

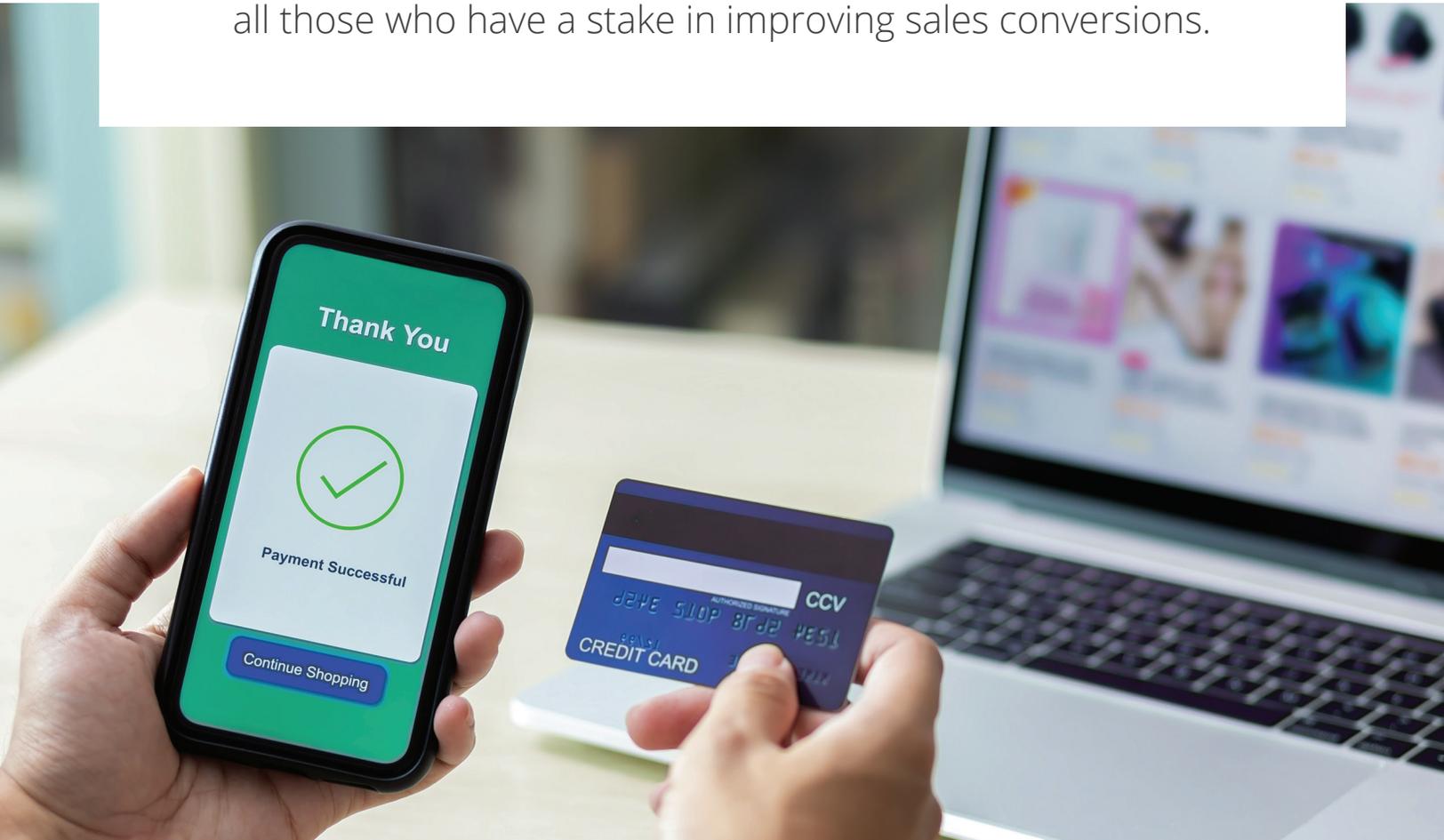
# Affirm - Provide Your Shoppers with More Purchasing Power

## Flexible Payment Options

### Executive Summary

This white paper is about Affirm (Pay-Over-Time Solution). This paper discusses Affirm's installment payment services for merchants, how it works, it's integration with Salesforce Commerce Cloud and the benefits to businesses.

This paper's intended audience is Salesforce Commerce Cloud Consultants and all those who have a stake in improving sales conversions.



# Table of Contents

---

1.	<b>Introduction</b>	3
2.	<b>Affirm with Salesforce Commerce Cloud</b>	4
3.	<b>Problem</b>	4
4.	<b>Solution</b>	5
5.	<b>Conclusion</b>	6
6.	<b>Royal Cyber</b>	6

---

# 1. Introduction

Whether your customers are preparing to take a journey, upgrade some appliances, or do something kind for someone they care about, they are all looking for a way to buy the things they love. But the reality is, sometimes, these purchases do not fit comfortably into their monthly budget. This is where Affirm solution can help. Affirm provides the customers the choice to

buy now and pay over time, giving them financial flexibility & the confidence to say yes to that next big purchase.

Installment plans permit you to finance a purchase by paying for it over a set period of time from a few weeks to a year.

## How Affirm Works?

Affirm offers a seamless way for the customers to pay over time for the bought items. The simple integration gives you mobile-friendly solutions optimized for web, in-store, and telesales. It offers the tools needed to connect pay-over-time solutions and set up your business to display monthly payment options, offer pre-qualification, and add Affirm at checkout.

You will encounter an affirm installment plan when checking out of an online retailer, where it will be listed as a payment option.

After clicking on "Complete order," you will be taken to an Affirm page that asks you to verify

## Financing with **affirm**

### HOW DOES IT WORK?



Add to cart



Checkout with Affirm



Receive your items



Pay over time

your phone number. Once that's done, you will enter your birthdate and the last four digits of your Social Security number. Within 15 seconds, affirm will complete a soft credit check (which does not hurt your credit scores), and present you with an offer.

## Pick a payment plan

You're approved! You will never pay late fees, prepayment penalties, or compound interest.

**\$77.02** /month

3 months

APR	Interest	Total
0.00%	\$0.00	\$231.05



**\$40.33** /month

6 months

APR	Interest	Total
15.99%	\$10.90	\$241.95



**\$20.96** /month

12 months

APR	Interest	Total
15.93%	\$20.42	\$251.47



When it comes to paying back your credit, each company works marginally in a different way. Affirm installments, for example, can be paid over three, six, or 12 months, and include interest

(sometimes 0%) but no fees. Other companies partition your buy into four indeed installments — and charge fees but no interest.

## 2. Affirm with Salesforce Commerce Cloud

Salesforce Commerce Cloud (SFCC) is a flexible eCommerce platform that lets you to customize a seamless experience built around your customers. Affirm partnered with SFCC to develop an Affirm cartridge to provide your shoppers with more purchasing power by offering flexible payment options.

### After integrating Affirm, your SFCC site will:

- Display Affirm promotional messaging
- Provide Affirm as a payment option on the checkout page
- Process Affirm charges in your order management system

Merchant Tools > Ordering > Orders > Order: 00002101(Affirm)

General Attributes **Payment** Notes History

### Payment Information for Order '00002101'

Order Total:	\$75.58
<b>Amount Paid:</b>	\$0.00
Balance Due:	\$75.58

---

Invoice Number:	00011001
<b>Payment Status:</b>	Not Paid

---

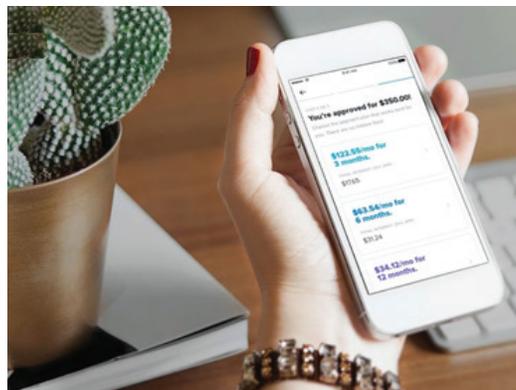
Payment Method:	Affirm
	Processor: AFFIRM_PAYMENT
	Transaction: C1GXBTTLCL23CSFY
	Amount: \$75.58

## 3. Problem

The financial status of families and households does not allow them to indulge themselves with the needed commodities and appliances due to their high prices and the families' inability to pay in cash.

Paying with an installment plan is not new. People have been doing it for decades for items such as houses and cars. However, what if customers could buy more 'everyday' merchandise or services from your store with an installment plan? These purchases would work just like regular credit or debit card purchases and could be made through the existing payment gateway. What if

customers could purchase in installments through their own Visa and MasterCard cards without filling out a new credit application? It would allow your clients a modern and appealing installment alternative and increase your sales conversion.

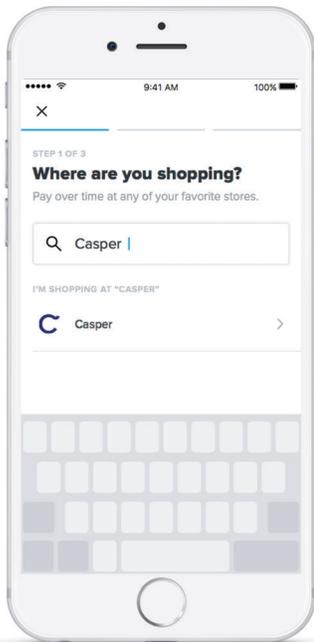


# 4. Solution

Affirm provides installment payment services for merchants around the globe. You add affirm as one of your payment options, giving your customers the choice to pay by regular installments instead of a traditional credit card charge. When your customer chooses the Affirm option, they have the option to select the number of installments they want to pay with. Affirm allows the full purchase amount on the customer's existing Visa/MasterCard credit card, then it charges them for the first installment either immediately, or when the purchased item is shipped. Each month, affirm reauthorizes the

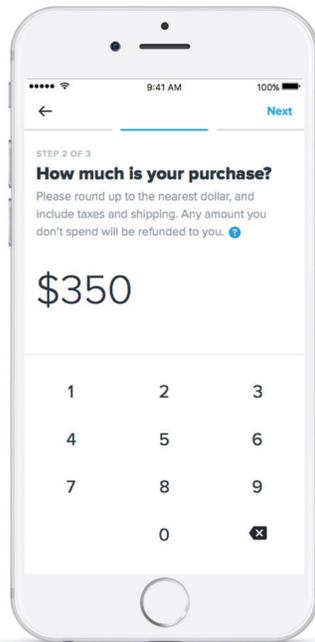
outstanding balance when the preceding authorization is about to expire. At that point, it charges the buyer's credit card until the plan is finished.

Simplifying for your clients to pay is essential for increasing conversions and sales. The attraction of installment buying is that it permits prospective buyers to enjoy the benefits of owning a somewhat expensive good while paying for it slowly out of their future income, rather than having to save the necessary purchase price out of their income first.



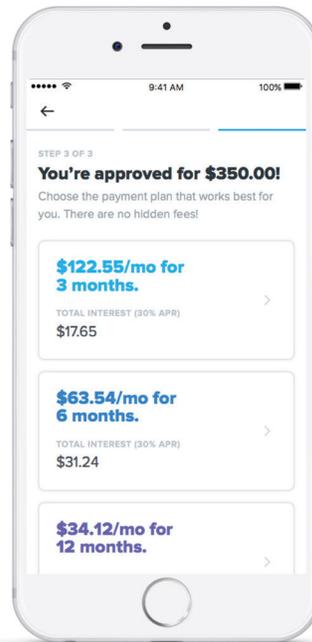
### Use it anywhere online

Tell us where you're shopping



### Only the credit you need

Enter your purchase amount



### You're in control

Choose your payment schedule



### No need to wait

Use the virtual card for your purchase

## 5. Conclusion

---

Affirm makes it easier for merchants to increase conversion because it allows you to offer your customers more payment options, a range of installment payment schedules, and a tool that helps them manage their cash flow. Affirm is a leader in the payment industry, making it a trusted solution by hundreds of merchants



around the world. Moreover, there is no commitment when signing up, allowing you to try Affirm and see the positive impact firsthand.

Among the major installment plan services, affirm is one of the only companies that allows you to choose your loan terms.

<b>\$344.51/mo for 3 months</b>	
Interest (20% APR)	Total
<b>\$33.52</b>	<b>\$1033.52</b>

<b>\$176.52/mo for 6 months</b>
---------------------------------

<b>\$92.63/mo for 12 months</b>
---------------------------------

## 6. Royal Cyber

---

Royal Cyber is a Salesforce Consulting Partner with an experienced team to help you leverage

Affirm integration with Salesforce Commerce Cloud.

**For more information, check the below link:**

<https://www.royalcyber.com/technologies/salesforce-commerce-cloud-demandware>

## Royal Cyber | Simplifying IT for Customers & Partners

---

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace.

**Today we stand tall as a One Stop Shop for all your IT needs.**