



EVEN ADVANCED CREDIT CARDS CONFIGURATIONS

Alternate and more advanced credit card application flows are available for cases where partners want their embed to fit into a smaller space or would like to optimize the experience for different users or device types. These advanced settings allow partners flexibility in the way they present these forms to consumers, giving partners more control over the user experience to utilize the flow that works best for their use case. Please consult with your account manager to ensure your account is set up properly before changing these settings in production.

Flow

Flow determines the path of screens that a user experiences while using the credit card product, and is configurable via the 'credit_card_flow' parameter. You have the following options:

NAME	PARAMETER SETTING	DESCRIPTION
Redirect	credit_card_flow=redirect	In a redirect flow, users will land on a preview step with card offers displayed below. Clicking on a card offer will take a user directly to the issuer's application page, with no fine tuned matching based on the user's credit profile. This may result in lower monetization rates.
CardGuide Match	credit_card_flow=pre-select	With a credit card matching flow, all users go through an application step so that they can be matched with the right credit card based on their credit profile. This helps issuers do some pre-screening on users before they are sent to an application page.

Application Configuration

The application configuration allows partners to configure how user information is collected and is set using the `credit_card_application_type` parameter.

NAME	PARAMETER	DESCRIPTION
Step By Step	<code>credit_card_application_type=step_by_step</code>	In a step by step flow, users who are taken through an application step, see each question one at a time. Step-by-step screens are great for mobile experiences, and mimic a wizard like experience.
Single Step	<code>credit_card_application_type=single_step</code>	In a single step flow, users who are taken through an application step see all questions on one page. Single page flows are most applicable for desktop experiences.

Starting Step

In addition to the type of application that can be enabled, the starting step for users can also be customized.

NAME	PARAMETER	DESCRIPTION
Preview	<code>step=offerList</code>	In flows where preview is enabled, users will see a table of card offers and an option to get matched with card offers as their first step. Clicking into any of the card offers will take the user through the application step.
Application	<code>start=application</code>	In addition to the type of application that can be enabled, the starting step for users can also be customized. In flows where the starting step is set as application, users will start on the application. They will either land on the single application page, or the first question in the step by step application.