



## Adaptive Checkout | Launch email

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>	New: Make 4 interest-free payments
<b>Preheader</b>	Just select Affirm at checkout to split your next purchase into 4 interest-free payments.
<b>Header</b>	Introducing a better way to pay
<b>Message</b>	<p>{{first name}} – We're excited to partner with Affirm, giving you the flexibility to pay over time.</p> <p>Next time you're shopping with us, just select Affirm at checkout to split your purchase into 4 interest-free payments with zero interest and zero fees.</p>

<b>How Affirm Works</b>	<p>Here's how it works:</p> <ol style="list-style-type: none"><li><b>1. Fill your cart</b> Select Affirm at checkout, then enter a few simple pieces of info for a real time decision.</li><li><b>2. Choose how to pay</b> Pick the payment plan you like best. You'll never pay more than you agree to up front. See footer for details.</li><li><b>3. Pay over time</b> Make payments to <a href="https://affirm.com">affirm.com</a> or in the Affirm app. You'll get email and text reminders.</li></ol>
<b>CTA</b>	<a href="#">Start shopping</a> {link to your store}
<b>Disclosure (include in the footer of your email)</b>	Payment options are offered by Affirm and are subject to an eligibility check. Options depend on your purchase amount, and a down payment may be required. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Finance Lender license. For licenses and disclosures, see <a href="https://affirm.com/licenses">affirm.com/licenses</a> .

**Footer details**

- Your company name or logo
- Your company postal address
- Option to unsubscribe