



Boost Your ROI With Amplified **Media Buying**



● Trusted By

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bunq


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MORTGAGE

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Tracking That Makes A Difference

Everflow's tracking is convenient, provides actionable data, and improves campaign performance.



Conversion

Today

2.2K

	Partner Offer	Gross Clicks	Clicks	Uniq. Clicks	Total CV	
>	Influencer - B2B - LinkedIn (8)	8,348	8,348	8,348	156	1
>	Affiliate - Top 5 Reviews (11)	6,298	6,298	6,298	95	9
>	Media Buying Affiliate (FB) (9)	7,837	7,837	7,837	110	1
>	Upsell - Post Checkout (10)	7,986	7,986	7,986	123	1
>	Organic (6)	6,201	6,201	6,201	104	1
>	Emailer Affiliate (5)	7,942	7,942	7,942	147	1
>	Instagram - Influencer - @contentcreator (7)	8,113	8,113	8,113	131	1
>	Google (3)	8,461	8,461	8,461	141	1
>	YouTube (12)	6,180	6,180	6,180	79	7
>	Facebook/Instagram (2)	7,954	7,954	7,954	113	1
>	TikTok (4)	8,218	8,218	8,218	129	1



Yesterday

Current Month

Last Month

● Convenience & Performance: Complete Tracking With Everflow

Track All Channels

Get a total overview of all channels in one dashboard, including ad data from:

- Google, Facebook, TikTok
- Native sources
- All paid social
- Influencers

Simplify Tracking

Use directing linking to track on your site's pages & optimize performance:

- Track without cookies
- Track without redirects
- Track users before and after purchase

Track Placements

Determine which ads are making a difference:

- View placements across all channels
- Make changes directly in Everflow
- Filter metrics to dive deeper
- View individual ads, ad groups, and more.

Actionable Insights With

- 1 Conversions don't always tell the whole story.
- 2 Track signups, initial site visits, upsells and events that impact spend.
- 3 Determine where interest and loyalty comes by collecting more data with event tracking.

Unlocking Data-Driven Decision Making

Discover the true potential of your data with Everflow's comprehensive suite of advanced analytical tools and a powerful array of reports, allowing you to dive deep into your data and uncover actionable insights.



● Everflow Analytics: Grow Your Campaigns With Better Data

Dynamic Nested Reports

Dive deeper and create reports by parent-child hierarchy from dozens of metric choices.

Use cases include:

- Offer reports by country
- Brand reports by city
- Coupon code by device

Flex Reports (a.k.a. Pivot Reports)

Create pivot table-style reports to select key data columns.

Use cases include:

- Grouping data
- Slicing data
- Creating a customized, free-form report

Dimensional Reports

Get a total overview by reviewing up to five data points at once.

Use cases include:

- Viewing all vital offer data in one report
- Breaking down placement & event performance

● Introducing: Custom Metrics

Custom Metrics puts you in the driver's seat to shape reporting around your most vital KPIs.

Whether displaying Return on Ad Spend (ROAS), tracking Cost Per Event (CPE), or Calculating Commissions - you have all the control.

Metrics That Make Sense To *YOU*.

The screenshot shows a dashboard with a 'Performance Graph' at the top. The graph displays two lines: 'Revenue' (blue) and 'Payout' (orange). Below the graph is a 'Detailed Report' section with a table of metrics. A modal window is open for creating a custom metric.

Performance Graph Revenue, Payout 2/2

Name *
CPE (Cost Per Event)

Format *
Money

Formula *
Please enter a valid mathematical expression. This will be applied to each row of the report, by selecting Metrics from the dropdown menu to facilitate this process.

Formula Editor:

+ Metrics | + - x / () | ↶ ↷

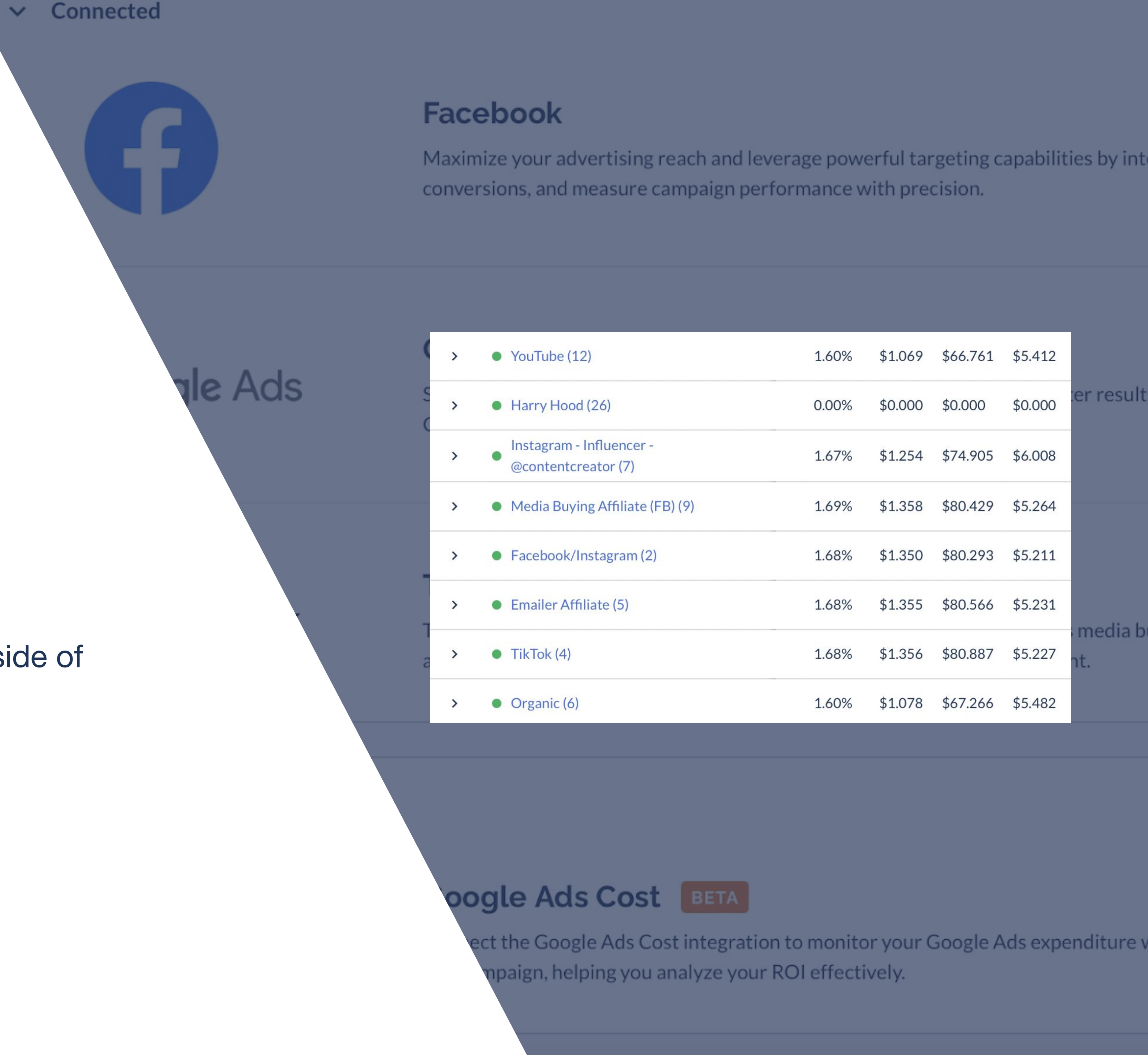
(Media Buying Cost + Payout) / Events

Table:

Offer	Partner	Best Metric	Value
> Pragmatic Play		0,670.634	:
> Jedi Fallen Ord (Postback) (11)		20	:
> Marvel Figures		03	:
> New Arrivals - I		13	:

Tired Of Walled Gardens?

Everflow has solutions to take your data outside of big tech, and do more with your media buys.



● Take Control Of Your FB Campaigns

Everflow's Facebook Conversions API (CAPI) Integration ramps your FB media buys by providing more data and faster loading speeds.

[Watch Facebook Media Buying Demo](#)

5 Reasons You'll Love Everflow's Facebook Conversions API Integration

- 1** Use stronger tracking via customized pixels to determine what to track (vs. relying on FB's options).
- 2** Get faster loading sites & apps by ditching cookies
- 3** Future-proof your campaigns (cookies will be gone soon).
- 4** Collect campaign data even if a user opts out via cookie-based tracking.
- 5** Setup is quick and easy!

●
That Convert



TikTok

Engage with a global audience through creative and viral marketing campaigns

Tap into the vibrant and engaged TikTok community by integrating TikTok's media buying features, empowering you to create compelling ad campaigns, reach a youthful audience, and drive brand awareness with innovative and immersive content.

[View](#)

[Watch TikTok Media Buying Demo](#)

5 Reasons Why You'll Love Everflow's TikTok Integration

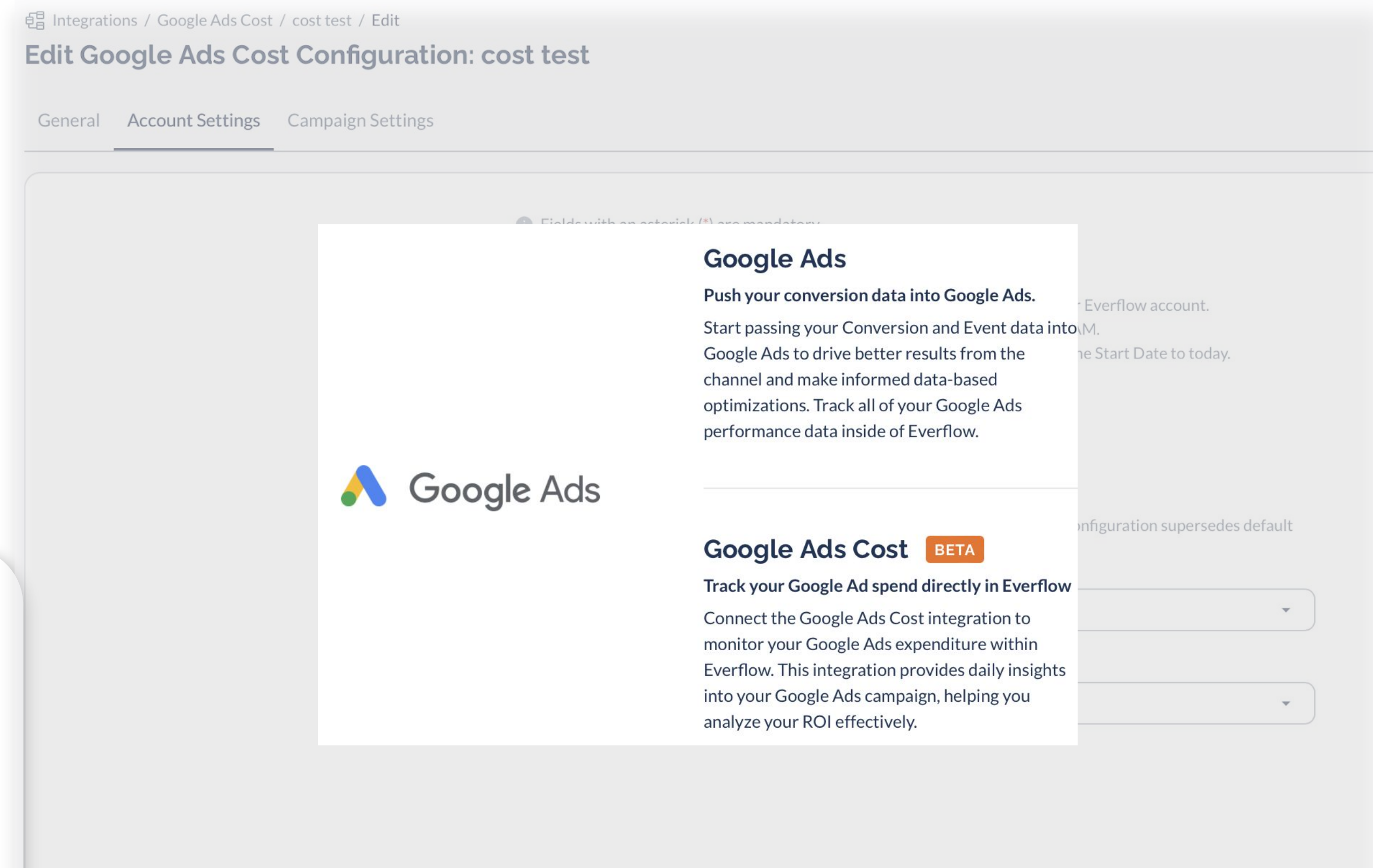
- 1** Tap into the platform's viral potential, amplifying your brand's reach and visibility.
- 2** Simplify the process of identifying, engaging, and managing influencer partnerships.
- 3** Analyze real-time data, track key metrics, and optimize your campaigns on the fly.
- 4** Manage TikTok campaigns alongside other channels, ensuring consistency.
- 5** Leverage coupon codes as a smart solution for tracking affiliate performance.

Google Ads

Everflow shines at giving you performance analytics for understanding the ROI impact of your channels.

Now pulling Google Ads cost data into your dashboard allows you to accurately weigh conversions driven against dollars spent at a campaign level.

Connect Google Ads To Your Everflow Dash



[See How Our Google Ads Playbook:
Captured 91% More Qualified Leads](#)

● Empower Your Partners & Affiliates

Multi-Platform Campaign Integration

Enable your partners to create content across Instagram, Facebook, TikTok, & more, leveraging the power of our platform integrations to run campaigns effectively on various channels.

Seamless Tracking Across Various Channels

Gear your affiliates up with personalized affiliate links and equip your influencers with unique coupon codes that enable accurate performance tracking and attribution.

Transparent And Rewarding Environment

Provide your affiliates and influencers with clear performance data and incentives, strengthening your relationships and encouraging their continued dedication to your brand.

Expert Support From Start To Scale

Whatever you need, Everflow is here for you!

Get your team thriving faster with comprehensive solutions, training, and on-going support with **Customer Success** from Everflow.





Thank You,
For Your Interest
In Everflow!

