FLOW

Product Feeds

Boost global demand by unlocking the highest performing marketing channels in cross-border ecommerce.

Even the most established global brands struggle when localizing their ad campaigns. Try setting up cross-border shopping ads and you'll soon understand why: it's a nightmare.

Most teams find it's too difficult to tailor their ad campaigns for each unique shopping experience and properly account for variables like pricebooks, currencies, exclusions, and more. Plus, the effort of maintaining accuracy across those campaigns can limit agility upstream around experimentation with those variables to improve conversion.

Like we said, it's a nightmare. That's why we decided to fix it.

Product Feeds: Global demand at the flip of a switch.

Product Feeds connect Flow to marketing platforms like Google, Facebook and Instagram to automatically generate localized product ads based on your existing Flow experiences. Once created, Product Feeds make cross-border advertising as easy as domestic.

Revenue acceleration

Drive top-of-funnel growth in every market to earn more revenue, faster.

International presence

Easily scale your advertising efforts to over 200 markets around the world.

Increased efficiency

Automate the localization process so you can set it, forget it, and focus on what matters.

Speedy setup

Generate localized Product Feeds for every Flow Experience in a matter of minutes.

The numbers speak for themselves.

So far in 2021 alone, Flow clients using Product Feeds have achieved:

40%+

Monthly revenue uplift

66%

Monthly traffic uplift

24

Active Product Feeds, on average

Find out how Product Feeds can help grow your business!

Speak to your Client Success Manager about getting started today.