afterpay day

UNLOCKED

UNLOCK YOUR BEST AFTERPAY DAY YET

It's the weekend your customers are waiting for. Here's everything you need to stand out, sell more and own the moment this March.

THE DATA BEHIND THE DEMAND

The numbers say it all. When Afterpay Day hits, sales follow – making this a weekend you can't afford to ignore.

1.11M
2ND CUSTOMERS SHOPPED THE LAST AFTERPAY DAY*

2.45M
ORDERS WERE PLACED OVER ONE WEEKEND*

5
ORDERS WERE PLACED EVERY SECOND*

NO. 3
AUSTRALIA AND NEW ZEALAND'S BIGGEST SALE EVENT, BEHIND BLACK FRIDAY.

CUSTOMERS ARE PRIMED. ARE YOU?

Afterpay Day is already on shoppers' radar. The opportunity? Making an offer they can't refuse.

100%
AFTERPAY CUSTOMERS ARE AWARE OF AFTERPAY DAY

36%
PLAN TO SHOP AFTERPAY DAY IN MARCH 2026, WITH A FURTHER 6% STILL DECIDING

6%
INCREASE IN SHOPPERS LAST AFTERPAY DAY

24%
LIFT IN SALES FOR PARTICIPATING MERCHANTS

REACH CUSTOMERS WHO ARE READY

Get featured on the Afterpay app. Submit your offer **here** by 13 March 2026 to appear in the Afterpay Day Shop Directory – and meet ready-to-buy shoppers where they're scrolling.

MEET YOUR AFTERPAY DAY SHOPPER

71% MILLENNIALS AND GEN Z

69% FEMALE

31% MALE

VALUE SEEKERS, NOT IMPULSE BUYERS

These shoppers are deliberate. They're stretching their dollars, not impulse buying. **Value is the deciding factor for 52% trying to save.** Afterpay Day gives shoppers permission to trade up and treat themselves, without the guilt (Groceries, Essentials and upgrade-more items).

DIGITAL-FIRST, BUT STORE-SAVVY

Consumers will shop both aisles in-store and online. **Two-thirds will shop all or mostly online, but the physical retail experience is still important and critical. But one in three shoppers will move between screen and store.** The strongest retailers will integrate channels (click-and-buy/collect traffic).

A MIX OF FAITHFULS AND FIRST-TIMERS

Afterpay Day rewards existing customers – and introduces you to new ones. In fact, **30% of shoppers discovered a new brand during last Afterpay Day.** The smart play promotes to your base and invest in social and paid channels to expand your reach.

MARKETING TIP

Consider your channel mix carefully, and meet Millennials and Gen Z where they already are. Make sure they realise it is your social posts so customers know they can score more and spread payments over time.

HOW TO REACH AFTERPAY DAY SHOPPERS

The Afterpay app is where it's at. But to maximise awareness, it pays to amplify your offer across all your channels.

1 IN 4
CHECK THE AFTERPAY APP

1 IN 6
BROWSE AFTERPAY EMAILS

1 IN 7
SEARCH RETAILER WEBSITES AND THE WIDER INTERNET

1 IN 10
LOOK OUT FOR RETAIL EMAILS AND SOCIAL POSTS

WANT VISIBILITY WHERE IT MATTERS MOST?

Get featured on the Afterpay app. Submit your offer **here** by 13 March 2026 to appear in the Afterpay Day Shop Directory – where high-intent shoppers are actively looking to buy.

HERE'S WHAT WINS THE CLICKS

We asked customers what stops their scroll. These are the offers that cut through.

67% FREE SHIPPING

61% BUY ONE, GET ONE FREE

55% STEEP DISCOUNTS

52% GIFT WITH PURCHASE

49% SPEND AND SAVE

31% REWARDS OR LOYALTY PKENTS

WANT TO REALLY SWEETEN THE DEAL?

Let your offer do the heavy lifting – then amplify it with the tactics shoppers respond to most.

59% OFFER AN EXCLUSIVE AFTERPAY DAY DEAL

50% SEND AN EMAIL REMINDER

44% PROMOTE YOUR OFFER ONLINE

36% PROMOTE ON SOCIAL MEDIA

35% SEND A DEDICATED SALE EMAIL

30% CREATE AN AFTERPAY DAY LANDING PAGE

BIG DEMAND. BROAD APPEAL.

Shoppers don't look for just one thing. They come ready to buy across categories.

28% CLOTHING, FOOTWEAR AND ACCESSORIES	**9%** TRAVEL AND EXPERIENCES
19% BEAUTY, HEALTH AND WELLNESS	**8%** KIDS, BABIES AND TOYS
17% ELECTRONICS AND TECH	**8%** FOOD AND BEVERAGE
15% FURNITURE, HOMEWARES AND HOME IMPROVEMENTS	**6%** ENTERTAINMENT AND EVENTS
10% GAMES, HOBBIES, PETS AND OUTDOOR	**4%** GIFT CARDS

DON'T SIT THIS ONE OUT

Afterpay Day is one of the biggest retail moments of the year – and customers are already planning to shop it.

Join now and put your brand in front of a million high-intent shoppers at the moment they're ready to spend.

SUBMIT YOUR OFFER

by 13 March 2026 to be featured in the Afterpay app and Shop Directory – and make this your favourite weekend of the year.

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