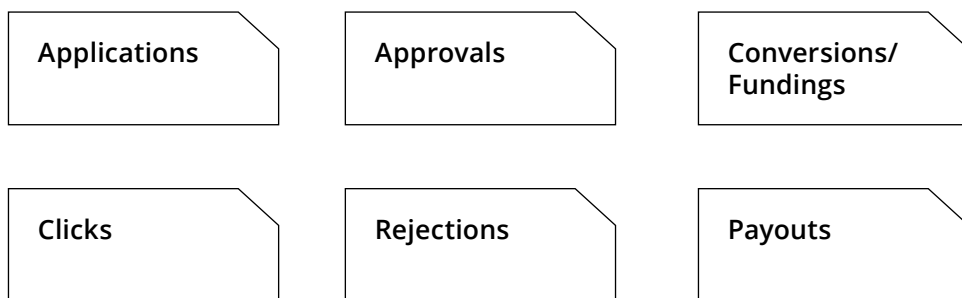




# EVEN LEAD EVENTS REPORTING API INSTRUCTIONS

As part of Even's reporting transparency, partners can follow the journey of their consumers via our Lead Actions Reporting API. Partners have the ability to leverage this endpoint to power their Business Intelligence dashboards, providing a better understanding of their full funnel.

Covering our Personal Loans, Savings & Credit Card products, partners can gain consumer insights including:



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## Authentication

All requests to the Even API are authenticated using a bearer token specified in the Authorization header.

The bearer token corresponds to an access token record, and consists of two UUIDs joined by an underscore:

The access token's unique identifier

The access token's secret, which is only available upon access token creation

The header value is prefixed with the string "Bearer ", so a properly authenticated request will have a header that looks something like this:

**Authorization: Bearer 0a930e7f-4a96-4388-8c12-c794a161084e\_409cc5f2-4008-42aa-84a4-0b68f163f437**

Requests are authorized using scopes that are associated with the access token. Each endpoint defines the scopes required to authorize a request.

For lead events API, you'll need an access token with the **svc-lead:leads:read** **Restricted scope**.



# Make a Lead Event Report Request

1. Get events for a lead by making the following request, for example:

```
GET /analytics/leadEvents?uuid=9cc5ef55-4b9f-4c9d-ba52-cf96c9ad957e&limit=1
```

2. Poll all events by making paginated requests. The first of these requests would be:

```
GET /analytics/leadEvents?limit=1000
```

3. Events will always be returned in ascending timestamp order. Take the timestamp of the last record of the result set to form the request for the next page, repeat until there are no more events:

```
GET /analytics/leadEvents?eventCreatedAtMin=2019-11-19T16:38:47Z&limit=1000
```

## QUERY PARAMETERS

<b>uuid</b>	Array of strings <uuid>	The UUIDs of events that should be included in the result set
<b>leadUuid</b>	Array of strings <uuid>	The UUIDs of the leads whose events should be included in the result set
<b>leadCreatedAtMin</b>	String <date-time>	The minimum leadCreatedAtMin (inclusive) time for events that should be included in the data set
<b>leadCreatedAtMax</b>	String <date-time>	The minimum leadCreatedAtMax (inclusive) time for events that should be included in the data set
<b>eventType</b>	Array of strings	The event types that should be included in the result set "leadCreated"      "approved" "appSubmitted"      "listed" "apiApproved"      "opened" "apiRejected"      "funded" "offerClicked"      "conversion" "applied"



## QUERY PARAMETERS

<b>eventCreatedAtMin</b>	String <date-time>	The minimum eventCreatedAt (inclusive) for events that should be included in the result set
<b>eventCreatedAtMax</b>	String <date-time>	The maximum eventCreatedAt (inclusive) for events that should be included in the result set
<b>offerProductType</b>	String <date-time>	The offer product types of events that should be included in the result set
<b>clientTag</b>	Object	The value of a client tag on leads that should be included in the result set
<b>limit required</b>	Number <int32>[1 .. 1000]	The maximum number of records to return
<b>offset</b>	Number <int32>[0 .. 1000]	The number of records to skip

## Lead Events Data Response

```
{
  "uuid": "fd16f2b0-f3e2-4fdd-9930-9b09eabb5305",
  "leadUuid": "39afdb4a-ef26-42ed-a313-e28288f95099",
  "leadCreatedAt": "2019-10-10T20:42:06",
  "eventType": "apiApproved",
  "eventCreatedAt": "2019-10-10T20:44:28",
  "financialInstitutionUuid": "da14e06b-0866-4f02-a3b2-9443501b25b9",
  "financialInstitutionName": "LendingClub"
}
{
  "uuid": "1f8b67c2-bb67-4eb4-846a-de0b4799062a",
  "leadUuid": "4bbb25a6-6fcf-4ed3-88f9-6daacb0f8b33",
  "leadCreatedAt": "2019-09-21 11:24:45 UTC",
  "eventType": "offerClicked",
  "eventCreatedAt": "2019-09-22 17:44:22 UTC",
  "financialInstitutionUuid": "da14e06b-0866-4f02-a3b2-9443501b25b9",
  "financialInstitutionName": "OpenSky(r)",
  "offerUuid": "5243140e-0a98-4301-9b6b-1283a52b857b",
  "offerName": "OpenSky(r) Secured Visa(r) Credit Card"
}
```



## RESPONSE SCHEMA

<b>uuid</b>	String <uuid>	A unique identifier for the event
<b>leadUuid</b>	String <uuid>	A unique identifier for the associated lead
<b>leadCreatedAt</b>	String <date-time>	The time that the associated lead was created
<b>eventType</b>	string Enum	"leadCreated" "approved" "appSubmitted" "listed" "apiApproved" "opened" "apiRejected" "funded" "offerClicked" "conversion" "applied"
<b>eventCreatedAt</b>	string <date-time>	The time that the event occurred
<b>eventPayout</b>	Integer <int32>	The payout associated with the event, in cents. Only present for some events.
<b>eventDollarAmount</b>	integer <int32>	The dollar amount associated with event, in cents. Only present for some events.
<b>financialInstitutionUuid</b>	string <uuid>	A unique identifier for the associated financial institution. Only present for event types associated with financial institutions.
<b>financialInstitutionName</b>	string	The name of the associated financial institution. This value is subject to change, so <b>financialInstitutionUuid</b> should be used for grouping. Only present for event types associated with financial institutions.
<b>rateTableUuid</b>	string <uuid>	A unique identifier for the associated rate table. Only present for event types associated with offers.
<b>offerUuid</b>	string <uuid>	A unique identifier for the associated offer. Only present for event types associated with Savings, Credit Card & Special offers.
<b>offerName</b>	string	A unique identifier for the associated offer. This value is subject to change, so <b>offerUuid</b> should be used for grouping. Only present for event types associated with Savings, Credit Card & Special offers.
<b>offerProductType</b>	string	The product type for the associated offer. Only present for event types associated with offers. "loan" "savings" "creditCard" "special"
<b>offerFirmness</b>	stringEnum	The firmness of the associated offer. Only present for event types associated with offers. "preSelected" "preQualified" "preApproved"



## Event Type and Firmness Offer Definitions

EVENT TYPE	DEFINITION
leadCreated	When a consumer is created in our system
appSubmitted	Consumer submitted via lead endpoint for either Personal Loans or Credit Cards
apiApproved	Consumer has been approved by the lender's online underwriting model
apiRejected	Consumer has been rejected by the lender's online underwriting model
offerClicked	An offer was clicked by the consumer
applied	Consumer has finished application on the lender/issuers site
approved	Lender/Issuer has decisioned a final approval for the consumer
listed	Consumer has an outstanding loan offer from the lender
opened	A savings account or credit card has been opened
funded	Consumer has been issued the loan funds, or savings account has been funded
conversion	Consumer has been issued or activated a special offer product

OFFER FIRMNESS	DEFINITION
preSelected	Even has decided that you will likely be qualified for a specific credit card
preQualified	Lender has decided you will likely be approved for a loan up to a certain amount
preApproved	Approved by a lender for a specific loan amount