



Installments and 0% APR | Launch email

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 at your own pace <code>{{dynamic_1}}</code>	<code>{{dynamic_1}}</code> options
Preheader	We're excited to partner with Affirm, so you can split your next purchase into easy monthly payments.	Evergreen Pure 0% APR with 0% APR Evergreen ALA 0% APR starting at 0% APR
Header	Introducing a better way to pay	Promotional Pure 0% APR with 0% APR
Message	<code>{{first_name}}</code> – We're excited to partner with Affirm, giving you the flexibility to pay at your own pace. Next time you're shopping with us, just select Affirm at checkout to split your purchase into monthly payments <code>{{dynamic_2}}</code> . <code>{{dynamic_3}}</code>	Promotional ALA 0% APR starting at 0% APR <code>{{dynamic_2}}</code> options Evergreen Pure 0% APR with 0% APR and no hidden fees
Affirm Value Props	Transparent Affirm tells you up front the total amount you'll pay. That number will never go up. Flexible You choose the payment plan that works for you. Our smart checkout gives you options. Fair Affirm won't charge you late fees or penalties of any kind, ever.	Evergreen ALA 0% APR starting at 0% APR Promotional Pure 0% APR with no hidden fees Promotional ALA 0% APR with no hidden fees <code>{{dynamic_3}}</code> options Promotional Pure 0% APR And for a limited time, get 0% APR! Promotional ALA 0% APR And for a limited time, get as low as 0% APR. Evergreen Programs Not applicable

How Affirm Works	<p>Here's how it works:</p> <ol style="list-style-type: none"> 1. Fill your cart Select Affirm at checkout, then enter a few simple pieces of info for a real time decision. 2. Choose how to pay Pick the payment plan you like best. You'll never pay more than you agree to up front. 3. Pay over time Make payments to affirm.com or in the Affirm app. You'll get email and text reminders.
Image	{insert cart page image, download here }
Affirm Value Props	<p>Buy with confidence</p> <ul style="list-style-type: none"> • Know exactly what you'll owe • Know when you'll be done paying • Never pay a hidden fee
CTA	Learn more about Affirm {link to Affirm.com}

Disclosure (include in the footer of your email)	<p>Rates from 0% APR or 10–36% APR based on credit, and is subject to an eligibility check. {{dynamic 4}} 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. See affirm.com/licenses for important info on state licenses and notifications.</p>	<p>{{dynamic 4}} options</p> <p>Pure 0% APR programs For example, a \$700 purchase might cost \$59/mo over 12 months at 0% APR.</p> <p>ALA 0% APR programs For example, a \$700 purchase might cost \$64/mo over 12 months at 15% APR.</p>
Footer details	<ul style="list-style-type: none"> • Your company name or logo • Your company postal address • Option to unsubscribe 	