

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

From now on, your shopping is even more safe and flexible. With Klarna.

Hello <Customer's first name>,

We are happy to announce that we can now offer you even more payment options at checkout. Together with Klarna, we're giving you the flexibility to choose how you shop and pay. Easy and safe - that's shopping with Klarna.

The Klarna logo is displayed in a pink rounded rectangle. The word "Klarna" is written in a bold, black, sans-serif font.

<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. We offer the following options: direct debit or credit card.

4 interest-free instalments.

Spread the cost over 4 interest-free instalments paid over 6 weeks.

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

Start your flexible and secure shopping experience with Klarna.

- Your financial information is safe with Klarna.
- Klarna monitors all transactions around the clock.
- Get even more benefits with the Klarna app.

<Call to shop now and link to your webshop>