

*Marketplace Reimagined:*

## Publishers Make Higher-Value Connections & Earn More With Everflow



**1**

### Real-Time Tracking

Use accurate, real-time tracking to immediately optimize campaign performance.

**2**

### Direct Intros To Exclusive Brands

Get introduced directly to the right contact to launch new campaigns faster.

**3**

### O&O + Direct Offers

Grab top campaigns in popular spaces like health, wellness, beauty, finance,, & leadgen.

**4**

### Unified Dashboard & Payments

Easily keep track of campaign performance across all marketplace advertisers.

**5**

### Dedicated Support Resources

Resolve issues faster with a marketplace team focused on matching you with the right partners.

**Everflow** Is Trusted By Leading Global Publishers

**N**erdwallet.

Daily **Mail**.com

**the** **Reward**  
Collection

**McClatchy**

**ConsumerAffairs**

**prodege**

**Money**

 **tvScientific**





Only exclusive partners with proven track records of success are accepted into the Everflow Marketplace. Inclusion in the marketplace by these leading advertising partners is driven mostly by agency and client requests.

[Apply to join the marketplace today](#) to connect with hundreds of top advertisers in a multitude of verticals.

The logo for GOLDCO, featuring a stylized flame icon above the word 'GOLDCO' in a serif font.

The logo for Mutual of Omaha, featuring a blue silhouette of a buffalo head to the left of the text 'Mutual of Omaha' in a serif font.

The logo for byte, featuring the word 'byte' in a bold, lowercase, red sans-serif font.

The logo for TapJoy, featuring the word 'TapJoy' in a stylized, cursive-like font.

The logo for classpass, featuring a blue circular icon with a white shape inside, above the word 'classpass' in a lowercase, blue sans-serif font.

The logo for TRADING 212, featuring the word 'TRADING' in a bold, uppercase, black sans-serif font, followed by '212' in a larger, bold, uppercase, black sans-serif font.

The logo for bunq, featuring the word 'bunq' in a lowercase, multi-colored sans-serif font.

The logo for sharecare, featuring a green heart icon to the left of the word 'sharecare' in a lowercase, green sans-serif font.

The logo for First American Home Warranty, featuring a blue eagle icon to the left of the text 'First American Home Warranty' in a serif font.

The logo for Kettle &amp; Fire, featuring a black flame icon above the words 'Kettle &amp; Fire' in a bold, black serif font.

The logo for SNOW, featuring a blue snowflake icon above the word 'SNOW' in a blue, uppercase, sans-serif font.

The logo for AVOW, featuring the word 'AVOW' in a bold, uppercase, black sans-serif font.

The logo for JG WENTWORTH, featuring the text 'JG WENTWORTH' in a green, uppercase, serif font.

The logo for modanisa, featuring the word 'modanisa' in a lowercase, black sans-serif font.

The logo for Playtika, featuring a red circular icon with a white shape inside, followed by the word 'Playtika' in a bold, black sans-serif font.

The logo for RoboForm, featuring a green icon of a robot head to the left of the word 'RoboForm' in a bold, black sans-serif font.

The logo for NITRADO, featuring the word 'NITRADO' in a bold, uppercase, yellow sans-serif font, with a yellow downward-pointing triangle below it.

The logo for BEEKEEPER'S NATURALS, featuring a circular emblem with a bee in the center, surrounded by the words 'BEEKEEPER'S' and 'NATURALS' in a serif font.



## Publisher Integration Process

1

### "Coming Soon" Card Added To Marketplace

- Goal is to inform/create expectation for the upcoming availability of the new partner, which accelerates matching once onboarded.



2

### Gather Scope & Requirements

- **Scoping Call:** Thirty to sixty-minute meeting to understand the Partner requirements
- **Optimize API Endpoints:** Depending on what's found in the scoping call, the Everflow team can release new, or adjust existing, endpoints to meet the partner's requirements.
- **Partner Begins Integration:** The Everflow team will be readily available to ensure this process goes smoothly, and if additional tweaks are needed, Everflow will provide them.

3

### Launch In Marketplace

- **Activate:** Proactive matchmaking across advertisers & agencies.
- **Promote:** Communicate with marketplace & agencies to drive momentum.

### Technical Resources

[Affiliate API documentation](#)

#### [Partner API documentation](#)

**Note:** Not all endpoints are published, anything that can be accomplished within the user interface can be accomplished via our API.

[Join The Everflow Marketplace](#)