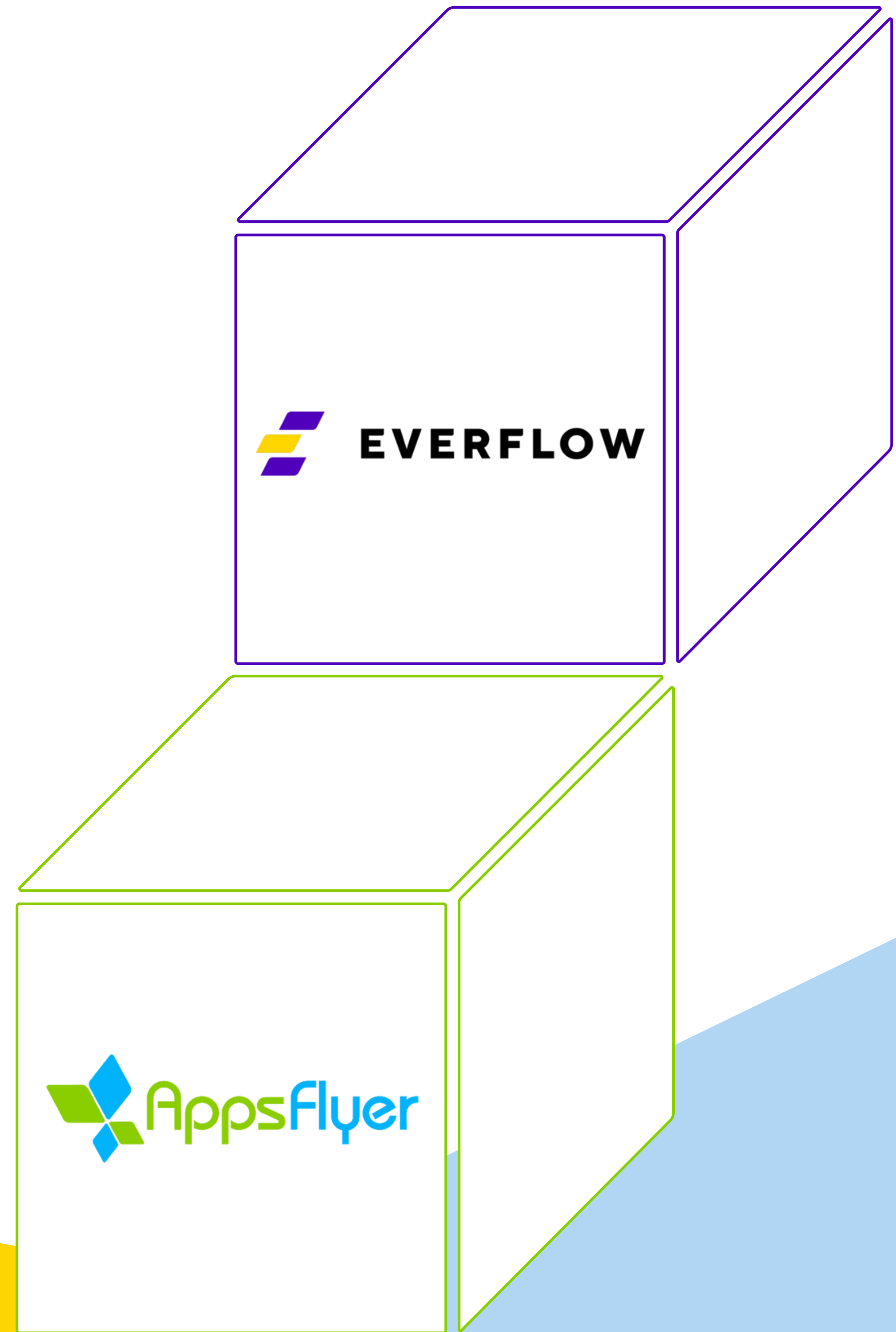


Stack Up:

Accelerate App Growth With AppsFlyer & Everflow



Presented By Everflow



Meet Your New Growth Stack

You've Made The Smart Choice...



- ☑ **World-Class App Measurement:** Industry giants like *Domino's*, *Calm* & *US Bank* trust AppsFlyer.
- ☑ **Retention Superhero:** Access superior reporting to keep users returning to your app often.
- ☑ **Smarter Acquisition Spending:** Acquire lifetime users through detailed user data.
- ☑ **Max Fraud Prevention:** Ensure spend leads to loyal users.

...Now Unlock Even More Growth!



- ☑ **Omnichannel Convenience:** Track and manage media buying, affiliate, influencer & all channels in one dash.*
- ☑ **Time-Saving Technologies:** Automate campaign tasks & connect your tech stack to tie data together.
- ☑ **Deeper Reporting:** Dive into performance & uncover actionable insights to grow your app.
- ☑ **Support To Grow:** Team trainings, account reviews, set up assistance, on-demand support & best practices.

● Everflow: 850+ Clients, Driver Of App Growth

 **Gridwise**

Boosted revenue **64X**

 **DASHLANE**

Expanded conversions
276%

 **ADCOLONY**

Drove **251K+** installs
monthly

bunq

Received **302** new
affiliates in first six
months

 **uLesson**
Love Learning

Utilized events to
**gauge all steps in
sales cycle** including
install, engagement
& retention

10 Ways Everflow Complements AppsFlyer

★★★★★ Aug 11, 2022

"Best Tracking Platform For Affiliate Marketing"

What do you like best?

I loved the support provided by their team. Building and managing an affiliate program is a complex project, where you run into many hurdles on a weekly basis. Our rep Kristin was always quick to respond and provide knowledgeable solutions to all of the problems we threw her way. We had initially setup our programs on 2 separate tracking platforms and within a few weeks we quickly realized EF was the superior solution!

★★★★★ Apr 08, 2022 (Original Oct 08, 2021) ?

"The Backbone of our Business"

What do you like best?

The feature set is robust, and the tracking is consistent and reliable. Support is very helpful and quick to reply.

★★★★★ Oct 19, 2021 (Original Oct 11, 2021) ?

"Amazing platform, great customer support, reliable service"

What do you like best?

How easy the platform is to use. How fast customer support replies and how efficient they are with their answers.

★★★★★ Oct 08, 2021

"Everflow Makes Life Easy"

What do you like best?

Organisation of layout for Everflow is my favourite feature both for myself and for login accounts for publishers and advertisers. I also love the Veem integration, it has really simplified our AP. Also, their customer service team is among the best I have ever used.

✓ Check out Everflow's glowing reviews on [G2](#) & [Capterra](#).

#1 Track, Manage & Grow Faster

- ☑ One dash = all performance
- ☑ Track purchases, leads, app installs, in-app events & more
- ☑ Manage products, user promos, subscriptions & more
- ☑ Analyze partner payouts, media buys & all performance spend
- ☑ Get notified on vital campaign management events



#2

View Results At Every Funnel Stage

- ☑ Start stronger by tracking events at CRM entry.
- ☑ Track key growth events along the customer journey like in-app purchases, upsells, retention, & subscriptions.
- ☑ Make revenue-boosting adjustments based on event stage data.



#3

Granular Data:

Reporting That's Easy To Run & Schedule

Dynamic Nested

Reports by parent-child hierarchy.

Use cases include:

- Creative by country
- Performance by city
- Code usage by device

Flex

Create pivot reports, select data columns.

Use cases include:

- Grouping data
- Slicing data
- Creating a customized report

Dimensional

Review up to five data points at once.

Use cases include:

- Viewing offer data in one report
- Breaking down placement & events

Click-to-Conversion

Prevent fraudulent traffic.

Use cases include:

- Spotting unnaturally-

quick conversions that could signal bot or other bad actors.

#4

Automate MMP Data Into Action

Use fraud flags, conversion rates, retention, and key AppsFlyer metrics to **automatically notify & block specific advertisers, placements, or partners that don't meet your KPI goals.**



#5 Automations By Everflow:

Rules To Optimize Your Traffic

Fight Fraud

Automatically optimize based on MMP data or Everflow reports:

- Auto-block bots, proxies & fraud traffic
- Auto-block suspicious & incentive traffic

Smart Links

Replace work with automations:

- Split test traffic between offers
- Rotate offers based on KPIs
- Test multiple landing pages

Targeting Rules

Auto-filter your traffic:

- Set rules for matching traffic
- Only relevant traffic is sent to offer
- Send IVT to relevant offers

#6

Drill Down & Compare Every Data Point

- ☑ View total performance by clicks, installs, churn rate, IAPs & key metrics.
- ☑ Dive deeper to make meaningful changes with metric data by location, product, device & key performance areas.



#7

Recruit Stronger Partners

Discover and activate partnerships with proven networks, advertisers, agencies & publishers with *Marketplace*.



MATCH SCORE ██████

Auto, Lead...

? Let's
Go



MATCH SCORE ██████

Secco Squared

Utility, Insurance, Home, Health / Beauty, Gamin...

Secco Squared's first party data provides advertisers access to the most targeted audiences possible. Our o&o sites allow publishers to maximize yield for their inventory as well.

[More Details](#)

Apply



MATCH SCORE ██████

Big Drops Marketing Group

Utility, Home, Health / Beauty, Gaming...

We have HQ internal as well as network and we are concentrated on our one and only traffic source that is email traffic.

[More Details](#)

Apply



MATCH SCORE ██████

casino



MATCH SCORE ██████

Wedge Traffic

Gaming, Casino

#8 Opportunities Warmed For You

5 Reasons You'll Love *EF Match*

1 The Everflow team seeks out partners for you. Only a small percentage of partners are approved for this program.

2 The Everflow team studies your app & discusses 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, matched to your verticals, geos, and traffic needs.

#9

Your Favorite Integrations

Connect Your Tech Stack & Efficiently Manage All Performance Channels.

tipalti

AppsFlyer

veem

HubSpot

24 metrics



Tik Tok



KOCHAVA★

branch

LEAD PROSPER

facebook

PayPal

shopify

adjust

TWILIO
segment

#10 Support To Scale Faster

Pre-launch Setup

- ☑ Reviews & growth recommendations
- ☑ Partner introductions
- ☑ Customization & integration support
- ☑ Live chat & email support
- ☑ Zoom, video, in-person meetings
- ☑ Ongoing team training
- ☑ Migrate existing data, zero downtime
- ☑ Integrate MMP easily
- ☑ Set up first offer, including tracking



Thank You
For Your Interest!

