



Amplify Your Partnerships & Performance

Grow Faster In Crypto
With Everflow



- Trusted By The
Crypto Industry &
1,100+ Brands



STAR ATLAS



exmo



coinpanion



MINXIE



Performance Tracking Should Create Celebration, Not Headache

Everflow provides a complete, clear view of all of your marketing channels' performance in a single location.

With easy access to more actionable data, you'll raise a glass more often as your affiliate, influencer, media buying, and all other performance channels grow your crypto business faster.



● Complete Perspective: All-In-One Performance Tracking

From media buys, to affiliate promotion, to mobile performance from your MMP, **discover the value of your total marketing efforts and standout channels with all data available in one location.**

Everflow reports display any metric that matters to you, including mobile-based metrics, such as retention, installs, and in-app purchases.

The screenshot displays the Everflow analytics dashboard. At the top, there's a header with 'Analytics / Dimensional' and 'Dimensional'. Below this, a date range selector shows '07/01/2022' to '07/25/2022'. To the right, there's a '+ Add Dimensions 4/5' button and several filter buttons: 'Offer X', 'Partner X', 'Country X', and 'Device Browser X'. A modal window titled 'Partner' is open, showing a table with columns 'Name', 'Clicks ↓', and 'Conversion'. The table lists various marketing channels and their performance metrics.

Name	Clicks ↓	Conversion
Referral Partner - Crypto Kingz	73,274	4,466
NFT Expo 2022 Booth	70,179	51,408
Instagram 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 Video Collab- Billy Crypto	10,100	440

Quickly analyze a specific channel, partner, ad placement, or your total marketing efforts by drilling deeply into your data with just a few clicks.

● Step-By-Step
Analysis:
Event Tracking

With Events you can track every action in your sales funnel, using key performance indicators for internal and partner marketing efforts.

Reporting / Event

Event Report

(GMT-07:00) America/Los_Angeles \$ US Dollar (USD)

09/01/2022
09/25/2022

Parent * Offer

Child Partner

Pivot * Offer Event

Add Filter

Clear

Run Report

Offer	Partner	Clicks	Events	Total (from Clicks)
Crypto -- Bitcoin Riches	sub1=fbpost2	29,984	Wallet Connected	818
			Wallet Verified	802
			Depoist Page Reached	780
			Deposit Processed	600
			Referrals Sent	180
Crypto -- Bitcoin Lifestyle	sub1=ytseries3	303,494	User Info Submission	1,600
			Information Verified	409
			Wallet Connected	316
			Wallet Verified	301
			Deposit Made	15
Crypto -- Spaced Out Game	sub1- julyemail	15,661	Page Visits	228
			User Registration	101
			Gear Page Visit	60
			NFT Purchase	16
			Cart Abandoned	44

This example shows what event tracking looks like for a brand running various crypto campaigns.

Popular events tracked by Everflow customers include upsells, site visits, repeat purchases, and newsletter subscriptions. However, you can create a custom event to track any metric that matters to you.

- Solve The Mystery Of Success: Placement Reporting

This example shows how a Crypto brand could analyze a single ad placement in one simple report.

Drill even further into the performance of internal and partner posts to see exactly what is working, and what needs to be adjusted.

Analytics / Dimensional

Dimensional

07/01/2022
07/25/2022

+ Add Dimensions 1/5

Sub1 ×

Partner			
Name	Clicks ↓	Conversion	
Referral Partner - Crypto Kingz Forum Banner	73,274	4,466	
NFT Expo 2022 Booth	70,179	51,408	
Instagram Ad #3 Crypto Bonus	63,118	32,496	
Affiliate Offers Banner #3- July 2022	53,001	18,440	
Facebook Ad #2 Free Trial	42,758	1,976	
Email Blast -- July 2022	22,101	1,423	
YouTube Video Collab- Billy Crypto Ep. 2	10,100	440	

● Connect Your MMP To Track & Optimize:

Pass/Receive Macros, Events, Conversions, Fraud Flags

Turn Data Into Action

SmartSwitch auto-blocks placements that don't meet your KPI-based rules.

- Use MMP fraud flags, conversion rate, event rate, excess clicks or any metric you choose as rules.
- Apply rules to specific advertisers or partners
- Block or send notifications for rule violations.

Auto-Optimize Via Rules

Choose metrics for auto-optimization, including any MMP event.

- Set a value for the amount of action that has to occur before auto-optimization rules set in.
- Any placements that don't meet your metric rules will be blocked or notified.

Use Any MMP

You can easily connect Everflow to any MMP, including:

- AppsFlyer
- Branch
- Adjust
- Kochava
- Airbridge
- Singular
- Localytics

● Analytics That Tie It All Together:

Insightful Reporting That's Easy To Run & Schedule

Dynamic Nested Reports

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

Use cases include:

- Ad creative by country
- Partner performance by city
- Coupon code usage by device

Flex 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 and event performance

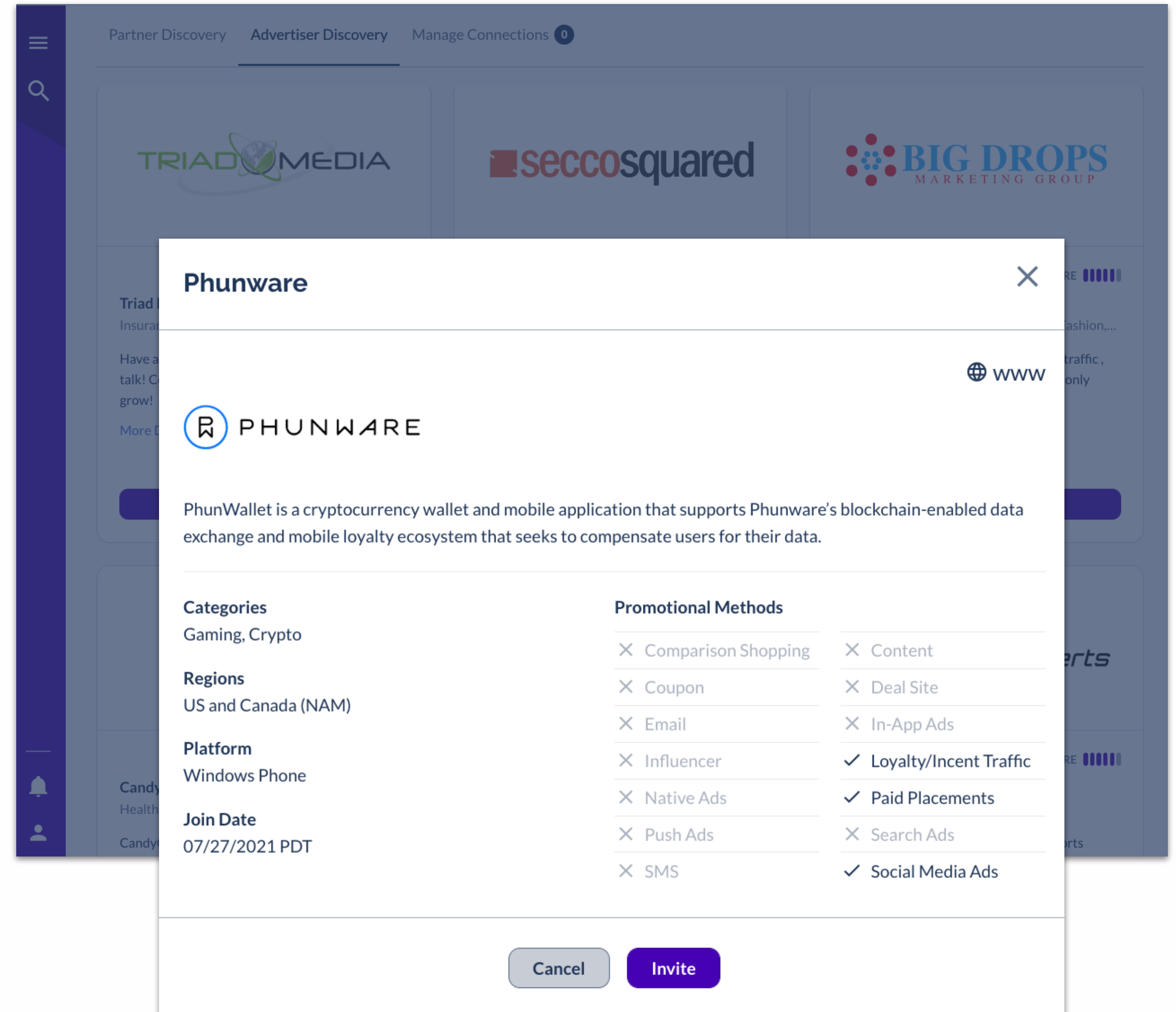
Ready To Meet Stronger Partners?

Get Quality Over Quantity With *Marketplace* and Direct
Partner Introductions.



● *Marketplace:* Recruit Stronger Partners

Marketplace helps brands to bolster their performance marketing efforts through a self-directed tool for discovering, inviting, and activating partnerships with proven advertisers, agencies, and publishers in their niche.



- **Direct Partner Intros:
Great Opportunities
Warmed For You**

EVERFLOW+

Direct Partner Introductions are a part of Everflow Plus.

More Info: everflow.io/platform/everflow-plus

5 Reasons You'll Love Everflow's Direct Partner Introductions:

- 1** The Everflow team will seek out partners for you. These partners are hand-picked and only a small percentage are approved for this program.
- 2** The Everflow team will study your program and discuss alignment with potential partners.
- 3** You and the partner will receive an email suggesting how you may work best 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.

● Stronger Connections:

Recent EF Marketplace & Direct Introduction Success Stories

Fashion Publisher

Niche fashion site generated more than **\$500,000 in revenue** during the 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.

Rewards Site

Established digital agency received intro 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.

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

Two Solutions To Transform Your Business Growth

Everflow Automations complete your routine tasks, like fighting fraud, split testing, emailing partners, and routing ineligible traffic to an eligible offer.

Everflow Integrations connect your tech stack, allowing you to have all the tools needed to run your program in one convenient location.



● Automations By Everflow:

Easy-To-Set Up Tools To Grow 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 automatically redirects to a relevant offer for that user

● Alerts & Dynamic Messaging Automate Communication

Set metric-based rules to trigger alerts, so your team stays informed.

Alert Preview

The alert will be evaluated for all Offer

It will trigger at most every 24 hours if at least one of the following conditions are met:

Invalid clicks > 50 %

Gross Clicks - 500 Clicks

Ramp up new partners quicker by contacting them as soon as they prove that they can drive results.

Has Run Traffic

Condition *

Include Has Run Traffic

Metric * ? CV Minimum 1 Maximum

Currency * (USD) \$ US Dollar (USD)

Time Interval * 06/01/2022 00:00:00 to 06/16/2022 00:00:00

Combine all offers metric value ?

Offers *

Available	Select All	Selected	Clear All
Search in both, available and selected			
(5) New Arrivals - Male Apparel - ...		(9) Free Trial - Partners - CPL	
(7) Monthly Subscription - Affilia...			
(8) Completed Styling Quiz - All ...			
(11) New Arrivals - Media Buying...			
(12) Monthly Subscription - Influ...			
(13) Annual Plan LP - All Channel...			
(14) Everflow - Our Own Example!			

Activate Alerts for notifying your team whenever there is something that requires attention like high invalid click volume, unnaturally rising conversion rates, or suspicious click-to-conversion times.

Fields with an asterisk (*) are mandatory.

Name * System Alert - Offer Invalid Clicks

Status * Active Inactive

In App ☒

Email ☒ Yes

Include additional recipients No

Notify All Yes

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



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

● Work Smarter: Media Buying Integrations

With Everflow integrations, setup is quick, easy, and typically doesn't require developer assistance!

Everflow Media Buying Integrations:

facebook

- Stronger tracking via customized pixels
- Faster loading sites/apps by ditching cookies
- Collect campaign data even if *Facebook* user opts out
- Pass data into partner ad accounts, allowing them to run campaigns powered with more data



Tik Tok

- Get performance data from *TikTok*, compare all media buying outlets in one location
- Send data into *TikTok* to run smarter campaigns
- Pass data into your partner ad accounts, allowing them to run campaigns powered with more data

Google

- Receive campaign performance and keyword data on every click from *Google* campaigns in Everflow
- Skip *Google* and update campaigns in Everflow
- Incorporate *Google* campaign data into Everflow, including channel view, reports, and campaign setup

Expert Support From Start To Hyperscale

Whatever you need, we're here for you!

Get timely support, best practices, and pet photos (upon request) from the experienced **Customer Success** team at Everflow.



● Everflow Support:

Get Answers, Insights, & 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
- Team Training

Ongoing Support

We'll be there to provide assistance whenever you need us!

- 24/7 live chat support
- Zoom/video meetings
- Email Support
- In-person meetings at conferences and events
- Helpdesk Library

Nurturing Growth

Best practices and support to grow and scale.

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



Thank You
For Your Interest
In Everflow!

