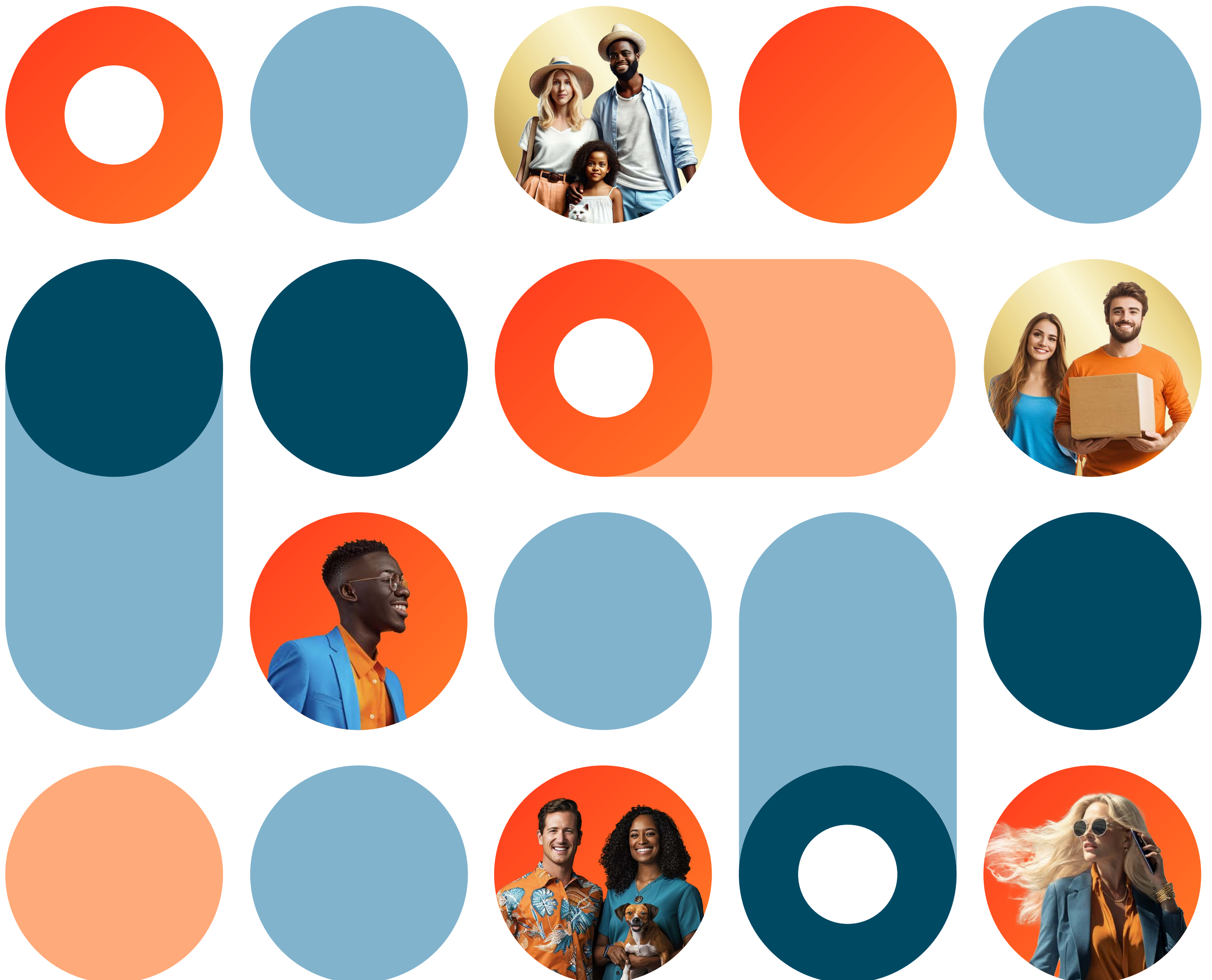# 5 Winning Tactics to Beat Big Budgets with First-Party Data

Your guide to outsmarting the competition this shopping season with a powerful first-party data strategy

01 Work smarter, not harder: Drive results with first-party data audiences

In today's competitive landscape, large media budgets can feel impossible to beat - but you can stay ahead of the curve with a tool that's already at your fingertips...**leveraging first-party data audiences in your marketing strategy can level the playing field and drive impactful results.**

What is first-party data, and where can it be found?

First-party data is the information collected directly from audience or customer interactions.

- ✓ Engagement across online and offline sales platforms
- ✓ Website visitors who opted in to communication channels
- ✓ Customer Relationship Management data
- ✓ Channel subscriptions
- ✓ Social media platforms

Unlock the true power of first-party data by tapping into **layered** audience segments **from brands and businesses that are closest to consumers.**

*"The use of audiences from a **rich and diverse data marketplace** can be invaluable." - Dean Stander, TrafficBrand*

First-party data is the biggest weapon in your arsenal

1st-party data is the key ingredient to precision targeting, which effortlessly boosts campaign performance and ROI. By targeting audiences with precision, you can build stronger customer loyalty through highly relevant interactions.

The numbers don't lie

50%
Conversion rates go up by 50% when using custom audiences and 1st-party data [2]

10x
The average Click-Through Rate for retargeted ads is 10 times higher [1]

⭐ Success story

A leading South African retailer **increased their ROAS by 1,421%** during the shopping season, using Flow's first-party data audiences to drive high-intent traffic to their e-commerce store.

Using Flow's **Hellopeter, SnapnSave** and **ooba Home Loans** audiences, the brand achieved a 5.4% higher conversion rate than non-Flow campaigns. Flow's audiences also generated a whopping R2.5m more in revenue than all other brand campaigns.

▲ **14x** Return On Ad Spend

leading_retailer
Sponsored

leading_retailer Shop world class brands like Breville, Baccarat, Haden and more....

flow
hellopeter
ooba homeloans
SNAP SAVE

Why are first-party data audiences so effective?

1. Ad budget efficiency

First-party data helps you run more targeted campaigns, so you spend your budget only reaching the audience that really matters. This makes your ad spend more efficient, increases the quality of your leads and lowers the cost of gaining new customers.

2. Higher Return on Ad Spend (ROAS)

When you target specific audiences, you get better results. Using custom and first-party data audiences can boost conversion rates by over 50%, as these audiences are more likely to be interested in your products.

3. More personalised shopping experiences

Tailor your recommendations, promotions and marketing messages to each audience's preferences. This increases customer satisfaction and drives repeat purchases.

4. Clear reporting

First-party data tracks the exact path users take before buying, so you can see which campaigns and strategies are working best. This helps you make informed decisions and improve your future marketing efforts.

"*First-party data allows you to get to a potential customer before they make the decision of where to spend their money.*"

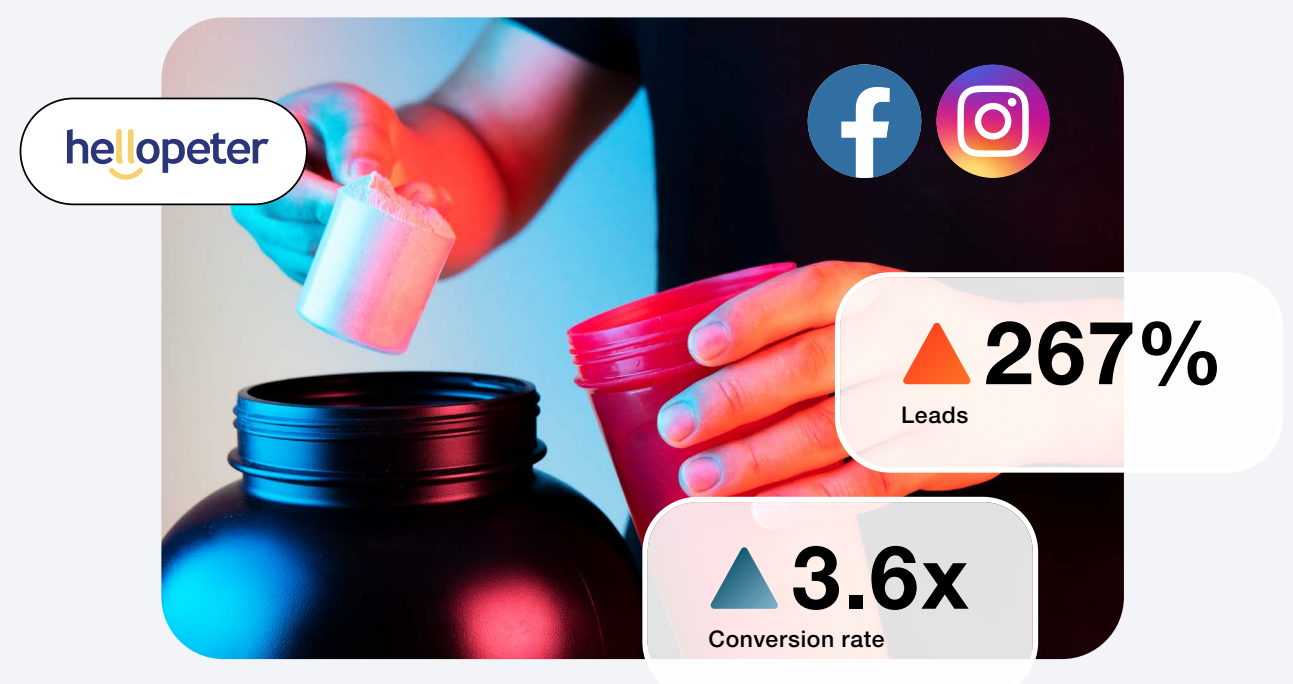**Daniel Levy**
Flow Co-Founder and Co-CEO

flow | in Connect with Daniel

⭐ Success story

A leading South African supplement brand recently used Flow's **Hellopeter** audience and saw a **267% increase in leads, 3.6x increase in conversion rate and higher overall revenue** generated from Flow audiences.

hellopeter

▲ **267%**
Leads

▲ **3.6x**
Conversion rate

EXPERTS WEIGH IN: YOUR TOP QUESTIONS ANSWERED

## 01. What are the common mistakes brands make when starting with first-party data?

A few common mistakes brands could make is not segmenting a large audience effectively, spamming a user base and lastly, using messaging that is not relevant or enticing to the specific audience.

02. What are the metrics for measuring the impact of first-party data?

Use A/B testing to determine the effectiveness of a campaign using first-party data. Set up two versions of your campaign, one using your first-party data audience and one using your standard targeting, to see which one performs better. You must measure them using a predefined set of performance metrics and benchmarks.

03. How should you segment first-party audiences?

Focus on what specific audiences tend to buy online, like essential items versus high-ticket products. Remember, segmenting by intent doesn't need to be overly complex—aim for a few well-defined groups that align with your media budget, ensuring each segment is large enough to be effective.
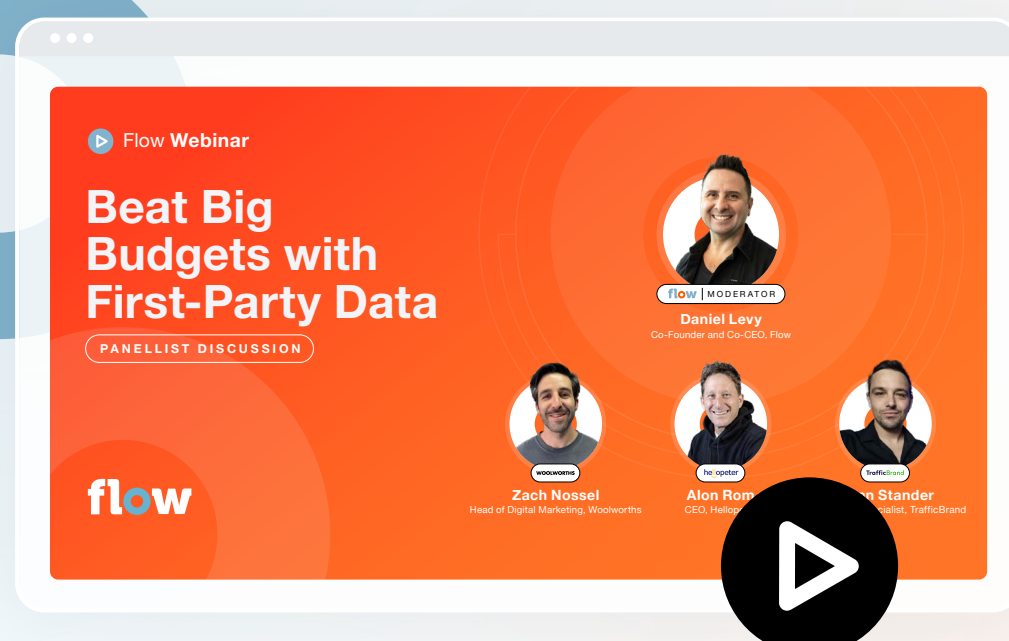
Watch Flow's webinar on first-party data featuring industry experts from Woolworths, Hellopeter and TrafficBrand.

View the recording to hear their insights and strategies for competing with massive media budgets during the shopping season and beyond.

Watch now →

03 Flow's recommended audience segmentation tips

1. Layer your audience targeting to find the perfect match

- ✓ **Basic targeting:** age, gender, location
- ✓ **Property profile:** property size, type and rental or purchase price point
- ✓ **Buyer profile:** affordability and potential basket size
- ✓ **Purchasing history:** retail purchasing behaviour
- ✓ **Intention to purchase:** browsing and/or purchasing history, product and service rating research, price comparisons

"Anyone can advertise and outbid, but Flow's first-party data audiences wake up every day as a well-refined audience that plays directly into a brand's strategy."

Daniel Levy
Flow Co-Founder and Co-CEO

flow   in Connect with Daniel

2. Get personal in all the right ways

Personalised ad campaigns **enhance relevance, improve engagement** and **strengthen customer relationships** by delivering value in a way that feels uniquely tailored to each individual. Use insights from first-party data to create personalised product recommendations and targeted ads relevant to specific segments.

3. Reconnect, retarget and convert

Retargeting keeps your brand top-of-mind for users who have previously engaged with your website or content, and increases the likelihood of them returning. Implement retargeting campaigns to **re-engage users who interacted with your brand** but haven't converted. Use tailored messages based on their previous behaviour.

4. Strike while the iron is hot

Use first-party data for dynamically timed campaigns based on user behaviour. This ensures that relevant products target high-intent customers at the ideal time in their buying journey.

SNAP**N**SAVE
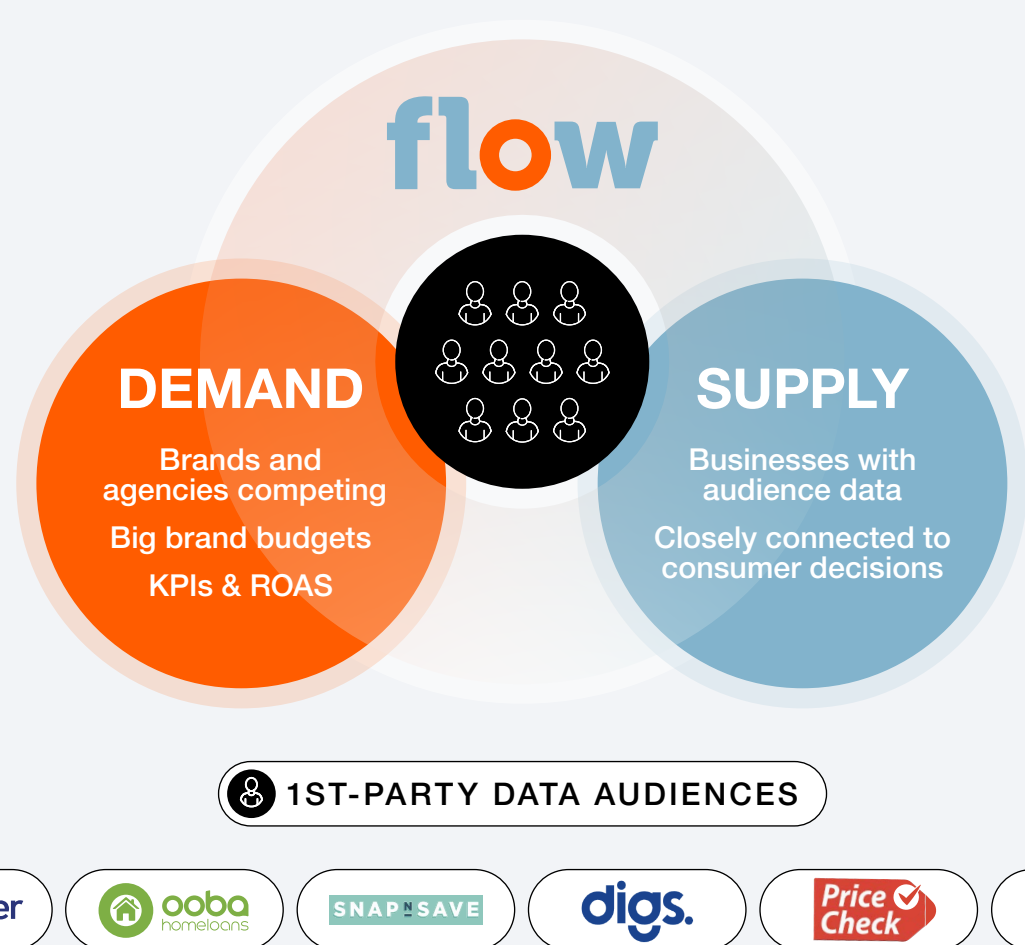
▲**2.94x**
More effective CTR

⭐ Success story

A luxury alcohol brand recently used Flow's SnapnSave audience and said
"There was a 2.94x more effective CTR and -5.21% reduction in baseline Link Click CTR."

04 The Flow Audience Data Ecosystem

Our unique and powerful Data Marketplace offers a variety of high-intent and hyper-targeted audiences to suit all marketing objectives, and provides the advantage you need in today's competitive digital advertising landscape.

By using Flow's data-powered adtech platform to tap into this exclusive, highly-targeted consumer data, brands and agencies can tailor their ad strategies on Meta, Google, programmatic and social platforms, with targeting based on specific consumer behaviours, enhancing their campaign performance.

flow

DEMAND
Brands and agencies competing
Big brand budgets
KPIs & ROAS

SUPPLY
Businesses with audience data
Closely connected to consumer decisions

1ST-PARTY DATA AUDIENCES

hellopeter | ooba homeloans | SNAP&SAVE | digs. | Price Check | flow

*"Using first-party data is almost a superpower that retailers have.
The ad networks have their targeting opportunities but we have a direct connection with consumers."*

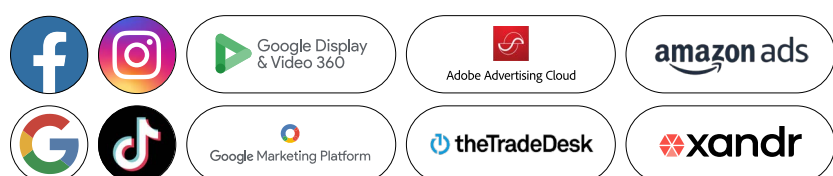**- Zach Nossel,** Head of Digital Marketing

WOOLWORTHS

Audience Calculator

Flow's Audience Calculator simplifies media planning even further, with estimated campaign cost and reach so you can get to market quickly with impactful campaigns that maximise conversions and ROI and significantly minimise media ad spend wastage.
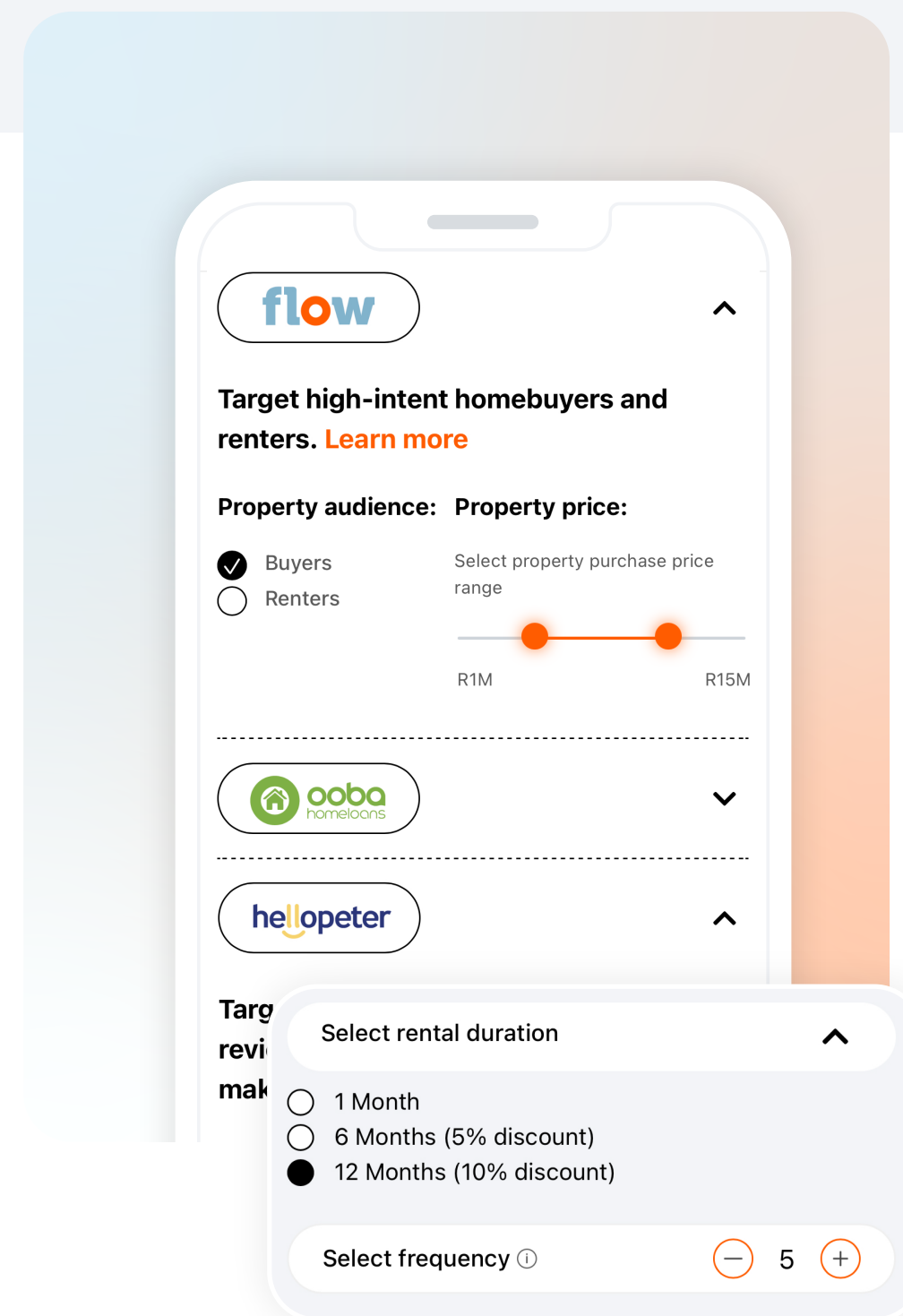
Use the Calculator →

Available across channels:

Facebook | Instagram | Google Display & Video 360 | Adobe Advertising Cloud | amazon ads
Google | TikTok | Google Marketing Platform | theTradeDesk | xandr

Get a discount when you book an audience for 6 months or more:

6 months: 5% discount
12 months: 10% discount

flow

Target high-intent homebuyers and renters. Learn more

Property audience: Property price:
☑ Buyers   Select property purchase price range
○ Renters

R1M   R15M

ooba homeloans

hellopeter

Targ...
revi...
mak...

Select rental duration
○ 1 Month
○ 6 Months (5% discount)
● 12 Months (10% discount)

Select frequency ⓘ   ⊖ 5 ⊕

Flow AdVantage Audiences

Unlock the power of 1st-party data with **pre-configured, ready-to-use audiences** that will give you a clear competitive edge.

Flow's AdVantage Audiences are built from layered data sources and insights, from our Data Marketplace, with proven performance backed by real results.

DISCOVER YOUR DIGITAL ADVERTISING A-TEAM

Young Professionals

View details ⊕

This tech-savvy segment represents high-potential consumers across categories like fashion, food, and entertainment.

Household Heroes

View details ⊕

Household shoppers are planners who prioritise value and volume, aiming to stretch their spending across various needs.

Luxury Lifestylers

View details ⊕

Despite being a smaller group, luxury buyers bring high returns and are less sensitive to economic shifts.

*"First-party data remains a mega trend, across all sectors, and we provide companies with access to these **tools and hyper-targeted audiences with customised packages** that are relevant and not reliant on the whims of Google or third-party cookies.*

We seek to bring people and content together responsibly to ensure meaningful connections and a boost to the bottom line for brands."

Gil Sperling
Flow Co-Founder and Co-CEO

flow | in Connect with Gil

Exclusive Shopping Season Audiences

As the festive shopping season heats up, brands are vying for attention, and South Africa's retail space is no exception. Flow has configured and **pre-packaged Black Friday and Festive Season audiences** that will accelerate your shopping season campaign planning and performance, and help you stand out in a crowded market.

Shopping Season Exclusive

Black Friday Bargain Hunters

South African consumers are savvy, especially around Black Friday. This audience looks for value, stocking up on essentials or splurging on luxury items at a discount.

They're planners, often researching deals in advance, which makes them receptive to early, personalised messaging that emphasises exclusive, limited-time offers.

View details ⬇   **Book audience** ➡

20s-30s

deals & price drop alerts

Shopping Season Exclusive

Festive Season Spenders

During the shopping season, affluent, family-focused shoppers seek out premium products that enhance their family's lifestyle and well-being.

They are loyal yet discerning consumers who prioritise quality and convenience, from groceries to gifts and holiday activities – and expect a personalised shopping experience from brands they know and trust.

View details ⬇   **Book audience** ➡

30s-40s

luxury items, big purchases

> *"With so much advertising noise this time of year, only a highly strategic approach - like one that taps into first-party data - will produce measurable results, without wasting media budget."*
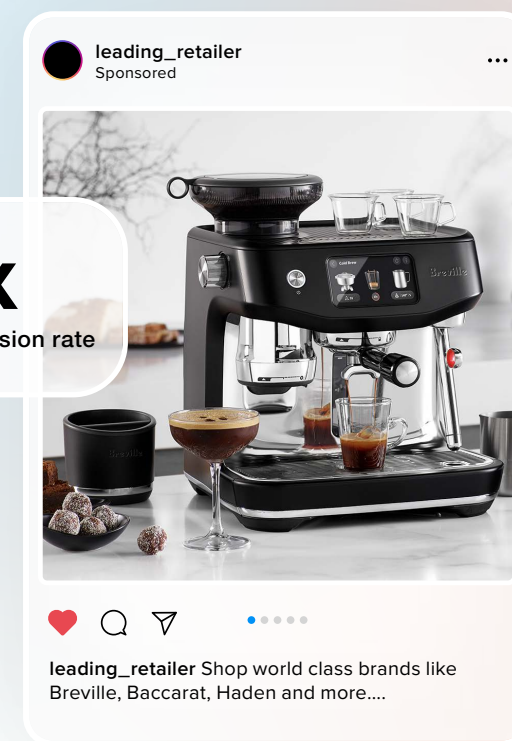
Daniel Levy
Flow Co-Founder and Co-CEO

flow   in Connect with Daniel

05 Case study: Boosting ROAS during peak shopping season

▲ **3x**
Higher conversion rate

leading_retailer
Sponsored

leading_retailer Shop world class brands like Breville, Baccarat, Haden and more....

Objective

A leading South African homeware retailer partnered with Flow to drive high-intent audience traffic to their e-commerce store. The retailer retargeted a unique Flow audience of active property buyers and tenants looking at properties within specific price points.

The solution?

flow

🛍️ **Hyper-targeting key audiences**
🎨 **Optimising creative based on consumer behaviour insights**
💰 **Maximising the impact of every ad Rand spent**

Results

9.78 ROAS

Using first-party data and Flow's innovative advertising solutions, the retailer saw a **300% increase in ROAS and a higher conversion rate.**
Flow audiences performed particularly well in attracting **new user transactions**, all while staying within budget.

27k Clicks

The campaigns achieved an incredible **9.78 return on ad spend (ROAS)**, as well as higher click-through rate, with **significantly lower cost per click** compared to traditional retargeting strategies.

Drive sales and get more for your ad spend this shopping season.
Beat bigger budgets by harnessing the power of first-party data with Flow.

Ready to get started?

Reach out to us at **sales@flowliving.com** or fill out our online form.

Get started →

flow