Top Flow Platform Features For 2024: A Landmark Year of Innovation

December 18, 2024

2024 has been a landmark year at Flow with game-changing platform features and integrations launched to help you maximise revenue opportunities, streamline operations, and better serve your sellers.

Let's take a deep dive into Flow's key 2024 innovations that are transforming how brands engage with your audiences.

Our Top 6 Platform Features For 2024

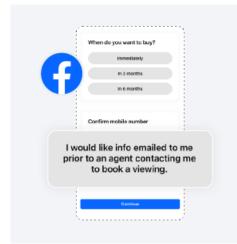
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1.Ready-To-Go Ad & Audience Packages: Unlock Scalable Sales Potential

Scale your commerce media business and amplify sales potential with pre-configured ad and audience packages. Flow's preconfigured ad packages provide sellers access to your audience using pre-defined designs, targeting budgets and publishing channels. Additionally, tap into adjacent industry digital budgets by offering audience rental packages with full control over contract duration and data access expiry.

Key Benefits:

- Help sellers reach your shoppers with ease.
- Tap into the world's largest digital budgets.
- · Safely monetise your audience data with full control of access and duration.



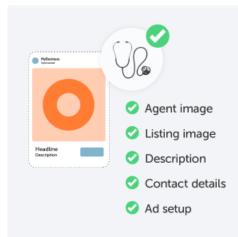
2. Facebook Lead Ad Forms: Accelerating Lead Generation

Bundled with your ad packages, you can offer your suppliers a tool to rapidly generate leads using your audiences, at scale. Flow's Facebook Lead Ad Forms provide the full lead workflow, from seamless CRM integration to instant lead notifications through SMS and email.

Key Benefit:

• Bundle the lead form in ad packages for an all-in-one solution.

3. AI Ad Health Checker: Confidently Sell 1000s Of Campaigns



Scale your commerce media business and confidently sell thousands of campaigns, using AI technology to automate the ad review process. The AI Ad Health Checker helps sellers avoid costly mistakes and ensures that every aspect of the ad is optimised for performance. Whether sellers run a single campaign or multiple ad sets, our AI-powered image processing will verify and flag each ad directly on the seller's campaign dashboard, reducing the likelihood of costly errors.

Key Benefits:

- Scale your commerce media business rapidly with complete peace of mind.
- Establish trust and credibility with your sellers by offering quality assurance.

4. Ad Builder Integration: Instant Campaign Launches

Provide sellers with immediate access to your audiences with our Ad Builder. This integration allows sellers to bypass lengthy setup processes and reach your audience instantly with highly relevant ads.

Key Benefits:

- Give your core brands access to your audiences immediately.
- Quick and easy setup without a full listing feed integration.
- Drive audiences back to your website through supplier-funded traffic.

5. Collage Ad Templates: Enhanced Audience Engagement



Offer your sellers highly versatile ad formats such as Flow's Collage Ad Templates. Enable your sellers to reach your audience in a dynamic and engaging way, showcasing multiple product variants or features at once.

Key Benefits:

- Position yourself as a provider of innovative sales solutions.
- Allow your sellers access to your audience using flexible and creative ad formats.

6. Sync Feature: Simplifying Ad Settings Management



Flow's Sync feature streamlines your suppliers' ad settings at a group level ensuring seamless brand adherence, whilst removing the need for repetitive ad setups. For example, a retailer with multiple stores or brand suppliers, or a property marketplace with multiple agencies, can ensure total brand alignment for each user/group, using Sync to apply pre-defined campaign settings.

Key Benefits:

- Offer your core brands a one-click solution to apply ad settings at a group level.
- Enable your core brands to achieve seamless CI compliance.

Wrapping Up: A Year Of Innovation At Flow

We're committed to helping you join the commerce media revolution and tap into this massive revenue stream using the Flow platform as a powerful product and experience for your sellers. Contact us today (mailto: sales@flowliving.com) to start monetising your data with full control and scale your business into a commerce media powerhouse.

Stay tuned for even more exciting developments in the year ahead!

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