

Flow Data

Reach a premium audience of hyper-targeted students and young adults



Flow Data's collaboration with **DigsConnect** gives brands the opportunity to access a hyper-targeted audience of **students and young adults who have successfully been placed in student accommodation**. Effortlessly target your products and services to students and young adults across Africa, where they spend their time - on social media.



DigsConnect is the largest student accommodation marketplace on the African continent. DigsConnect pairs up registered students and young adults looking for a place to stay with homeowners across South Africa that are looking to rent out their properties on a long term basis.

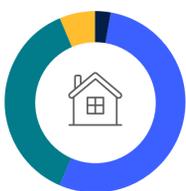


100,000+
Student and young adult users

50%+
Privately funded

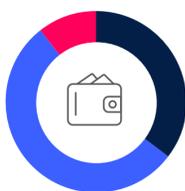
Unlock a hyper-targeted audience of students and young adults, with Flow and DigsConnect

Reach relevant student audiences based on their rental profile, student funding, field of study and stage of studies.



Monthly rental price point

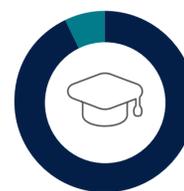
- 2.9% : R0 - R2500
- 53.7% : R2501 - R5000
- 37.2% : R5001 - R7500
- 6.3% : R7501+



Privately or NSFAS* funded

*National Student Financial Aid Scheme

- 35.5% funded by NSFAS
- 54.2% privately funded
- 10.3% funded by bursaries, scholarships and loans



Stage of studies

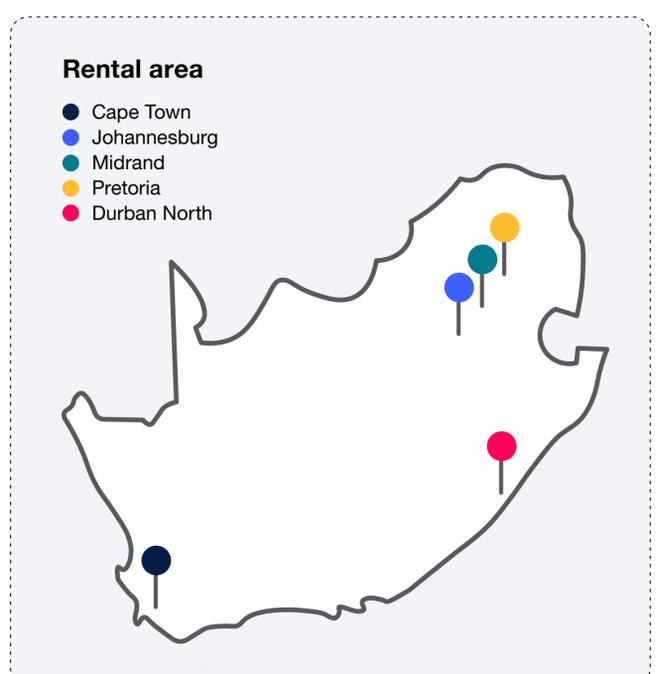
- 93% undergrad students
- 7% postgrad students



Universities attended

- CPUT
- AFDA
- AIE
- EDUVOS
- UCT
- Rosebank College
- Varsity College
- UJ
- UP
- Wits

- AAA School of Advertising
- Capsicum Culinary Studio
- Durban University of Technology
- ETA College
- Lyceum College
- MANCOSA
- Monash South Africa
- Pearson Institute
- Red & Yellow
- Regent Business School
- SACAP
- Stadio Higher Education
- University of KwaZulu-Natal
- University of South Africa
- Vega School



*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, student profile and tenant profile



Targeted spend, higher conversions

Enhance conversion rates by focusing your media spend on your ideal student audience



Gain a competitive advantage

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



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 **DigsConnect Audiences**.

Get started

Contact: sales@flowplatform.com



TheFlowPlatform



FlowPlatformCom