

## Getting More from Your Cloud Shop

### Using ePages V6

#### PayPal – Payment Methods

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## Introduction

Cash is king! In the world of online business, however, this golden rule does not hold true. Indeed, you must offer a selection of payment methods customised for your customers. Is your clientele relatively young? If so, they probably do not own credit cards. Will you focus on customers in just Australia? Boost the conversion rate in your shop considerably by offering payment via invoice—though you must be prepared for an increase in non-payments.

Offering the right payment methods can help your online business succeed where others fail. You should therefore carefully analyse the market and choose the system which best meets your needs and those of your customers. Your ePages shop aids you with preconfigured links to a wealth of payment providers.

You will find them in the **Settings menu >> Payment**.

## Finding the Payment Methods

The screenshot shows the 'Settings for payment' page with the 'Payment methods' tab selected. A dropdown menu is open, listing various payment providers. 'PayPal Express Checkout' is highlighted with a red box. Below the dropdown is a table of existing payment providers.

Provider	Name in shop	Default	Sort order
<input type="checkbox"/> System standard	Australian Payments	<input checked="" type="radio"/>	10
<input type="checkbox"/> System standard	UK Payments	<input type="radio"/>	20
<input type="checkbox"/> eWAY	eWAY	<input type="radio"/>	30
<input type="checkbox"/> (New entry)		<input type="radio"/>	9999

Here, you will find payment methods whereby you are responsible for billing customers; methods include payment via bill, cash on delivery, pre-payment and manual credit-card payment. You can simplify matters, though, by having PayPal process your payment transactions. Once you have registered with them, you can offer numerous payment methods in one go—such as various credit cards or PayPal account.

Thanks to your shop's integration, orders which have been paid for will be marked automatically in your back office. You then simply have to ship the order. To link your shop, you must register it with a payment provider. The registration process varies little among providers and always follows the same general pattern. Using the provider Moneybookers as an example, we will show you how to set up payments.

In the “Settings / Delivery and payment” menu, add the payment provider ‘PayPal Express Checkout’ from the drop down list. After you save, click on “Save”. If a corresponding entry is already in the overview list, you can begin registering.

## Creating the PayPal Express Checkout payment method

Provider	Payment method	Name in shop	Default	Sort order
<input type="checkbox"/> System standard	Australian Payments	Australian Payments	<input checked="" type="radio"/>	10
<input type="checkbox"/> System standard	UK Payments	UK Payments	<input type="radio"/>	20
<input type="checkbox"/> eWAY	eWAY	eWAY	<input type="radio"/>	30
<input type="checkbox"/> +	PayPal Express Checkout	PayPal Express Checkou		9999

After you save then PayPal will appear in the list and you are prompted to 'Complete it' meaning to add your specific account details.

Provider	Payment method	Name in shop	Default	Sort order
<input type="checkbox"/> System standard	Australian Payments	Australian Payments	<input checked="" type="radio"/>	10
<input type="checkbox"/> System standard	UK Payments	UK Payments	<input type="radio"/>	20
<input type="checkbox"/> eWAY	eWAY	eWAY	<input type="radio"/>	30
<input type="checkbox"/> PayPal	PayPal Express Checkout <span>⚠ Complete it</span>	Express Checkout	<input type="radio"/>	40
<input type="checkbox"/> +	(Select entry)			9999

By clicking on the 'PayPal Express Checkout' link you will open the payment method to update the stings.

For every payment provider, your ePages shop provides you an appropriate link to register a corresponding merchant's account. After you register, you will receive different registration data from different providers. Registration data might consist of a customer API account credentials.

## General Tab

Start Orders Customers Products Content / Categories Booking system Design Marketing **Settings** Help

Payment methods + PayPal Express Checkout

General Settings Customer groups

**Caution**  
The payment method cannot be made visible because the settings are incomplete. ▶ [Complete it](#)

ID \*

Type PayPal Express Checkout

Visible  Yes  No **1.**

Default  Yes  No **2.**

Deferred payment available  Yes  No (is not supported for payment methods of this type.)

Availability restriction  
 Minimum order value  \$    Maximum order value  \$

Discount \*  % **3.**

Order creation occurs  
 before payment (recommended) **4.**  
This enables you to have access to all order data even if the payment results in errors.  
 after payment  
The order is only created if the payment is successful.

Allow usage for the following billing addresses  **5.**

English  
 Name in shop  **7.**

Comment

**6.**

1. The payment method must be set to visible before it can be used
2. You can make the payment method a default for customers in the store
3. You can offer a discount for using PayPal or if a negative it will add as a fee.
4. The order can be created before or after payment and we recommend before if using PayPal Express Checkout but ensure that payment arrives in your PayPal account before processing the order.
5. If you sell to multiple countries then you can make a payment method specific to a country.
6. You can add a comment which will appear to the customer in the shopping basket.
7. You can change the name seen by the customer in the shopping basket.

## Settings Tab

Start Orders Customers Products Content / Categories Booking system Design Marketing **Settings** Help

Payment methods - PayPal Express Checkout

General **Settings** Customer groups

**This is how you enable your customers to pay using PayPal Express Checkout:**

[Video tutorial](#)

1. Open a free PayPal account. [Open free PayPal account](#)
2. Request your access data from PayPal. [Now request your access data](#)
3. Enter your access data into the fields below. **Click "Save"**.
4. Set the payment method on the "General" tab to "Visible" to enable your customers to pay using PayPal Express Checkout in the shop. When this payment method is selected in the shopping basket, the PayPal Express Checkout order step is added.
5. Add the "PayPal logo (PayPal Express)" page element to your shop design. [Insert page element now](#)

[Open free PayPal account](#) [Additional information about PayPal](#)

Access data for PayPal API (API Signature)

API User name \*

API password \*

Signature \*

Operational mode **6.**

Display PayPal Express button in the shopping basket  Yes  No **2.**

Allow PayPal Guest Checkout  Yes  No **3.**

Match the order steps at PayPal to your shop's design

Header image URL

Example: <http://epctest.ecomerccloud.com/WebRoot/Store/Shops/peter/MediaGallery/header.jpg>  
(Maximum image size: 750 x 90 px, Maximum URL length: 127 Characters)

**5.**

1. You need to add all the correct API Signature information that you get from your PayPal account. Instructions to get the correct information are available at the top of this tab with links to PayPal.
2. You can select to show the PayPal Express Checkout button in the shopping basket. If 'NO' is selected it will default to PayPal Standard.
3. You can allow your customers to checkout without a PayPal account.
4. You can add a graphic header that will appear on your PayPal payment page for your customers.
5. Once all is completed and 'Saved' then you can test the credentials are correct with PayPal.
6. Once everything is setup correctly then set the payment method to 'Live' and 'Save'.

## Customer Groups Tab

You can add specific customer groups that are authorised to use this payment method. If no groups are selected then all groups and all customers can use this payment method.

The screenshot shows the merchant back office interface. At the top, there is a navigation menu with items: Start, Orders, Customers, Products, Content / Categories, Booking system, Design, Marketing, Settings, and Help. Below this, the page title is 'Payment methods + PayPal Express Checkout'. There are three tabs: 'General', 'Settings', and 'Customer groups', with 'Customer groups' being the active tab. A message box states: 'All customers can use this payment method. To restrict usage to specific customer groups, add these to the list of authorised customer groups.' Below this is a section titled 'Authorised customer groups' with a plus icon and a dropdown menu. The dropdown menu is open, showing options: '(Select entry)', '(Select entry)', 'New customer', 'Regular customer', and 'hidden'. A 'Save' button is visible to the left of the dropdown. At the bottom, there is a 'Related topics' section with a link to 'Customer groups' and a sub-heading: 'Create customer groups to restrict the use of this payment method to these groups.'

Here are four pieces of advice for a smooth set-up:

- In your merchant back office, make sure that you correctly enter all registration data for your payment provider. Sometimes, a payment provider's string of data is longer than the visible output field. In this instance, double-check that you have indeed transferred all data with all parameters.
- Due to case sensitivity, make sure you use upper-case letters and lower-case letters as appropriate.
- Make sure that you do not confuse the "User name" and "Password" login fields.
- Check your merchant's account with the payment provider to verify that the payment method you had selected in your shop has, in fact, been activated.

To conduct a live test, your ePages online shop must be "open" and the payment method must be set to visible. Activate the payment method under "General settings". To switch your shop to live mode, click on the "Settings" menu and select "General settings". Under the "Status" tab, you will see the "Status" submenu item. You can activate your shop here. But keep in mind that anybody can now access your shop!