



Installments and 0% APR | Lifecycle email

Copy and paste the following text into your lifecycle 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	Pay over time with Affirm {{dynamic_1}}	<p> {{dynamic_1}} options Evergreen Pure 0% APR with 0% APR Evergreen ALA 0% APR starting at 0% APR Promotional Pure 0% APR with 0% APR Promotional ALA 0% APR starting at 0% APR {{dynamic_2}} options </p>
Preheader	Just select Affirm at checkout for flexible payment options.	
Header	Pay over time starting at 0% APR	
Message	<p> {{first_name}}, Next time you're shopping with us, you'll have a more flexible way to pay—with Affirm. Choose to split up your purchase with monthly payment options {{dynamic_2}} {{dynamic_3}}. </p>	
How Affirm Works	<p>How it works</p> <ol style="list-style-type: none"> 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 Pick the monthly payment plan you like best. You'll never pay more than you agree to up front. 3. Pay over time Make payments at affirm.com or in the Affirm app. You'll also get reminders by text and email. 	<p> 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% AP with no hidden fees {{dynamic_3}} options 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>

Image	{insert cart page image} Download here	
CTA	Start shopping {link to your store}	
Featured products	{Examples of your products here}	
	<i>Note: Show the retail purchase price of your product and not the Affirm payment amount.</i>	
Affirm additional value props	Buy with confidence <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	Learn more about Affirm {link to Affirm.com} Visit Affirm Help Center {link to https://helpcenter.affirm.com/s/}	
Disclosure (include in the footer of your email)	Rates from 0–36% APR. {{dynamic 4}}. 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.	{{dynamic_4}} options Pure 0% APR programs For example, a \$700 purchase might cost \$59/mo over 12 months at 0% APR. ALA 0% APR programs For example, an \$800 purchase might cost \$72.21/mo over 12 months at 15% APR.
Footer details	<ul style="list-style-type: none"> • Your company name or logo • Your company postal address • Option to unsubscribe 	