



Adaptive Checkout | Landing page

Copy and paste the following text into your landing page.

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.

Hero	{insert your own header image}
Headline	Choose how you pay at your own pace
Subhead	When inspiration strikes, Affirm helps you say yes without giving up financial control. Select Affirm at checkout to pay over time—and never pay a penny more than you agree to on day one.
CTA	Prequalify now {Button should link to prequalification page.} OR Just select {Affirm logo} at checkout {Download Affirm logo here. Static text only.}

Headline	Choose payment plans from 6 weeks to {{longest term length offered}} months
Subhead	Buying with Affirm is simple
Steps	<ol style="list-style-type: none">1. Fill your cart Select Affirm at checkout, then enter a few pieces of info for a real-time decision.2. Choose how you pay Pick the payment plan you like best—from 4 interest-free payments every 2 weeks to monthly payments up to {{longest term length offered}} months. You'll never pay more than you agree to up front. See footer for details.3. Pay over time Make payments at affirm.com or in the Affirm app. You'll get email and text reminders.

Headline	Buy with confidence
Subhead	With Affirm, you always know exactly what you'll owe and when you'll be done paying.
Value Props	<p>Transparent Affirm tells you up front the total amount you'll pay. That number will never go up.</p> <p>Flexible You choose the payment plan that works for you. Our smart checkout gives you options.</p> <p>Fair Affirm won't charge you late fees or penalties of any kind, ever.</p>
Disclosure	<p>Rates from 0% APR or 10–36% APR. For example, a \$800 purchase might cost \$72.21/mo over 12 months at 15% APR. Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required.</p> <p>CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Finance Lenders Law license. For licenses and disclosures, see affirm.com/licenses.</p>

FAQs	<p>Can I pay off my purchase early? Yes! There's no penalty for paying early.</p> <p>How do I make my payments? You can make or schedule payments at affirm.com or in the Affirm app for iOS or Android. Affirm will send you email and text reminders before payments are due.</p> <p>Can I return an item I bought with Affirm? Yes—you can return an item you bought with Affirm by initiating the return process with the store.</p> <p>Does checking my eligibility affect my credit score? No—your credit score won't be affected when you create an Affirm account or check your eligibility. If you decide to buy with Affirm, this may impact your credit score. You can find more information in Affirm's Help Center.</p> <p>Do I need a mobile number to use Affirm? Yes, you'll need a mobile phone number from the U.S. or U.S. territories. This helps Affirm verify it's really you who is creating your account and signing in.</p> <p>Where can I learn more about Affirm? You can visit their website at affirm.com.</p>
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