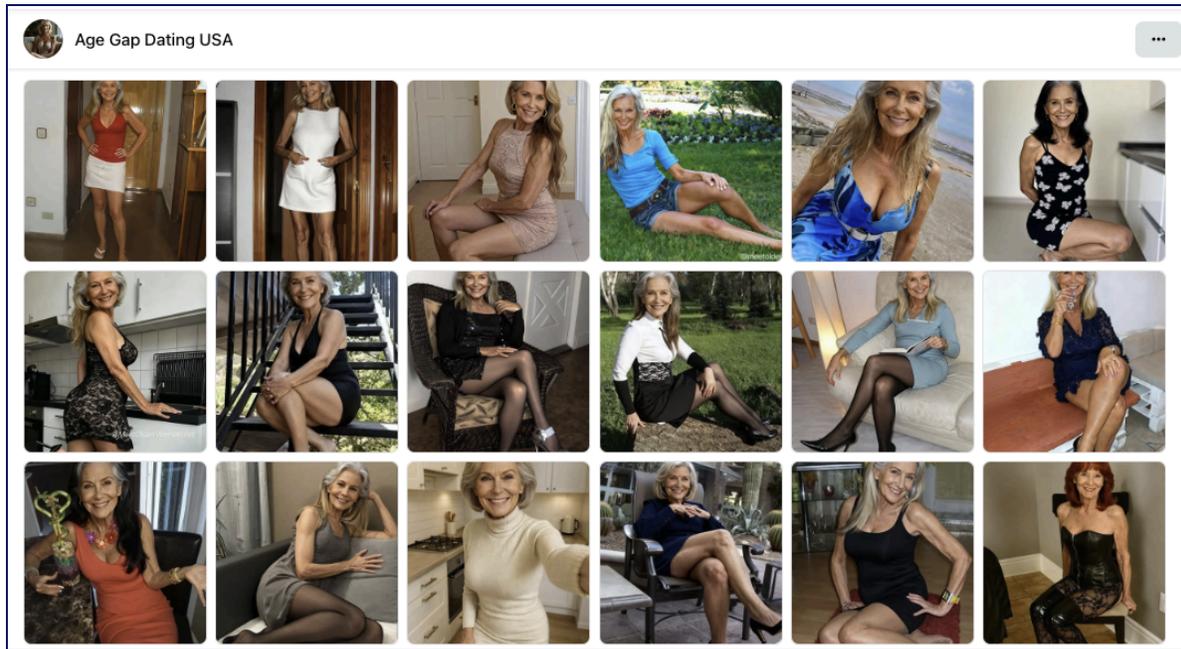
### Thematic Targeting

The specific thematic categories included:

- Attractive "senior", "older," or "mature" women
- Wealthy men and women
- Ethnicity-based dating
- Lifestyle-based themes



*AI-generated images of "wealthy men" featured on the Meet a Rich Man Facebook group.*

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*Screenshots from two Facebook groups' collections of AI-generated images with near identical likenesses.*

## Text-Based Context and Call to Action Prompts

Posts featuring AI-generated imagery often offer contextual information, such as references to the alleged dating candidate's location, interests, and desired traits in a partner. These posts often provide links to one of the off-platform websites (typically, Tier 1 domains), alluding to the alleged candidate's availability for contact via the dating site, or – rarely – explicitly requesting the user to click the link for contact.

*Screenshots of posts on Threads (left) and Facebook (right) that used AI-generated images with messages describing the subjects allegedly depicted.*

## Hashtags

On Instagram and TikTok, hashtags are prevalent in posts, such as #olderwoman, #singlewoman, #womenover50, #50plusandfabulous, #linkinbio, #maturewomen, #dating, or #olderwomen. The accounts in this network active on Facebook, X and Threads rarely use hashtags.

# Estimative Language Legend

## Assessments of Likelihood

Graphika uses the following vocabulary to indicate the likelihood of a hypothesis proving correct. If we are unable to assess likelihood due to limited or non-existent information, we may use terms such as "suggest."

| Almost No Chance | Very Unlikely | Unlikely | Real Chance | Likely | Very Likely | Almost Certain(ly) |
|---|---|---|---|---|---|---|
| 1-5% | 5-20% | 20-45% | 45-55% | 55-80% | 80-95% | 95-99% |

## Confidence Levels: Indicators of Sourcing and Corroboration

Graphika uses confidence levels to indicate the quality of information, sources, and corroboration underpinning our assessments.

| Low Confidence | Medium Confidence | High Confidence |
|---|---|---|
| Assessment based on information from a non-trusted source and/or information we have not been able to independently corroborate. | Assessment based on information that we are unable to sufficiently corroborate and/or information open to multiple interpretations. | Assessment based on information from multiple trusted sources that we are able to fully corroborate. |

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## About Us

*Graphika is the most trusted provider of actionable open-source intelligence to help organizations stay ahead of emerging online events and make decisions on how to navigate them. Led by prominent innovators and technologists in the field of online discourse analysis, Graphika supports global enterprises and public sector customers across trust & safety, cyber threat intelligence, and strategic communications spanning industries including intelligence, technology, media and entertainment, and global banking. Graphika continually integrates new and emerging technologies into our proprietary intelligence platform and analytic services, empowering our customers with high-precision intelligence and confidence to operate in a complex and continuously evolving information environment.*

*For more information or to request a demo, visit our website.*

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