



Amplify Your **Performance & Partnerships**

Precious Metals & Financial Brands
Grow Faster With Everflow



- Trusted By 850+ Financial & Leading Brands



Track, Know, Where To Grow



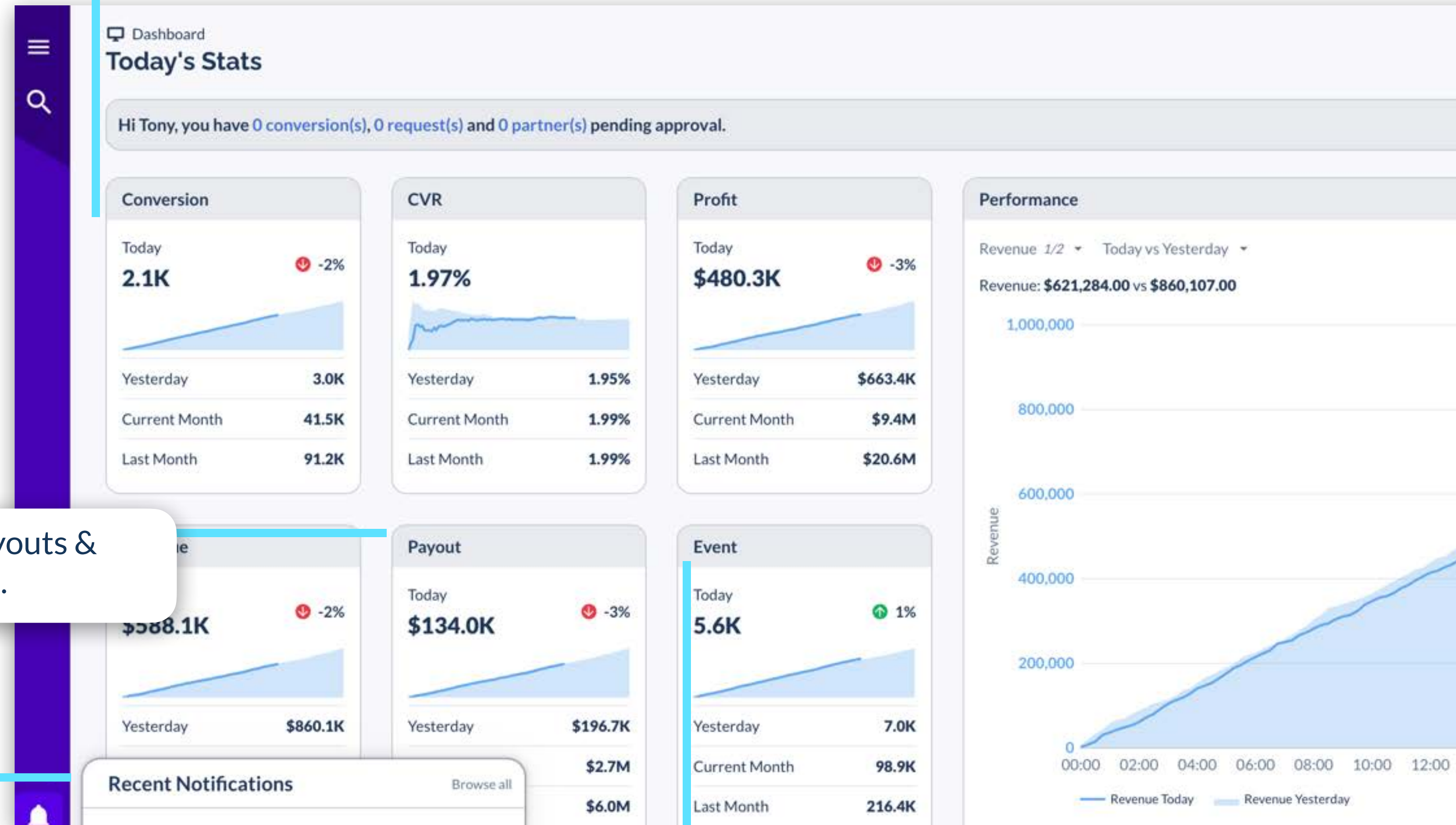
● All-In-One Performance Tracking

Track all purchases, leads & installs.

Analyze Partner payouts & media buying spend.

Get notifications about invalid clicks, budget, caps & invoicing.

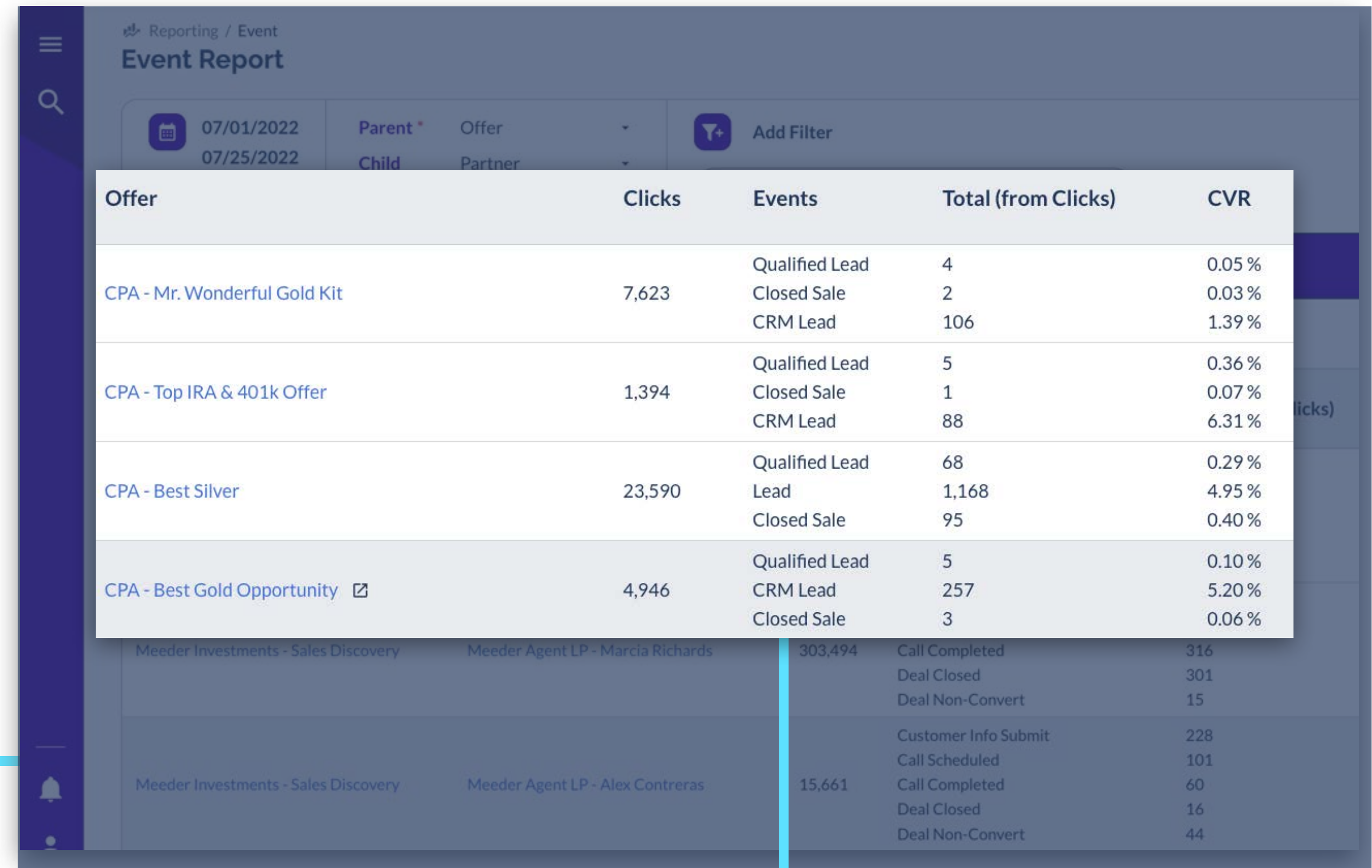
Analyze all events like first page visits, renewals & upsells.



From CRM entry to post conversion activity: Set positive/negative indicators to maximize funnel flow, learning where leads stop, how sales occur & finding higher-value customers.

● Step-By-Step Analysis: Track Events Through The Entire Funnel

This example shows how event tracking can be a **precious metals company**, tracking important engagements associated with their organic, paid & partnership efforts.



The screenshot displays an 'Event Report' interface. At the top, there are filters for dates (07/01/2022 to 07/25/2022), a parent/child relationship (Parent/Child), and an offer type (Offer/Partner). Below these filters is a table with columns: Offer, Clicks, Events, Total (from Clicks), and CVR. The table lists four offers: 'CPA - Mr. Wonderful Gold Kit', 'CPA - Top IRA & 401k Offer', 'CPA - Best Silver', and 'CPA - Best Gold Opportunity'. Each offer has associated click counts and event counts for 'Qualified Lead', 'Closed Sale', and 'CRM Lead'. Below this table, there is a section for 'Meeder Investments - Sales Discovery' with a table showing event counts for 'Call Completed', 'Deal Closed', 'Deal Non-Convert', 'Customer Info Submit', 'Call Scheduled', and 'Call Completed' for two different agents: Marcia Richards and Alex Contreras.

Offer	Clicks	Events	Total (from Clicks)	CVR
CPA - Mr. Wonderful Gold Kit	7,623	Qualified Lead	4	0.05 %
		Closed Sale	2	0.03 %
		CRM Lead	106	1.39 %
CPA - Top IRA & 401k Offer	1,394	Qualified Lead	5	0.36 %
		Closed Sale	1	0.07 %
		CRM Lead	88	6.31 %
CPA - Best Silver	23,590	Qualified Lead	68	0.29 %
		Lead	1,168	4.95 %
		Closed Sale	95	0.40 %
CPA - Best Gold Opportunity	4,946	Qualified Lead	5	0.10 %
		CRM Lead	257	5.20 %
		Closed Sale	3	0.06 %

Meeder Investments - Sales Discovery	Meeder Agent LP - Marcia Richards	303,494	Call Completed	316
			Deal Closed	301
			Deal Non-Convert	15
			Customer Info Submit	228
			Call Scheduled	101
			Call Completed	60
			Deal Closed	16
			Deal Non-Convert	44

Popular events include upsells, site visits, repeat purchases & newsletter subscriptions. Create a custom event to track any metric!

● Solve The Mystery Of Success: Placement Reporting

This shows how an **investment app** analyzes a single placement from social media posts, media buys & partner efforts in one report.

See exactly what's working, and what needs to be adjusted: Drill further into internal and partner efforts by viewing performance data on organic and paid placements.

Analytics / Dimensional

Dimensional

07/01/2022
07/25/2022

+ Add Dimensions 1/5

Sub1 ×

Dimensional Breakdown

Partner		
Name	Clicks ↓	Conversion
Referral Partner - CA Software Association	73,274	4,466
CES 2022 Booth	70,179	51,408
LinkedIn Ads	63,118	32,496
Affiliate Offers Banners- July 2022	53,001	18,440
Facebook Ad #2 Free Trial	42,758	1,976
Email Blast -- July 2022	22,101	1,423
YouTube Ads	10,100	440

TikTok Pushup Challenge Video #2 367,266 7,297

Find Data That Propels Growth



● Everflow Reports & Analytics:

Grow Your Campaigns With Better Data

Dynamic Nested

Reports by parent-child hierarchy, dozens of metric choices.

Use cases include:

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

Flex

Pivot table-style reports to select key data columns.

Use cases include:

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

Dimensional

Report provides total overview by reviewing up to five data points.

Use cases include:

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

Event

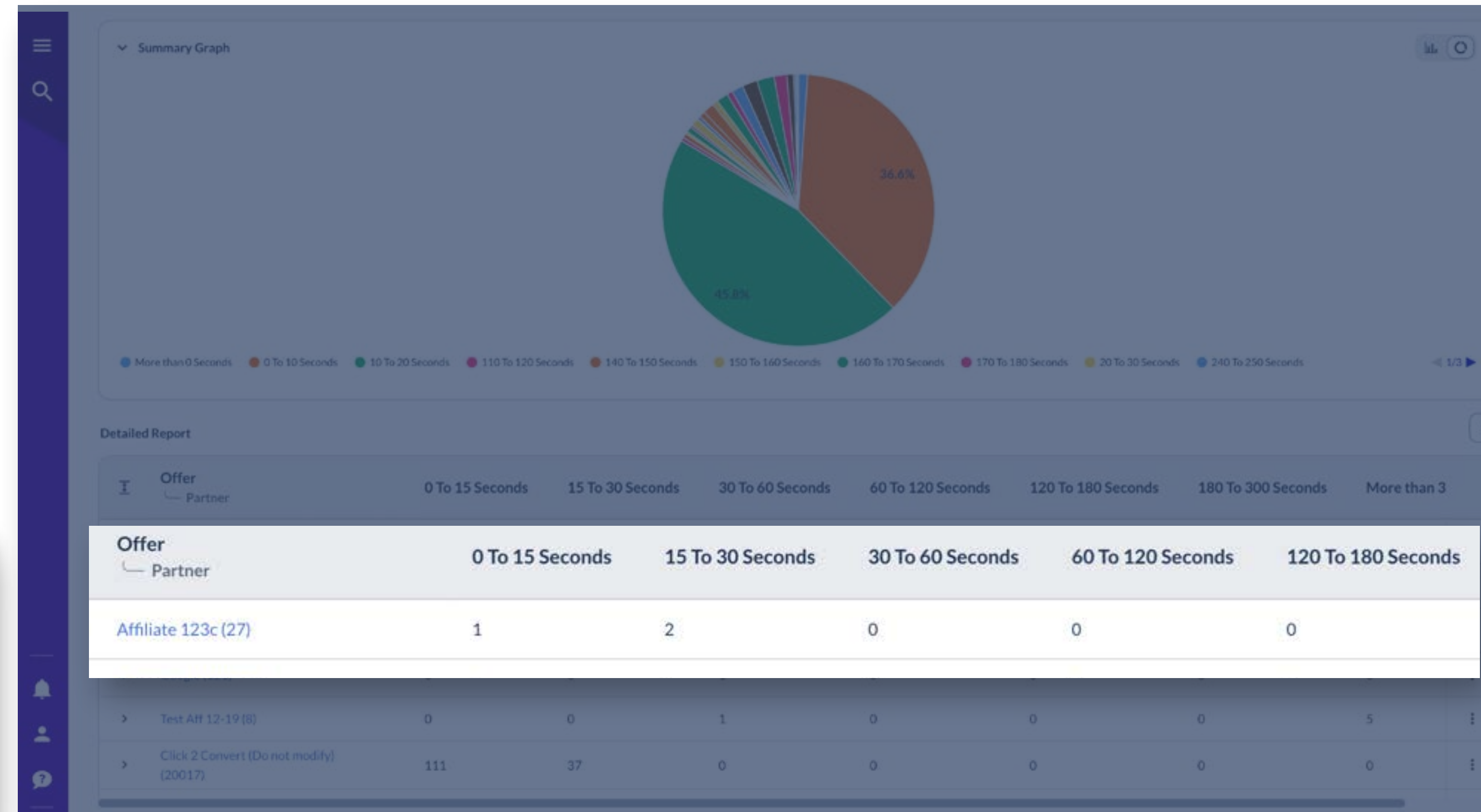
View all event performance in one report.

Use cases include:

- Viewing partner performance across any metrics
- See performance by landing page, placement, or offer

● Click To Conversion Time Reports

- 1 Monitor how quickly a conversion occurs once a customer reaches your offer page.
- 2 Learn which channels are driving the longest engagement with your website.
- 3 Ensure your team or the right partner receives credit for starting the sale.



Solutions To Transform Business Growth



● Smarter Tracking For All Channels: Boost Performance With Direct Linking

Track directly on your site
and optimize performance:

- Track clicks on your page
- Links structure similar to existing your site links
- Drives SEO value
- Works for all channels

Ideal Solution For:

- Facebook Ads
- Google Ads
- Instagram Ads
- All media buys that benefit from a more seamless user experience

Conversion Method: Javascript SDK (Direct Linking + Redirect)

How to set up your conversion tracking with Direct Linking using the JS SDK EF.click() and EF.conversion() scripts

 Written by Ashley Carrow
Updated today

Overview

Direct Linking is a simple Conversion Method that enables you to track a user's click when they reach your landing page without requiring a click on an Everflow Tracking Link.

The User's click is unique to the Partner and Offer. Direct Linking utilizes Everflow's Javascript SDK to remove the traditional redirect that comes with a tracking link. This improves the User's experience, and allows for Partners to promote through channels that prohibit third-party links, like Facebook and Google.

Please note the Javascript SDK is not optimized for Internet Explorer.

- For the Everflow JS SDK Documentation - [\[Click Here\]](#)
- For information about how to choose a Conversion Method - [\[Click Here\]](#)
- For JS SDK Conversion Method with Redirect Partner Tracking Links - [\[Click Here\]](#)

[Check out this article](#) to see how easy it is to add Direct Linking to your campaigns.

● Automations By Everflow:

Easy-To-Set Up Tools To Grow Faster

Smartswitch

Automatically optimize your campaigns:

- Auto block potential fraud traffic, bots, or proxies
- Auto block poor-performing traffic like incentive or traffic outside of allowed region

Smart Links

Replace routine campaign work with automations:

- Split test between offers
- Rotate offers based on preferred KPIs, like conversions or clicks
- Test multiple landing pages
- Send users to eligible offers

Targeting Rules

Filter traffic using powerful targeting rules:

- Ensure relevant traffic is sent to each offer
- Set rules around day parting, block traffic based on URL parameters, flag IP addresses
- Traffic that doesn't meet your requirements will be redirected to a relevant offer

● **Work Smarter:** Media Buying Integrations

Everflow integrations are quick and easy, and typically don't require developer assistance.

Everflow Media Buying Integrations:

facebook

- Stronger tracking via customized pixels
- Improved loading speed
- Collect campaign data even if user opts out
- More data to power your partners' campaigns



Tik Tok

- Compare performance data in one location
- Send data into TikTok for smarter campaigns
- More data to power your partners' campaigns

Google

- Receive performance & keyword data on every click
- Skip Google and update campaigns in Everflow
- View granular Google data & reporting in Everflow

● Your Favorite Integrations:

Connect Your Tech Stack & Manage Performance More Efficiently



Check Out Our Full List Of Integrations: everflow.io/partner/integrations

Meet Stronger Partners



- **Get Directly Introduced To Stronger Partners**

5 Reasons You'll Love *EF Match*:

- 1** The Everflow team seeks out publishers, agencies, or advertising partners for you.
- 2** The Everflow team studies your program and explains alignment with potential partners.
- 3** You and the matched partner will receive an email explaining how you can best work together.
- 4** No need for cold emails, as you'll be put in touch directly with the publisher or advertising partner.
- 5** All partners are proven performers, matched based on vertical, geo, or other traffic requirements.

● Marketplace Powers Partner Recruitment

Discover, invite, and activate more partnerships with quality advertisers, agencies & publishers.

The screenshot displays a partner recruitment dashboard. At the top, there are tabs for 'Partner Discovery', 'Advertiser Discovery', and 'Manage Connections'. Below these, a grid of advertiser cards is visible, including SITEPLUG®, VanGo HYPER PERFORMANCE MARKETING, GoCashBack, and MOTORTREND. A modal window is open, showing the profile for 'The Oxford Club'. The profile includes the company logo, a brief description, and a table of promotional methods.

The Oxford Club

We are one of the longest running financial publishers with an extensive track record and highest CPA's in the industry.

Categories	Promotional Methods	
Health / Beauty, Finance	☐ Comparison Shopping	☒ Content
Regions	☒ Coupon	☒ Deal Site
US and Canada (NAM)	☐ Email	☐ In-App Ads
Platform	☐ Influencer	☐ Loyalty/Incent Traffic
All	☐ Native Ads	☐ Paid Placements
Join Date	☐ Push Ads	☐ Search Ads
03/22/2022 PDT	☐ SMS	☐ Social Media Ads

● Stronger Connections:

EF Match & Marketplace Success Stories

Fashion Publisher

Niche fashion site generated over **\$500,000 in revenue** during first three months.

eCommerce Support

Leading fulfillment company **generated over 30% of campaign traffic** through a single publisher.

Bedding & Sleep Brand

Popular sleep brand enlisted an established CPA network and ad platform to build a performance marketing program.

Rewards Site

Established digital agency achieved campaign **conversion rates exceeding 45%**.

Agency To Agency

Global ad agency connected with digital agency to drive **thousands of new customers** to keto campaigns.

These two publishers have generated **100% of leads YTD**.

Expert Support From Start To Hyperscale



● Everflow Customer Success:

Get Answers, Gain Insight, & Scale Faster

Pre-Launch Setup

We'll help you get started and running smoothly.

- Migrate existing data with zero downtime
- Set up first offer, including events & payout structures
- Tracking setup
- Full team training

Ongoing Support

We'll provide assistance whenever you need us!

- Live chat support
- Zoom/video meetings
- Email Support
- In-person meetings at conferences and events
- Helpdesk Library

Nurturing Growth

Best practices to help you grow and scale.

- Quarterly account reviews
- Ongoing growth recommendations
- Partner introductions
- Customization and integration support



Thank You
For Your Interest
In Everflow!

 [Schedule Demo](#)

 [Contact Us](#)

