

Case Study

From Partners to High Performers

How IDS Scaled Revenue 9X YoY
by Putting Media Buyers First

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9X

YoY Affiliate Program Revenue Growth

\$40M

In Monthly Affiliate Enrollments

All too often, media buyers are treated like simple traffic sources rather than *actual* partners.

For many networks, the relationship is purely transactional. Once a lead is passed, affiliates are left to navigate a complex jungle of conversion rates and quality signals on their own.

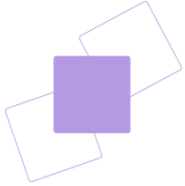
Integrated Data Solutions (IDS), a performance marketing network based in the Netherlands, is changing this narrative by treating media buyers like VIPs while driving massive results.

The company realized early on that prioritizing media buyers went hand in hand with higher revenue in high-competition verticals including Insurance, Financial Services, Home Services and Legal Services.

IDS centralized their operations on the Everflow platform in early 2020, establishing an ecosystem where real-time performance feedback and network intelligence made it possible to scale.

The combination of IDS's commitment to their media buyers and Everflow's in-depth tracking was the perfect combination for growth, including **9X revenue growth YoY**, while processing **\$40M+ in monthly enrollments** through their debt settlement clients.

Let's dig into how IDS used Everflow's platform and analytics to bridge the gap between media buying and moving the needle for their advertisers.



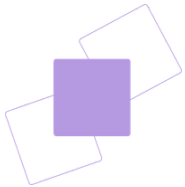
Beyond the Black Box of Lead Generation

A lack of data means media buyers are flying blind.

IDS Sales Manager Roy Geurts recalls an era prior to Everflow when media buyers were forced to operate in a black box environment. Legacy platforms and networks would accept thousands of leads—sometimes as many as 5,000 a day for auto insurance—only to provide a binary "thumbs up or thumbs down" response based on basic contact rates.

They couldn't see which specific creatives, geos, or devices were yielding authentic contacts, appointments, enrollments or sales versus just raw clicks. Without these insights, scaling a campaign was less about strategy and more about guesswork.

IDS knew they needed a platform that could act as a single source of truth—not just for themselves, but for every partner in their network. They needed to own their relationships directly and provide granular feedback, turning good media buyers into great ones.



The Solution: Building Network Intelligence via Everflow

Adopting Everflow was the turning point for IDS's operational model.

Rather than just tracking a single point of conversion, IDS used Everflow to build a deep reporting infrastructure which Geurts refers to as "Network Intelligence."

Below is a snapshot of what Everflow's platform was able to accomplish for IDS.

Real-Time Feedback Loop

Unlike other networks that guard their data, IDS uses Everflow's capabilities to deeply analyze performance across demographics, creatives, and funnels. This data is then turned into actionable feedback for media buyers in near real-time.

Leveraging Everflow's Flex Reporting, the IDS team can break down performance across multiple dimensions simultaneously—such as tracking domains and custom ADV parameters—to quickly spot patterns in lead quality.

This allows partners to maximize their ROAS on every dollar spent and scale with confidence.



“We equip media buyers with granular conversion attribution, allowing them to see exactly which creatives, geos, and devices are driving contacts, appointments, enrollments, and closed sales, alongside real-time performance benchmarking.”

Roy Geurts, Sales Director at IDS

Advanced Event Tracking

In complex verticals like Debt Relief (Financial) , Home Services and Insurances, a single conversion doesn't tell the whole story.

IDS implemented Everflow's additional event tracking to monitor the full user journey:

- **Raw Lead Submissions:** Providing the first indication of traffic quality.
- **Contacted (Qualified) Leads:** Used to optimize bidding on platforms like Meta to focus on high-intent users.
- **Final Appointments / Enrollments / Sales:** Tracking non-payable events to ensure they are hitting the advertiser's KPIs and analyzing which creative "angles" are most profitable.

To maintain precision at this scale, IDS utilizes Everflow's Adv-parameter fields to keep a meticulous record of specific enrolled debt amounts for every transaction. This granular data collection ensures that every automated decision is backed by comprehensive performance metrics rather than just top-of-funnel clicks.

“IDS leverages Everflow's ADV parameter fields to record the exact 'lead status / event 'tied to every transaction, ensuring automated decisions are driven by detailed performance data rather than just top-of-funnel click activity.”



Joey Welters, Network Growth Manager at IDS

Speed & Automation

Everflow's API-first architecture allowed IDS to bridge the gap between their proprietary internal tools and external affiliate performance.

They eliminated manual exports and could react to performance fluctuations instantly by automating data syncs. The company also leveraged Automation Rules to divert traffic efficiently, ensuring that specific ads were routed to the highest-converting paths based on real-time quality signals.

This technical agility meant that the IDS infrastructure is built entirely around scaling rather than guesswork, providing the foundation for prioritizing the growth of their media partners.



The Success Formula: Treating Media Buyers Like Royalty

At the core of IDS's eight-figure success story is a radical commitment to their media buyers.

They realized that for a media buyer to succeed, they need more than just data—they need support, capital, and community. Here's what IDS did to make life easier for their partners.

Removing the Cash Flow Bottleneck

One of the most significant challenges for media buyers is the cash flow gap—spending heavily on ads while waiting weeks for network payouts.

IDS removed this bottleneck by leveraging their own capital strength. As a 100% self-backed company without outside investors, IDS offers fast payment terms and even pre-pays ad spend based on performance. This eliminates cashflow as a scaling bottleneck, allowing partners to grow exponentially without hitting a financial ceiling.

Personalized Communication

While many networks rely on automated support, IDS maintains a "white-glove" approach. They communicate with their top-tier media buyers daily or every other day via Telegram or Teams to provide performance reports and creative suggestions. This level of partnership creates a bond of trust that is rare in the performance space.

Bridging the Global Market

Geographically based in the Netherlands, IDS acts as a physical and digital bridge between the East and the West. By working extended 12-hour days (up to 10 PM EST), they provide a seamless point of contact for US markets while also supporting Asian media buyers who typically struggle with the time-zone differences of US-based companies.



The Result: Processing \$40M Per Month

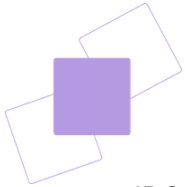
The combination of Everflow's tech and IDS's partner-centric philosophy has delivered staggering results that would have been unimaginable in the old days of lead-gen.

By the end of 2025, IDS hit record-breaking milestones. This includes processing **\$40 million in debt enrollments** every month in the debt forgiveness and financial services vertical.



"Everflow has played a major role in helping us scale. The platform's ability to process massive click volumes (over 18.4M gross clicks) while maintaining granular tracking integrity has been fundamental to supporting our growth."

Roy Geurts, Sales Director at IDS



The Next Chapter for IDS

IDS isn't slowing down. They're actively expanding their internal media buying teams across Facebook, TikTok, and Native channels while migrating to new lead distribution systems to gain even faster insights. These enhancements are designed with one goal in mind: helping their advertisers and brand partners scale more efficiently by delivering higher-quality leads.

Beyond the technology, IDS remains committed to building the industry community through Partner Powerhouse networking events co-sponsored with Everflow. These events serve as the ultimate venue to bring their "East and West" partners together, reinforcing the relationships that drive their eight-figure growth engine.

For IDS, the path forward is clear: By continuing to treat media buyers as strategic partners and empowering them with the best industry data, they aren't just building a bridge—they are creating a launchpad for advertisers to reach new heights.

IDS

To learn more about IDS: idsg.eu.



To see how Everflow can scale your lead generation program: everflow.io/demo.