

Your guide to driving your first sales with Affirm

5 tips to help you boost sales, make a lasting impact on customer satisfaction and keep shoppers coming back time and time again.

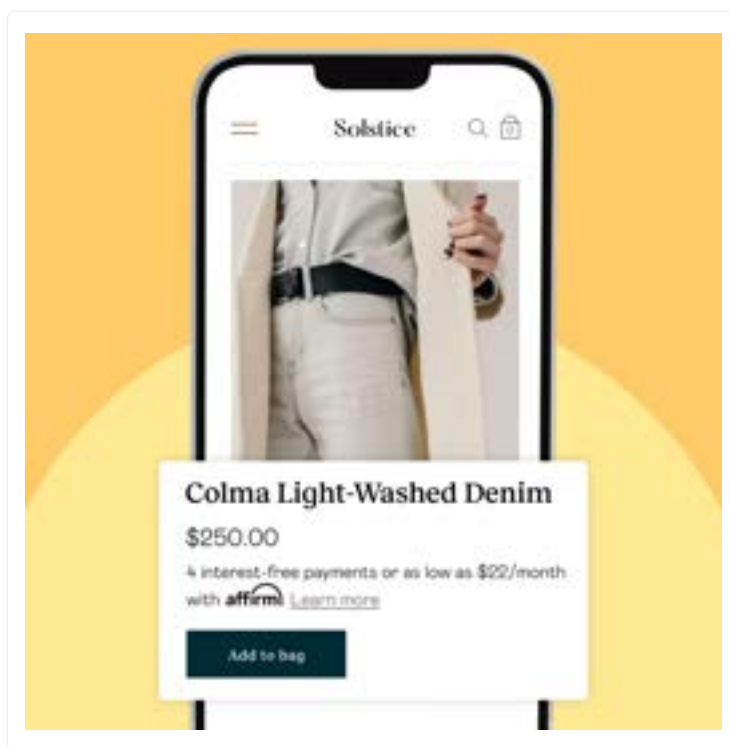


Intro

Every merchant has unique goals when partnering with Affirm ranging from increasing average order value, decreasing cart abandonment and attracting new shoppers. No matter what's most top of mind for your business, we've created this guide to help you boost sales, make a lasting impact on customer satisfaction and keep shoppers coming back time and time again.

1. Proactively market pay-over-time options

An [Affirm survey](#) found that just about half (49%) of shoppers will only buy from retailers that offer a BNPL option. Be sure to market pay-over-time options upfunnel, such as on product pages, in email campaigns or on site banners to remove price as a barrier as early into the shopper journey as possible. When customers know they have the flexibility to split their purchase into fixed payments over time, it's easier for them to say yes to their purchase—and to becoming your customer.



Marketing the option to buy with Affirm proved effective for several of our partners. In fact, SuperATV's [sales volume surged 10x](#) after adding Affirm's customizable "as low as" messaging to their site. After promoting Affirm on social media, emails and abandoned cart messages, shoe brand Paul Evans saw a [140% increase in site traffic](#).

2. Help customers visualize their spending power

Encourage customers to leverage our [personalized Prequalification](#) feature to remove any affordability guesswork by specifying how much credit they're eligible for before checkout. As customers shop, their experiences across your site are personalized with messaging that automatically updates the monthly payments based on their prequalified amounts. Plus, a prequalification countdown timer increases the urgency to purchase. By giving customers this information as they browse, our partner [ProAudiostar](#) saw a [33% increase](#) in Affirm AOV after implementing Prequalification, driving down cart abandonment all while maximizing top line sales.



3. Offer interest-free promotions

Offering 0% APR promotions can be a powerful conversion tool, protecting your margins and making a great alternative to discounting. Plus, many shoppers view interest-free offers as a savings that can add flexibility to their budget. An interest-free promotion with Affirm drove a significant [30% boost in conversion](#) for Alterra Mountain Company's popular Ikon Pass that offers global access to over 45 premier ski destinations. [Room & Board](#) saw such [great results](#) with 0% APR promotions that the furniture company decided to offer them permanently. Save time with Affirm's ready-to-use [marketing toolkit](#) and leverage already-compliant assets to inspire customers to take advantage of your promotion anytime of year.



4. Tap in to Affirm’s network of 12.7M+ shoppers

Featured placements in the Affirm app drive 2.3M clicks to merchants every year by promoting popular products right where shoppers are looking, and 59% of repeat Affirm customers buy from a different Affirm-affiliated retailer. Drive brand awareness and accelerate customer acquisition with Affirm’s network of shoppers, or consider expanding your customer base with key placements on Affirm’s high-traffic website.

5. Accelerate omnichannel conversion with

In-Store Checkout

More flexible payment options for your customers, wherever they shop, make for a better bottom line. Drive in-store conversion with a seamless in-app checkout experience and market flexible payment options with customizable, ready-to-order signage for your business. Customers fill out a simple mobile application for quick approvals in real time.

Plus, you get to boost the efficacy of options like buy online, pick up in store (or “click and collect”), driving foot traffic and opportunities to cross sell.



Looking for more resources?

Visit our Business Resource Hub at:

<https://businesshub.affirm.com>

