Seamlessly Track, Analyze, and Payout your Publishers from a Single Dashboard

Unlock a better way to pay your publishers by using Tipalti's fully integrated solution inside of your Everflow tracking platform.

Through the integration, Everflow customers are now able to strengthen their publisher and affiliate relationships by automating all global payments. The joint solution combines Everflow's performance marketing tracking, analytics, and automation with Tipalti's unique publisher payouts process to 190 countries, 6 payment methods, and in 120 local currencies. The combined solution also helps reduce risk for adtech clients by keeping them in compliance with global payment regulations and tax codes.

How the integration works:

Network (payer)

Payments are paid in Everflow and payment information is stored in Tipalti. When payers click "Pay" on an invoice in Everflow, the payment syncs automatically to Tipalti. To view payment history (e.g., all payments made each payment cycle), payers need to access Tipalti's "Payment history" screen in the Tipalti Hub.

Affiliates (payees)

If affiliates do not yet have payee IDs in Tipalti and they enter Everflow's affiliate portal (Tipalti's iFrame), they are created automatically as payees in Tipalti. Affiliates can update their data in the portal and the updates will sync to Tipalti; however, their data is not stored in Everflow. All payee history is stored in Tipalti.

Tipalti makes paying your publishers easier and smarter:

- Automation for all of your global publisher payments
- Strengthens your publisher relationships by making payment processing consistent
- Handles processing payments to 190 countries and with 120 different currencies
- Eliminates risk by keeping you in compliance with global regulations and tax codes
- Saves massive time by collecting your publisher's necessary accounting details
- Reduce regulatory burden and risk on every transaction

69% of publishers have stopped or would stop working with an ad network because of a payment issue.

— Tipalti's Publisher Payment Satisfaction Survey
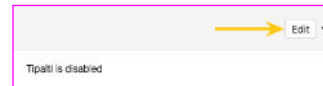
Why Should You Care?

- **Streamline Publisher Payments** — Real-time visibility into invoice status providing complete history and insight to identify payment issues at a glance.

- **Global Payment Coverage** — Tipalti can pay publishers in 190 countries and 120 currencies; from PayPal to local bank transfers and wire transfers, Tipalti's infrastructure is built for you to grow and scale your publisher/affiliate networks.

- **White-Labeled Publisher Onboarding and Self-Service Portal** — Automate publisher onboarding with a branded, white-labeled experience. Publishers can key in their own information and access on-demand payment statuses.

- **Early Payment Options** — Extend early payment offers to publishers that want to be paid before their scheduled payment runs.

- **Built-In Tax Form Submission** — Digitally collect W-9 and W-8 forms from publishers, while validating Tax Identification Numbers (TINs), Social Security numbers, and Employer Identification numbers.

- **Out-of-the-Box Compliance** — Every payment from Tipalti is checked against the OFAC SDN and similar databases around the world. With Tipalti, you can ensure you have world-class protection from potential fraudsters.

- **Branded, Automated Communications** — Publisher payment status notifications are completely automated, and if there is a problem with a payment, the system will proactively reach out to the publisher to take action. Eliminating manual time spent fixing payment errors.
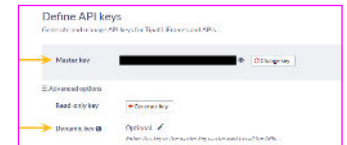
Setting up your Integration

Enabling the Everflow<>Tipalti integration requires a couple key steps from both the network (payer) side and the affiliate (payee side).
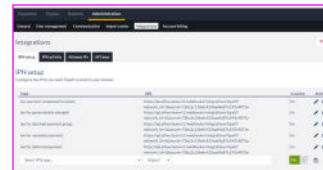
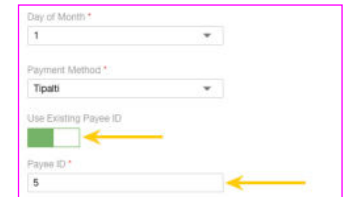### Network (payer) setup:

1 Enable Tipalti Integration

2 Define API Keys

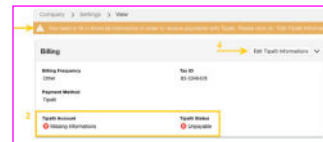

3 Instant Payment Notification (IPN) Setup
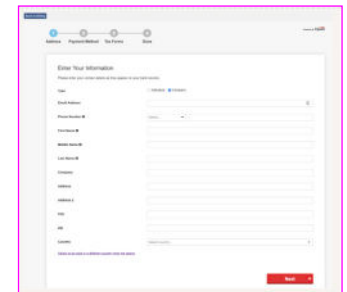

4 Update Affiliates to Use Tipalti

Affiliate (payee) setup:

1 Check Integration Status

2 Create or Update Tipalti Account

Jen Lee, Head of Affiliate, Ro, A Telehealth Company

"The Everflow-Tipalti integration has been integral in streamlining our processes, from driving performance to payment. We're able to focus on what matters, driving high quality industry compliant performance with our affiliates. Managing our Affiliate department has become easier knowing that the payments will be processed seamlessly while also maintaining compliance."

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