



Pay in 4 | Lifecycle email

Copy and paste the following text into your launch email.

Please don't alter this text without approval from Affirm. You can reach out to your Client Success Manager or merchanthelp@affirm.com with any questions or concerns.

Subject line	Pay over time, interest-free
Preheader	Just select Affirm at checkout to split your next purchase into 4 interest-free payments.
Header	Make 4 interest-free payments with {Affirm logo, download here}
Message	{{first name}} – Next time you're shopping with us, there's an easier way to pay. With Affirm, you can split your purchase into 4 payments with zero interest and zero fees.

How Affirm Works	Here's how it works: <ol style="list-style-type: none">1. Fill your cart When you're done shopping, select Affirm at checkout.2. Complete your purchase Enter a few pieces of info for a real-time decision.3. Pay over time Make 4 payments every 2 weeks at affirm.com or in the Affirm app.
CTA	<u>Start shopping</u> {link to your store}
Featured Products	{Examples of your products here}
Disclosure (include in the footer of your email)	Payment options are offered by Affirm and are subject to an eligibility check. Options depend on your purchase amount, and a down payment may be required. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Finance Lender license. For licenses and disclosures, see affirm.com/licenses .

Footer details

- Your company name or logo
- Your company postal address
- Option to unsubscribe