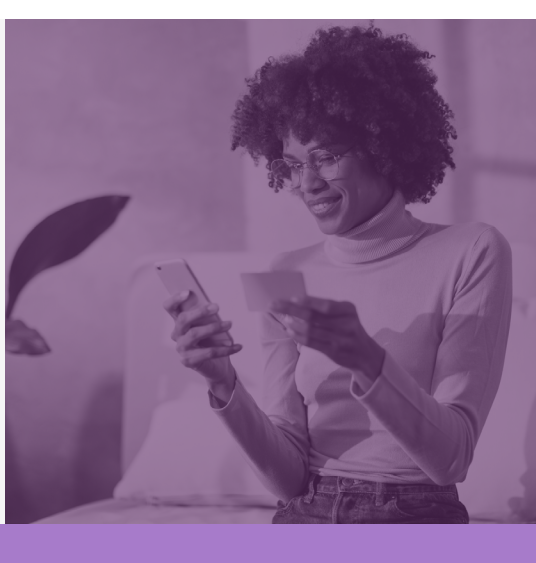




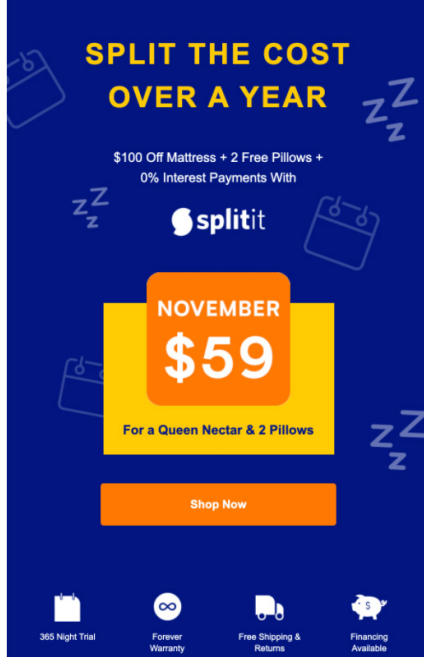
Checklist for Success: Examples to Spark Creativity



- ☐ 1. Announce Splitit in customer newsletters
- ☐ 2. Include Splitit in cart abandonment emails
- ☐ 3. Post on social media
- ☐ 4. Create online ads
- ☐ 5. Participate in a case study
- ☐ 6. Onsite messaging

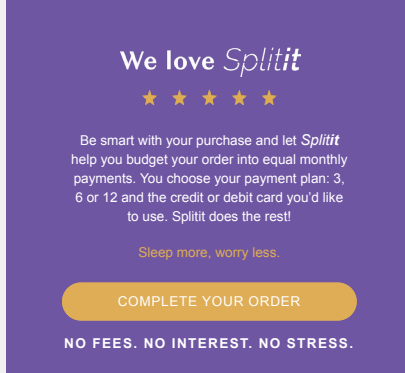
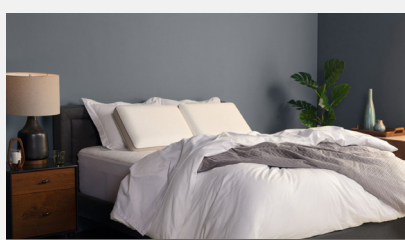
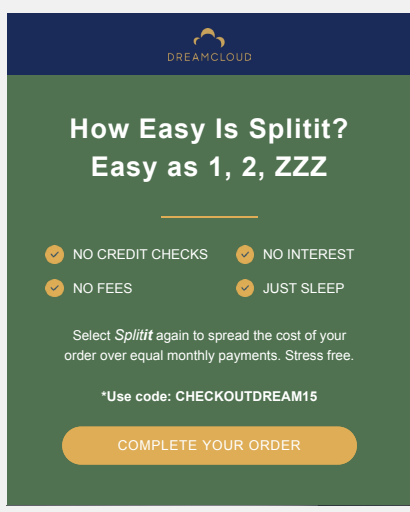


1. Sharing about Splitit in your newsletters will allow you to see immediate engagement among new and returning customers.



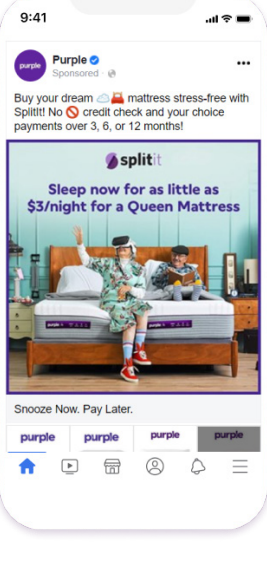
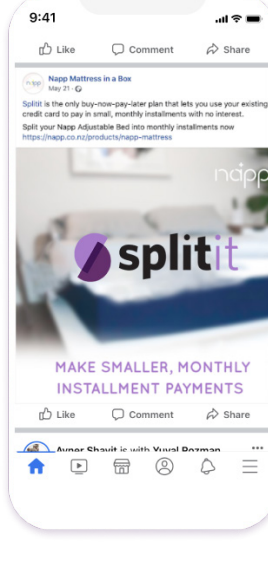
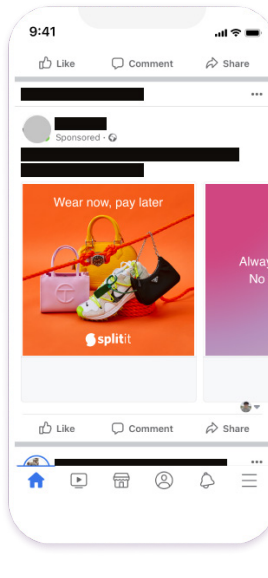
2. Cart abandonment hovers around 70%.

Leverage Splitit to assist in bringing these shoppers back to your checkout. Add a graphic or line of text about our pay over time offering and see your abandon cart email conversion rate grow.



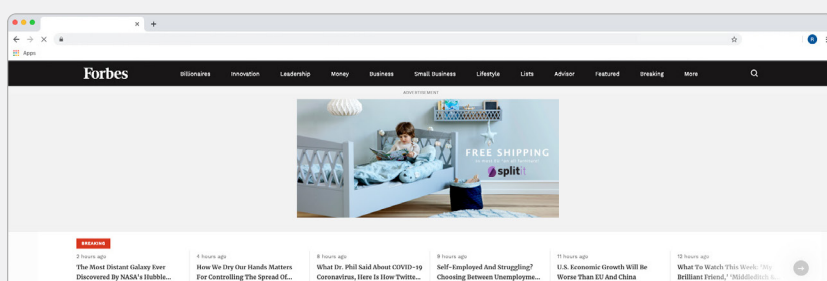
3. Posting on social media including Instagram, Facebook and Twitter is a great way to inform followers of this new attractive payment option.

Splitit will also showcase business partners on our pages and would be happy to set up joint promotional campaigns to gain exposure.

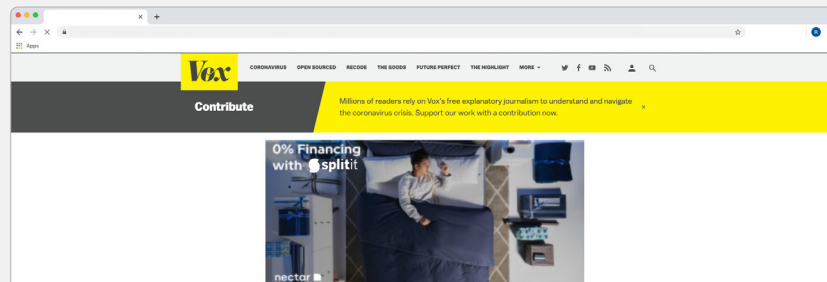


4. If your company runs online ads, mention Splitit in the ad copy.

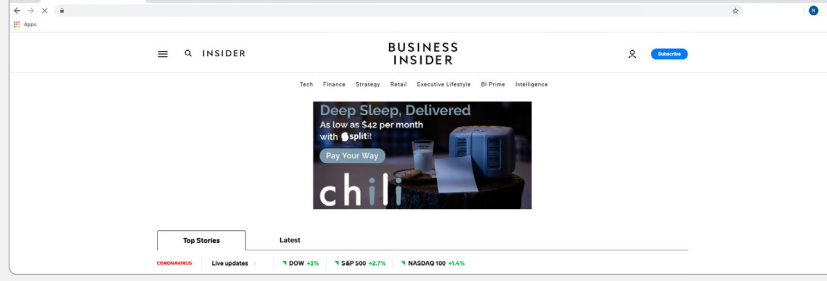
Consider A/B testing adding Splitit to your paid advertising campaigns to increase your value.



Cam Cam Copenhagen, Europe



Nectar, UK

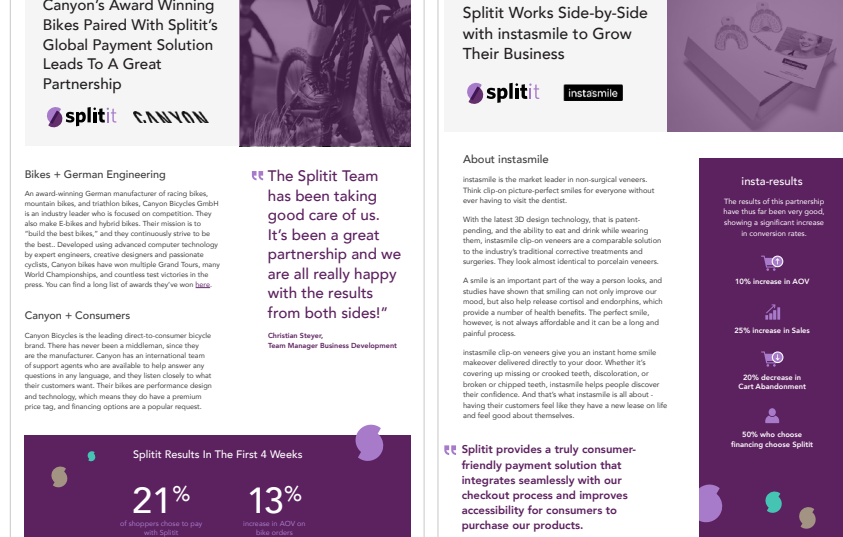


Chilli, US



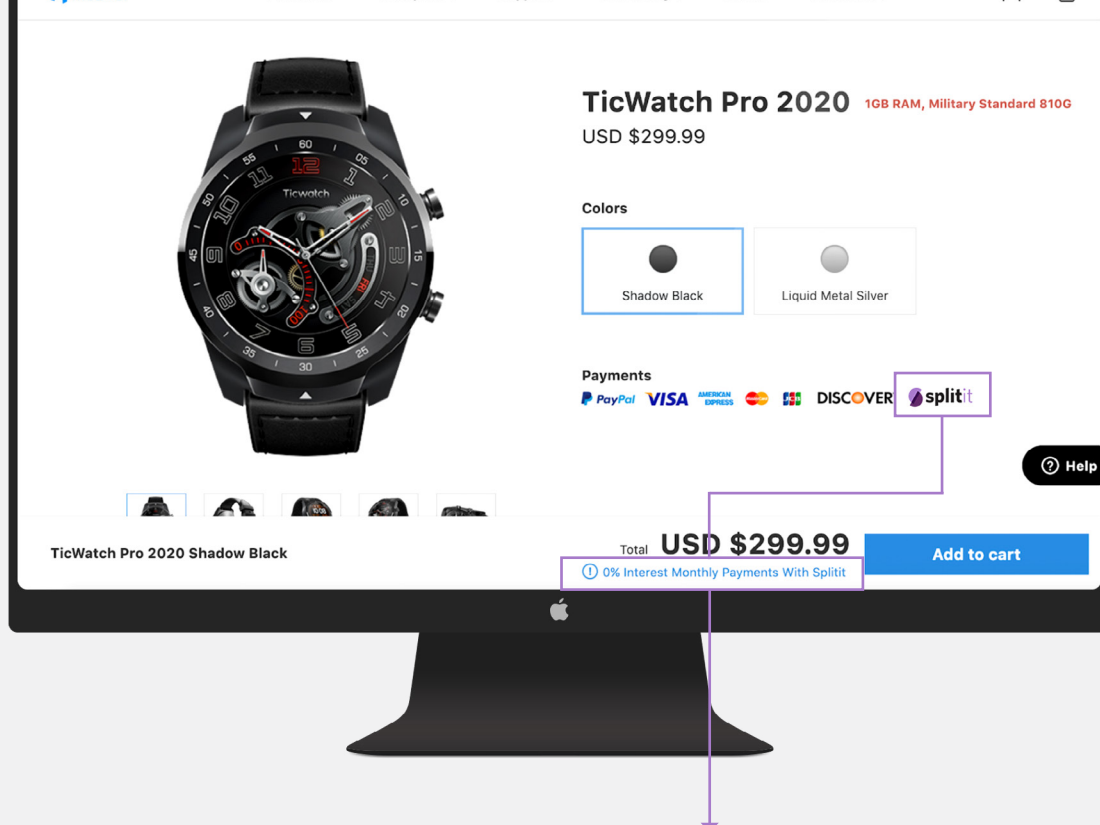
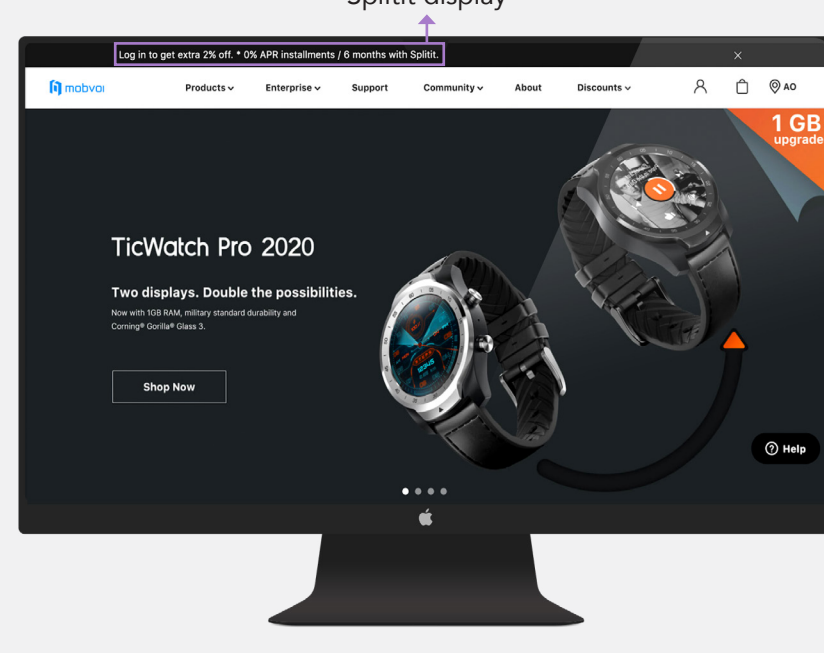
5. Splitit is delighted to showcase our business partners and their success.

This is also a fantastic way to gain traction to your site and highlight the benefits of shopping with Splitit. If you are interested in doing a case study with Splitit, reach out to your customer success manager.



6. Showcasing Splitit on your homepage, product pages and checkout page is essential to inform customers that they have the option to pay in installments.

This is also a great way to differentiate your store from your competitors.



For more tips, click here! →