



Installments and 0% APR | Landing page

Copy and paste the following text into your landing page.

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.

Section 1: Hero	{insert your own header image}	{{dynamic_1}} options Evergreen Pure 0% APR with 0% APR
Headline	Pay at your own pace {{dynamic_1}}	Evergreen ALA 0% APR starting at 0% APR
Subhead	When inspiration strikes, Affirm helps you say yes without giving up financial control. Select Affirm at checkout to split your purchase into monthly payments {{dynamic_2}}. {{dynamic_3}}	Promotional Pure 0% APR with 0% APR
CTA	<u>Prequalify now</u> {Download button here . Button should link to prequalification page.} OR <u>Just select {Affirm logo} at checkout</u> {Download Affirm logo here . Static text only.} Buying with Affirm is simple	Promotional ALA 0% APR starting at 0% APR
Section 2: Example		{{dynamic_2}} options Promotional Pure 0% APR with no hidden fees
Headline	Choose 3, 6, or 12 monthly payments	Promotional ALA 0% APR , starting at 0% APR
Subhead	For example, a \$1,000 purchase might cost \$84/mo over 12 months at 0% APR.	Promotional Pure 0% APR with no hidden fees
		Evergreen Programs Not applicable



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Section 3: How Affirm works

Steps

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.

Images

{insert step 1 image, step 2 image, and step 3 image here}

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

Transparent

Affirm tells you up front the total amount you'll pay. That number will never go up.

Flexible

You choose the payment schedule that works for you.

Fair

Affirm won't charge you late fees or penalties of any kind, ever.



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Disclosure

Your rate will be 0% APR or 10–30% APR based on credit, and is subject to an eligibility check. 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.

Section 5: FAQs

Can I pay off my purchase early?

Yes! There's no penalty for paying early.

How do I make my payments?

You can make or schedule payments at affirm.com or in the Affirm app for iOS or Android. Affirm will send you email and text reminders before payments are due.

Can I return an item I bought with Affirm?

Yes—you can return an item you bought with Affirm by initiating the return process with the store.

Does checking my eligibility affect my credit score?

No—your credit score won't be affected when you create an Affirm account or check your eligibility. If you decide to buy with Affirm, this may impact your credit score. You can find more information in Affirm's [Help Center](#).

Do I need a mobile number to use Affirm?

Yes, you'll need a mobile phone number from the U.S. or U.S. territories. This helps Affirm verify it's really you who is creating your account and signing in.

Where can I learn more about Affirm?

You can visit their website at affirm.com.
