



Configuring PayPal Payments Advanced & Payflow Link for Partners

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About this guide

Configuring PayPal Payments Advanced & PayPal Payflow Link for Partners provides the recommended best practices for PayPal's channel partners to integrate these products into their offerings.

Intended audience

This guide is for:

- PayPal partners who are integrating these offerings into ecommerce shopping cart software applications or other applications.

Revision History

Date	Description
October 2012	Added mobile-optimized hosted checkout page information

Overview

PayPal Payments Advanced and PayPal Payflow Link are two payment products from PayPal that enable merchants to offer checkout on their own website that is PCI compliant. These products are identical to each other technically, except that PayPal Payments Advanced includes a merchant account from PayPal, and PayPal Payflow Link integrates with merchant accounts from other financial institutions. A key element of these offerings is an embedded checkout widget inside a PayPal hosted merchant checkout page where payment details are entered. Merchant checkout pages are optimized for both desktop and mobile browsers.

In order to authenticate themselves for these products through your shopping cart, the merchant must present certain login credentials in the cart admin panel. This guide describes those credentials.

In addition, merchants must configure their PayPal settings for the embedded checkout widget to function correctly. It is possible for the cart to change nearly all of these settings on the merchant's behalf, to provide a better experience. This guide describes those configuration parameters and recommends which ones the partner should code on the merchant's behalf.

The screenshot displays a PayPal checkout interface for a merchant named 'Photostudio'. The page is titled 'Payment Information' and prompts the user to 'Choose Your Payment Method'. Two main options are visible: 'Pay with PayPal' and 'Pay with credit or debit card'. The 'Pay with PayPal' section offers 'Pay now' (CHECK OUT WITH PayPal) and 'Pay later' (CHECK OUT WITH Bill Me Later). A promotional message states: 'No Payments + No Interest if paid in full in 6 months on purchases of \$99 or more with Bill Me Later®. Subject to credit approval. See terms'. The 'Pay with credit or debit card' section includes a card number field (5105105105105100), an expiration date field (mm / yy), and a 'Pay Now' button. The footer contains contact information for Sales, Customer Service, Help, International, and Company Information, along with a privacy policy link.

Sales	Help	International	Company Information
800.606.6969 or 212.444.6615	Contact Us	Shipping	About Us
	Track/Return an Order	Payments	Superstore
	Return Policy	Customs	The Event Space
	Shipping & Delivery	All International Topics	
	Payments		

Privacy & Security | User Agreement & Disclaimer | California Privacy Rights | Site Map

Prices, specifications, and images are subject to change without notice. Not responsible for typographical or illustrative errors. Manufacturer rebates, terms, conditions, and expiration dates are subject to manufacturers printed forms.

Sample merchant administrative panel

Below is a sample of the cart admin panel that needs to be created for merchants using PayPal Payments Advanced or PayPal Payflow Link. The four data fields are required to be entered by the merchant on the cart admin panel in order for the merchant to authenticate themselves to PayPal.

Cart partners who have legacy Payflow Link integrations should note that these fields are more extensive than those previously required for Payflow Link.

PayPal Payments Advanced configuration

1) Enter the credentials you use to login at manager.paypal.com

Partner

Merchant Login

User

PayPal recommends entering a User Login here instead of your Merchant Login. You can set up a User profile in [PayPal Manager](#). This will enhance security and prevent service interruption should you change your Merchant Login password.

Password

2) Set optional configuration settings below

Payment Action

Any other configuration options also go here (test vs. live if supported, sort order, etc.). If the only option supported is sale vs. auth, please combine this section with #1.

3) Make the required configuration change in your account at manager.paypal.com

Please login to manager.paypal.com, select *Hosted Checkout Pages*, then select *Setup*. Set “*Enable Secure Token*” to Yes. This change is required in order for your checkout to work, and it is required to be set by you personally for security reasons. Please do not change any other values on this page or on the *Customize* page, as [PARTNER NAME HERE] will pass these values on your behalf for ease of configuration.

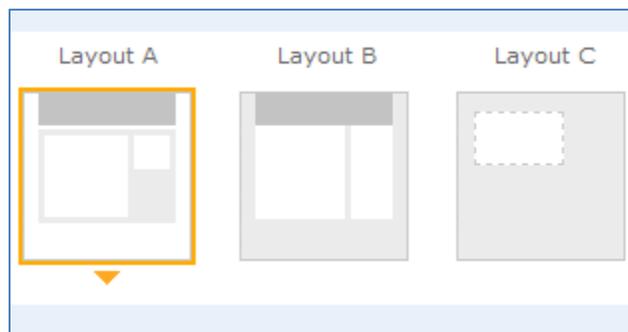
For PayPal Payments Advanced, the value “PayPal” is suggested to be prefilled in the Partner input box, but it should be editable. For PayPal Payflow Link, no value is suggested to be prefilled in this field.

Configurations that merchants must self-configure

In order to use PayPal Payments Advanced and PayPal Payflow Link, certain selections and configurations must be made for each merchant. The majority of these settings can be set by the partner through the APIs. There is one item, though, that is not available via API for security reasons, and which must be set by the merchant themselves via <https://manager.paypal.com>.

Item	Description	Instructions
Secure Token	Enables the secure token, which is a highly recommended security feature. The default is No, but needs to be set to Yes by the merchant. ¹	Select <i>Hosted Checkout Pages</i> , then <i>Set Up</i> , then set <i>Enable Secure Token</i> to Yes.

Layout templates and mobile browsers



The `template` form post parameter allows partners to select one of 3 layout templates on behalf of their merchants: Layouts A and B (the redirect templates) or Layout C (the embedded template). PayPal also provides a mobile-optimized checkout experience for each of these layouts. This mobile-optimized experience is available for iPhone, iPod and Android devices.

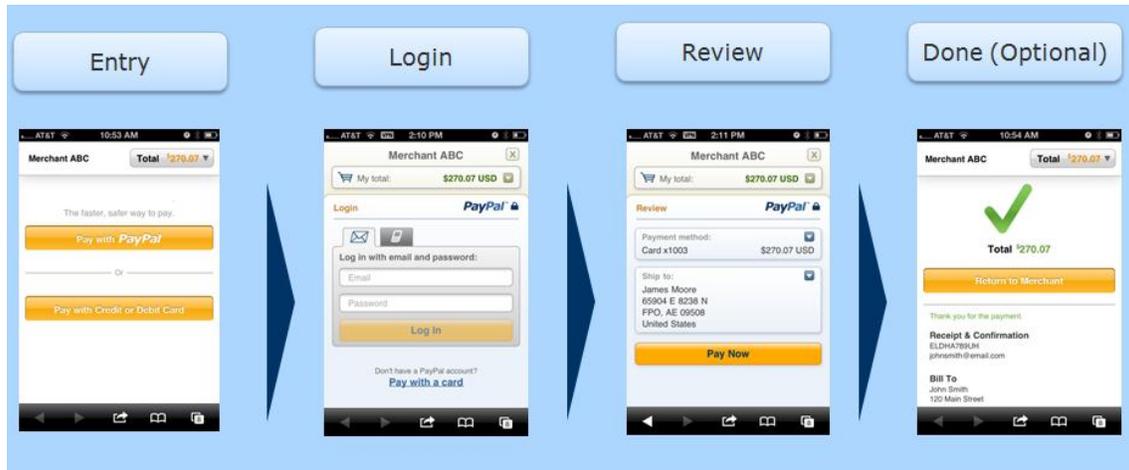
For Layouts A and B, PayPal will auto-detect if the checkout page is being viewed from a supported mobile browser and will automatically redirect to the mobile-optimized checkout page. For Layout C, PayPal does not automatically redirect mobile users to a mobile-optimized flow. The reason is that if PayPal automatically showed a mobile optimized embedded template, within a merchant web page that may not be mobile optimized, this can create unexpected and undesirable results. To display the mobile checkout pages for Layout C, the Partner or Merchant must detect the supported mobile browser and then explicitly pass the form post parameter: `template=mobile`.

Layout	API Parameter & Value	Behavior on a Mobile Device
Layout A	<code>template=templateA</code>	Auto-redirects to mobile-optimized pages
Layout B	<code>template=templateB</code>	Auto-redirects to mobile-optimized pages
Layout C	<code>template=minLayout</code> (default) <code>template=mobile</code>	Use <code>template=minLayout</code> for your general online checkout. If you have a mobile optimized experience, explicitly pass <code>template=mobile</code> to show the mobile optimized page.

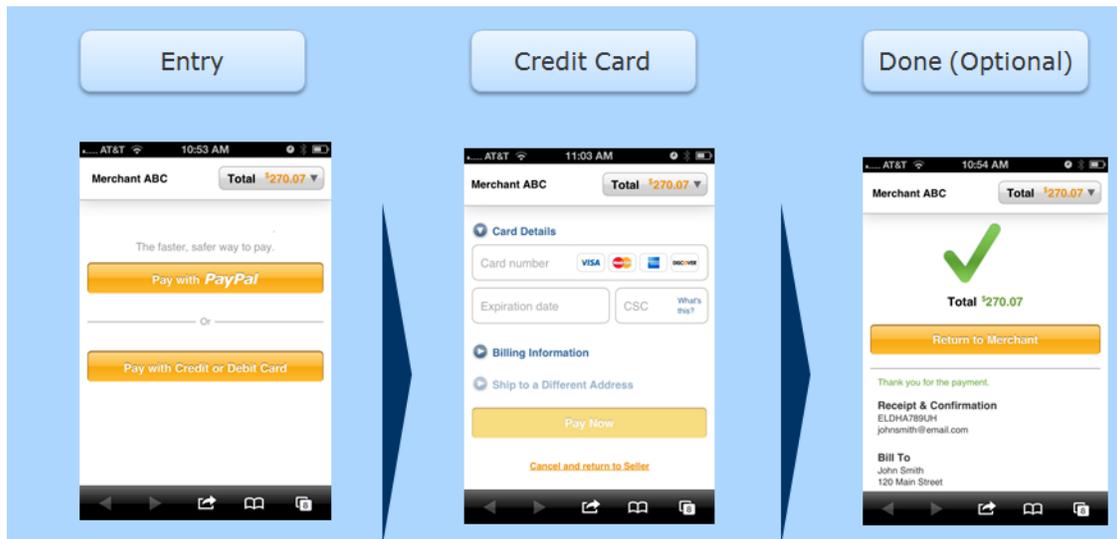
¹ This default cannot easily be changed to Yes just for new users, and cannot be changed to Yes for all users as it is a new feature that will not immediately work with the entire installed base of Payflow Link.

The look and feel of the mobile checkout pages is the same regardless of which layout you select. Also, page customizations will not apply to the mobile pages. The figures below show the mobile-optimized page-flow for a PayPal payment and for a credit card payment:

Mobile Page Flow - PayPal Payment:



Mobile Page Flow - Credit Card Payment:



Parameters that we suggest the partner pass on the merchant's behalf

To make it easier for merchants to get up and running, PayPal requests that partners pass the following configuration settings via API on the merchant's behalf. A cart requesting to be certified by PayPal on PayPal Payments Advanced or PayPal Payflow Link must pass all of these parameters via API in order to pass certification.

Please note that the settings described below are the appropriate settings when the partner wants to use Layout C (the embedded template.) If the partner decides to offer Layouts A or B (the redirect templates) instead, there are additional data fields and customization options on those pages and partners would need to pass additional parameters.

Please note that when using Layout C, partners will have to explicitly pass an API parameter to display the mobile-optimized page. Please see the [Layout templates and mobile browsers](#) section above for more information.

Item	Description	Parameter
Cancel URL	The URL that customers would go to if pressing a Cancel Link from the hosted page (Layouts A and B only) and from the Express Checkout flow if the buyer chooses Express Checkout as their payment method.	CancelURL
CSC Editable	Whether the card security code is editable	CSCEdit=true
CSC Required	Whether the card security code is required	CSCRequired=true
Error URL	The URL that the user would be directed to if an error occurs.	ErrorURL
Return URL	The URL the user would be returned to after a successful transaction.	ReturnURL
Payment confirmation/receipt page	Whether the payment confirmation/order receipt page is a PayPal hosted page or a page on the merchant site. For carts, we recommend that the carts host the order confirmation page.	Disablereceipt=TRUE
Send email confirmation	Payflow Link and PayPal Payments Advanced have the ability to send an email confirmation to the buyer. The default value is to NOT send the email.	Emailcustomer=false
Template	Whether to use one of the two redirect templates (Layout A or B) or the embedded template C.	Template=templateA, templateB, minLayout. (the value for template C – the embedded template - is minLayout). (If using template C and you want to display the mobile-optimized page, pass template=mobile. Templates A and B auto-redirect to the mobile-optimized checkout page. No action is required to display the mobile optimized flow for templates A and B.
URL method for Cancel URL and Return URL	The technical method used to deliver the Cancel URL. The default is GET and cannot be changed without affecting the installed base, but this value will likely be changed to POST by most carts.	URLMethod POST OR GET

Optional color/design customizations

Partners have expressed interest in customizing the design of the embedded template. The options and parameters for doing this are shown below. If a partner decides to pass these values, please note that the merchant would still have the interface available to make changes to these values manually at manager.paypal.com, but that the selections passed by the partner in the API would override any merchant-entered settings. Overall, it would be more convenient for the partner to pass the settings on behalf of the merchant, based on the design of the site. That said, it could be confusing and/or frustrating if the merchant wants to set their own values at manager.paypal.com, but their selections have no impact. We leave the decision on whether to pass this data to the partner, but if the partner does decide to pass the data, we ask them to note in their user support documentation that these values have been passed by the partner for their convenience, and therefore cannot be changed at manager.paypal.com.

Please note that these customizations will not apply to the mobile version of the checkout pages.

Item	Description	Parameter
Section Border	This sets the color of the border around the embedded template	<i>(all hex codes are examples only)</i> pageCollapseBgColor=FFAA11
Subheader Text	This sets the color of the words "Pay with PayPal" and "Pay with credit or debit card"	pageCollapseTextColor=22FFFF
Button color	This sets the color of the Pay Now/Submit button.	pageButtonBgColor=880000
Text on button color	This sets the color of the text on the Pay Now/Submit button.	pageButtonTextColor=BB66FF
Text color	The color of the text for "card number," "expiration date" etc.	labelTextColor=22FFFFFF
<i>FYI - Font in embedded template</i>	<i>This is not supported, neither via API nor via manager.paypal.com. This feature is not planned, as it can create problems given the fixed size of the embedded frame.</i>	N/A
<i>FYI - Font size</i>	<i>Same as above; this is not supported and not planned.</i>	N/A

Other important information

AVS and CSC: In manager.paypal.com, the user is presented with toggles for AVS and CSC. These parameters cannot be set via API. These settings are incompatible with the hosted pages and are targeted for removal in 2012. In the meantime, the values of both should be set to No, which is the default value. So if the user does nothing, these values will be correct. It is the partner's choice whether to communicate these settings to the user, but if the partner does decide to communicate them, we would recommend that they do it through a troubleshooting or a support area vs. on a main configuration screen, since the defaults are correct.

Additional suggestion:

On a hosted checkout page, if a partner does not receive any transaction response back from PayPal, it can be difficult for a partner to determine whether the shopper has abandoned the cart or whether there was an error. As an additional suggestion, PayPal suggests that after the embedded checkout is displayed, if the partner does not get a response within 5 minutes, the partner should send an inquiry to PayPal as to the status of the `securetokenID`. (This is five minutes in case the user is thinking about the purchase, finding their credit card, etc.) If the token is still good, the cart should send the inquiry again every 5 minutes until the 20 minute timeout period for the embedded checkout plug-in has lapsed.

Important note for carts handling API responses:

Prior to 2011, Payflow Link and Payflow Pro had different sets of name value pairs. In early 2011, with the introduction of Payflow Link and Payflow Pro version 2, both products now use the Payflow Pro NVPs for submitting transactions. In certain cases, some legacy parameters may be returned in an API response, and PayPal is taking steps to update these legacy parameters. In the meantime, API responses today may still include some of these older parameters, and if carts are using these response parameters for any purpose, they need to be aware that these parameters in the response may be different from what they were expecting. To avoid any disruption as this situation is rectified in the future, any cart taking action based on data they are getting back in the API response should code so that they would accept BOTH values on the list below for the relevant parameter.

Legacy Parameter	New API Parameter
ADDRESS	BILLTOSTREET
ADDRESSTOSHIP	SHIPTOSTREET
AMOUNT	AMT
AVSDATA	AVSADDR and AVSZIP
CARDNUM	ACCT
CITY	BILLTOCITY
CITYTOSHIP	SHIPTOCITY
COMMENT1	COMMENT1
COMMENT2	COMMENT2
COUNTRY	BILLTOCOUNTRY
COUNTRYTOSHIP	SHIPTOCOUNTRY
COUNTRYCODE	COUNTRYCODE
CSC	CVV2
CSCMATCH	CVV2MATCH
CUSTID	CUSTID
DESCRIPTION	N/A
DLNUM	DLNUM
EMAIL	BILLTOEMAIL
EMAILTOSHIP	SHIPTOEMAIL
EXPDATE	EXPDATE
FAX	BILLTOFAX
FAXTOSHIP	SHIPTOFAX
FIRSTNAME	BILLTOFIRSTNAME
INVOICE	INVNUM
LASTNAME	BILLTOLASTNAME
LOGIN	VENDOR
METHOD	TENDER
NAME	BILLTOFIRSTNAME BILLTOLASTNAME
NAMETOSHIP	SHIPTOFIRSTNAME SHIPTOLASTNAME
PARTNER	PARTNER
PHONE	BILLTOPHONENUM
PHONETOSHIP	SHIPTOPHONENUM
PONUM	PONUM
SHIPAMOUNT	FREIGHTAMT
STATE	BILLTOSTATE
STATETOSHIP	SHIPTOSTATE
TAX	TAXAMT

Legacy Parameter	New API Parameter
TYPE	TRXTYPE
USER1 - USER10	USER
ZIP	BILLTOZIP
ZIPTOSHIP	SHIPTOZIP