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Analytics, and Global Publisher Payouts

Through the integrated solutions, Everflow customers are now able to automate all global publisher and affiliate payments, strengthening those partner relationships. The joint solution combines Everflow's performance marketing tracking, analytics, and ...

May. 20, 2019



[Tipalti](#), a provider of payables automation solutions, has partnered with [Everflow](#), a cloud-based Partner Marketing Platform that provides partner management, deterministic Anti-Fraud tools, and automated optimization for marketers. The partnership provides Everflow customers with complete performance tracking, analytics, and global payouts in a single dashboard for a seamless user experience.

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Tipalti based on Everflow performance data per each partner/affiliate and Tipalti provides proactive payment status communications to publishers.

"The Everflow-Tipalti integration has been integral in streamlining our processes, from driving performance to payment," says Jen Lee, Head of Affiliate, [Ro](#), a telehealth company. "We're able to focus on what matters, driving high quality industry compliant performance with our partners. Managing our Affiliate department has become easier knowing that the payments will be processed seamlessly while also maintaining compliance."

"Publisher relationships are critical to the success of performance marketing networks and programs," said Chen Amit, CEO and co-founder of Tipalti. "Our partnership with Everflow makes publisher payouts more seamless, reduces fraud risk, and offers a rich, global payment experience."

"Our integration with Tipalti provides a key value for our customers, the ability to painlessly pay their partners automatically from inside the platform," said Sam Darawish, CEO, Everflow. "More importantly for our customers is the ability to globally process payments with full compliance for local taxes and regulations. We live in a global world, and our customers need an effective way to work with their partners across international markets."

Accounting

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