



afterpay

AFTERPAY LAUNCH CHECKLIST

GET SET UP FOR SUCCESS WITH
AFTERPAY IN YOUR BUSINESS

AFTERPAY VISUAL MERCHANDISING

The best way to let customers know you offer Afterpay is through visual merchandise (VM). In a recent test, Afterpay's visual merchandise drove a 12% uplift in incremental customers and a 9.7% increase in revenue.*

As a valued Afterpay partner, you can get access to our visual merchandising pack, to use in your stores. It's a great way to let customers know you offer Afterpay.

ALPHABETA ANALYTICS INDEPENDENT STUDY FOR AFTERPAY, 2024

ORDER FREE VISUAL MERCHANDISING

57%

of customers say they'd look elsewhere if Afterpay wasn't available.*



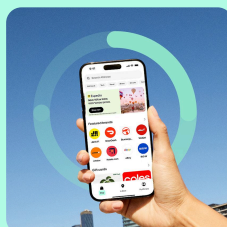
DISPLAY AFTERPAY VISUAL MERCHANDISE ASSETS

Display your complimentary visual merchandise assets on your card terminal and at key customer touch points across your business. You should receive these assets ~21 days after your terminal has been set up.



LIST YOUR BUSINESS ON AFTERPAY'S SHOP DIRECTORY.

Your business will have a tile on Afterpay's shop directory. Once you complete your integration and are set up to accept Afterpay, customers will be able to locate your business via the Afterpay app and via the Afterpay website!



LAUNCH AFTERPAY!

Afterpay is now used by 1 in 3 Aussies and 2 in 5 Kiwis*. Let customers know you offer Afterpay by creating buzz on your channels. Our [marketing resources centre](#) has a library of assets designed to help you launch Afterpay and drive incremental sales for your business. From downloadable logos and approved messaging to templates for your socials, emails and website - you'll find everything you need to make the most of our partnership!

