

Splitit Unveils First Fully Embedded White-Label Installment Solution for Shopify Merchants

New Embedded Shopify App Offers One-Click Payment Installments and All-in-One Credit Card Processing Service

ATLANTA, March 25, 2025 /PRNewswire/ -- Splitit, a global leader in credit card-linked payment installments, announces the launch of its new fully **Embedded Shopify App - Splitit Card Installments**. This new app provides merchants with an all-in-one service, including credit card processing, while delivering a seamless one-click installment payment experience for consumers, without any redirects or applications.

"Our Embedded Shopify App marks a transformative leap in the installment payment landscape," said **Ran Landau, CTO of Splitit**. "By seamlessly integrating into the Shopify checkout, we've eliminated the friction typically associated with pay-over-time solutions, a key factor in cart abandonment. This white-label approach empowers merchants to offer branded, one-click installment options while maintaining full control over their customer journey and data. For shoppers, it provides unparalleled convenience, allowing them to easily manage their finances without leaving the merchant's ecosystem. This innovation not only enhances the customer experience but also presents a significant opportunity for merchants to acquire and retain customers in an increasingly competitive e-commerce landscape."

Splitit's app is entirely embedded into the Shopify checkout, empowering shoppers to choose between paying in full or in installments directly within the credit card section—no redirects, applications, or disruptions. This seamless integration enhances the user experience, which is critical given that [22%](#) of online shoppers abandon the checkout process due to its complexity or length.

As a white-label solution, the app allows merchants to maintain complete control over their brand identity and customer relationships. There's no third-party branding to distract from the merchant's own identity, and all first-party customer data remains securely in the merchant's hands. This approach ensures a consistent brand experience throughout the entire customer journey.

Splitit's Embedded Shopify App caters to shoppers in over 100 countries, enabling merchants to offer localized payment options to a diverse, international customer base and potentially opening up new markets and revenue streams.

The Embedded Shopify App is now available to Shopify merchants worldwide. To learn more about how Splitit is innovating in the world of installment payments, visit [splitit.com](https://www.splitit.com).

About Shopify

Shopify (NYSE, TSX: SHOP) is the leading global commerce company that provides essential internet infrastructure for commerce, offering trusted tools to start, scale, market, and run a retail business of any size. Shopify makes commerce better for everyone with a platform and services that are engineered for speed, customization, reliability, and security, while delivering a better shopping experience for consumers online, in store and everywhere in between. Shopify powers millions of businesses in more than 175 countries and is trusted by brands such as Mattel, Gymshark, Heinz, FTD, Netflix, Kylie Cosmetics, SKIMS, Supreme, and many more. For more information, visit www.shopify.com.

About Splitit

Splitit is a global payment solution provider that lets shoppers use the credit they've earned by breaking up purchases into monthly installments using their existing credit card. Splitit enables merchants to improve conversion rates and increase average order value by giving customers an easy and fast way to pay for purchases over time. Splitit serves many of Internet Retailer's top 500 merchants and is accepted by more than 1,500 eCommerce merchants in over 30 countries and shoppers in over 100 countries.

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