

<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.>

### Pay securely with Klarna.

Store your favourite items in our shop and choose how you want to pay.

### Pay instantly.

With Klarna, you decide how and when you want to pay. Choose the method that best suits your budget and spending habits.

### Pay in 4

Split the cost into 4 payments—25% up front and the rest over 6 weeks,\* with no fees if you pay on time.

\*See Canadian payment terms at [klarna.com/ca/paylaterin4](https://klarna.com/ca/paylaterin4). A higher initial payment may be required for some consumers.

### Klarna financing.

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

<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>