

PayPal Pay in 4 Marketing Toolkit for businesses



PayPal is committed to helping you grow.

You've taken the first step towards enabling higher sales by offering PayPal Pay in 4.

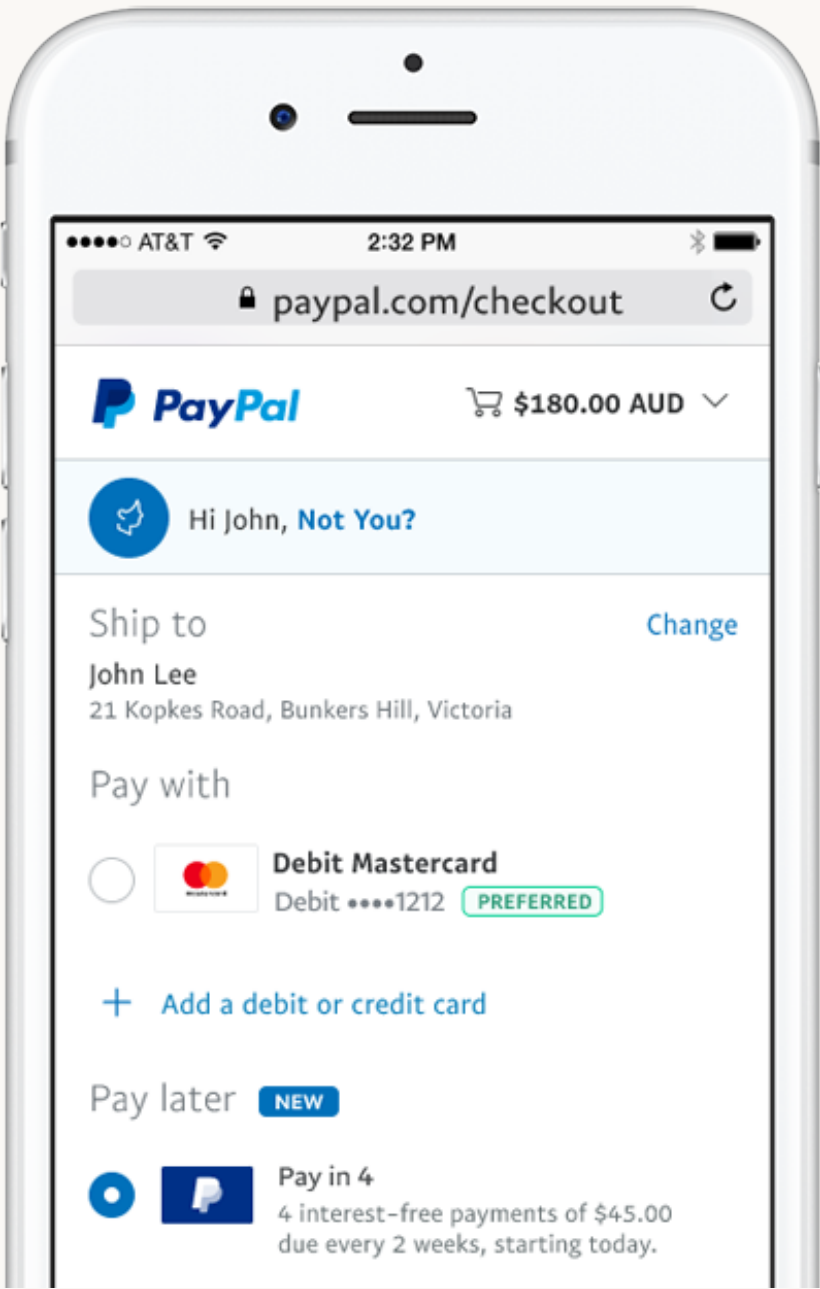
We created this toolkit to help you design and plan your Pay in 4 marketing activities. It has a summary of requirements to help you create Pay in 4 marketing campaigns for your own email and social media channels.

Let's get started!

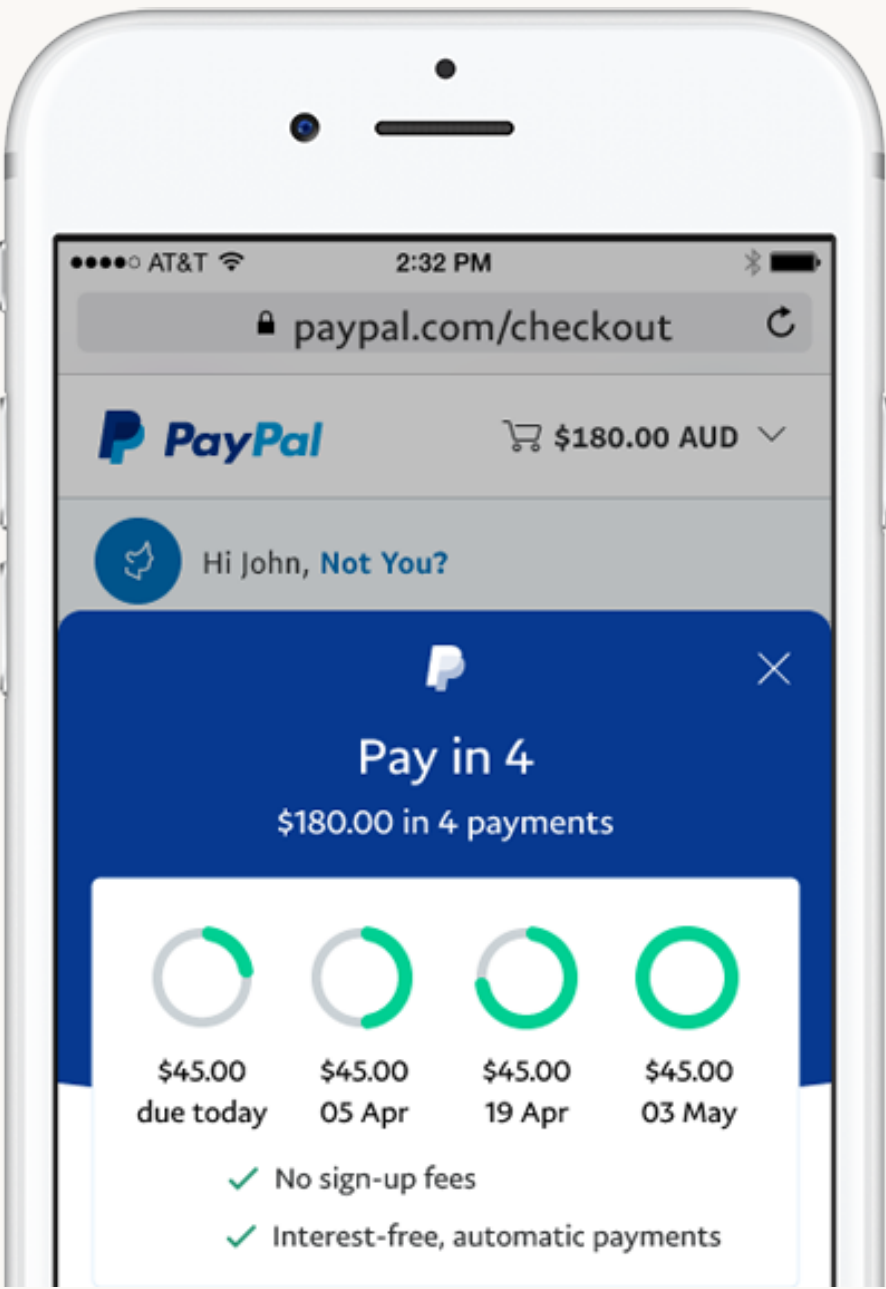
- 1 Make sure you have enabled Pay in 4 Messaging. [Click here](#) for more information.
- 2 Adhere to key legal requirements (slide 5) when promoting Pay in 4.
- 3 Create content using the approved copy options being sure to follow the copy options and requirements exactly.

How your customers can access Pay in 4

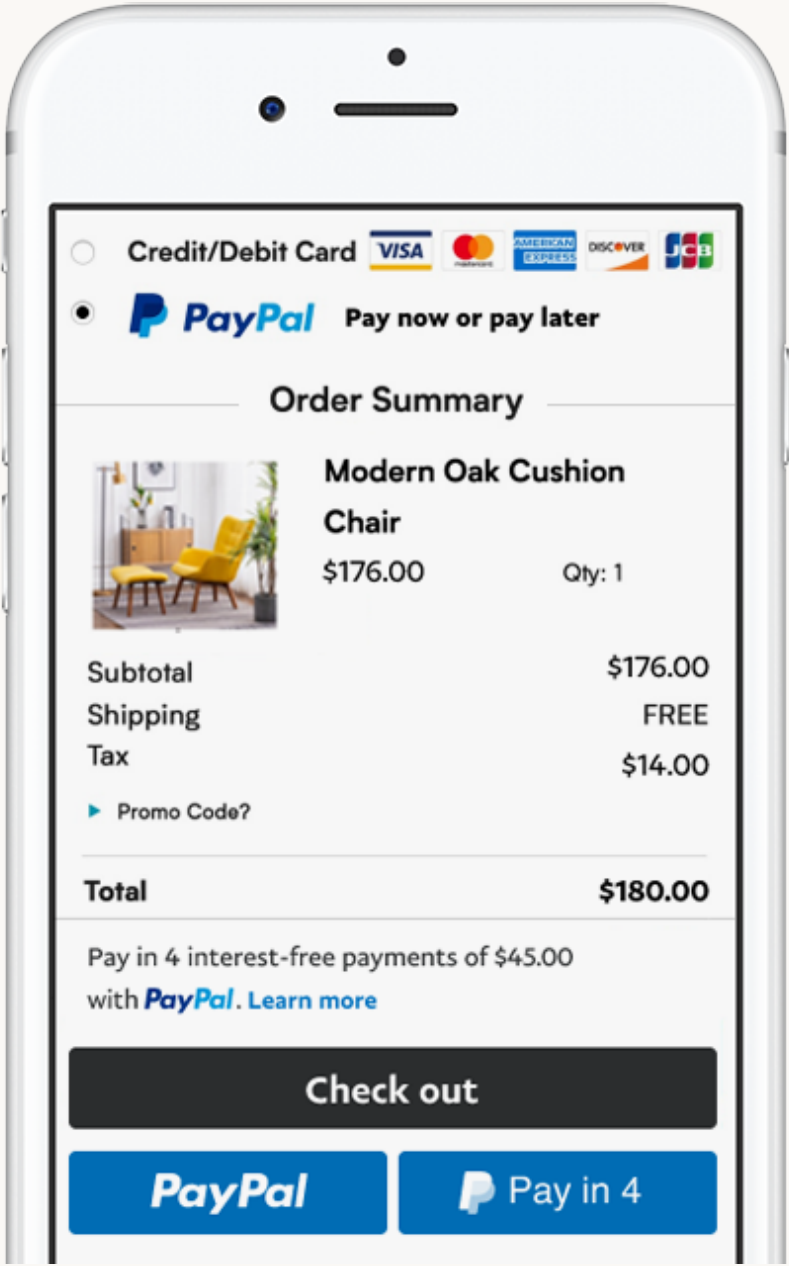
By using PayPal checkout



Once PayPal is chosen at checkout, Pay in 4 (if available) is selected as the payment method.






Pay in 4 Button






A Pay in 4 button sits next to the PayPal button and takes a customer directly to the Pay in 4 checkout summary. This option requires additional integration work by merchants. To find out how to add the Pay in 4 button [click here](#).

General Guidelines

Do's

-  Use PayPal assets provided in this toolkit and in the ways shown
-  Use only for social channels and email campaigns
-  Always use the phrase 'PayPal Pay in 4' or 'Pay in 4 with PayPal'

Don'ts

-  Don't make any changes to the files
-  Don't use PayPal assets on your website, these are intended for use in email and social channels only
-  Don't use the phrase 'Pay in 4'

Key Legal Requirements

Reminder: These guidelines are provided by PayPal to support our relationship and do not constitute legal advice or a complete or authoritative assessment of applicable laws and regulations. You are responsible for ensuring your own compliance with laws and regulations. Where any law conflicts with the requirements of this toolkit, the law takes precedence. PayPal does not accept any responsibility for the accuracy of any of the content of this toolkit.

1 Marketing material for Pay in 4 must be clear, fair, not misleading

- Use plain and understandable language.
- Benefits of the product should not be given undue prominence compared with risks.
- Disclaimers and qualifications should convey key information to customers on first viewing of the advertisement. Where possible, merchants should link Pay in 4 content to <https://www.paypal.com/au/webapps/mpp/paypal-payin4/shortterms>
- Where PayPal's messaging is not enabled, Pay in 4 messaging should only appear for eligible products or baskets valued between AUD \$30 - \$2,000.

2 Promotion must NOT say or suggest that credit is available regardless of a customer's financial circumstances or status

- No marketing should mention eligibility or credit checks in connection with Pay in 4.
- Pay in 4 should never be described as 'pre-approved'.

3 Content is clearly identifiable as a promotion and compliant with spam laws

- Emails should specify the name of the person communicating and not infer that promotion is being made by or on behalf of PayPal.

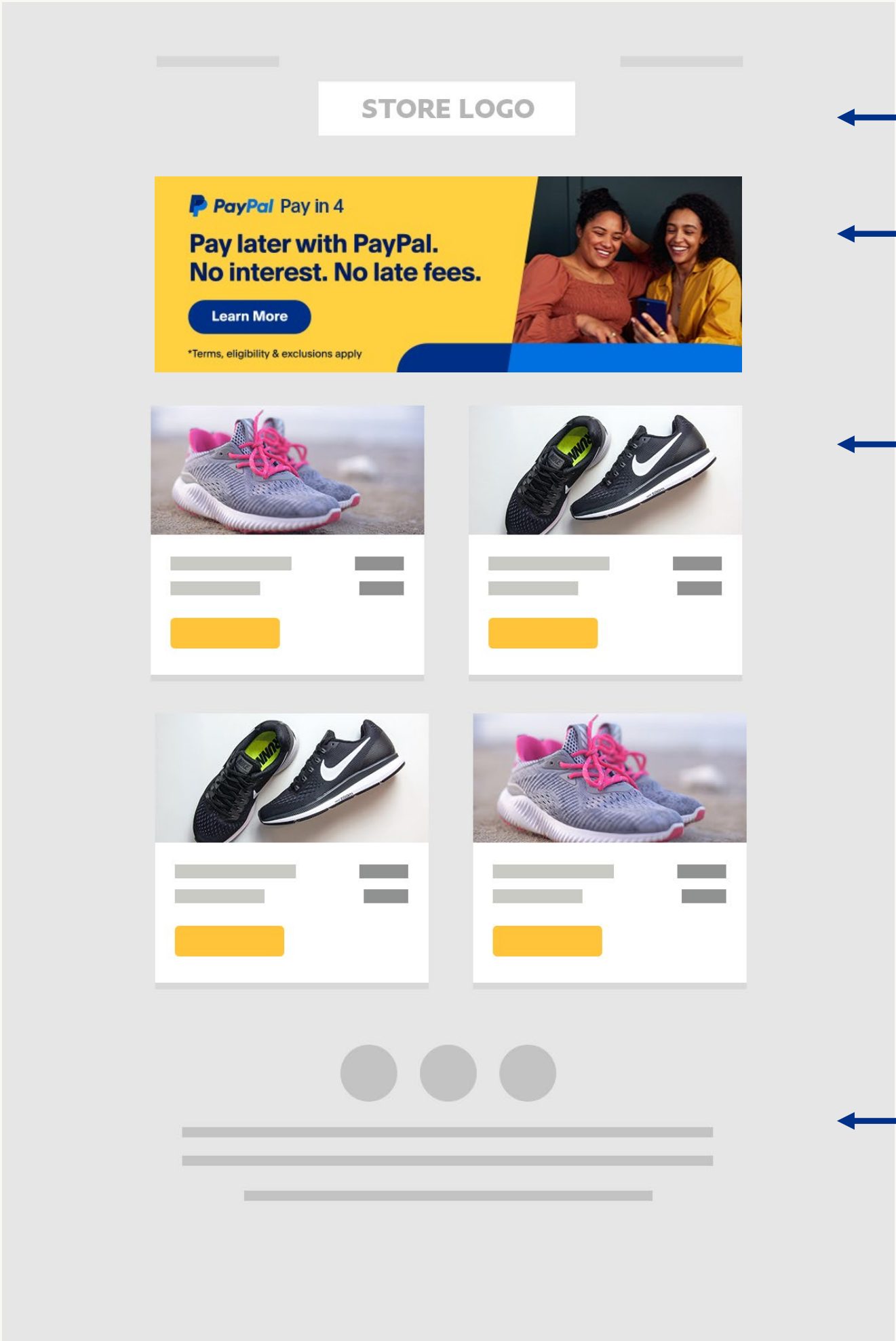
4 Advertisements should not state or imply that Pay in 4 is suitable for particular types of customers

5 Any comparisons between Pay in 4 and other financial products must be fair, balanced and presented in a meaningful way

Email Banners

When using banners in email, Pay in 4 messaging should be secondary content in the email; merchant content should be primary.

Pay in 4 placements must have either the PayPal logo or use 'PayPal' as part of the copy.



Your store branding and email hero image

PayPal Pay in 4 banner
Sample placement

Featured products with price illustration and Shop Now CTA.

Show only eligible products within the min/max transaction limits (\$30 - \$2,000AUD)

Merchant details and disclosures

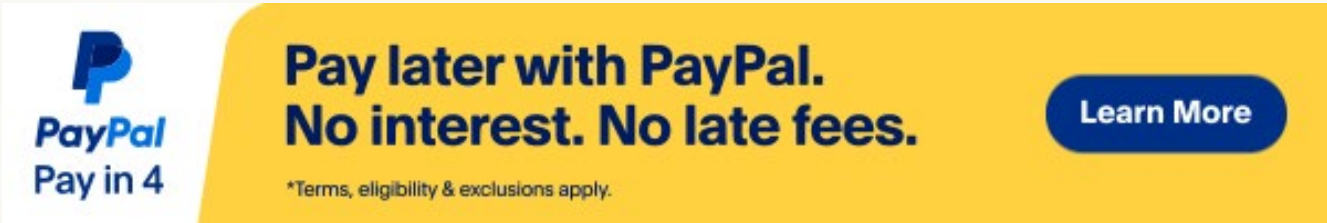
Approved Email banners

DOWNLOAD BANNERS

Version 1 - 600x200px



Version 3 - 600x100px



Version 2 - 600x200px




Instagram stories

DOWNLOAD BANNERS

9:16 Fashion


STYLE
NOW



PAY
LATER

9:16 Electronics


PLAY
NOW



PAY
LATER

9:16 Fitness


TRAIN
NOW



PAY
LATER

9:16 Homewares

ENTERTAIN
NOW

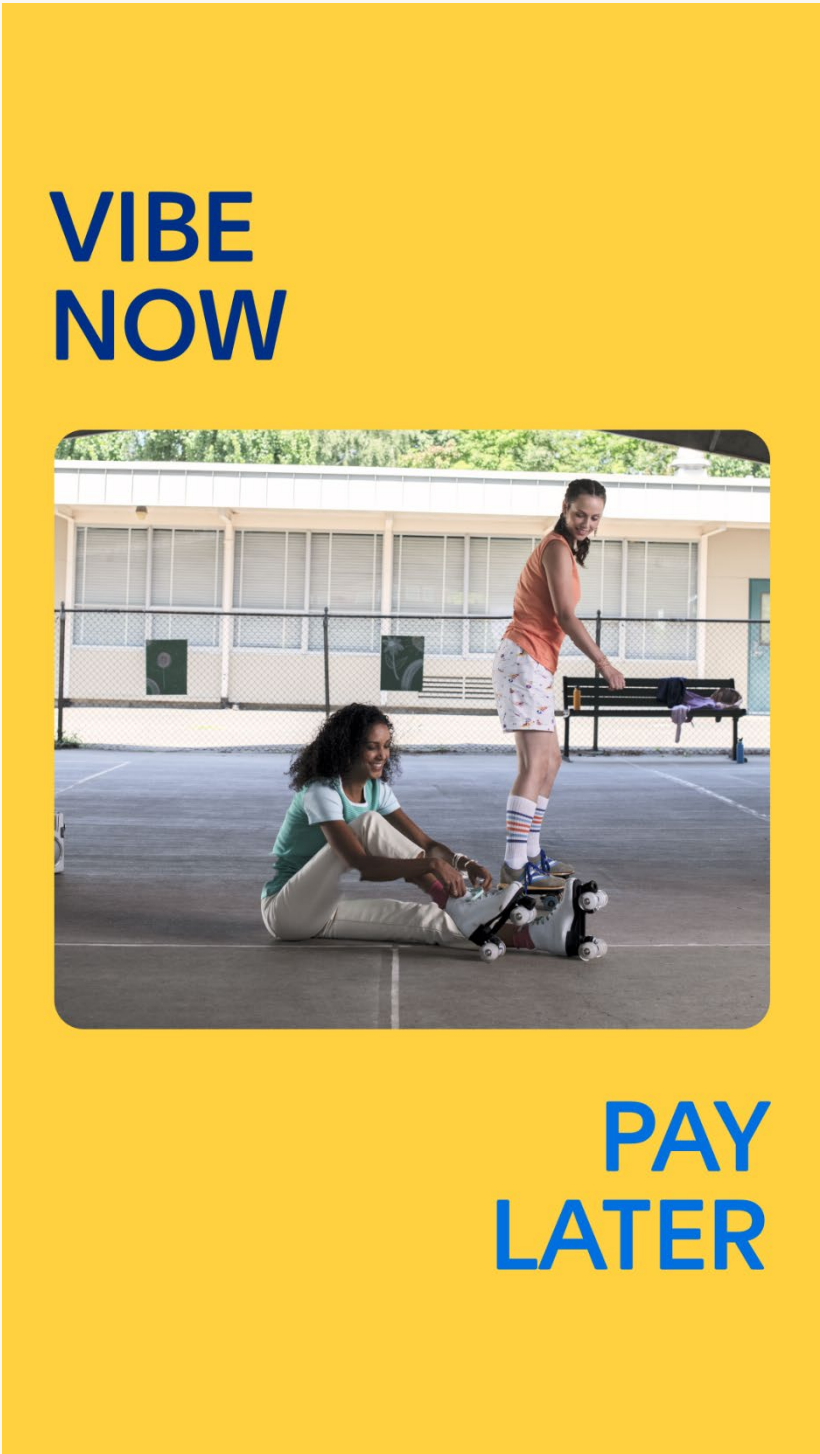


PAY
LATER

Instagram stories

DOWNLOAD BANNERS

9:16 Generic



9:16 Generic – no photography



Social In-feed

DOWNLOAD BANNERS

X Store Name
Yesterday at 7:11am

Buy now & pay later with PayPal Pay in 4, now available at checkout*. Get the outfit you want in four interest-free payments, with no late fees. *Terms & eligibility apply.

STYLE
NOW



PAY
LATER

X Store Name
Yesterday at 7:11am

Buy now & pay later with PayPal Pay in 4, now available at checkout*. Get the tech you need in four interest-free payments, with no late fees. *Terms & eligibility apply.

TRAIN
NOW



PAY
LATER

X Store Name
Yesterday at 7:11am

Buy now & pay later with PayPal Pay in 4, now available at checkout*. Get the gear you need in four interest-free payments, with no late fees. *Terms & eligibility apply.

PLAY
NOW



PAY
LATER

Social In-feed

DOWNLOAD BANNERS

X Store Name
Yesterday at 7:11am

Buy now & pay later with PayPal Pay in 4, now available at checkout*. Get the homeware you want in four interest-free payments, with no late fees. *Terms & eligibility apply.

ENTERTAIN
NOW



PAY
LATER

X Store Name
Yesterday at 7:11am

Buy now & pay later with PayPal Pay in 4, now available at checkout*. Get what you need in four interest-free payments, with no late fees. *Terms & eligibility apply.

VIBE
NOW



PAY
LATER

X Store Name
Yesterday at 7:11am

Buy now & pay later with PayPal Pay in 4, now available at checkout*. Get the outfit you need in four interest-free payments, with no late fees. *Terms & eligibility apply.

PayPal Pay in 4 is
now available.*



FAQs

- Q

Where does the CTA Learn more need to point to?
- A

CTA should point to the product terms - <https://www.paypal.com/au/webapps/mpp/paypal-payin4/shortterms>
- Q

Can I point Learn More somewhere else?
- A

Yes, to the following site - www.paypal.com/au/webapps/mpp/paypal-payin4/terms. For regulatory reasons, the product terms must be one click away from the offer.
- Q

I want to have Pay in 4 info or PayPal related content on my brand's landing page OR
I want to create a new landing page related to PayPal/ Pay in 4. Can I do that?
- A

No. Content promoting financial products has regulatory requirements and to avoid putting merchants at risk, this activity is not typically permitted.
- Q

I want to add copy referencing Pay in 4 to my email subject lines. Can I do that?
- A

Yes, so long as you have a lead-in statement as well as your brand name in the copy. Being the sender of the email alone is not sufficient.

Thank You

