A hands-on guide to
using and understanding
Buy Now Buttons

PayPal
MANUAL

The PayPal Buy
Now Buttons Manual

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Introduction to PayPal Buy Now Buttons
Collect payments from your website

PayPal makes it easy to accept payments for single items through your own website. The Buy Now Buttons feature can be implemented in minutes, giving you easy access to business from PayPal's millions of members, and any other buyer on the web.

Because using Buy Now Buttons to send and receive payments is secure, both you and your customers remain protected. PayPal automatically encrypts your confidential information using the Secure Sockets Layer (SSL) protocol with an encryption key length of 128 bits (the highest level commercially available). Your customers will not need to share their private financial information (e.g. credit card or bank account numbers) during the transaction, so they can complete payment while retaining security.

The flexibility of our Buy Now Buttons feature will keep your website working for you. You can accept payments from current PayPal members as well as people who have just signed up for our service, and you won't lose your customers after they have made a purchase—the payment process lets you return buyers to your website, not lose them to ours.

Other benefits of Buy Now Buttons include:

- Easy to implement — no CGI scripting necessary

- No up-front costs — you'll have the same low fee schedule used as when you receive other PayPal payments

- Sell with ease — PayPal maintains detailed transaction records on our website

- Improve buyer experience — with customizable buttons and secure payments, happy customers become repeat customers

Get the most out of your website today: start using PayPal's Buy Now Buttons!
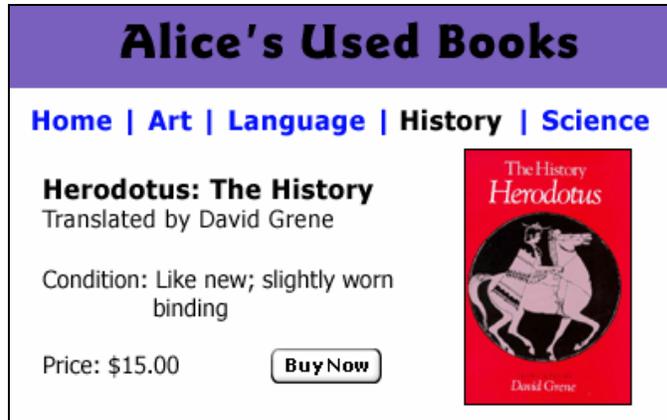
How it Works
A visual tour of PayPal's Buy Now Buttons feature

Bob, who is new to PayPal, is going to purchase a copy of the book *The History* from Alice's website.

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.

Step 3: Bob is prompted to log in to his PayPal account, but he is not already a PayPal member, so he clicks on the sign up link.

Step 4: To pay for his purchase, Bob is prompted to add a credit card, email address, and password, creating his new PayPal account.

Step 5: Bob is taken to a Confirmation 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 "Pay" button to complete his purchase.

To learn more about automatically calculating Shipping for all of your transactions, see page 13.

Step 6: Bob is taken to a payment completion page where he sees the details of his transaction. He is also given Alice's customer service email address. He presses the "Continue" link and is returned to a page on Alice's website, which she specified when she created her payment button.

Step 7: Bob receives an email receipt for this transaction, confirming his payment and including a copy of his Payment details.

What You See

Step 8: Alice receives an email notification of Bob's payment.
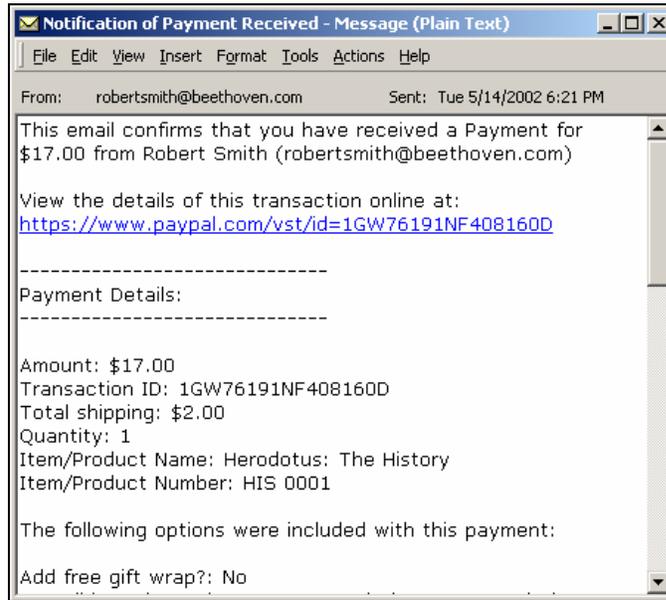
Step 9: Alice logs in to her PayPal account to check the payment Bob has sent.

Step 10: The funds from Bob's payment are now reflected in Alice's PayPal account balance. She ships the book to Bob, her satisfied customer.

PayPal Buy Now Button Factory
The easiest way to create PayPal Payment Buttons

One Buy Now Button can be used to sell a single Mozart CD for $15, or, if you choose, it can allow your customer to purchase multiple copies of the same CD at once. If, however, you would like to sell a Mozart CD and a Beethoven CD, you will need to create separate Buy Now Buttons for each item or use PayPal's Shopping Cart. Follow the steps below to create every one of your Buy Now Buttons.

Getting Started:

- Log in to your PayPal account at www.paypal.com
- Click on the "Merchant Tools" tab
- Select the "Buy Now Buttons" link under the "Website Payments" heading to get to the Button Factory

1. Enter the details for your item (all fields are optional):

Item Name/Service
Enter the name of the item or service you wish to sell. If you do not enter anything in this field, your customers will be able to complete it at the time of purchase. PayPal recommends entering an Item Name to make it easier for you to ship the order.

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 they will see it in their transaction details on the PayPal website.

Item Price
Enter the price of the item you wish to sell. If you do not enter anything in this field, your customers will complete it. PayPal recommends entering an Item Price to make it easier for you to collect the correct amount.

Currency
Choose the currency in which you would like this payment to be denominated. This field will default to the currency of your primary balance.

2. Choose a payment button to put on your website

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 are creating an email link, skip to Step 3.

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 Tax" on page 13.

Sales or Value Added Tax Calculation
If you have already specified your tax rate from your Profile, it will be listed here. To learn more about charging for tax, please see "Calculating Shipping and Tax" on page 13.

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 things like 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 Buy Now Button may have up to two option fields, and may you 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 Buy Now links in emails, you may try either sending an HTML email, providing a link to the Buy Now 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. 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 by 50 pixels** in size, will appear in the upper left-hand corner of the page when your customer presses your Buy Now 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, to avoid distracting your customers during the payment process with a security question such as the one shown below:
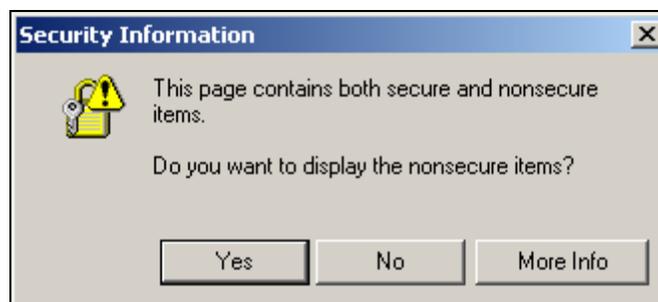
If you leave this field blank, your Company Name (if you have a Business account) or your email address (if you have a Premier account) will appear in large font in the upper right-hand corner of your payment pages, and PayPal's logo will appear in the upper left.

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.

6. Customize Your Buyer 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 completion 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 payments at any point in the Buy Now payment flow. If you do not enter a Cancel Payment URL, customers who click this link will be taken to a PayPal webpage.

7. Miscellaneous

Quantity
If you would like to let your customers purchase more than one of your item or service, choose 'Yes.' Your customers will then be prompted to enter the number of items they want to buy. If you choose 'No,' the quantity will be set to 1, and your customers will only be able to purchase one item per payment.

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.

8. 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 payments, 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.

9. Choose an email address to receive payment

If you have more than one confirmed email address added 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.

10. Copy and Paste the Buy Now Buttons code

When you have finished filling out the Buy Now Button Factory form, press `Create Button Now.'

If your customers will be making purchases through your website:
Copy the code from the first text box (titled "For Web Pages") 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.

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

Paste the code you just copied into your webpage file wherever you would like the image 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 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.
>
> For more tips on placing your button on your webpage, see the Help section of your webpage editor.

If you will be sending your customers the payment link via email:
Copy the code from the second text box (titled "For Emails") 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.

Open the email you wish to send.

Paste the code you just copied into your email by either pressing Ctrl+V or by right-clicking on your mouse and selecting the Paste option.

When your customers receive the email, the code will appear as a link. Clicking the link will take them to your PayPal payments page.

11. Testing the Button and/or Link

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[1] 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 above.

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[1] 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.

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.

12. 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:

- Login to your PayPal account at www.paypal.com
- Click on the "Profile" subtab of the "My Account" tab
- Choose either `Tax/Value Added Tax' or `Shipping Calculation' in the 'Selling Preferences' column

Sales or Value Added Tax Collection

You can charge your customers sales tax by choosing a Country (e.g. United Kindgom) 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. Press the "Update Preferences" button to save your changes. **Please 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 sales tax rate you chose. You can specify a different sales tax rate for each of the 50 U.S. states and any of the countries listed. 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
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 Single Item
Purchase button (using the `shipping` and `shipping2` variables; for more
information, see page 22).

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

- Go to the `Shipping Calculations' page in your Profile
- 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
- Click Save

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 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.

> **The "Status" column of a Payment contains the following terms:**
>
> **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

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.**

PayPal Buy Now Buttons HTML Code
Manipulating your Buy Now Buttons HTML code

By understanding how your Shopping Cart HTML code and hyperlinks work, you can edit the attributes of your buttons or create appropriate Buy Now code "on the fly" for each payment. This can be used to collect aggregated payments with your shopping cart.

Integrating Buy Now Buttons with your Shopping Cart

To integrate Buy Now Buttons with your shopping cart, your shopping cart will need to populate the necessary Buy Now fields when your customers proceed to checkout.

The tables below itemize the different parameters within the Buy Now Buttons HTML code and the Buy Now hyperlink.

Sample HTML Code for a Buy Now Button

The code for a Buy Now Button would look similar to this:
(Several optional fields are shown)

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_xclick">
<input type="hidden" name="business" value="nora@paypal.com">
<input type="hidden" name="return"
value="http://www.yoursite.com/thankyou.htm">
<input type="hidden" name="undefined_quantity" value="1">
<input type="hidden" name="item_name" value="Baseball Hat">
<input type="hidden" name="item_number" value="123">
<input type="hidden" name="amount" value="5.95">
<input type="hidden" name="no_shipping" value="1">
<input type="hidden" name="image_url"
value="https://www.yoursite.com/logo.gif">
<input type="hidden" name="cancel_return"
value="http://www.yoursite.com/cancel.htm">
<input type="hidden" name=" no_note" value="0">
<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="hidden" name="cn" value="How Did You Hear About Us?">
<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>
```

Sample Buy Now Hyperlink

The same inputs would generate the hyperlink below:
(Several optional fields are shown. Remember, Options fields are not included in the hyperlink)

```
https://www.paypal.com/xclick/business=nora%40paypal.com&undefined_quanti
ty=1&item_name=Baseball+Hat&item_number=123&amount=5.95&no_shipping=1&ret
urn=http%3A//www.yoursite.com/thankyou.htm&cancel_return=http%3A//www.you
rsite.com/cancel.htm&cn=How+did+you+hear+about+us%3F&currency_code=USD
```

Note: Some web browsers do not work properly with hyperlinks of up to 1,000 characters.

HTML and Hyperlink Variables

Variable	Required/ Optional	Description
"post" action	Required	Must be set to "https://www.paypal.com/cgi-bin/webscr"
cmd	Required	Must be set to "_xclick"
business	Required	This is your PayPal ID, or email address, where payments will be sent. This email address must be confirmed and linked to your Verified Business or Premier account
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 to track payments. 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
amount	Optional	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
image_url	Optional	The internet URL of the 150 by 50 pixel image you would like to use as your logo. 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	Optional	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
return	Optional	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. If omitted, users will be taken to the PayPal site

Variable	Required/ Optional	Description
rm	Optional	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 Buy Now, Donations, or PayPal Shopping Cart transactions in which IPN is not enabled. POST methods with variables will be used for the rest
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 site
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
cn	Optional	Label that will appear above the note field (maximum 30 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. "Special instructions (optional)" will be displayed
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
on0	Optional	First 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
on1	Optional	Second option field name (maximum 64 characters). If omitted, no variable will be passed back to you
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
quantity	Optional	The quantity of items to be purchased. If omitted, this value will default to "1" and will not be shown in the payment flow

Variable	Required/ Optional	Description
undefined_quantity	Optional	If set to "1", the user will be able to edit the quantity. This means your customers will see a field next to quantity, which they must complete. If omitted or set to "0", the quantity will not be editable by the user. Instead, it will default to 1
shipping	Optional	The cost of shipping this item if you have enabled item-specific shipping costs (see page 14). 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
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
custom	Optional	Pass-through variable that will never be presented to your customer. If omitted, no variable will be passed back to you
invoice	Optional	Pass-through variable that will never be presented to your customer. If omitted, no variable will be passed back to you
tax	Optional	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	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
lc	Optional	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.

Note:
If you would like to remove the values for a variable (i.e., 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
Increase your sales by pre-populating your customer's 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 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 = 4 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 = 4 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 action="https://www.paypal.com/cgi-bin/webscr" method="POST">
<input type="hidden" name="cmd" value="_ext-enter">
<input type="hidden" name="redirect_cmd" value="_xclick">
<input type="hidden" name="business" value="amyrowe@x.com">
<input type="hidden" name="item_name" value="hat">
<input type="hidden" name="item_number" value="123">
<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="image" SRC="http://images.paypal.com/images/x-click-
but01.gif" border="0" name="submit" alt="Make payments with PayPal -
it's fast, free and secure!">
</form>
```

Frequently Asked Questions

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

What is a cookie?

"Cookies" are small files of data that we send to your computer to allow us to recognize you as a PayPal customer if you return to the PayPal site using the same computer and browser. We send a "session cookie" to your computer if and when you log in to your PayPal account by entering your e-mail address and password. These cookies allow us to recognize you if you visit multiple pages in our site during the same session, so that you don't need to re-enter your password multiple times. Once you log out or close your browser, these session cookies expire and no longer have any effect.

We also use longer-lasting cookies to display your e-mail address on our sign-in form, so that you don't have to retype the e-mail address each time when you log in to your PayPal account. In addition, we use cookies to process our referral program.

Our cookie files are encoded so that your e-mail address and other information can only be interpreted by PayPal. We may, however, share cookie information regarding whether or not a certain user is already registered with PayPal with certain merchants with whom we have an official co-marketing relationship.

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

The Buy Now Button Factory 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 Buy Now Button to my AOL Hometown page?

To add a Buy Now Button to your AOL Hometown page:

1. Log in to your AOL Hometown webpage account
2. Click on the Edit My Pages link
3. After you have selected the page to which you would like to add the Buy Now Button, select the "Insert" feature from the tool bar
4. Select "Advanced HTML"
5. 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
6. After you have pasted the Buy Now Button HTML code, save your page

The Buy Now Button should now appear on your webpage.

How do I add a Buy Now Button to my Homestead page?

To add a Buy Now Button to your Homestead page:

1. Log in to your Homestead account
2. Go to the page editor
3. Select "Advanced" from the left-hand menu
4. Select "Insert HTML" from the options below the left-hand menu
5. A window labeled "Element Editor" will appear. Press the "Edit HTML" button
6. A window labeled "HTML Snippet" will appear. Copy the HTML code generated by the Button Factory and paste it into the box provided
7. After you have pasted the Buy Now Button HTML code, press the "OK" button
8. Save your page

The Buy Now Button should now appear on your webpage.

How do I add a Buy Now Button to my Webcommunities.com page?

To add a Buy Now Button to your WebCommunities.com page:

1. Log in to your WebCommunities.com account
2. Choose the page to which you would like to add the Buy Now Button and press the "Edit" button
3. Press the page layout "Edit" button. (Do not use the "Add Text" feature)
4. A box labeled "Enter Text" will appear. Copy the HTML code generated by the Button Factory and paste it into this box

5. Remove the comment tags <!-- Begin PayPal Logo --> and <!-- End PayPal Logo -
->
6. Save your page

The Buy Now Button should now appear on your webpage.

How do I add a Buy Now Button to my BigStep.com page?

BigStep will allow you to use the Buy Now Button HTML code generated for
email. To add a Buy Now link to your BigStep.com page:

1. Log in to your BigStep.com account
2. Select the Site Building tab
3. Under the Build Pages heading, select the page you would like to edit
4. Select a building block and press Continue
5. Choose the page to which you would like to add the Buy Now link
6. Copy the HTML code generated by the Button Factory and paste it into the "Add
Written Content" field
7. Select OK
8. Select Preview
9. Select Publish Changes

How do I add a Buy Now Button to my Yahoo! PageBuilder (GeoCities) page?

To add a Buy Now Button to your Yahoo PageBuilder (GeoCities) page:

1. Log in to your Yahoo! PageBuilder (GeoCities) account
2. Choose the page to which you would like to add the Buy Now Button
3. Select "Insert" from the tool bar
4. Next select "Forms and Scripts"
5. Choose "HTML Code" from the menu
6. A box will appear labeled Script Properties. In the Description field, give your
PayPal button a name
7. Copy the HTML code generated by the Button Factory, paste it into the "Script"
field and select OK
8. Save your changes

The Buy Now Button should now appear on your webpage.