



Pay in 4 - 0% APR | Lifecycle email

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, interest free
Preheader	Split your next purchase into 4 interest-free payments with Affirm.
Header	Make 4 interest-free payments with Affirm
Message	<code>{{first_name}}</code> , Next time you're shopping with us, there's an easier way to pay. With Affirm, you can split your purchase into interest-free 4 payments—with no late or hidden fees.
How Affirm Works	<p>How it works</p> <ol style="list-style-type: none">1. Fill your cart When you're done shopping, select Affirm at checkout.2. Choose how to pay Enter a few pieces of info for a real-time decision.3. Pay over time Make 4 payments every 2 weeks at affirm.com or in the Affirm app.
Image	<code>{insert cart page image}</code> Download here
CTA	Start shopping {link to your store}
Featured products	<code>{Examples of your products here}</code> <i>Note: Show the retail purchase price of your product and not the Affirm payment amount.</i>
Affirm additional value props	Buy with confidence <ul style="list-style-type: none">• Know exactly what you'll owe• 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 {link to https://helpcenter.affirm.com/s/}
Disclosure (include in the footer of your email)	Payment options through Affirm are subject to an eligibility check and may not be available everywhere. 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 Financing Law license. For licenses and disclosures, see affirm.com/licenses .
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