



# 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**.

## 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!**

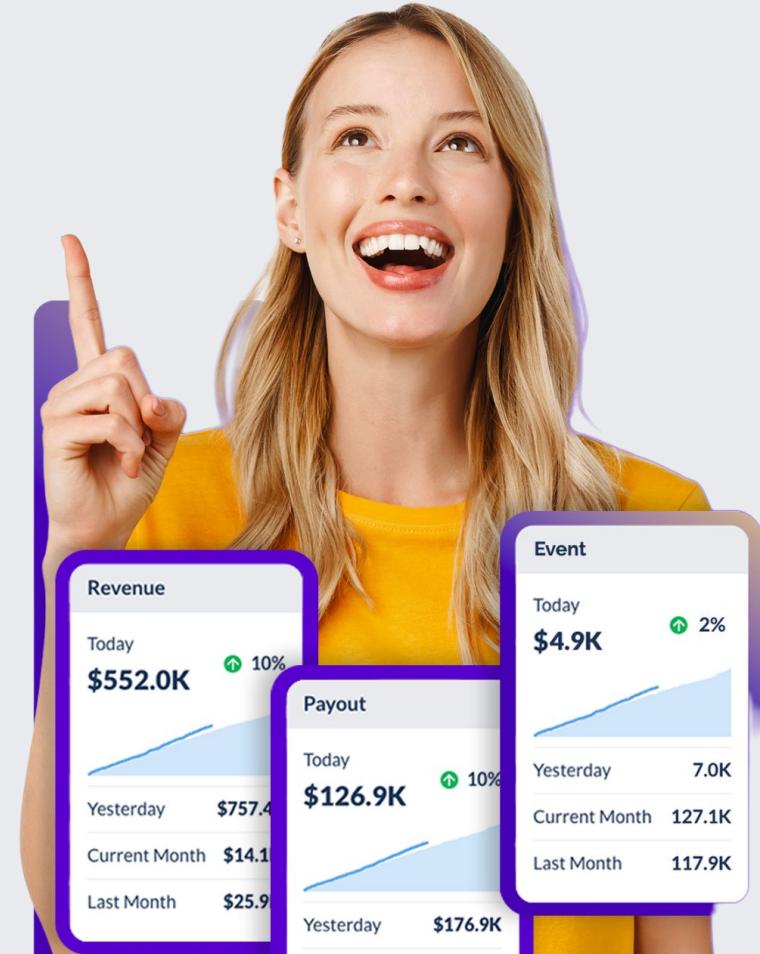
**Use The Industry's Top Tracking Platform,  
While Leveraging Publisher Relationships, Best  
Practices & Industry Benchmarks.**

# Everflow One

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

Includes:

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



## Next Steps



Meet your expert; align on goals, timelines & expectations

Sign contract

Limited scope 6-month engagement aimed at testing specific topics

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 6-month 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 6-month engagement.
- 4. What happens after the 6 months?**
  - You'll receive a strategic roadmap for the next six months along with the option to continue working with the Expert.



Thank You!

