

Marketing Best Practices

Stripe In-store Terminal



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Affirm | Marketing Compliance

START COURSE

DETAILS ▾

- Please see Affirm's Marketing & Compliance guidelines [here](#).
- All marketing messaging must have appropriate disclaimers associated with the financing program, which can be found [here](#).
- Any marketing material that is public facing must be submitted, reviewed, and approved by the Affirm Marketing Compliance team. Please send materials to merchanthelp@affirm.com for review. Learn more [here](#).

Marketing Compliance

An important step when partnering with Affirm involves complying with certain marketing requirements.

In the [linked course](#), we'll talk about why marketing compliance is important, how to comply with the various regulations, and provide you with the necessary resources to guide you on your marketing journey. Please complete this module before proceeding to our compliance guides and the best practices!

In-store Merchandising

Display Affirm strategically throughout your store to fast-track conversion.

A-frame sign Window cling Stanchion sign Poster Tent cards Hang tag Spec sheet Info cards POS Sign

	A-frame sign	Window cling	Stanchion sign	Poster	Tent cards	Hang tag	Spec sheet	Info cards	POS Sign
Awareness	X	X	X						
Consideration				X	X				
Intent						X	X	X	
Conversion									X

01 Awareness Collateral

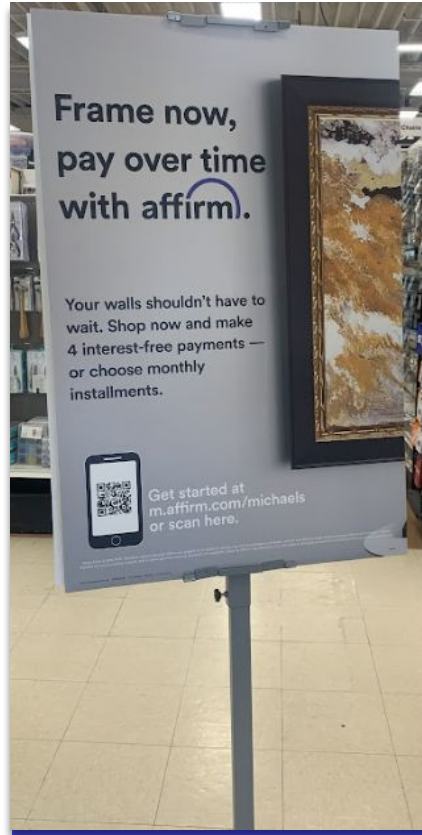


Awareness Collateral

Convert customers in-store by driving awareness to the ability to pay-over-time with Affirm, giving them simple instructions to get started right from their smartphone.



A-frame sign



Stanchion sign



Window cling

02 Consideration Collateral



affirm + **Michaels**

- 1 Download the Affirm app.**
Create your account with a few pieces of info for a real-time decision.
- 2 Choose your payment plan. (Including an interest-free option!)**
Review the plan that's right for you—no fees, gotchas or surprises.
- 3 Get a virtual card to check out.**
Add the virtual card to the digital wallet on your smartphone—and just tap to pay.

Get started at m.affirm.com/michaels or scan here.

Rates from 0-30% APR. Payment options through Affirm are subject to an eligibility check, may not be available in all states, and are provided by these lending partners: Affirm Lend Serv. Loans based 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.

Consideration Collateral

POS marketing will signal to the customer and associate that they can pay at their own pace when they are deciding *how* they will pay.

03 Intent Collateral



4.6 out of 5 stars

99 reviews on 09/09/2020 on Walmart.com

Better Homes & Gardens

River Oaks 5-Piece Conversation Set

- Enviroguard fabric resists fading & repels water & stains
- Handwoven all-weather wicker with double wall weave on arms & back
- E-coated & powder-coated finish for rust-resistant durability

ITEM #576673409



Scan product barcode in app to view ratings & reviews.

Monthly payments

Make payments over 3, 6, or 12 mo.*



Apply at affirm.com/walmart

Assembly

Safe & secure professional help.*



Scan pull tag at checkout.

Earn 2%

cash back in Walmart stores.*



Apply in store today!

iPhone 11 Pro 64GB

\$899⁹⁹ SRP

\$37⁵⁰/month,
As low as 0% APR Financing.



5.8" Screen

A13 Bionic Chip

Triple-Camera System

International Roaming

Device Set-up charge may apply. Taxes not included. See store associate for details. Your rate will be 10-30% APR based on credit, and is subject to an eligibility check. For example, a \$899.99 purchase might cost \$375/mo over 12 months at 0% APR. Payment options through Affirm are provided by these lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required.



Everyday Low Price

IPAD WI-FI 32GB - GOLD

RETAIL PRICE

\$500 OR \$46⁴¹/mo*

affirm.com/walmart

*20% APR for 12 mos shown. Rates 10-30% APR. For qualified customers. Taxes not included.

Protected Space - Barcode and WAS price go here

Intent Collateral

As Low As (ALA) messaging on the price tag or spec sheet will increase conversion when a customer is considering their intent to purchase.



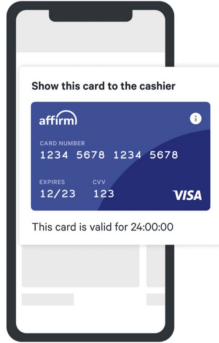
Intent Collateral I

Consider sales cards for teams to help customers learn more about how Affirm works.

affirm + **HELZBERG DIAMONDS**

Buy now, pay over time

Text **HELZBERG632** to **58083** to get started



Message and data rates may apply. Payment options through Affirm are subject to an eligibility check, may not be available in all states, and are provided by these lending partners: affirm.com/lenders. 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.

Split large purchases into easy payments

Applying is quick and easy—just enter a few pieces of information for a real-time decision. Checking your eligibility won't affect your credit score.

NO HIDDEN FEES

Know up front exactly what you'll pay, with no hidden costs and no surprises.

— WANT TO APPLY? —

Text **HELZBERG632** to **58083** to get started

DAVID YURMAN + affirm

Pay Month by Month. Shine Year by Year.

1	2	3	4
Text your store code to 58083	Fill out a simple credit application	Receive a virtual credit card number	Purchase your jewelry

SUBJECT TO CREDIT CHECK AND APPROVAL. DOWN PAYMENT MAY BE REQUIRED. AFFIRM LOANS ARE MADE BY CROSS RIVER BANK, A NEW JERSEY STATE CHARTERED COMMERCIAL BANK, MEMBER FDIC.



affirm | **KAY JEWELERS**

Buy now, pay later

GET STARTED AT [AFFIRM.COM/KAYJEWELERS](https://affirm.com/kayjewelers)

04 POS Collateral



POS Collateral

POS marketing will signal to the customer and associate that they can pay at their own pace when they are deciding *how* they will pay.

ways to pay

It's your choice, beautiful!

David's Bridal has payment options to help you purchase your dream dress. Pick the method that works for you!



David's Bridal Credit Card

Apply for your David's Bridal Credit Card online or in-store to start enjoying the perks!



Affirm

Your day, your way. Buy today and pay over time in installments, with no hidden fees.



Layaway

A convenient in-store option to help you make the most of your budget.



Gift Card

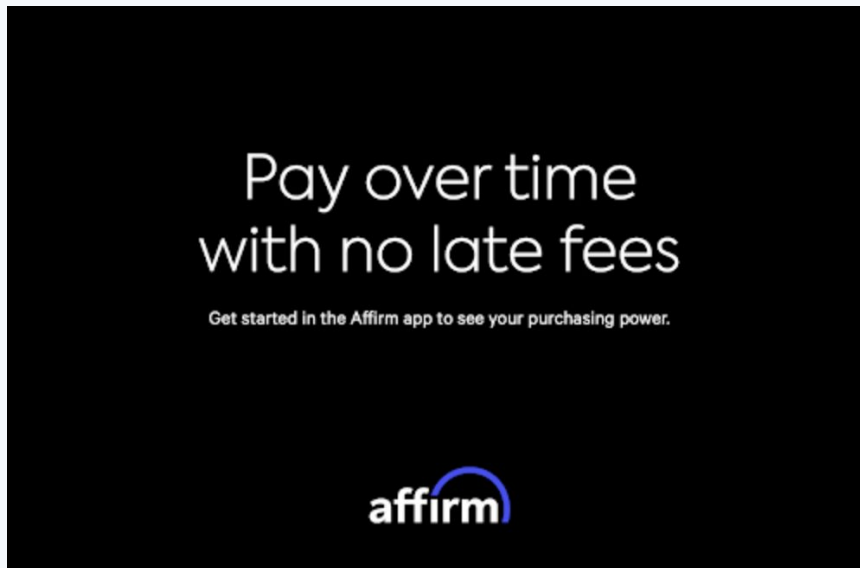
Give or get a David's Bridal gift card to shop in-store. Gift cards can be issued for any value up to \$1,000.

05 Recommended Messaging

Recommended Messaging

Because we offer financial products, there are a lot of rules around what you can say, can't say, and have to say when you talk about Affirm. Read these guides to learn the nitty-gritty details around using Affirm in your marketing

Please review the Affirm Marketing Compliance Guides [here](#) for more information.



1. [Affirm US Adaptive Checkout Marketing Compliance Guide](#)
2. [Affirm US Pay in 4 Marketing Compliance Guide](#)
3. [Affirm US Installments Marketing Compliance Guide](#)
4. [Affirm Marketing Overview](#)