

# Merchant banner guidelines



# Welcome to Zip!

We've prepared some ready-to-use assets to boost Zip presence on your e-commerce site, social media, and email channels.

IT'S AS EASY AS

1 2 3

## Select an asset

Upload the asset from the Zip folder that meets your channel specification

Struggling to find the perfect asset that matches your specifications? No problem! Simply contact our Merchant Experience Team [hello@partners.zip.co](mailto:hello@partners.zip.co) and we'll be happy to help.

## Link to Zip information page

Ensure the asset links to a Zip information page. This makes sure that customers can explore your Zip offering in more detail and access the associated disclaimer.

## Stay compliant

Make sure you're using the correct disclaimer on your website; you can find the details in the Zip Advertising Guidelines on our [Merchant Resources Portal](#)



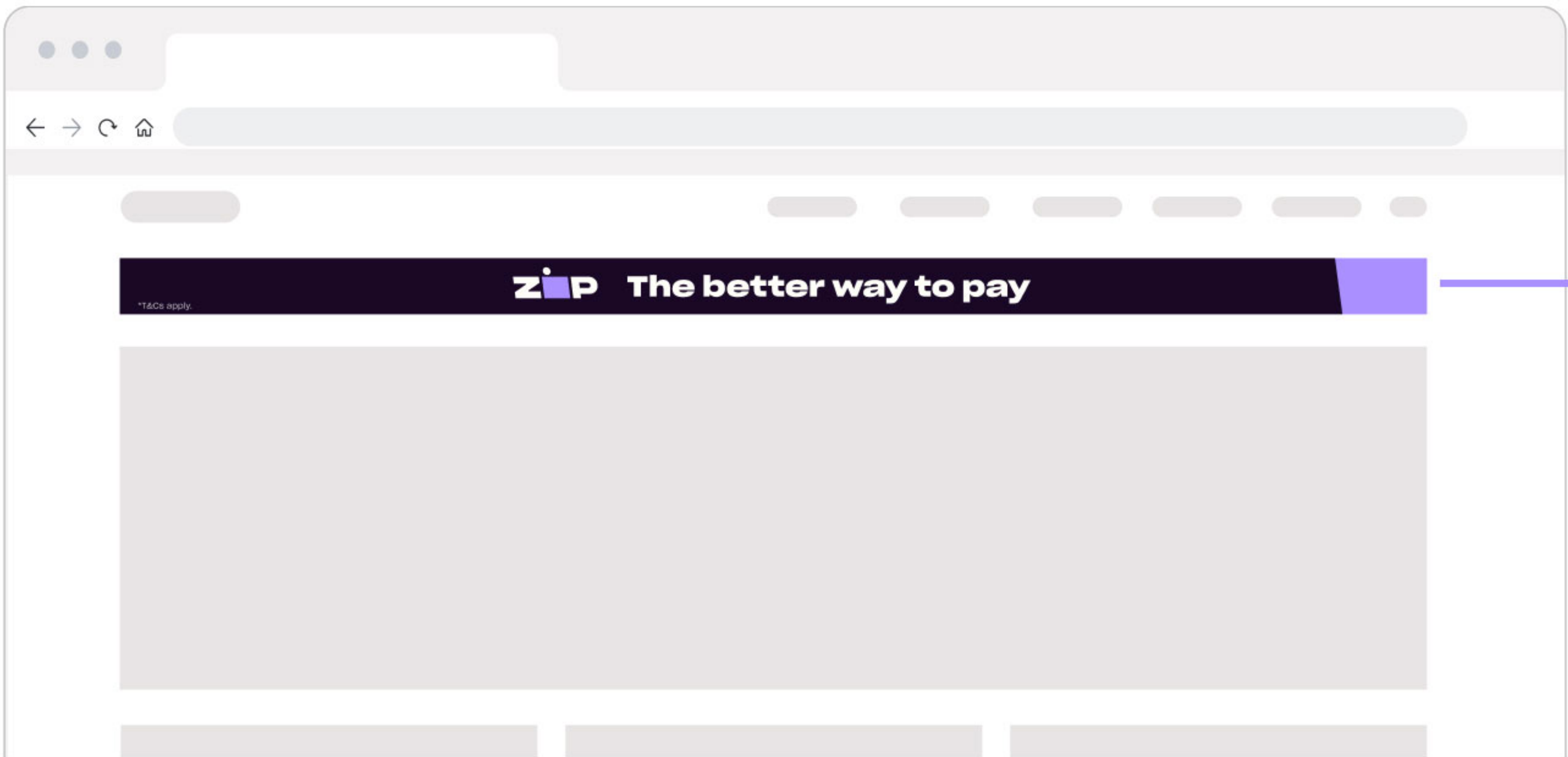
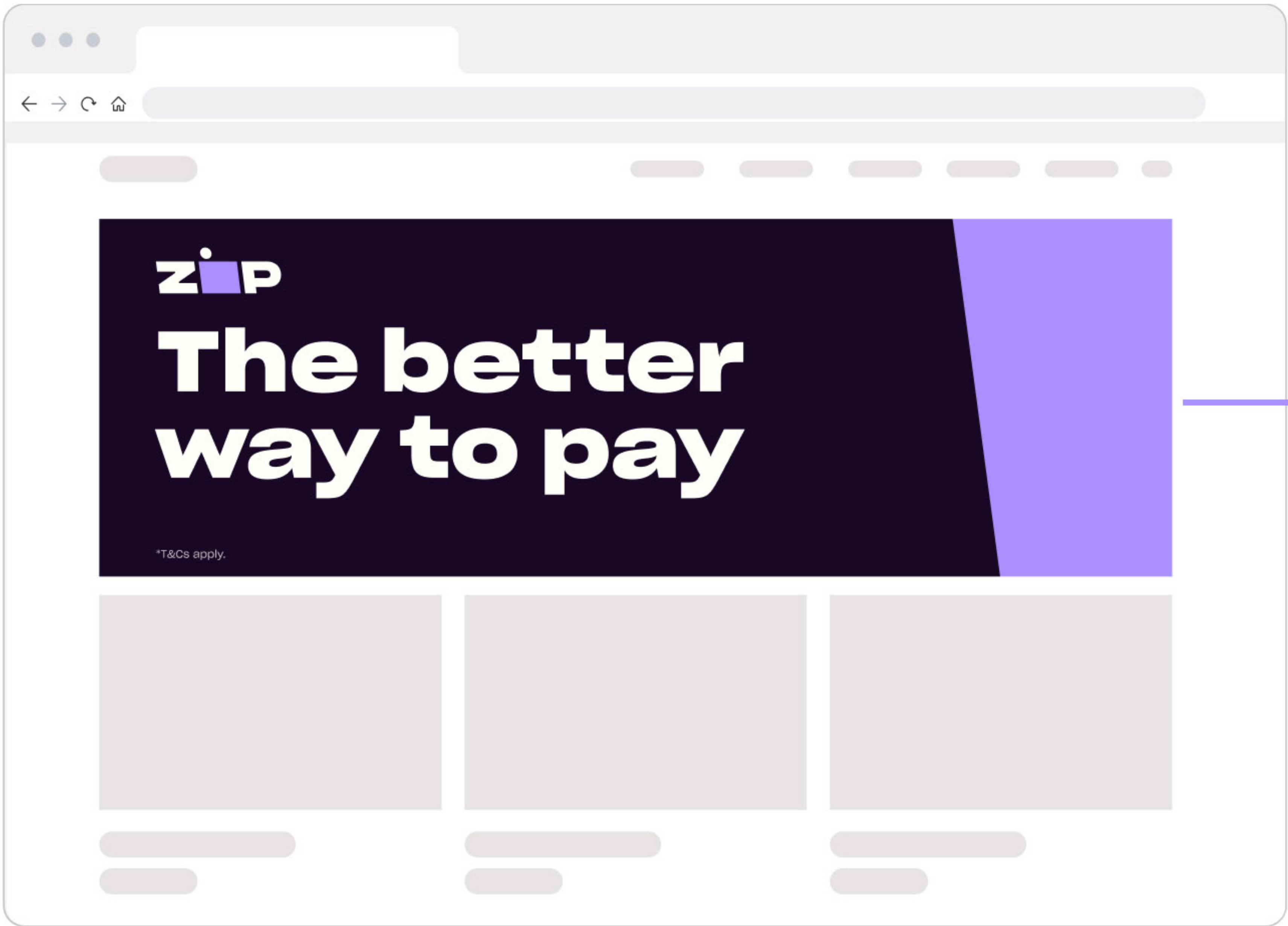
**TIP:** Add a Zip information page [developers.zip.co/docs/landing-page](https://developers.zip.co/docs/landing-page) to your website to ensure your Zip marketing assets are always linked to the latest Zip information and disclaimers.



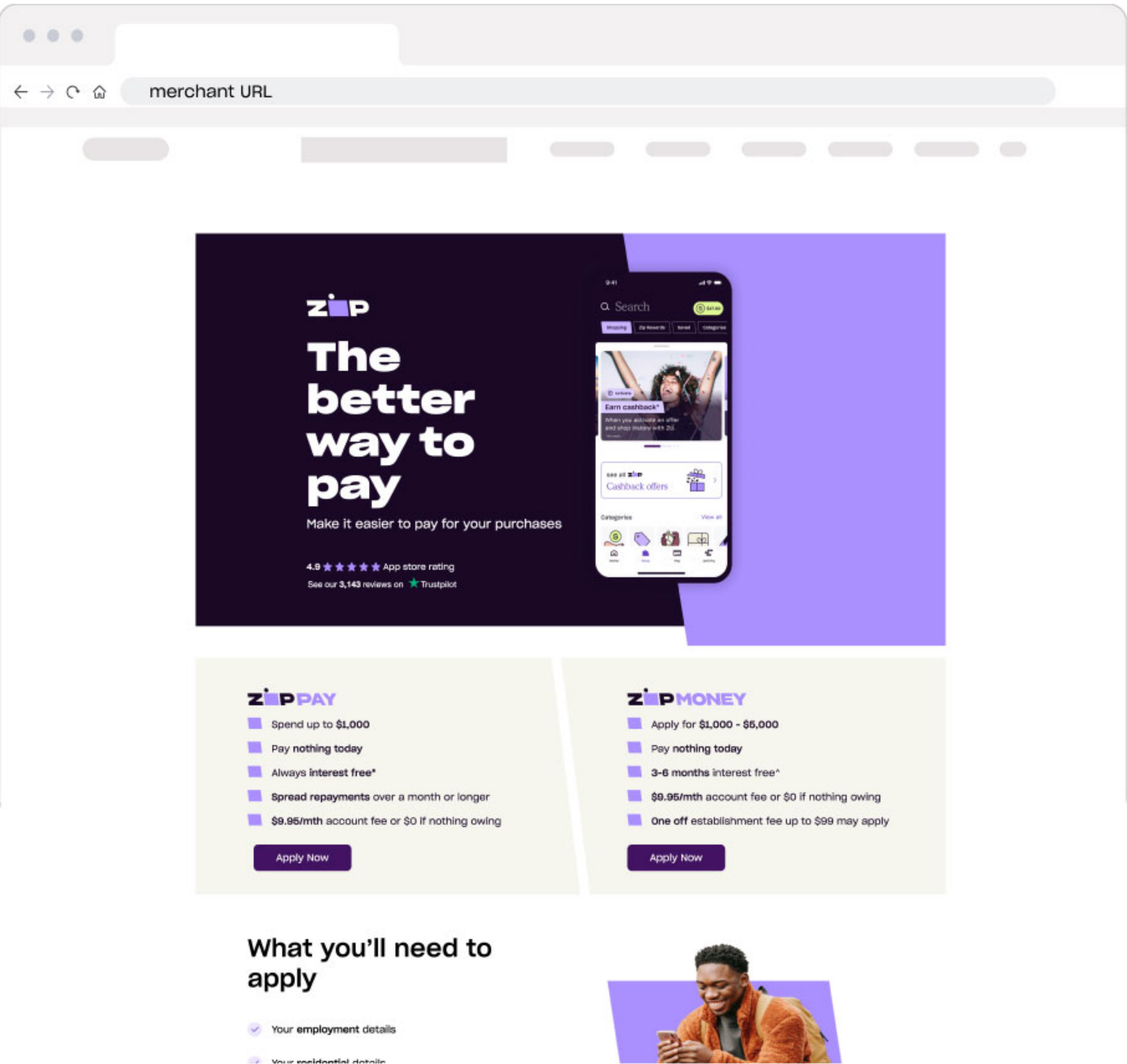
# Website banners

Step 1: Upload banners to your website

Step 2: Ensure all Zip assets across your website link to the Zip-hosted [landing page](#), or a Zip information page on your site to allow customers to access the complete [Zip disclaimer](#).



Link to Zip-hosted [landing page](#) or a Zip information page on your website.

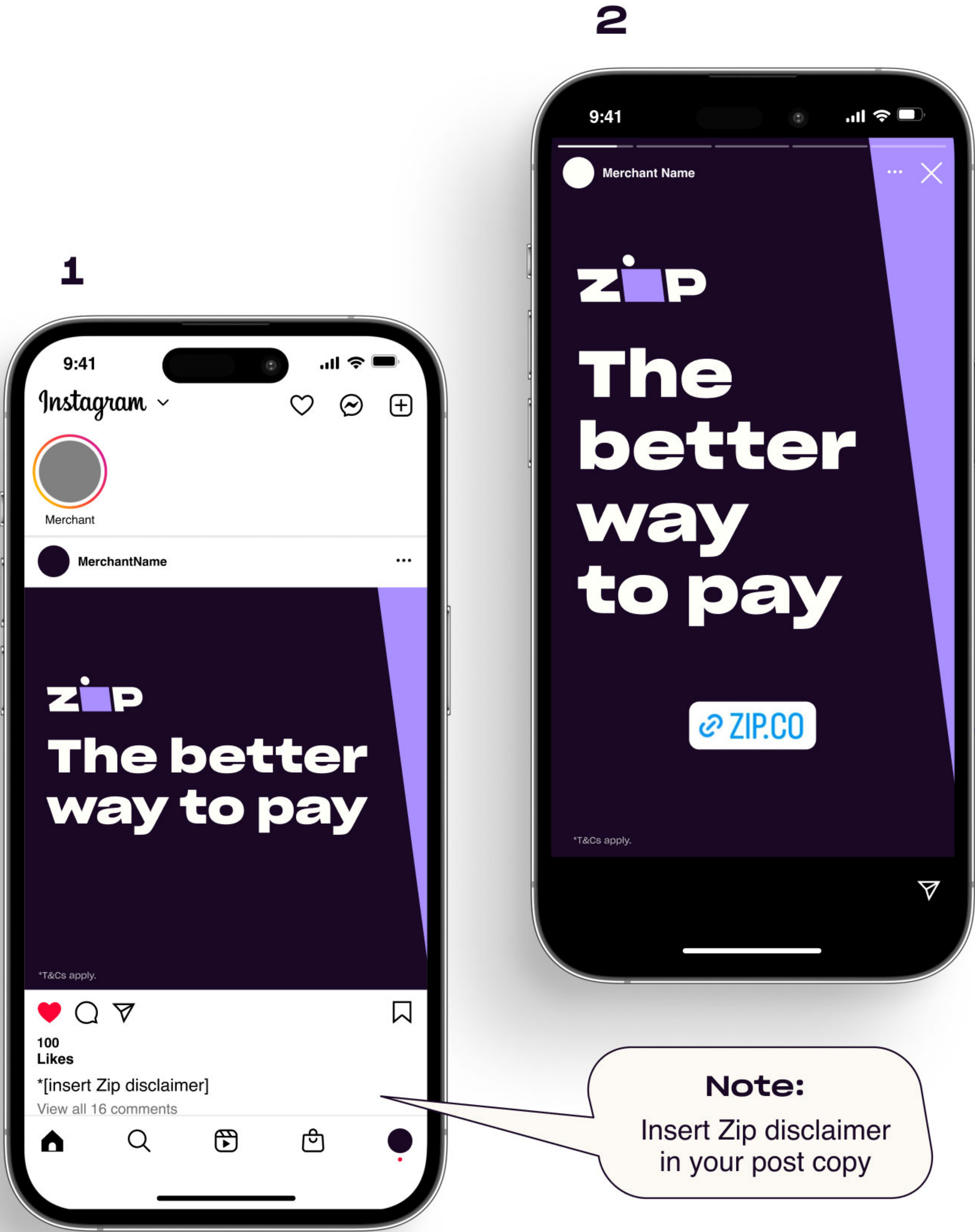




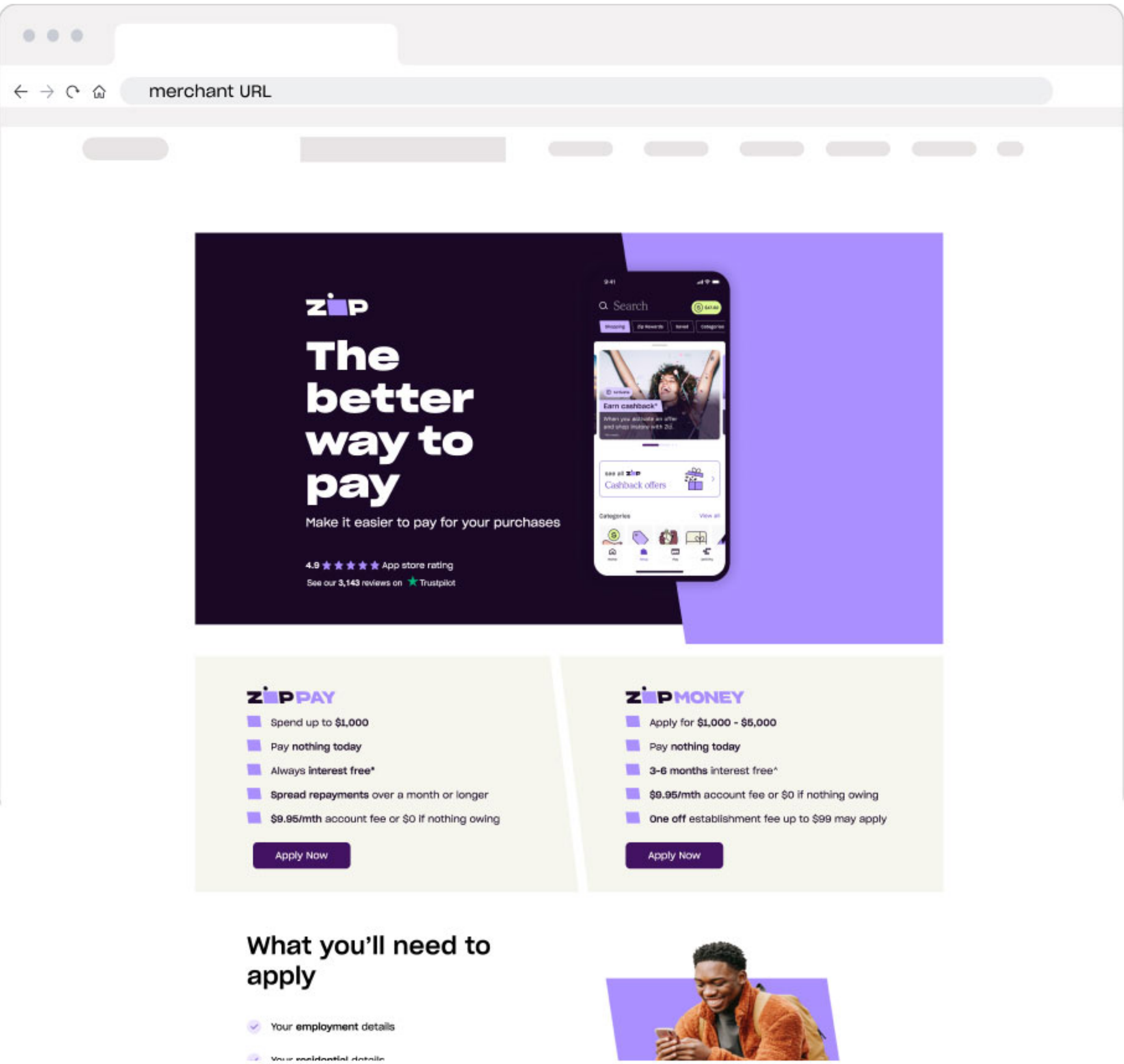
# Social assets

**In-feed**  
Body: When prompting Zip in your feed, the post should have the [Zip disclaimer](#) within the post copy as illustrated in image 1.

**Stories**  
Body: When posting interactive content such as stories, the content should utilise the link feature that allows customer to click-through to the Zip-hosted [landing page](#) or a Zip information page on your site to allow customers to access the complete [Zip disclaimer](#) as as illustrated in image 2.



Link to Zip-hosted [landing page](#) or a Zip information page on your website.

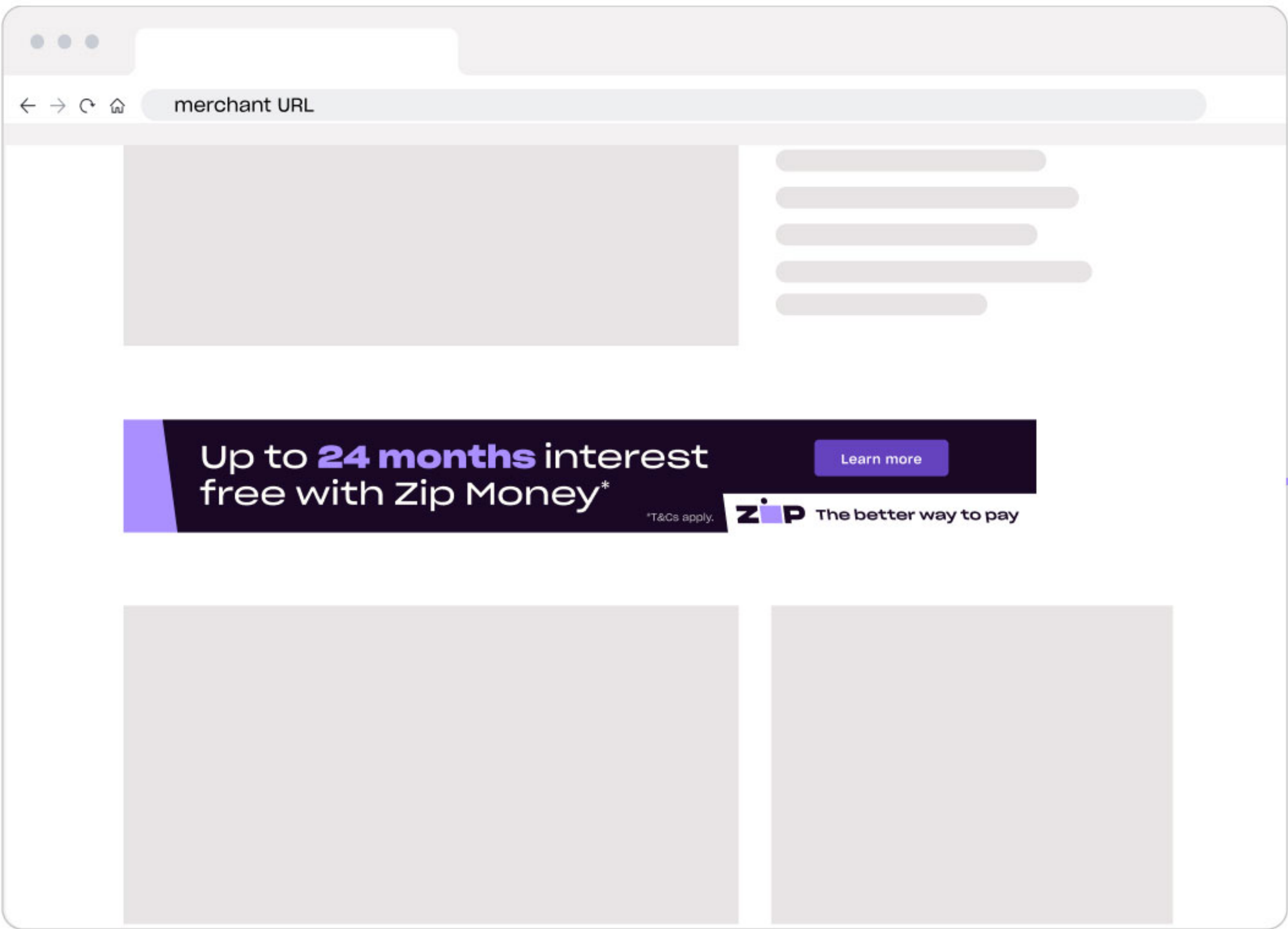
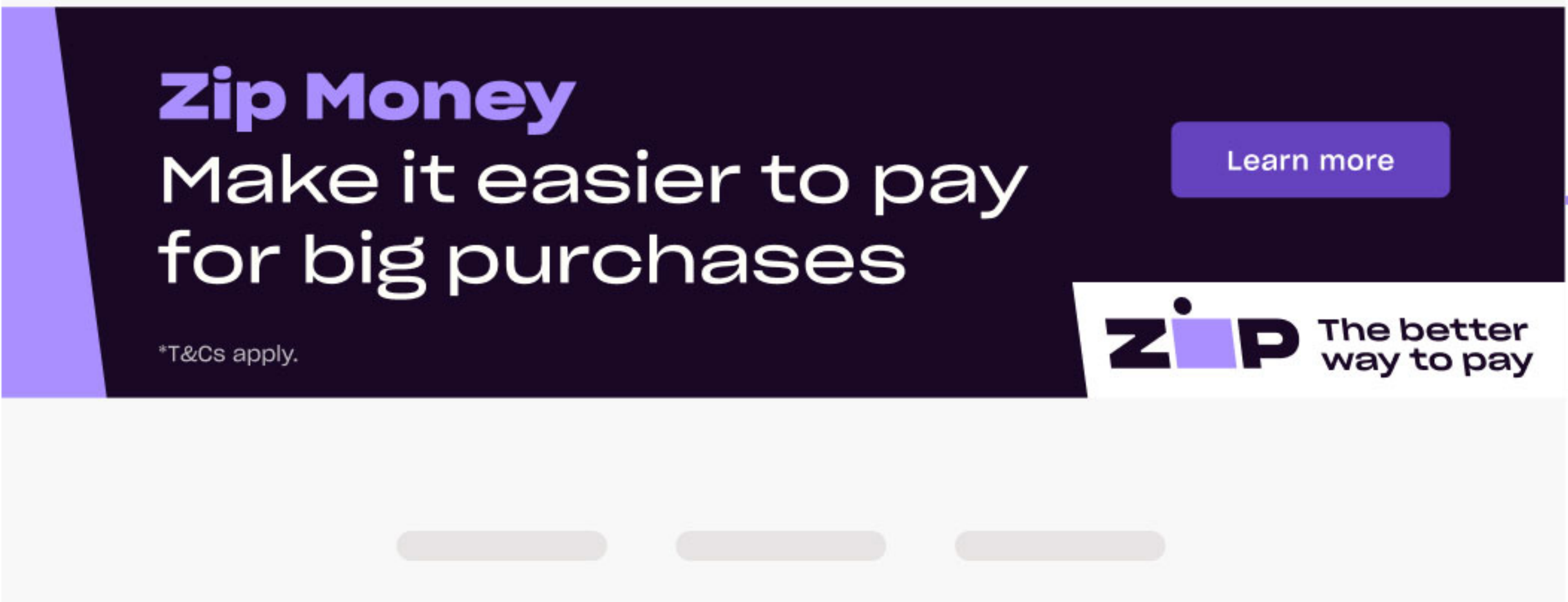
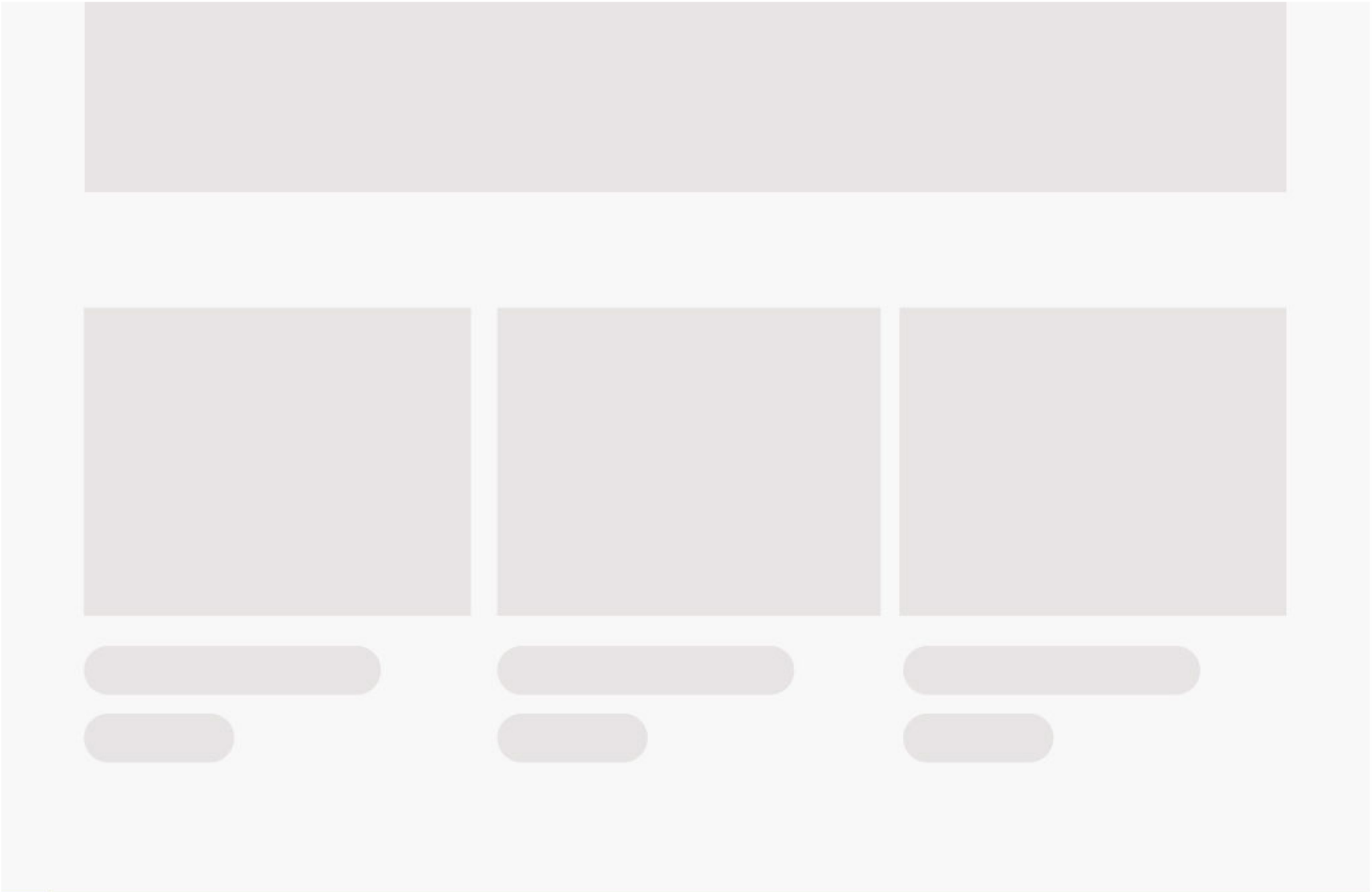




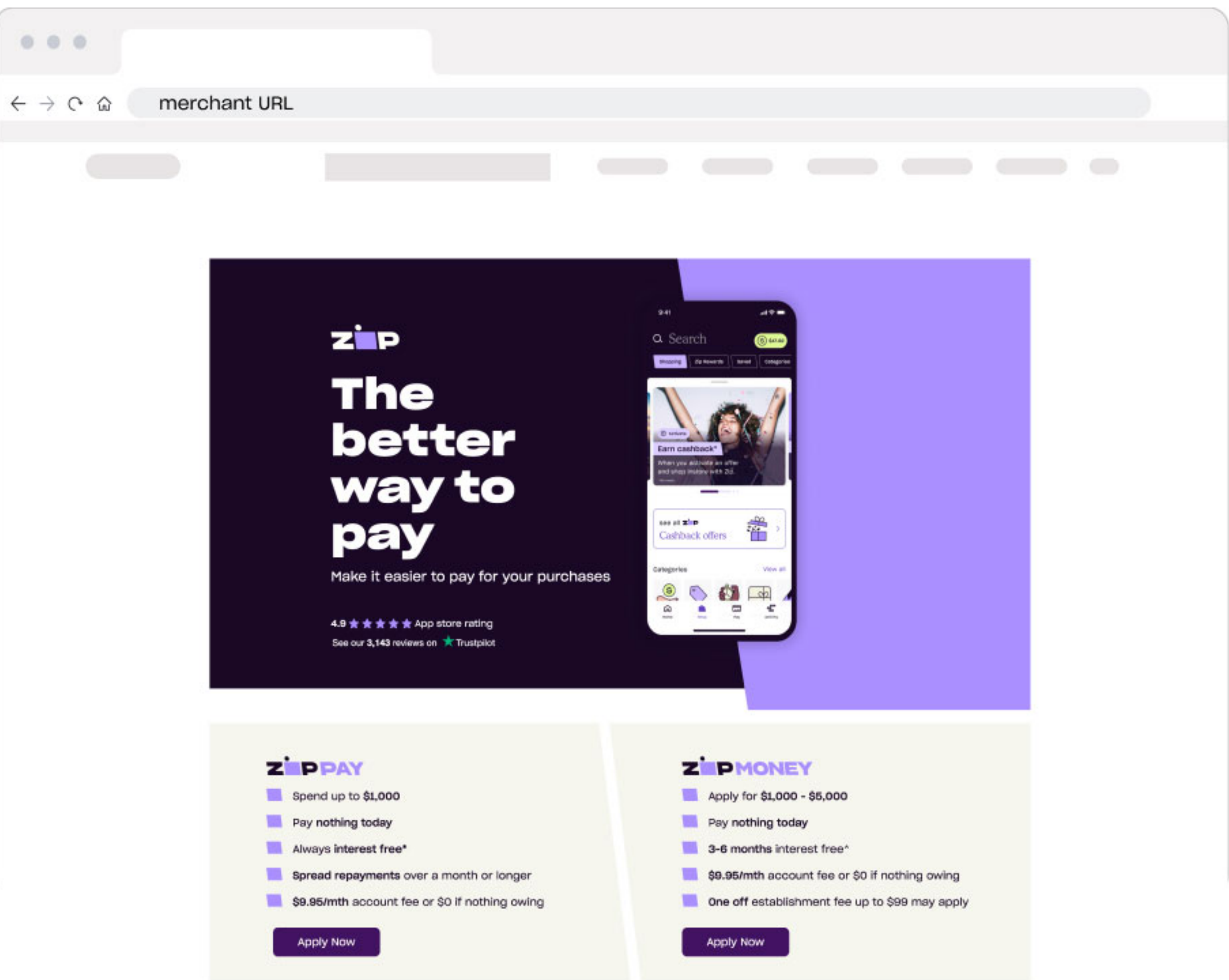
# Email and display ad banners

Step 1: Upload banners to your CRM platform or email signature

Step 2: Ensure Zip assets are hyperlinked to the Zip-hosted [landing page](#) or a Zip information page on your site to allow customers to access the complete [Zip disclaimer](#).



Link to Zip-hosted [landing page](#) or a Zip information page on your website.





# What's in the folder?

The downloadable kit contains a range of social, web and email banners.

## Zip generic assets

Use me to promote your acceptance of Zip.



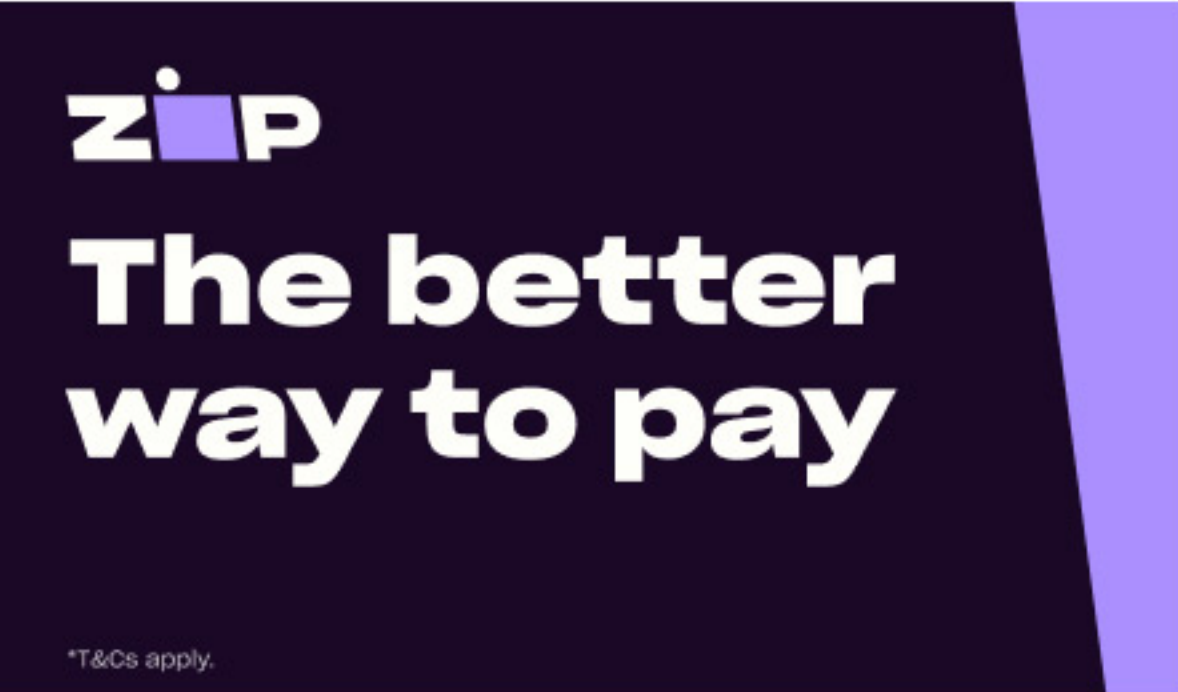
Social post - 1080x1350



Social story - 1080x1920



Web banner - 1800x600px



Small web banner - 680x400px



Small email footer - 600x200px



Digital display Leaderboard banner - 728x90



Strip web banner - 1300x65



Digital display skyscraper banner - 600x160px

## Zip Pay assets

If your products are under \$1,000 select the Zip Pay banners.



Social post - 1080x1350



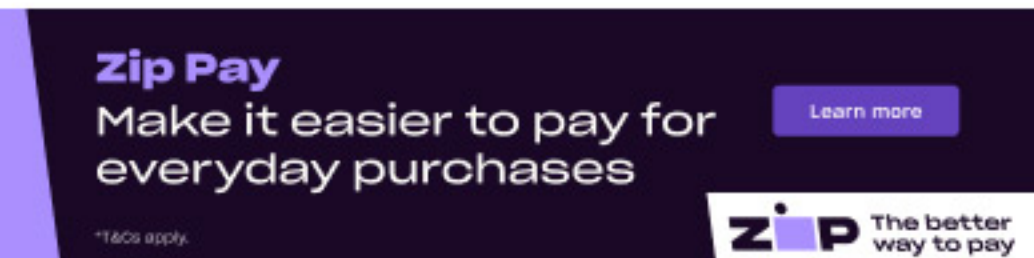
Social story - 1080x1920



Web banner - 1800x600px



Small web banner - 680x400px



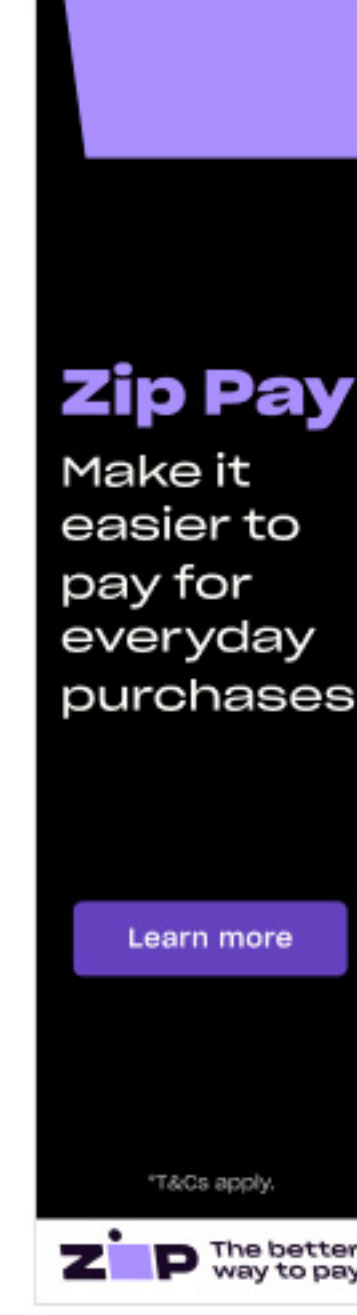
Small email footer - 600x200px



Digital display Leaderboard banner - 728x90



Strip web banner - 1300x65



Digital display skyscraper banner - 600x160px



# What's in the folder?

The downloadable kit contains a range of social, web and email banners.

## Zip Money assets

If your products are over \$1,000 select the Zip Money banners.



Social post - 1080x1350



Social story - 1080x1920



Web banner - 1800x600px



Small web banner - 680x400px



Small email footer - 600x200px



Digital display Leaderboard banner - 728x90



Strip web banner - 1300x65



Digital display skyscraper banner - 600x160px

## Promote your Zip Money interest free offer

Step 1:  
These assets need to be requested from your Partner Success Manager or [hello@partners.zip.co](mailto:hello@partners.zip.co)

Step 2:  
When using these assets, you'll need to follow the [Zip Advertising Guidelines](#) to ensure the correct disclaimers is accessible to customers.



Social post - 1080x1350



Social story - 1080x1920



Web banner - 1800x600px



Small web banner - 680x400px



Small email footer - 600x200px



Digital display Leaderboard banner - 728x90



Strip web banner - 1300x65



Digital display skyscraper banner - 600x160px