



Installments and 0% APR | Launch email

Copy and paste the following text into your launch email.

For each dynamic field, review the options provided and choose the one that reflects your Affirm offering. 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	New: Pay over time with Affirm {{dynamic_1}}	{{dynamic_1}} options
Preheader	Split up your next purchase with flexible payment options.	Evergreen Pure 0% APR with 0% APR
Header	Pay over time starting at 0% APR	Evergreen ALA 0% APR starting at 0% APR
Message	{{first_name}} , We're excited to partner with Affirm, giving you the flexibility to pay on your terms. Next time you're shopping with us, just select Affirm at checkout to split up your purchase into monthly payments {{dynamic_2}} {{dynamic_3}} .	Promotional Pure 0% APR with 0% APR Promotional ALA 0% APR starting at 0% APR {{dynamic_2}} options
Affirm Value Props	Transparent Affirm tells you the total amount you'll pay up front. That number will never go up. Flexible You choose the payment schedule that works best for you. Fair Affirm doesn't charge late fees or hidden fees of any kind, ever.	Evergreen Pure 0% APR with 0% APR and no hidden fees Evergreen ALA 0% APR starting at 0% APR Promotional Pure 0% APR with no hidden fees Promotional ALA 0% APR with no hidden fees {{dynamic_3}} options
How Affirm Works	How it works 1. Fill your cart Select Affirm at checkout, then enter a few pieces of info for a real-time decision. 2. Choose how to pay	Promotional Pure 0% APR And for a limited time, get 0% APR. Promotional ALA 0% APR And for a limited time, get as low as 0% APR. Evergreen Programs Not applicable

	<p>Pick the monthly payment plan you like best. You'll never pay more than you agree to up front.</p> <p>3. Pay over time Make payments at affirm.com or in the Affirm app. You'll also get reminders by text and email.</p>	
Image	{insert cart page image} Download here	
CTA	Start shopping {link to your store}	
Featured products	<p>{Examples of your products here}</p> <p><i>Note: Show the retail purchase price of your product and not the Affirm payment amount.</i></p>	
Affirm additional value props	<p>Buy with confidence</p> <ul style="list-style-type: none"> • Know exactly what you'll owe • Know when you'll be done paying • Never pay late or hidden fees 	
CTA	<p>Learn more about Affirm {link to Affirm.com}</p> <p>Visit Affirm Help Center {link to https://helpcenter.affirm.com/s/}</p>	
Disclosure (include in the footer of your email)	<p>Rates from 0–36% APR. {{dynamic 4}}.</p> <p>Payment options through Affirm are subject to an eligibility check, may not be available everywhere, and are provided by these lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required. See affirm.com/licenses for important info on state licenses and notifications.</p>	<p>{{dynamic_4}} options</p> <p>Pure 0% APR programs For example, a \$700 purchase might cost \$59/mo over 12 months at 0% APR.</p> <p>ALA 0% APR programs For example, an \$800 purchase might cost \$72.21/mo over 12 months at 15% APR.</p>
Footer details	<ul style="list-style-type: none"> • Your company name or logo • Your company postal address • Option to unsubscribe 	