

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: Make 4 interest-free payments
Preheader	Just select Affirm at checkout and pay over time at 0% APR.
Header	Pay on your terms with Affirm
Message	{{first_name}}, We're excited to partner with Affirm, giving you the flexibility to pay over time. Next time you're shopping with us, just select Affirm at checkout to split your purchase into 4 interest-free payments—with no late fees or surprises.
Affirm Value Props	<p>Transparent Affirm tells you the total amount you'll pay up front. That number will never go up throughout your payment cycle.</p> <p>Flexible You choose the payment schedule that works for you.</p> <p>Fair Affirm doesn't charge late fees or hidden fees of any kind, ever.</p>
How Affirm Works	<p>How it works</p> <p>1. Fill your cart Select Affirm at checkout, then enter a few pieces of info for a real-time decision.</p> <p>2. Choose how to pay Pick the payment plan you like best. You'll never pay more than you agree to up front. See footer for details.</p> <p>3. Pay over time Make payments at affirm.com or in the Affirm app. You'll get email and text reminders.</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)	Payment options through Affirm are subject to an eligibility check and may not be available everywhere. 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 Financing Law license. For licenses and disclosures, see affirm.com/licenses .
Footer details	<ul style="list-style-type: none"> • Your company name or logo • Your company postal address • Option to unsubscribe