



Amplify Your **Lead Generation**

Start Growing Faster With Everflow



● Trusted By
**1,100+ Brands &
Agencies**



JG WENTWORTH®



Inbounds.com

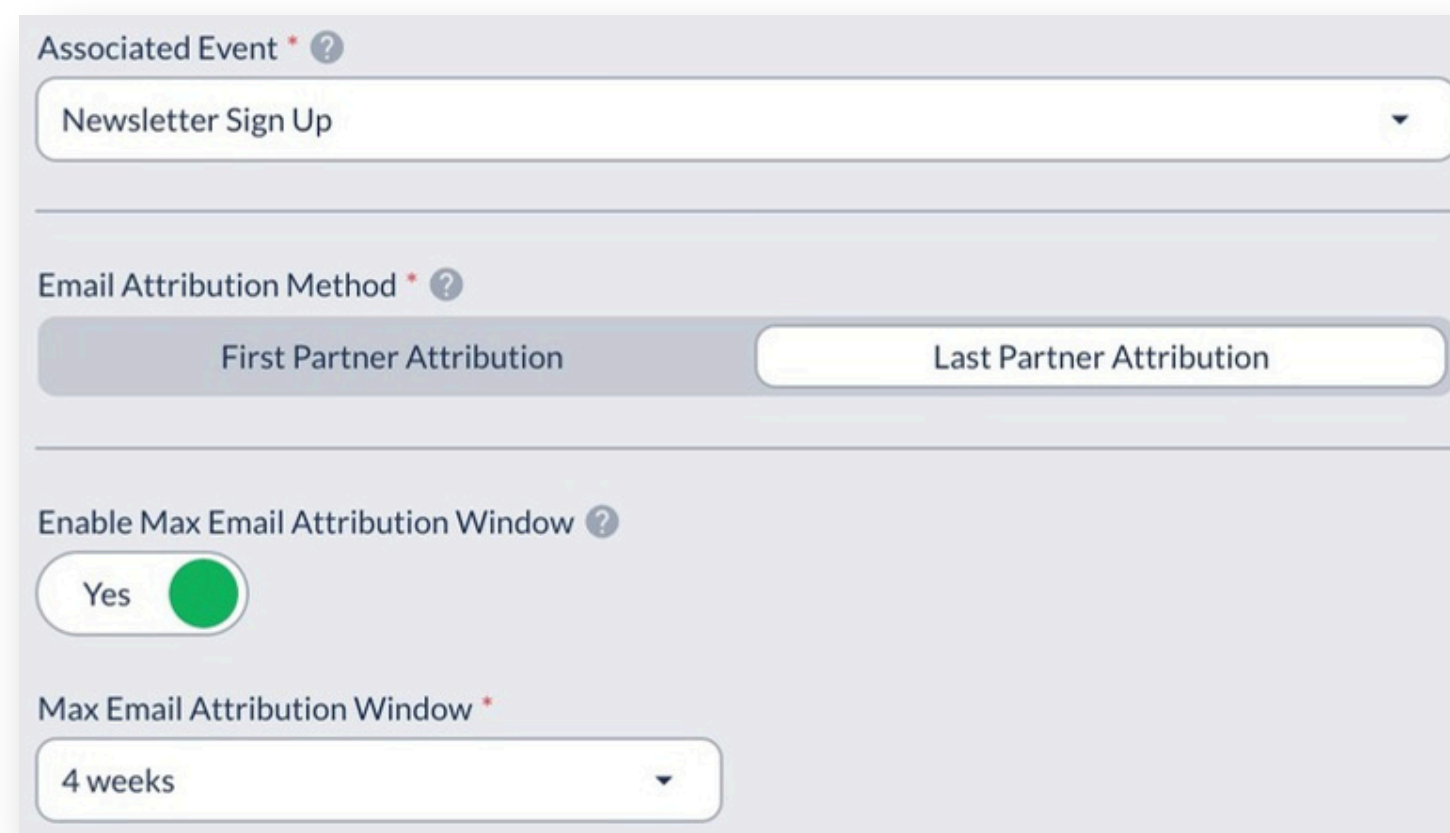


Performance Should Never Be A Mystery

From internal mediabuy, to affiliate partnerships, to influencer campaigns, performance marketing channels come in many different forms — making tracking and optimization a challenge. Stay on top of, and grow each of your performance channels with ease through data insights from **Everflow**.



● Smarter Tracking With Everflow



The screenshot shows a settings panel for Everflow tracking. It includes a dropdown for 'Associated Event' set to 'Newsletter Sign Up', a toggle for 'Email Attribution Method' with 'Last Partner Attribution' selected, a toggle for 'Enable Max Email Attribution Window' set to 'Yes', and a dropdown for 'Max Email Attribution Window' set to '4 weeks'.

Associated Event * ?
Newsletter Sign Up

Email Attribution Method * ?
First Partner Attribution Last Partner Attribution

Enable Max Email Attribution Window ?
Yes

Max Email Attribution Window *
4 weeks

5 Key Functions Of Everflow Tracking

- 1 Track all channels in one dash, including partners, *Google, Facebook*, organic, native, paid social, and influencers
- 2 Track directly on your site and optimize performance via direct linking
- 3 Determine which ads are making a difference for your spend via placement tracking
- 4 Track offline performance via coupon code and QR code URLs (huge for influencers!)
- 5 Track signups, initial site visits, upsells and other key campaign events via Event Tracking (shown left)

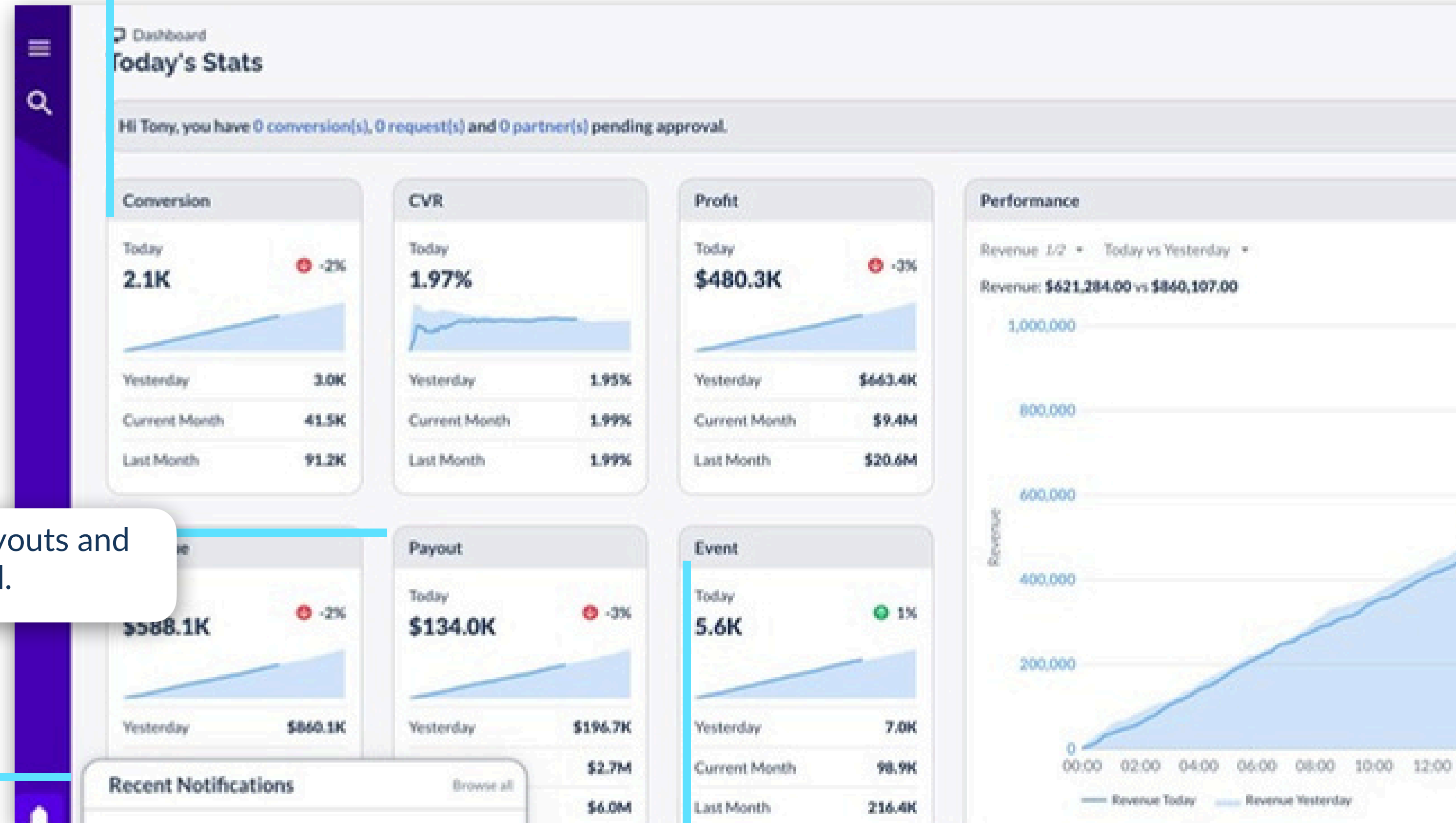
● All-In-One Performance Tracking

Track all conversions including purchases, leads, and app installs.

Analyze Partner payouts and media buying spend.

Get notifications about invalid clicks, budget, caps, invoicing, and other account priorities.

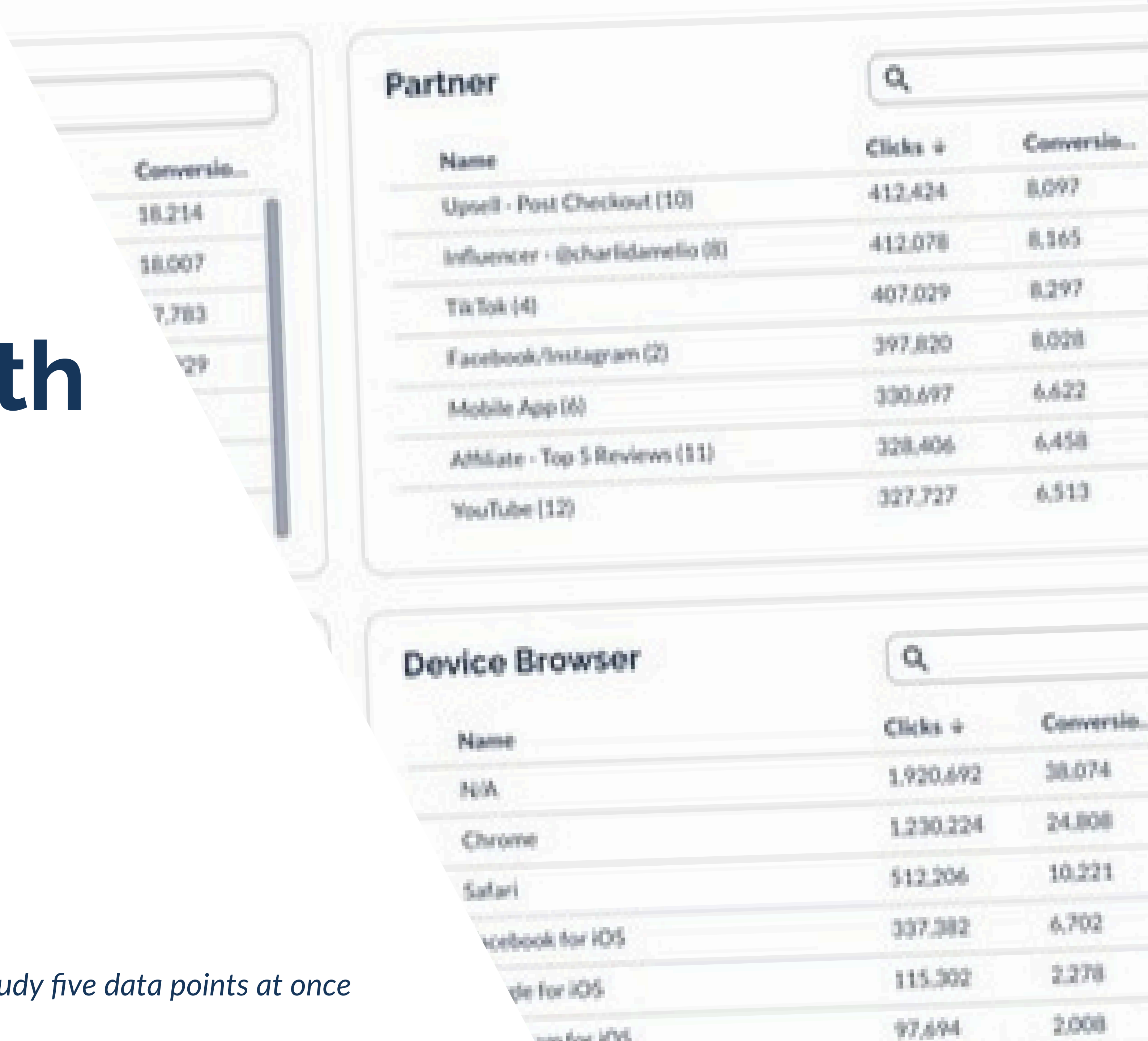
Analyze all events such as first page visits, renewals, upsells, and more.



Data That Propels Growth

Get deeper data insights to grow your program with
Everflow Analytics & Reporting.

Shown right: Dimensional Reports allow you to study five data points at once



● 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 (a.k.a. Pivot)

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 Reports

View all event performance in one report.

Use cases include:

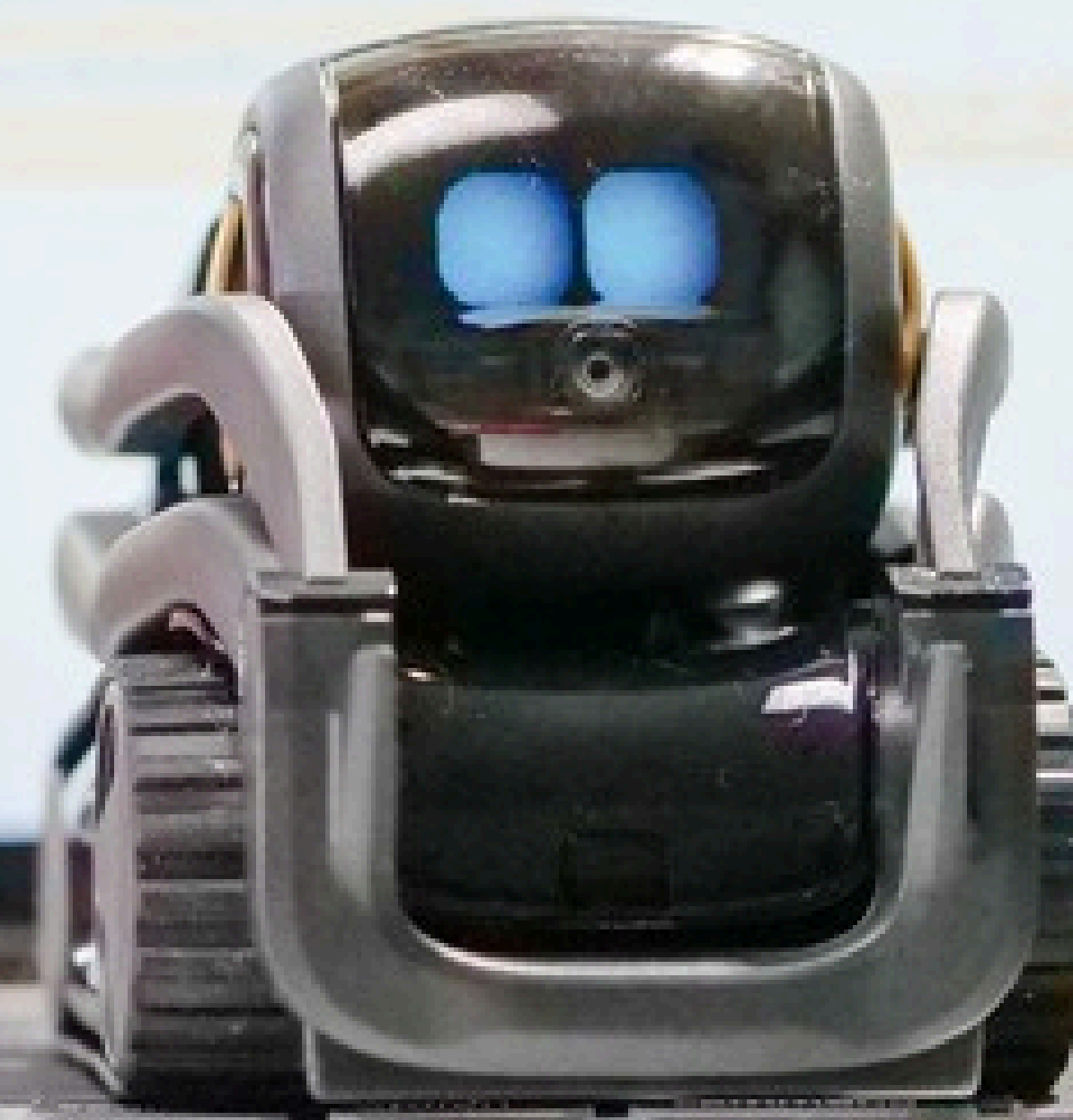
- Viewing partner performance across any metrics
- See partner performance by LP, placement, or offer

Want To Grow More Efficiently?

Meet two powerful solutions that allow you to focus on what really matters:

Automated routine tasks, like fighting fraud, split testing, paying partners, and routing ineligible traffic to an eligible offer.

Integrations connect your tech stack, providing you with all the tools needed to run your program in one convenient location.



● *SmartSwitch:* Automated Rule-Based Actions

Set minimum KPI goals and automatically block placements that don't meet those requirements.

Rule Summary

Focus will be on selected advertisers:

- ▼ Advertisers (1)
 - ~ Coca Cola (1)

Applicable to all partners

NOTE: The partners will be notified.

The optimization of a sub1 variable starts when any of the following thresholds are met:

- at most 1 Conversion

Any incoming traffic that **doesn't meet the following KPI requirements** will be blocked after 60 minute(s):

- **Fraud Level** must be less than 80.00%

Apply rules for specific advertisers or partners.

Rules are applied to specific placements, not the entire partner.

Rules can use fraud flags from third-party vendors, conversion rate data, event rate data, excess clicks, and more.

Rules can either block, send alerts, or send traffic to an alternate offer.

● Auto-Optimize Away Fraud & Low Quality Leads

Activation Thresholds ?

Thresholds * +

Data * Click Operator * ? > < Value * 10000

Value determines how much volume must be delivered by a traffic source before auto-optimization rules are initiated.

Choose your metrics for activating auto-optimization.

Auto-optimize based on any event, such as purchases, subscriptions, or newsletter signups.

Choose a metric and any placements that don't meet your defined requirements can either be blocked or notified.

Key Performance Indicators ?

KPIs *

Regular Advanced

Events * Purchase

Metric * ? Margin Operator * ? > < Range

Value * ? 10

● Targeting That Ensures Traffic Gets To The Right Place

Any click or impression from a user that doesn't meet your requirements will be considered invalid, and sent to an alternative offer that satisfies the users' targeting requirements.

Set targeting rules for allowed traffic by device.

Zero in on specific traffic segments with refined targeting based on country, city, IPs, and more!

Inclusion/Exclusion Summary

✓ Device Type: Mobile ×

✓ Browser: Safari ×

✓ Brand: Apple ×

✓ Country: United Kingdom ×

✓ City: Los Angeles (CA, US) ×

✗ Browser: Edge ×

✗ Country: Vietnam ×

Device Characteristics ?

Platform	▶	✓ Device Type: Mobile × ✓ Browser: Safari ×
Device Type	▶	✓ Brand: Apple × ✗ Browser: Edge ×
Browser	▶	
Device Brand	▶	
OS Version	▶	
Language	▶	

Geolocation ?

Country	▶	✓ Country: United Kingdom ×
Region	▶	
City	▶	✓ City: Los Angeles (CA, US) × ✗ Country: Vietnam ×
DMA	▶	
Mobile Carrier	▶	
ISP	▶	

- **More Of Your Favorite Integrations:**
ConnectYourTechStack&ManageLeadGenEfficiently



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

● Run A Complete Payout System On Auto-Pilot

Pay your partner for valid leads only

Name ?

Approved Credit Card Submission

Base Revenue Type * ?

RPA

Revenue per Conversion *

\$ 5

Base Payout Type * ?

CPA

Cost per Conversion *

\$ 3

Structure lead approval payouts to compensate for initial value, and then use events to reward partners for driving users that drive higher-value user actions.

Track an unlimited number of additional events

Name	Public	Revenue	Payout
Lead Submission Under Review	YES	RPA \$0.000	CPA \$0.000
Started Lead Submission	NO	RPA \$0.000	-
Upgrade To Annual Plan	YES	RPA \$250.000	CPA \$80.000

Structure payouts based on event value or priority

Choose which events your partners will see

Ready To Meet Stronger Partners?

Get Quality Over Quantity With *EFMatch*.

Everflow's direct introductions ensure brands connect to vetted quality advertisers, agencies, and publishers, producing higher revenue and superior alignment.



- **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 will study your program and explain 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 and are matched based on vertical, geo, or other traffic requirements.

● Marketplace PowersPartner Recruitment

Marketplace helps you discover, invite, and activate more partnerships with quality advertisers, agencies, and publishers.

Thrillist

www

thrillist

As pioneers in mobile and social-first publishing, we know a thing or two (or nine) about building meaningful content that resonates.

Categories

Travel, Food, CBD

Regions

Global

Platform

All

Join Date

04/20/2021 PDT

Promotional Methods

☐ Comparison Shopping

☐ Content

☐ Coupon

☐ Deal Site

☒ Email

☐ In-App Ads

☐ Influencer

☐ Loyalty/Incent Traffic

☐ Native Ads

☒ Paid Placements

☐ Push Ads

☐ Search Ads

☐ SMS

☒ Social Media Ads

Cancel

Invite

● Stronger Connections:

Recent *EFMatch & Marketplace* Success Stories

Fashion Publisher

Niche fashion site generated more than \$500,000 in revenue during its first three months.

eCommerce Support

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

Bedding & Sleep Brand

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

These two publishers have generated 100% of leads YTD.

Rewards Site

Established digital agency introduced to leading rewards site and achieved campaign conversion rates exceeding 45%.

Agency To Agency

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

Expert Support From Start To Hyperscale

Whatever you need, Everflow is here for you!

Get comprehensive solutions, training, and ongoing support from **Customer Success** with Everflow.



● Everflow Support:

GetAnswers, GainInsight, & 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 and 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

● Key Takeaways

5 Ways Everflow Will Transform Your Lead Generation Efforts

- 1 One Source Of Truth:** Understand all channel performance including organic, influencers, affiliates, and media buying.
- 2 Own Relationships & Pay Partners:** Each partner gets their own dashboard, access to reporting, and direct payment options.
- 3 Easy Analysis/Deep Reporting:** Drill into partners and placements that are delivering high quality and engagement.
- 4 Performance Blocking:** Block specific partners and placements that deliver poor performance.
Superior Customer Support: Extensive help desk library and real-time assistance from experienced team members via email and live chat.
- 5**



Thank You
For Your Interest
In Everflow!

