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PARTNER INTELLIGENCE™

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# When Intelligence Works for Both Sides.

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**EVRYNN**

Public Knowledge Library

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## When intelligence works for both sides.

EVERYNN's partner program is built on a principle that most marketplaces have not internalized: a partner relationship that genuinely serves the member creates more durable value than a partner relationship that extracts from the member. EVERYNN's Partner Intelligence™ framework is the architecture of that principle.

### The Partner Proposition

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Partners join EVERYNN because EVERYNN's members are a high-intent, high-quality audience with a genuine need for products that meet their specific preferences. EVERYNN does not sell access to member attention. EVERYNN does not sell advertising. What EVERYNN offers partners is something more valuable: precise, context-grounded demand intelligence that connects the right product with the right member at the right moment.

This works when the product is genuinely right for the member. Partners who provide quality products and represent them honestly will perform well in the EVERYNN ecosystem. Partners who inflate prices, misrepresent quality, or attempt to use EVERYNN's placement to extract from members will not.

### What EVERYNN Shares With Partners

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EVERYNN shares intelligence with partners in aggregated, non-identifying forms. Individual member data is never shared with partners. What partners receive:

#### **Demand Intelligence**

Aggregate data on what EVERYNN members are actively looking for — style categories, product types, occasions, and need states — expressed as demand signals, not individual profiles.

#### **Gap Intelligence**

Identified gaps in the product market as expressed by EVERYNN's aggregate member wardrobe analysis. Where members consistently identify needs that the current catalog does not meet.

#### **Style Signals**



Aggregate aesthetic trend data: what aesthetics are growing, what color families are being requested, what silhouettes are gaining relevance — all aggregated across the member base, never attributed to individuals.

### **Performance Feedback**

How partner products are performing in terms of member satisfaction, return rates, and recommendation acceptance — giving partners actionable intelligence to improve their catalog.

## **What Partners Commit To**

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Formal EVERYNN partners sign a Partner Agreement that includes the following commitments:

- Quality standards: products meet the quality level represented at the listed price point
- Pricing honesty: sale prices represent genuine reductions; no artificial inflation
- Member respect: no unauthorized remarketing to EVERYNN members; no data misuse
- Catalog accuracy: product descriptions, images, and sizing information are accurate and current
- Responsive service: returns and member complaints addressed within 5 business days
- Transparency: material changes to products, pricing, or business practices disclosed to EVERYNN promptly

## **Certification Levels**

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### **Standard Partner**

Meets baseline quality and compliance requirements. Products eligible for inclusion in the EVERYNN marketplace. Standard commission terms apply.

### **Certified Partner**

Demonstrated track record of member satisfaction, quality consistency, and partnership transparency. Eligible for enhanced visibility in relevant recommendations. Not elevated artificially — only when product match quality is equal or superior to alternatives.

## Founding Partner

Original launch partners who helped build the EVERYNN marketplace. Special recognition in the Partner Resource Center. Same recommendation integrity standards apply — Founding Partner status does not confer ranking advantages.

## How Partner Performance Is Measured

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EVERYNN evaluates partner performance on member-centric metrics:

- Member satisfaction rate: post-purchase satisfaction scores from EVERYNN members
- Return rate: the rate at which EVERYNN-recommended products are returned, and the stated reasons
- Recommendation acceptance: the rate at which members accept EVERYNN's recommendations for this partner
- Complaint resolution: timeliness and quality of partner responses to member complaints
- Catalog accuracy: frequency of product description or sizing errors

Partners whose performance falls below EVERYNN's standards receive a notification with specific improvement requirements and a remediation timeline. Continued non-compliance results in removal from the EVERYNN marketplace.