

*Copy and paste the following text into your launch email.*

*Please don't alter this text without approval from Affirm. You can reach out to your Client Success Manager or [merchanthelp@affirm.com](mailto:merchanthelp@affirm.com) with any questions or concerns.*

<b>Subject line</b>	Pay at your own pace!
<b>Preheader</b>	Your next purchase doesn't have to wait. Just select Affirm at checkout to make easy monthly payments.
<b>Header</b>	Easy monthly payments with Affirm
<b>Message</b>	{{first_name}} – Next time you're shopping with us, there's an easier way to pay. With Affirm, you can split your purchase into monthly payments with no hidden fees.

<b>How Affirm Works</b>	<p>Here's how it works:</p> <ol style="list-style-type: none"> <li><b>Fill your cart</b> Select Affirm at checkout, then enter a few pieces of info for a real-time decision.</li> <li><b>Choose how you pay</b> Pick the monthly payment plan you like best. You'll never pay more than you agree to up front.</li> <li><b>Pay over time</b> Make payments at <a href="https://affirm.com">affirm.com</a> or in the Affirm app. You'll get email and text reminders.</li> </ol>
<b>Image</b>	{Insert cart page image, <a href="#">download here</a> }
<b>CTA</b>	<a href="#">Start shopping</a> {link to your store}
<b>Featured Products</b>	{Examples of your products here}
<b>Disclosure</b>	Payment options through Affirm are subject to an eligibility check and

<b>(include in the footer of your email)</b>	are provided by these lending partners: <a href="https://affirm.com/lenders">affirm.com/lenders</a> .
<b>Footer details</b>	<ul style="list-style-type: none"><li>● Your company name or logo</li><li>● Your company postal address</li><li>● Option to unsubscribe</li></ul>