

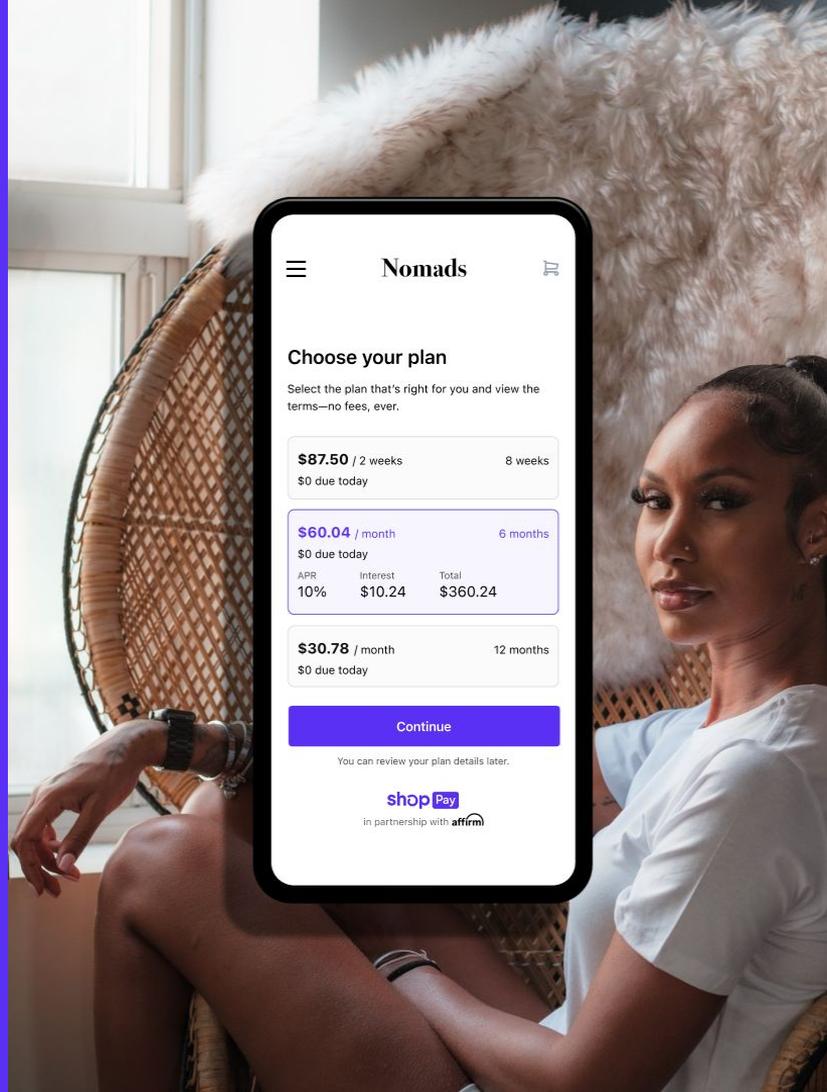
February 2023

MERCHANT MARKETING TOOLKIT

SHOP PAY INSTALLMENTS

shop Pay

installments in partnership with 



Nomads



Choose your plan

Select the plan that's right for you and view the terms—no fees, ever.

\$87.50 / 2 weeks 8 weeks
\$0 due today

\$60.04 / month 6 months
\$0 due today

APR	Interest	Total
10%	\$10.24	\$360.24

\$30.78 / month 12 months
\$0 due today

Continue

You can review your plan details later.

shop Pay

in partnership with 

SHOP PAY INSTALLMENTS

WELCOME TO SHOP PAY INSTALLMENTS

We offer Shop Pay Installments in partnership with Affirm to give your customers the option to make purchases they can enjoy today and pay in installments over time. As a merchant, you still get paid upfront.

In this toolkit, you'll find everything you need to talk about Shop Pay Installments with your customers and encourage them to choose it at checkout. Letting customers pay in installments can **decrease cart abandonment by up to 28%**.

To ensure compliance with state and federal regulations, **only use the approved messaging and brand assets provided in this toolkit**.

60%

Of shoppers have used a buy now, pay later solution in the US*

SHOPIFY MERCHANTS WHO HAVE MESSAGING
DISPLAYED ON PRODUCT PAGES HAVE SEEN UP TO A

55%

increase in Shop Pay Installments order volume

SHOP PAY INSTALLMENTS OVERVIEW

HOW CUSTOMERS EXPERIENCE SHOP PAY INSTALLMENTS

When your customers choose to pay over time, they'll have the option to pay in 4 interest-free payments every two weeks or monthly installments. At checkout, your customer can choose to "Pay now", "Pay in 4 installments of \$XX.XX, or "Pay in monthly installments".

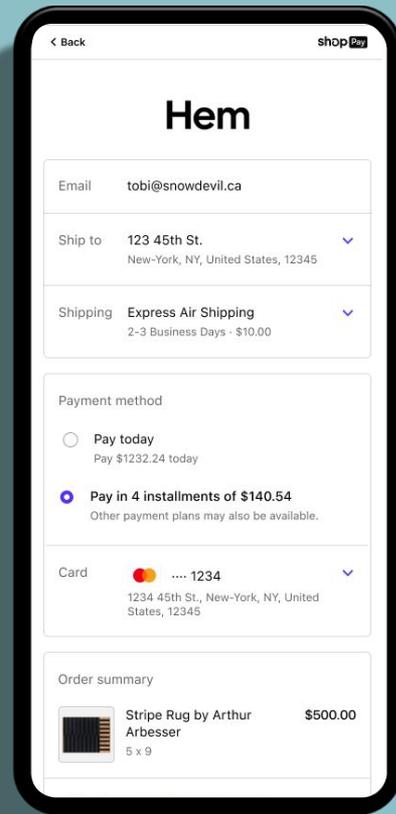
While we refer to the option to buy now, pay later as Shop Pay Installments at Shopify and with our merchants, only Shop Pay is displayed to your customers, with the option to pay now or later.

SHOP PAY

- Helps your customers speed safely through checkout in one tap
- Offers customers the flexibility to pay in full or pay over time with Shop Pay Installments

SHOP PAY INSTALLMENTS

- Option within Shop Pay that lets customers choose between making 4 interest-free payments and monthly installments
- Offers customers an alternate way to buy now, pay later in partnership with Affirm



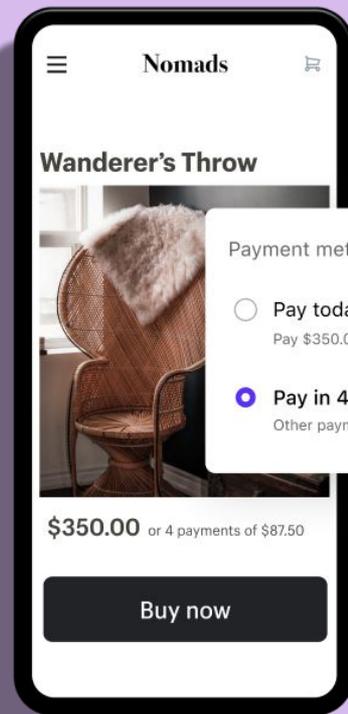
RECOMMENDATIONS BY CART SIZE

With Shop Pay Installments, payment options change based on your customers' cart size. **Check your store's average order value** to determine how to best promote Shop Pay Installments based on the cart size range that's most relevant to your customers.

AVERAGE ORDER VALUE	\$50.00 - \$149.99	\$150.00 - \$999.99	\$1,000.00 - \$17,500.00
PAYMENT OPTIONS	4 interest-free payments every 2 weeks	4 interest-free payments every 2 weeks and monthly installments	Monthly installments
EXAMPLES TO USE	<ul style="list-style-type: none"> • Pay in 4 interest-free payments • <i>Your Value Prop</i> + Shop Pay Installments Over Time • Buy now, pay later with Shop Pay • Get it now, pay over time • Shop now, pay later 	<ul style="list-style-type: none"> • Offers: Provide X% off plus Shop Pay Installments • Many options to pay in monthly installments • Shop and pay in monthly installments • Get more by paying in monthly installments • Enjoy more by paying in monthly installments 	

MERCHANT MARKETING TOOLKIT

SHOP PAY INSTALLMENTS



Payment method

Pay today

Pay \$350.00 today

Pay in 4 installments of \$87.50

Other payment plans may also be available.

\$350.00 or 4 payments of \$87.50

Buy now

PROMOTING SHOP PAY INSTALLMENTS

SUMMARY OF MARKETING TOUCHPOINTS

Here are some marketing initiatives that you can start today, as well as guidelines and approved messaging.

[ANNOUNCEMENT EMAILS →](#)

[SEASONAL & PROMOTIONAL EMAILS →](#)

[ABANDONED CART EMAILS →](#)

[ONLINE STORE HOMEPAGE BANNER →](#)

[PRODUCT DESCRIPTION PAGE BANNER →](#)

[CART PAGE BANNER →](#)

[ONLINE STORE FAQs →](#)

[SOCIAL MEDIA & PAID ADVERTISING →](#)

[APPROVED MESSAGING BY VERTICAL →](#)

[DISCLOSURES & COMPLIANCE →](#)

PROMOTING SHOP PAY INSTALLMENTS

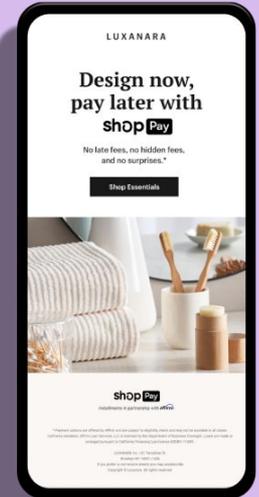
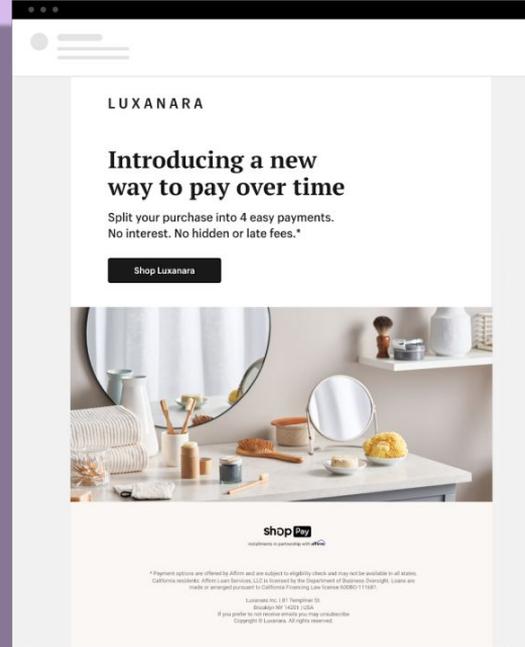
ANNOUNCEMENT EMAILS

Announcement emails are a great way to introduce your customers to the option to pay in installments on Shop Pay.

APPROVED HEADLINES/EMAIL SUBJECT LINES

- Introducing buy now, pay later with Shop Pay
- Introducing a new way to pay over time
- Get it today, pay over time
- Get what you want in 4 or more payments
- Big ticket items, small flexible payments
- Buy now, pay later—with 0% APR
- Buy what you want, with flexible payment options

You must use our **[Shopify Email template](#)** when introducing Shop Pay Installments to your customers.



PROMOTING SHOP PAY INSTALLMENTS

ANNOUNCEMENT EMAILS

SUBJECT LINE

Now you can buy now and pay later with Shop Pay!

PREHEADER

Make 4 interest-free payments or monthly installments with 0% APR

HEADER

Introducing a better way to pay

MESSAGE

Hey, {{first_name}}

We're excited to let you know that Shop Pay gives you more ways to buy now and pay later.

There are no late or hidden fees, and you'll never pay more than you agreed to up front. You can check your balance in the Shop app any time.

HERE'S HOW:

1. **Check out with Shop Pay.** Fill your cart and check out with Shop Pay.
2. **Choose the payment plan that works for you.** Choose 4 interest-free payments or monthly installments.
3. **Get what you want and pay over time.** You'll be prompted to make the rest of your payments.

CTA

Go shopping {link to your store}

FOOTER

Rates from 0% APR or 10-36% APR. Payment options through Shop Pay Installments are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required. State notices to consumers affirm.com/licenses.

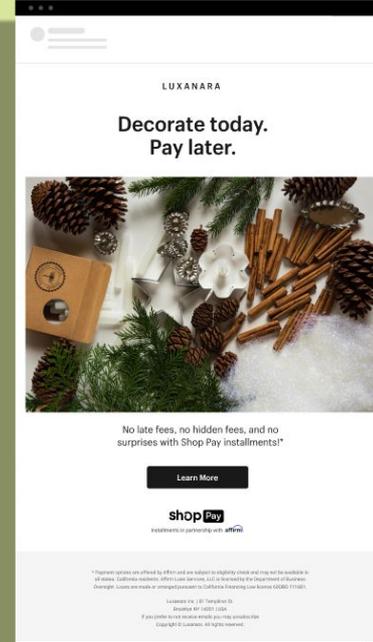
PROMOTING SHOP PAY INSTALLMENTS

SEASONAL & PROMOTIONAL EMAILS

Invite your customers to buy now and pay later with Shop Pay during key seasonal moments, such as Black Friday/Cyber Monday, Christmas, Back-to-School, Valentine's Day, and other important dates for your industry.

APPROVED HEADLINES/EMAIL SUBJECT LINES

- Buy now, pay later with Shop Pay
- Get it now, pay over time
- Pay later with 0% APR
- Decorate today, pay later
- Gift today, pay later
- Shop now, pay in 4 or more payments



PROMOTING SHOP PAY INSTALLMENTS

ABANDONED CART EMAILS

Paying in installments **can decrease cart abandonment by as much as 28%***. Encourage your customers to pay in installments so they don't have to wait to buy the things they want.

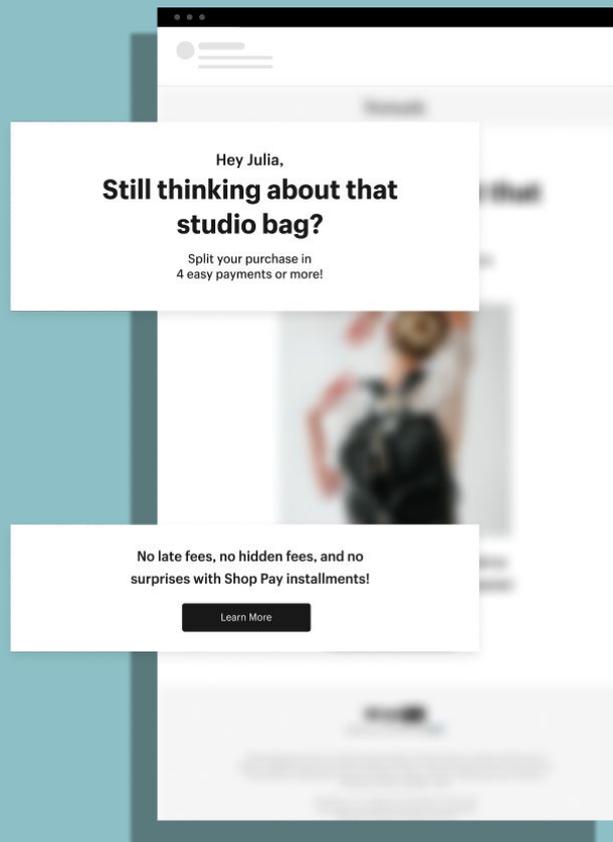
For compliance reasons, these emails **must** include an option for the recipient to unsubscribe, physical address, as well as the standard disclosure**. [Click here to learn how to edit abandoned cart emails](#) and check out our suggested headlines below.

APPROVED HEADLINES

- Don't forget, you can buy now and pay later with Shop Pay
- Complete your checkout with the payment plan that works for you
- Still thinking about your item? Get it in 4 or more payments**
- Your cart's waiting for you! Want to pay with flexible payments?
- Check out now, pay over time

*Results from pay in 4 interest-free payments using Shop Pay Installments

**For headlines with an asterisk, refer to the help center for [legal disclosures](#) that must be included.



PROMOTING SHOP PAY INSTALLMENTS

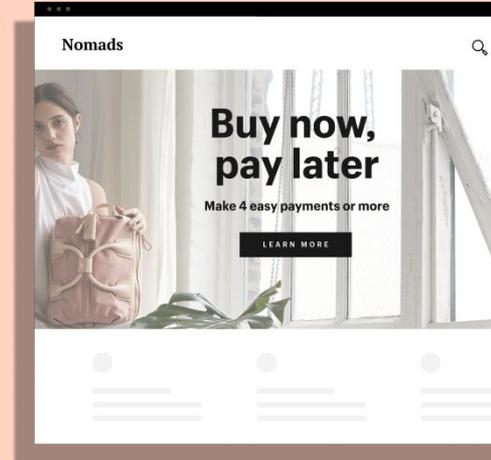
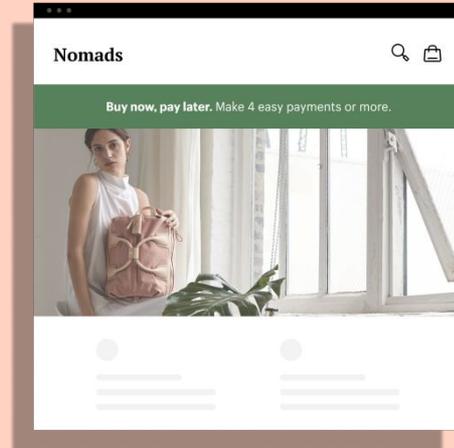
ONLINE STORE HOMEPAGE BANNER

PROMOTE 'BUY NOW, PAY LATER' ON YOUR ONLINE STORE'S HOMEPAGE.

A homepage banner featuring the option to pay in installments on Shop Pay will help increase awareness, optimize conversion, and shorten the path to purchase for customers visiting your online store.

APPROVED HEADLINES

- Introducing buy now, pay later
- Introducing a better way to pay over time
- Get what you want now, pay in 4 or more flexible payments
- Buy what you want, with flexible payment options
- Buy now and pay later starting at 0% APR



PROMOTING SHOP PAY INSTALLMENTS

PRODUCT DESCRIPTION PAGE BANNER

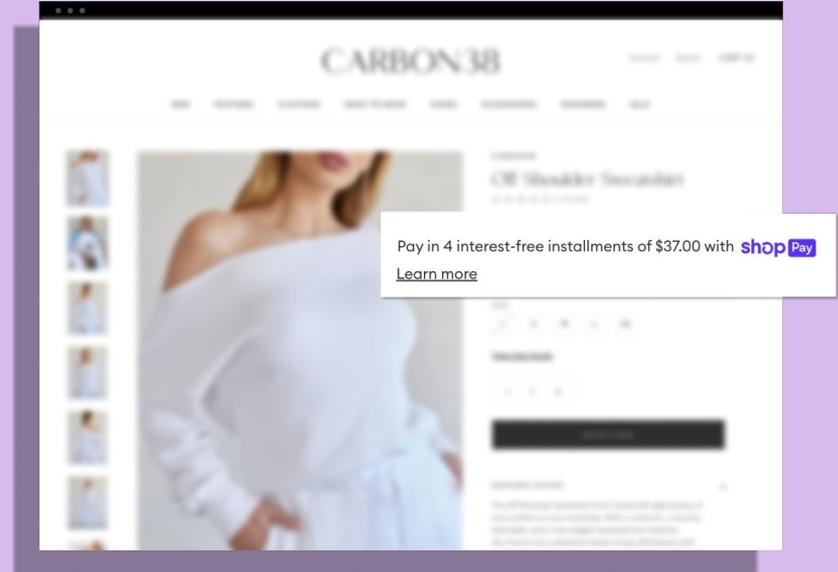
After you've activated Shop Pay Installments, you can add a product page description banner to promote it to your customers.

Depending on your theme, the banner might already be installed. If you'd like to add it yourself, you can do this [automatically](#).

Use the approved language below to promote buying specific products using Shop Pay Installments.

APPROVED LANGUAGE

- Pay in full or choose a flexible payment plan with Shop Pay
- Flexible payment options available
- Pay over time in 4 interest-free payments or monthly installments
- Buy now and pay later starting at 0% APR

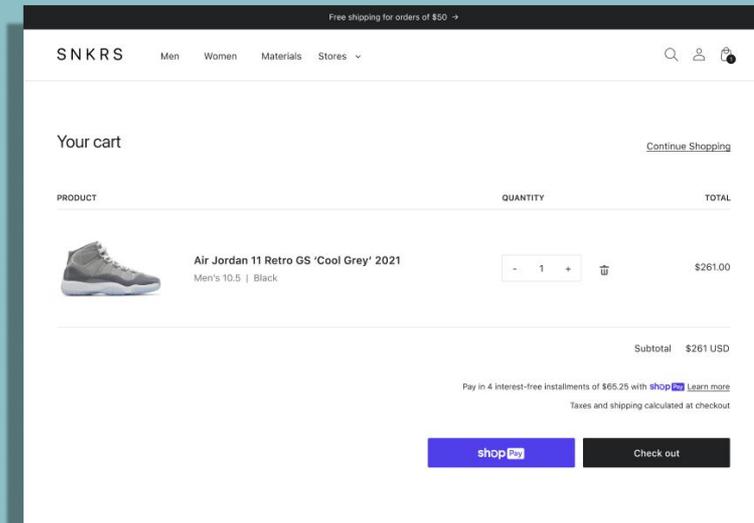


PROMOTING SHOP PAY INSTALLMENTS

CART PAGE BANNER

The Shop Pay Installments cart banner is displayed below the subtotal on the cart page. This banner lets your customers know that they have the option to pay for orders in installments.

Like the product description page banner, the cart page banner message will dynamically update to reflect the flexible payment plans available to your customers. If you'd like to add it to our online store, you can [learn more here](#).



PROMOTING SHOP PAY INSTALLMENTS

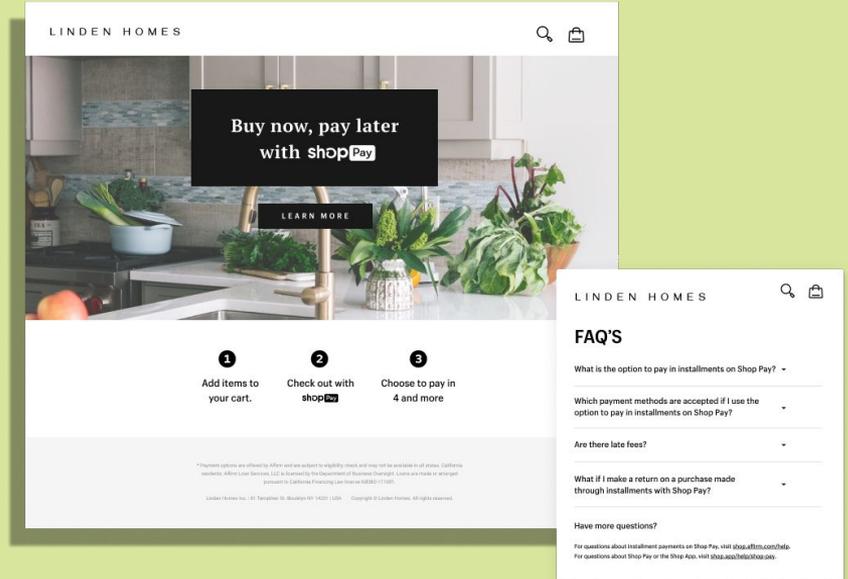
ONLINE STORE FAQS PAGE

Add a dedicated page on your online store to explain how installments works. Including FAQs helps address common questions and reduces your customer support inquiries.

Use the following approved messaging and brand assets to design a page that helps your customers choose Shop Pay Installments.

APPROVED WEB CONTENT

- [Announcement banner](#)
- [Explain how it works](#)
- [FAQs about Shop Pay Installments](#)
- [Legal disclosures](#)
- [Approved brand assets, icons, and logos](#)



PROMOTING SHOP PAY INSTALLMENTS

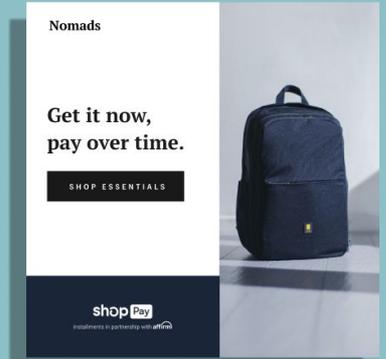
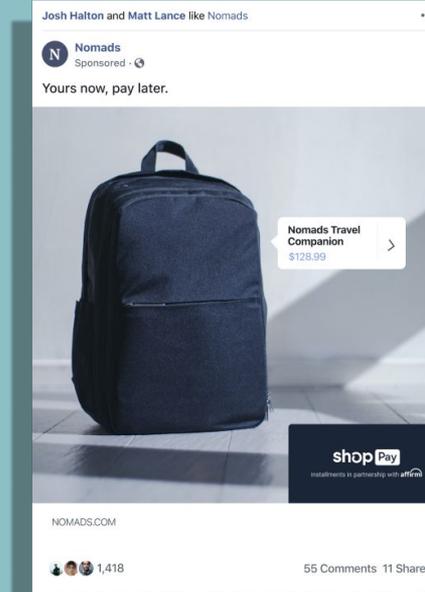
SOCIAL MEDIA & PAID ADVERTISING

If you plan to invest in paid media, to target/retarget consumers with Shop Pay Installments messaging, you must ensure you are adhering to [Fair Lending practices](#).

APPROVED HEADLINES

- A smarter way to pay with Shop Pay Installments
- Get it now, pay over time
- Introducing a new way to pay over time
- Buy now, pay later with Shop Pay
- Yours now, pay later
- Wear now, pay later starting at 0% APR

Download [approved brand assets](#) directly from the help center to create your social marketing materials.



PROMOTING SHOP PAY INSTALLMENTS

SOCIAL MEDIA & PAID ADVERTISING

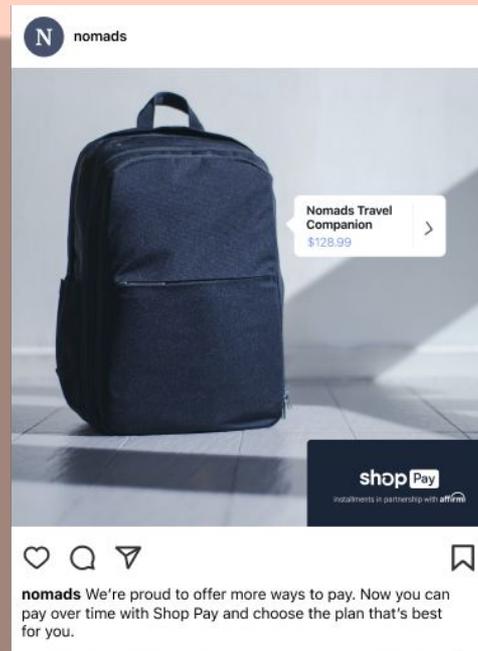
Use our copy templates to let your customers know about Shop Pay Installments on Instagram. Make sure to use this exact text and include the disclosures below for each message, within the caption of the post.

INSTAGRAM FEED POST – DESCRIPTION

- We're proud to offer more ways to pay. Now you can pay over time with Shop Pay and choose the plan that's best for you.
- We're proud to offer more ways to pay. Get what you want in 4 interest-free payments or choose a monthly payment plan when you check out with Shop Pay.
- We're proud to offer Shop Pay Installments! Buy today and pay in 4 or more payments starting at 0% APR.

DISCLOSURE

Payment options through Shop Pay Installments are subject to eligibility and are provided by Affirm's lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required.



THIS LANGUAGE MUST BE USED WORD FOR WORD

PROMOTING SHOP PAY INSTALLMENTS

SOCIAL MEDIA & PAID ADVERTISING

FACEBOOK FEED POST — DESCRIPTION

Choose between 4 interest-free payments every two weeks or longer monthly payment plans when you choose Shop Pay at checkout.

HEADLINE

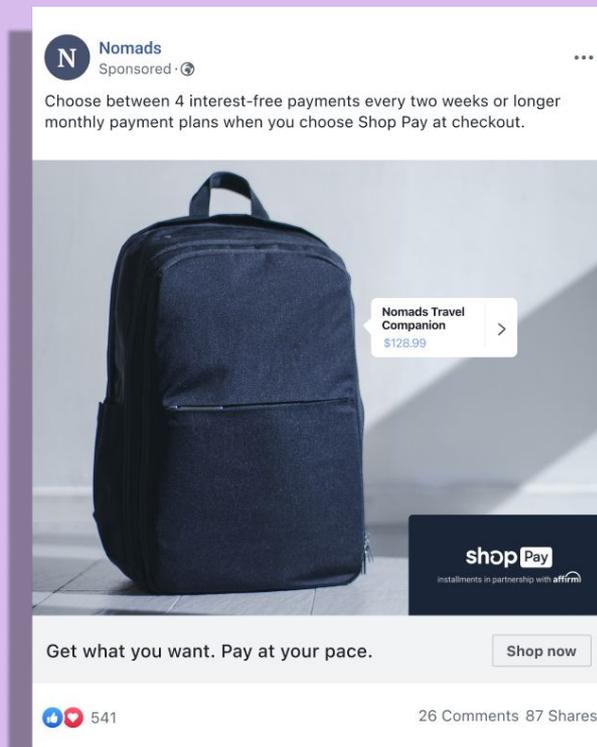
Get what you want. Pay at your pace.

CTA

Shop now

DISCLOSURE

Payment options through Shop Pay Installments are subject to eligibility and are provided by Affirm's lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required.



The image shows a Facebook sponsored post for a dark blue backpack. The post is from the user 'Nomads' and is marked as 'Sponsored'. The text of the post reads: 'Choose between 4 interest-free payments every two weeks or longer monthly payment plans when you choose Shop Pay at checkout.' Below the text is a large image of the backpack. A price tag overlay on the right side of the backpack says 'Nomads Travel Companion' and '\$128.99'. In the bottom right corner of the image area, there is a 'shop Pay' logo with the text 'Installments in partnership with affirm' below it. At the bottom of the post, the headline 'Get what you want. Pay at your pace.' is displayed next to a 'Shop now' button. Below the headline, there are 541 likes and 26 comments, and 87 shares.

THIS LANGUAGE MUST BE USED WORD FOR WORD

EVERGREEN MESSAGING BY VERTICAL

Fashion and Beauty

Banner 1

Headline: Step out in style

Subhead: And pay at your own pace with Shop Pay Installments.

Banner 2

Headline: Look good, feel good, pay over time

Subhead: Get the styles you love without paying all at once.

Banner 3

Headline: Stock your [closet/shelf]

Subhead: Pay over time for your favorite [styles/products].

Banner 4 (luxury)

Headline: Luxury at your own pace

Subhead: Shop [handbags/shoes/clothes] and pay over time.

Banner 5 (luxury)

Headline: Add a bit of luxury to your life

Subhead: Without paying for it all at once—shop [designer goods/designer name] and pay at your own pace.

Banner 6 (luxury)

Headline: Yes, you deserve [insert luxury item]

Subhead: Shop [brand] today and pay at your own pace.

Electronics

Banner 1

Headline: A smarter way to play

Subhead: Get the latest games and gear and pay over time.

Banner 2

Headline: Time to upgrade

Subhead: Phones, laptops, watches, you name it—get what you want today.

Banner 3

Headline: Pay over time for new headphones?

Subhead: Sounds good. Just choose Shop Pay Installments at checkout.

Banner 4

Headline: Need a new [laptop/tablet/other product]?

Subhead: Get the latest tech and pay over time with Shop Pay Installments.

EVERGREEN MESSAGING BY VERTICAL

Home

Banner 1

Headline: DIY now, pay later

Subhead: With a smarter way to pay for your home projects.

Banner 2

Headline: Upgrade your space

Subhead: And pay at your own pace.

Banner 3

Headline: Dial up your style

Subhead: And pay over time for everything from furniture to new decor.

Banner 4

Headline: Decorate for every season

Subhead: And pay over time throughout the next one.

Banner 5

Headline: Catch some zzzs

Subhead: Pay over time with ease—and no hidden fees.

Banner 6

Headline: Your home, your way

Subhead: Decorate and choose how you want to pay.

Fitness and Gear

Banner 1

Headline: Break a sweat

Subhead: Without breaking the bank. Pay over time for your gear.

Banner 2

Headline: Your workout, your way

Subhead: And choose how you want to pay.

Banner 3

Headline: Get fit and stay on budget

Subhead: Pay over time for your [insert fitness product].

Banner 4

Headline: Sweat the workout, not your payments

Subhead: Shop [brand] today and pay at your own pace.

Banner 5

Headline: A smarter way to get fit

Subhead: Shop now and pay over time.

EVERGREEN MESSAGING BY VERTICAL

Lifestyle

Banner 1

Headline: Treat yourself

Subhead: While treating your wallet by paying over time.

Banner 2

Headline: Live your way

Subhead: With a smarter way to pay.

Banner 3

Headline: Craft now, pay later

Subhead: With a smarter way to pay for your favorite hobbies.

Banner 4

Headline: Choose yourself

Subhead: With a smarter way to pay for your favorites.

RESOURCES & LEGAL DISCLOSURES

DISCLOSURES & COMPLIANCE

You must adhere to the guidelines and approved messaging provided in this toolkit when creating marketing materials to promote Shop Pay Installments.

DISCLOSURE INFORMATION

When using the approved headlines and subheadlines, your marketing copy must end with an asterisk and the following disclosure must be included in the same marketing material (e.g., email, website):

Rates from 0% APR or 10-36% APR. Payment options through Shop Pay Installments are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required. State notices to consumers affirm.com/licenses.

REGULATIONS

Your Marketing and terms must comply with various regulations, including: state and federal fair lending laws, the Equal Credit Opportunity Act, Truth in Lending Act, Telephone Consumer Protection Act, CAN-SPAM, and the FTC's Advertising and marketing Rules, including endorsement guidelines, and Full Disclosure requirements.

Industry Specific Compliance Supplement

Shop Pay Installments (SPI) works with thousands of different businesses across various industries; some of them may have additional requirements to market SPI accurately and in compliance with applicable law. Consider the additional guidance if your business falls into one of the industries listed below:

- Alcohol
 - Comply with applicable laws and alcohol industry standards so you can include SPI in your marketing
- Healthcare & Elective Medical

THE TRUTH IN LENDING ACT (TILA)

TILA requires that customers receive disclosures about important terms of credit before they're obligated to pay back their loan. When advertising terms of credit, advertisements can only state terms that are actually available.

When you mention **specific terms of credit** (“**trigger terms**”) in your marketing, TILA requires you to provide the full terms of repayment. A common way to achieve this is by using a **representative example** of what a real loan might look like in order to contextualize the trigger terms. The representative example reflects a typical loan offered on your online store.

THE REPRESENTATIVE EXAMPLE NEEDS TO INCLUDE THE FOLLOWING INFORMATION:

- Purchase price (loan amount)
- Monthly payment amount
- Length of loan term
- Annual percentage rate (APR)

SAMPLE REPRESENTATIVE EXAMPLE:

For example, a \$800 purchase could be split into 12 monthly payments of \$72.21 at 15% APR, or 4 interest-free payments of \$200 every 2 weeks.

THESE MESSAGES TRIGGER A REPRESENTATIVE EXAMPLE

THESE MESSAGES TRIGGER A REPRESENTATIVE EXAMPLE:

- **The number of payments, if more than 4 payments** (e.g. 6 payments)
- **The period of repayment** (e.g., 6 months, 12 months, etc)
- **The monthly payment amount** (e.g., as low as \$60/month)
- **The amount of interest** (not applicable to: “zero interest” or “interest-free”)
- **The amount or percentage of any down payment**

THESE MESSAGES DO NOT TRIGGER A REPRESENTATIVE EXAMPLE. OTHER DISCLOSURES MAY STILL BE REQUIRED:

- Monthly payments
- Pay over time
- Buy now, pay later
- Financing
- As low as 0% APR
- 0% APR or 10-36% APR
- Interest-free
- 4 interest-free payments

UNFAIR, DECEPTIVE, OR ABUSIVE ACTS OR PRACTICES (UDAAP)

Unfair, deceptive, or abusive acts and practices can cause significant financial injury to consumers, erode consumer confidence, and undermine the financial marketplace. UDAAP was established to prevent consumer harm by misleading or deceitful actions.

PREVENTING UDAAP IN ADVERTISING

To reduce the risk of misleading customers, your marketing materials needs to:

- Include all relevant information
- Be clear and easy to understand
- Support claims with facts about the product
- Avoid a false sense of urgency
- Be honest
- Avoid using misrepresentations, omissions, or other deceptive claims

PLEASE NOTE:

- ***Disclosures don't eliminate the UDAAP risk.*** Disclosures are helpful with providing additional context, but they do not negate misrepresentations, omissions, or other deceptive claims.
- ***Substantiate claims.*** Provide a factual basis that underlies statements about the product.
- ***Honor promotions & rebates.*** If you offer a promotion or rebate, such as a risk-free trial, 0% APR financing, or money-back guarantee, then you should always honor the promotion.
- ***Intent is irrelevant.*** Regulators do not consider whether a company intended to mislead or cause harm when determining violations.
- ***Be cautious when advertising "free trials".*** Ensure the trial is actually free, including any interest that may accrue. If the free trial period is more than 30 days, it is possible that a loan payment will be due within that period.

RESOURCES & LEGAL DISCLOSURES

FAIR LENDING

Shop Pay Installments is a consumer credit product. Fair lending applies to the entire lifecycle of a loan, including advertisement of the credit product. The Equal Credit Opportunity Act (ECOA) is a regulation that implements fair lending laws.

FAIR LENDING MEANS:

- Avoid adding requirements to the application process
- Make Shop Pay Installments available to all customers by encouraging everyone to apply
- Target a broad demographic
- Treat similarly situated individuals the same

While a retail business may be inherently attractive to a particular demographic, as a merchant, you should avoid targeting Shop Pay Installments financing on a prohibited basis. Prohibited bases include:

- Race
- Gender
- Color
- Marital status
- Religion
- Age (provided the applicant has the capacity to contract)
- National origin
- Income dependency on a public assistance program
- Sexual orientation

SHOP PAY INSTALLMENTS
MERCHANT MARKETING TOOLKIT

THANK YOU

shop  Pay

installments in partnership with  affirm