

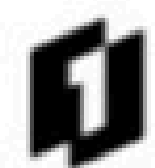


Mobile & Desktop Games:

Amplify Your Performance & Partnerships



- Trusted By The Gaming Industry & **1,100+ Brands**

 **FIRSTSCREEN**

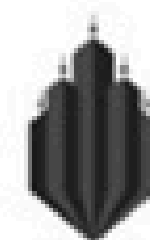
gamesvid

 **DemandScale**

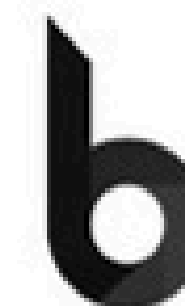

WeweMedia

 **adtoGame**

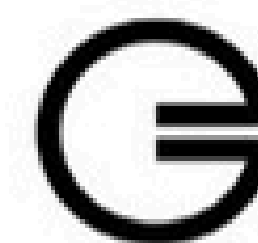
**bxcausx
wxcan**
PUTTING THE E BACK IN ENGAGEMENT

 **Lootcakes**

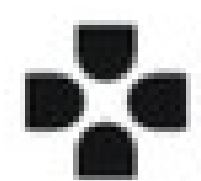
Tapjoy

 **blinkmedia**

 **PWN**
G A M E S

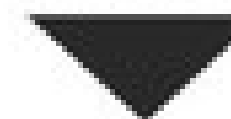
 **EazeGames**

skillz

 **BUFF**

 **GAMEBASSADORS**

 **Playtika.**

NITRADO


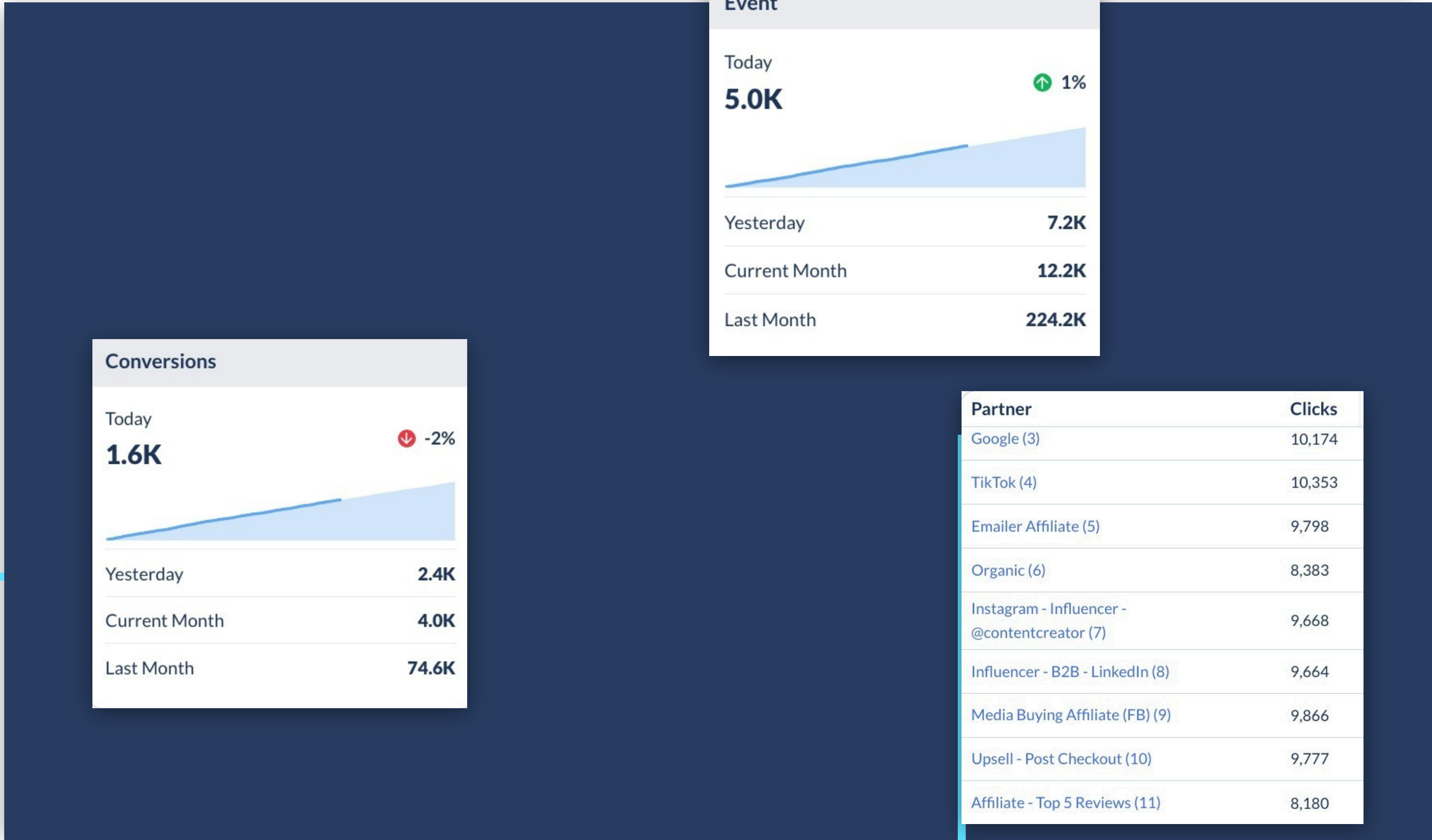
Track, Know, Where To Grow



● Perspective: Complete Performance Tracking

Track all partner conversions, including purchases, leads, and event actions.

No need for multiple logins, check all performance channels in Everflow, including internal media buying.



● Event Tracking

- 1 Conversions don't tell the whole story.
- 2 Track downloads, in-game purchases, player levels, and all events that impact spend.
- 3 Determine where interest and loyalty comes from by collecting more data with event tracking.

Events	Total (from Clicks)	CVR
Free Trial Sign Up	19	2.28 %
In-app package	35	4.19 %
Skin #2	21	2.51 %
Character Upgrade: Helmet	5	0.60 %
Friend Refferal	8	0.96 %
Ad-Free Purchase	90	10.78 %
Monthly Subscription	22	2.63 %
Annual Subscription	8	0.96 %
Additional Coins Purchase	25	2.99 %

● Create Your Ideal Campaign In Minutes

The screenshot displays a campaign configuration interface. At the top, there are two toggle switches: 'Enable Fail Traffic' (set to 'Yes') and 'Redirect Mechanism' (set to 'Priority'). Below these, a section titled '1 Offer Group: Device Clash of Clans (1)' contains several dropdown menus: 'Destination Type' (set to 'Offer Group'), 'Offer Group' (set to '(1) Device Clash of Clans'), and 'Fail Reason(s)' (set to 'Traffic Filter'). There is also a toggle for 'Apply to specific partner(s)' set to 'No' and a 'Pay Partner' section with a checkmark. At the bottom, a 'Targeting Rules' section shows five selected rules: 'Platform: Android', 'Platform: Mac OS', 'Platform: Chrome OS', 'Country: United Kingdom', and 'Country: United States', each with a green checkmark and a close button.

- **All performance campaign types are available**, including *Cost Per Install*, *Cost Per Engagement*, *Cost Per Click*, and *Cost Per View*. Or, create a custom conversion action.
- **Easily set all campaign options** including payout, user location, device type, and operating system. Add a performance cap, and set your own creatives, as well.
- **Set rules to automatically block traffic** that doesn't match your campaign restrictions.
- **Determine attribution settings**, such as how quickly you will allow a conversion to occur, or whether to use first touch vs. last touch attribution.
- **Configure logic for Fail Traffic** that re-routes otherwise "invalid" clicks to another offer, or blocks that traffic entirely.

Solutions To Transform Game Growth



- **More Of Your Favorite Integrations:**
Connect Your Tech Stack & Efficiently Manage Performance Efforts



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

● Automations By Everflow:

Grow Gaming Campaigns Faster

Smartswitch Fights Fraud

Automatically optimize your campaigns based on your data, or Everflow reports:

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

Smart Links

Replace routine daily campaign work with automations that will:

- Split test traffic between two offers
- Rotate offers based on preferred KPIs, like conversions or clicks
- Test multiple landing pages
- Send users who don't meet offer targets to eligible offers

Targeting Rules

Filter Your Traffic Using Powerful Targeting Rules:

- Ensure only 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 targeting requirements will automatically be redirected to a relevant offer for that user

- **Get Directly Introduced To Stronger Partners**



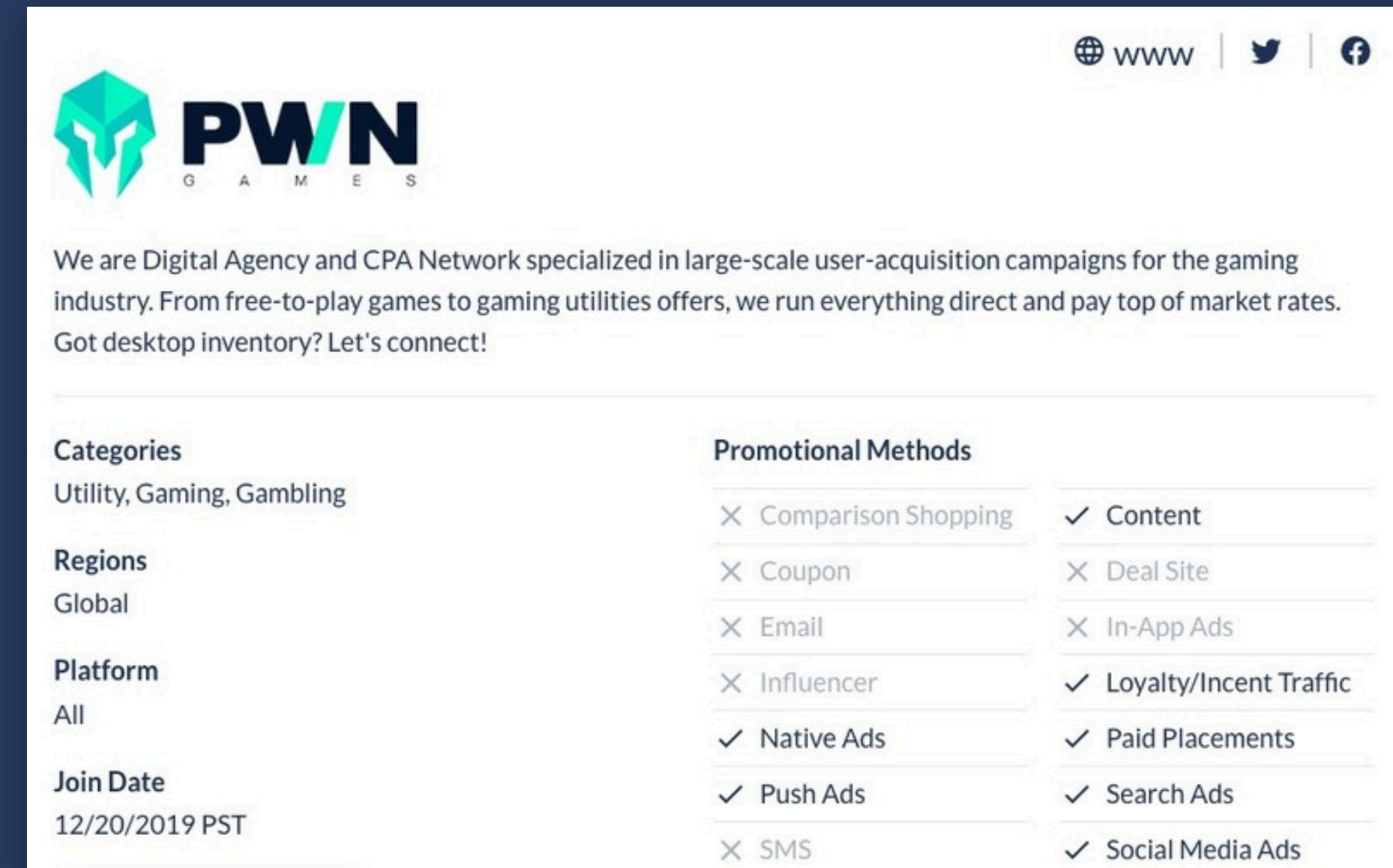
EF Match is now included in all Everflow plans.

5 Reasons You'll Love *EF Match*:

- 1** The Everflow team will seek out publishers or advertising partners for you when they see a fit. These partners are hand-picked and only small percentage are approved for this program.
- 2** The Everflow team will study your program and explain alignment to potential partners.
- 3** You and the 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 matched to your verticals, geos, and traffic needs.

● *Marketplace:* Recruit Stronger Partners

Marketplace helps gaming companies bolster performance marketing efforts through a self-directed tool for discovering, inviting, and activating proven publishers, agencies, and advertising partners in the mobile and desktop gaming spaces.



The screenshot shows the PWN GAMES website interface. At the top, there is a logo for PWN GAMES and social media links for www, Twitter, and Facebook. Below the header, a paragraph describes the company as a Digital Agency and CPA Network specializing in large-scale user-acquisition campaigns for the gaming industry. The main content area is divided into two columns. The left column contains filters for Categories (Utility, Gaming, Gambling), Regions (Global), Platform (All), and Join Date (12/20/2019 PST). The right column, titled 'Promotional Methods', lists various marketing channels with checkboxes indicating their status: Comparison Shopping (unchecked), Content (checked), Coupon (unchecked), Deal Site (unchecked), Email (unchecked), In-App Ads (unchecked), Influencer (unchecked), Loyalty/Incent Traffic (checked), Native Ads (checked), Paid Placements (checked), Push Ads (checked), Search Ads (checked), SMS (unchecked), and Social Media Ads (checked).

Categories	Regions	Platform	Join Date	Promotional Methods
Utility, Gaming, Gambling	Global	All	12/20/2019 PST	☐ 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

● Referral Partner Program:

Turn Colleagues & Customers Into Revenue Generators



Create a referral program for your games that allows you to track, nurture and reward partner activity:

- ☑ Complete structure (application form, payment processing, performance tracking)
- ☑ Easy link generation to allow partners to start ASAP
- ☑ Coupon code, coupon URL generation
- ☑ In-platform partner messaging (individual or groups)
- ☑ Fraud prevention integrations and automations





Expert Support From Start To Hyperscale



● Everflow Support:

Get Answers, Insights, & Scale Faster

Pre-launch Setup

We'll help you get started and running smoothly.

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

Ongoing Support

We'll provide assistance when you need us!

- Live chat support
- Zoom/video meetings
- Email support
- Meetings at conferences and events
- Helpdesk library

Nurturing Growth

Best practices and support to grow and scale.

- Quarterly account reviews
- Growth recommendations
- Partner introductions
- Customizations and integration support



Thank You
For Your Interest
In Everflow!