

Best Practices for Businesses





1. Promoting Splitit on your Shopping Path





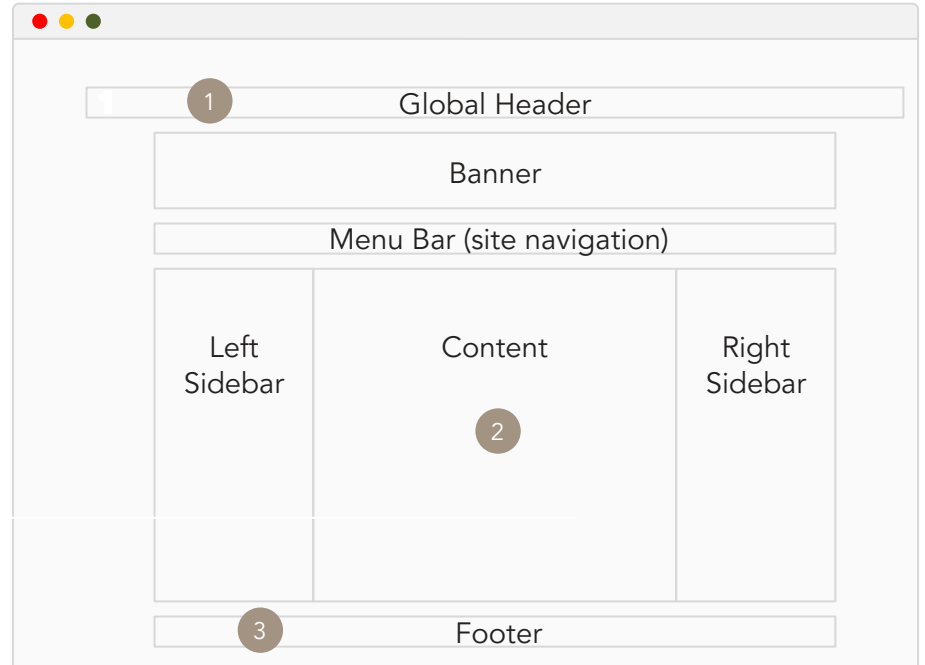
Adding Splitit to Your Homepage

We recommend you promote Splitit on your homepage to inform customers that you offer installment payments.

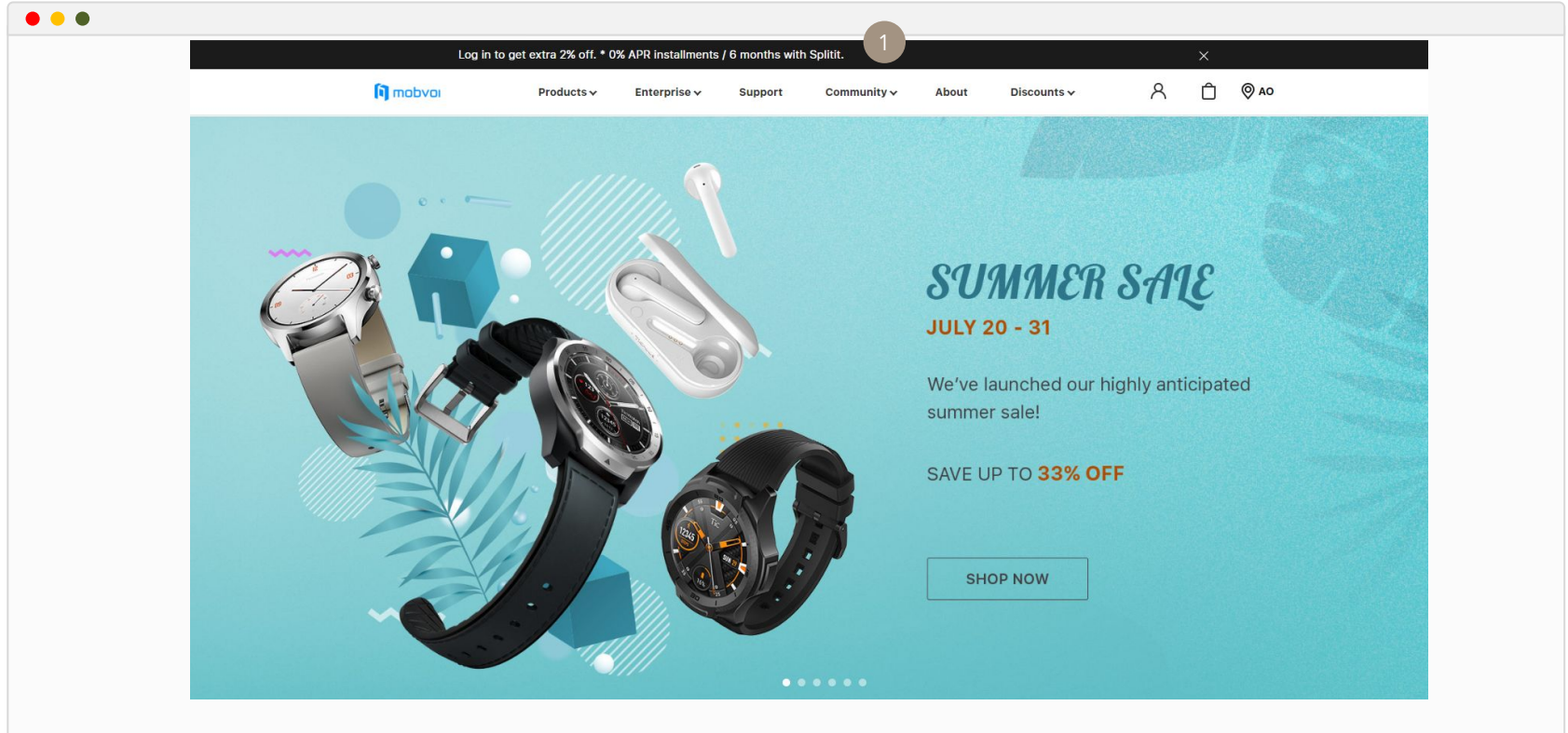
We have created an array of banners so you can choose what best suits your site and shopper demographic.

Where to put Splitit banners?

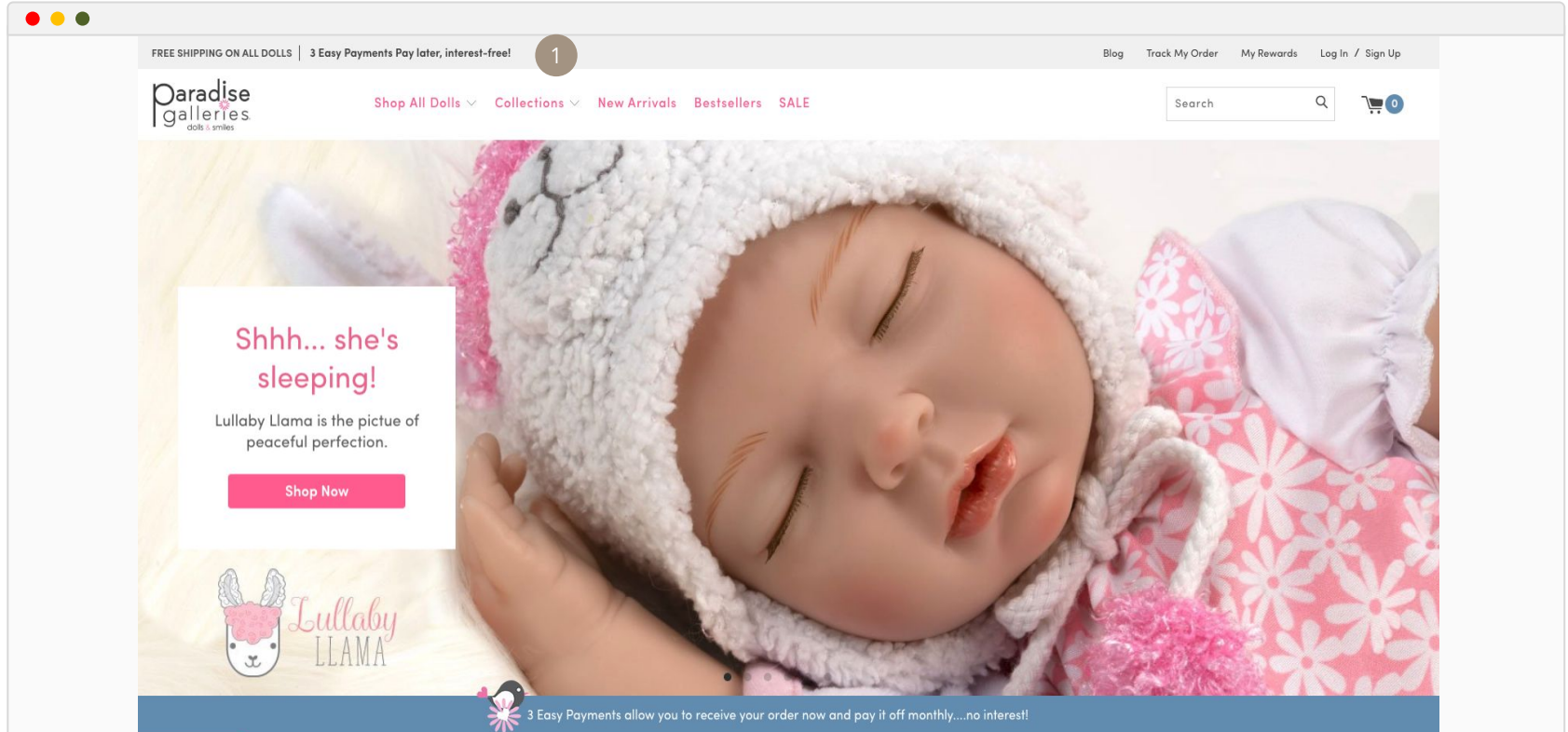
1. Global Header
2. Content
3. Footer



Example: Global Header



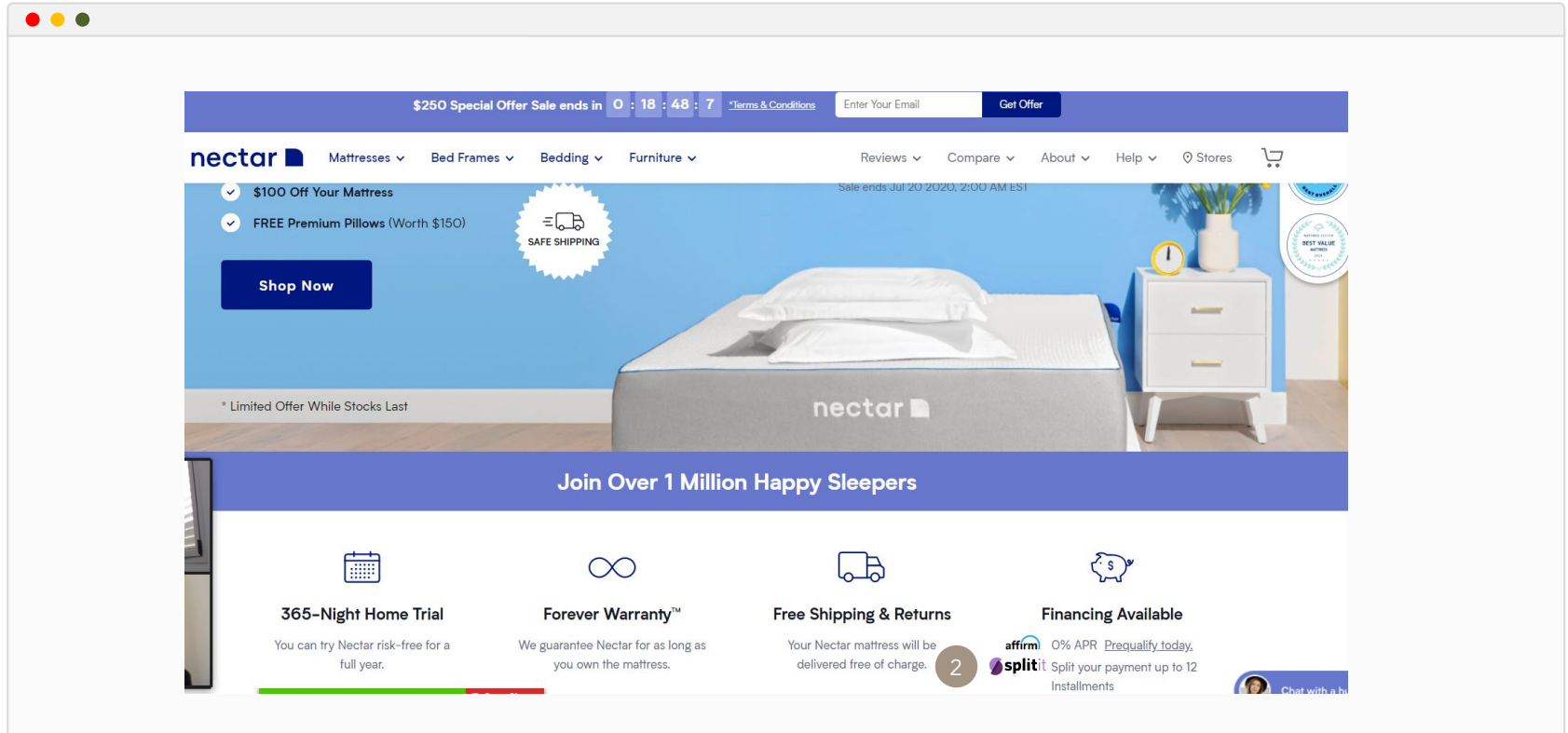
Example: Global Header



Example: Global Header



Example: Content



The screenshot displays the Nectar website homepage. At the top, a purple banner features a "\$250 Special Offer Sale ends in 0 : 18 : 48 : 7" with a "Get Offer" button and a "Terms & Conditions" link. Below this is a navigation bar with the Nectar logo and links for Mattresses, Bed Frames, Bedding, Furniture, Reviews, Compare, About, Help, and Stores. The main content area has a blue background with a large image of a Nectar bed. Text on the left includes "\$100 Off Your Mattress", "FREE Premium Pillows (Worth \$150)", and a "Shop Now" button. A "SAFE SHIPPING" badge is also present. A blue banner below the main image says "Join Over 1 Million Happy Sleepers". The footer contains four sections: "365-Night Home Trial", "Forever Warranty™", "Free Shipping & Returns", and "Financing Available". The financing section includes the Affirm logo and the text "0% APR. Prequalify today. Split your payment up to 12 Installments". A "Chat with a human" button is in the bottom right corner.

\$250 Special Offer Sale ends in 0 : 18 : 48 : 7 [*Terms & Conditions](#) Enter Your Email [Get Offer](#)

nectar Mattresses Bed Frames Bedding Furniture Reviews Compare About Help Stores

✓ \$100 Off Your Mattress
✓ FREE Premium Pillows (Worth \$150)
[Shop Now](#)


SAFE SHIPPING


Sale ends Jul 20 2020, 2:00 AM EST


* Limited Offer While Stocks Last


nectar

Join Over 1 Million Happy Sleepers

 **365-Night Home Trial**
You can try Nectar risk-free for a full year.

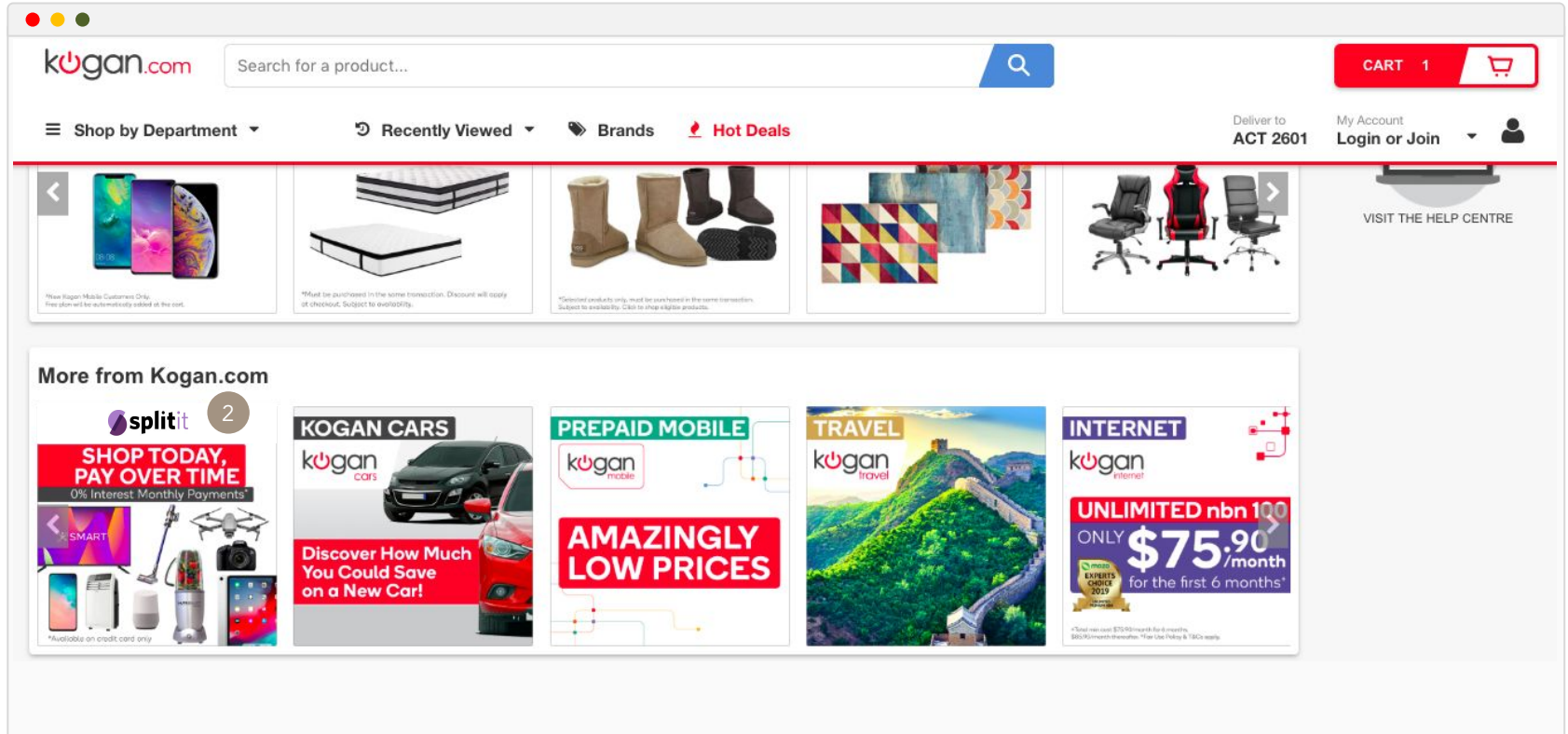
 **Forever Warranty™**
We guarantee Nectar for as long as you own the mattress.

 **Free Shipping & Returns**
Your Nectar mattress will be delivered free of charge.

 **Financing Available**
affirm 0% APR. [Prequalify today.](#)
splitit Split your payment up to 12 Installments

[Chat with a human](#)

Example: Content



The screenshot displays the Kogan.com website interface. At the top, the Kogan.com logo is on the left, followed by a search bar with the placeholder text "Search for a product...". To the right of the search bar is a blue magnifying glass icon. Further right is a red "CART 1" button with a shopping cart icon. Below the search bar, there are navigation links: "Shop by Department", "Recently Viewed", "Brands", and "Hot Deals". On the right side of the navigation bar, there is a "Deliver to ACT 2601" dropdown, a "My Account Login or Join" link, and a user profile icon.

The main content area features a horizontal carousel of product categories, each with a representative image and a brief description:

- Mobiles:** "New Kogan Mobile Customer Offer. Free plan will be automatically added at the cost."
- Mattresses:** "Must be purchased in the same transaction. Discount will apply at checkout. Subject to availability."
- Boots:** "Selected products only, must be purchased in the same transaction. Subject to availability. Click to shop eligible products."
- Decor:** A collection of colorful patterned fabrics or wall art.
- Office Chairs:** Three different styles of ergonomic office chairs.

Below the carousel, there is a section titled "More from Kogan.com" featuring a grid of promotional banners:

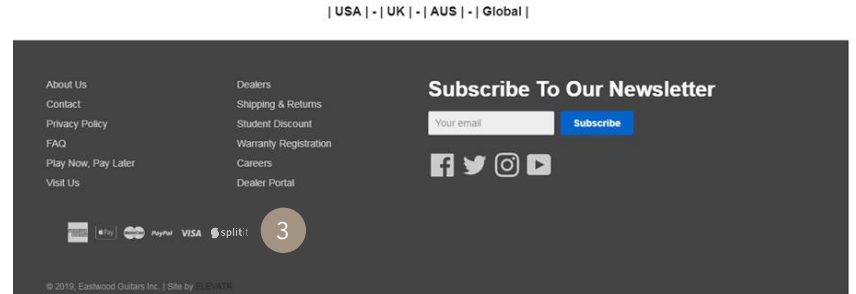
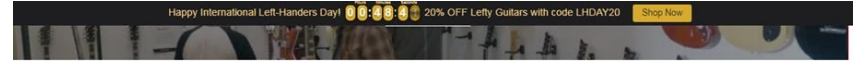
- splitit 2:** A banner for the splitit service, stating "SHOP TODAY, PAY OVER TIME" and "0% Interest Monthly Payments". It includes images of various smart home appliances like a vacuum, drone, and camera.
- KOGAN CARS:** A banner for Kogan Cars, featuring a black car and the text "Discover How Much You Could Save on a New Car!".
- PREPAID MOBILE:** A banner for Kogan Mobile, stating "AMAZINGLY LOW PRICES".
- TRAVEL:** A banner for Kogan Travel, featuring a scenic view of the Great Wall of China.
- INTERNET:** A banner for Kogan Internet, stating "UNLIMITED nbn 100 ONLY \$75.90/month for the first 6 months". It includes a "BEST EXPERTS CHOICE 2019" award badge.

On the right side of the page, there is a "VISIT THE HELP CENTRE" link with a magnifying glass icon.

Example: Footer



*Adding Splitit to the footer also shows that it is a trusted payment option





Adding a Pop-Up

Adding a pop-up upon entering your site is the #1 way to showcase the Splitit payment option.

We recommend to add a pop-up at the following times:

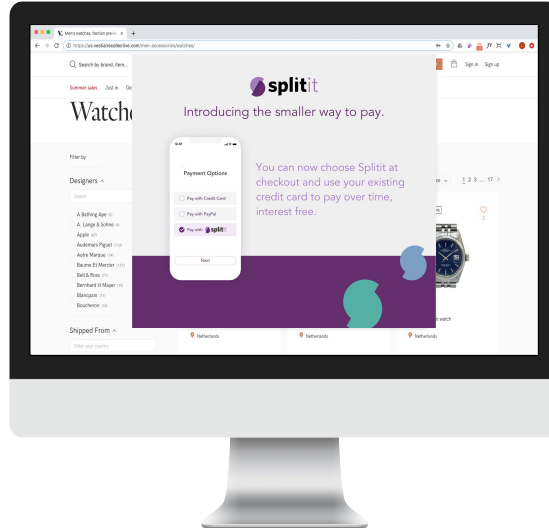
- The first week after implementing Splitit
- Peak shopping times such Black Friday, Christmas etc.
- During sales and promotions



Example: Pop-Up

Where to link the pop up:

- New product
- New collection section
- Homepage





Continuing on to the Product, Cart and Checkout Page

Displaying the estimated Splitit monthly payments is the most effective way to increase your total sales and average order value, while decreasing shopping cart abandonment.

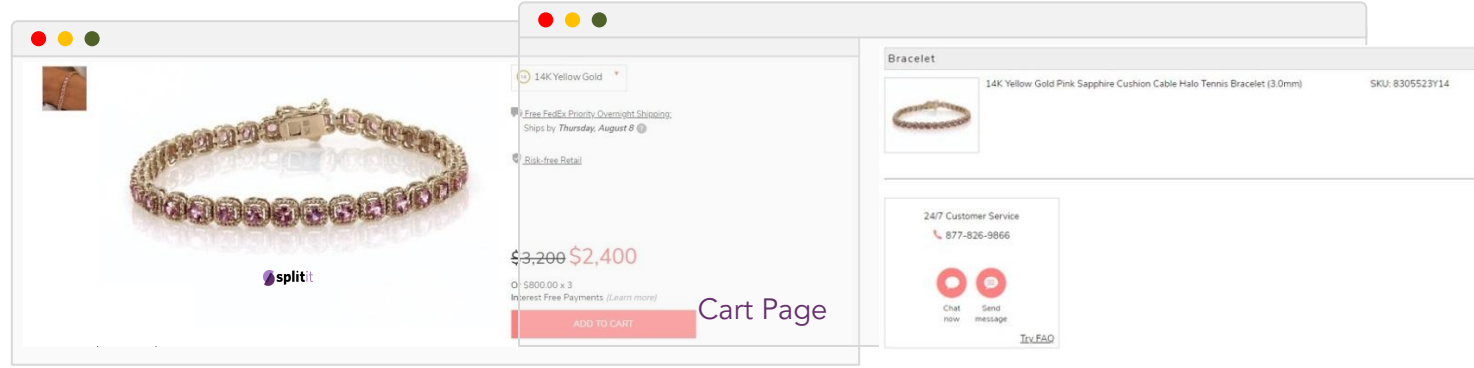
“Since offering Splitit to customers, the average order value has increased by more than 15% for shoppers spending more than \$120 in products. We have also seen more than a 10% decrease in checkout abandonment for high order value baskets.”

Daniel Rothman, CEO of GlassesUSA

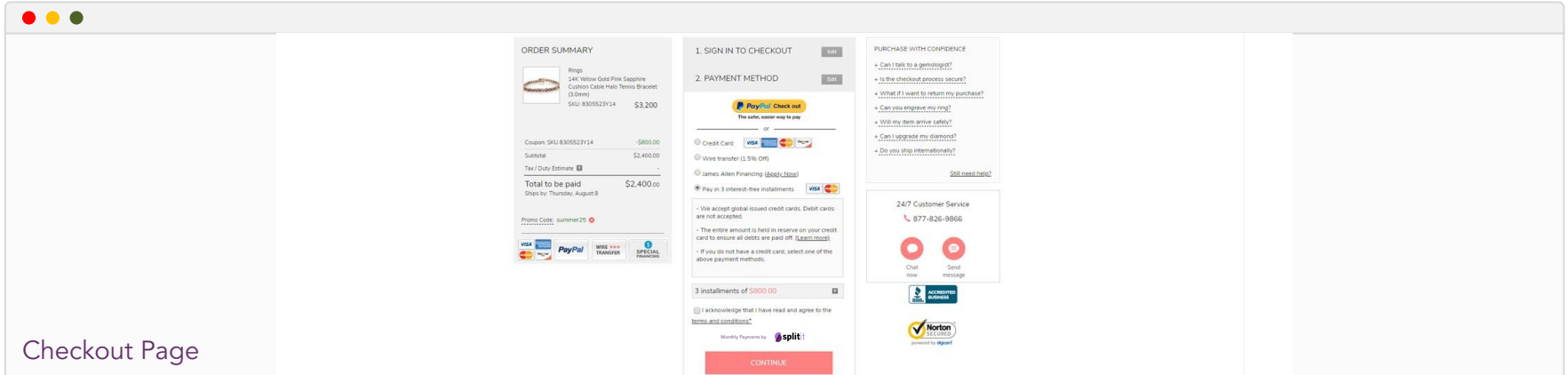


Example 1:


Product Page



Checkout Page



Example 2:



Baby Ball - OCS - Fleur

€26.60 €38.00

The soft baby ball is a delicate accessory for babies. The ball has a rattle ball inside, and it stimulates the baby's senses and grasp reflexes.
A nice gift idea for the newborn.

Quality: Outer fabric: 100% Organic Cotton. Filling: 100% Orko-see Standard Polyester. CE-certified - OCS - Made with 10% Organically Grown Material
Category: OCS Certified - ETKO 4401

Washing instructions: Not suitable for washing. Wipe with damp cloth. Do not tumble dry.

Size
15cm


Quantity
1

[Add to Cart](#)

[Add to Registry](#)

[Delivery](#) | [Return](#) | [Contact Us](#)

Product Page



Baby Ball - OCS - Fleur


15cm

Remove

€26.60

1

You can now pay in interest free instalments on orders over €600


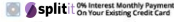
[Click here to learn about](#) 

Shipping, taxes, and discount

Cart Page


Payment

All transactions are secure and encrypted.





0% Interest Monthly Payments
On Your Existing Credit Card

VISA



After clicking "Complete order", you will be redirected to Splitit Monthly Payments to complete your purchase securely.



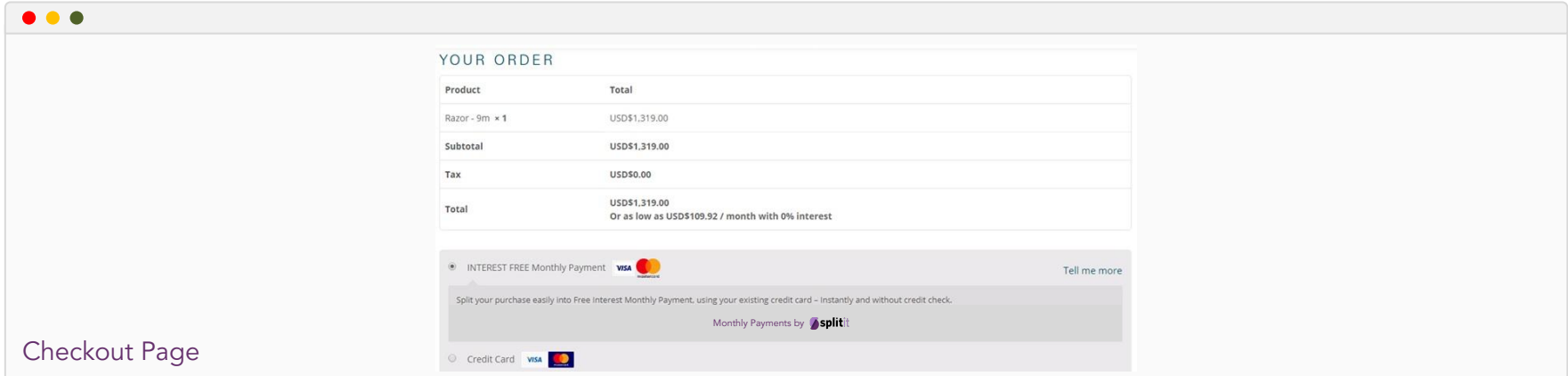
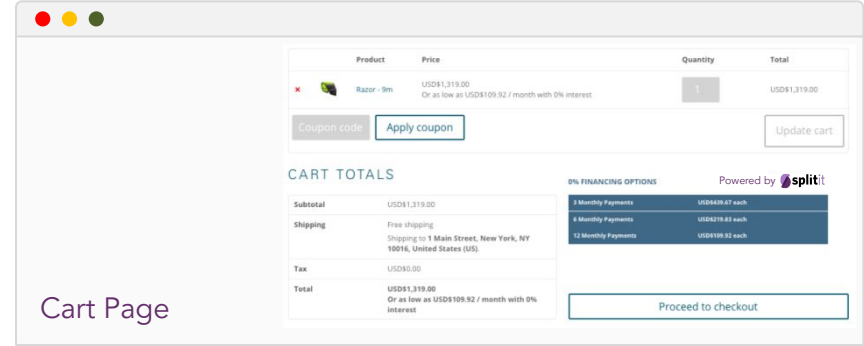
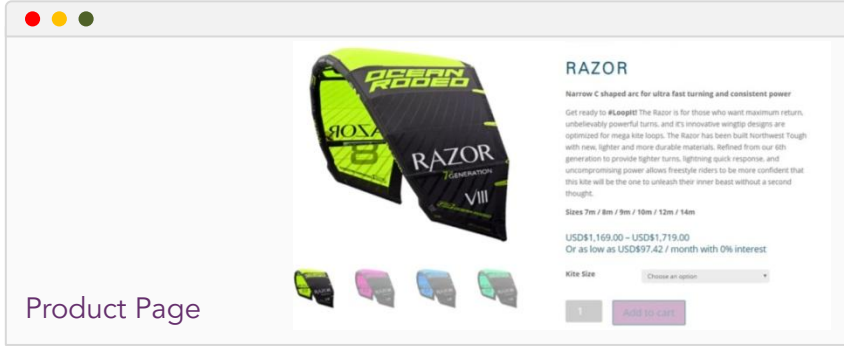
VISA

Total

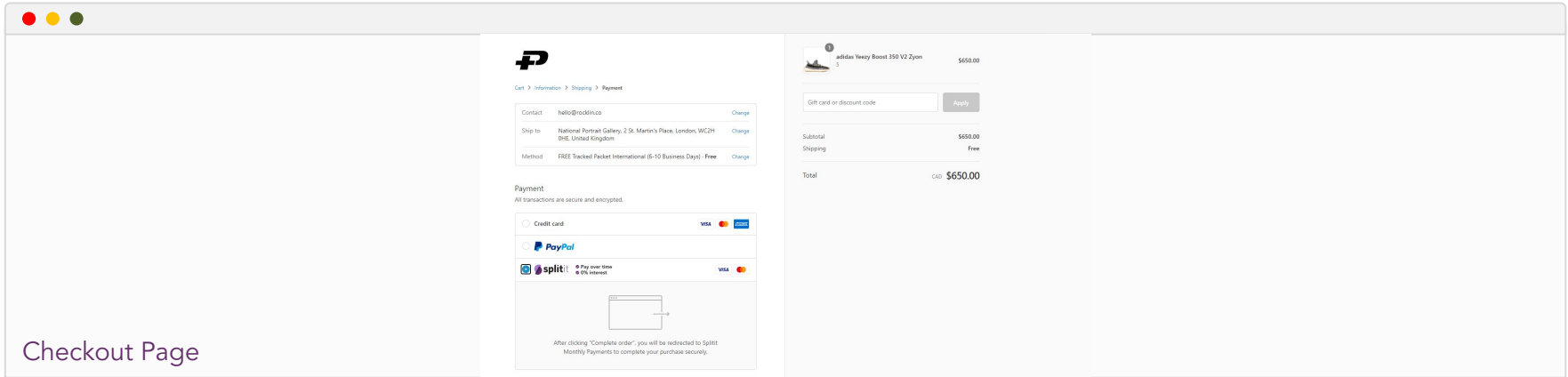
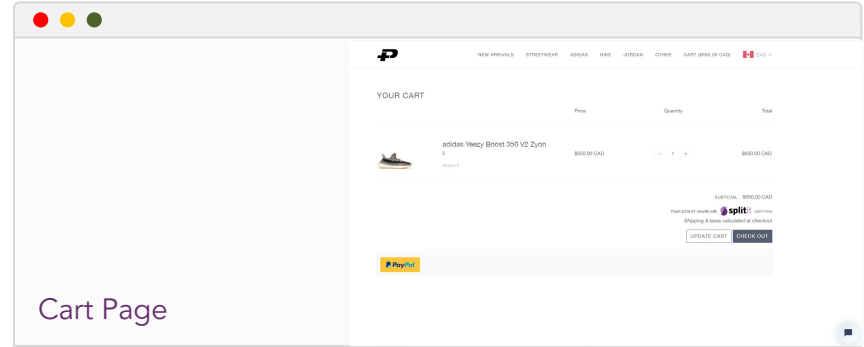
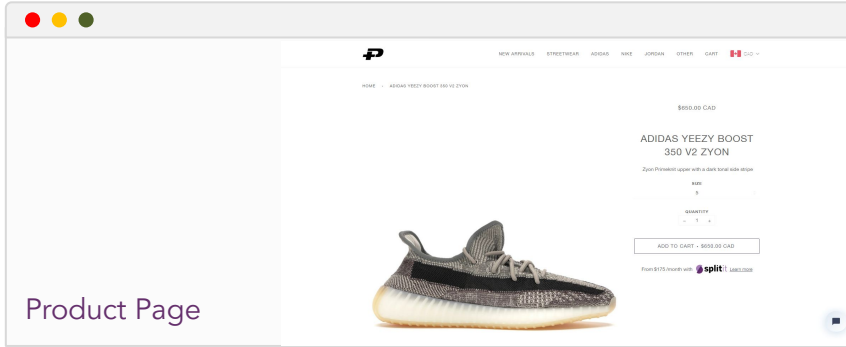
€43.60

Checkout Page

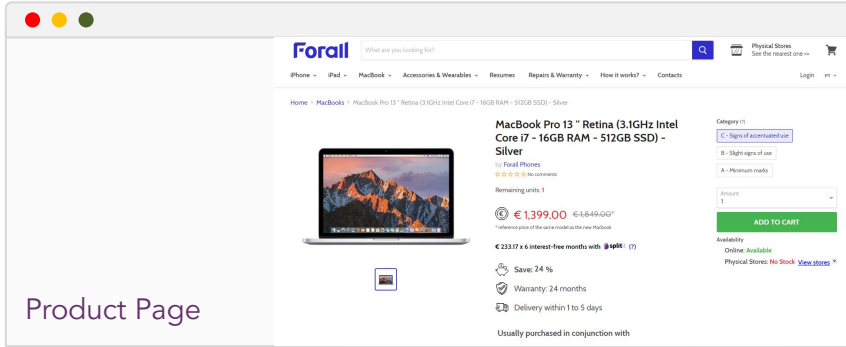
Example 3:



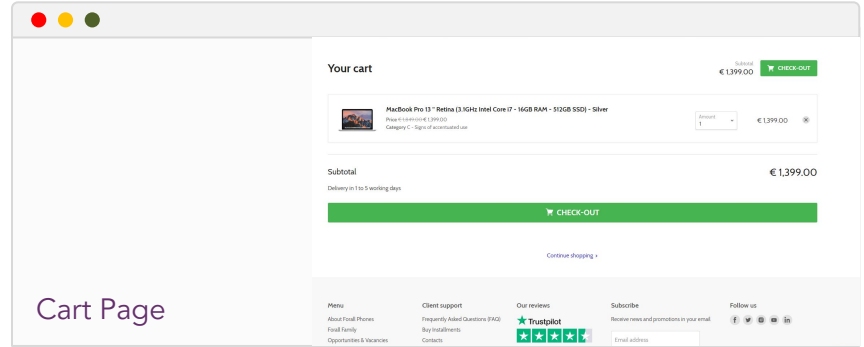
Example 4:



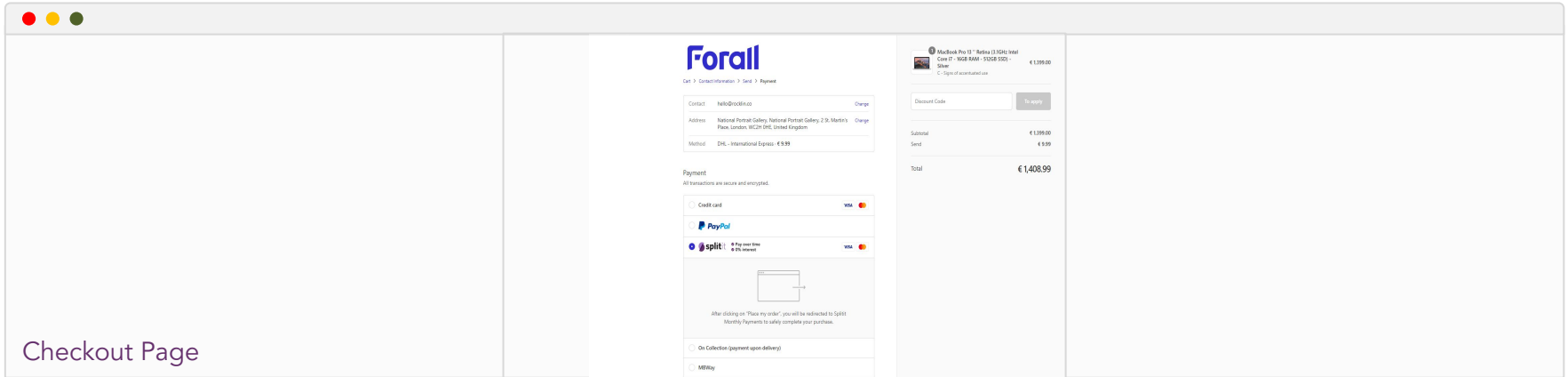
Example 5:



Product Page

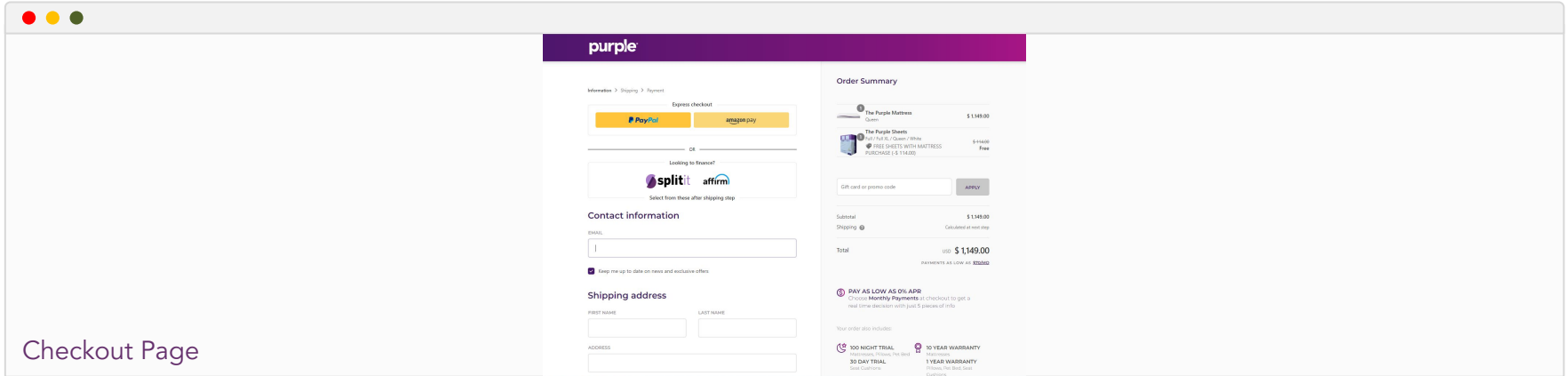
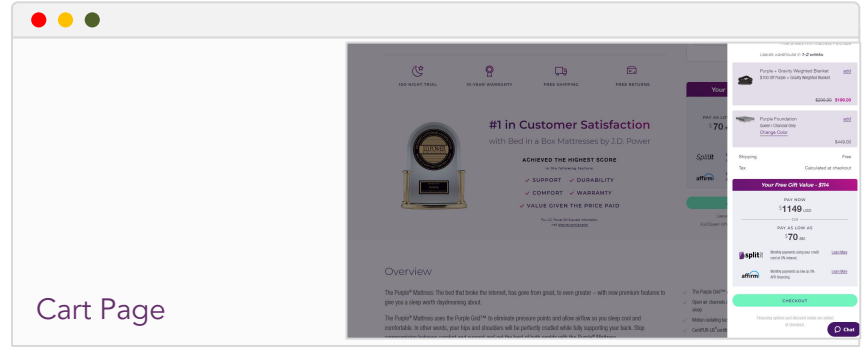
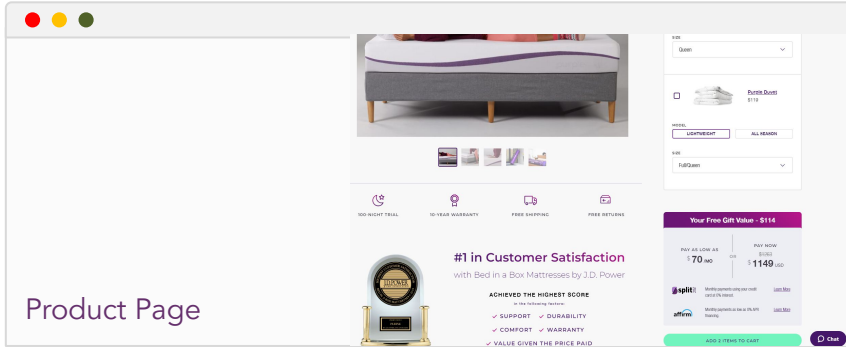


Cart Page



Checkout Page

Example 6:





Linking to the “Learn More” Page

Along your shopping path, we suggest adding a button that pops-up to a “Learn More” page that fully explains how Splitit monthly installments work. The “Learn More” can be used directly on your site, or as a reference for a page that you customize.

Total

\$4,180

Or \$1,393.33 x 3

Interest Free Payments ([Learn more](#))

CHECKOUT

Order Summary (1 item)

Subtotal

\$153

Shipping & Handling

\$0

Grand total:

\$153

Or 3 × \$51 Interest free payments on orders over \$120

[Learn More >](#)

✓ 100% Money Back Guarantee

Proceed to Checkout



Splitit "Learn More" Page

The screenshot shows a web browser window with a dark-themed website in the background. Overlaid on this is a white modal window titled "Pay on your terms with Splitit". The modal contains three columns of benefits, a sample payment plan for a \$300 purchase, and a list of terms and conditions.

splitit

Pay on your terms with Splitit

Splitit makes your payments smaller so you can make life bigger

Pay Over Time

Make your purchase at checkout with Splitit and use your favorite credit card to split your payment into smaller, bite-sized pieces.

Always 0% Interest. Never Any Late Fees

With Splitit there are no interest charges or fees — so more of your money stays your money to spend on the things you need.

No Applications or Credit Checks

When you make a purchase there are no applications or credit checks to make things complicated. And you continue to earn your points and rewards.

Sample plan for 3 installments with credit card

Total	→	Pay Today	→	2nd Payment	→	Final Payment
\$300		\$100		\$100		\$100
		\$200 held on card		\$100 held on card		\$0 held on card

- At the time of purchase, once the merchant confirms your shipment, you will only be charged for the first payment. The remaining balance will be held on your credit card until the final payment is made. After each monthly payment, the amount held from your available balance will be reduced to the new remaining balance (the held amount might appear as "pending").
- To be eligible, you must own a VISA or MasterCard credit card and have the entire amount of your purchase available on your card.
- Splitit will not charge you interest or fees. Other charges may apply from your credit card issuer.



Splitit "Learn More" Page

MENU

Canyon

NEW ARRIVALS

NEW

Help us improve by sharing your feedback.

Pay on your terms with Splitit

Splitit makes your payments smaller so you can make life bigger

Pay Over Time

Make your purchase at checkout with Splitit and use your favorite credit card to split your payment into smaller, bite-sized pieces.

Always 0% Interest. Never Any Late Fees

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NEW RELEASES

FILTERS

Sample plan for 3 installments with credit card

Total	→	Pay Today	→	2nd Payment	→	Final Payment
\$300		\$100		\$100		\$100
		\$200 held on card		\$100 held on card		\$0 held on card


- At the time of purchase, once the merchant confirms your shipment, you will only be charged for the first payment. The remaining balance will be held on your credit card until the final payment is made. After each monthly payment, the amount held from your available balance will be reduced to the new remaining balance (the held amount might appear as "pending").
- To be eligible, you must own a VISA or MasterCard credit card and have the entire amount of your purchase available on your card.
- Splitit will not charge you interest or fees. Other charges may apply from your credit card issuer.

CANYON


Compare



Splitit "Learn More" Page



SOFA




Pay on your terms with Splitit

Splitit makes your payments smaller so you can make life bigger


[MY ACCOUNT](#) | [HELP CENTRE](#)

HOME INSPIRATION




Pay Over Time

Make your purchase at checkout with Splitit and use your favorite credit card to split your payment into smaller, bite-sized pieces.




Always 0% Interest. Never Any Late Fees

With Splitit there are no interest charges or fees — so more of your money stays your money to spend on the things you need.




No Applications or Credit Checks

When you make a purchase there are no applications or credit checks to make things complicated. And you continue to earn your points and rewards.





E U-SHAPE CORNER



Sample plan for 3 installments with credit card

Total	→	Pay Today	→	2nd Payment	→	Final Payment
\$300		\$100		\$100		\$100
		\$200 held on card		\$100 held on card		\$0 held on card



- At the time of purchase, once the merchant confirms your shipment, you will only be charged for the first payment. The remaining balance will be held on your credit card until the final payment is made. After each monthly payment, the amount held from your available balance will be reduced to the new remaining balance (the held amount might appear as "pending").
- To be eligible, you must own a VISA or MasterCard credit card and have the entire amount of your purchase available on your card.
- Splitit will not charge you interest or fees. Other charges may apply from your credit card issuer.



2. Marketing Splitit





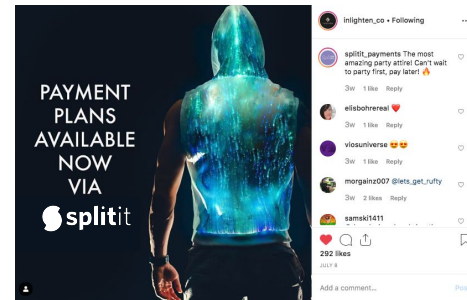
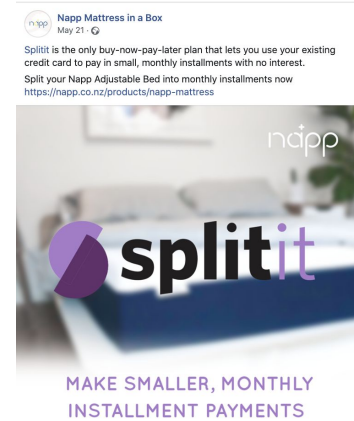
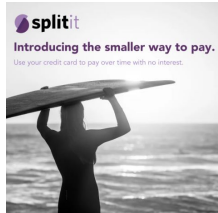
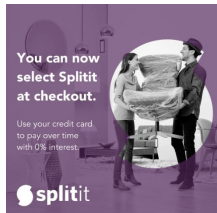
Social Media Posts

What to post:

- Branded posts or one of our pre-made posts
- Clear details of how Splitit work

When to post on social media:

- Once Splitit is live on your site
- During holidays, sales, promotions or anytime when a shopper is inclined to want to buy more





Share Splitit in E-mail Communication

Sample text:

"We are excited to share that we are now offering interest-free monthly payments by Splitit. That means you can choose up to __X__ payments to be divided equally each month. This is an outstanding way to manage your cash flow, and buy the products that you need and want without having to worry about overspending.

The best part - you can use your existing Visa or MasterCard credit card and there is no need for additional registrations or applications. Also, there are never any late fees!

Choosing Splitit payments is easy- just select Splitit at checkout and decide the amount of payments that best suite you. Happy shopping!"

*This text is just a guide of what to send. Feel free to make changes according to your Splitit agreement and shopper demographic.



Introducing Splitit, a new payment option that allows you to split your payment into 4 interest-free instalments. Available upon checkout on all of your favorite items.

- No sign-up required
- Use existing debit and credit cards
- Available on orders up to \$400



SHOP MEN'S

SHOP WOMEN'S

Electronic Direct Mail

[View this email in your browser](#)



JITSIE

COMPETITION TIME
WIN A 2 HOUR 1 ON 1 SESSION
WITH **BENOIT DAGNICOURT**
@TRIAL SCHOOL LA BRESSE

FIND OUT MORE

FREE STICKER SHEET
WITH EVERY ORDER
(10/10/10) 13/07/2020

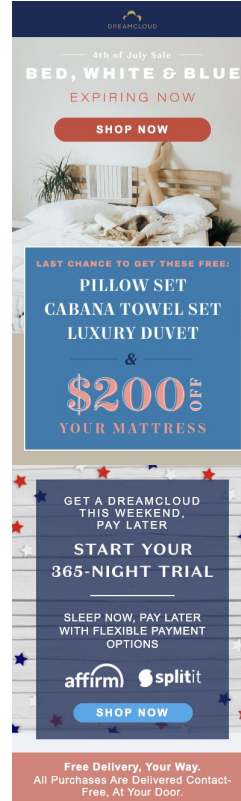


BUY NOW, PAY LATER
WITH INTEREST-FREE INSTALMENTS



EXAMPLE ORDER

ORDER TOTAL	PAY TODAY	2nd PAYMENT	FINAL PAYMENT
€300	€100	€100	€100



4th of July Sale
BED, WHITE & BLUE
EXPIRING NOW

SHOP NOW

LAST CHANCE TO GET THESE FREE:
PILLOW SET
CABANA TOWEL SET
LUXURY DUVET
&
\$200 OFF
YOUR MATTRESS

GET A DREAMCLOUD
THIS WEEKEND,
PAY LATER

**START YOUR
365-NIGHT TRIAL**

SLEEP NOW, PAY LATER
WITH FLEXIBLE PAYMENT
OPTIONS

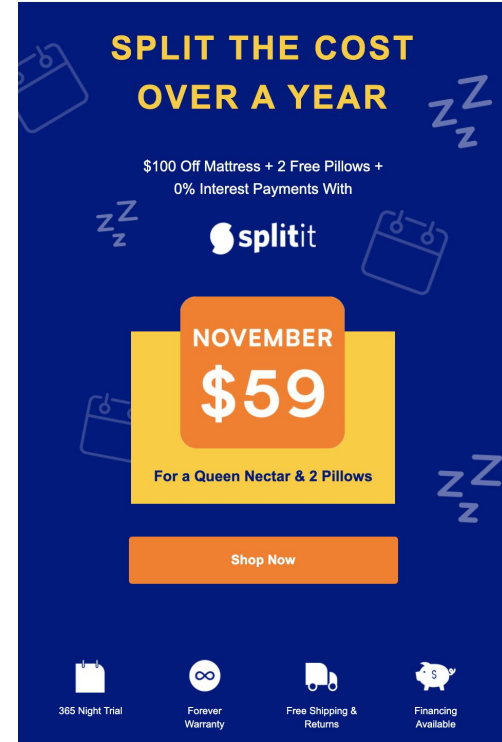
affirm splitit

SHOP NOW

Free Delivery, Your Way.
All Purchases Are Delivered Contact-
Free, At Your Door.

**SPLIT THE COST
OVER A YEAR**

\$100 Off Mattress + 2 Free Pillows +
0% Interest Payments With



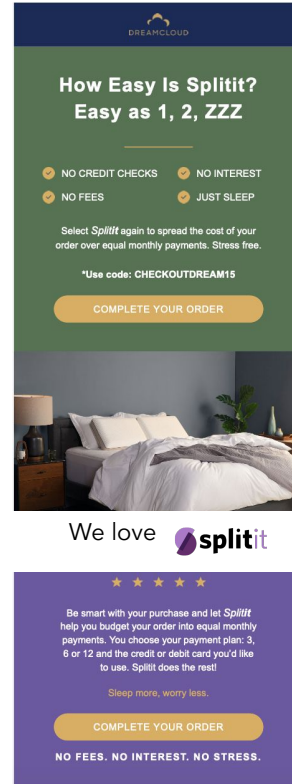
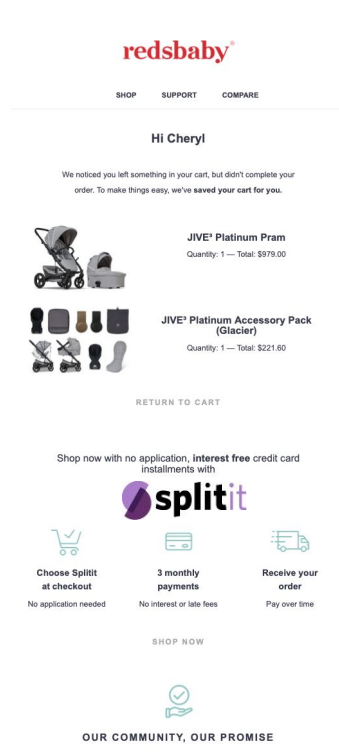
NOVEMBER
\$59


For a Queen Nectar & 2 Pillows

Shop Now

- 365 Night Trial
- Forever Warranty
- Free Shipping & Returns
- Financing Available

Add Splitit to Cart Abandonment Emails



A silhouette of a person holding a surfboard over their head, standing on a beach with the ocean in the background. The entire image is overlaid with a semi-transparent purple filter.

For any additional questions, please
reach out directly to your customer
success representative.

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