

Driving More Sales During the Holiday Season



Provide your customers additional holiday cheer with interesting and specific holiday campaigns using Affirm



Intro

While your customers can leverage Affirm throughout the year, it's worth exploring how to strategically market the ways in which Affirm can help shoppers buy more of what they love throughout one of the biggest shopping periods of the year. According to Adobe Digital Insights' survey of over 1,000 US consumers, one in five Americans plan to use BNPL services to purchase gifts during the holidays. BNPL spending should hit \$9.3 billion in November, making it the largest month on record, with Cyber Monday as the largest record day at \$782 million. The trends are projected to continue past the December holiday seasons as well.



Given this big opportunity, you have two types of BNPL customers that you need to appeal to during this time: First Time Users and Returning Customers.

First Time Users

Though many are well aware of BNPL options, especially Gen Z and Millennials, there are still many consumers who are unsure how Affirm can work for them. The primary challenge here often stems from consistent education and lack of reach.

Make sure you are catering to a variety of customer segments by meeting them across a broad spectrum of channels. Do you acquire new customers primarily through social media, word of mouth, in store, or somewhere else? This can help inform in-store signage, mailers, referral offerings and email/social media campaigns. Expanding your marketing efforts for increased reach, and using the holiday season as the framework for highlighting not only your best deals, but also Affirm as an easy-to-use payment option, can help attract new customers and increase conversion.



You can refer to this related Best Practices Guide ([Educating and Promoting Buy Now, Pay Later to Your Customers](#)) for sample verbiage and recommended channels for the best possible reach.

You can also entice first-time users with incentives. Here are *two examples*:

Example 1: Apparel New Users Promo Code

You can set up an Affirm specific promo-code in your eCommerce platform that's only valid for new customers. For example, this apparel company offered a conditional discount and tracked usage with a unique promo code:



"Black Friday and Cyber Monday are just around the corner, but our savings begins NOW. Save 30% off orders \$39+, capped at \$25. Use the code AFMNEW30 at checkout. New Users Only!"

Example 2: As low as 0% APR Promotion



Consider offering 0% APR in time for holiday shopping. In fact, merchants that add a 0% APR payment option see an average conversion lift of 6% and an average sales lift of 20%. Plus, 0% APR offerings don't cut into margins the way discounts do, thus protecting your cash flow.

"Purchase with Affirm and enjoy 0% APR for up to 6 months. 0% APR rates are only valid for purchases made between 10/15/23 and 12/18/23."



Note:

A 0% APR promotion can also reduce friction at checkout and drive more sales for your business, as [Bugaboo discovered](#) after seeing a striking +260% lift in AOV. "We know these [0% APR programs work well](#) for Affirm partners," said Bugaboo, "but they really deliver when you [market them to customers](#) as part of your holiday campaigns."

Returning Customers Who Already Use Affirm

You may already have customers who have purchased your goods and services using Affirm or have experience using Affirm to pay over time with a different merchant. Consider rewarding their loyalty and incentivize their next Affirm purchase in a variety of ways:

Example 1: Jewelry Store “Thank You” Promotion

Recognizing past purchases and celebrating loyalty can bring a customer back time and again. For example, this jewelry store identified customers who used Affirm to pay for purchases in the previous 24 months and sent a dedicated email campaign with a unique promo code to show their gratitude and inspire their next purchase:



We appreciate your past business and hope that your gift of sparkle was well received. As our thanks to you, here’s an extra 10% off any order. Code:

AFFSHOP10. *Promo code can be combined with another coupon or offer. Offer expires 12/20/23.*

Example 2: Airline Holiday Getaway Family Promotion

You can also send promotional offers that would most likely appeal to returning customers. Below is an airline’s holiday promotion dedicated to returning customers ahead of seasonal travels:



*Looking to get away for the holidays? Use promo code **AFFIRM125** to save up to \$125 off, \$25 off per passenger, up to 5 passengers per booking.*

T&Cs: AFFIRM125 is for flight purchases over \$1000. Non-refundable. Can only be applied to up to 5 passengers in one booking, with a maximum of \$25 being discounted per person. Flight seats and prices are subject to availability.

Cannot be combined with any other coupon or offer. Offer expires 11/28/23.

There are many ways you can inform, entice, and re-engage your customers with Affirm during the holiday season such as offering new customer incentives, rewards for repeat purchasers, 0% APR offers and more. We hope that you are able to flex your creative muscles and to create offerings that will grab your customers' attention throughout these upcoming months!



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