



## Adaptive Checkout | Launch email

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*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.*

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<b>Subject line</b>	New: Choose how you pay at your own pace!
<b>Preheader</b>	With Affirm, split purchases into 4 interest-free payments every two weeks or longer-term monthly payments.
<b>Header</b>	Introducing a better way to pay
<b>Message</b>	{{first_name}} – 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 and choose how you want to pay—from 4 interest-free payments to longer monthly installments.

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<b>Affirm value props</b>	<b>Transparent</b> Affirm tells you up front the total amount you'll pay. That number will never go up.
	<b>Flexible</b> You choose the payment plan that works for you. Our smart checkout gives you options.
	<b>Fair</b> Affirm won't charge you late fees or penalties of any kind, ever.
	Here's how it works:  <ol style="list-style-type: none"><li>1. Fill your cart Select Affirm at checkout, then enter a few simple pieces of info for a real time decision.</li><li>2. Choose how you pay Pick the payment plan you like best. You'll never pay more than you agree to up front. See footer for details.</li></ol>



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**How Affirm works**

3. Pay over time  
Make payments at [affirm.com](https://affirm.com) or in the Affirm app. You'll get email and text reminders.

**CTA**

Start shopping {link to your store}

**Affirm value props**

**Buy with confidence**

- 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}

**Featured products**

{Examples of your products here}

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**Disclosure (Include in the footer of your email)**

Payment options through Affirm are subject to eligibility, may not be available in all states, and are provided by these lending partners: [affirm.com/lenders](https://affirm.com/lenders). CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Finance Lenders Law license.

**Footer details**

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