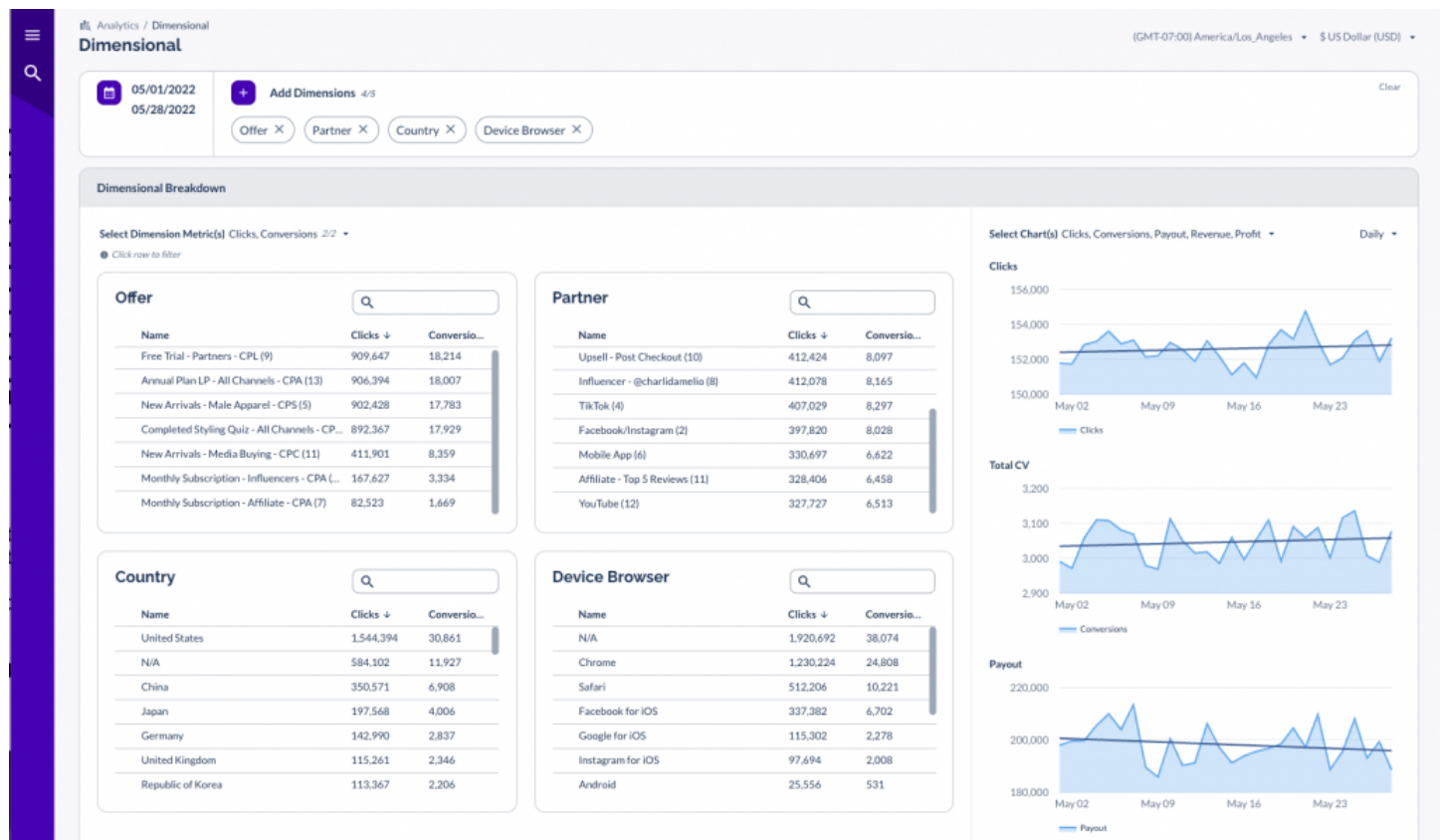


# Top-Rated Partner Marketing Platform Releases New User Interface To Further Improve Partner Management

Everflow's UI Enhancements Include Significant Updates To Marketplace, Usability



**Mountain View, California Jun 27, 2022 ([Issuewire.com](https://www.issuewire.com))** - Leading partner marketing platform, [Everflow](https://www.everflow.com), recently introduced a new user interface for the company's 800+ global clients. Focusing on usability enhancements, the launch includes a series of upcoming webinars and tutorials to ensure a seamless transition for clients.

The new user interface launch is the culmination of thorough testing processes, including beta user testing and lives feedback calls with beta users, as well as extensive quality assurance checks.

After two months of testing, initial feedback was obtained from interviews with more than thirty active users representing various client personas.

"Early user feedback focused around three themes: customization, intuitiveness, and consistency. Everflow delivers on that and more with this latest refresh," explains Karine Martel, UX/UI Design Manager at Everflow.

The upgrade brings a variety of usability enhancements for Everflow clients, including a completely customizable navigation bar, a new tracking link generator, and a redesign of Everflow's partner discovery marketplace (formerly known as EverXChange).

Regarded as a top platform by marketing industry review organizations like *G2*, *Capterra*, and

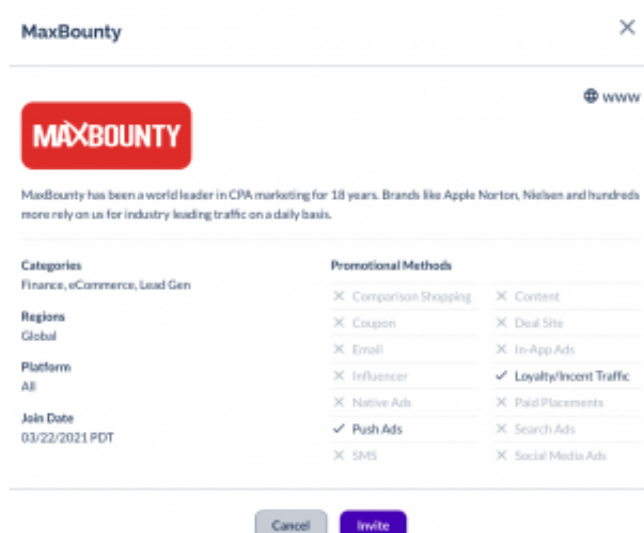
*TrustRadius*, Everflow has built a [solid reputation for comprehensive tracking and customer success solutions](#) that create strong partner programs.

According to Everflow CEO & Co-founder Sam Darawish, this new user interface adds even more capabilities to the Everflow platform through usability enhancements uncovered by more than two years of research and development.

“We are very excited to roll out this new user interface and look forward to helping our clients scale their partnerships even more efficiently,” states Darawish.

### About Everflow:

Upgrade to a Partner Marketing platform that goes beyond managing affiliates: Track every performance channel, integrate your tech stack, and drill down into what delivers ROI. Join more than 800 cutting-edge agencies, networks, and brands that choose Everflow, including *First American*, *Dentsu*, *Skillz*, *Pressable*, and more.



The screenshot shows a web form for MaxBounty. At the top, there's a header with the MaxBounty logo and a close button. Below the header, there's a red MaxBounty logo and a brief description: "MaxBounty has been a world leader in CPA marketing for 18 years. Brands like Apple Norton, Nielsen and hundreds more rely on us for industry leading traffic on a daily basis." The form is divided into two main sections: "Categories" and "Promotional Methods". The "Categories" section has a dropdown menu for "Regions" (Global) and a dropdown menu for "Platform" (All). The "Promotional Methods" section has a grid of checkboxes for various methods: Comparison Shopping, Coupon, Email, Influencer, Native Ads, Push Ads, SMS, Contest, Deal Site, In-App Ads, Loyalty/Incent Traffic (checked), Paid Placements, Search Ads, and Social Media Ads. At the bottom, there are "Cancel" and "Invite" buttons.

| Categories                   | Promotional Methods                          |                                                            |
|------------------------------|----------------------------------------------|------------------------------------------------------------|
| Finance, eCommerce, Lead Gen | <input type="checkbox"/> Comparison Shopping | <input type="checkbox"/> Contest                           |
| <b>Regions</b>               | <input type="checkbox"/> Coupon              | <input type="checkbox"/> Deal Site                         |
| Global                       | <input type="checkbox"/> Email               | <input type="checkbox"/> In-App Ads                        |
| <b>Platform</b>              | <input type="checkbox"/> Influencer          | <input checked="" type="checkbox"/> Loyalty/Incent Traffic |
| All                          | <input type="checkbox"/> Native Ads          | <input type="checkbox"/> Paid Placements                   |
| <b>Join Date</b>             | <input checked="" type="checkbox"/> Push Ads | <input type="checkbox"/> Search Ads                        |
| 03/22/2021 PDT               | <input type="checkbox"/> SMS                 | <input type="checkbox"/> Social Media Ads                  |

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Source : Everflow Partner Marketing Platform

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