

Likert fact sheet

Likert is a dating app built around compatibility answers and private feedback.

Company Likert, Inc.	Category Dating app
Founder & CEO Isaac Aiello	Based in Gloucester, Massachusetts, United States
Availability Active in select locations	Audience Adults 18+
Website likert.dating	Press contact press@likert.dating

Founder & CEO



Isaac Aiello is the Founder & CEO of Likert, based in Gloucester, Massachusetts. Concerned that modern algorithms are often designed to capture attention rather than improve people's lives, he created Likert to explore a more thoughtful use of algorithmic technology. Likert combines compatibility answers, profile context, and private feedback to make dating recommendations feel less arbitrary while leaving the final judgment with each person.

Isaac Aiello, Founder & CEO of Likert. Photo courtesy of Likert; cleared for editorial use.

Product story

Likert keeps dating discovery familiar while giving recommendations more context than a binary swipe. Compatibility answers, profile context, ratings, skips, and private feedback help For You become more relevant over time. Likert does not publish public rankings, raw compatibility answers, or guaranteed-match claims.

Approved one-sentence description

Likert helps people discover better-fit dates by combining compatibility answers, profile context, and private feedback into smarter recommendations.

Press contact

press@likert.dating | <https://likert.dating/press>