



# Everflow One

A Technology+Expertise Solution



## Challenges:

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



## You 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** in **critical** first 90 days.

## Your Expert will...

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

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## 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** & Industry **Benchmarks**.

# Everflow One

**One Contract**  
**One Monthly Invoice**  
**One Expert for You**

Includes:

- Everflow Platform
- Everflow Marketplace
- Vetted Industry Expert  
For Duration of 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**

## Next Steps

**Discovery  
Call**

Meet your expert; align  
on goals, timelines &  
expectations

**Sign IO**

Sign contract

**90-Day  
Pilot**

Limited scope, 90-day  
engagement aimed at  
testing specific topics

**Kick Off  
Program**

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

# FAQ

- 1. Is the services scope the same for a pilot vs. a standard contract?**
  - A 90-day pilot will get a limited scope aligned with pilot goals. 12-Month programs get full Expert support and execution.
- 2. What level of involvement is required from my team?**
  - Your team will provide key inputs, such as brand story, ICP and creatives, as well as giving the go-ahead on commissions. You'll 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 90-day engagement.
- 4. What happens after the 90 days?**
  - You'll receive a strategic roadmap for the next six months along with the option to continue working with the Expert.





**Thank You!**

