



# **Shopping Cart Manual**

Create Your Online Store with  
Customizable PayPal Buttons

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PayPal Shopping Cart Manual  
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# Introduction to the PayPal Shopping Cart

## How the PayPal Shopping Cart can help your online store

When you use PayPal's free Shopping Cart, your customers can purchase multiple items with a single payment, browse your entire selection, and view a consolidated list of all their items before purchasing. The PayPal Shopping Cart is a low-cost way for you to accept credit card and bank account payments, and can be fully integrated with your website in a few easy steps.

Save time and money with PayPal's hassle-free Shopping Cart:

- Easy to implement — no CGI scripting necessary
- No up-front costs — you'll have the same low fee schedule as when you receive other PayPal payments
- Sell with ease — PayPal maintains detailed transaction records on our website

The PayPal Shopping Cart also offers customizable buttons and secure payments to help you improve your buyer experience, so happy customers become repeat customers.

Get the most out of your website today: start using the PayPal Shopping Cart!

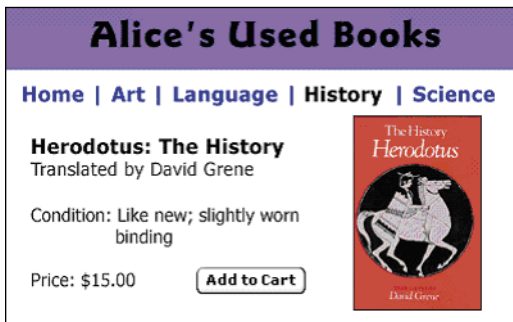
## How It Works

### A visual tour of the PayPal Shopping Cart

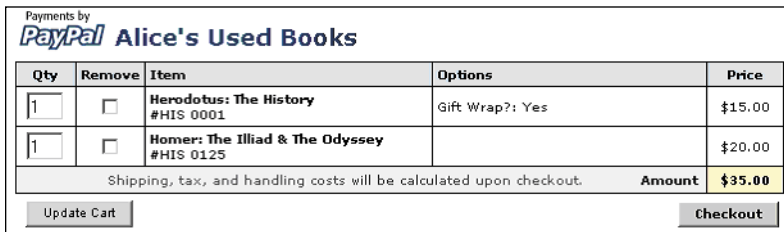
Bob, who is new to PayPal, is going to purchase several books from Alice's website.

### What Your Customer Sees

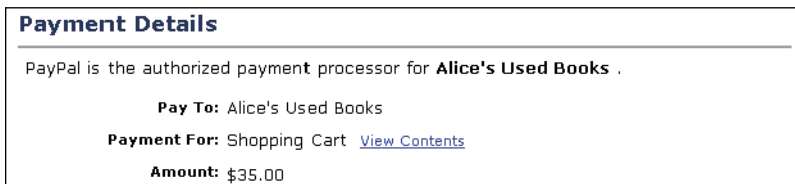
**Step 1:** Bob goes to Alice's website and presses the **Add to Cart** button. When he has chosen all of the books he wants, he presses the **View Cart** button.



**Step 2:** Bob looks at the contents of his cart and presses the **Checkout** button.



**Step 3:** Bob is taken to a PayPal Payment Details page which shows the items he has added to his Cart.



**Step 4:** Bob is prompted to login to his PayPal account, but he is not already a PayPal member, so he follows the instructions at the top of the screen.

.....  
If you have never paid through PayPal, [Click Here](#)  
.....

**PayPal Login**

**Email Address:**  [Problems logging in?](#)

**PayPal Password:**  [Forget your password?](#)

**Step 5:** To pay for his purchase, Bob is prompted to enter his credit card information, email address, and password, creating his new PayPal account.

**Select Your Country** - Select the country where you live, then click Select

Country:

**Credit Card Information** - Please enter the information on your credit card

**First Name:**

**Last Name:**

**Card Type:**

**Credit Card Number:**

**Expiration Date:**

**Address 1:**

**Address 2:**

(optional)

**City:**

**State:**

**Zip Code:**  (5 or 9 digits)

**Country:** United States

**Home Telephone:**   (Enter [country code](#) first)

We will email you a receipt. You can use this email address and password to log in to PayPal and view more details about your payment.

**Email Address:**

Your password should be 8 characters minimum and is case sensitive. [Write it down](#)

**Create PayPal Password:**

**Confirm PayPal Password:**

**Security Measure** - Enter the characters as they are shown in the box below. This will further increase the security of your account and the PayPal network. This is **not** your password. [Help?](#)

T 5 N A K N N 6

By clicking "Continue", I acknowledge that I have read and agree to PayPal's [User Agreement](#).

Click Continue only once. It will take an average of 60 seconds for your information to be submitted.

**Step 6:** Bob is taken to a Confirmation page containing the details of his payment. Because Alice has activated her Shipping Preferences, the shipping costs are automatically added to Bob's order. He includes a short note to Alice and presses the **Pay** button to complete payment.

**Confirm Your Payment**

Check the following details and **click the "Pay" button below** to complete your payment.

**Pay To:** Alice's Used Books

**User Status:** [Verified Business Member \(0\)](#)

**Payment For:** Shopping Cart

**Currency:** U.S. Dollars [?](#)

**Amount:** \$35.00

**Shipping & Handling:** \$2.00

**Total Amount:** \$37.00

PayPal Shopping Cart Contents

Qty	Item	Options	Price
1	Herodotus: The History #HIS 0001	Gift Wrap?: Yes	\$15.00
1	Homer: The Iliad & The Odyssey #HIS 0125		\$20.00
<b>Amount</b>			<b>\$35.00</b>

Source of Funds

**Credit Card:** \$37.00 from MasterCard XXXX-XXXX-XXXX-0439

[More Funding Options](#)

Shipping Information

☒ **Ship to** 10245 SW Arborcrest Way, Portland, OR 97225, USA (Confirmed) [Add Address](#)

☐ **No shipping address required**

Pay

Cancel

With Auto Return for Website Payments, your buyers are redirected back to your site immediately after clicking the **Pay** button on the **Payment Confirmation** page.

To learn more about Auto Return, please refer to the *PayPal Auto Return* manual, which is available on the PayPal website.



**Step 7:** Bob is taken to a Confirmation page where he sees the details of his successful payment. He is also given Alice's customer service email.

**You Made A Payment**

**Payment Information**  
A payment of \$37.00 has been sent to Alice's Used Books.  
You will receive an email receipt for this transaction shortly.  
For details on your transaction, please contact Alice's Used Books.

**Item Name:** Shopping Cart

**Shipping & Handling:** \$2.00

**Amount:** \$35.00

**Total Amount:** \$37.00

**Contact Information**  
**Business Name:** Alice's Used Books  
**Contact Email:** help@mystore.com  
**Contact Phone:** 888-888-8888

Continue

**Step 8:** Bob receives an email receipt for this transaction, confirming payment and including a copy of the Payment details.

Receipt for your Payment - Message (Plain Text)

File Edit View Insert Format Tools Actions Help

From: service@paypal.com Sent: Tue 5/14/2002 6:22 PM

This email confirms that you have paid Alice's Used Books \$37.00 using PayPal.

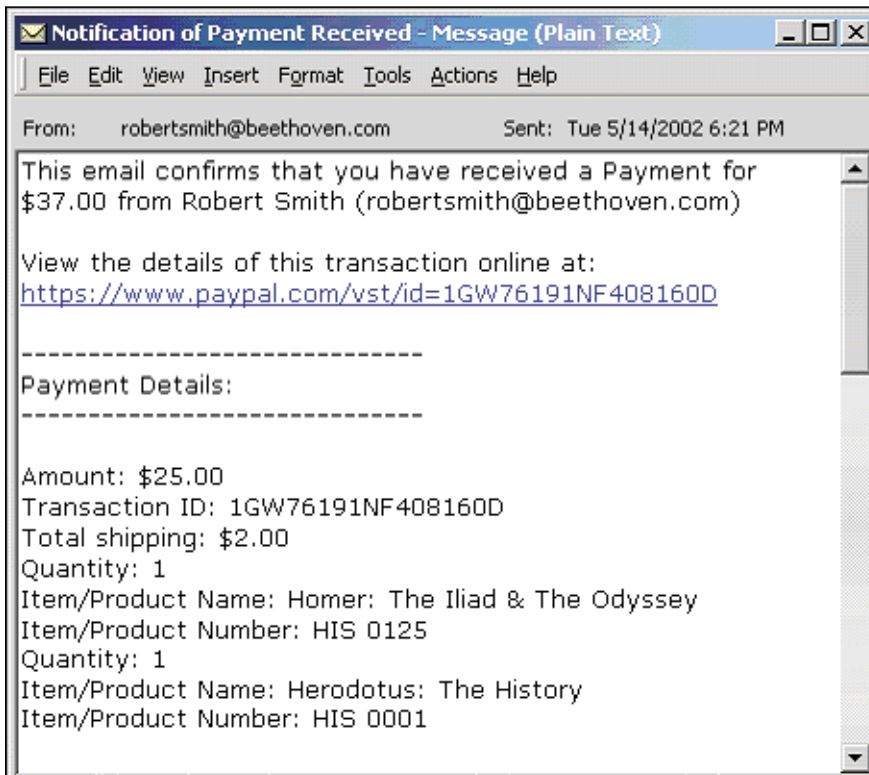
SHOPPING CART CONTENTS:

1.  
Item Name: Homer: The Illiad & The Odyssey  
Item Number: HIS 0125  
Item Amount: \$20.00  
Quantity: 1  
Total: \$20.00

2.  
Item Name: Herodotus: The History  
Option 1: Gift Wrap?: Yes  
Item Number: HIS 0001  
Item Amount: \$15.00  
Quantity: 1  
Total: \$15.00

## What You See

**Step 9:** Alice receives an email notification of Bob's payment.



**Step 10:** Alice logs into her PayPal account to check the payment Bob has sent.

<input type="checkbox"/>	Payment	From	Robert Smith	37.00	May 14, 2002	<a href="#">Completed</a>
--------------------------	---------	------	--------------	-------	--------------	---------------------------

**Step 11:** The funds from Bob's payment are now reflected in Alice's PayPal account balance. She ships the books to her satisfied customer.

**Business Account Overview**

**Name:** Alice's Used Books (Alice Jones)  
**Email:** [alice@mystore.com](mailto:alice@mystore.com) ([Add email](#))  
**Status:** [Verified](#) (4)

**Balance:** [\\$37.00](#)  
Currently earning 5.30%\*

[View Limits](#)

# PayPal Shopping Cart Button Factory

## A step-by-step guide to implementing the PayPal Shopping Cart

With the PayPal Shopping Cart, your buyers can make a single payment when they purchase multiple items.

And it's easy to set up and use: just create a separate Add to Cart button for each item you sell, and place the automatically generated HTML code for that button on your website next to the item.

## Getting Started

1. Log in to your PayPal account at [www.paypal.com](http://www.paypal.com).
2. Click on the **Merchant Tools** tab.
3. Select the **PayPal Shopping Cart** link under the Website Payments heading to get to the Button Factory.

## Creating Your Shopping Cart Button

**Step 1:** Enter the details for the item you wish to sell.

- **Item Name/Service (required)**  
Enter the name of the item or service you wish to sell
- **Item ID/Number**  
If you have an ID or tracking number for your item, enter it here. This field will be displayed to your customers at the time of payment, and will be shown in both the buyer's and seller's transaction details on the PayPal website
- **Item Price (required)**  
Enter the price of the item you wish to sell
- **Currency (required)**  
Choose the currency in which you would like this payment to be denominated. This field will default to the currency of your primary balance

**Note:** All items added to a PayPal Shopping Cart must be denominated in a single currency, which is determined by the currency specified for the first item added to the Cart. Once one item is added to a Cart, buyers will not be allowed to add any items listed in other currencies to that Cart.

To change the currency, buyers must either Checkout and purchase the items in the first currency, or remove all existing items from the Cart and add the items of the second currency. The best option is to list all of your items in the same currency.

**Step 2:** Choose an image for your button.

If you are going to be receiving payments from your website, choose the image for the button you would like your customers to press to make their purchase. To display your own image, enter the URL of the image's location in the URL field.

If you do not have additional details to add to your button (such as sales tax, shipping, or your logo), click **Create Button Now**. Otherwise, click **Add More Options** to see the fields listed in Steps 3–12.

**Step 3:** Calculate shipping and tax.

If you have already specified shipping rates in your Profile, they will be listed under "Shipping Cost Calculation." To learn more about charging for shipping, please see *Calculating Shipping and Tax*.

If you have already specified your tax rate from your Profile, it will be listed under "Sales Tax Calculation." To learn more about charging for tax, please see *Calculating Shipping and Tax*.

**Step 4:** Add option fields to your button.

Let your customers specify information about their purchases by creating an option field. You can use option fields to specify information such as color, size, or gift wrapping. Options *must not* change the price of an item, but will let you collect additional information from your customer without extra email communication. Each Shopping Cart Button may have up to two option fields, and you may use a drop-down menu or a text box to collect the information.

Unfortunately, option fields cannot currently be used if you are creating an email hyperlink. If you would still like to send out Shopping Cart links in emails, you may try sending an HTML email, providing a link to the Shopping Cart Button (with Option fields) on your website, or asking your user to include the optional information in the "Note" field.

- **Option Field Type**  
Choose the type of option field: drop-down menu or text box. If you choose drop-down menu, you will enter the different choices. If you choose text box, your customer will enter his choice.
- **Option Name**  
Enter the name of your option. There is a 60-character limit on option names.
- **Drop-Down Menu Choices**  
If you are using a drop-down menu, enter your menu choices. There is a 30-character limit per choice, with a maximum of 10 choices. Use a carriage return (press "Enter") to separate each choice.

**Step 5:** Select a "View Cart" button.

If you are going to be receiving payments from your website, choose the image for the button you would like your customers to press when they check out and complete their purchases. To display your own image, enter the URL of the image's location in the URL field.

**Step 6:** Customize your payment pages.

### **Custom Payment Page Style**

Give your customers a seamless payment experience by customizing PayPal's payment pages to match the style of your website. If you have already added Custom Payment Page Styles in your Profile, they will be listed here. Choose the page style you would like to appear when your customer presses your Shopping Cart button. To learn more about creating page styles, please see "Custom Payment Pages" on page 23.

**Step 7:** Customize your buyer's experience.

- **Successful Payment URL**  
Enter the URL where you would like to send your customers after they have completed payment. Once your customer has completed his payment, he will see a payment confirmation page. From this page, he will press the **Continue** button and return to the Successful Payment URL you have specified. If you do not enter a Successful Payment URL, customers who click this link will be taken to a PayPal webpage.
- **Cancel Payment URL**  
Enter the URL where you would like to send your customers if they cancel their payment at any point in the PayPal Shopping Cart payment flow. If you do not enter a Cancel Payment URL, customers who click this link will be taken to a PayPal webpage.

**Step 8:** Select other options.

- **Shipping Address**  
If you would like your customers to be prompted to provide a shipping address, choose "Yes." If you choose "No", your customers will not be asked to provide a shipping address.

**Step 9:** Collect additional information from your customers.

- **Note**  
Select "Yes" if you would like your customers to be able to include a note to you with their payment. If you select "No," your customers will not be given the opportunity to include a note.
- **Note Title**  
If you are allowing your customers to include a note with their payment, you may choose a title for the note field. By including a title, you can prompt your

buyers to enter specific information (like a User ID) or special instructions. There is a 40-character limit on your note field title. If you do not enter a title, your customers will see "Special Instructions (optional)" as the note field title.

**Step 10:** Choose an email address at which to receive payment.

If you have more than one confirmed email address attached to your PayPal account, you can specify the address at which you would like to receive your email payment notifications when your customers pay you.

**Step 11:** Copy and paste the PayPal Shopping Cart code.

- a. When you have finished filling out the PayPal Shopping Cart Button Factory form, click **Continue**.
- b. Copy the code from the first text box (titled "For Webpages") by highlighting all of the text and pressing **Ctrl+C**, or by highlighting all of the text, right-clicking on your mouse, and choosing **Copy**.
- c. Open the webpage file into which you'd like to add your Shopping Cart Button.
- d. Paste the code you just copied into your webpage file wherever you would like the button to appear (typically, next to the description of the item or service) by either pressing **Ctrl+V** or by right-clicking on your mouse and choosing **Paste**.

**Tip:** Please ensure that the HTML code on your webpage exactly matches the code you copied from PayPal. Some HTML editors may add, delete, or change some characters in your code. If this is the case, change the code on your webpage to exactly match the code you copied.

Be sure that when you paste the HTML code for your button, you are pasting this information into a field that accepts HTML code. If you paste this code into a standard text field, the code will be posted on your webpage as text.

**Step 12:** Create Add to Cart buttons for all of your items.

Click **Create Another Button** to create more Add to Cart buttons following the previous Steps 1-5. Once you have created Add to Cart buttons for all of the items you are selling, proceed to Step 7.

**Step 13:** Copy the "View Cart" button HTML code.

Now that you have placed your Add to Cart buttons on your website, you will need to include the "View Cart" buttons so your customers may quickly proceed to Checkout when they are ready.

- a. Copy the code from the **Copy 'View Cart' button HTML** box by highlighting all of the text and pressing **Ctrl+C**, or by highlighting all of the text, right-clicking on your mouse, and choosing **Copy**.
- b. Open the each webpage from which you would like your customers to be able to get to their PayPal Shopping Carts.
- c. Paste the code you just copied into your webpage file where you would like your "View Cart" button to appear, by either pressing **Ctrl+V** or by right-clicking on your mouse and choosing **Paste**.

## Testing Your PayPal Shopping Cart

Now that you have the HTML code in your website or in your email, you should test it out. Click on the link in the email or press the button on your webpage. A PayPal-hosted payment page should appear with payment details you specified.

Because your PayPal user information is saved in a cookie on your computer, you will see your own PayPal username. Your customers will not see your username. Instead:

- If your customer is already a PayPal member, he will see his PayPal username here.
- If your customer is not yet a PayPal member, he will see a sign-up page. To view this from your computer, click the link that says "If you are not Bob Smith, Click Here."

You should always test your button implementation with the live PayPal system. Here's an easy way to do it:

1. Sign up for a Personal PayPal account if you don't already have one, and add a credit card to the account. This will be your "buyer" account. (Note: According to the PayPal User Agreement, you may have both one Personal and one Premier/Business account. Please do not set up any additional PayPal accounts, as this may result in your account access being limited.)
2. Make sure that your Business/Premier account is Verified. This is your "seller" account.
3. Go to your web browser and click the button you've created. Use the login and password for your buyer account to purchase the item.
4. Check the results of your button test by looking at the emails received by both accounts and by viewing the History page for each account. They should be similar to those shown in the *How It Works* section.
5. Log in to your seller account and refund the payment. (To refund a payment, go to the Transaction Details page and follow the Refund Payment link at the bottom.) The refund reverses the entire payment, including transaction fees! Remember that you only have 30 days to Refund the payment.

This testing method is free of charge and lets you complete the entire process yourself. You can also have friends or trusted clients buy test subscriptions, then refund them, if you would prefer not to open a second PayPal account.

## **How You Get Your Money**

After your customer has made his payment:

1. You will receive an email notification of the payment.
2. Your customer will receive an email receipt for the payment.
3. Your PayPal account will reflect the payment (you can view this information from your Account History or download it as part of your History transaction log).



# Calculating Shipping and Tax

## How to automatically charge shipping and tax

You can set up your PayPal account to automatically calculate and charge shipping and sales (or value added) tax.

### Getting Started

1. Log in to your PayPal account at [www.paypal.com](http://www.paypal.com).
2. Click on the **Profile** subtab of the **My Account** tab.
3. Choose either the **Sales Tax** link or the **Shipping Calculation** link in the "Selling Preferences" column.

### Sales or Value Added Tax Collection

You can charge your customers tax by choosing a Country (e.g. United Kingdom) or State (e.g. California) from the "Country" and "U.S. State" drop-down menus, and entering your Tax Rate for that state in the Tax Rate field. Click **Update Preferences** to save your changes.

**Note:** If you are entering the rate for a U.S. state, you will need to make sure the **Country** drop-down menu is set to "United States."

All of your customers who reside in the country or state you selected will automatically be charged the tax rate you chose. You can specify a different tax rate for each of the 50 U.S. states and any of the countries listed. PayPal does not automatically calculate tax rates because they can vary by city.

### Shipping Calculation

Determine whether you would like to charge your customers for shipping as a flat amount or a percentage of the total purchase amount.

#### Flat Amount

The flat amount is charged based on the subtotal of a purchase.

**Example 1: Flat Amount Shipping Calculation**

Your flat amount settings are:

\$10.00-\$49.99 = \$3.00

\$50.00-\$99.99 = \$6.00

If your customer's subtotal is \$36.50, he will be charged \$3.00 for shipping, making his total purchase \$39.50.

If your customer's subtotal is \$66.50, he will be charged \$6.00 for shipping, making his total purchase \$72.50.

Choose the Flat Amount radio button (with the \$ beneath it), and enter a flat amount for each dollar amount increment. Click **Update Preferences** to save your changes.

## Percentage

The percentage is charged based on the subtotal of a purchase.

**Example 2: Percentage Shipping Calculation**

Your percentage settings are:

\$10.00-\$49.99 = 5%

\$50.00-\$99.99 = 4%

If your customer's subtotal is \$36.50, he will be charged \$1.83 for shipping, making his total purchase \$38.33.

If your customer's subtotal is \$66.50, he will be charged \$2.66 for shipping, making his total purchase \$69.16.

Choose the Percentage radio button (with the % beneath it), and enter a percentage for each dollar amount increment. Click **Update Preferences** to save your changes.

## Overriding Your Shipping Calculation

In some cases, you may want to set a special shipping rate for an item (e.g. if the item is especially heavy and costs more to ship or if it is a service which does not require shipping charges). To charge a different shipping amount for an item, include the shipping cost in the HTML code for that Shopping Cart button (using the `shipping` and `shipping2` variables; for more information, see the table of variables in *Adding PayPal Checkout to Your 3rd-Party Shopping Cart*).

To make sure that the shipping code included in your Shopping Cart Button overrides your Profile Shipping Calculation settings:

1. Go to the "Shipping Calculations" page in your Profile.
2. Click the "Click here to allow transaction-based shipping values to override the profile shipping settings listed above (if profile settings are enabled)" check box.
3. Click **Save**.

## PayPal Account Optional

Give your customers an optimized checkout experience

With PayPal Account Optional turned on, your customers who are new to PayPal will be able to make credit card payments without signing up for a PayPal account. This setting is available from your Profile for Premier and Business accounts.

**Note:** PayPal Account Optional is currently available only to U.S. merchants for transactions generated by PayPal Website Payments Buttons. In future releases, this functionality may be added for additional countries as well.

PayPal Account Optional is turned on by default for all U.S. Premier and Business accounts. This means that your customers who already have PayPal accounts will go through the same Website Payments experience to which they're accustomed, which is shown in the "How It Works" section at the beginning of this manual.

Your new customers (or existing customers who are new to PayPal) will go through a checkout that doesn't require PayPal signup, but they will have that option available after completing the payment. Whether customers sign up for a PayPal account or not, you can set your Buy Now, Donations, and Shopping Cart Buttons to return them to your website, and you will still receive the same notification emails as in the current checkout flow.

### Turning PayPal Account Optional On or Off

1. Log in to your PayPal account at [www.paypal.com](http://www.paypal.com).
2. Click on the Profile subtab.
3. Click on the **Website Payment Preferences** link in the "Selling Preferences" column.
4. Scroll down to the "PayPal Account Optional" section of the page. Select **Yes** to turn PayPal Account optional on, or **No** to turn it off and continue using the existing Website Payments flow for all of your customers.
5. Click **Save** to save your preference.

The setting you choose for PayPal Account Optional affects all of your existing and new Buy Now, Donations, and Shopping Cart buttons for customers who are new to PayPal. Your customers who already have PayPal accounts will see no change in their checkout experience—they will log in as usual at the time of payment and complete the transaction from within the PayPal account.

**Note:** PayPal Account Optional is compatible with Custom Payment Pages (see page 25), so any new Page Styles you create will be applied to this new checkout flow as well.

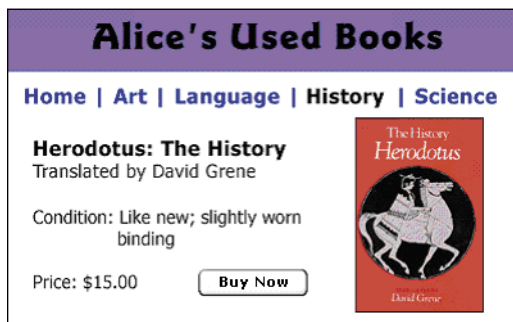
## Your Customer's Experience

If you have turned PayPal Account Optional off, the checkout experience for a customer who doesn't currently have a PayPal account will be the same as in the past: the customer will be required to sign up for a PayPal account to complete the payment, and can then be returned to your website.

If you have PayPal Account Optional turned on, the checkout experience for a customer who doesn't currently have a PayPal account will not require the PayPal account signup to complete the transaction, thus shortening the time and effort necessary on the customer's part.


## What Your Customer Sees

**Step 1:** Bob goes to Alice's website and presses the **Buy Now** button.



**Step 2:** Bob is taken to a PayPal Payment Details page which shows the details of the payment he is about to make. He is prompted to log in to his PayPal account, but he is not already a PayPal member, so he clicks on the **Click Here** button.

Alice's Used Books

Payments by 

WelcomeShippingBillingReviewDone

Payment Details

Pay To: Alice's Used Books

Payment For: Herodotus: The History

Currency: U.S. Dollars ?

Amount: \$15.00 USD

Shipping & Handling: \$2.00 USD

Secure transaction hosted by [PayPal](#).

Make a Payment

Alice's Used Books uses **PayPal** to process credit card payments. This credit card transaction will appear on your bill as "PAYPAL \*ALICESUSED".

If you don't have a PayPal account and want to pay with a credit card:

Continue Checkout

If you have a PayPal account, login now:

Email Address:

PayPal Password:

Login


[Problems logging in?](#)

[Forget your password?](#)

**Step 3:** Bob is prompted to enter the shipping information for his purchase, and to let Alice know if the shipping address he has entered is the same as the billing address on his credit card. If it is, he will go directly from this screen to step 5, Review Payment Information.

**Note:** If your Payment Receiving Preferences are set to only accept payments from customers with Confirmed addresses, then the buyer will skip over this Shipping Information screen and go directly to Billing Information in step 4.

Alice's Used Books

Payments by 

Welcome Shipping Billing Review Done

Shipping Information

Select a shipping preference and then click **Continue Checkout** below.

**Shipping:** ☐ No shipping required (online download, payment for a service, etc.)  
☒ Shipping required (book, t-shirt, etc.)  
Please ship to the address I've entered below.

Select the country for your billing and shipping addresses. Both addresses must be in the same country.

**Country:**

**First Name:**

**Last Name:**

**Address 1:**

**Address 2:**   
(optional)

**City:**

**State:**

**Zip Code:**  (5 or 9 digits)


**Country:** United States

**Billing Address:** Is the above address also your credit card billing address?  
☒ Yes  
☐ No (If no, we'll ask you for it later.)

Continue Checkout Cancel

**Step 4:** To pay for his purchase, Bob is prompted to fill in his billing information for the credit card he wishes to use for the purchase, and complete the security test. The purchase will be shipped to the shipping address he has provided.

Alice's Used Books

Payments by  [Welcome](#) [Shipping](#) **[Billing](#)** [Review](#) [Done](#)

---

### Billing Information

Please enter the following information exactly as it appears on your credit card statement and click **Continue Checkout** below. Your financial information will be kept secure. [How does PayPal keep my information safe?](#)

**Card Type:**

**Credit Card Number:**

**Expiration Date:**

**First Name:**   
(as it appears on card)

**Last Name:**   
(as it appears on card)

**Email Address** - PayPal will use your email address to send you a receipt of this transaction. Your email address will be kept private and will not be shared.

**Email Address:**

**Credit Card Billing Address** - Enter the address where you receive your credit card bills.

**Address 1:**

**Address 2:**   
(optional)

**City:**

**State:**

**Zip Code:**  (5 or 9 digits)

**Country:** United States

**Phone Number** - Enter the phone number you use for billing contact on this credit card. This information will be kept confidential, and will only be used to authorize this payment or to provide customer service. PayPal will not share your phone number.

**Home Telephone:**    [Privacy](#)

**Security Measure** - Enter the characters as they are shown in the box below. This will further increase the security of your account and the PayPal network. **This is not your password.** [Help?](#)


**YW99YEJL**

**Message to Seller (Optional)** - Enter your information in the field below.



**Step 5:** Bob is taken to a Review page containing the details of his purchase. Because Alice has activated Profile-based Shipping for all of her transactions, the Shipping amount for this purchase (\$2.00) is automatically added to Bob's purchase. He presses the "Complete Checkout" button to complete his purchase.

Alice's Used Books

Payments by 

WelcomeShippingBillingReviewDone

### Review Your Payment Information

Please review the following details to make sure they are correct. Click **Complete Checkout** to complete your payment, or click **Make Changes** if you need to edit your information. The financial information shown below will be kept confidential, and the shipping information will only be shared with the merchant, in order to complete your purchase. This credit card transaction will appear on your bill as "ALICESUSED8".

**Pay To:** Alice's Used Books  
**Payment For:** Herodotus: The History  
**Quantity:** 1  
**Currency:** U.S. Dollars ?  
**Amount:** \$15.00 USD  
**US Shipping & Handling:** \$2.00 USD  
**Total Amount:** \$17.00 USD

### My Shipping Info

**Shipping Address:** 303 Bryant St.  
Mountain View, CA 94041  
United States

[Make Changes](#)

### My Billing Info

**Credit Card:** XXXX-XXXX-XXXX-4623  
**First Name:** Bob  
**Last Name:** Buyer  
**Billing Address:** 304 Bryant St.  
Mountain View, CA 94041  
United States  
**Phone Number:** 650-464-7147


[Make Changes](#)

By clicking 'Complete Checkout', you authorize PayPal to charge the above credit card to pay for this purchase from Alice's Used Books.

[Complete Checkout](#) [Cancel](#)

**Step 6:** Bob is taken to a payment completion page where he sees his Receipt ID for this transaction, and Alice's customer service contact information. He can use both to contact Alice with any questions about his purchase.

Alice's Used Books

Payments by 

WelcomeShippingBillingReviewDone

**You Have Completed Your Transaction!**

Your purchase from Alice's Used Books is complete. It will appear on your credit card statement as "PAYPAL \*ALICESUSEDDB."

**Save the Receipt ID below**, either by writing it down or by printing out this page. PayPal has also emailed a copy of the receipt to the email address you provided - please keep it for your records. You will need this information to identify yourself if you require any customer support from PayPal or the merchant.

Receipt ID: **4235-2650-5965-9241**

Contact Information

**Business Name:** Alice's Used Books  
**Contact Email:** help@mystore.com  
**Contact Phone:** 888-888-8888

Save Your Information With PayPal

You've just made a payment with PayPal. Save your information with us, and you can shop online securely, quickly, and easily.

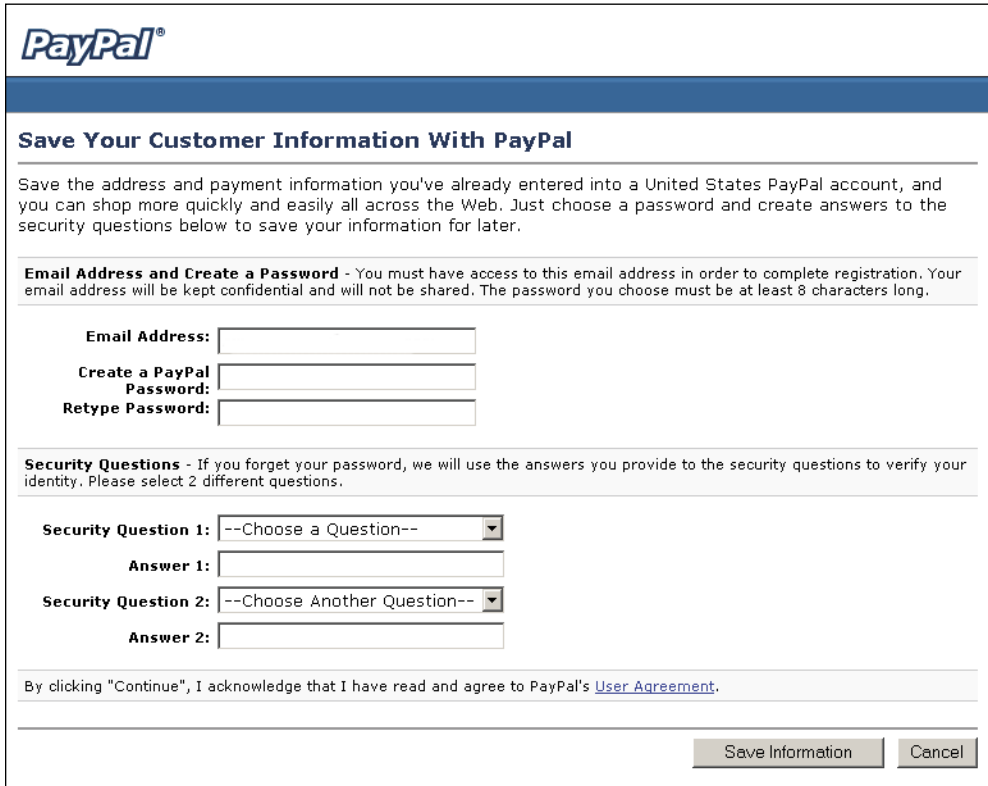
- Save time by entering your credit card information only once
- Check out more quickly at millions of websites and online auctions that accept PayPal
- Keep your credit card safe with PayPal - your financial information is never shared

Save My InfoContinue

If Bob clicks **Save My Info**, he will be taken to a page where he can enter the rest of the information needed to create a PayPal account (see step 7). The information he has already entered to complete the transaction will carry forward.

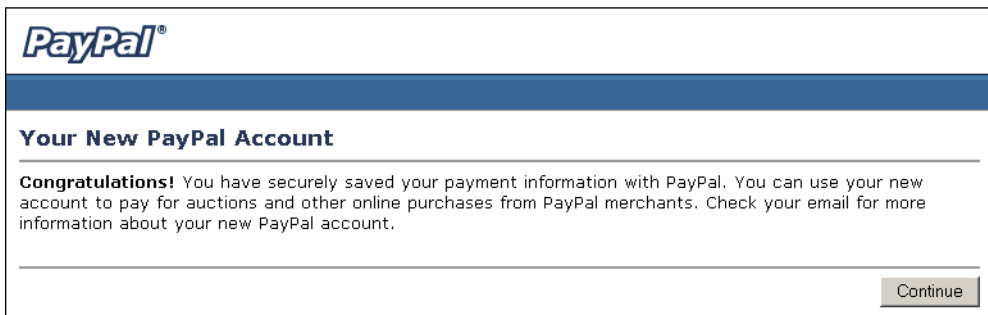
If he clicks **Continue**, he will be redirected to either Alice's site or to PayPal, depending on how she has set her return preferences for the button.

**Step 6:** If Bob clicked **Save My Info**, he is taken to a page where he can complete signup for a PayPal account. Once he has filled in the fields, he clicks **Save Information** to create the account.



The screenshot shows the PayPal registration page titled "Save Your Customer Information With PayPal". It includes a PayPal logo at the top left. The main heading is "Save Your Customer Information With PayPal". Below this, a paragraph explains that users can save their address and payment information to a United States PayPal account. A section titled "Email Address and Create a Password" states that users must have access to the email address and that the password must be at least 8 characters long. There are three input fields: "Email Address:", "Create a PayPal Password:", and "Retype Password:". Below these is a "Security Questions" section, which explains that these questions are used for identity verification and that two different questions should be selected. There are two sets of dropdown menus for "Security Question 1" and "Security Question 2", each followed by an "Answer" input field. At the bottom, a line of text states: "By clicking 'Continue', I acknowledge that I have read and agree to PayPal's [User Agreement](#)." Below this text are two buttons: "Save Information" and "Cancel".

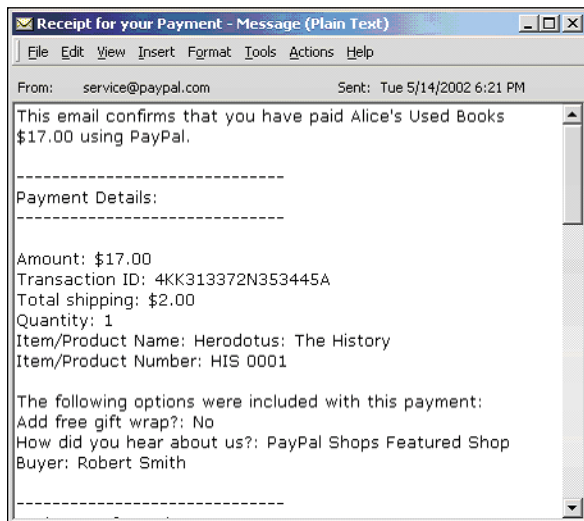
**Step 7:** Bob sees a page that confirms the creation of his account.



The screenshot shows the PayPal confirmation page titled "Your New PayPal Account". It includes a PayPal logo at the top left. The main heading is "Your New PayPal Account". Below this, a paragraph titled "Congratulations!" states that the user has securely saved their payment information and can now use their new account for auctions and other online purchases. It also advises the user to check their email for more information. At the bottom right of the page is a "Continue" button.

If he clicks **Continue**, he will be redirected to either Alice's site or to PayPal, depending on how she has set her return preferences for the button.

**Step 8:** Bob receives an email receipt for this transaction, confirming his payment and including a copy of his Payment details.



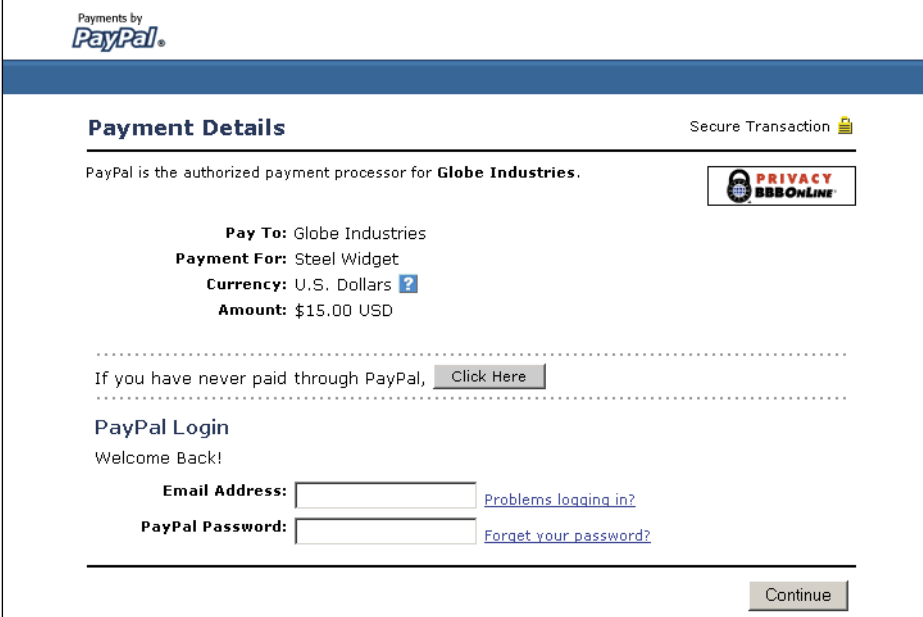
## Custom Payment Pages

### Creating and applying customized payment page styles


With our Custom Payment Pages feature, you can tailor PayPal's payment pages to the style of your website for a truly seamless payment experience. Make PayPal's payment flow yours with custom page colors and your own images. Custom Payment Pages can be used with all PayPal Website Payment buttons, including Buy Now, Donations, Shopping Cart, and Subscriptions. It is also compatible with the "PayPal Account Optional" feature and will apply your choices to the pages in that payment flow.


### Examples of Custom Payment Pages

The screen shots below demonstrate the types of customization you can add to your PayPal Website Payment buttons.


A screenshot of a standard PayPal payment page. At the top left is the "Payments by PayPal" logo. A blue header bar contains the text "Payment Details" on the left and "Secure Transaction" with a padlock icon on the right. Below the header, it states "PayPal is the authorized payment processor for **Globe Industries**." To the right is a "PRIVACY BBSOnline" logo. The payment details are listed: "Pay To: Globe Industries", "Payment For: Steel Widget", "Currency: U.S. Dollars" (with a help icon), and "Amount: \$15.00 USD". A dotted line separates this from a link that says "If you have never paid through PayPal, [Click Here](#)". Below this is the "PayPal Login" section with "Welcome Back!". It contains two input fields: "Email Address:" and "PayPal Password:". To the right of the "Email Address" field is a link "Problems logging in?". To the right of the "PayPal Password" field is a link "Forget your password?". At the bottom right is a "Continue" button.

**Figure 1: A payment page in the standard PayPal page style**


Payments by 




**Payment Details**

Secure Transaction 

PayPal is the authorized payment processor for **Globe Industries**.

 **PRIVACY**  
ONLINE

**Pay To:** Globe Industries  
**Payment For:** Steel Widget  
**Currency:** U.S. Dollars   
**Amount:** \$15.00 USD

.....

If you have never paid through PayPal, [Click Here](#)

.....

**PayPal Login**  
Welcome Back!

**Email Address:**  [Problems logging in?](#)  
**PayPal Password:**  [Forget your password?](#)

[Continue](#)

**Figure 2: The same payment page with a Custom Payment Page Style applied. This page style includes a custom header image and header border color**

Payments by

## Globe Industries

**Payment Details** Secure Transaction

PayPal is the authorized payment processor for **Globe Industries**.

**Pay To:** Globe Industries  
**Payment For:** Steel Widget  
**Currency:** U.S. Dollars   
**Amount:** \$15.00 USD  
**Shipping & Handling:** \$6.00 USD

.....  
If you have never paid through PayPal, [Click Here](#)  
.....

**PayPal Login**  
Welcome Back!

**Email Address:**  [Problems logging in?](#)  
**PayPal Password:**  [Forgot your password?](#)

[Continue](#)

**Figure 3: The same payment page with a different Custom Payment Page Style applied. This page style includes a custom header image, header border color, and background color.**

## Getting Started

1. Log in to your PayPal account at [www.paypal.com](http://www.paypal.com)
2. Click on the "Profile" sub-tab.
3. Click on the **Custom Payment Pages** link under the "Selling Preferences" heading to get to the Custom Payment Page Styles page.
4. From this page, you can Add, Edit, Preview, and Remove page styles, as well as make any page style your Primary style.

## Adding a Page Style

You may add up to 3 page styles. To add a page style:

1. Begin at the Custom Payment Page Styles page (see "Getting Started" above).
2. Click **Add**.
3. Enter your page style preferences:

**Page Style Name (required)**

Enter a name up to 30 characters in length. The name can contain letters, numbers, and the underscore mark - but no other symbols or spaces. The Page Style Name will be used to refer to the page style within your PayPal account and in the HTML code for your PayPal Website Payment buttons.

**Header Image URL (optional)**

Enter the URL for an image that is a maximum size of 750 pixels wide by 90 pixels high; larger images will be cut to this size. The image must be in a valid graphics format such as .gif, .jpg, .png, and .swf. The image will appear at the top left of the payment page.

PayPal recommends that you enter an image URL only if the image is stored on a secure (https) server. Otherwise, your customer's web browser will display a message that the payment page contains insecure items.

**Header Background Color (optional)**

Enter the background color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header is a 750 pixel wide by 90 pixel high space at the top of the payment page.

**Header Border Color (optional)**

Enter the border color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header border is a 2 pixel perimeter around the header space.

**Background Color (optional)**

Enter the background color for the payment page using HTML hex code. The color code must be six digits long and should not contain the # symbol.

4. Click **Preview** to preview your page style, or click **Save** to save it.

The next time you create a button, you will have the option to apply a page style to the payment pages associated with it. To do so, click **Add More Options** on the button creation page, and select a page style from the "Custom Payment Page Style" menu.



## Editing a Page Style

To edit a page style:

1. Begin at the Custom Payment Page Styles page (see "Getting Started" on page 27).
2. Click the radio button next to the page style you wish to edit.
3. Click **Edit**.
4. Keep or modify your page style preferences:

### **Page Style Name (required)**

Enter a name up to 30 characters in length. The name can contain letters, numbers, and the underscore mark - but no other symbols or spaces. The Page Style Name will be used to refer to the page style within your PayPal account and in the HTML code for your PayPal Website Payment buttons.

### **Header Image URL (optional)**

Enter the URL for an image that is a maximum size of 750 pixels wide by 90 pixels high; larger images will be cut to this size. The image must be in a valid graphics format such as .gif, .jpg, .png, and .swf. The image will appear at the top left of the payment page.

PayPal recommends that you enter an image URL only if the image is stored on a secure (https) server. Otherwise, your customer's web browser will display a message that the payment page contains insecure items.

### **Header Background Color (optional)**

Enter the background color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header is a 750 pixel wide by 90 pixel high space at the top of the payment page.

### **Header Border Color (optional)**

Enter the border color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header border is a 2 pixel perimeter around the header space.

### **Background Color (optional)**

Enter the background color for the payment page using HTML hex code. The color code must be six digits long and should not contain the # symbol.

5. Click **Preview** to preview your page style, or click **Save** to save it.

## Previewing a Page Style

To preview a page style:

1. Begin at the Custom Payment Page Styles page (see "Getting Started" on page 27).
2. Click the radio button next to the page style you wish to preview.
3. Click **Preview**.

You also can preview a page style when adding or editing it by clicking **Preview**.

## Making a Page Style Primary

When you make a page style Primary, it will be applied to all of your payment pages unless you specify otherwise. To learn how to apply a page style other than your Primary style, see "Overriding Page Style Setting" on page 30.

To make a page style Primary:

1. Begin at the Custom Payment Page Styles page (see "Getting Started" on page 27).
2. Click the radio button next to the page style you wish to make your Primary style.
3. Click **Make Primary**.
4. Click **Make Primary** to confirm your choice.

## Removing a Page Style

When you remove a page style, the payment pages to which the style applied will no longer be customized with those specifications. Instead, your Primary page style will be applied to those pages. If you remove your Primary page style, the PayPal page style will become Primary.

To remove a page style:

1. Begin at the Custom Payment Page Styles page (see "Getting Started" on page 27).
2. Click the radio button next to the page style you wish to remove.
3. Click **Remove**.
4. Click **Remove** to confirm your choice.

## Overriding Page Style Settings

Your Primary page style will automatically be applied to all of your payment pages unless you specify otherwise.

To apply a page style other than your Primary style, select a different one when creating your button. Just click **Add More Options** on the button creation page, and select a page style from the "Custom Payment Page Style" menu.

To change the page style for a button you have already created, you can modify the button's HTML code. replacing the value of the `page_style` variable with the Page Style Name of the style you wish to apply. The next time the button is clicked, its payment pages will appear in the new style.

## Notifications You Will Receive

### How you will be notified of payments

You can be notified of payments in these four ways: email, history transaction log, downloadable history transaction log, and (if you have activated it) Instant Payment Notification (IPN).

### Email

You will receive an email notification in the following cases:

- Successful Payment
- Pending Payment
- Cancelled Payment

If you do not want to receive payment notifications via email, go to the **Profile** subtab of the **My Account** tab and select the **Notifications** link from the left-hand menu. Find the "Payment Notifications" heading and un-check the "I received a PayPal Website Payments or Auction Logo payment" box, then click **Save**.

### History

Your transaction history log ("History") contains information about your payments. Each payment will have one of these options as its status:

- **Completed** — The transaction was successful and the money was credited to your account.
- **Cleared** — The eCheck payment has cleared the sender's account and has been credited to your account.
- **Uncleared** — The eCheck payment has not cleared the sender's account yet.

### Downloadable Logs

Log in to your PayPal account, go to the **History** subtab of the **My Account** tab and choose the **Download Log** link in the "Quick Links" menu. Choose the "All Transactions" radio button or enter the dates of the entries you want to download, choose the type of file you would like to download (Comma delimited, Tab delimited, Quicken, or QuickBooks), and click **Download History**. The downloaded file will contain a record of all of your payments.

## **Instant Payment Notification (IPN)**

To learn more about IPN, see the PayPal Instant Payment Notification Manual, available in the PayPal Developers Network section of the PayPal website.

If you have Instant Payment Notification activated, you will receive an IPN when a payment is first sent, which will state the status of the payment (Completed or Pending). If the payment was "Pending," you will receive another IPN when the payment clears, fails, or is denied.

# PayPal Shopping Cart HTML Code

## An explanation of the PayPal Shopping Cart Variables

Rather than creating a separate button for every single item you wish to sell with the PayPal Shopping Cart, you can manipulate the Add to Cart HTML code to create different Add to Cart buttons.

### Standard Add to Cart HTML Code

The code below shows the output of a generic Add to Cart button (several optional fields are shown):

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
  method="post">
  <input type="hidden" name="cmd" value="_cart">
  <input type="hidden" name="business" value="nora-alice@paypal.com">
  <input type="hidden" name="item_name" value="Baseball Hat">
  <input type="hidden" name="item_number" value="12345">
  <input type="hidden" name="amount" value="15.00">
  <input type="hidden" name="cn" value="How Did You Hear About Us?">
  <table>
    <tr>
      <td><input type="hidden" name="on0" value="Color?">Color?
      <select name="os0">
        <option value="Red">Red
        <option value="Green">Green
        <option value="Blue">Blue</select></td>
    </tr>
  </table>
  <input type="image" src="https://www.nora.paypal.com/images/x-click-
    but22.gif" border="0" name="submit" alt="Make payments with PayPal -
    it's fast, free and secure!">
  <input type="hidden" name="add" value="1">
</form>
```

**Note:** You can change the values for any of the variables, with the exception of the initial arguments:

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
  method="post">
```

This piece is required and should not be changed. Changing this argument will cause your PayPal Shopping Cart to malfunction.

## Shopping Cart Variables

The following table lists all of the available variables for a Shopping Cart Button.

Name	Status	Description
<b>Item Information</b>		
amount	Optional	The price or amount of the purchase, not including shipping, handling, or tax. If omitted, this value will be editable by the customer at the time of purchase.
item_name	Optional	Description of item (maximum 127 characters). If omitted, customer will see a field in which they have the option of entering an item name.
item_number	Optional	Pass-through variable for you track purchases. It will not be displayed to your customer, but will get passed back to you at the completion of payment (maximum 127 characters). If omitted, no variable will be passed back to you.
on0	Optional	First option field name (maximum 64 characters). If omitted, no variable will be passed back to you.
on1	Optional	Second option field name (maximum 64 characters). If omitted, no variable will be passed back to you.
os0	Optional	First set of option value(s). If this option is selected through a text box (or radio button), each value should be no more than 64 characters. If this value is entered by the customer through a text box, there is a 200-character limit. If omitted, no variable will be passed back to you. <code>on0</code> must be defined for <code>os0</code> to be recognized.
os1	Optional	Second set of option value(s). If this option is selected through a text box (or radio button), each value should be no more than 64 characters. If this value is entered by the customer through a text box, there is a 200-character limit. If omitted, no variable will be passed back to you. <code>on1</code> must be defined for <code>os1</code> to be recognized.
<b>Display Information</b>		
cn	Optional	Label that will appear above the note field (maximum 40 characters). This value is not saved and will not appear in any of your notifications. If omitted, no variable will be passed back to you.
cs	Optional	Sets the background color of your payment pages. If set to "1," the background color will be black. If omitted or set to "0," the background color will be white.

image_url	Optional	The internet URL of the 150x50-pixel image you would like to use as your logo. If omitted, the customer will see your Business name if you have a Business account, or your email address if you have premier account.
no_note	Optional	Including a note with payment. If set to "1," your customer will not be prompted to include a note. If omitted or set to "0," your customer will be prompted to include a note.
no_shipping	Optional	The buyer's shipping address. If set to "1," your customer will not be asked for a shipping address. If omitted or set to "0," your customer will be prompted to include a shipping address.
cancel_return	Optional	An internet URL where the user will be returned if payment is cancelled—for example, a URL on your site which hosts a "Payment Cancelled" page. If omitted, users will be taken to the PayPal website.
return	Optional	The internet URL where the customer will be returned after completing the payment—for example, a URL on your site that hosts a "Thank you for your payment" page. If omitted, your buyer will be taken to the PayPal website.
rm	Optional	Return URL behavior. If set to "1" and if <code>return</code> is set, upon completion of the payment the buyer will be sent back to the return URL using a GET method, and no transaction variables will be submitted. If set to "2" and if <code>return</code> is set, the buyer will be sent back to the return URL using a POST method, to which all available transaction variables will also be posted. If omitted or set to "0", GET methods will be used for all Shopping Cart transactions in which IPN is not enabled. POST methods with variables will be used for the rest.



page_style	Optional	Sets the Custom Payment Page Style for payment pages associated with this button/link. The value of page_style is the same as the Page Style Name you chose when adding or editing the page style. You can add and edit Custom Payment Page Styles from the Profile section of the My Account tab. If you would like the button/link to always reference the style you make Primary, set this variable equal to "primary." If you would like this button/link to reference the default PayPal page style, set this variable equal to "paypal." The page_style variable has a maximum length of 30 characters. Valid character set is alphanumeric ASCII lower 7-bit characters only, plus underscore. It cannot include spaces.
<b>Transaction Information</b>		
currency_code	Optional	The currency of the payment. Defines the currency in which the monetary variables (amount, shipping, shipping2, handling, tax) are denoted. Possible values are "USD" (U.S. Dollar), "EUR" (Euro), "GBP" (Pound Sterling), "CAD" (Canadian Dollar), "JPY" (Yen). If omitted, all monetary fields will be interpreted as U.S. Dollars.
custom	Optional	Pass-through variable that will never be presented to your customer. If omitted, no variable will be passed back to you. 256-character limit.
handling	Optional	The cost of handling. This is not quantity-specific. The same handling will be charged regardless of the number of items purchased. If omitted, no handling charges will be assessed.
handling_cart	Optional	Single handling fee to be charged cart-wide. If handling_cart is used in multiple Add to Cart buttons, the handling_cart value of the first item will be used.
invoice	Optional	Pass-through variable that will never be presented to your customer. If omitted, no variable will be passed back to you. 256-character limit.
shipping	Optional	The cost of shipping this item if you have enabled item-specific shipping costs. If shipping is used and shipping2 is not defined, this flat amount will be charged regardless of the quantity of items purchased. If you are using item-based shipping, make sure the override check box is checked in your Profile. If omitted, and your Profile-based shipping is enabled, your customer will be charged the amount or percentage defined in your Profile.

shipping2	Optional	The cost of shipping each additional item. If omitted, and your Profile-based shipping is enabled, your customer will be charged the amount or percentage defined in your Profile.
tax	Optional	Transaction-based tax override variable. Set this to a flat tax amount you would like to apply to the transaction regardless of the buyer's location. If present, this value overrides any tax settings that may be set in your Profile. If omitted, Profile tax settings (if any) will apply.

**Note:** If you would like to remove the values for a variable (i.e., to leave the amount blank for your customer to define), you should remove the entire variable, not just the value. For example, you should remove this entire line from the code:

```
<input type="hidden" name="amount" value="5.95">
```

rather than just the value of "5.95."

## Pre-Populate Your Customer's PayPal Sign-Up

Improve your customer experience by pre-populating the PayPal payment pages

If you have already collected your customer's information, you can pass this information to PayPal to pre-populate the first page of a new customer's sign-up. The fields and parameters are listed below. You can pass all or none of this data. While your customer's sign-up page will be pre-populated, it will still be editable.

To pass this information to the PayPal payment pages, post the variable name and the associated data to PayPal in the HTML in the form of "variable name = value." You will also need to change your cmd value to "\_ext-enter" and add a new variable, "redirect\_cmd," whose value should be "\_xclick." Please see the sample code below for an example.

Variable	Value	Requirements
first_name	First name	Alpha characters only. Maximum length = 32.
last_name	Last name	Alpha characters only. Maximum length = 64 .
address1	Street (1 of 2 fields)	Alpha-Numeric characters only. Maximum length = 100.
address2	Street (2 of 2 fields)	Alpha-Numeric characters only. Maximum length = 100.
city	City	Alpha characters only. Maximum length = 100 .
state	State	Must be 2 character official abbreviation.
zip	Zip	Numeric characters only. Maximum length = 32.
night_phone_a	Home phone (1 of 3 fields)	Numeric characters only. Maximum length = 3.
night_phone_b	Home phone (2 of 3 fields)	Numeric characters only. Maximum length = 3.
night_phone_c	Home phone (3 of 3 fields)	Numeric characters only. Maximum length = 3.
day_phone_a	Work phone (1 of 3 fields)	Numeric characters only. Maximum length = 3.
day_phone_b	Work phone (2 of 3 fields)	Numeric characters only. Maximum length = 3.
day_phone_c	Work phone (3 of 3 fields)	Numeric characters only. Maximum length = 3.

## Sample Code

The following sample HTML code shows how the optional pre-population fields would be included in your payment buttons. The field entries would need to be dynamically generated by your website and included in the URL to which your customers are sent when they try to make a PayPal payment.

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
  method="post">
  <input type="hidden" name="cmd" value="_cart">
  <input type="hidden" name="business" value="nora@paypal.com">
  <input type="hidden" name="item_name" value="baseball hat">
  <input type="hidden" name="item_number" value="12345">
  <input type="hidden" name="amount" value="15.00">
  <input type="hidden" name="first_name" value="John">
  <input type="hidden" name="last_name" value="Doe">
  <input type="hidden" name="address1" value="9 Elm Street">
  <input type="hidden" name="address2" value="Apt 5">
  <input type="hidden" name="city" value="Berwyn">
  <input type="hidden" name="state" value="PA">
  <input type="hidden" name="zip" value="19312">
  <input type="hidden" name="night_phone_a" value="610">
  <input type="hidden" name="night_phone_b" value="555">
  <input type="hidden" name="night_phone_c" value="1234">
  <input type="hidden" name="day_phone_a" value="610">
  <input type="hidden" name="day_phone_b" value="555">
  <input type="hidden" name="day_phone_c" value="1222">
  <input type="hidden" name="cn" value="How Did You Hear About Us?">
  <table>
    <tr>
      <td><input type="hidden" name="on0" value="Color?">Color?
        <select name="os0">
          <option value="Red">Red
          <option value="Green">Green
          <option value="Blue">Blue</select></td>
    </tr>
  </table>
  <input type="image" src="https://www.nora.paypal.com/images/x-click-
    but22.gif" border="0" name="submit" alt="Make payments with PayPal -
    it's fast, free and secure!">
  <input type="hidden" name="add" value="1">
</form>
```

## Adding PayPal Checkout to Your 3<sup>rd</sup>-Party Shopping Cart

Some web developers may wish to integrate PayPal payment processing with their own 3<sup>rd</sup>-party shopping cart instead of the standard PayPal Shopping Cart. Please use the instructions below to allow your buyers to pay with PayPal when they are ready to check out after adding all of their items to your 3<sup>rd</sup>-party shopping cart.

There are now two ways to integrate your 3<sup>rd</sup>-party shopping cart with the PayPal payment flow. The first is to pass in the aggregate amount of the Cart payment, rather than of the individual items. The second is to pass details of the items that have been selected to PayPal, instead of an aggregated amount for the entire Cart.

**Note:** Posting the necessary variables to PayPal as described below will probably require you to implement some scripting on your website.

### Passing the Aggregate Cart Amount to PayPal

If you wish, you may aggregate your entire shopping cart and pass the total amount into PayPal's Buy Now code (that is, you will need to post a single name for the entire cart and the total price of the cart's contents as though it were a purchase of a single item).

One drawback of this method is that your buyers will not be able to see the individual items appearing in their carts. In addition, you cannot change our variable names, nor can you add your own variable names.

### Required Variables

The code for your PayPal post requires the following three hidden variables and an image as the form submit:

Name	Description
business	Email address on your PayPal account.
item_name	Name of the item (or a name for the Shopping Cart).
amount	Price of the item (the total price of all items in the Shopping Cart).
image	The image for the button your buyer will press to initiate the PayPal payment process. You can substitute your own image by replacing the src with the URL of your image.

This means that the minimum required code for your post to PayPal will look like this:

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_xclick">
<input type="hidden" name="business" value="you@youremail.com">
<input type="hidden" name="item_name" value="Item Name">
<input type="hidden" name="amount" value="0.00">
<input type="image" src="http://images.paypal.com/images/x-click-
    but01.gif" name="submit" alt="Make payments with PayPal - it's fast,
    free and secure!">
</form>
```

## Additional Variables

PayPal offers additional variables to customize your form post. All of the available variables are listed below (variable names must be in lower case).

Name	Description
business	Email address on your PayPal account.
quantity	Number of items. This will multiply <code>amount</code> if greater than one.
item_name	Name of the item (or a name for the Shopping Cart). Must be alpha-numeric, with a 127 character limit.
item_number	Optional pass-through variable for you to track payments. Must be alpha-numeric, with a 127-character limit.
amount	Price of the item (the total price of all items in the Shopping Cart).
shipping	The cost of shipping the item.
shipping2	The cost of shipping each additional item.
handling	The cost of handling.
handling_cart	Optional single handling fee to be charged cart-wide. If the <code>handling</code> variable is used in multiple Add to Cart buttons, the <code>handling_cart</code> value of the first item will be used.
tax	Transaction-based tax value. If present, the value passed here will override any profile tax settings you may have (regardless of the buyer's location)
no_shipping	Shipping address. If set to "1," your customer will not be asked for a shipping address. This is optional; if omitted or set to "0," your customer will be prompted to include a shipping address
cn	Optional label that will appear above the note field (maximum 40 characters)
no_note	Including a note with payment. If set to "1," your customer will not be prompted to include a note. This is optional; if omitted or set to "0," your customer will be prompted to include a note
on0	First option field name. 64-character limit
os0	First set of option value(s). 200-character limit. <code>on0</code> must be defined for <code>os0</code> to be recognized
on1	Second option field name. 64-character limit
os1	Second set of option value(s). 200-character limit. <code>on1</code> must be defined for <code>os1</code> to be recognized
custom	Optional pass-through variable that will never be presented to your customer. Can be used to track inventory. 256-character limit

invoice	Optional pass-through variable that will never be presented to your customer. Can be used to track invoice numbers. 256-character limit
notify_url	Only used with IPN. An internet URL where IPN form posts will be sent
return	An internet URL where your customer will be returned after completing payment
cancel_return	An internet URL where your customer will be returned after cancelling payment
image_url	The internet URL of the 150 by 50 pixel image you would like to use as your logo
currency_code	Defines the currency in which the monetary variables (amount, shipping, shipping2, handling, tax) are denoted. Possible values are "USD", "EUR", "GBP", "CAD", "JPY". If omitted, all monetary fields will be interpreted as U.S. Dollars
cs	Sets the background color of your payment pages. If set to "1," the background color will be black. This is optional; if omitted or set to "0," the background color will be white
image	The image for the button your buyer will press to initiate the PayPal payment process. You can substitute your own image by replacing the src with the URL of your image
lc	Sets the default country and associated language for the login or signup page that your customers see when they click your button. If this variable is absent, the default will be set from the user's cookie, or will be set to the U.S. if there is no cookie. Can be set to any of the countries currently available on PayPal.



## Extended Variables

PayPal allows you to post extended variables if you change this "cmd" input:

```
<input type="hidden" name="cmd" value="_xclick">
```

to:

```
<input type="hidden" name="cmd" value="_ext-enter">  
<input type="hidden" name="redirect_cmd" value="_xclick">
```

By making the above change to the "cmd" input, you can also use the variables below:

Name	Description
email	Customer's email address
first_name	Customer's first name. Must be alpha-numeric, with a 32-character limit
last_name	Customer's last name. Must be alpha-numeric, with a 64-character limit
address1	First line of customer's address. Must be alpha-numeric, with a 100-character limit
address2	Second line of customer's address. Must be alpha-numeric, with a 100-character limit
city	City of customer's address. Must be alpha-numeric, with a 100-character limit
state	State of customer's address. Must be official 2-letter abbreviation
zip	Zip code of customer's address. Numeric characters only, with a 32 character limit
night_phone_a	Area code of customer's night telephone number
night_phone_b	First three digits of customer's night telephone number
night_phone_c	Last four digits of customer's night telephone number
day_phone_a	Area code of customer's day telephone number
day_phone_b	First three digits of customer's day telephone number
day_phone_c	Last four digits of customer's day telephone number

**Note:** To specify shipping & handling amounts that differ from the default shipping amounts set in your Profile, please go to your Profile, edit your Shipping Calculations, and click the "Allow transaction-based shipping override" checkbox.

## Passing Individual Items to PayPal

If your 3rd-party shopping cart can be configured to pass individual items to PayPal, information about the items will be included in the buyer's and seller's History logs and notifications. To include information about the items, you will post HTML form elements to a new version of PayPal's Shopping Cart flow. This process is much like the one described in *Passing Aggregate Cart Amount to PayPal*, with the following exceptions:

1. Set the `cmd` variable to `"_cart"`.

2. Replace this required HTML line:

```
<input type="hidden" name="cmd" value="_xclick">
```

with

```
<input type="hidden" name="cmd" value="_cart">
```

3. Add a new variable called `"upload"` by adding the following line between the `<form>` and `</form>` tags:

```
<input type="hidden" name="upload" value="1">
```

4. Define item details

For each of the following item-specific parameters, define a new set of values that correspond to each item that was purchased via your 3rd-party cart. Append `"_x"` to the variable name, where `x` is the item number, starting with 1 and increasing by one for each item that is added.

Name	Description
item_name_x	(Required for item #x) Name of item #x in the cart. Must be alpha-numeric, with a 127-character limit
item_number_x	Optional pass-through variable associated with item #x in the cart. Must be alpha-numeric, with a 127-character limit
amount_x	(Required for item #x) Price of the item #x
quantity_x	(Required for item #x) Quantity of the item #x
shipping_x	The cost of shipping the first piece (quantity of 1) of item #x
shipping2_x	The cost of shipping each additional piece (quantity of 2 or above) of item #x
handling_x	The cost of handling for item #x
on0_x	First option field name for item #x. 64-character limit
os0_x	First set of option value(s) for item #x. 200-character limit. on0_x must be defined for os0_x to be recognized
on1_x	Second option field name for item #x. 64-character limit
os1_x	Second set of option value(s) for item #x. 200-character limit. on1_x must be defined for os1_x to be recognized

5. Repeat for each item included in cart.

Include a set of required variables and any optional variables from the table above for each item included in your buyer's cart. The first item included in the cart should be defined with parameters ending in "\_1", such as "item\_name\_1", "amount\_1", etc. Similarly, the second item should be denoted with variables like "item\_name\_2", "amount\_2", etc. Note: the "\_x" values must increment by one continuously in order to be recognized. If you skip from item #1 to item #3 without defining an item #2, the third item will be ignored

**To specify currency:** All monetary variables (amount, shipping, shipping2, handling, tax) will be interpreted in the currency designated by the `currency_code` variable that is posted with the payment. Since it is not item-specific, there is no need to append a "\_x" to the variable name. If no `currency_code` variable is posted, we will assume that all monetary values are in U.S. Dollars.