



A hands-on guide to using  
and understanding the  
PayPal Shopping Cart

# The PayPal Shopping Cart Manual

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## **Introduction to the PayPal Shopping Cart**

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

Put a Shopping Cart on your website!

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 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

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

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

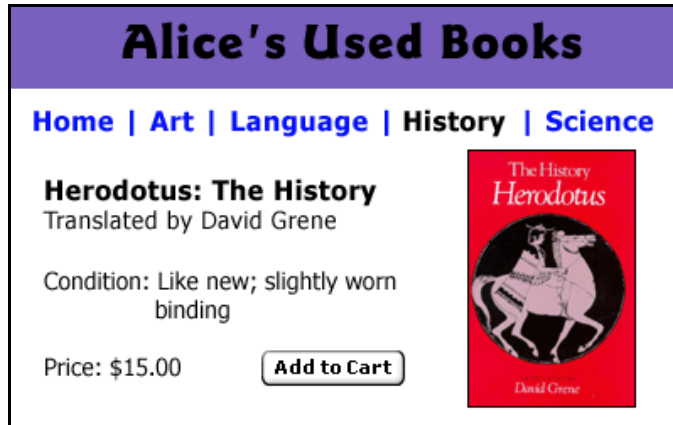
## How it Works

### A visual tour of PayPal's Shopping Cart

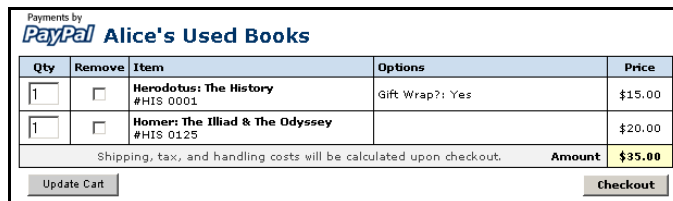
Bob, who is new to PayPal, is going to purchase several books from Alice's website.

### What Your Customer Sees

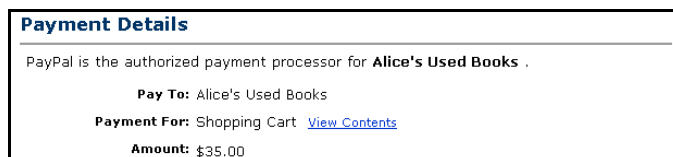
Step 1: Bob goes to Alice's website and presses the "Add to Cart" button. When he has chosen all of the books he wants, he presses the "View Cart" button.



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.

**PayPal Login**  
Welcome, Robert Smith!

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

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


If you have never paid through PayPal,

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.


**Enter Your Credit Card Information**  
This payment will be processed by PayPal. Your information will be kept [secure and private](#).

**First Name:**

**Last Name:**

**Credit Card Number:**  

**Expiration Date:**

**Card Verification Number:**   (On the back of your card, locate the final 3 digit number) [Help finding Card Verification Number](#) | [Using Amex?](#)

Billing Address (where you receive your credit card bills)

**Street:**

**City:**

**State:**

**Zip:**  U.S.A. [Outside the U.S.?](#)  
(5 or 9 digits)

**Telephone:**    [Kept Private](#)

Please check that you have entered your correct email address. You can use this email address and password to log in to PayPal the next time you would like to make a payment.

**Email Address:**

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

**Create PayPal Password:**

**Confirm PayPal Password:**

Step 6: Bob is taken to a Confirmation page containing the details of his payment. Because Alice has activated her Shipping Preference, 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.

**Payment Details**

---

**Pay To:** Alice's Used Books  
**User Status:** [Verified Business Member \(4\)](#)  
**Payment For:** Leukemia & Lymphoma Society  
**Quantity:** 1  
**Amount:** \$15.00

**Shipping & Handling:** \$2.00  
**Total Amount:** \$17.00

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**Source of Funds**  
**Instant Transfer:** \$17.00 from wells fargo XXXXXX3052  
**Back Up Funding Source:** Visa XXXX-XXXX-XXXX-4064  
[More Funding Options](#)

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**Shipping Information**  
 **Ship to** 10245 SW Arborcrest Way, Portland, OR 97225, USA (Confirmed) [Add](#)  
 **No shipping address required**

---

**How did you hear about us?**  
Note: Information entered in this box may be sent to the recipient in an unencrypted email.

**To learn more about Shipping Preferences, see page 14.**

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**

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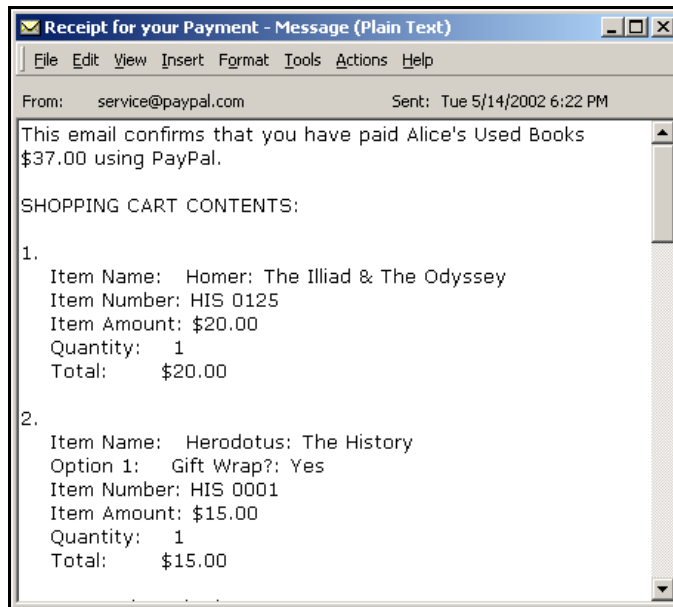
**Payment Information**  
A payment of \$37.00 has been sent to Alice's Used Books.  
You will receive an email receipt for this transaction shortly.  
For details on your transaction, please contact Alice's Used Books.

**Item Name:** Shopping Cart  
**Shipping & Handling:** \$2.00  
**Amount:** \$35.00  
**Total Amount:** \$37.00

---

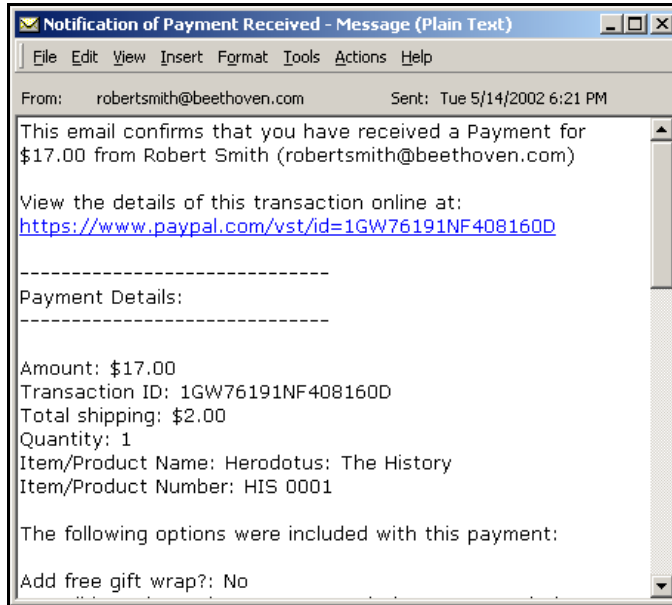
**Contact Information**  
**Business Name:** Alice's Used Books  
**Contact Email:** [help@mystore.com](mailto:help@mystore.com)  
**Contact Phone:** 888-888-8888

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



## 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 for that button on your website next to the item.

### Getting Started:

- Login to your PayPal account at [www.paypal.com](http://www.paypal.com)
- Click on the "Sell" tab
- Select the "Single Item Purchases" link under the "Sell on a Website" heading to get to the Button Factory

## 1. Enter the details for the item you wish to sell

### Item Name/Service

*Required field*

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 not be displayed to your customers at the time of payment, but will be shown in both the buyers' and sellers' transaction details on the PayPal website.

### Item Price

*Required field*

Enter the price of the item you wish to sell.

### Currency

*Required field*

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 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.)

## 2. Choose an image for your “Add to 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 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**.

## 3. Shipping and Sales Tax

### Shipping Cost Calculation

If you have already specified shipping rates in your Profile, they will be listed here. To learn more about charging for shipping, please see “Calculating Shipping and Sales Tax” on page 14.

### Sales Tax Calculation

If you have already specified your sales tax rate from your Profile, it will be listed here. To learn more about charging for sales tax, please see “Calculating Shipping and Sales Tax” on page 14.

## 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 let you collect additional information from your customer without extra email communication. Each Single Item Purchase button may have up to two option fields, and you may use a drop-down menu or 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 Single Item Purchase links in emails, you may try sending an HTML email, providing a link to the Single Item Purchase 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.

## 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 to check out and complete their purchase. To display your own image, enter the URL of the image's location in the URL field.

## 6. Customize Your Payment Pages

**Add Your Logo**

Customize the look of your PayPal payment pages by adding your logo. This image, which must be **150 x 50 pixels** in size, will appear in the upper left-hand corner of the page when your customer presses your Shopping Cart button.

If your image is hosted on a secure server (if the URL begins with "https:"), select the "https:" radio button. If your image is hosted on a non-secure server (if the URL begins with "http:"), select the "http:" radio button. We recommend hosting your image on a secure server, which will improve the performance of the PayPal payment pages.

If you leave this field blank, your Company Name (if you have a Business account) or your email address (if you have a Premier account) will appear in large font in the upper right-hand corner of your payment pages, and PayPal's logo will appear in the upper left.

**Choose the Background Color**

Customize the look of your PayPal payment pages by changing the background color. The pages can have either a white (default) or a black background. Just select the radio button next to your background color of choice.

## 7. Customize Your Buyers' 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 web page.

### Cancel Payment URL

Enter the URL where you would like to send your customers if they cancel their payment at any point in the Shopping Cart payment flow. If you do not enter a Cancel Payment URL, customers who click this link will be taken to a PayPal web page.

## 8. 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.

## 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.

## 10. Choose an email address 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.

## 11. Copy and Paste the Shopping Cart code

When you have finished filling out the Shopping Cart Button Factory form, press the "Continue" button.

Copy the code from the first text box (titled "For Web Pages") by highlighting all of the text and pressing Ctrl+C or by right-clicking on your mouse and choosing Copy.

In your website files, open the code for the web page from which you wish to collect payment.

Paste the code you just copied into your web page 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 selecting the paste option.

### HTML Tips:

Please ensure that the HTML code on your web page 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 web page 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 web page as text.

For more tips on placing your Add to Cart button on your web page, please see the FAQ on page 23, or see the Help section of your web page editor.

## 10. Create "Add to Cart" buttons for all of your items

Press the button titled "Create Another Button" to create more "Add to Cart" buttons following steps 1-5 above. Once you have created "Add to Cart" buttons for all of the items you are selling, proceed to Step 7.

## 11. Copy the "View Cart" button HTML:

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.

Copy the code from the “Copy ‘View Cart’ button HTML” box by highlighting all of the text and pressing Ctrl+C or by right-clicking on your mouse and choosing Copy.

In your website files, open the code for each web page from which you would like your customers to be able to get to their Shopping Carts.

Paste the code you just copied into your web page file where you would like your ‘View Cart’ button to appear by either pressing Ctrl+V or by right-clicking on your mouse and selecting the paste option.

## 12. Testing your Shopping Cart

Now that you have the HTML code in your website, you should test it out. Use your “Add to Cart” buttons to add some items to your cart, then press the “View Cart” button.

Because your PayPal user information is saved in a cookie<sup>1</sup> 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 signup page. To view this from your computer, click the link that says “If you are not Bob Smith, [Click Here](#)”

Remember: you will not be able to test the full payment flow, as the PayPal system does not permit you to make a payment to yourself. To view a sample payment flow, see “How it Works” on page 3.

## 13. How You Get Your Money

After your customer has made his payment:

1. You will receive an email notification of the payment.

**Learn more  
about payment-  
related  
notifications on  
page 16.**

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<sup>1</sup> Cookie: A cookie is information that a website puts on your hard disk so that it can remember something about you when you visit the website later. For more information, see “What Is a Cookie” in the FAQ section at the end of this manual.

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 Sales Tax

## How to automatically charge shipping and sales tax

You can set up your PayPal account to automatically calculate and charge shipping and sales tax.

### Getting Started:

- Login to your PayPal account at [www.paypal.com](http://www.paypal.com)
- Click on the "Profile" subtab of the "My Account" tab
- Choose either 'Sales Tax Collection' or 'Shipping Calculation' in the 'Selling Preferences' column

### Sales Tax Collection

You can charge your in-state customers sales tax by choosing your State (e.g. California) from the drop down menu and entering your Tax Rate in the Tax Rate field. Press the "Update Preferences" button to save your changes.

All of your customers who reside in the state you selected will automatically be charged the sales tax rate you chose. PayPal does not automatically calculate sales 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. Press the "Update Preferences" button to save your changes.

### Percentage

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

#### Example 1: 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. Press the "Update Preferences" button to save your changes.

## Overriding Your Shipping Calculation

Even if you are using your Profile based shipping and sales tax settings, you may want to set a special shipping or tax rate for some of your items (e.g. if the item is especially heavy and costs more to ship, if it is a service which does not require shipping charges, or if it is a product that does not require sales tax).

The instructions below will tell you how to adjust the code of your Add to Cart button to override the shipping or tax settings in your Profile.

Note: Manipulating your Add to Cart button takes some familiarity with HTML. If you are not comfortable editing your HTML code by hand, please create new buttons via the Shopping Cart Button Factory.

The current HTML code for your Add to Cart button should look similar to this:

```
<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="me@mybiz.com">
```

```
<input type="hidden" name="item_name" value="Baseball Cap"
<input type="hidden" name="item_number" value="12345">
<input type="hidden" name="amount" value="15.00">
<input type="image" src="https://www.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>
```

The instructions below will show you what lines need to be added to your Add to Cart button code.

### Adding a Shipping Override

You will need to add two lines for your shipping override. The first line is the cost to ship the first item. The second line is the cost to ship each additional item.

1. Copy and paste the following code into your Add to Cart code between the `<form>` tags:

```
<input type="hidden" name="shipping" value="0.00">
<input type="hidden" name="shipping_extra" value="2.00">
```

2. Replace the "shipping" value number in the first line above with the price to ship the first item. (By making the value 0.00, you could run a free shipping promotion on an item.)

3. Replace the "shipping\_extra" value number in the first line above with the price to ship each additional item.

4. The final code for your Add to Cart button (with the two new lines added) should look something like this:

```
<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="me@mybiz.com">
<input type="hidden" name="item_name" value="Baseball Cap"
<input type="hidden" name="item_number" value="12345">
<input type="hidden" name="amount" value="15.00">
<input type="hidden" name="shipping" value="0.00">
<input type="hidden" name="shipping_extra" value="2.00">
<input type="image" src="https://www.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: When you override your Profile Shipping Preferences for an item in your Shopping cart, the override will only apply to the shipping for that item.

All other items will be charged shipping according to your Profile Shipping Preferences.

### Adding a Sales Tax Override

You will only need to add one line for your sales tax override.

1. Copy and paste the following code into your Add to Cart code between the `<form>` tags:

```
<input type="hidden" name="tax" value="0.00">
```

2. Replace the "tax" value number above with the tax you would like to charge for this item. (By making the value 0.00, you could run a tax-free promotion on an item.)

3. The final code for your Add to Cart button (with the two new lines added) should look something like this:

```
<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="me@mybiz.com">
<input type="hidden" name="item_name" value="Baseball Cap">
<input type="hidden" name="item_number" value="12345">
<input type="hidden" name="amount" value="15.00">
<input type="hidden" name="tax" value="0.00">
<input type="image" src="https://www.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: When you override your Profile Sales Tax Preferences for an item in your Shopping cart, the override will only apply to the sales tax assessed for that item. All other items will be charged sales tax according to your Profile Shipping Preferences.

## 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) IPN:

### Emails

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 uncheck the 'I received a Web Accept or Auction Logo payment' box, then click 'Save.'

### History

Your transaction history log ("History") contains information about your payments.

#### The "Status" column of a Payment contain the following terms:

**Completed** – The payment has been completed

**Unclaimed** – The payment has not cleared the sender's bank account

**Cancelled** - The payment has not cleared the sender's bank account

**Failed** - The payment did not clear the sender's bank account..

### Downloadable Logs

#### Download Payment History

Login 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 press the "Download History" button. This file will contain all of your payments.

## IPN

If you have Instant Payment Notifications 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.

**To learn more about IPN, see the PayPal Instant Payment Notification Manual, available on the PayPal website.**

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

### PayPal Checkout can now be added to 3<sup>rd</sup>-Party Shopping Carts

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.

### Method 1. 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 Single Item Purchase 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:

Required Variables	
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>

```

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

Available Variables	
Name	Description
business	Email address on your PayPal account
quantity	Number of items. This will multiply the amount 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 handling_cart variable is used in multiple 'Add to Cart' buttons, the handling_cart value of the first item added 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. "on0" must be defined for "os0" to be recognized.
on1	Second option field name. 64 character limit

Available Variables	
Name	Description
os1	Second set of option value(s). 200 character limit. "on1" must be defined for "os1" to be recognized.
custom	Optional pass-through variable that will never be presented to your customer. Can be used to track inventory
invoice	Optional pass-through variable that will never be presented to your customer. Can be used to track invoice numbers
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 X 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

### 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:

Extended Variables	
Name	Description

Extended Variables	
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.

## Method 2. Passing Individual Items to PayPal

If your 3<sup>rd</sup>-party shopping cart can be configured to pass individual items to PayPal, information about the items will be included in the buyers' and sellers' 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 Method 1, "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"

Add 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 3<sup>rd</sup>-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.

Required Variables	
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
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.

## PayPal Shopping Cart "Add to 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 code to create different Add to Cart buttons.

### Standard Add to Cart HTML code

The hyperlink 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 argument:

```
<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 Shopping Cart to malfunction.

Variable	Description
item_name	Description of item (maximum 127 characters). This is optional: if omitted, customer will see a field in which they have the option of entering an Item Name.
item_number	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). This is optional: if omitted, no variable will be passed back to you.

Variable	Description
image_url	The internet URL of the 150 by 50 pixel image you would like to use as your logo. This is optional: if omitted, your customer will see your Business Name (if you have a Business account) or email address (if you have a Premier account).
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.
return	An internet URL where the user will be returned after completing the payment. For example, a URL on your site that hosts a "Thank you for your payment" page. This item is optional, if omitted, users will be taken to the PayPal site.
rm	Return URL behavior. If set to "1" and if a "return" value is submitted, 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 a "return" value is submitted, 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 Subscriptions transactions and Single Item Purchase, Donations, or Shopping Cart transactions in which IPN is not enabled. POST methods with variables will be used for the rest.
cancel_return	An internet URL where the user will be returned if payment is canceled. For example, a URL on your site which hosts a "Payment Canceled" page. This item is optional, if omitted, users will be taken to the PayPal site.
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.
cn	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. This is optional; if omitted, no variable will be passed back to you.
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.
on0	First option field name (maximum 64 characters). This is optional; if omitted, no variable will be passed back to you.
os0	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. This is optional; if omitted, no variable will be passed back to you. "on0" must be defined for "os0" to be recognized.
on1	Second option field name (maximum 64 characters). This is optional; if omitted, no variable will be passed back to you.

Variable	Description
os1	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. This is optional; if omitted, no variable will be passed back to you. "on1" must be defined for "os1" to be recognized.
shipping	The cost of shipping this item if you have enabled item-specific shipping costs (see page 15). If <code>shipping</code> is used and <code>shipping_extra</code> 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 override check-box is checked in your Profile. This is optional; if omitted, and your Profile-based shipping is enabled, your customer will be charged the amount or percentage defined in your Profile.
shipping2	The cost of shipping each additional item. This is optional; if omitted, and your Profile-based shipping is enabled, your customer will be charged the amount or percentage defined in your Profile.
handling	The cost of handling. This is not quantity-specific. The same handling will be charged regardless of the number of items purchased. This is optional; if omitted, no handling charges will be assessed.
custom	Pass-through variable that will never be presented to your customer. This is optional; if omitted, no variable will be passed back to you.
invoice	Pass-through variable that will never be presented to your customer. This is optional; if omitted, no variable will be passed back to you.
amount	The price or amount of the purchase, not including shipping, handling, or tax. If omitted, this value will be editable by the buyer at the time of purchase.
tax	Transaction-based tax override variable. Set 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 the seller's Profile. If omitted, Profile tax settings (if any) will apply.
currency_code	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.

**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's 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 (1 of 2 fields)	Alpha characters only. Maximum length = 100
state	State	Must be 2 character official abbreviation
zip	Zip	Numeric characters only. Maximum length = 32 characters
night_phone_a	Home phone (1 of 3 fields)	Numeric characters only. Maximum length = 3 characters
night_phone_b	Home phone (2 of 3 fields)	Numeric characters only. Maximum length = 3 characters
night_phone_c	Home phone (3 of 3 fields)	Numeric characters only. Maximum length = 3 characters
day_phone_a	Work phone (1 of 3 fields)	Numeric characters only. Maximum length = 3 characters
day_phone_b	Work phone (2 of 3 fields)	Numeric characters only. Maximum length = 3 characters

Variable	Value	Requirements
day_phone_c	Work phone (3 of 3 fields)	Numeric characters only. Maximum length = 3 characters

## 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>
```

## Frequently Asked Questions

- **What is a cookie?**
- **I keep getting an error message when I enter dollar amounts in the Shopping Cart Factory form. What's wrong?**
- **How do I add a Shopping Cart button to my AOL Hometown page?**
- **How do I add a Shopping Cart button to my Homestead page?**
- **How do I add a Shopping Cart button to my Webcommunities.com page?**
- **How do I add a Shopping Cart button to my BigStep.com page?**
- **How do I add a Shopping Cart button to my Yahoo! PageBuilder (GeoCities) page?**

### What is a cookie?

A cookie is information that a Web site puts on your hard disk so that it can remember something about you at a later time. (More technically, it is information for future use that is stored by the server on the client side of a client/server communication.) Typically, a cookie records your preferences when using a particular site. Using the Web's Hypertext Transfer Protocol (HTTP), each request for a Web page is independent of all other requests. For this reason, the Web page server has no memory of what pages it has previously sent you, or anything about your previous visits. A cookie is a mechanism that allows the server to store its own information about you on your computer. You can view the cookies that have been stored on your hard disk (although the content stored in each cookie may not make much sense to you). The location of the cookies depends on the browser. Internet Explorer stores each cookie as a separate file under a Windows subdirectory. Netscape stores all cookies in a single cookies.txt file. [Source: WhatIs.com 10/13/2000]

### I keep getting an error message when I enter dollar amounts in the Shopping Cart Button Factory form. What's wrong?

The Shopping Cart can only process dollar amounts with zero or two decimals (i.e. 25 or 25.00). Please make sure that you have not tried to enter a number with a single decimal.

### How do I add a Shopping Cart button to my AOL Hometown page?

To add a Shopping Cart button to your AOL Hometown page:

Login to your AOL Hometown web page account.

Click on the Edit My Pages link.

After you have selected the page to which you would like to add the Shopping Cart button, select the "Insert" feature from the tool bar.

Select "Advanced HTML."

A box will appear for you to enter your HTML code. Copy the HTML code generated by the Button Factory, and paste it into the box provided.

Save your page.

The Shopping Cart button should now appear on your web page.

## **How do I add a Shopping Cart button to my Homestead page?**

To add a Shopping Cart button to your Homestead page:

Login to your Homestead account.

Go to the page editor.

Select "Advanced" from the left-hand menu.

Select "Insert HTML" from the options below the left-hand menu.

A window labeled "Element Editor" will appear. Press the "Edit HTML" button.

A window labeled "HTML Snippet" will appear. Copy the HTML code generated by the Button Factory, and paste it into the box provided.

Press the "OK" button.

Save your page.

The Shopping Cart button should now appear on your web page.

## **How do I add a Shopping Cart button to my Webcommunities.com page?**

To add a Shopping Cart button to your WebCommunities.com page:

Login to your WebCommunities.com account.

Choose the page to which you would like to add the Shopping Cart button, and press the "Edit" button.

Press the page layout "Edit" button. (Do not use the "Add Text" feature.)

A box labeled "Enter Text" will appear. Copy the HTML code generated by the Button Factory, and paste it into this box.

Remove the comment tags <!-- Begin PayPal Logo --> and <!-- End PayPal Logo -->.

Save your page.

The Shopping Cart button should now appear on your web page.

## **How do I add a Shopping Cart button to my BigStep.com page?**

BigStep will allow you to use the Shopping Cart code generated for email. To add a Shopping Cart link to your BigStep.com page:

Login to your BigStep.com account.

Select the Site Building tab.

Under the Build Pages heading, select the page you would like to edit.

Select a building block and press Continue.

Choose the page to which you would like to add the Shopping Cart link.

Copy the HTML code generated by the Button Factory, and paste it into the "Add Written Content" field.

Select OK.

Select Preview.

Select Publish Changes.

## **How do I add a Shopping Cart button to my Yahoo! PageBuilder (GeoCities) page?**

To add a Shopping Cart button to your Yahoo PageBuilder (GeoCities) page:

Login to your Yahoo! PageBuilder (GeoCities) account.

Choose the page to which you would like to add the Shopping Cart button.

Select "Insert" from the tool bar.

Next select "Forms and Scripts".

Choose "HTML Code" from the menu.

A box labeled Script Properties will appear. In the Description field, give your PayPal button a name.

Copy the HTML code generated by the Button Factory, paste it into the "Script" field, then select OK.

Save your changes.

The Shopping Cart button should now appear on your web page.