

Flow Data

Reach a premium audience of **hyper-targeted** customers at their **highest point of intent**



Flow Data's collaboration with PriceCheck gives brands the opportunity to access a hyper-targeted audience of customers who are **researching and comparing products and prices** before making a purchase. Effortlessly target your products and services to consumers who are actively engaged in the purchase decision making process, exactly where they spend their time - on social media.

Reach **thousands** of PriceCheck website visitors every month with your product or service.



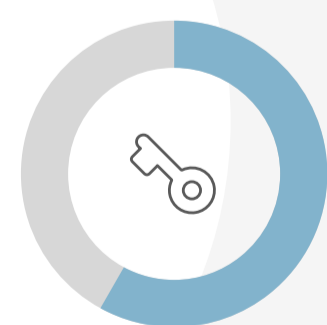
Unlock a **unique, hyper-targeted** audience:



PriceCheck is South Africa's **leading product discovery and comparison platform**, designed to help users **find and compare millions of products** across thousands of stores. It's known for its fast, relevant shopping search engine that caters to purchase-intent users.

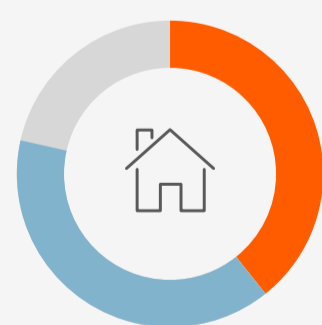
Flow Buyer Profiles

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



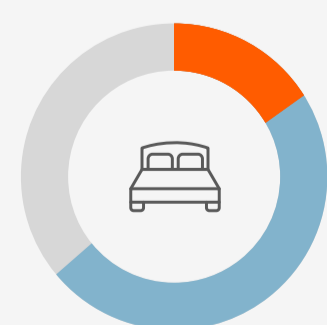
Buying vs renting

- Buying
- Renting



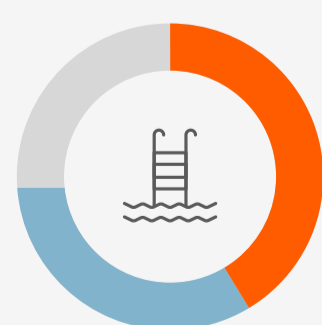
Price point

- Under R1m
- R1m-R2m
- R2m+



Property type

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



Lifestyle

- Garden
- Pets
- Pool

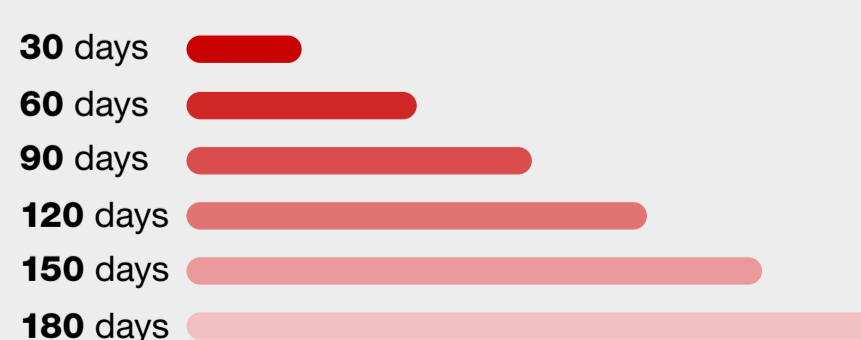
PriceCheck Audience

Reach unique and relevant consumer audiences based on the product they are searching for, and when they are searching for it.

Product categories Search only Price alert set

- Babies
- Books
- Business & Industrial
- Cars & Bikes & Accessories
- Cellphones & Accessories
- Clothing & Accessories
- Computer & Software
- Digital Downloads
- DVD & Video
- Electronics
- Flowers & Gifts
- Food & Drink
- Gadgets
- Health & Beauty
- Home & Garden
- Jewelry
- Music
- Musical Instruments
- Office
- Sports & Outdoor
- Toys
- Video Games & Accessories
- Wine & Spirits

Time frame of price comparison



Turn browsers into buyers by targeting consumers actively comparing products and prices as well as users who have price alerts set up.

Boost performance and elevate the impact of your media spend

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 price point.



High-intent buyers

Effortlessly reach an audience at the height of their consideration cycle, who are **actively comparison shopping**.



Gain a competitive advantage

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

Get started

Contact: sales@flowliving.com



flowlivingcom



flowliving