

Flow Data

Reach a premium audience of hyper-targeted property buyers

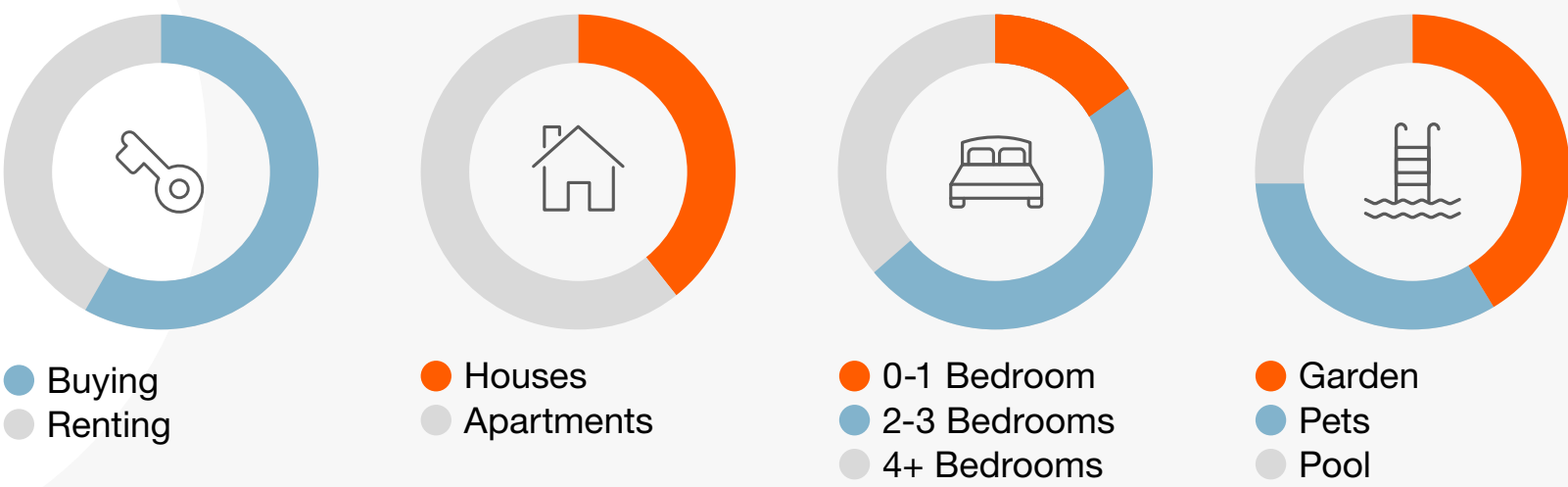


Flow's collaboration with ooba Home Loans gives real estate agencies and brands the opportunity to precisely retarget their property listings, products and services to **people that are in the bond approval process, bond-approved, and active home buyers**, exactly where they spend their time - on social media.

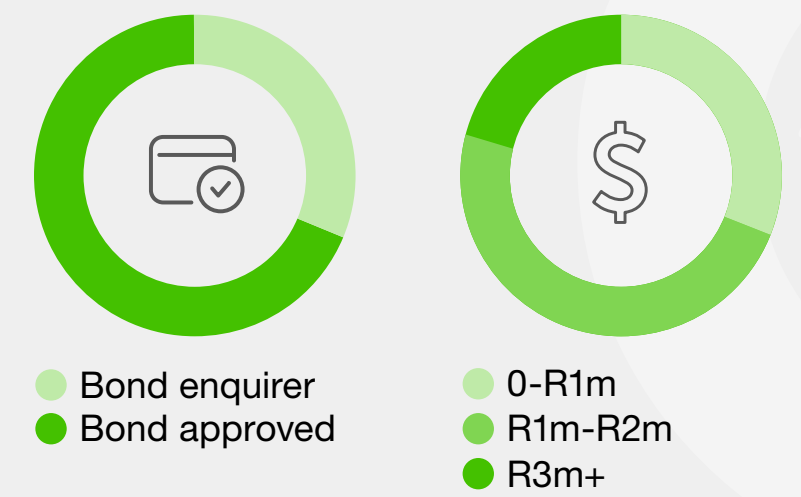
Unlock a layered, hyper-targeted audience of high-intent property buyers



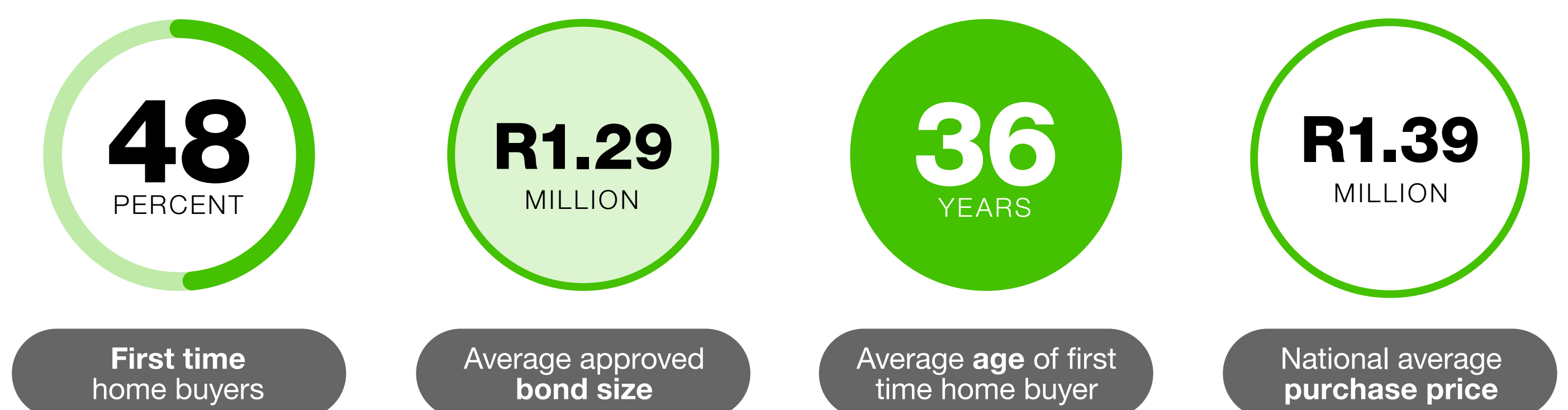
Flow Buyer Profiles



Ooba Home Loans Audience



A perfectly profiled audience of South African home buyers



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 buyers who match your **ideal audience segment** - demography, geography, buyer profile and price point



High-intent buyers

Effortlessly reach an audience of buyers who are at the **highest point of intent** in their home buying journey



Gain a competitive advantage

Get unprecedented access to layers of Facebook and Google data available **exclusively through the ooba Home Loans Audience**

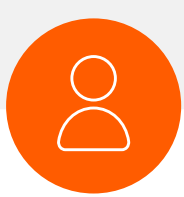


POPIA Compliant

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

How it works

Flow provides a **hyper-targeted buyer 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 can help you gain a competitive advantage for your business with the **ooba Home Loans Audience**

Get started

Contact: sales@flowliving.com



flowlivingcom



flowliving