

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 with any questions or concerns.

Subject Line	Pay over time with Affirm
Preheader	Just select Affirm at checkout for flexible payment options.
Header	Pay on your terms with Affirm
Message	{{first_name}}, Next time you're shopping with us, you'll have a more flexible way to pay—with Affirm. Choose to split up your purchases with monthly payment options.
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 payment plan you like best. 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	Buy with confidence • Know exactly what you'll owe

value props	• 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 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.
Footer details	• Your company name or logo • Your company postal address • Option to unsubscribe