WooCommerce designates Affirm as a leading pay-over-time provider

December 20, 2024



Expanded partnership automatically enables Affirm on WooPayments across the U.S. and Canada

SAN FRANCISCO--(BUSINESS WIRE)--Dec. 20, 2024-- WooCommerce, the flexible, open-source ecommerce solution built on WordPress, today announced that it has selected Affirm (NASDAQ: AFRM) as a leading pay-over-time provider. This builds on the companies' decade-long partnership and will make Affirm a default payment option for merchants using WooPayments.

Soon, merchants using WooCommerce's integrated payment solution, WooPayments, will be able to instantly offer Affirm's customized pay-over-time plans to their customers at checkout. Eligible merchants will also access Affirm's newest Pay in 30 offering, which will launch alongside the existing biweekly and monthly installment options. This addition will enable merchants to offer Affirm across a wider range of transactions, including smaller cart sizes, making flexible payment plans available to more shoppers.

"We are expanding our partnership with Affirm at a critical time, as consumer demand for flexible and transparent payment plans has never been higher," said Web Griebel, Head of Payments at Woo. "Just this year, we've seen a 45% increase in merchants using Affirm on WooCommerce. At the same time, average order value is higher for WooCommerce merchants who use Affirm than those who don't. We are excited to enter this next stage of our partnership and to help our merchants drive even more growth through Affirm."

Established businesses on WooCommerce are seeing improved growth by offering Affirm at checkout.

"At Gardyn, we know how much our customers value choice, flexibility and transparency at checkout, which is something Affirm's solutions uniquely provide," said Benjamin De Castro, CMO at Gardyn. "Offering Affirm through WooCommerce allows us to deliver a best-in-class checkout experience – one that helps us better meet our customers' needs and, in doing so, accelerates our growth."

"We are thrilled to expand our partnership with WooCommerce and to serve as a default payment option for thousands of their merchants," said Wayne Pommen, Chief Revenue Officer at Affirm. "This is an exciting opportunity to expand Affirm's reach, especially among small and midsized businesses, and bring our honest financial products to more and more of the places where people shop."

As always when paying with Affirm, consumers are never charged a penny in late fees or compound interest. Offering Affirm at checkout can drive overall sales, increase average order value, and increase customer repurchase rates. Interested merchants can learn more about Affirm 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 never charge any late or hidden fees. Follow Affirm on social media: LinkedIn | Instagram | Facebook | X .

About Woo
Woo is the company behind WooCommerce, the world's leading ecommerce platform that powers more than 4 million online shops. Built on WordPress, WooCommerce's open-source software empowers anyone, anywhere, to sell anything with truly unlimited flexibility and control over how they build and evolve their business. Launched in 2011 and acquired by Automattic in 2015, Woo is a fully distributed company with employees based around the world. woo.com

Payment options through Affirm are subject to eligibility, and are provided by these lending partners: affirm.com/lenders. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to California Finance Law License 60DBO-111681. Canada residents: Payment options through Affirm Canada Holdings Ltd. are subject to an eligibility check, depend on purchase amount, vary by merchant, and may not be available in all provinces/territories.

AFRM-F

View source version on businesswire.com: https://www.businesswire.com/news/home/20241218453938/en/

Media
Andrea Hackett
press@affirm.com

Jay Walsh
press@woocommerce.com

Source: Affirm