

MARKETING TOOLKIT—JUNE 2023

# SHOP PAY INSTALLMENTS IN STORE



installments in partnership with  **affirm**

## SHOP PAY INSTALLMENTS


# OFFERING SHOP PAY INSTALLMENTS IN STORE

Shop Pay Installments on Shopify POS can be a powerful way to differentiate your retail business and enhance the in-store experience for customers. You can pair the flexibility of buy now, pay later options with the unique experience of shopping in person—customers can fall in love with products IRL and take them home *the same day*.

This toolkit has been designed to help you and your staff responsibly promote and support customers with Shop Pay Installments in store so you can convert more customers and grow sales.

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

\* Source: [BNPL and the In-Store Opportunity](#), PYMNTS.com and Zip



# 94%

of consumers who have used BNPL  
options online say they would use  
installments in store.\*

# SUMMARY OF MARKETING TOUCHPOINTS

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## STAFF RESOURCES →

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**WEBSITE LOCATIONS PAGE →**

## ANNOUNCEMENT EMAILS →

## SOCIAL MEDIA AND PAID ADVERTISING →

## DISCLOSURES AND COMPLIANCE →



## PROMOTING SHOP PAY INSTALLMENTS

# IN-STORE SIGNAGE

Print and post these pre-approved assets in your retail stores. Place signage in strategic areas like your store windows and entrance, at the cash wrap, and by big-ticket items or best sellers.

## AVAILABLE SIGNAGE INCLUDES

- 8x10-inch signs
- 6x6-inch tent cards
- 4x6-inch customer information postcards

[DOWNLOAD APPROVED SIGNAGE](#) →



## PROMOTING SHOP PAY INSTALLMENTS

# STAFF RESOURCES

Have staff review the **In-store selling tips** for Shop Pay Installments to help them confidently promote buy now, pay later options to customers shopping in your retail store(s).

Print these one-pagers and keep at the cash wrap or in an accessible place for staff to reference.

- Drive awareness of Shop Pay Installments
- Use buy now, pay later to convert in-store shoppers
- Use buy now, pay later to increase average order value
- Respond to common concerns about installments

[DOWNLOAD IN-STORE SELLING TIPS ONE-PAGER](#) →

Shop Pay Installments for Shopify POS

### In-store selling tips

Buy now, pay later (BNPL) can be a powerful way to help customers get what they want. Check out our tips to make more sales in store with Shop Pay Installments.

**1. Make customers aware of your flexible payment options.** Incorporate Shop Pay Installments into the way you introduce your store's overall service offering.

*"Welcome to our store! To tell you a little bit about us: we offer delivery, 30-day returns, and Shop Pay Installments."*

**2. Use buy now, pay later to convert more sales.** Shop Pay Installments makes it easier for customers to make the most of their in-store visit. No more FOMO.

*"If you're really in love with this product, we offer Shop Pay Installments so you can take it home today and pay over time."*

**3. Use buy now, pay later to increase order value.** Upsell with ease using Shop Pay Installments—from complementary items to your highest-quality products and best-value offerings.

*"Can we recommend some items that go well with the product you're purchasing? We have installment options, if needed."*

*"You get more value when you buy a 10-pack instead of a 2-pack. We offer Shop Pay Installments so you can pay over time."*

*"We'd love for you to try the best possible version of our product. If you'd like to consider upgrading to a premium offering, we do have an installment option."*

**4. Let customers know about all the benefits of Shop Pay Installments.** Put customers at ease by letting them know that Shop Pay Installments is simple, transparent, and flexible.

*"Applying takes just a few steps at checkout. You can submit the application on your own device and know your information is secure."*

*"You'll get a real-time decision from Affirm within minutes and, if approved, you'll be able to choose from 4 interest-free payments or monthly installments."*

*"There are no hidden fees or late fees. Whatever you see up front is what you will pay. There is no impact to your credit score to check your eligibility."*

**Did you know?**

**81% of retail shoppers conduct online research before buying.<sup>1</sup>**

When it comes to big purchases, customers are doing their homework online, but buying in-store—and it makes sense! If you're making a big investment, you want to see the product in person before you spend your hard-earned cash. So your customers may be more ready to purchase than you think. And Shop Pay Installments can be a great way for you to help customers make big investment purchases with confidence.

<sup>1</sup>Major Purchase Shopper Study, US, Q4 2023

**shop Pay**

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## PROMOTING SHOP PAY INSTALLMENTS

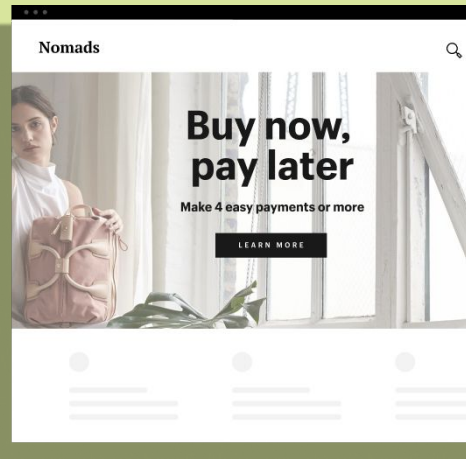
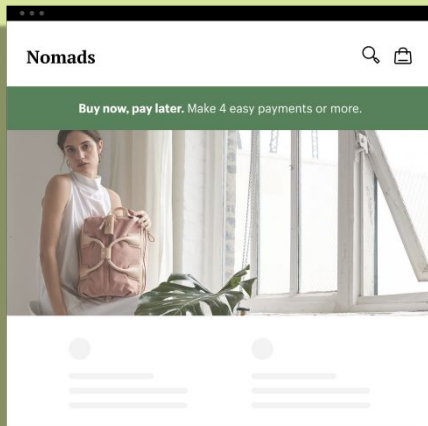
# WEBSITE HOMEPAGE BANNER

Update your homepage banner to let site visitors know that you offer flexible ‘buy now, pay later’ options both online and in store.

## APPROVED HEADLINES

- Buy now, pay later—online and in store
- A smarter way to pay over time, anywhere you shop
- Buy what you want, with flexible payment options—online and in store

[HOW TO UPDATE YOUR HOMEPAGE BANNER](#) →



## PROMOTING SHOP PAY INSTALLMENTS

# WEBSITE OVERVIEW AND FAQ PAGE

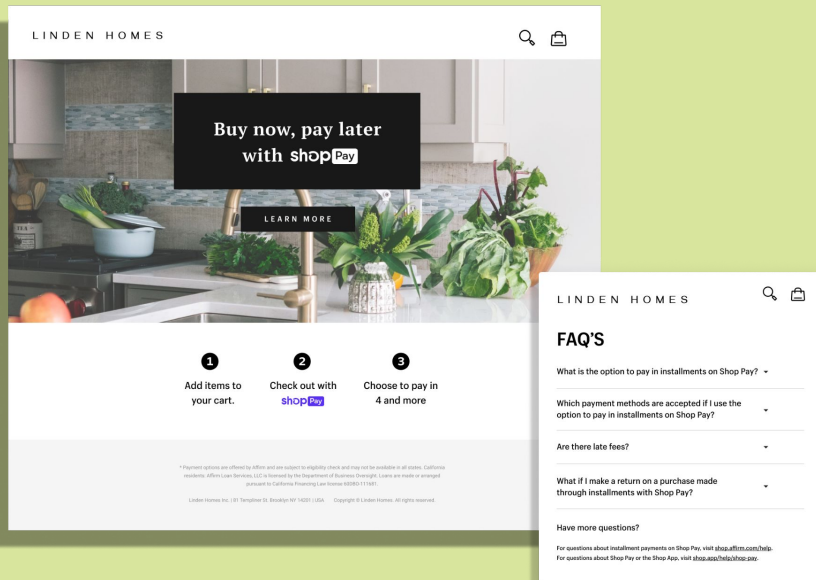
Create (or update) a dedicated page on your website for Shop Pay Installments. Include information about how installments works, both online and at your retail store.

Including the approved FAQs, linked below, will help address common questions and reduce customer support inquiries.

## APPROVED WEB CONTENT

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

Be sure to include the necessary disclosures in the footer of your page. See “Disclosures and compliance”

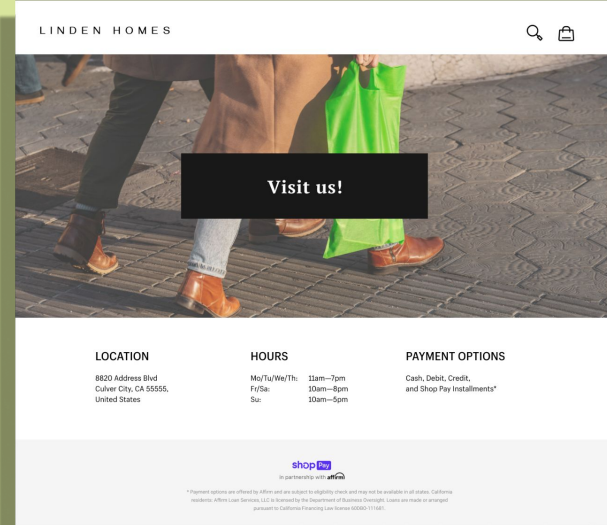


PROMOTING SHOP PAY INSTALLMENTS

# WEBSITE LOCATIONS PAGE

Include mentions of Shop Pay Installments on web pages about your retail locations. Along with your address, hours, and return policies, showcasing your flexible in-store payment options can help customers prepare for their visit before heading in store.

Be sure to include the necessary disclosures in the footer of your page. See “Disclosures and compliance”





## PROMOTING SHOP PAY INSTALLMENTS

# ANNOUNCEMENT EMAILS

Let your email subscribers know you offer Shop Pay Installments in store. Be sure to highlight all the benefits of using buy now, pay later when shopping in person:

*They can see and feel items in person before buying*

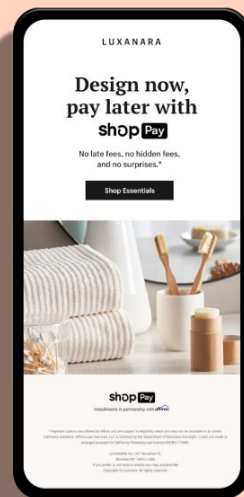
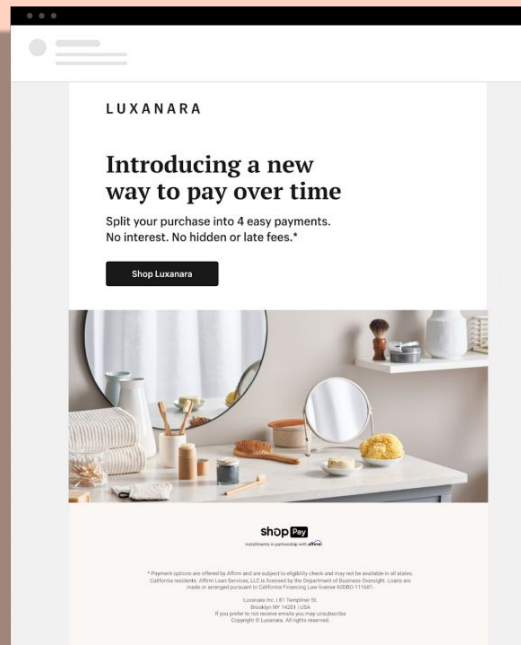
*They can take home their purchase the same day*

*They can use Shop Pay Installments on in-store exclusives*

## APPROVED HEADLINES/EMAIL SUBJECT LINES

- Shop Pay Installments is now available in store
- Take it home today, pay over time
- Buy now, pay later—even in store
- Shop in store with the flexible payment options you want

Be sure to include the necessary disclosures in the footer of your email. See “Disclosures and compliance”



## PROMOTING SHOP PAY INSTALLMENTS

# SOCIAL MEDIA & PAID ADVERTISING

Use our copy templates and approved creative 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.

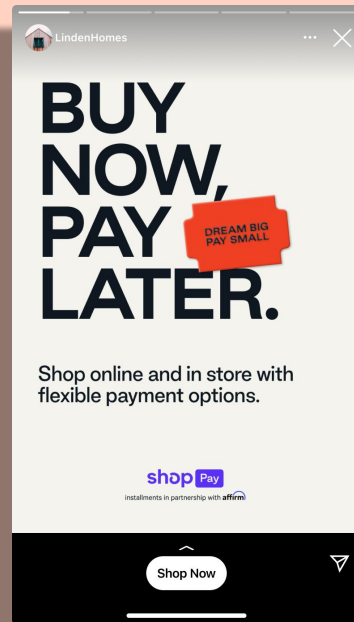
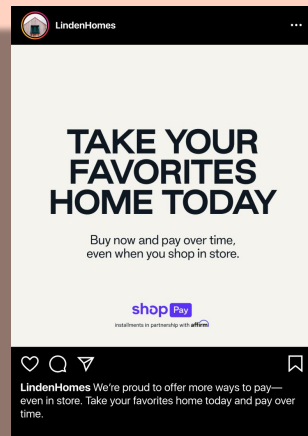
### INSTAGRAM FEED POST — DESCRIPTION

- We're proud to offer more ways to pay—even in store. Take your favorites home today and pay over time.
- Pay your way, even in store. Shop Pay Installments is available at all retail locations.

[DOWNLOAD APPROVED SOCIAL ASSETS](#) →

### DISCLOSURE

*Payment options through Shop Pay Installments are subject to an eligibility check and are provided by these lending partners: [affirm.com/lenders](https://affirm.com/lenders). State notices to consumers: [affirm.com/licenses](https://affirm.com/licenses)*



THIS LANGUAGE MUST BE USED WORD FOR WORD

# DISCLOSURES AND 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 0-36% APR. Payment options through Shop Pay Installments are subject to an eligibility check and are provided by these lending partners: [affirm.com/lenders](https://affirm.com/lenders). Options depend on your purchase amount, and a down payment may be required. State notices to consumers [affirm.com/licenses](https://affirm.com/licenses).*

On social media, the following disclosure must be included in the caption of the post.

*Payment options through Shop Pay Installments are subject to an eligibility check and are provided by these lending partners: [affirm.com/lenders](https://affirm.com/lenders). State notices to consumers: [affirm.com/licenses](https://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.

# 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 10-30% 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.

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

SHOP PAY INSTALLMENTS

# THANK YOU



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