



## Adaptive Checkout | 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](mailto:merchanthelp@affirm.com) with any questions or concerns.

<b>Subject Line</b>	New: Pay over time with Affirm
<b>Preheader</b>	Split purchases into 4 interest-free payments or monthly installments.
<b>Header</b>	Introducing flexible payment options, starting at 0% APR
<b>Message</b>	{{first_name}}, We're excited to partner with Affirm, giving you the flexibility to pay over time. When you're ready to make a purchase, just select Affirm at checkout and choose how you want to pay—from 4 interest-free payments to monthly installments.
<b>Affirm Value Props</b>	<p><b>Transparent</b> Affirm tells you up front the total amount you'll pay. That number will never go up.</p> <p><b>Flexible</b> You choose the payment schedule that works for you.</p> <p><b>Fair</b> Affirm doesn't charge late fees or hidden fees of any kind, ever.</p>
<b>How Affirm Works</b>	<p>How it works</p> <ol style="list-style-type: none"><li><b>1. Fill your cart</b> Select Affirm at checkout, then enter a few pieces of info for a real-time decision.</li><li><b>2. Choose how to pay</b> Pick the monthly payment plan you like best. You'll never pay more than you agree to up front.</li><li><b>3. Pay over time</b> Make payments at <a href="https://affirm.com">affirm.com</a> or in the Affirm app. You'll get email and text reminders.</li></ol>

<b>Image</b>	{insert cart page image} Download here
<b>CTA</b>	Start shopping {link to your store}
<b>Featured products</b>	{Examples of your products here}  <i>(Note: Show the retail purchase price of your product and not the Affirm payment amount.)</i>
<b>Affirm additional value props</b>	Buy with confidence <ul style="list-style-type: none"> <li>• Know exactly what you'll owe</li> <li>• Know when you'll be done paying</li> <li>• Never pay late or hidden fees</li> </ul>
<b>CTA</b>	Learn more about Affirm {link to Affirm.com} Visit Affirm Help Center {link to https://helpcenter.affirm.com/s/}
<b>Disclosure (include in the footer of your email)</b>	Rates from 0–36% APR. Payment options through Affirm are subject to an eligibility check, may not be available everywhere, and are provided by these lending partners: <a href="https://affirm.com/lenders">affirm.com/lenders</a> . 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 Lenders Law license. For licenses and disclosures, see <a href="https://affirm.com/licenses">affirm.com/licenses</a> .
<b>Footer details</b>	<ul style="list-style-type: none"> <li>• Your company name or logo</li> <li>• Your company postal address</li> <li>• Option to unsubscribe</li> </ul>