

SEGPAY MERCHANT SETUP

CLIENT DOCUMENTATION

APRIL 26, 2013 VERSION 1.01



MERCHANT	SETUP	
1.1 ME	RCHANT INFORMATION	3
1.1.1	Filtering Merhant	
1.1.2	Information you can find in Merchant information screen are:	
1.1.3	Changing Some merchant Information	
1.2 Wi	EBSITES	
1.2.1	Adding Websites	
1.2.2	First and Last button	8
1.2.3	Difference between Add a New Website and Copying Existing Website	8
1.2.4	Information in the Website form	9
1.3 PR	CE POINTS	10
1.3.1	Adding Price Points	
1.3.2	First and Last button	11
1.3.3	Difference between Add a New Price Point and Copying Existing Price Point	11
1.3.4	Price Point information screen	12
1.4 Po	ST BACKS	14
1.4.1	Adding a Post Back	15
1.4.2	First and Last button	15
1.4.3	Difference between Add a New Postback and Copying Existing Porstback	16
1.4.4	Information in the postback screen	16
1.5 PA	CKAGES	18
1.5.1	Adding Packages	18
1.5.2	Adding Price Points to your Package	18
1.5.3	Difference between Add a New Package and Copying Existing Package	19
1.5.4	First and Last button	20
1.5.5	The information package screen	20



MERCHANT SETUP

You can use the SegPay Suite to offer your customers such features as loyalty discount, EZ Click, Cross Sales and Instant Conversion Discounts. The Suite offers many tools for a merchant to manage their account including the ability to review existing merchant information as well as add new websites. You can also manage your prices points, postback notifications and package configurations with the Merchant Setup area of the SegPay Suite.

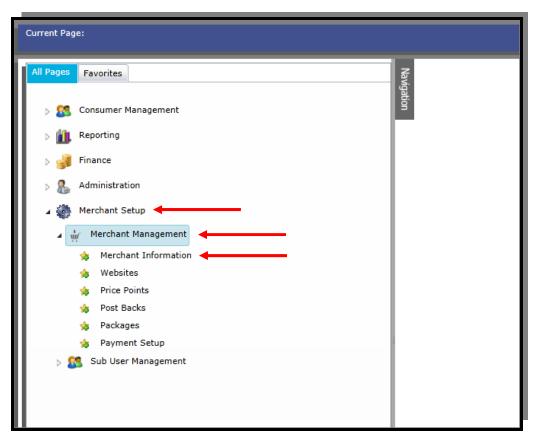
1.1 MERCHANT INFORMATION

After completing the client sign up process on https://sa.segpay.com as well as submitting all of the necessary contract data, to become a Merchant with Segpay, you will be assigned a unique Merchant ID and provided access to the SegPay suite so you can manage your business through our back office.

The Merchant Information screen identifies the company information and fees as well as any notes associated with the account.

The Merchant information Screen stores the information provided by the client.

- 1- Go to https://sa.segpay.com
- 2- Click on Merchant Setup option
- 3- Click on Merchant Manager
- 4- Click on Merchant Information option







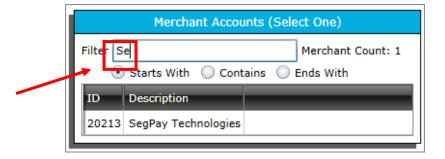
1.1.1 FILTERING MERHANT

Please note that if your SegPay Suite username is associated with multiple SegPay Merchant IDs, then you will need to use this feature when managing your SegPay accounts. However, if you have only one account, then it will always default that account.

The Merchant name can be filtered by

- 1) The merchant ID number, just typing the ID number in the input box, and the system wil show you a list of Merchants under the merchant id typed.
- 2) Or by description, typeing the descrition of the Merchant in the Filter input box. You can use the Following radio buttons.

Starts With, If you select this option while you are typing the first letters of the Merchant name, under the Merchant list you will see the description which start with this letters. See example in the screenshot below.

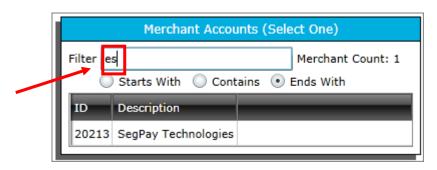


Contains, If you select this option while you are typing some letters contained in the Merchant name, under the website list you will see the description which contain this letters. See example in the screenshot below.





Ends With If you select this option while you are typing some letters contained in the Merchant name, under the website list you will see the description which end with this letters. See example in the screenshot below.



1.1.2 Information you can find in Merchant information screen are:

- a) Merchant ID
- b) Merchant name
- c) DBA
- d) DBA Descriptor
- e) Merchant Address
- f) Merchnant city
- g) Merchant State Prov
- h) Zip Postal Code
- i) Merchant Country
- j) Contact Name
- k) Contact Email
- I) Contact phone
- m) Contact Fax
- n) ICQ Number
- o) Inteca ID
- p) Visa Region
- q) Tac ID
- r) Bank Type
- s) Bank Name
- t) Account Number
- u) Routing Number
- v) Principal Name
- w) Business Type
- x) Principal Address
- y) Prinicipal City
- z) Principal State Prov
- aa) Cip Postal Code
- bb) Prinicipal County
- cc) Prinicipal Email
- dd) Principal Phone
- ee) Principal SSN
- ff) Principal D.O.B.
- gg) ID1Type
- hh) ID1
- ii) State
- jj) ID2Type
- kk) ID2
- II) Sales Rep
- mm) Status



- nn) User ID
- oo) Vendor
- pp) Company Type
- qq) Original Date
- rr) Processing Since
- ss) Rate ID
- tt) Processing Since
- uu) Satatus date

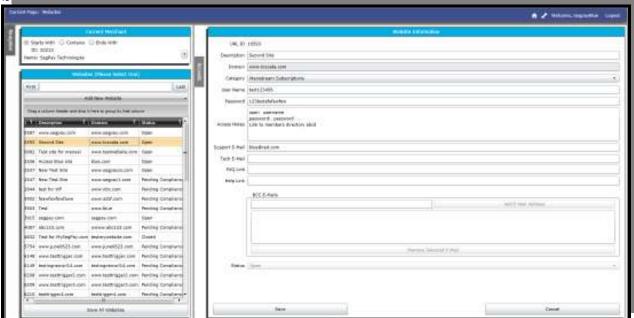
1.1.3 CHANGING SOME MERCHANT INFORMATION

Due to the new banking regulations, most data changes will need to be updated by t your SegPay Sales Director. They will work with you to obtain the needed documentation to supply to the banks for the data change. If you are unsure of who your Sales Director is, you can always email sales@segpay.com and you will be taken care of.

- a) Click in the input box to change
- b) Tye the new information
- c) Click on the Save button (it is located in the bottom of the screen).

1.2 WEBSITES

This is the screen where you can add new URLs to your account

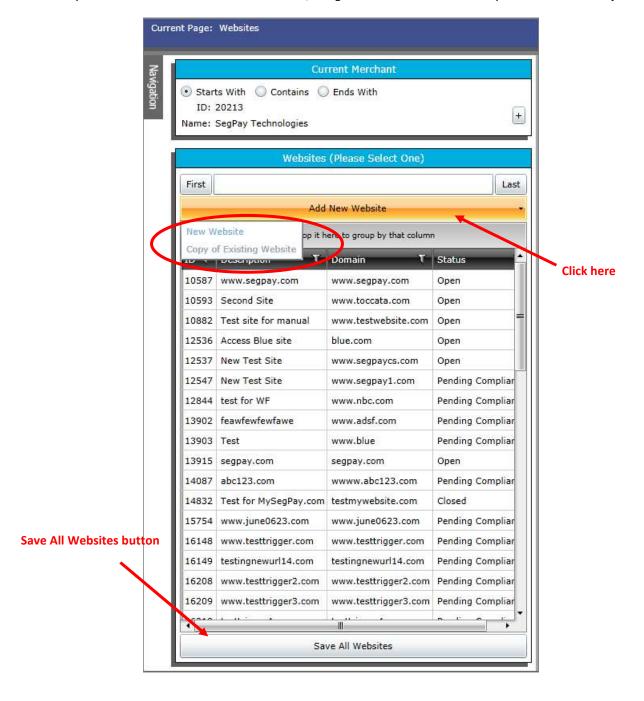




1.2.1 ADDING WEBSITES

- I. Click on Add New Website button.
- II. Click on New Website or in Copy Existing Website.
- III. Fill out the form.
- IV. Click on the Save button.

Note: remember you can add several URLs at the same time, using the Save all website button you can save them in just one click.





1.2.2 FIRST AND LAST BUTTON

With this two button you can go to the First and last website configured.



1.2.3 DIFFERENCE BETWEEN ADD A NEW WEBSITE AND COPYING EXISTING WEBSITE

When you select Add a New Website the Website Information form will be empty (without any information), but with the Copying of existing Website the form will be have some information available from the last website configured.



1.2.4 Information in the Website form

- a) URL ID, is the unique number to identify the URL or Website, this number only appears when the new URL information is saved.
- b) Description, A statement describing the domain or site.
- c) Domain, is the name of the site
- d) Category, is the domain or site clasification, in the drop down menu you can find the following categories:
 - i) Adult Subscription
 - ii) Adult Goods
 - iii) Adult Digital
 - iv) Mainstrean Subscriptions
 - v) Mainstrean Goods
 - vi) Mainstrean Digital



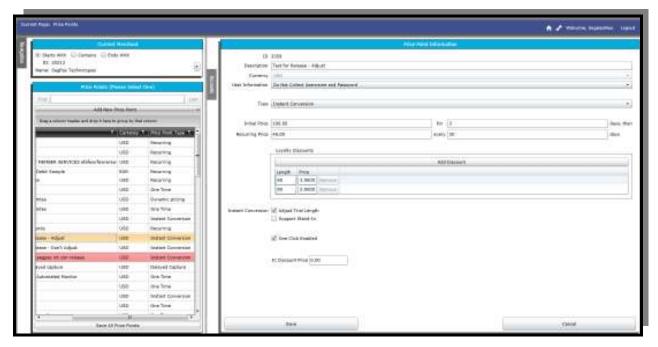
NOTE: The following two fields are the username and password that will allow Compliance the ability to login to your members area and review your site for any compliance checks. It is important that you keep this login active so that Compliance can review your site as needed.

- e) User Name, a unique sequence of characters used to identify a user and allow access to the website.
- f) Password, a secret word or expression used by authorized persons to prove their right to access to the site.
- g) Access notes, is the area where the user can write any note about the site
- h) Support ER-Mail, input box to write the email that belongs to the support website.
- i) Tech E-mail, input box to write the email that belongs to the technical website.
- j) FAQ Link, Input box to write the link to the Frequent questions about the site.
- k) Help Link, Input box to write the link for help on the site.
- I) BCC E-Mails, This field is where you can enter one or more email addresses which will then receive a copy of each signup email that that is sent out to the consumer.
- m) Status, This is the current status of your website. This can only be modified by a SegPay Employee, If you have a question about the current status of your site, please contact either your SegPay Account Director or SegPay Compliance (compliance@segpay.com)



1.3 PRICE POINTS

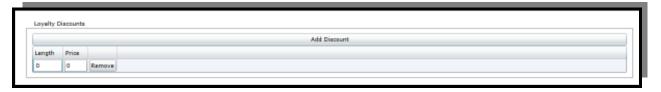
This page allows you to add new price points or clone existing price points.



1.3.1 ADDING PRICE POINTS

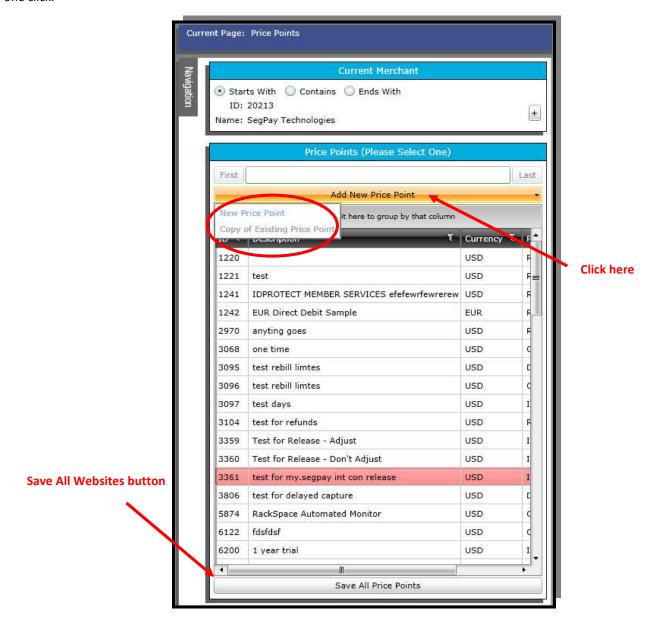
- I. Click on Add New Price Point button.
- II. Click on New Price Point or in Copy Existing Price Point.
- III. Fill Out the form.
- IV. Click on Save button.

Feature: if you have a recurring membership, you can offer your consumers a loyalty discount option. This allows you to drop the rebill price point after a selected number of rebills for those customers that are loyal to the site and remain members for a longer time period. If you have a 30 day rebill, you can lower the rebill price at 60, 90, 120, etc. days. It must be in increments of the original rebill period. In the example below, after 60 days, the rebill price will drop to €25, at 120 days it will drop to €15, and at 160 days, it will drop to €5.





Note: Remember you can add several Price Points at the same time, using the Save all Price Points button you can save them in just one click.



1.3.2 FIRST AND LAST BUTTON

With this two button you can go to the First and last Price Point configured in the system.



1.3.3 DIFFERENCE BETWEEN ADD A NEW PRICE POINT AND COPYING EXISTING PRICE POINT

When you select Add a New Price Point the Website Information form will be empty (without any information), but with the Copying of existing Price Point the form will be have some information available from the last Price Point configured.



1.3.4 PRICE POINT INFORMATION SCREEN

- a) ID, is the unique number to identify Price Point, this number only appears when the new Price Point information is saved.
- b) Description, A statement or an account describing the Price Point.
- c) Currency, you can select from the drop down menu a system of money in general used in a particular country. The down menu has the following options
 - a. USD
 - b. GBP
 - c. EUR
- d) User Information, In this drop down menu you can select the user information you want to collect from the pay page (consumer), this drop down menu has the following options,
 - a. Do not collect Username and Password
 - b. Collect User name and Password
 - c. Collect Password only, E—Mail used as Username.

Example pay page collecting Username and Password

- e) Type, in this drop down menu you can select the Purchase category, the drop down menu has the following categories:
 - 1) **Instant Conversion (Available per request to Segpay*)** this is the option where the system converts trials purchases to full memberships.

Example: 4.00 for 15 days, then 29.99 for 30 days.

2) **Recurring,** this option is when the purchase occurs periodically, or repeatedly, could be monthly, trimester, annually, etc.

Example: 29.99 every 30 days

3) One Time, this option is when the purchase occurs just one time (Consumer is billed once)

Example: 95 for 365 days

- 4) Digital Purchase This option is for digital purchases such as videos, movies, etc.,
- 5) **Delayed Capture (Available per request to Segpay*),** This option is used on free trials when you would like to confirm that the card has sufficient funds to cover the rebill amount.
- 6) **Dynamic Pricing (Available per request to Segpay) *,** This option allows you to pass in the amount to be charged to a consumer as well as description of the charge. Dynamic Pricing requires that a Dynamic Price minimum and Maximun must to be set up in the system.

*NOTE: If you are interested in using one of these price point types, please contact your SegPay Account Director or SegPay Technical Support (techsupport@segpay.com)



- f) Initial Price, this is the input box to type the price for the trial option purchase.
- g) For, this is the input box to type the amount of days for the trial option purchase.
- h) Recurring Price, this is the input box to type the price for the recurring option purchase.
- i) Every, this is the input box to type the amount of days for the recurring option purchase.
- j) Loyalty Discounts, doing a click on the Add Discount button from the loyalty Discounts section, the client can configure the new price (discount) base in the amount of day
- k) Instant Conversion
 - a. Adjust Trial Length
 - b. Support Stand-In
- I) One click Enable, Checking this box you can offer the consumer the ability to make additional purchases without having to re-enter their card data. The consumer will simply need to enter their email address. If you would like to use this feature, please send a request to either your SegPay Account Director or SegPay Technical Support (techsupport@segpay.com)
- m) IC Discount Price The IC Discount price allows you to offer a reduced recurring price point to members who choose to upgrade during their trial period. For example, if you are offering a \$1 for 3 days recurring at \$29.95 as your normal option, with the IC Discount Price you can advertise to your members that if they want to upgrade to a full membership early, they will get a discount on the recurring price and instead be charged \$24.95. This is a good selling tool that increase your chances of conversion.
- n) Dynamic Price Minimum, this option adjusts the system to allow the minimum price configured.
- o) Dynamic Price Maximum, this option adjusts the system to allow the maximum price configured.



1.4 POST BACKS

This area allows you to input your post back notification URLs. For more information about implementing SegPay's Postback Notification service, please review our integration document at http://segpay.com/documents/2.0/PostBacksNotifications.pdf. Additional details specifying what each field is for and how to enter data in the fields can be found in this document.

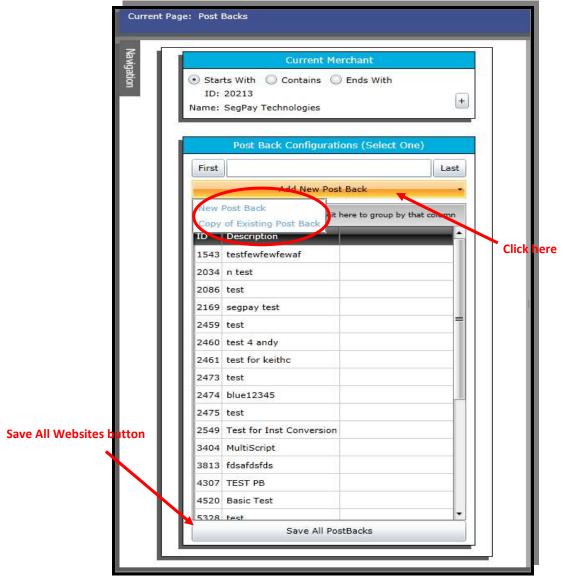




1.4.1 ADDING A POST BACK

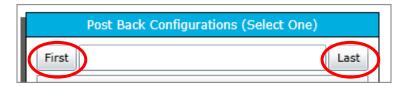
- I. Click on Add New Post Back button.
- II. Click on New Post Back or in Copy Existing Post Back.
- III. Fill Out the form.

Note: remember you can add several Post Backs at the same time, using the Save all Postbacks button you can save them in just one click.



1.4.2 FIRST AND LAST BUTTON

With this two button you can go to the First and last Postaback configured.





1.4.3 DIFFERENCE BETWEEN ADD A NEW POSTBACK AND COPYING EXISTING PORSTBACK

When you select Add a New Website the Website Information form will be empty (without any information), but with the Copying of existing Website the form will be have some information available from the last website configured.

1.4.4 INFORMATION IN THE POSTBACK SCREEN

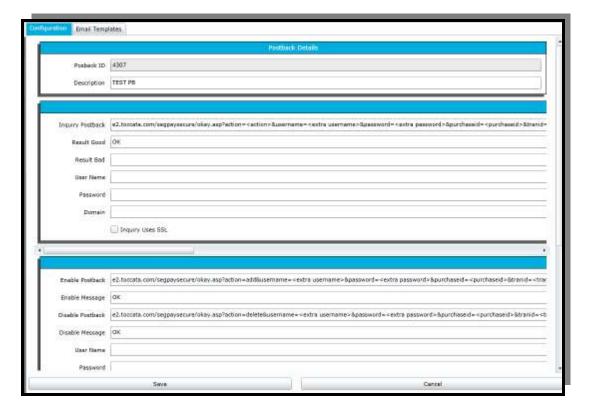
The postback information screen has two tabs

a) Configuration	Tab
------------------	-----

- a. Postaback ID
- b. Description
- c. Inquiry Postback
- d. Result good
- e. Result bad
- f. User Name
- g. Password
- h. Domain
- i. Inquiry Uses SSL
- j. Enable Postbacks
- k. Enable Message
- I. Disbale postback
- m. Disable message
- n. User name
- o. Password
- p. Domain
- q. Acces Uses SSI
- r. TransPost Postback
- s. Message
- t. User name
- u. Password
- v. Domain

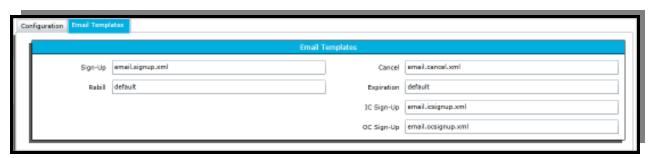


w. 2nd Trans Post Uses SSL



b) Email Templates

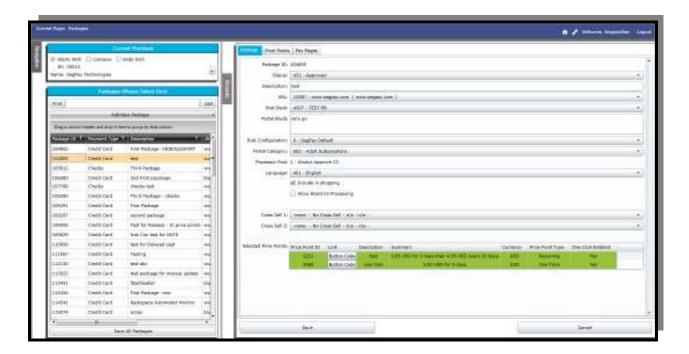
- a. Sign-up
- b. Rebill
- c. Cancel
- d. Expiration
- e. IC Sign-up
- f. OC Sign up





1.5 PACKAGES

A Package allows a you to combine a URL, price points, postback, pay page templates to use and configure cross sells. By creating a package, you are essentially packaging up all the important information needed for your Join links so that the SegPay system knows what information to display on the payment page.



1.5.1 ADDING PACKAGES

- I. Click on Add New Packages button.
- II. Click on New Packages or in Copy Existing Packages.
- III. Fill Out the form.
- IV. Click on Save button.

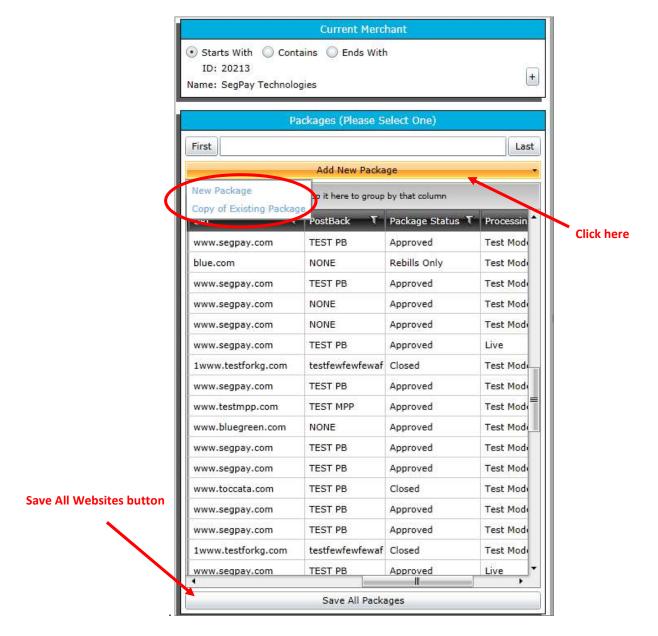
1.5.2 Adding Price Points to your Package

To add a price point to your package, select the price point tab, you will see Price Point list. Check off the price points you want tied to the package you are working on. Once you have checked all of the price points, you can pull the button code from the price point page or the package page.

Pay Page Tab: The Pay Page tab will store the type of pay page, receipts you have tied to a package.



Note: remember you can add several Packages at the same time, using the Save all Packages button you can save them in just one click



1.5.3 DIFFERENCE BETWEEN ADD A NEW PACKAGE AND COPYING EXISTING PACKAGE

When you select Add a New Website the Website Information form will be empty (without any information), but with the Copying of existing Website the form will be have some information available from the last website configured.



1.5.4 FIRST AND LAST BUTTON

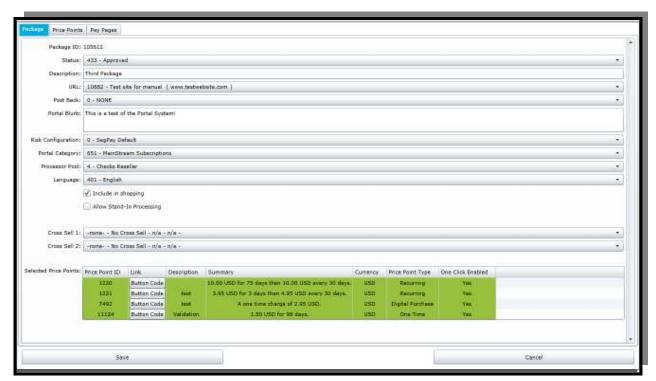
With this two button you can go to the First and last Packages configured.



1.5.5 THE INFORMATION PACKAGE SCREEN

The information package screen has three tabs

Package tab



- Package ID, is the unique number to identify Packages. This number only appears when the new Package information is saved.
- b) Status, this is the status of a particular package and is only modifiable by a SegPay Employee. If you have a question about the status of one of your packages, please contact your SegPay Account Director.
- c) Description, A statement or an account describing the Package.
- d) URL, is the domain used for the package selected.
- e) Post Back. is the posback used for the package selected.
- f) Portal Blurb, This is the description of your website and necessary to appear in the SegPay online shop
- g) Risk Configuration, This is determined by the SegPay compliance team.
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h) Portal Catego	ρrγ
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- a. 651- MainStream Subscriptions
- b. 652- MainStream Goods
- c. 653- Adult Subscriptions
- d. 654 Adult Goods
- e. 655- MainStream Digital Download
- f. 656- Adult Digital Download
- i) Processor Pool, is the processor to be used for the current package, in the drop down menu you will see a list of the processor pools available. The list a merchant sees are only for our Test processor pools so you can indicate if the package should be setup for credit cards, online checks or Direct Debit. During testing, you can use the SegPay Test Card number (4444333322221111) to test your integration and ensure that all is working between your system and the SegPay system. Please note that during testing mode, all postbacks and redirects will work exactly as they do in LIVE mode. Once you are ready to go in LIVE mode and start processing LIVE transactions, please contact SegPay Technical Support (techsupport@segpay.com) with the link to your join page. At that time, a technical integration specialist will run a full end to end test on your integration to ensure everything is working properly including postbacks, adding of the user and the redirect back to the website.
 - a. 1- Always Approve CC.
 - b. 3- Always Approve Checks.
 - c. 18- Always Appove Direct Debit.
- i) Language, you can select the language used as default in the page page.
 - a. 401- English
 - b. 402-Spanish
 - c. 403- German
 - d. 404- French
 - e. 405- Italian
 - f. 406- Chinese
 - g. 407- Japanese
- k) Include in Shopping.
- I) Allow Stand-In Processing.
- m) Cross Sell 1, the drop down menu has the possible domain and Price Point to use as a cross sell with the current package (cross sell is the action or practice of selling among or between clients, markets, traders, etc.).



- n) Cross Sell 2, the drop down menu has the possible domain and Price Point to use as a cross sell with the current package (cross sell is the action or practice of selling among or between clients, markets, traders, etc.).
- o) Select Price Points. List of Price points selected to belong to this package.
- p) Button Code, clickin in the button code you will see the link for the Price point selected and the Eticket number used for NATS

Example https://secure2.segpay.com/billing/poset.cgi?x-eticketid=104855:1221

Price Points Tab

This tab show you the Price Point selected for the current Package,



Pay Page Tab

This tab show you the information about the Pay Page used for the current Package.

