



Everflow One

A Technology+Expertise Solution



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



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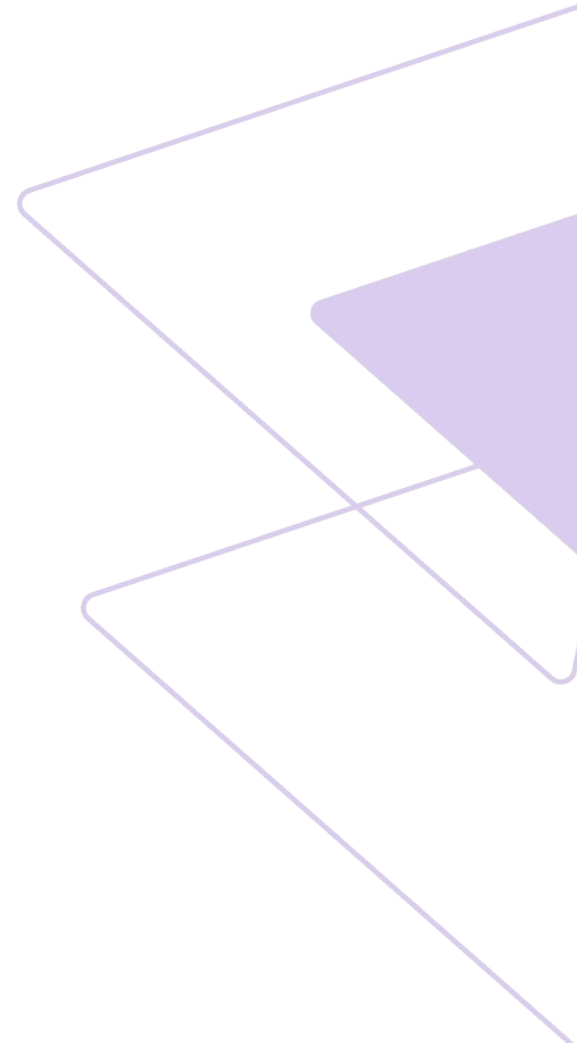
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Top 3 Challenges:

- **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** and **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, 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 the duration of the contract



Expert Services

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

Affiliate Strategy

- Payout Alignment - Align rates and payouts with performance goals
- Go beyond the base conversion - track LTV through events
- Identify opportunities within existing premium supply

Partner Recruitment

- Optimize existing Partnerships
- Leverage relationships to engage the right publishers in your niche
- Diversify partner types to scale, using new channels for target audiences or tapping new audiences

Performance Optimization

- Closely monitor performance, beyond conversion measurement
- Continuous optimization to max out program outcomes
- Access timely reporting and updates

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!

