EVEN GETTING STARTED INSTRUCTIONS

Welcome to Even Financial

We are excited to start our partnership with you! As one of our partners, you get immediate access to generate personalized offers within loans, credit cards, life insurance and savings verticals. The Even platform helps you maximize revenue and provide a better experience for your users using our search, comparison and recommendation engine.

Even allows partners to submit leads via an API or via turnkey solutions. Even has a network of 200+ channel partners where we acquire consumers through all major omni channel touch points including web, app, POS and call centers.

This document is intended to help you better understand our product offerings and integrations, including the features for all of our offerings as well as how monetization works within the Even network.

This document includes the following information:

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Product Catalog	Monetization For Partners	Types of Integration

We look forward to working with you!

1. Product Catalog

Even's platform offers the below products:

- **Loans:** offers from top online lending providers, installment loans, or debt relief options depending on the information the user provides and their creditworthiness

- **Savings Accounts:** high yield savings account offers from the top institutions including, traditional online savings accounts, cash management accounts, and money market accounts

- **Credit Cards:** offers from top providers, across a range of card purposes and card networks

- **Life Insurance:** personalized life insurance policy quotes from our network of top carriers. The only end-to-end digital life insurance experience

- **Coming Soon:** Mortgages

Even's platform has the ability to provide pre-approved / pre-qualified offers from a range of providers.

2. Monetization For Partners

Real-Time Pricing: Even's platform returns a payout for each offer, indicating the monetization for the partner when the user is redirected or clicks into the presented offer. The payout is generated in real-time based on Even's machine learning algorithm.

Even also offers other structured pricing models. Please contact your partner manager for more information.

3. Types of Integration

NATIVE

The Even API can return offers for all of our product offerings through a single endpoint for creating leads and generating 'rate tables' with personalized offers. With the Even API, partners have the ability to create custom user interfaces that are integrated within existing user experiences or where an embed is not possible. For example, a personal finance application may use the Even API directly to generate offers and display them across the application.

When using the real-time pricing model, partners using the Even API have direct access to offer pricing information. This allows partners to make real-time decisions when presenting offers to their users.

EMBED

Partners can leverage Even's embeds to offer any products within the Even network without any API integrations or concerns about security or performance. The Even embed is fully customizable, including custom colors, themes and user journeys that can be tailored to your audience. While most embeds are placed in full width content and change their size based on what is being displayed, they are flexible enough to work on any site and can be used as an ad unit, set as a fixed size, or configured to act as a lead generator for a partner page.

Embeds support all Even platform features, all monetization types, custom tracking and analytics. You can find out more information about our embeds here.

PARTNER PAGES

Partner pages allow any partner to begin leveraging the Even network with no technical integration. These white labeled websites support full customization, branding, and all Even platform features at a link specific to your company. To learn more about partner pages, contact your partner manager to discuss options.
Contact email address: info@evenfinancial.com