

Sample Sezzle Introductory Email

Priority Payment Systems has a new product available for e-commerce merchants that increases sales, improve conversion rates, and lifts basket sizes.

Introducing Sezzle's "Shop Now, Pay Later" solution!

Sezzle allows shoppers to shop now and pay later with no interest or additional fees!

What is Sezzle?

Sezzle is an alternative payment solution that enables shoppers to "Shop Now and Pay Later" with interest-free installment plans. Sezzle breaks down larger purchases into 4 equal payments, at no additional cost to the consumer.

For a small percentage of each sale, which is paid by the merchant, Sezzle provides several benefits to online retailers, including:

- New customers - particularly Millennial and Gen Z consumers
- Incremental sales – Sezzle lifts sales by 10% on average
- Increased basket sizes – Sezzle lifts AOV by 41%

Why Add a "Shop Now, Pay Later" Solution?

The Millennial generation, which now represents the largest consumer group in the US, has a severe lack of access to credit. Because of legislation passed in 2009, and shifts in consumer behavior, only 33% of Millennials own credit cards. So, the vast majority of young shoppers are limited by the amount of money they have in their bank account. Bad news for retailers targeting young consumers.

What next?

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