

Copy and paste the following text into your landing page.

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.

Section 1:
Hero

{insert your own header image}

Headline

Pay at your own pace with Affirm

Subhead

When inspiration strikes, Affirm helps you say yes without giving up financial control. Select Affirm at checkout to pay over time—and never pay a penny more than you agree to on day one.

CTA

Prequalify now

{Download button here. Button should link to prequalification page.}

OR

Just select {Affirm logo} at checkout

{Download Affirm logo here. Static text only.}

Section 2:
Example

Headline

Choose 3, 6, or 12 monthly payments

Subhead

For example, a \$700 purchase might cost \$64/mo over 12 months at 15% APR.

Section 3: How Affirm works

Headline	Buying with Affirm is simple
Steps	<ol style="list-style-type: none">1. Fill your cart Select Affirm at checkout, then enter a few pieces of info for a real-time decision.2. Choose how you pay Pick the monthly payment plan you like best. You'll never pay more than you agree to up front.3. Pay over time Make payments at affirm.com or in the Affirm app. You'll get email and text reminders.
Image	{insert step 1 image , step 2 image , and step 3 image below/next to each step}
CTA	Just select {Affirm logo} at checkout

Section 4: Value props

Headline	Buy with confidence
Subhead	With Affirm, you always know exactly what you'll owe and when you'll be done paying.
Value props	<p>Transparent Affirm tells you up front the total amount you'll pay. That number will never go up.</p> <p>Flexible You choose the payment schedule that works for you.</p> <p>Fair Affirm won't charge you late fees or penalties of any kind, ever.</p>