

Copy and paste the following text into your landing page.

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.

Hero	{insert your own header image}
Headline	Make 4 interest-free payments with Affirm
Subhead	When inspiration strikes, say yes with confidence—knowing you'll never pay a penny more than your purchase price when you Pay in 4
How Affirm Works	Check your purchasing power now {link to purchasing power page.} OR Just select {Affirm logo} at checkout Download Affirm logo here. {Static text only.}
Headline	Keep it simple with Pay in 4
Subhead	For example, an \$800 purchase could be split into 4 interest-free payments of \$200 every 2 weeks.
Steps	1. Fill your cart When you're done shopping, select Affirm at checkout. 2. Choose how to pay Enter a few pieces of info for a real time decision. 3. Pay over time Make 4 payments every 2 weeks at affirm.com or in the Affirm app. You'll get email and text reminders.
Image	{insert step 1 image, step 2 image, and step 3 image here}
Headline	Buy with confidence

Subhead	When you pay with Affirm, you always know exactly what you'll owe and when you'll be done paying. You'll never pay late fees or hidden fees of any kind.
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.
Disclosure	Payment options are offered by 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 Finance Lender license. For licenses and disclosures, see affirm.com/licenses .
FAQs	Can I pay off my purchase early? Yes, there's no penalty for paying early. How do I make my payments? You can make or schedule payments at affirm.com or in the Affirm app for iOS or Android. Affirm will send you email and text reminders before payments are due. Can I return an item I bought with Affirm? Yes, you can return an item you bought with Affirm by initiating the return process with the store. Does checking my eligibility affect my credit score? No, your credit won't be affected when you create an Affirm account or check your eligibility (including checking your pre qualification eligibility). When you apply for or check to see if you prequalify for Affirm financing, it's considered a soft inquiry, which does not affect your credit. If you decide to pay with installments through Affirm, your payment plan and repayment activity may be reported to credit bureaus. You can find more information on Affirm's Help Center. Do I need a mobile number to use Affirm? Yes, you'll need a mobile phone number from the U.S. or U.S. territories. This helps Affirm verify it's really you who is creating your account and signing in. Where can I learn more about Affirm?

	You can visit their website at affirm.com .
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