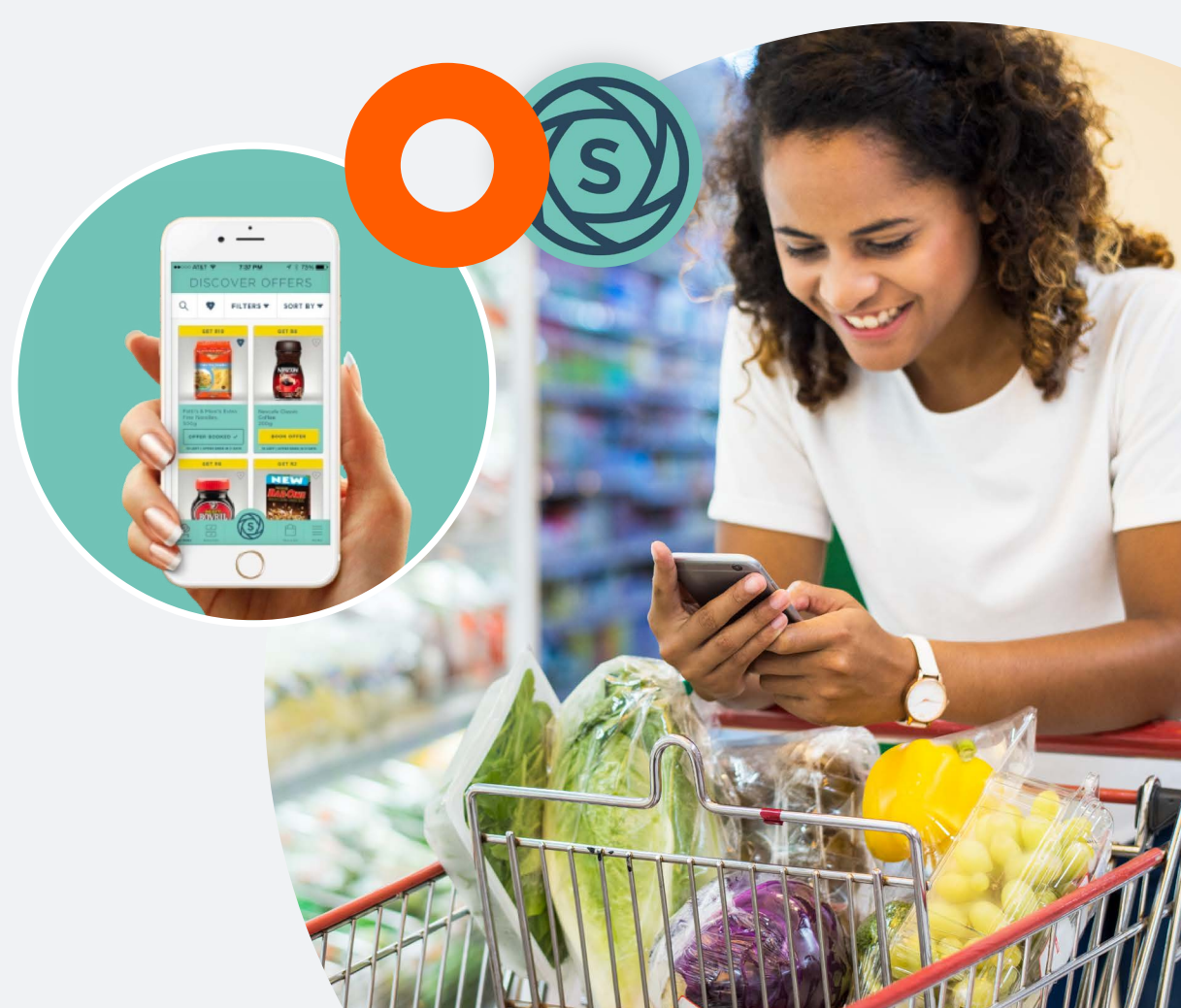


Flow Data

Reach a premium audience of hyper-targeted retail buyers



Flow Data's collaboration with **SnapnSave** gives brands the opportunity to access a hyper-targeted audience of South African shoppers. Effortlessly target your products and services to the most relevant shoppers based on **purchasing behaviour and buyer profiles**, exactly where they spend their time - on social media.



SnapnSave is South Africa's #1 'cashback club', giving millions of shoppers cash back on their daily shopping, wherever they're spending. Shoppers upload their till slips to the SnapnSave app to redeem rewards.

2m+

Shopper members

26s

A new member joins every 26 seconds

40m

Till slips processed

R40m

Lifetime cash back

Every impression is meaningful and trackable

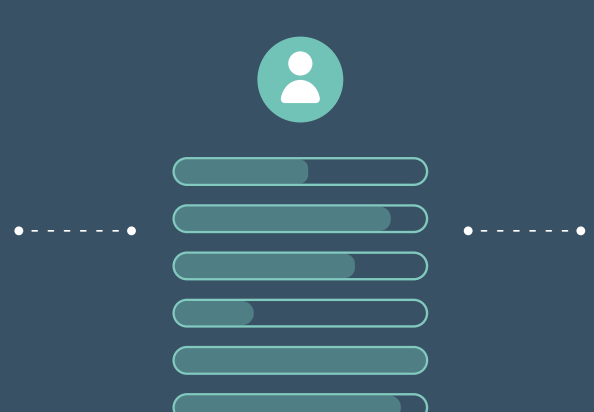
Multiple, trackable touchpoints for consumers and **real-time purchasing data** means a much higher likelihood of matching on social media platforms



South African shoppers using SnapnSave



Uploading till slips from all retailers to the SnapnSave app



Shopper profiles are generated



Matching shopper profiles to users on social media platforms

100+ brands
purchased across
ALL retailers

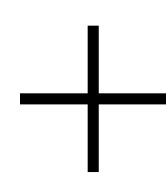


Unlock a layered, hyper-targeted audience of engaged home buyers and retail buyers



Flow Buyer Profiles

People who interact with Flow ad campaigns on social media



SnapnSave Audience

Shoppers who use the SnapnSave app and upload their till slips from all retailers

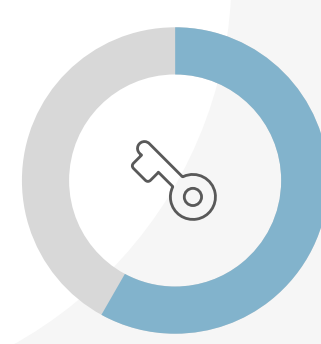


Your unique, hyper-targeted audience of retail buyers

*POPIA compliant

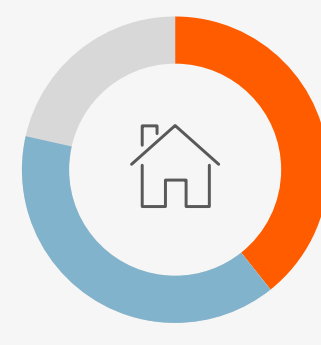
Flow Buyer Profiles

Flow's hyper-targeted 1st-party data audiences help you reach high-intent, relevant buyers with effortless precision



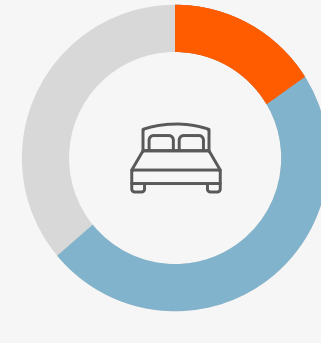
Buying vs renting

- Buying
- Renting



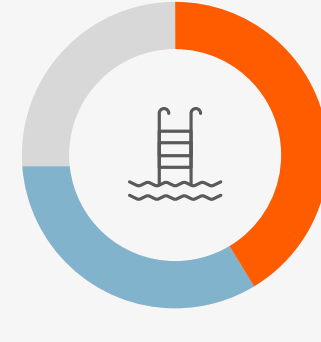
Price point

- Under R1m
- R1m-R2m
- R2m+



Property type

- 0-1 Bedroom
- 2-3 Bedrooms
- 4+ Bedrooms

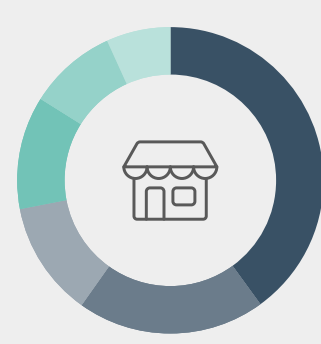


Lifestyle

- Garden
- Pets
- Pool

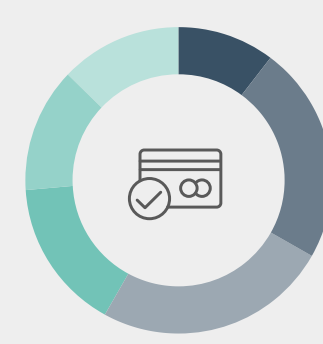
SnapnSave Audience

Reach unique and relevant shopper audiences based on where, when and what they are buying, across all retailers



Retailers

- Checkers & Shoprite
- Pick n Pay
- Clicks
- Dischem
- Makro
- Other

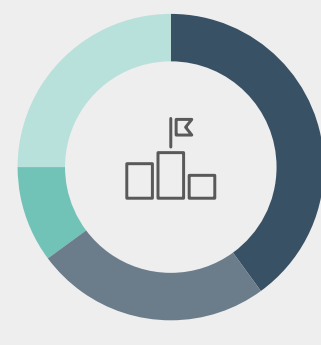


Monthly income

- R3,500 - R10,000
- R10,000 - R20,000
- R20,000 - R40,000
- R40,000+ R60,000
- R60,000 - R80,000
- R80,000+

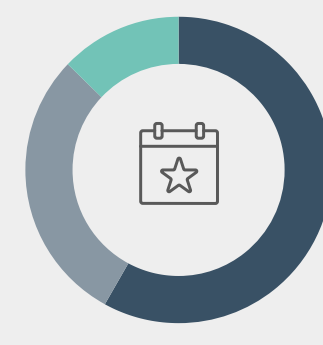
Product categories

- Alcoholic drinks
- Baby
- Bakery
- Baking
- Biscuits & crackers
- Body & face care
- Canned foods
- Chip & dip & snacks
- Choc & sweets
- Coffee & tea
- Foils, wraps & bags
- Frozen products
- Haircare
- Healthcare
- Jams & spreads
- Kitchen & bathroom cleaners
- Laundry cleaners
- Makeup
- Oral care
- Other drinks
- Other @home
- Other pantry
- Canned foods
- Other personal care
- Pasta, beans, rice & grains
- Pet supplies
- Sauces & condiments
- Shave & deo
- Spices & seasoning
- Stationery
- Toilet paper, tissue, towels
- Toys & games



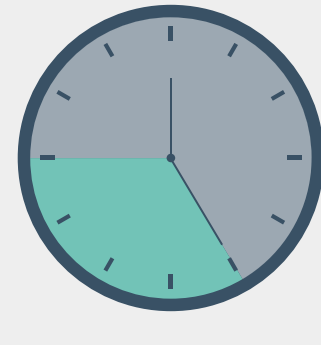
Competitors

- Competitor A
- Competitor B
- Competitor C
- Other competitors



Time of month

- 25th - 30th
- 1st - 5th
- Rest of month



Time of day

- Peak: Before and after work
- Off-peak: During working hours

+ Age Gender Region Ethnicity
Additional seasonal audience insights

*Audience segments for illustrative purposes

Boost performance with a hyper-targeted audience

10x

The average Click Through Rate for **retargeted** ads is **10 times higher** ¹

50%+

Conversion rates go up by **50%+** when using **custom audiences** and **1st party data** ²

1. AdRoll 2. META



Hyper-targeted audiences

Zero in on customers who match your **ideal audience segment** - demography, geography, buyer profile and purchasing behaviour



High-intent buyers

Effortlessly reach an audience of shoppers who are actively purchasing products in specific categories, at specific price points



Gain a competitive advantage

Get unprecedented access to layers of Facebook and Google data available **exclusively through the Flow and SnapnSave Audiences**

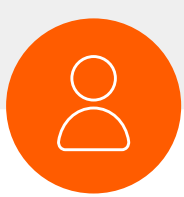


POPIA Compliant

All audience data is processed in accordance with the Protection of Personal Information Act

How it works

Flow provides a **bespoke, campaign-specific audience segment** that can be used to reach your marketing objectives



Determine your ideal audience

Share your ideal audience segment with us and we'll convert it into a data strategy.



Audience segment is created

We extract an audience segment aligned to your strategy.



Audience segment is shared

We share a targeted audience segment with you every month.



Run targeted campaigns

You book the digital media campaign to target the audience.

OR, let us do it for you.

Incorporate this new premium audience into your existing campaign managed by Flow

See how Flow Data can help you gain a competitive advantage for your business with the **SnapnSave Audience**

Get started

Contact: sales@flowliving.com



flowlivingcom



flowliving