Affirm updates app to feature more offers leading into holiday season

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Improved experience provides access to personalized payment terms and more 0% APR offers with no late or hidden fees

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 30, 2024-- Affirm (NASDAQ: AFRM), the payment network that empowers consumers and helps merchants drive growth, today unveiled updates to the Affirm app. The redesigned experience shows consumers their real-time purchasing power with Affirm, offers an upgraded search function, and provides easier access to personalized payment terms and interest-free offers. These updates come just in time for a holiday season where consumers are especially hungry for interest-free deals.

“With four in five of our active users (80%) downloading the Affirm app, we are constantly looking for ways to improve the experience and give consumers more of what they want. And we know that this holiday season, paying over time with 0% APR is at the top of our consumers’ wish lists,” said Vishal Kapoor, Affirm’s SVP of Product. “Our app update prioritizes what our consumers want the most: to quickly discover their favorite credit offers from Affirm, seamlessly manage their payments, and see their real-time purchasing potential.”

According to new research from Affirm, budgeting and affordability are among consumers’ top priorities this holiday season. Key findings include:

- Half of consumers (50%) consider 0% APR financing options to be just as, if not more, valuable than traditional discounts.
- Over half of consumers (53%) are using pay over time options to make the cost of a purchase more affordable, closely followed by the ability to help them budget (52%).

“Since testing and getting feedback from consumers on the new experience, we’ve seen more users engage with the app and use it to make purchases. This underscores the value of personalization and a transparent approach that doesn’t penalize consumers when they’re late or hit them with unexpected fees,” Kapoor added.

The new app experience gives consumers confidence and clarity when shopping, enabling them to:

- Check their purchasing power, a live estimate of how much they can spend with Affirm, which is now front and center on the new homescreen.
- Quickly uncover the most sought-after credit offers from Affirm, including 0% APR options, via the app’s updated search function.
- See and manage their active payment plans all in one place.
- Take their money further by opening an Affirm Money Account and unlocking more flexibility with the Affirm Card.

As is always the case with Affirm, consumers are underwritten and approved for each transaction, based on what Affirm believes they can responsibly afford. And they will never pay a penny in late fees or compound interest, ever.

Consumers who are interested in the updated Affirm app can update or download it via the Apple App Store and Google Play Store today. To learn more, visit here.

About Affirm

Affirm's mission is to deliver honest financial products that improve lives. By building a new kind of payment network – one based on trust, transparency and putting people first – we empower millions of consumers to spend and save responsibly, and give thousands of businesses the tools to fuel growth. Unlike most credit cards and other pay-over-time options, we show consumers exactly what they will pay up front and never charge any late or hidden fees. Follow Affirm on social media: LinkedIn | Instagram | Facebook | X .

Purchasing Power is an estimate of how much you can spend through Affirm. It can change based on your credit and where you shop. Your purchasing power is not always the exact amount you can borrow because it may include a down payment.

Rates from 0-36% APR. Terms may vary by merchant. Payment options through Affirm are subject to an eligibility check, may not be available everywhere, and are provided by these lending partners: affirm.com/lenders. For example, a $800 purchase might cost $72.21/mo over 12 months at 15% APR. or 4 interest-free payments of $200 every 2 weeks. Options depend on your purchase amount, and a down payment may be required. For licenses and disclosures, see affirm.com/licenses. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Financing Law license.

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