



A New Kind Of Affiliate Network

SAAS to **Simplify** Partnerships Between:

- Brands
- Publishers
- Marketplaces



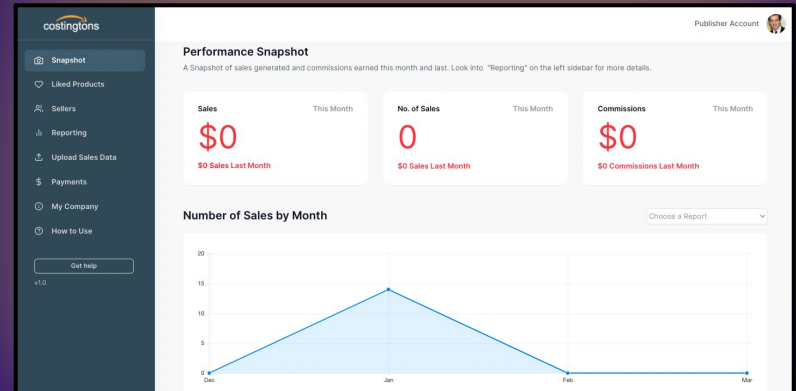
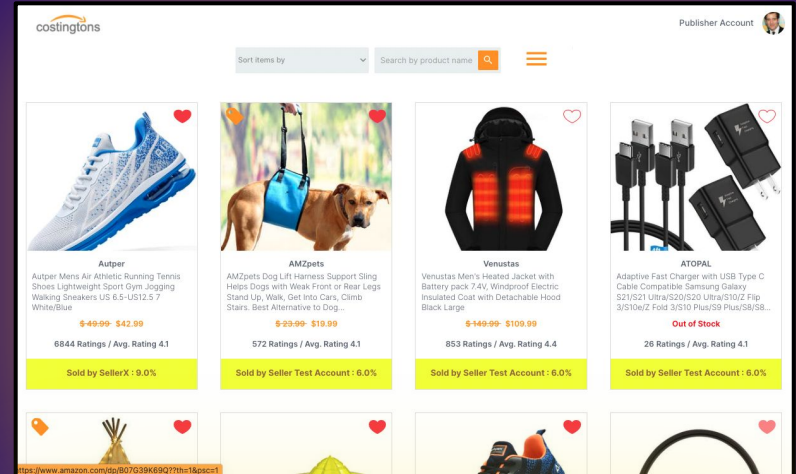
The Problem Being Solved...

- **Every major publisher on Everflow** using affiliate marketing links to Amazon, but building relationships with publishers to see performance on Amazon is **hard for brands**. Outreach, tracking, billing, product updates, and program upkeep are all a lot to manage at scale.
- **Publishers** find it unwieldy to partner directly with Amazon sellers - they need product spreadsheets, VLOOKUPS, separate billing.
- This means limited performance visibility for **your brand**, and **less promotion** of your products on Amazon by **publishers**.
- *We know this from experience at Wirecutter, DigitalTrends, and DealNews, as well as managing affiliate programs at Thrasio and Rakuten!*



The Solution

- An **Affiliate Network** with products from multiple sellers.
- A **Publisher Portal** with sales reporting, updates to pricing, manage payments, and partners.
- A **Seller Portal** with product catalog, automatic pricing updates, brand pages, promo pages, and easy billing.
- **Sub Id/Traffic Source Level Reporting** to see how each source is performing.



*Example “in the wild”

Costingtons allows you to track sales on Amazon generated from publishers like these and many more, and the CPA you offer incentivizes publishers to increase promotion.

puroair



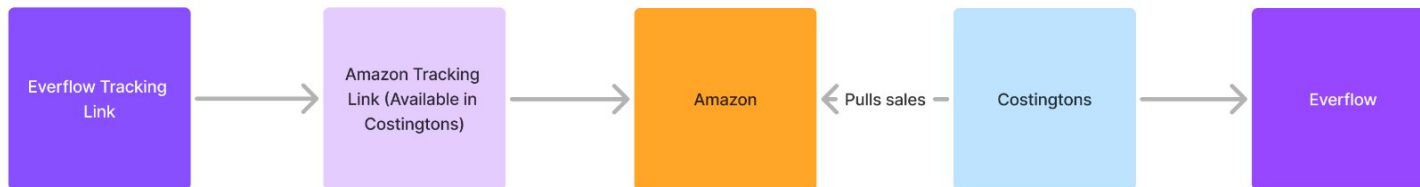
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*the examples in this slide are only use-case examples, not claims of live partnerships on Costingtons

Everflow Integration

Amazon Attribution (Brand Registry)



Data Flow Overview: The Everflow integration supports the Amazon Attribution program. Sellers can generate links that can be used directly or used via an EF tracking link through promotional efforts.

FAQs...

- **How does tracking work?** Either publishers upload sales data from their *Amazon Associates* accounts to match with client ASINs in the Costingtons database, or activity is tracked via *Amazon Attribution* using provided tracking links.
- **Can I see publishers sales? Is there a portal to check reporting?** Yes - you can see publisher sales and check reporting when you partner with us. You can also review and approve sales before they are invoiced.
- **How does Costingtons get our products/ASINs information? Do I have to load them all in manually?** A CSV file of your ASINs in Amazon is uploaded and we programmatically grab product data. We also keep prices and stock levels updated programmatically.
- **What does the seller dev team need to do?** Nothing! There is no technical integration involved.
- **Can I set offers for Publishers?** Yes, you can set CPA offers on baseline, by product, and by publisher.
- **Are publishers actively using the network now?** Yes, our small but growing list of publishers is sales active on the network for our clients.
- **What is the cost?** 3% of Revenue Generated



Thank You!

