

## Get Started In Three Easy Steps

# 1

### Create a Competitive Offer With a DMO

Set up a *Default Marketplace Offer (DMO)* that will be available to all marketplace affiliates by **following this guide**. To ensure optimal tracking, go to your Offer > Edit Offer > Tracking and Controls, then **check the deep-linking box**.

# 2

### Create Your Marketplace Profile

Navigate to the Marketplace tab in-platform, and click on the signup link to apply to become a marketplace advertising partner. To launch your DMO offer in the Everflow Marketplace, go to the Marketplace tab inside Everflow and update your profile to include the DMO offer.

# 3

### Enable Payments

Navigate to the Integrations tab, and enable Everflow Pay or Tipalti, located under the *Billing* tab. If you have Managed Payments, your CSM will guide you through the next setup steps. You can also **contact Everflow support** to enable payments.

## Best Practices For Maximum Revenue

- A competitive CPA and a clearly-defined offer helps drive better performance from Skimlinks publishers.
- Setting base payouts in addition to **custom payout settings** ensures consistent offer visibility and publisher engagement.
- Outdated platform links? Let us know which platform you were previously connected to and we'll make sure the links are migrated properly.
- Let Skimlinks know if you have budget for flat-fee, guaranteed placements.
- Wishlist of publishers? Letting Skimlinks know helps prioritize outreach to top performers in the network.



**Important:** Skimlinks operates on a "best-of-web" model and does not allow programs to run simultaneously on outside platforms. To transfer an existing Skimlinks offer to Everflow from another platform, you must contact Skimlinks and request that the traffic be rerouted to Everflow's tracking links.