splitit

Best Practices for Businesses

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1.
Promoting Splitit on your Shopping Path

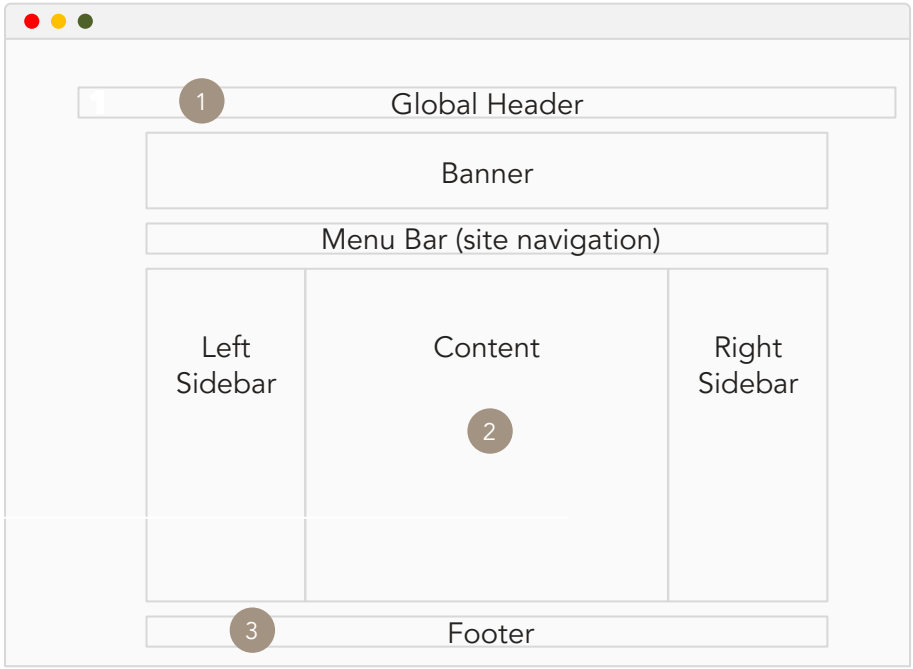
Adding Splitit to Your Homepage

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



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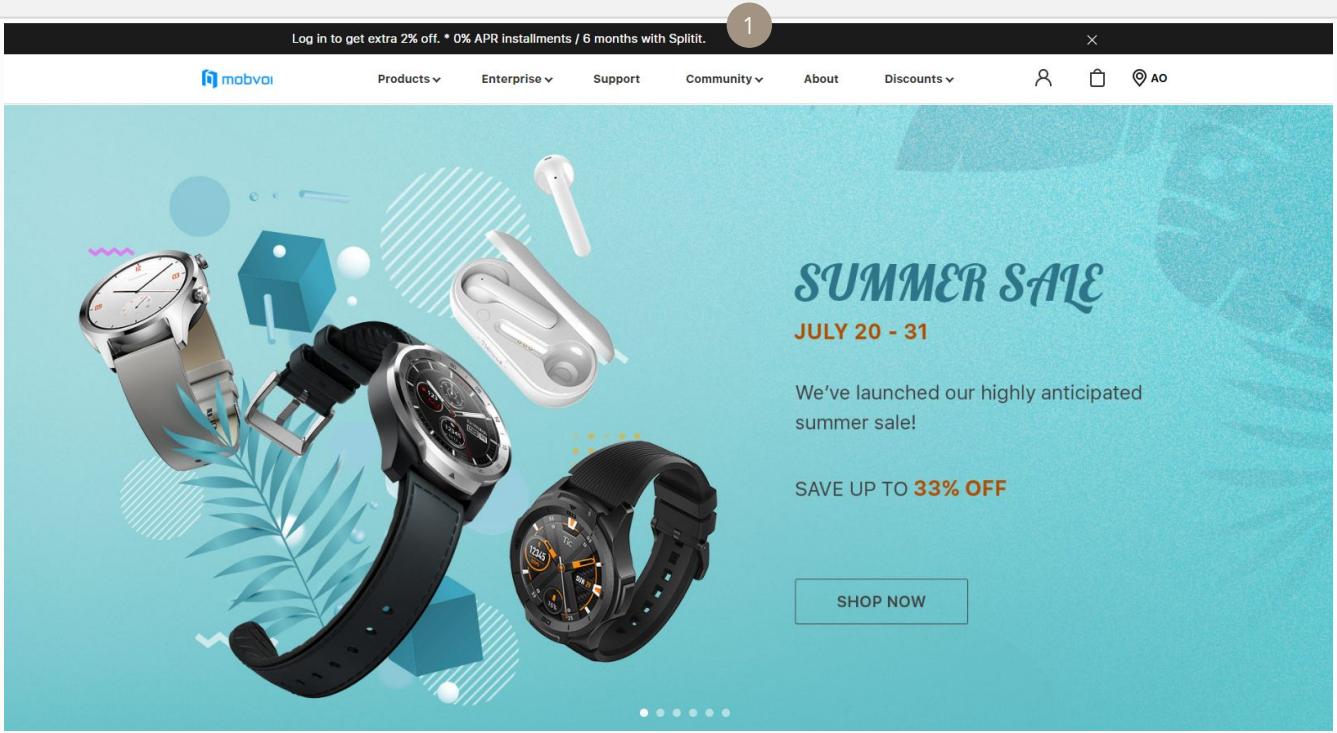
Example: Global Header



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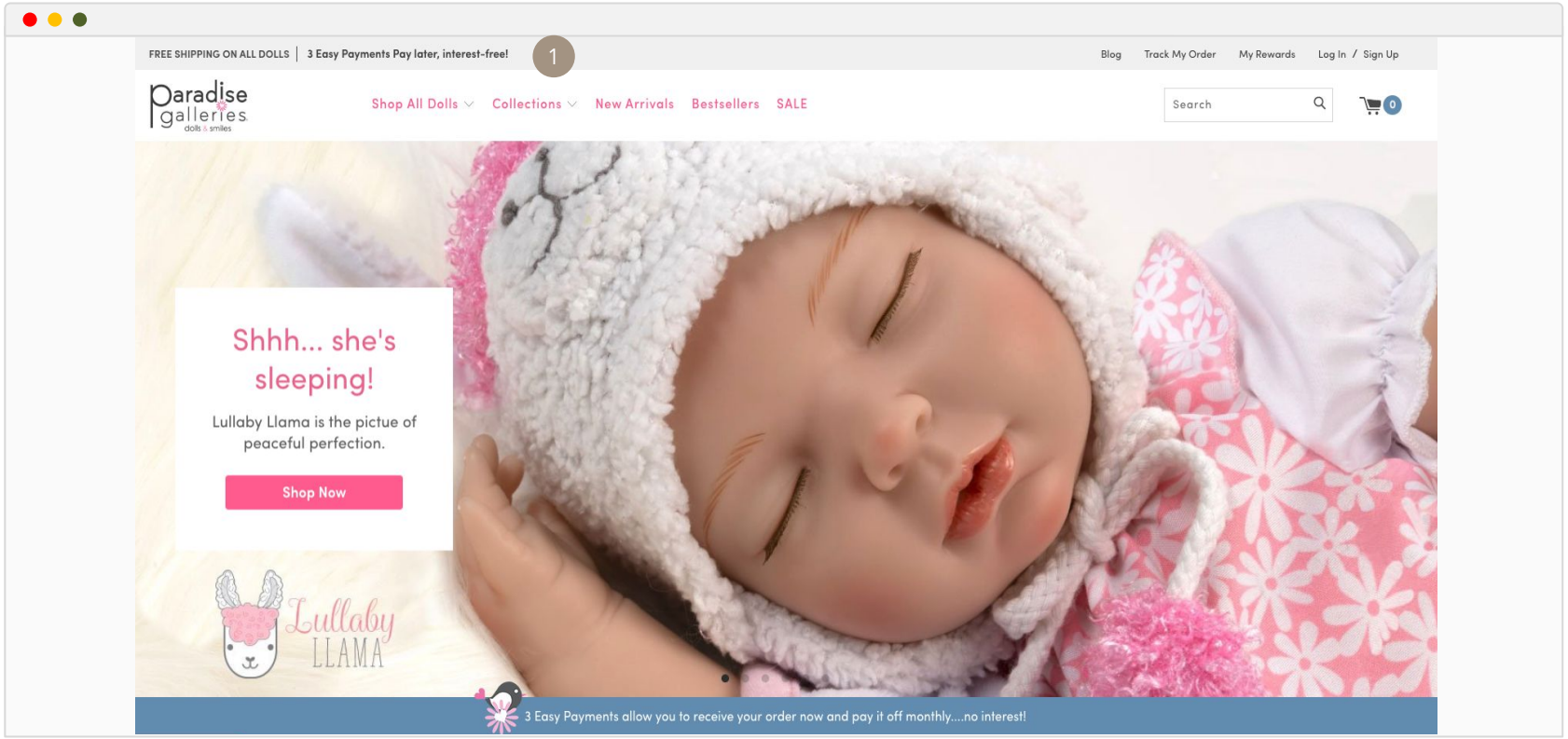
Example: Global Header



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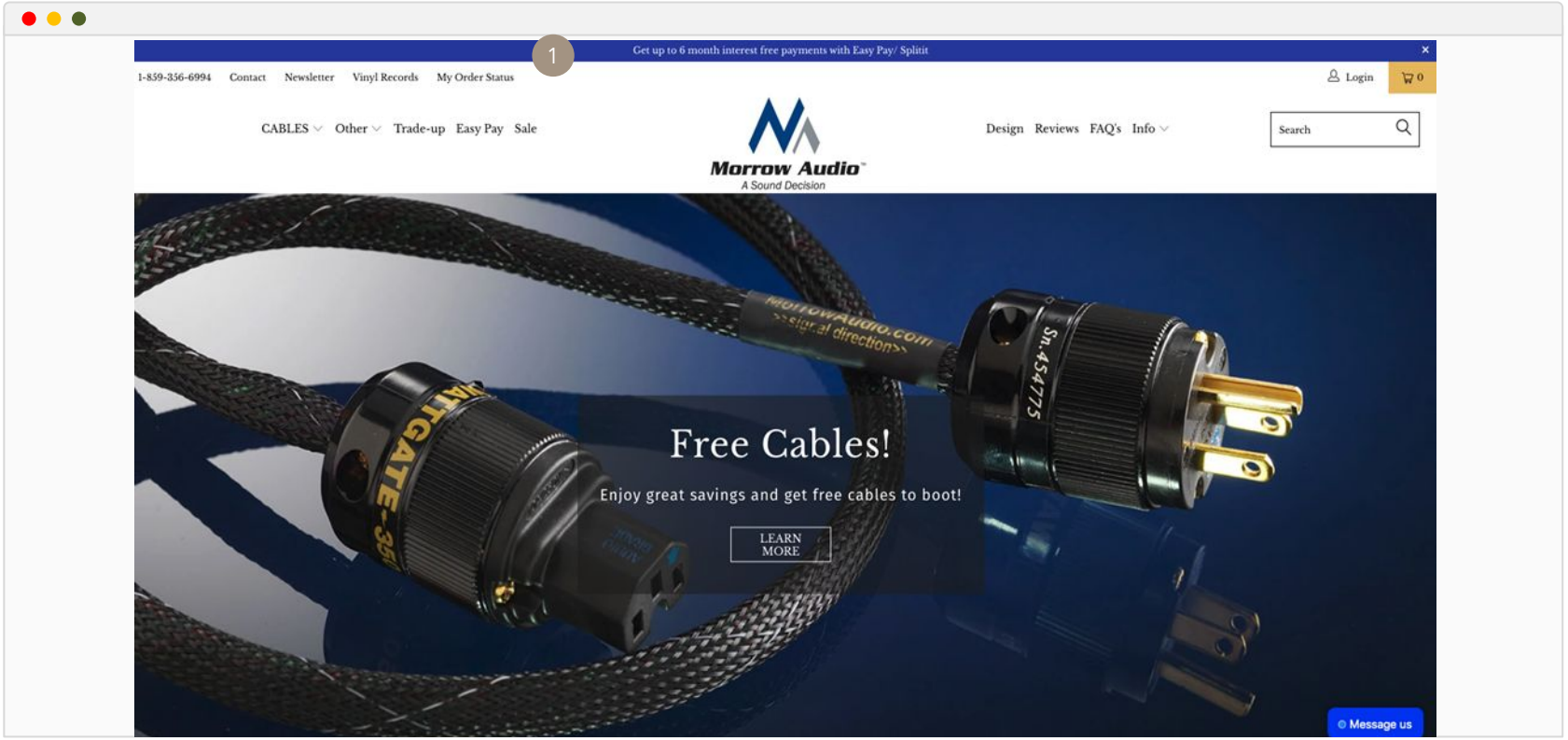
Example: Global Header



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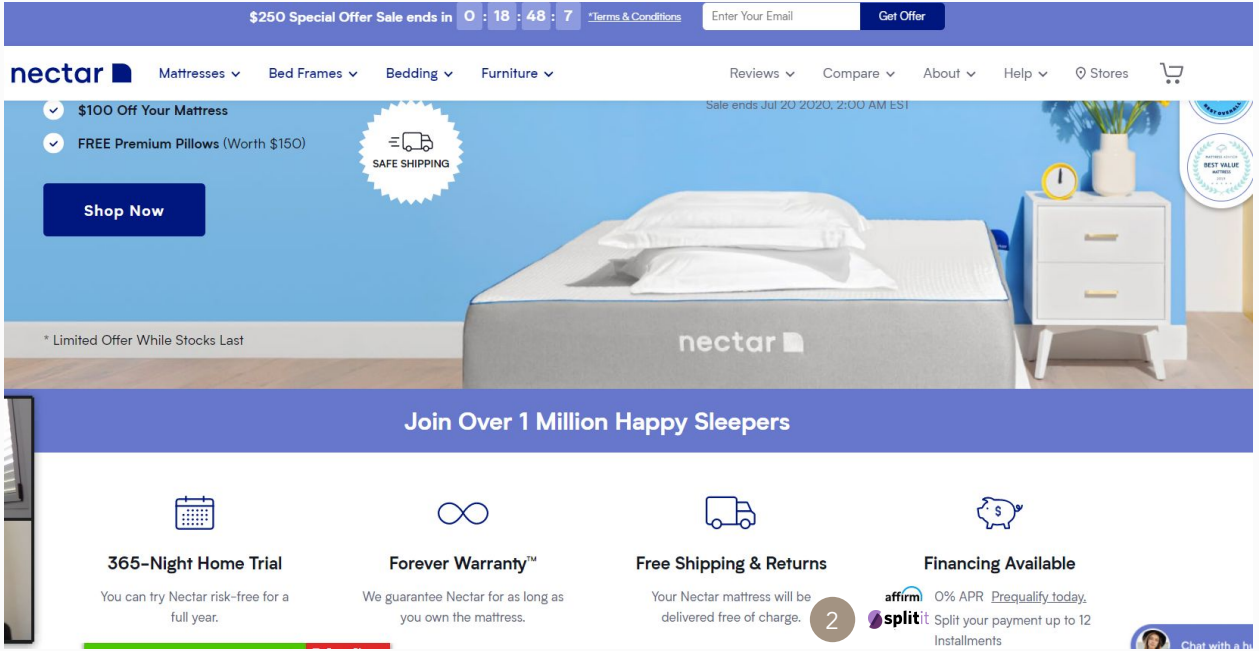
Example: Content



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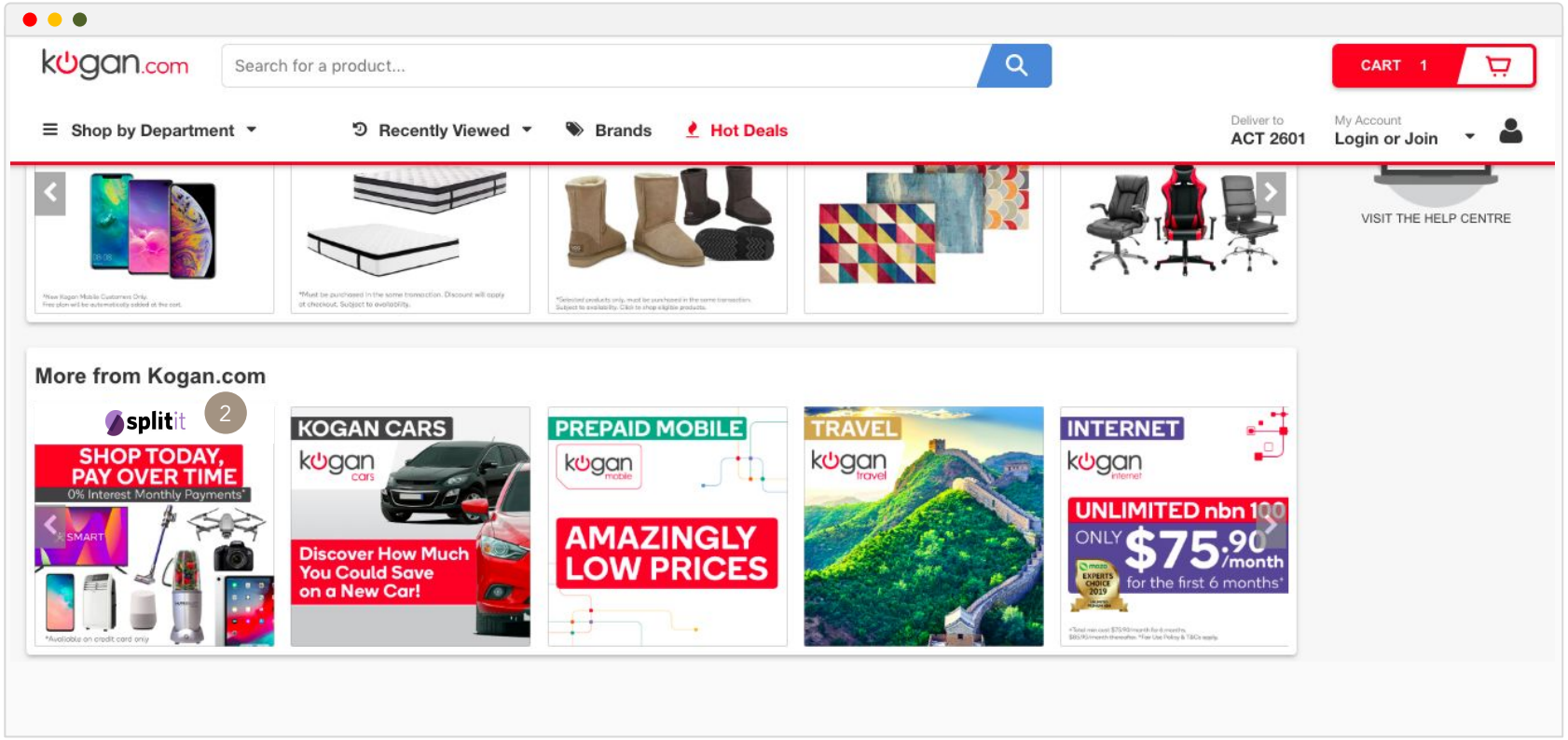
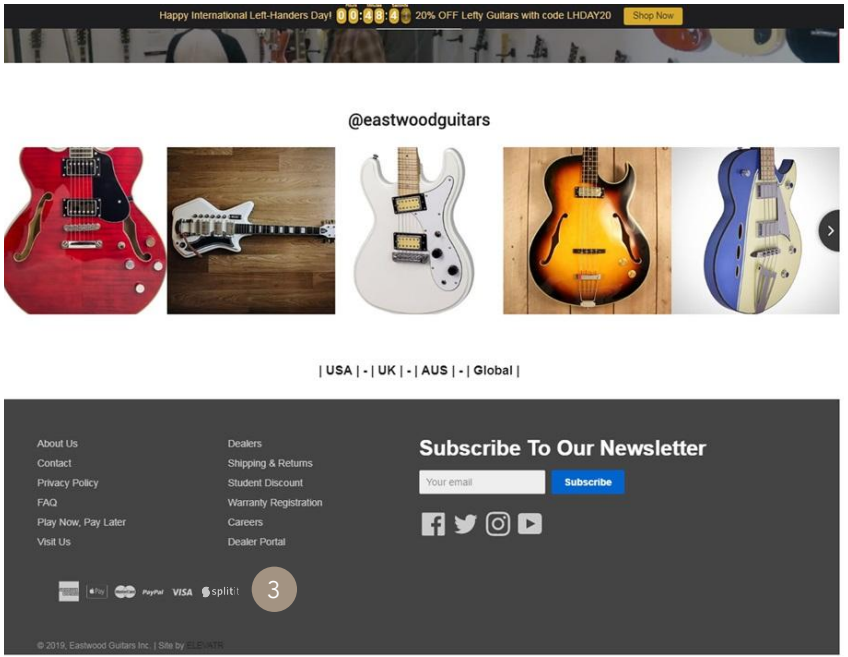
Example: Content



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.

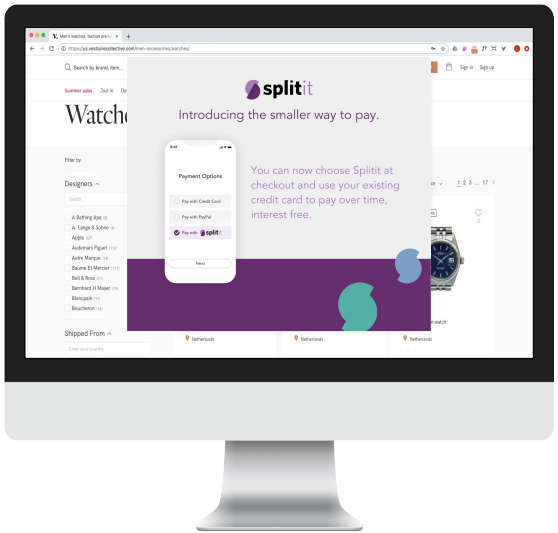
We recommend to add a pop-up at the following times:

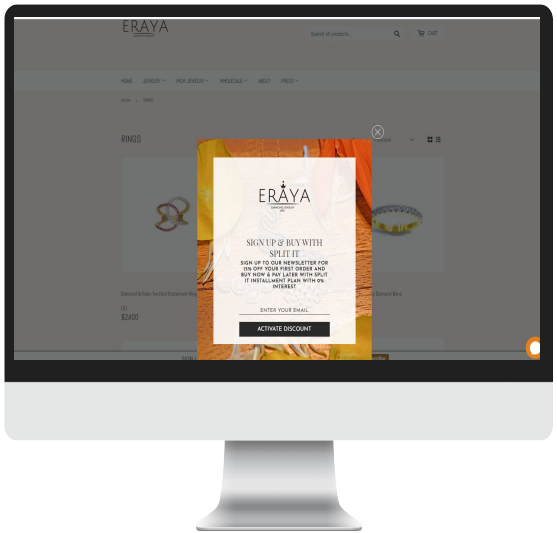
- The first week after implementing Splitit
- Peak shopping times such Black Friday, Christmas etc.
- During sales and promotions

Example: Pop-Up

Where to link the pop up:

- New product
- New collection section
- Homepage





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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

GlassesUSA.com™

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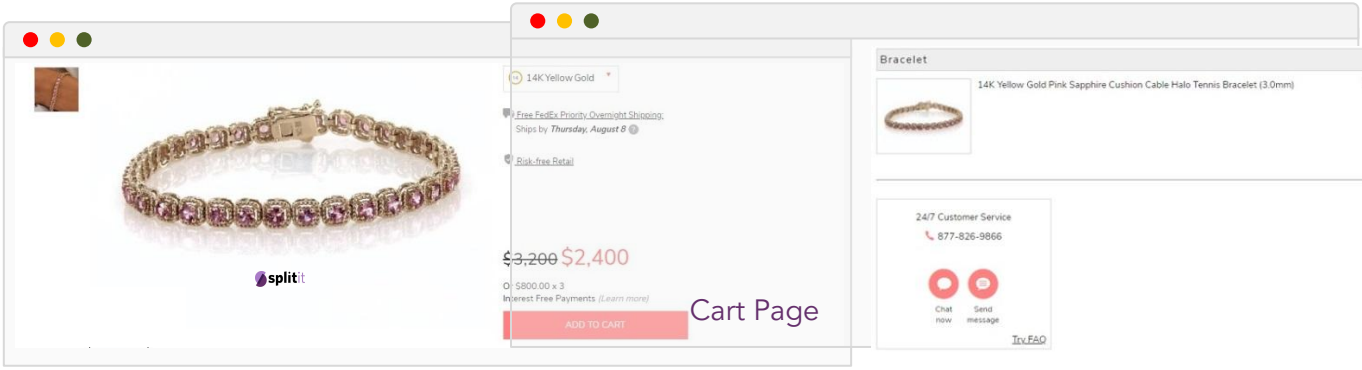
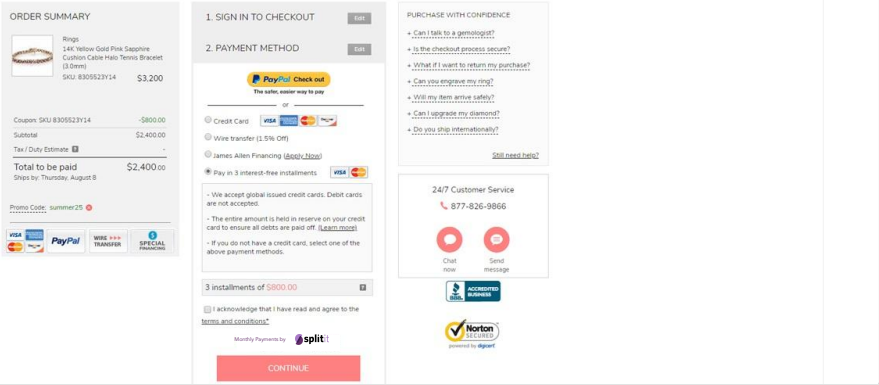
Example 1:



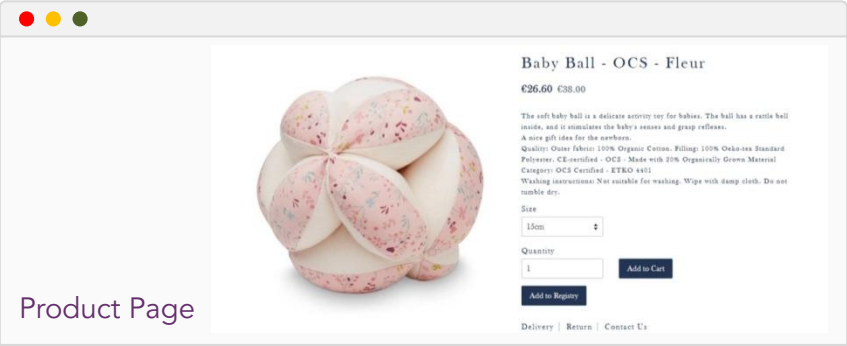
Product Page

Cart Page

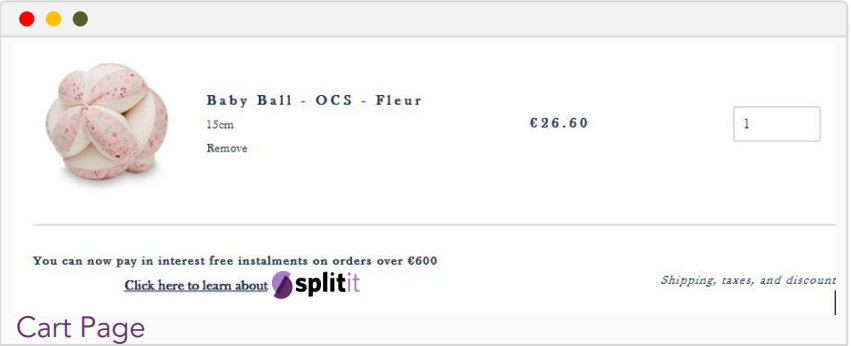


Checkout Page

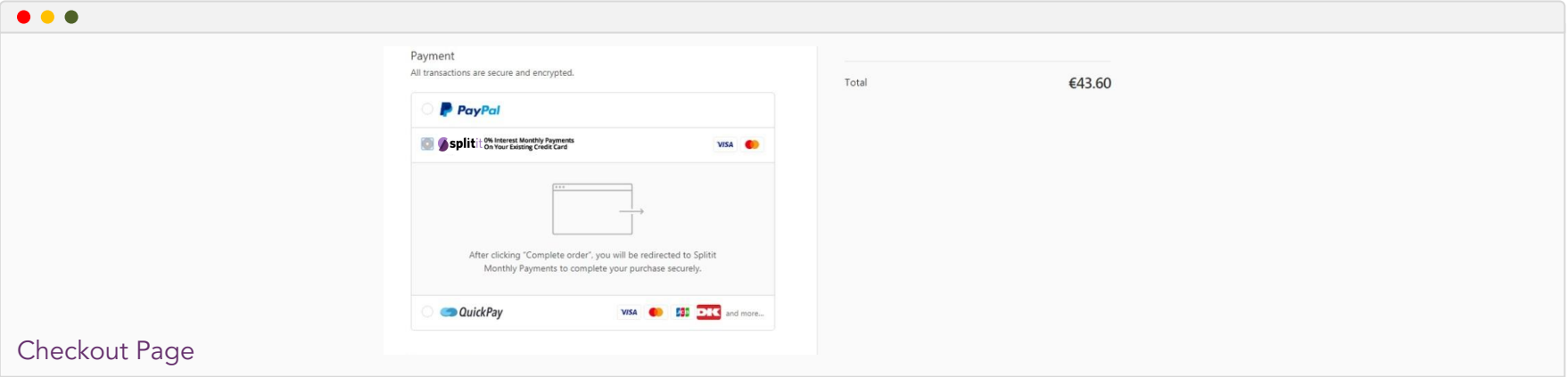
Example 2:



Product Page



Cart Page



Checkout Page

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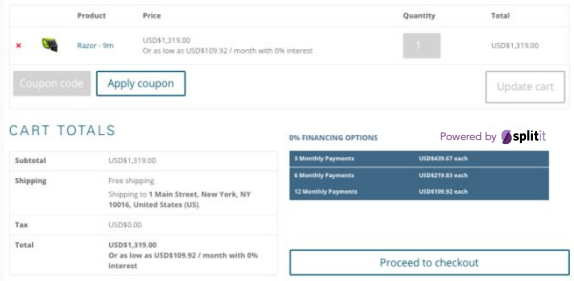
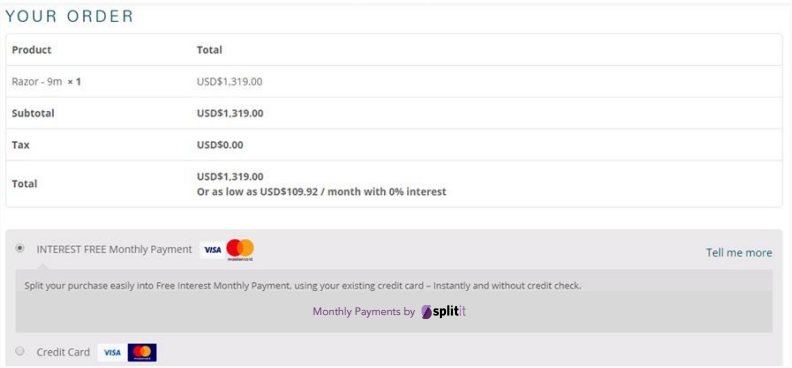
Example 3:

Product Page

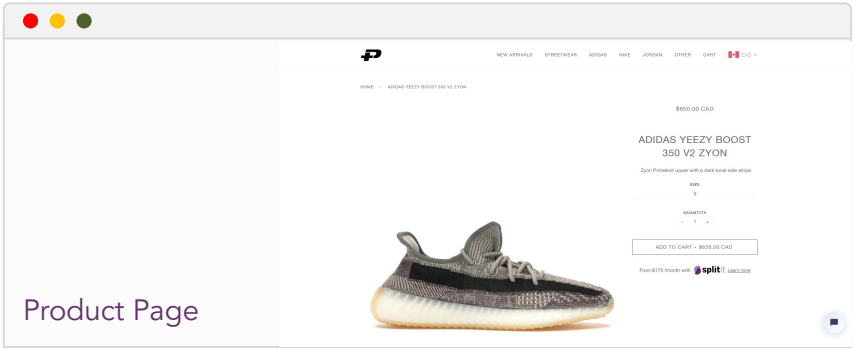
Cart Page



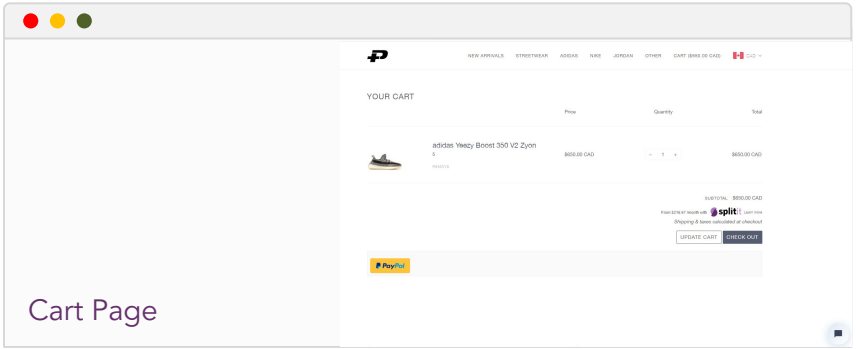
Checkout Page



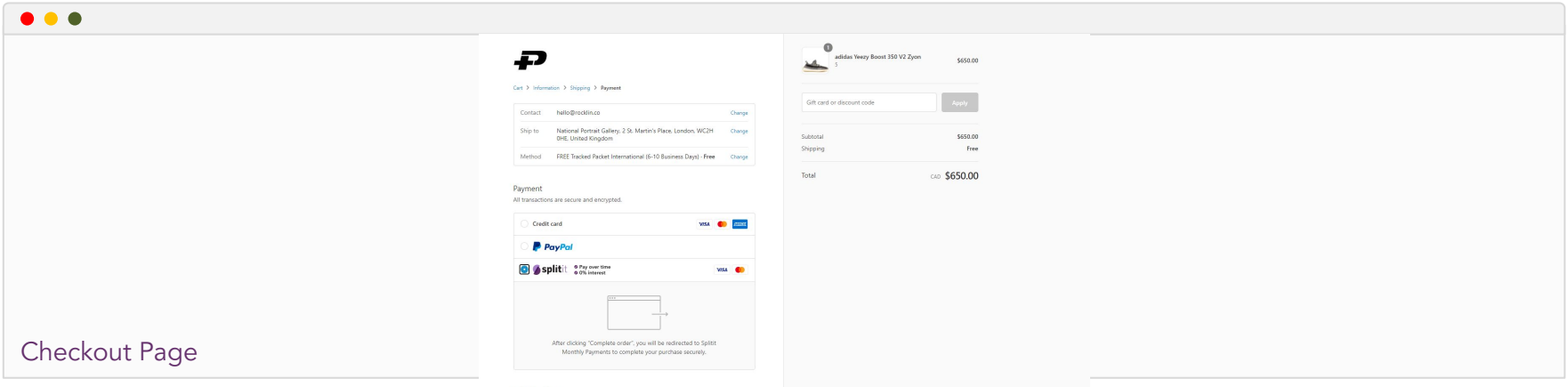
Example 4:



Product Page

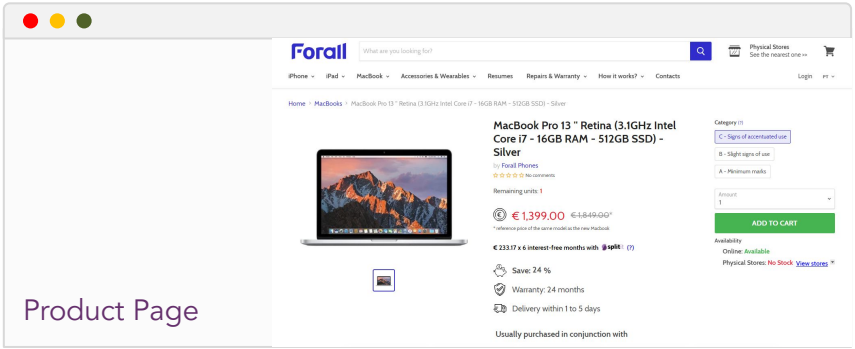


Cart Page

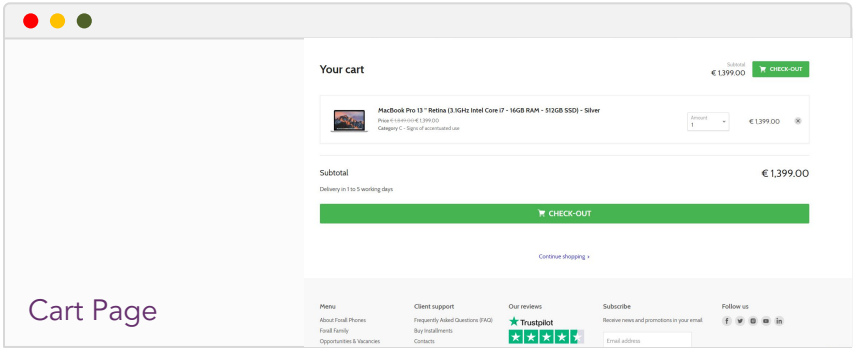


Checkout Page

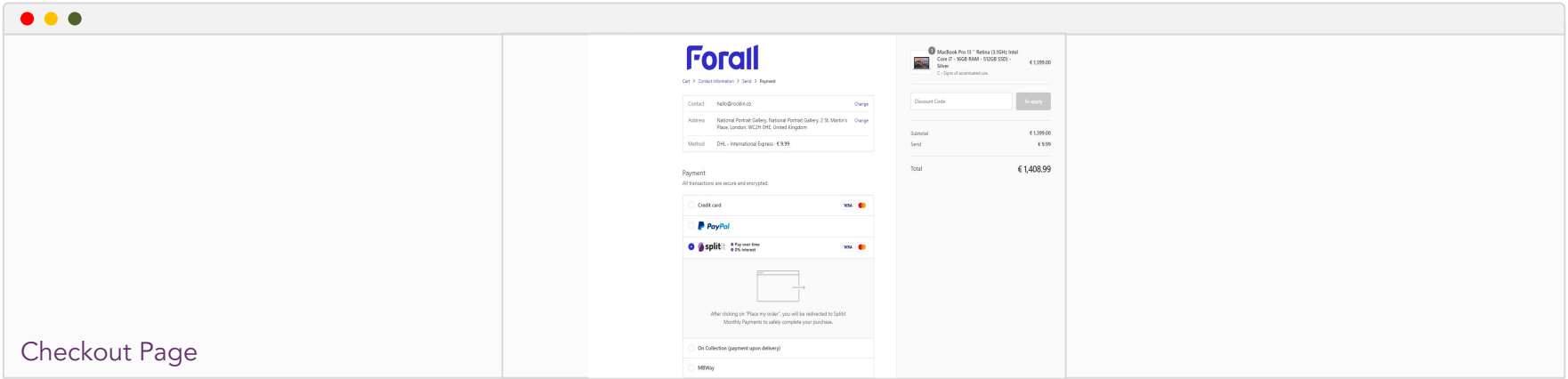
Example 5:



Product Page



Cart Page



Checkout Page

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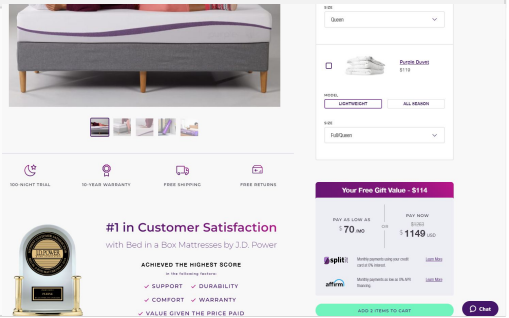
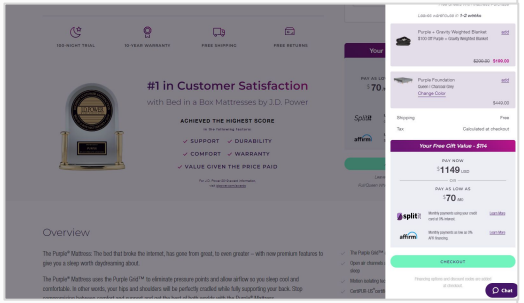
Example 6:

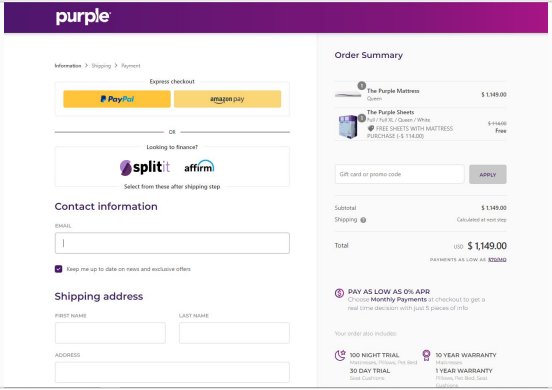
Product Page



Cart Page

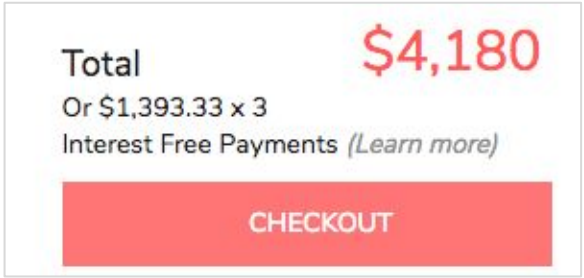


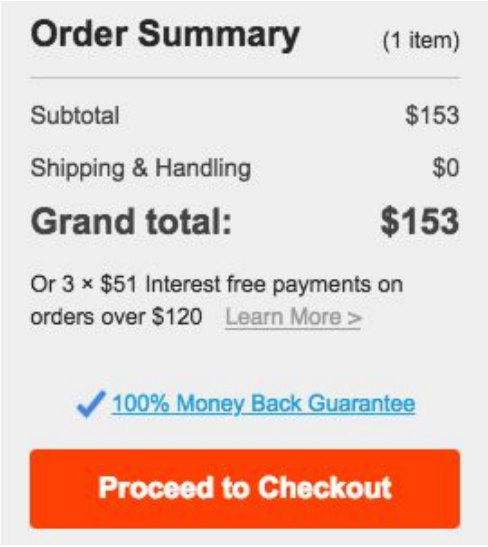
Checkout Page



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.





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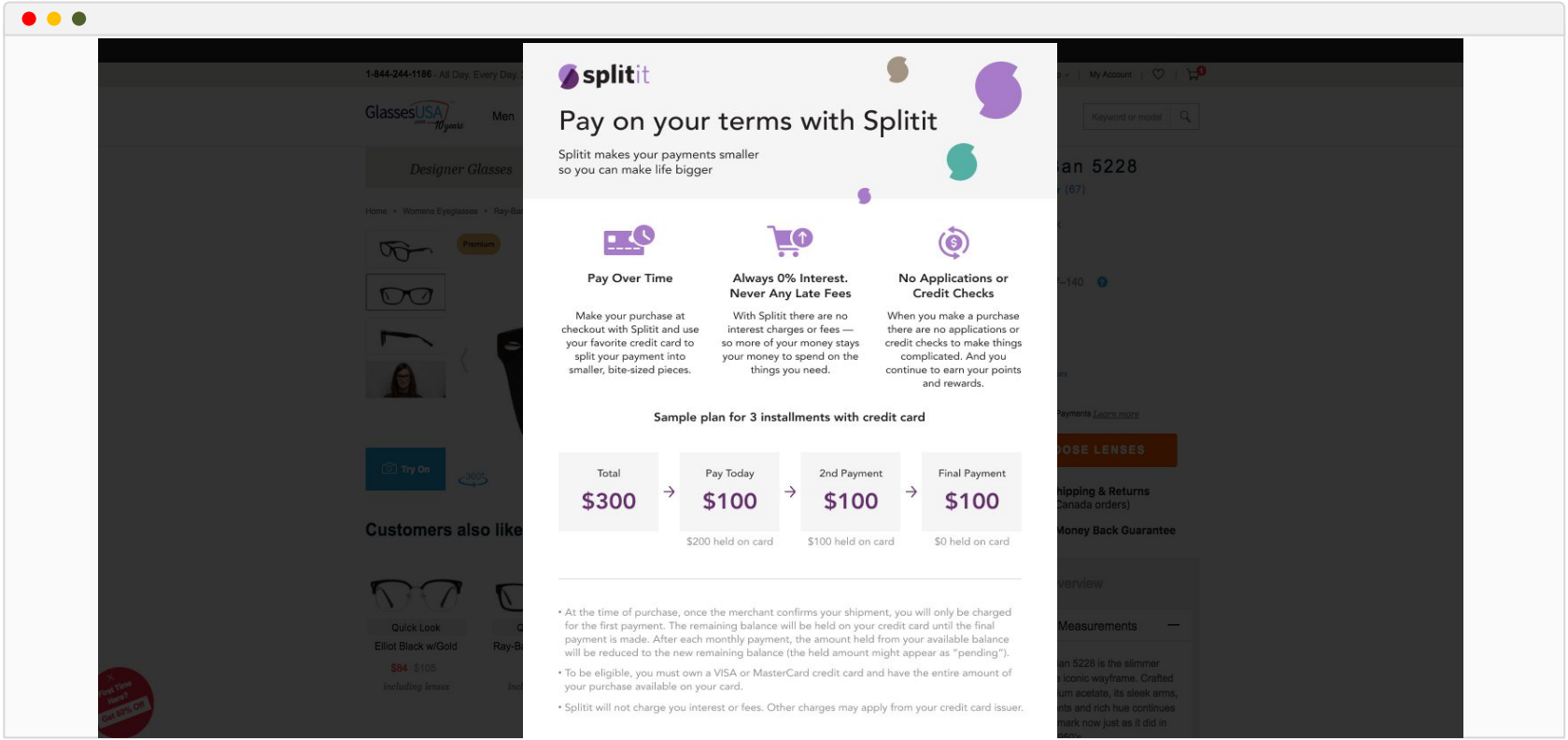
Splitit “Learn More” Page



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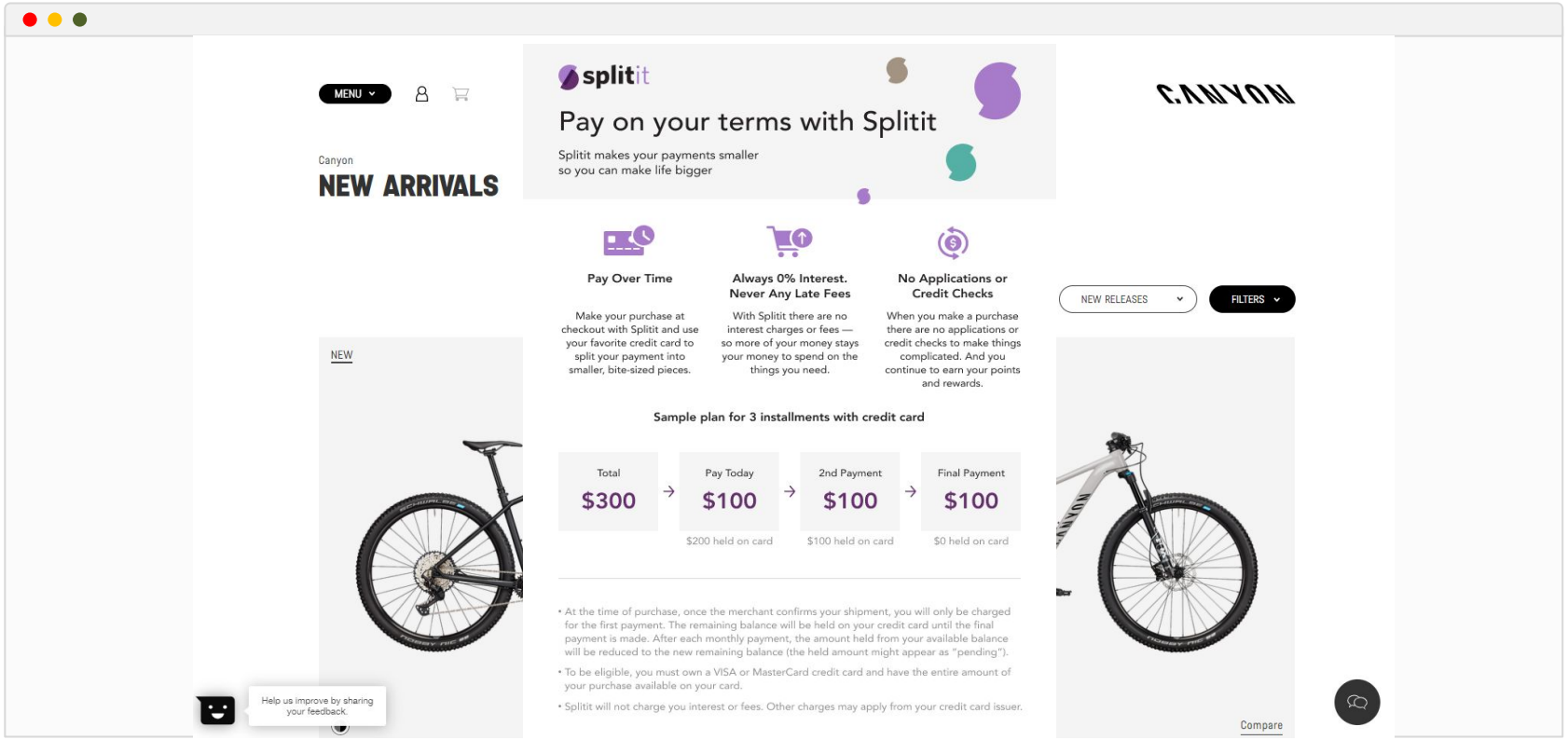
Splitit “Learn More” Page



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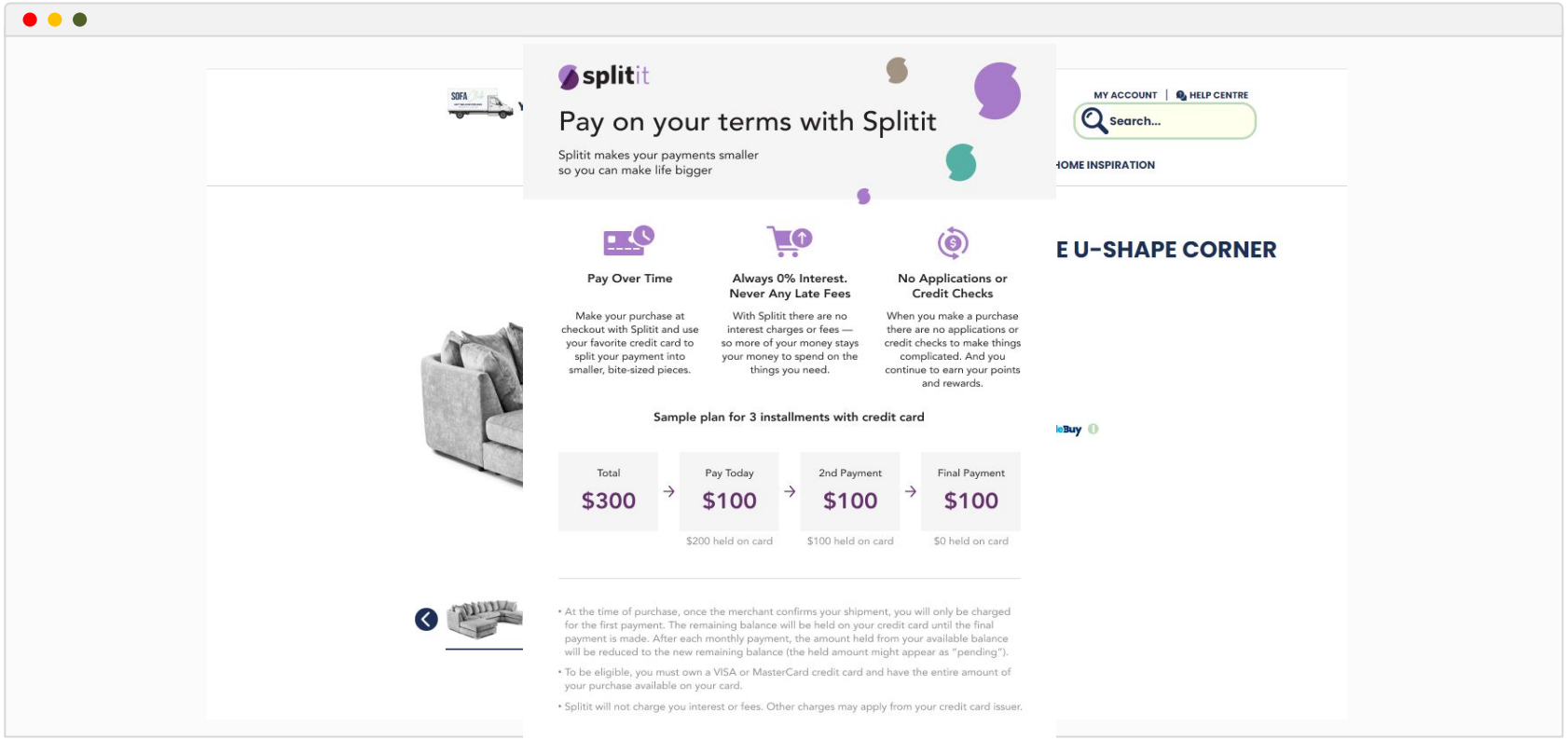
Splitit “Learn More” Page



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2.
Marketing Splitit

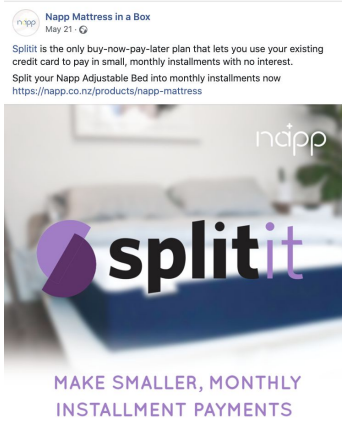
Social Media Posts

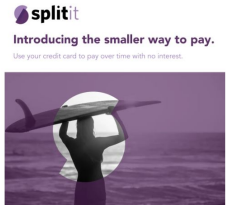
What to post:

- 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

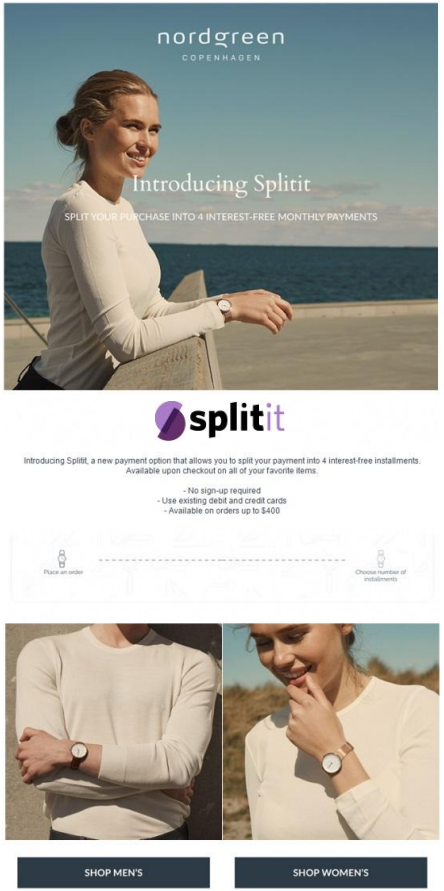
Sample text:

“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.

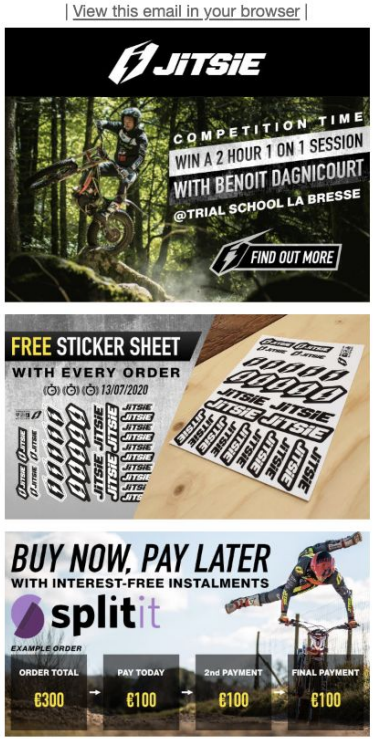
The best part - you can use your existing Visa or MasterCard credit card and there is no need for additional registrations or applications. Also, there are never any late fees!

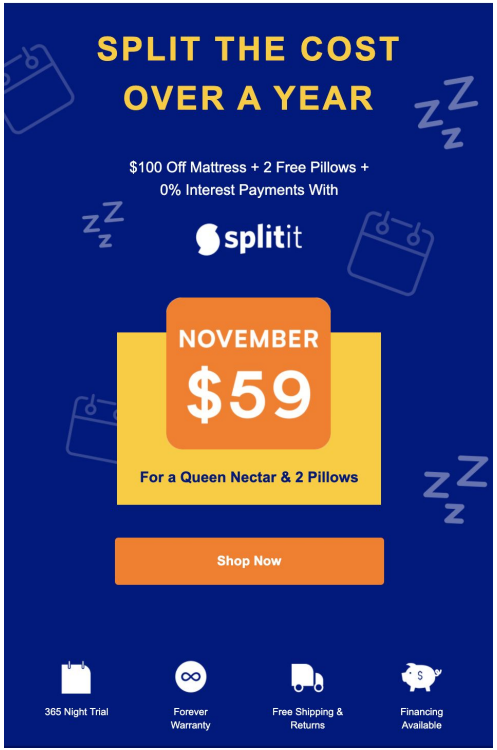
Choosing Splitit payments is easy- just select Splitit at checkout and decide the amount of payments that best suite you. Happy shopping!”

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

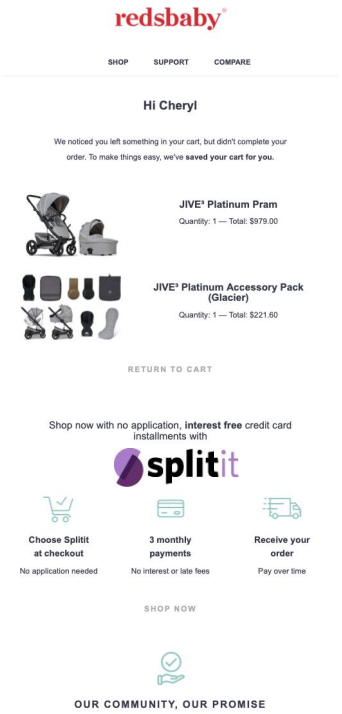


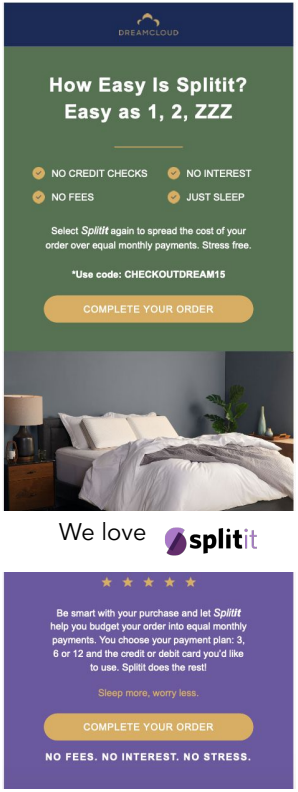
Electronic Direct Mail





Add Splitit to Cart Abandonment Emails





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