

Flow Data

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



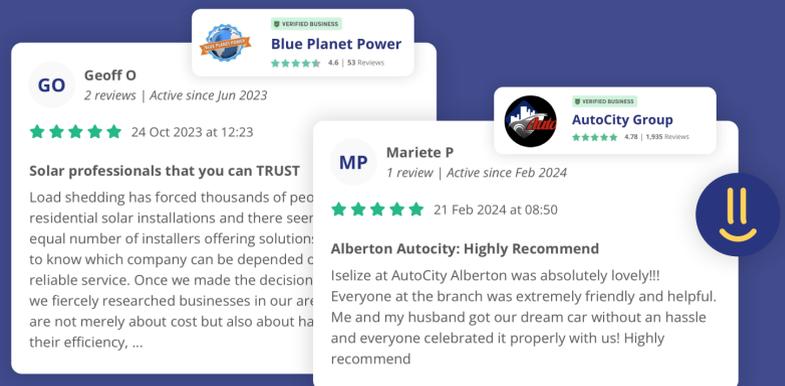
Flow Data's collaboration with **Hellopeter** gives brands the opportunity to access a hyper-targeted audience of customers who are **looking at reviews, comparisons and insights before making a purchase**. Effortlessly target your products and services to consumers who are **actively engaged in the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

Reach more than **1 million Hellopeter website visitors every month** with your products or services.

53% of consumers **make a purchase within a week** of reading positive reviews ¹

72% of customers won't take action **until they read reviews** ²

1. PowerReviews 2. HostingTribunal.com



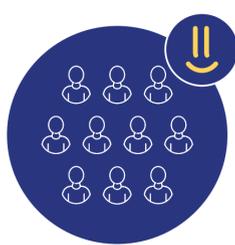
Unlock a **unique, hyper-targeted** audience:



Flow Audience

Home buyers and renters who interact with Flow ad campaigns on social media

+



Hellopeter Audience

People who visit the Hellopeter website and are reading and engaging with consumer reviews

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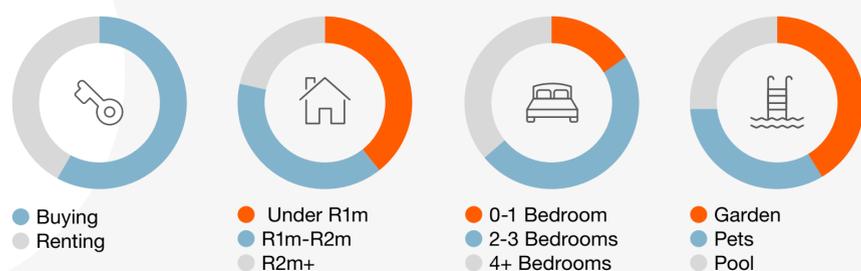


Your unique, hyper-targeted audience of high-intent buyers

*POPIA compliant

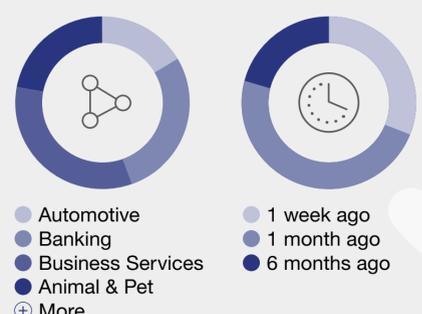
Flow Audience

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



Hellopeter Audience

Reach review readers by industry and by the timeline of their review engagement



*Audience segments for illustrative purposes

Turn rave reviews into revenue! Target past reviewers with upsell or cross-sell ads.

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, consumer profile and price point



High-intent buyers

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



Gain a competitive advantage

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

Get started

Contact: sales@flowplatform.com



TheFlowPlatform



FlowPlatformCom