

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: Pay over time with Affirm {{dynamic_1}}
Preheader	Split up your next purchase with flexible monthly payments.
Header	Pay over time with Affirm
Message	{{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 to split your purchase into monthly payments—with no late fees or surprises.
Affirm Value Props	Transparent You'll never pay late fees, hidden fees, or annual fees. And never any compound interest, either. Flexible You choose the payment schedule that works for you. Fair Affirm won't charge you late fees or hidden fees of any kind, ever.
How Affirm Works	How it works 1. Fill your cart Select Affirm at checkout, then enter a few pieces of info for a real-time decision. 2. Choose how to pay Pick the monthly payment plan that fits your budget. You'll never pay late or hidden fees. 3. Pay over time Make payments at affirm.com or in the Affirm app. You'll get email and text reminders.

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 • 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)	Rates from {0–36% APR} {10–36% APR}. Payment options through Affirm are subject to an eligibility check, may not be available everywhere, and are provided by these lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required. See affirm.com/licenses for important info on state licenses and notifications.
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