



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

<b>Subject Line</b>	Pay on your terms with Affirm
<b>Preheader</b>	Split purchases into 4 interest-free payments every two weeks 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 on your terms. Next time you're shopping with us, just select Affirm at checkout and choose how you want to pay—from 4 interest-free payments to monthly installments
<b>How Affirm Works</b>	<p>How it works</p> <p><b>1. Fill your cart</b> Select Affirm at checkout, then enter a few simple pieces of info for a real time decision.</p> <p><b>2. Choose how to pay</b> Pick the payment plan you like best. You'll never pay more than you agree to up front. See footer for details.</p> <p><b>3. Pay over time</b> Make payments at <a href="http://affirm.com">affirm.com</a> or in the Affirm app. You'll get email and text reminders.</p>
<b>Image</b>	{insert cart page image} <a href="#">Download here</a>
<b>CTA</b>	Start shopping <a href="#">{link to your store}</a>
<b>Featured products</b>	<p><a href="#">{Examples of your products here}</a></p> <p><i>Note: Show the retail purchase price of your product and not the Affirm payment amount.</i></p>

<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 <a href="#">{link to Affirm.com}</a> Visit Affirm Help Center <a href="https://helpcenter.affirm.com/s/">{link to https://helpcenter.affirm.com/s/}</a>
<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 Financing 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>