

Marketplace Lending Criteria Overview

When the platform receives offer requests from the apply page, we run a server-side filtering and matching process to determine the optimal response for your request. We then request a pre-approval for the user from financial service providers, however we may respond with any of the following offers:

- **Optimal: Pre-Approved and Pre-Qualified Loan Offers** – These offers are generated when a lender pre-approves or pre-qualifies a user based on information passed over the API. The response will be a specific APR, term and loan amount. These offers generally take 10-15 seconds to be returned.
- **Secondary: Static (Non-Pre-Approval) Loan Offers** – Some lending partners do not have a pre-approval API, for them we present generic offers for borrowers we believe could be approved based on the information provided. Because this is not a pre-approval, the offers returned will have ranges of APRs (ex. 5.99-35.89%). Note these are not preapproved, consumer must go through the approval process with the lender.
- **Tertiary: Special Offers** – If the borrower does not qualify for any Pre-Approved or Static Loan Offers, there are additional offers for debt relief, credit repair, secured credit cards, and credit reporting/monitoring service providers. These offers are not returned in a loan offer format, rather, they are as advertiser names, logos, and a short description of the offer with a redirect link. Due to limited lender coverage for fair and poor credit consumers, the best way to monetize these users are through special offers

CURRENT INVENTORY OF LENDER PARTNERS

We have a number of lenders on our platform that service Excellent, Good, Fair and Poor credit consumers. Lenders generally specify a particular credit range that they serve best. Therefore, it is important to have a comprehensive set of lenders (including lenders without APIs) so that you have the most coverage and generate the highest approval rate possible.

Excellent/Good Credit

These lenders generally have the highest approval rates out of all of the offers, but also stricter requirements about who they approve and lend to. The typical customer that is approved by these lenders have credit around 700, annual income above \$50,000 and a low debt-to-income ratio. The platform will automatically filter the leads so that offers are shown only when we believe the user will be qualified.

Fair Credit

These lenders will generate the most approvals given that they can lend to Fair credit consumers (600 and above), but there are fewer lenders and they are limited in the states they serve. As examples, Avant and Lending Club both have coverage in 40+ states, but Ascend is limited to 8.

Poor Credit

These leads will almost certainly fall into Special Offers. There are a couple of lenders we work with who can lend to Poor credit consumers in certain states (these states are in the “Targeting Best Practices” section), but the approval rates are extremely low given the credit quality of these consumers.

Available Lenders	Has API?	Credit Score
Prosper	Yes	Excellent, Good
Lending Club	Yes	Excellent, Good, Fair
FreedomPlus	Yes	Excellent, Good
Best Egg	Yes	Excellent, Good
Upstart	Yes	Excellent, Good
Pave	Yes	Excellent, Good
SoFi	No	Excellent
Lightstream	No	Excellent
Avant	Yes	Good, Fair
Ascend	Yes	Good, Fair
LendingPoint	Yes	Good, Fair
OneMain	No	Fair
RISE	No	Fair, Poor
NetCredit	No	Fair

TARGETING BEST PRACTICES

States

Our lender network covers all 50 states, but based on the limited coverage of **Fair** and **Poor** credit lenders, we recommend targeting the following states to maximize revenue and generate the most approvals from our lenders:

- Alabama, California, Delaware, Florida, Georgia, Illinois, Missouri, New Mexico, Ohio, Oregon, South Carolina, South Dakota, Utah, Washington

Income

Lenders will start at around \$20,000, but we see the most success when the average annual income of users is \$45,000. For consumers with annual income less than \$20,000, we will route these consumers to the special offers.

Loan Purpose

The most popular and most successful loan purposes for consumer personal loans across our network are:

- Debt and Credit Card Consolidation
- Home Improvement
- Large Purchase
- Wedding

Age

We recommend that partners target ages of 25 and older because people with longer credit histories have more time to establish credit and tend to have higher credit scores.

Loan Amount

Lenders can fund loans up to \$100,000, with the majority funding between \$3,000 and \$35,000.

We recommend that partners implement a minimum amount of \$1,000 and a maximum amount of \$35,000, but note that most individuals who are requesting <\$3,000 are likely going to fall into the Special Offers category.

Credit

Given the diverse lender relationships across our network, we partner with lenders that provide services to users with credit scores from 580 to 775+. Specifically, to ensure higher approval rates we recommend targeting users with minimum 640+ credit scores. The higher the credit score of the user, the likelihood the user will be preapproved from our lenders.