



Using PayPal with the Americart Shopping Cart Service

PayPal is the world's leading online payment solution provider. Americart has optimized its interface to be very convenient for both the merchant the shopper. Shoppers like PayPal because it allows them to purchase online without giving out their credit card number to individual merchants and because PayPal accounts for shoppers are free. Merchants like PayPal because shoppers do!

Note that Americart is already integrated with the PayPal solutions below. There is no additional programming required on your part!

Getting Started

Of course, we charge nothing extra for any of the PayPal solutions, but you must have a PayPal Verified Business Account. It's easy to get: just follow [this link to PayPal's site](#).

Choose your PayPal Solutions

Next, you want to choose which PayPal solution is right for your business.

- **PayPal Express Checkout**
Quick and Easy One-button Checkout
PayPal Express Checkout provides your customers with the easiest possible payment experience, a one-step checkout with PayPal, the most trusted name in online payments. Plus, PayPal Express Checkout has been shown to increase sales by up to 14%!
- **PayPal Website Payments Pro**
An All-in-One Online Payment Processing Solution
PayPal Website Payments Pro allows you to accept credit cards directly on your website and get the fastest checkout available with PayPal. With Website Payments Pro, you get the features of an Internet merchant account and payment gateway at a low cost.
- **PayPal Website Payments Standard**
Simple Integration to Accept Credit Cards Online
With PayPal Website Payments Standard, you don't need an Internet merchant account. Just add a button to your site and start accepting PayPal payments, including credit cards, today. Furthermore, there are no monthly fees and no lengthy approval process. You see the money in your account instantly.
- **PayPal PayFlow Pro**
The Fully Customizable Way to Get Paid Securely
PayFlow Pro, a market-leading payment gateway, connects your online store to your existing Internet merchant account. PayFlow Pro optimizes the customer experience by letting shoppers complete the checkout process without leaving your website. This



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sophisticated platform also gives you access to one of the industry's most powerful fraud protection systems.

PayPal also has a useful [comparison chart](#).

Using PayPal Website Payments Standard

To get started with PayPal Website Payments Standard, simply check the “By PayPal Website Payments Standard” checkbox and enter your PayPal login email address in the “Checkout/Payment Options” section of the cart configuration form.

Prior to checkout, Americart performs all its usual functions. When the shopper goes to checkout, they are presented with a checkout form choice of “Order Online via PayPal.” The shopper fills out their shipping and email address on your Americart shopping cart, and is then sent to PayPal to complete payment. Since we must turn over control of the shopper's browser to PayPal, we have no guarantee that they will complete payment. This means that when you get a PayPal order, you should ensure that the shopper paid for the order. Set your PayPal preferences to send you a receipt, so you will typically have the Americart order detail e-mail followed closely by the PayPal payment confirmation email. You can also check your PayPal account overview for the transaction.

Using PayPal Express Checkout

PayPal Express Checkout gives merchant and customers the easiest possible payment solution. Just click on the “Checkout with PayPal” button and PayPal handles the rest.

Since Americart is already integrated with PayPal, the one-button Express Checkout functionality appears as soon as you enable Express Checkout in the Americart Configuration Form. The only requirement on your end is to request and receive your [PayPal API Credentials](#).

Using PayPal Website Payments Pro

PayPal Website Payments Pro is a comprehensive but simple solution for merchants with a high volume of orders. With Website Payments Pro, you don't have to worry about managing a separate merchant account, gateway and multiple card associations. It's an all-in-one solution.

With PayPal Website Payments Pro, customers paying by credit card remain on your website, while PayPal handles the payment processing behind the scenes. Customers paying with PayPal are sent to PayPal, where they pay on a custom website matching the look and feel of your own website. If they pay with PayPal Express Checkout, they are returned directly to your website after the transaction.



Using PayPal with the Americart Shopping Cart Service

Again, the Americart Shopping Cart Service is pre-integrated with the PayPal Website Payments Pro solution, so you don't have to worry about programming

Using PayPal PayFloPro

Americart in normal mode acts strictly as a shopping cart and order forwarding system. You can then process the orders on your existing merchant charge terminal. For many merchants, this is just what you want. It is a great system, and you review each order as it comes in, running a charge only after you've verified inventory, the legitimacy of the order, and so forth.

There also exists another case, when you get a lot of orders, you know the products are available, and you want the convenience of charging the orders and getting approval on the cards before you even see them. That's where the PayPal PayFlow Pro payment processing gateway comes in. Americart sends billing information directly to PayFlow Pro for approval and charge processing. Only after receiving order approval do you even have to look at the orders!

If you already have a PayPal PayFlow Pro account, here's how you set it up with Americart:

1. Scroll down to the "Checkout/Payment Options" section of the Americart configuration form and check the checkbox for "By Credit Card Online. (PayPal PayFlow Pro)".
2. In the text boxes to the right of the checkbox you just checked, enter your PayPal Payflow Pro Login name and password. Be careful to make them match EXACTLY.
3. Disable any non-realtime checkout options enabled. These options are labeled, "By Credit Card Online using your own transaction equipment".
4. Scroll to the bottom of the page and submit the form to commit the changes.

Place an order via the cart and be sure it comes through. You should get an invoice copy from PayFlow Pro and an emailed order from Americart. The Americart order should contain the authorization and AVS codes for the order. (If you see ????? marks in the order, you probably entered your PayFlow Pro login or password incorrectly in your Americart configuration or still have a non-realtime checkout option enabled.)

You can also customize your PayPal PayFlow Pro checkout form. See [Creating Your Own Checkout Forms FAQ](#). Be sure you use the PayFlow Pro template files so the variable names will be correct. Look for the PayFlow Pro template links in the custom form documentation with the standard templates.