

<You can simply copy and paste the relevant content from your Klarna Launch Email template below.>

Shop smarter with Klarna

Hello <Customer’s first name>,

We’re pleased to announce that we now offer even more payment options at checkout. We’ve teamed up with Klarna, so you can choose how and when you pay for your purchases. It’s the smarter way to shop.



<Add a Klarnas badge - download [here](#)>

<Leave the payment method(s) that are offered in your shop.>

Shop secure

You’re in safe hands—Klarna offers buyer protection on every purchase.

Pay your way

With Klarna, you decide how and when to pay. Choose the best option to suit your budget and spending habits.

4 interest-free payments

Split the cost into 4 interest-free payments—25% up front and the rest over 6 weeks.*

*CA resident loans made or arranged pursuant to a California Financing Law license.

Klarna financing

Planning a big purchase? Spread the cost over a longer period of time. Interest is charged.**

**Monthly financing through Klarna issued by WebBank.

<Call to learn more and link to your dedicated Klarna landing page>

Pay it safe with Klarna

- Shop with confidence, knowing your financial information is safe.
- Klarna monitors all transactions, around the clock.
- Discover more benefits in the Klarna app.

<Call to shop now and link to your webshop>