



EVEN LEAD EVENTS REPORTING API OVERVIEW

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

Product Features



Funnel Event Stream

Stay up-to-date by polling our endpoint whenever there are new events associated with a consumer's status



Cross-Vertical Coverage

Understand the consumer's financial journey in our Personal Loans, Savings and Credit Card products using a single endpoint



Financial Journey Insights

Review clean funnel data that includes applications, clicks, approvals, rejections, funding and account opening events. Partners can also leverage our event tracking infrastructure to understand their full-funnel via first party pixels.

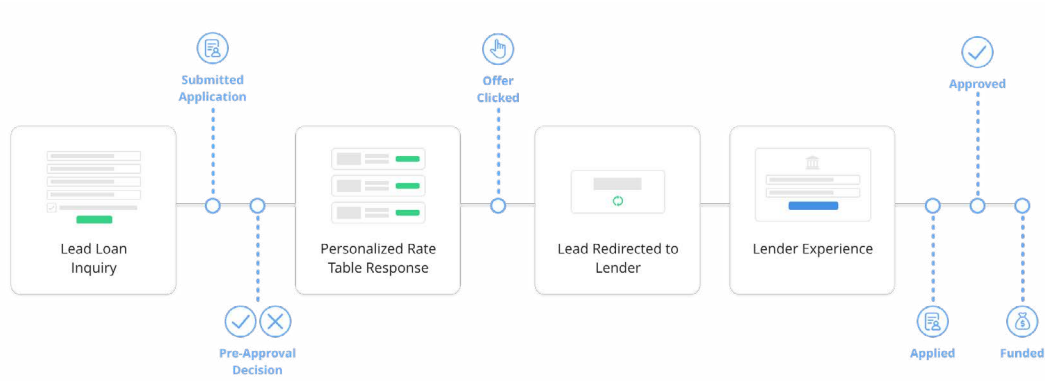
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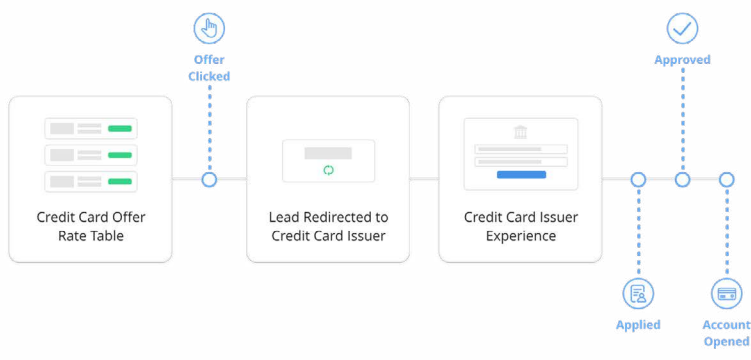
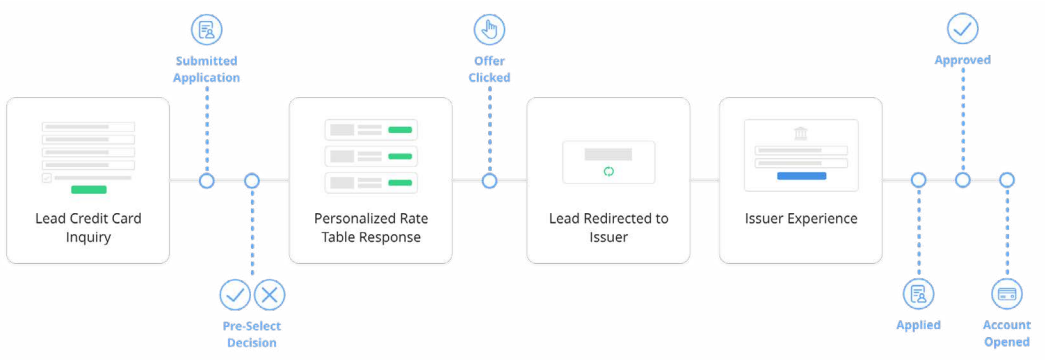
First Class, Cross-Vertical Event Stream

Each product vertical has a number of defined funnel events ranging from clicks, submissions, approval decisions, and account conversions.

PERSONAL LOAN EVENTS

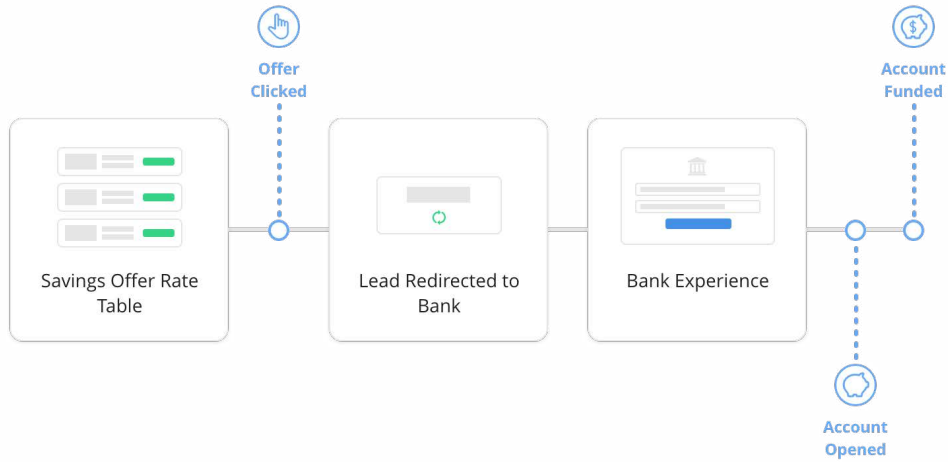


CREDIT CARD EVENTS

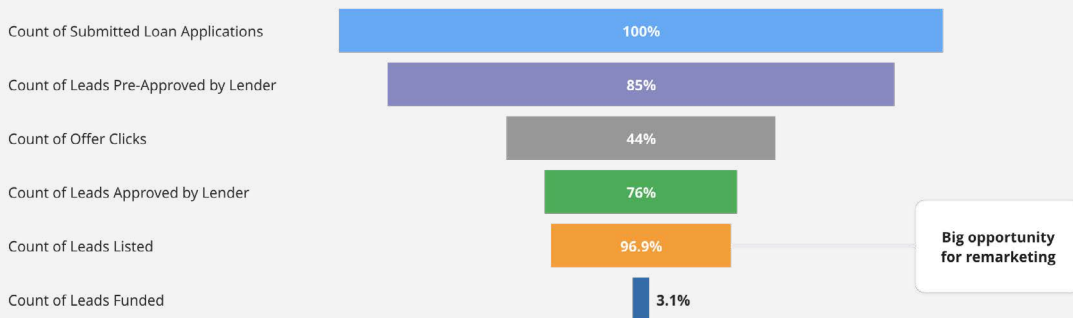




SAVINGS EVENTS



Create Insightful Sashboards to Inform Your Business





Visibility Into Downstream Funnel Decisions

The Lead Events API response includes lender decisioning information and final conversion events.

```
{  
  "uuid": "fd16f2b0-f3e2-4 added-9930-9b09eabb5305",  
  "leadUuid": "39afdb4a-ef26-42ed-a313-e28288f95099",  
  "leadCreatedAt": "2019-10-10T20:42:06 UTC",  
  "eventType": "apiApproved",  
  "eventCreatedAt": "2019-10-10T20:44:28 UTC",  
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