



Everflow One

A Technology+Expertise Solution



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



MOEN[®]

VSHRED


JG WENTWORTH[®]

runna

 **Playtika**

 **sharecare**



 **Audien Hearing**

bunq

 **Mutual of Omaha**
MORTGAGE

 **ADCOLONY**

 **LIQUIDIV.**

 **unlock**

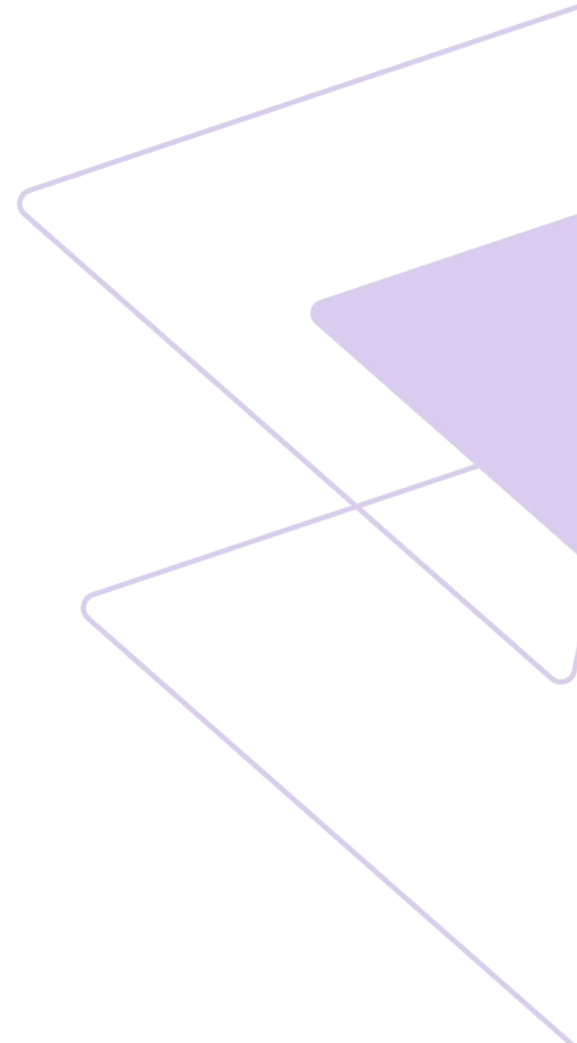
TRADING 212

skillz

eyewa

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 & 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

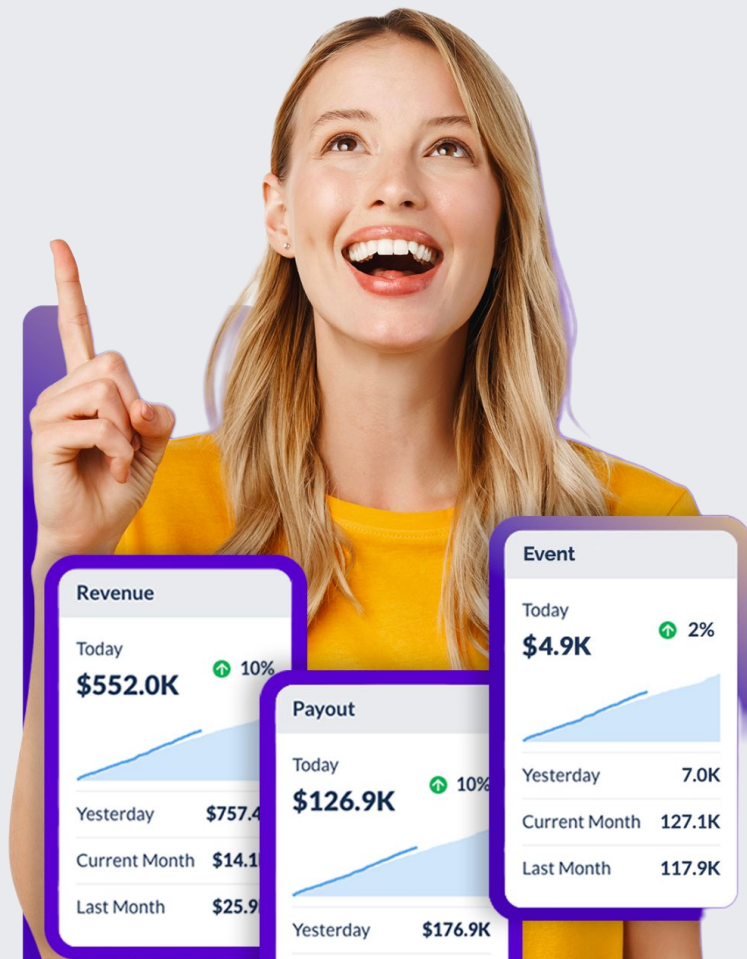
**Leverage Publisher Relationships, Best Practices, &
Industry Benchmarks**

Everflow One

One Contract
One Monthly Invoice
One Expert for You

Includes:

- Everflow Platform
- Everflow Marketplace
- A Vetted Industry Expert for duration of contract



Expert Services



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

Program Setup/Strategy

- Kick-off call to review brand goals.
- Develop affiliate launch strategy, including recommendations for commission structures and partner selection.
- Support program set up: Uploading creatives and links, setting commission structure and affiliate T&Cs.

Strategy Execution

- Reach out to 25-30, high-value strategic partners within the 6-month engagement.
- Mass outreach to mid-tier partners (up to 100 within the 6-month engagement).
- Calls with partners, as needed

Performance Optimization

- Weekly reporting, including high-level performance and strategic initiatives updates.
- Approve affiliate applications.
- Provide onboarding support.
- Program compliance.
- Weekly 30-min check-in call.

RIGHT
SIDE
UP

\$475M

Client revenue generated by
affiliate/influencer
partnerships.

\$46K

Annual cost savings from
commission reduction, removal
of non-incremental partners.



dave



Robinhood



ibotta

ROCKET
Money

NORWEST



Uber

stripe

Google

chime



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. Is the service 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 6/12 months, there will be continuity and progress, as the expert is always executing based on the unique characteristics of your brand and the program maturity. Every brand is unique.



Thank You!

