PARTNER GUIDE

Everything You Need to Know About Partnering with EVRYNN.

EVRYNN
Public Knowledge Library

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evrynn.com

Welcome to EVRYNN Partnership.

This guide covers everything you need to know about what EVRYNN partnership is, what it requires, and what it offers. It is direct and complete. If you have questions after reading it, your Partner Success contact can help — but this document should answer most of them.

Why EVRYNN Partnership Is Different

EVRYNN's members are not passive consumers browsing a catalog. They are people with active intelligence profiles: known preferences, identified wardrobe gaps, specific occasions they're preparing for, and budgets that EVRYNN is working to respect. When EVRYNN connects a member with your product, it is because the match is genuine — not because you paid for visibility.

This means EVRYNN partnership converts differently from traditional retail advertising. You will not reach the largest possible audience. You will reach the most relevant one. Members who receive a recommendation matched by EVRYNN's intelligence have a higher satisfaction rate, a lower return rate, and a stronger relationship with the brands they buy from through EVRYNN.

What Partners See in the Portal

The EVRYNN Partner Portal at evrynnpartners.com provides:

- Dashboard: your real-time performance metrics — recommendations sent, acceptance rate, member satisfaction scores, return rates
- Catalog Manager: upload, update, and manage your product catalog entries
- Intelligence Reports: aggregate demand and gap intelligence reports (generated weekly)
- Compliance Center: review your certification status, complete compliance requirements, access your Partner Agreement
- Support: direct access to your Partner Success representative
- Resource Center: this guide, the Trust Framework, Partner Intelligence™ overview, and all governance documentation

Partner Intelligence™ Reports

Partner Intelligence™ reports give you aggregate, anonymized intelligence derived from EVRYNN's member base. Reports are generated weekly and include:

- Demand Gap Report: categories and styles where EVRYNN members have an identified need that your catalog may fill
- Style Signal Report: aggregate aesthetic trends among EVRYNN members relevant to your category
- Performance Summary: your catalog's recommendation acceptance, satisfaction, and return metrics for the period
- Benchmark Data: how your performance compares to category averages (no individual partner data disclosed)

These reports are provided as a service to help you build a better catalog, not as advertising targeting data. They reflect aggregate member needs, not individual member profiles.

Demand Gap Alerts

When EVRYNN's intelligence identifies a significant demand gap — a consistent member need that the current partner catalog does not adequately address — EVRYNN will send a Demand Gap Alert to partners whose catalog scope includes that category. These alerts are:

- Sent in real-time when a threshold is crossed (not batched into weekly reports)
- Specific: category, price tier, and style signal are all identified
- Actionable: partners can respond by flagging existing catalog items that address the gap, or by noting upcoming catalog additions
- Non-exclusive: the alert may be sent to multiple partners with catalog scope in the identified category

Product Catalog Requirements

Every product in the EVRYNN marketplace must meet the following standards:

- Accurate product title, description, and categorization

- High-quality images (minimum 1200px on the shortest side, white or neutral background, multiple angles for apparel)
- Complete sizing information with a size guide link
- Accurate pricing (listed price must be the price charged at checkout — no bait-and-switch)
- Current inventory status (out-of-stock items must be flagged within 24 hours)
- Return policy clearly stated in the product listing
- Country of manufacture disclosed

Products that do not meet these standards will be unpublished until requirements are met. Three catalog violations within 12 months may trigger a certification review.

Commission Structure

EVRYNN operates on an affiliate commission model. Commission rates are:

- Set by product category, not by partner negotiation — all partners in a category earn the same base rate
- Transparent: published in the Partner Resource Center and in your Partner Agreement
- Non-negotiable for ranking: higher commission rates do not produce better placement in recommendations (PI-COMP-001)
- Paid monthly for confirmed, non-returned purchases
- Subject to clawback for returned items (commission reversed on return confirmation)

How Partner Performance Is Measured

Recommendation Acceptance Rate

The percentage of EVRYNN recommendations featuring your products that members act on. This reflects how well your products match EVRYNN's member preferences.

Post-Purchase Satisfaction Score

Member ratings of purchases from your catalog, collected 14 and 30 days after purchase. Target: 4.2/5.0 or above.

Return Rate

The percentage of EVRYNN-directed purchases that are returned, and the reason codes. High return rates, particularly for 'not as described' or 'quality below expectations', trigger a catalog review.

Complaint Resolution Time

Average time to resolve member complaints routed through EVRYNN. Standard: 5 business days.

Catalog Accuracy Score

Frequency of product description, image, or sizing errors flagged by members or EVRYNN quality review.

Certification Levels and Advancement

EVRYNN uses a three-level certification framework:

Standard Partner (Entry)

Meets baseline catalog, agreement, and compliance requirements. Full marketplace access. Standard commission terms.

Certified Partner (Performance)

Achieved satisfaction score ≥ 4.2, return rate ≤ category benchmark, complaint resolution time ≤ 5 days, maintained for 6+ consecutive months. Eligible for Demand Gap Alert priority routing. Enhanced Partner Intelligence™ reports.

Founding Partner (Designation)

Recognized original launch partners. Special acknowledgment in the EVRYNN Partner Resource Center. Founding Partner status does not confer ranking advantages — the same performance standards apply.

Support and Onboarding Process

New partners are onboarded through a structured process:

Week 1 — Agreement and Setup

Sign Partner Agreement. Complete compliance documentation. Receive portal credentials. Meet your Partner Success representative.

Week 2 — Catalog Upload

Upload initial product catalog with EVRYNN's catalog template. Quality review completed within 3 business days. Corrections communicated with specific requirements.

Week 3 — Intelligence Calibration

EVRYNN's intelligence systems run initial matching against member profiles. First Demand Gap Report generated. Partner Success reviews alignment and identifies any catalog gaps.

Week 4 — Live and Monitored

Products live in the EVRYNN marketplace. Weekly performance reports begin. Partner Success check-in at 30 days post-launch.

Ongoing support is available via your Partner Success representative and the Partner Resource Center. EVRYNN's goal is a long-term partnership that delivers genuine value for members and sustainable performance for partners. That requires honesty, quality, and a shared commitment to the member relationship.