



Everflow One

A Technology+Expertise Solution



Trusted By
1100+ Brands
& **\$5B** Revenue
Tracked In 2024



MOEN®

VSHRED

JG WENTWORTH.

runna



 **sharecare**



 **Audien Hearing**

bunq



 **ADCOLONY**

 **LIQUIDIV.**

 **unlock**

TRADING 212

skillz

eyewa

Challenges

- **Partner Recruitment:** The #1 challenge for affiliate programs: 12-18 month ramp-up period or failed program.
- **Program Plateau:** 80% of new Affiliate programs stall revenue growth in the second year.
- **Hard to cut through the noise:** Brands pay 15%-20% to Networks – just for access to a directory of irrelevant partners.



You'll Need Help If...

- Your Brand is new to Affiliate marketing
- There are no full-time, in-house Experts
- You need to prove ROI in the shortest term

**Brands with Expert
Guidance Grow**

3X-7X

Faster

The Solution: Everflow One

Everflow One: Turnkey solution that gives you **Platform & Marketplace** access, along with an **Expert** to dramatically shorten **launch-to-scale time**.

Your Expert will...

- **Set up** the right offer
- **Leverage** existing relationships to recruit the right partners
- **Optimize** your program, and provide guidance



You will...

- Bring your brand and **ICP Knowledge**
- **Learn** Best Practices by shadowing your Expert
- **Validate** your program ROI



Don't Reinvent The Wheel!

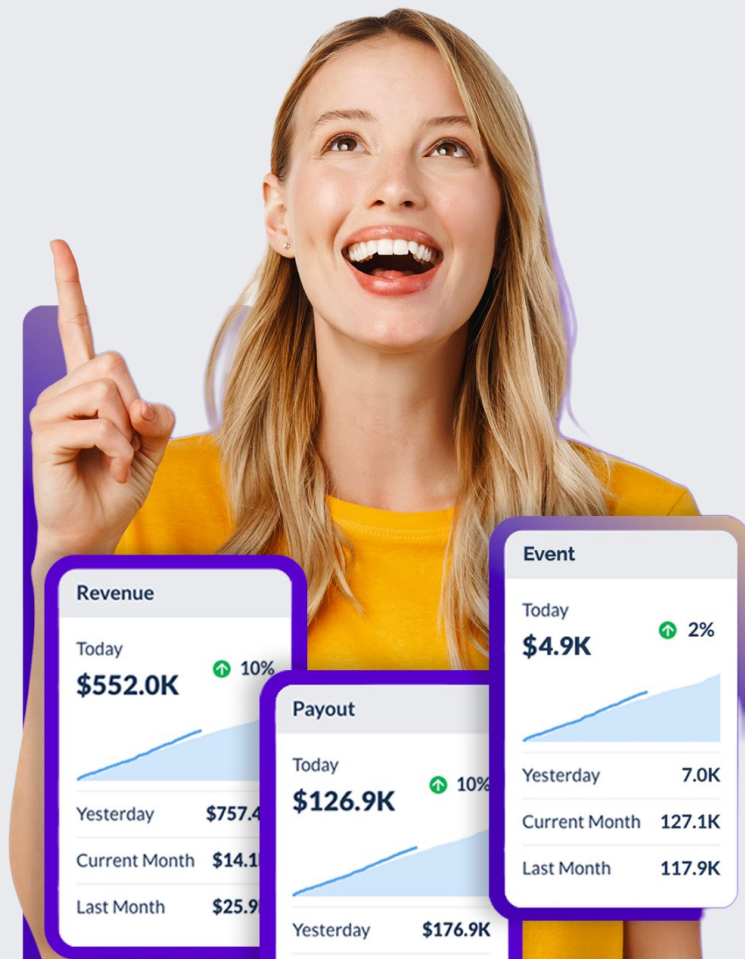
Use The Industry's Top Tracking Platform,
While Leveraging **Publisher Relationships,**
Best Practices, and **Industry Benchmarks.**

Everflow One

One Contract
One Monthly Invoice
One Expert for You

Includes:

- Everflow Platform
- Everflow Marketplace
- A Vetted Industry Expert for duration of the Pilot



Revenue

Today
\$552.0K ↑ 10%

Yesterday **\$757.4**

Current Month **\$14.1**

Last Month **\$25.9**

Payout

Today
\$126.9K ↑ 10%

Yesterday **\$176.9K**

Event

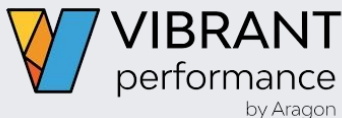
Today
\$4.9K ↑ 2%

Yesterday **7.0K**

Current Month **127.1K**

Last Month **117.9K**

Expert Services



A carefully-vetted leading marketing Agency with robust experience in your vertical.

Affiliate Strategy

Payout Alignment: Re-negotiate payouts to match performance metrics.

Custom Rate Options: Design rates aligned with performance goals.

Strengthen Partner Relationships: Conduct ongoing evaluations with partners.

New Partner Recruitment

Review Existing Partnerships: Optimize current placements.

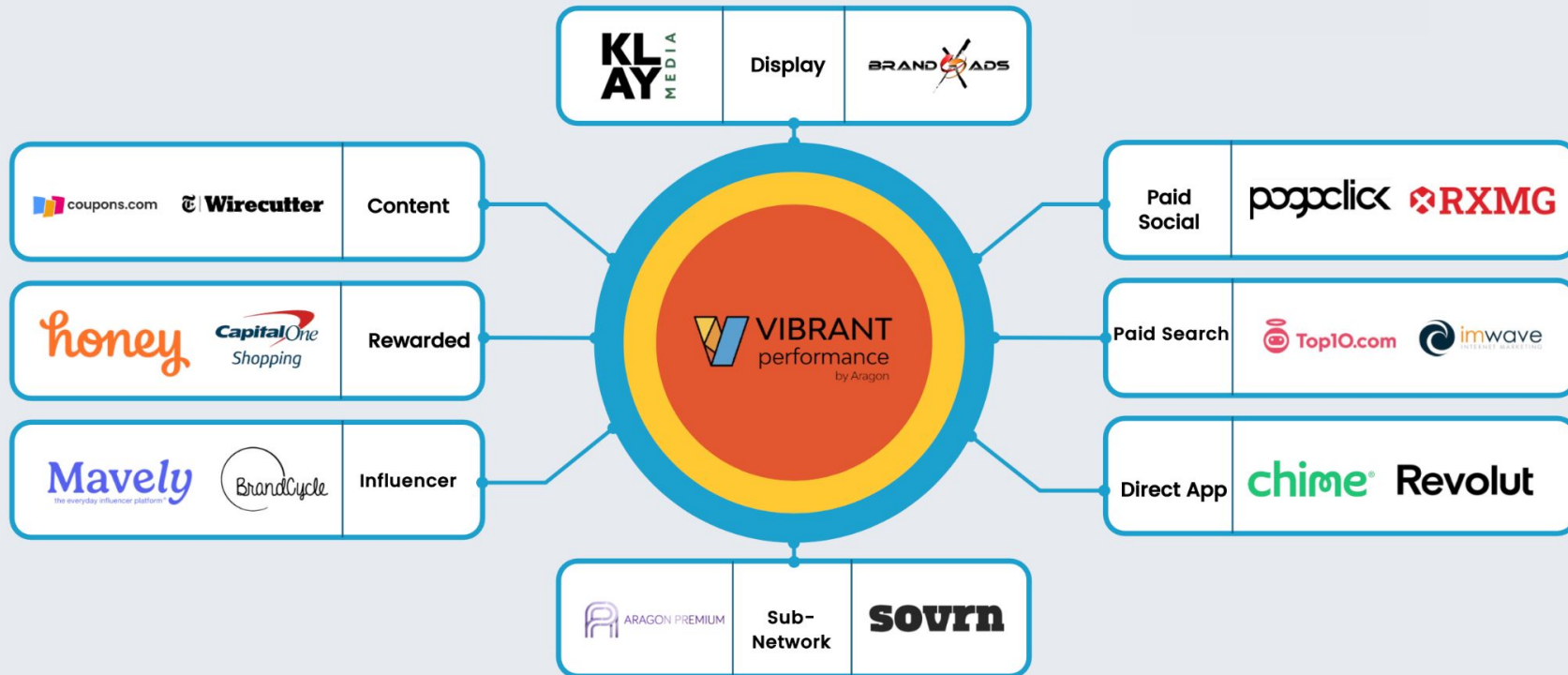
Targeted Publishers: Engage top publishers in your niche.

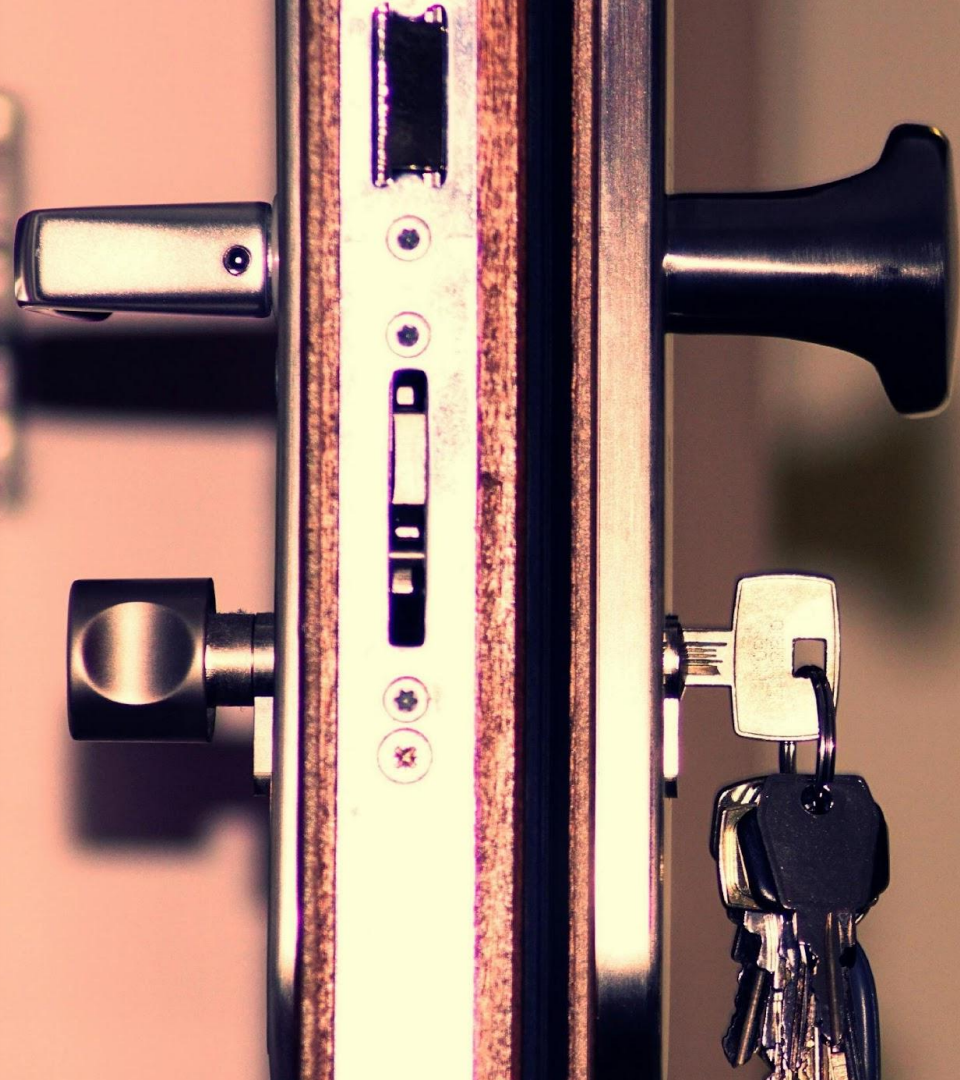
Diversify Affiliate Types: Expand reach through various partnerships.

Performance Optimization

Maximize ROAS: We provide timely reporting & optimizations to ensure your campaigns are continuously improving and delivering the best results.

Expert Services





Case Study: 740% YoY Growth



Vibrant Performance delivered 740% more qualified leads using a sophisticated event journey to scale their client's program:
Unlock - home equity finance.

Next Steps



**Discovery
Call**

Meet Your Expert,
Align on Goals,
Timelines &
Expectations

Sign IO

Sign Contract

**Kick Off
Program**

Includes offer setup,
partner recruitment,
user training,
platform setup, etc.

FAQ

- 1. Are the services scope the same for a pilot, a 6-month, or a 12-month contract?**
 - 6-month contracts will have less time for partner recruitment, and program optimization compared to a 12-month contract.
- 2. What level of involvement is required from my team?**
 - Your team will provide key inputs, such as brand story, ICP, creatives, as well as giving the go ahead on commissions. You'll also attend a 30-minute weekly check-in call. Your Expert will manage day-to-day execution and issue updated reports to you.
- 3. How quickly can we get started?**
 - Once contracts are finalized and technical implementation on Everflow is completed, the expert will begin their engagement.
- 4. What happens after the contract period ends?**
 - If you choose to renew for another 6 or 12 months, there will be continuity and progress, as the expert will be executing based on the unique characteristics of your brand and the program maturity. Every brand is unique.



Thank You!

