

Case Study

Premium Meals, Precision Tracking

How Everflow Delivers Partnerality's
Six-Figure Affiliate Overhaul for
Nurture Life

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6-Figures

in Program Revenue in 5 Months

100%

Direct-to-Site Tracking Reliability

Specialty food brands live and die by the quality of their ingredients.

Nurture Life built its reputation by delivering fresh, veggie-forward meals to families.

But as the brand's affiliate presence began to sprout, they discovered that even the finest food products can be spoiled by technological rot.

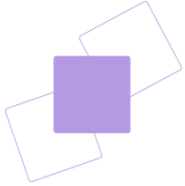
While Nurture Life was winning with parents, their momentum was being stalled by a legacy network that was too manual and rigid to scale. Unreliable tracking and delayed partner payouts undermined the trust of the professional media buyers that the brand needed.

The result? A first-class specialty food brand being held back by second-rate infrastructure.

To resolve this, Nurture Life turned to Galen Schneider and his boutique agency, Partnerality. The agency's mission was clear: root out Nurture Life's decaying technology and replace it with a platform that could seamlessly support high-performance media buyers.

Partnerality transformed Nurture Life's program by moving operations to Everflow. Leveraging the platform's in-depth reporting, Partnerality gave media buyers the data transparency they needed to optimize campaigns in real-time, driving **six figures in affiliate payouts in just five months**.

Let's dig into the nitty-gritty of how Partnerality used Everflow's technical reliability to turn an underperforming affiliate program into a thriving one.



“Like a Wilted Salad in a Cupboard”: Solving Infrastructure Decay

Nurture Life was already winning in the specialty food delivery market with fresh-never-frozen, veggie-forward meals for families who refused to compromise on nutrition. To fuel this momentum, the brand paired its premium product with an aggressive growth strategy, offering top-tier partners elite commission rates and dedicated creative resources.

Schneider described the limitations of the brand's previous infrastructure with a vivid metaphor that captured the operational friction they were experiencing.

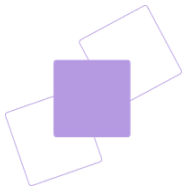
“The network seemed to be collapsing very slowly—like a wilted salad in a cupboard,” Schneider said.

This decay wasn't just aesthetic—the network's instability was causing a slew of headaches:

- **Payment Delays.** Partners were frequently complaining about missing or late commission payments, which Partnerality had to address through slow support tickets.
- **Tracking Failures.** Critical events, such as "add to cart" or "initiate checkout," were breaking despite on-site pixels working perfectly.
- **Manual Bottlenecks.** Resolving these issues required waiting days or weeks for responses from network support teams.

For a premium brand like Nurture Life, these technical failures were holding back growth. Not to mention hurting partner trust.

High-performance partners require reliable "ingredients," like accurate data and timely payments, to keep their own businesses running. To stop the technical drain and restore partner confidence, Partnerality shifted the program's foundation to Everflow.



The Foundations of Recovery: Reliability & Payout Control

The first step in revitalizing the program was reclaiming direct control over the infrastructure.

At the time, Partnerality was bogged down by a system where resolving basic commission or tracking errors required submitting support tickets and waiting weeks for a resolution.

But by migrating to Everflow, they quickly shifted from a managed network to a direct-control model that stabilized their technical foundation.



"Tech setup with Everflow is easy—it's more reliable, and we can control payouts to our partners. We can guarantee that our partners are getting paid on time, every time, instead of having to submit tickets and wait for a response days or weeks later."

Galen Schneider, Founder @ Partnerality

Partnerality restored the brand's reputation among top-tier affiliates by owning the payment workflow, creating an environment where partners felt secure reinvesting their earnings back into Nurture Life's campaigns.



The Media Buyer Advantage: Optimizing with Soft Events

Nurture Life's program is uniquely designed to attract media buyers—a group that operates differently than traditional influencers or coupon sites. While the brand maintains a presence on traditional networks, Partnerality migrated this specific program to Everflow because legacy platforms lack the specialized technical features these high-volume partners require.

"Sharing soft events actively with our media buyers is probably the number one reason why we chose Everflow over other platforms," Schneider said.

To turn the program into a high-growth channel, Partnerality turned to three key technical and operational levers on behalf of Nurture Life:

- 1. Granular Data Transparency.** By tracking "soft events" that occur before the purchase—such as "Add to Cart" or "Add Payment Info"—Partnerality gave media buyers the real-time data they need to optimize their ad spend effectively.
- 2. Direct Linking Capabilities.** Partnerality bypassed the traditional affiliate redirect, allowing Nurture Life to unlock scale on high-intent channels like Google and Meta where redirects often act as a tracking hindrance.
- 3. Communication and Financial Agility.** Schneider established dedicated Slack channels for daily or weekly strategy iterations. This allowed the agency to move quickly, such as instantly increasing a partner's CPA by \$10 to "rip it" when a campaign showed potential.

This combination of technical reliability and operational speed propelled Nurture Life into a preferred destination for elite media buyers.



Uncovering New Ways to Scale

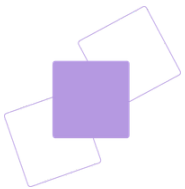
Partnerality's boutique model combines over a decade of high-level expertise with the technical agility to scale far beyond a personal network. The agency used Everflow to bridge this gap through two primary growth levers: marketplace discovery and technical integrity.

The **Everflow Marketplace** has provided a boost to the program's volume, connecting the brand with high-caliber partners that were inaccessible through traditional influencer-centric platforms. This discovery engine allowed Partnerality to tap into a specialized pool of media-buying affiliates focused specifically on high-volume acquisition.

"The Everflow Marketplace and adding additional partners has been a significant boon to our volume, and has definitely helped us scale," Schneider said.

The agency also utilized **Direct Linking** to remove the primary barrier to scale on premium channels. Traditional affiliate redirects often conflict with the strict tracking requirements of major ad platforms, acting as a hindrance to growth.

By going direct to the Nurture Life website, Partnerality unlocked net-new ad channels—including Google, Meta, and tvScientific—expanding the program's market reach and tracking reliability.



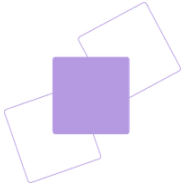
The Strategy: High-Touch Management Meets Technical Control

Schneider used a boutique model that prioritizes technical oversight and direct, real-time communication to fix what was broken at Nurture Life. By moving the program onto Everflow, Partnerality shifted the focus from just "getting clicks" to supporting the specific needs of professional media buyers. This strategy was built on three main pillars:

- **Expert-Only Management.** Galen leads every account himself, meaning clients get 12+ years of vertical experience rather than being handed off to a junior manager. To keep this standard, the agency caps its client list at just five or six brands.
- **Real-Time Data for Real-Time Spending.** Professional affiliates often front their own capital to scale. Partnerality gave these partners the data they needed to optimize their spend before they lost money on underperforming ads.

- **Instant Financial Agility:** Rather than waiting weeks for email replies, affiliates work with Galen via dedicated Slack channels. This allows for instant pivots—like bumping a CPA by \$10 on a Friday afternoon to capitalize on a campaign that is starting to take off.

By pairing these high-touch management tactics with a more reliable infrastructure, Partnerality has cleared the path for measurable growth.



Results: Six-Figure Payouts & Channel Expansion

The move to a direct-control model run by Partnerality restored Nurture Life’s reputation with top-tier affiliates and turned the program into a reliable acquisition channel.

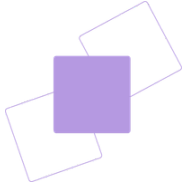
- **Six-Figure Monthly Payouts.** Within five months of the migration, the program was regularly processing six figures in monthly affiliate commissions.
- **Expanding the Partner Base.** The Everflow Marketplace helped Partnerality find and activate 30+ new, high-performance partners that were outside of the agency’s original network.
- **New Channel Success.** By using Everflow’s direct tracking, the agency successfully scaled media buying on Google, Meta, and TV Scientific—platforms where traditional affiliate redirects had previously caused tracking failures.

All of the above means that Partnerality can continue to grow and scale as they experiment with new channels and opportunities for their clients.



“Everflow’s flexibility has allowed us to leverage specialized partners and explore net-new ad channels that were simply outside of our reach on traditional networks.”

Galen Schneider, Founder @ Partnerality



What's Next for Partnerality?

The framework established on Everflow has prepared Nurture Life for the next frontier of performance marketing in AI. As the industry moves into 2026, Partnerality is already testing new strategies to maintain its competitive lead:

- **AI Search Queries.** Exploring how to integrate Nurture Life into ChatGPT and OpenAI queries, both via organic SEO for AI and direct media buying on AI search result pages.
- **Connected TV (CTV).** Leveraging partners like TV Scientific via Everflow to unlock net new ad channels in the streaming space.
- **Card-Linked Offers (CLO).** Working to integrate external CLO partners into the Everflow ecosystem to centralize tracking and performance data.

By combining high-quality "ingredients"—premium brand products, expert boutique management, and precision data—Partnerality and Everflow have ensured that Nurture Life's affiliate program is as fresh and scalable as the meals they serve.



To learn more about Partnerality, please visit: partnerality.com



To learn more about Nurture Life, please visit: nurturelife.com



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