

# Case Study

## D2C Gadget Goldmine: Orbio Pays Out \$36M in Affiliate Commissions in 8 Months With Everflow

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# \$36M

**in Affiliate Commissions in 8 Months**

# +77%

**YoY Increase in Program Revenue**

Orbio, a global e-commerce group with 15+ D2C brands spanning wellness, household items, electronics, and digital products, hit a roadblock in establishing its first affiliate program.

With a massive reach of 8.5 + million consumers across 190 countries, selecting the right partner marketing platform was critical.

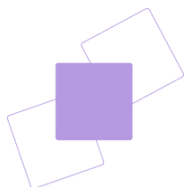
Any inefficiency or lack of proper performance tracking would hold the company back in achieving millions of dollars in potential customer revenue.

That was four years ago. Fast forward to 2025 and Orbio's powerhouse affiliate program is thriving and more valuable than ever. The company continues to attract new partners and reach millions monthly with products like the *Ryoko* wi-fi router and *Matsato* Japanese knife.

After turning to Everflow, Orbio successfully centralized its affiliate operations and unlocked a new level of performance, paying out \$36 million in commissions in a recent eight-month period on the platform.

Ready to see how Everflow helped Orbio achieve rapid scale with their affiliate program?

Let's start by digging into why Orbio needed a partner marketing platform in the first place.



# The High Stakes of Picking a Platform

## WELCOME TO ORBIO WORLD

A direct-to-consumer retailer with a vision to create brands that make a difference. Offering a variety of unique and exclusive products worldwide and reaching more than 10 million consumers in almost 200 countries, we are proud of a massive scaling wave we are riding. Come join our Affiliate Program and ride the wave with us!

JOIN SUCCESS



**190**  
COUNTRIES

**8.5M**  
CUSTOMERS

WELLNESS



ELECTRONICS



HOUSEHOLD



DIGITAL



Orbio has been riding a self-described “massive scaling wave,” attracting 8.5 million customers along the way. Building a comprehensive affiliate program was the next major milestone in Orbio’s growth as their product offerings expanded.

The company knew that an affiliate program would be a key part of their long-term plans but lacked a platform to manage it all. Given the scope of their offerings and size of their audience, the stakes were high in choosing the right platform.

Because Orbio would be working with a high volume of affiliates and networks, they needed a solution to provide comprehensive reporting on their efforts – and they knew that doing this manually across 15+ brands would be impossible.

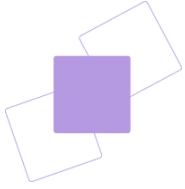
In choosing a platform and building their affiliate program, Orbio aimed to:

- Establish a central hub to manage a growing number of partners
- Get real-time data to make timely decisions and uncover opportunities to grow
- Tap into a responsive and knowledgeable team of affiliate experts

Within months, Everflow’s suite of tools enabled Orbio to deliver on all of the above. **The company achieved over seven figures of revenue in its first six months on the platform.**

Rasa Neniškė, Orbio’s Head of Partnerships, was the main person behind the driver’s seat, using Everflow to build out the company’s program. She immediately saw the value of having all of Orbio’s affiliate activities consolidated and tracked in one place.

So, how did Everflow help Orbio achieve these goals and so much more? Let’s find out!



# Building a Data-Backed Affiliate Engine

*"Everflow has been instrumental in growing our affiliate program by providing a centralized platform where we can manage hundreds of affiliates and networks efficiently. Having everything in one place—from tracking to reporting—has significantly streamlined our operations and saved us valuable time."*



## **Rasa Neniškė, Head of Partnerships at Orbio**

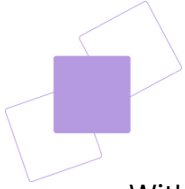
From day one, Everflow's platform was ready to handle the scale and complexity of Orbio's global affiliate program and diverse range of products.

Here are the integral tools and features of Everflow that made the difference:

- **Granular Reporting:** Everflow's detailed and customizable reporting tools empowered the Orbio team to closely monitor performance trends and identify new opportunities. The ability to break down results by partner, location, offer, and sub-ID offered the clarity needed to scale what was working.
- **Variance Report:** Providing clear, side-by-side comparisons of performance across different time periods, Everflow's Variance Report made it simple for Orbio to identify trends and spot anomalies. This saved the team valuable time by highlighting changes in key performance indicators like conversions, margins, and revenue without manually running multiple reports. *"The Variance Report, in particular, has been a game-changer—it allows us to instantly compare key metrics, helping us quickly spot what's improving or underperforming," according to Rasa.*
- **Advanced Connections:** One of the most valuable of Everflow's tech stack connections for the Orbio team was with *Tableau*. This connection allowed Orbio to visualize and analyze performance data from Everflow in a more dynamic and customizable way, providing even deeper insights into trends and campaign optimization.

According to Rasa, the platform's advanced data-tracking capabilities were key for success.

*"The data insights from Everflow that have helped grow our program the most are those that highlight performance fluctuations and partner-level optimization opportunities," says Rasa.*



## From Insights to Action

With Everflow's powerful platform and reporting set up, Orbio launched its affiliate program successfully and created a data-driven engine for ongoing growth. The results:

- **Massive Scale:** In eight months in 2025 using Everflow, Orbio paid out over \$36 million in commissions to their partners.
- **Upward Trajectory:** As Orbio's product offerings expand, so does their affiliate program. The company saw a 77% increase in program revenue YoY from 2024 to 2025.
- **Smarter Decision-Making:** With Everflow's real-time data and advanced reporting, Orbio's team can take action faster. This includes scaling traffic with top partners, tweaking creatives, and identifying drop-offs that indicate red flags.

Through Everflow, Orbio has built a thriving and ever-optimizing affiliate program from the ground up, achieving incredible scale in a short amount of time.

But where do they go from here?



## The Next Chapter

The future for Orbio includes more products, more reach, and more growth.

The company has established a foundation for success and remains committed to a data-driven approach to affiliate marketing.

This formula has translated to big wins for affiliate partners.

**"Our brands attract over 26 million monthly visitors across our websites," says Rasa. "Top partners working with us earn mid-to-high six figures monthly."**

Orbio will continue to build and scale its affiliate program, leveraging Everflow's tools to streamline operations, enhance partner relationships, and introduce even more happy customers to their brands.

## More Information


Heading into Q4 2025, Orbio's latest rollout of best-selling products include the *Ryoko* wi-fi hotspot, *Enence* portable translator, and *Matsato* Japanese knife. These products and more have driven nearly 8 billion impressions and millions in affiliate payouts.

### Ryoko Has it All


We've honed our expertise over the years. Today, Ryoko has reached a new level of excellence. It's packed with all the features you've come to need and love, and more!

**Ad Blocker** NEW


Removes ads, blocks malware and phishing sites, to enhance your speed and safety online.

**Connect 10 Devices**


From phones to laptops, tablets, and beyond. Share the connection with friends and family too!


**Fits in Your Pocket**

Enjoy the freedom of internet on-the-go. Ryoko operates wire-free, is lightweight and portable!

**Fast-Charge with USB-C**

Charges fast, with any USB-C cable. For your convenience, you'll find one in the package together with Ryoko.




**Data Saver** NEW


Get high-speed Internet with data efficiency optimization.

**Long-Lasting Battery**

Up to 8 hours of WiFi life keeps you connected without interruptions.

**Fast Internet Connection**

Experience a high-speed connection of up to 150Mb/s. Supports multiple devices easily.

**Simple to Use**

With a user-friendly design, Ryoko is easy to use for people of all ages.

*"We're incredibly excited for Q4 as it's a huge opportunity to build on our momentum and drive significant affiliate revenue," says Rasa. "With Orbio's innovative and wide-ranging product line that includes highly-anticipated gadgets and household essentials, we're confident we'll bring even more value to our customers and partners."*



To learn more about Orbio, their brands, and affiliate program reaching over 10 million consumers, please visit: <https://orbio.world/#affiliates>.



To get a demo of the award-winning Everflow partner marketing platform, please visit: <https://www.everflow.io/demo>.