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MARKETPLACE INTELLIGENCE™

Products Chosen by Intelligence, Not Commission.

EVRYNN

Public Knowledge Library

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The EVERYNN marketplace exists to answer one question: given everything EVERYNN knows about you, what is the right product for you right now? The answer must be grounded in your preferences, your needs, and your budget — not in which brand paid the most for placement.

The Founding Principle: PI-COMP-001

EVERYNN's marketplace is governed by a constitutional principle, PI-COMP-001:

"Affiliate commission relationships with partners never influence the ranking, prominence, or framing of recommendations shown to members."

This is not a policy that can be changed by a business decision. It is a constitutional principle — versioned, dated, and public. Any deviation from it would require a formal constitutional amendment with member notification. EVERYNN will notify members of any proposed change to PI-COMP-001 before it takes effect.

How Products Enter the EVERYNN Catalog

Products appear in the EVERYNN marketplace through one of two paths:

Partner Catalog Submission

Brands who meet EVERYNN's Partner Certification standards can submit their catalog for inclusion. Products are evaluated against quality standards, price-to-value assessment, and alignment with EVERYNN member style profiles. Acceptance is not guaranteed by partner status.

Intelligence-Driven Discovery

EVERYNN's intelligence systems identify products in the market that match member needs, even from brands that are not formal partners. These are surfaced as recommendations with full transparency about the relationship status (partner or non-partner).



How Recommendations Are Made

Every marketplace recommendation is generated by the intersection of:

- Personal Style Intelligence™: does the product match your aesthetic?
- Closet Intelligence™: does your wardrobe actually have a gap this fills?
- Price Intelligence™: is this price right for your budget and the product's value?
- Calendar/Trip Intelligence™ (when relevant): is this the right product for a specific upcoming need?
- PI-COMP-001 compliance: has commission status been verified as non-influencing?

Price Intelligence™ in the Marketplace

Price Intelligence™ operates as a check on every marketplace recommendation. Before surfacing a product, EVERYNN evaluates:

- Is this within the member's stated or inferred budget range?
- Does the price reflect the product's quality and durability?
- Is there a comparable alternative at a lower price point that serves the member equally well?
- Is the 'sale' price a genuine reduction or a manufactured one?

EVERYNN will surface lower-priced alternatives when they are genuinely comparable. This is anti-upsell behavior — the deliberate choice to serve the member's financial interest over EVERYNN's potential commission revenue.

How You Know Why a Product Was Recommended

Every marketplace recommendation includes a visible reason set. When you see a product in EVERYNN, you can view:

- Which of your preferences made this a match
- Which gap in your wardrobe this addresses
- Why the price is appropriate for this product
- Whether the brand is a formal EVERYNN partner and confirmation that commission status did not affect ranking



Partner Standards

Partners in the EVERYNN marketplace commit to:

- Honest pricing: no artificial price inflation to enable false 'sales'
- Quality representation: product descriptions and images that accurately represent the item
- Responsive member service: addressing member complaints and return requests promptly
- Transparency: disclosing any product changes that would affect EVERYNN's quality assessment
- Respect for the EVERYNN member relationship: no direct remarketing to EVERYNN members without explicit consent

What to Expect from a Marketplace Recommendation

When EVERYNN recommends a product, you should be able to expect:

- It was selected because it is right for you — not because it benefits EVERYNN
- The price is appropriate for the product's value and your budget
- The reason for the recommendation is visible and honest
- The partner relationship, if any, is disclosed and has not influenced the recommendation