PayPal™

Preparing for the New Updated Checkout Experience

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Preparing for the New Updated PayPal Checkout Experience

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P Preface

About This Guide

Preparing for the New Updated Checkout Experience describes the new updated PayPal checkout experience so you can prepare your current PayPal integration for the transition.

The new PayPal checkout experience rolls out over time. The rollout affects your existing PayPal integration of Express Checkout or Website Payments Standard. During the roll-out period, PayPal replaces the current checkout experience with new updated one on selected checkout operations. Over time, more checkout operations use the new updated checkout experience. When the roll-out period ends, all checkout operations use the new updated experience, and the current experience is retired. The new updated checkout experience applies to payments made by credit card or debit card and payments made with PayPal accounts.

PayPal recommends that you prepare your integration as soon as possible for the rollout of the new updated checkout experience. This guide tells you how.

NOTE: For Website Payments Standard, rollout of the new updated PayPal checkout experience applies to Buy Now and Add to Cart buttons and the Cart Upload command only. Donate, Subscribe, Automatic Billing, Installment Plan, and Buy Gift Certificate buttons do not use the new updated experience. They continue to use the current checkout experience after the roll-out period ends.

Intended Audience

This guide is for:

- Merchants and developers who want to understand the new updated checkout experience from the buyer's perspective
- Merchants and developers who want to customize the new updated checkout experience with their logos and principal identifying colors

Revision History

The following table lists the revisions made to *Preparing for the New Updated Checkout Experience*.

TABLE P.1 Revision History for This Guide

Date Published	Description
October 2010	For Express Checkout, added "Displaying the Label for Estimated Totals" on page 13 and "Adding a Note to the Buyer" on page 14.
June 2010	Added "Setting the Co-Branding Options for Custom Payment Pages" on page 22
April 2010	Initial publication

Where to Go for More Information

- *Express Checkout Integration Guide*
- *Name-Value Pair API Developer Guide*
- *SOAP API Developer Reference*
- *Website Payments Standard Integration Guide*
- *Website Payments Standard Button Manager API (NVP)*
- *Website Payments Standard Button Manager API (SOAP)*

Documentation Feedback

Help us improve this guide by sending feedback to:

documentationfeedback@paypal.com

1 Understanding the New Updated Checkout Experience

As a part of PayPal's commitment to give your buyers the best checkout experience, we are bringing you our new updated checkout experience. We developed it through extensive usability testing and feedback from merchants. The new updated checkout experience can help improve the conversion of shopping carts to completed purchases. It applies to purchases paid for with debit or credit cards and paid for with PayPal accounts, alike.

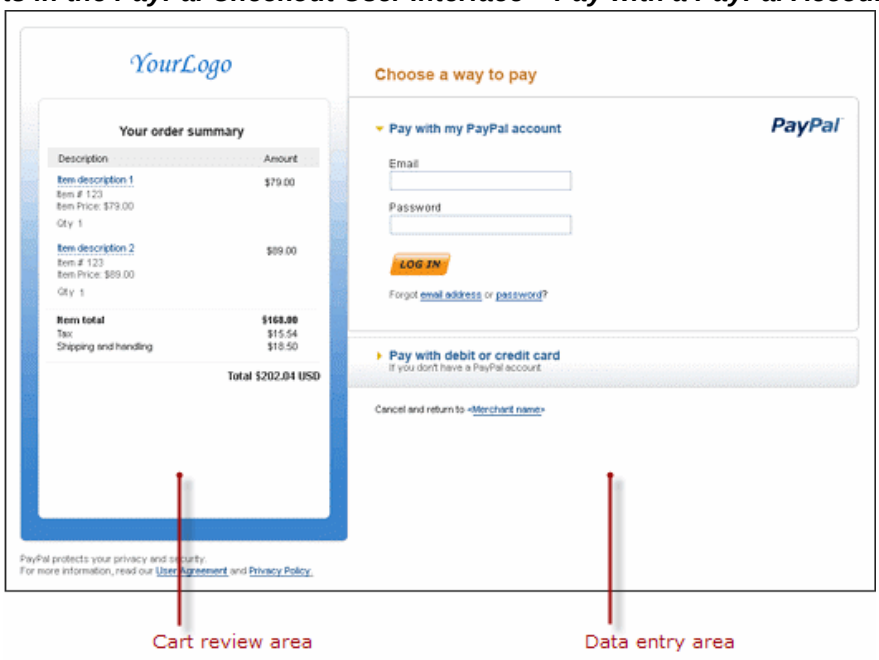
Read the following topics to learn more:

- "The PayPal Checkout User Interface" on page 7
- "The Express Checkout Experience" on page 12
- "The Website Payments Standard Checkout Experiences" on page 16

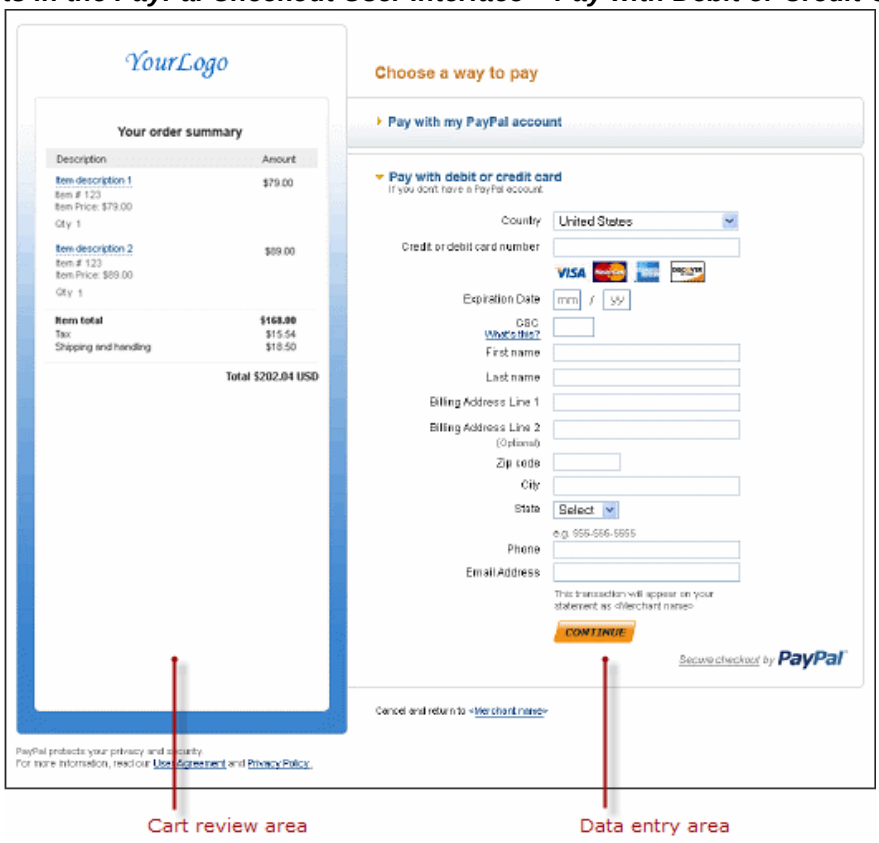
The PayPal Checkout User Interface

The PayPal checkout user interface comprises a cart review area and a data entry area. Buyers see the cart review area throughout checkout, and PayPal updates it automatically when buyers enter or change data during the process.

Parts in the PayPal Checkout User Interface – Pay with a PayPal Account



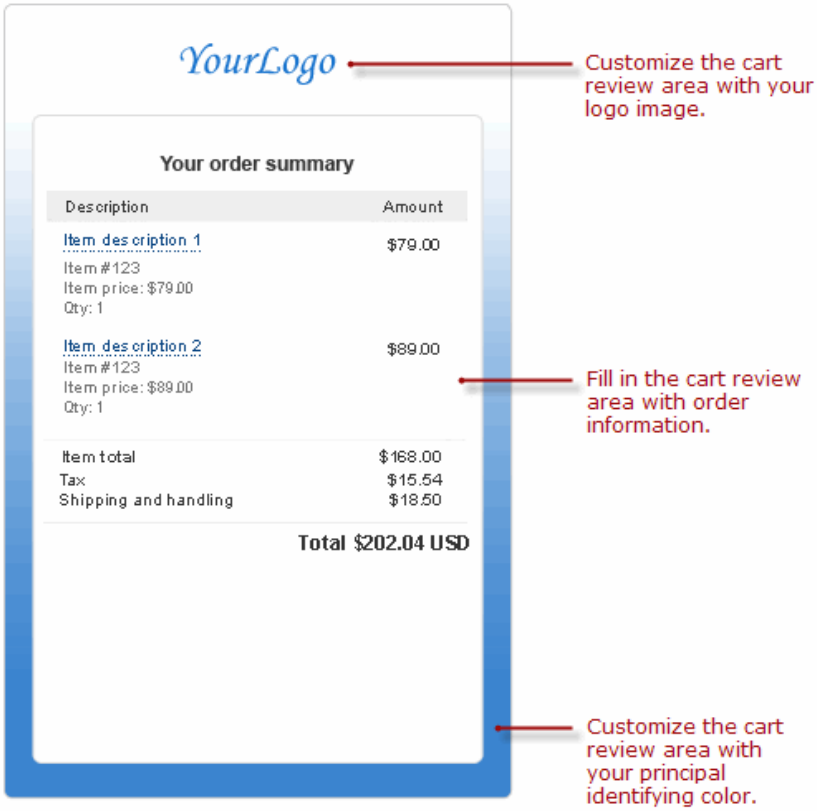
Parts in the PayPal Checkout User Interface – Pay with Debit or Credit Card



The Checkout Cart Review Area

The cart review area displays details about the purchase, such as item quantities and prices, taxes, and shipping charges, during checkout. You can co-brand the area with your logo and color to help blend the PayPal checkout pages seamlessly with the rest of your website.

Example Cart Review Area in the PayPal Checkout User Interface



Co-Branding the Cart Review Area

Based on feedback from merchants, PayPal introduces the cart review area to help communicate your brand to buyers. You can co-brand the cart review area with your logo and principal identifying color. Also, letting PayPal display your logo and color helps blend the PayPal checkout pages with the rest of your website.

PayPal recommends that you provide your logo and color through your Account Profile or in program code that you include with individual checkout operations. Without a logo image, PayPal displays your business name for Business accounts or your email address for other PayPal accounts. Without your color, PayPal blends medium gray to white in the gradient fill that borders the cart review area.

For more information, see Chapter 2, “Co-Branding the New Updated Checkout Experience.

Filling in the Cart Review Area with Order Information

Consumer research shows that more buyers complete purchases when they see the individual items and other details of an order during PayPal checkout. To benefit from the new updated PayPal checkout experience, provide order information in your program code when you initiate a checkout operation.

Order information includes but is not limited to the following:

- **Item details** – information about individual items in the shopping cart, such as item name, item number, description, unit price, and quantity ordered
- **Taxes** – the total amount of taxes for the order or taxes for each individual item included with their item details
- **Shipping and handling charges** – the total amounts of shipping and handling charges for the order or charges for each individual item included with their item details
- **Order Total** – the total payment amount for the order

NOTE: Website Payments Standard merchants can set up tax and shipping rates in their account profiles to let PayPal calculate tax and shipping charges automatically.

To learn how to supply order information to PayPal:

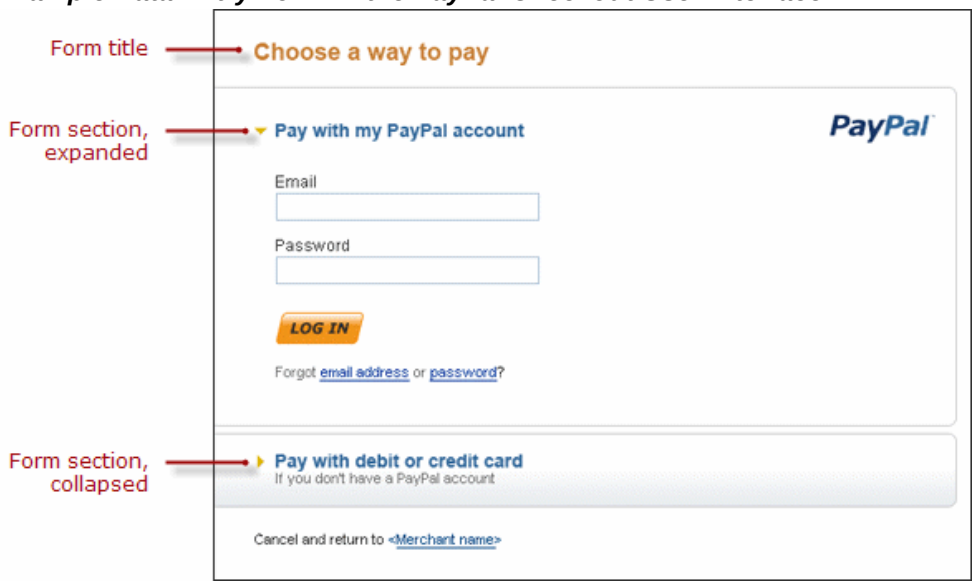
- In the Express Checkout Integration Guide, see "Customizing Express Checkout."
- In the Website Payments Standard Integration Guide, for Cart Upload, see "Third-Party Shopping Carts – the Cart Upload Command."

  NOTE: For Buy Now and Add to Cart buttons, Website Payments Standard merchants supply order information when they create the payment buttons using the button creation tool.

The Checkout Data Entry Area

The data entry area lets buyers specify information about their payments. Different forms slide into view as buyers progress through steps of the checkout process. Some forms are divided into sections, which buyers expand and collapse to complete the form.

Example Data Entry Form in the PayPal Checkout User Interface



The PayPal Checkout user interface presents 3 primary forms in the data entry area:

- **Choose a way to pay** – Buyers enter their PayPal credentials to log in and pay. Other buyers enter their billing information and other contact information to pay with debit or credit cards.
- **Review your information** – Buyers enter and review information about their payments, such as coupons and gift certificates, shipping addresses, contact information, and special instructions. Information that affects payment amounts are reflected automatically in the cart review area, on the left of the form.
- **Thank you for your payment** – Depending on your PayPal payment solution and how you configured your account, buyers see a PayPal payment confirmation form. It displays a confirmation number, and the cart review area displays a link to a printable receipt.

  NOTE: Generally, Express Checkout integration does not use the optional **Thank you for your payment** checkout page.

The Express Checkout Experience

Express Checkout makes it easier for buyers to pay. It lets you accept PayPal while retaining control of the overall checkout experience.

Consider your checkout experience before you implement Express Checkout. A typical checkout experience has the following sequence of pages:

A Typical Checkout Experience

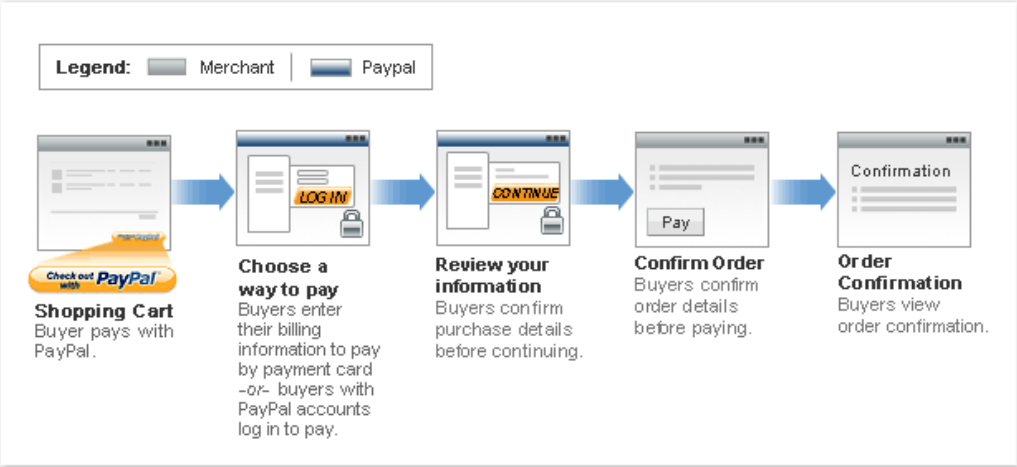
In a typical checkout experience, buyers:

1. Check out from the shopping cart page
2. Provide shipping information
3. Choose a payment option and provide billing and payment information
4. Confirm the order and pay
5. View an order confirmation

In the Express Checkout experience, buyers also check out from the shopping cart page, but they don't reenter shipping, billing, or payment information. That information is available from PayPal. Using information from a buyer's PayPal account simplifies and expedites the Express Checkout experience. Buyers then review their orders on your website, where you can include other necessary checkout steps. You can also up-sell to buyers on your Review Order page.

The Express Checkout experience modifies your sequence of pages slightly.

The Express Checkout Experience



In the Express Checkout experience, buyers:

1. Choose Express Checkout on your shopping cart page
2. Log in to PayPal or choose other ways to pay
3. Review their payments on PayPal
4. Confirm their orders on your website before paying
5. View your order confirmation

Displaying the Label for Estimated Totals

You can control whether PayPal displays the label “Total” or “Estimated Total” in the cart review area. Use the label “Estimated Total” when you do not provide shipping and handling charges in your call to `SetExpressCheckout`.

NOTE: This feature is available with API Version 64 or later.

By default, PayPal displays the label “Total” in the cart review area. When you provide line item details and shipping and handling charges in your call to `SetExpressCheckout`, PayPal displays the true total payment amount. However, if you let buyers choose shipping methods, shipping addresses, and shipping insurance later during checkout, PayPal displays only an estimated payment amount.

To avoid buyer confusion and potential cart abandonment, PayPal lets you control whether the label reads “Total” or “Estimated Total.” In your call to `SetExpressCheckout` request, set the `TOTALTYPE` variable to `EstimatedTotal`, and PayPal displays the label “Estimated Total.” Otherwise, PayPal displays the label “Total.”

The following request example sets the field:

Request Parameters

[requiredSecurityParameters]
&**METHOD=SetExpressCheckout**
&RETURNURL=https://...
&CANCELURL=https://...
&AMT=10.00
&CURRENCYCODE=USD
&PAYMENTACTION=Sale
&**TOTALTYPE=EstimatedTotal**

Response Parameters

[successResponseFields]
&TOKEN=EC-17C76533PL706495P

NOTE: You cannot configure this feature through the PayPal Profile page. PayPal lets you control the label for estimated totals only with the `SetExpressCheckout` request.

IMPORTANT: Do not set the label for estimated totals if you implement the Instant Update API.

Field Reference

SOAP Field / NVP Field	Description
TOTALTYPE	*(Optional)* Enable display of "Estimated Total" instead of "Total" in the cart review area. Limitations: 14 single-byte characters; allowable values are: • `Total` • `EstimatedTotal` **NOTE:** This field is available with API Version 64 or later.

Adding a Note to the Buyer

You can add a note that PayPal displays to buyers below the total in the cart review area. Use the note to tell buyers about items in the cart, such as your return policy or that the total excludes shipping and handling.

NOTE: This feature is available with API Version 64 or later.

Your note to buyers displays in the format of a text string. To display a note, pass the text in the `NOTETOBUYER` field in the call to `SetExpressCheckout`. PayPay displays the note below the total amount in the cart review area.

The following request example sets the field:

Request Parameters

```
[requiredSecurityParameters]
&METHOD=SetExpressCheckout
&RETURNURL=https://...
&CANCELURL=https://...
&AMT=10.00
&CURRENCYCODE=USD
&PAYMENTACTION=Sale
&NOTETOBUYER="Return within 30 days for a full refund."
```

Response Parameters

```
[successResponseFields]
&TOKEN=EC-17C76533PL706495P
```

NOTE: You cannot configure this feature through the PayPal Profile page. PayPal intends for you to tailor the note to specific buyers and the items in their carts.

Field Reference

SOAP Field / NVP Field	Description
NOTETOBUYER	*(Optional)* Display a note to buyers in the cart review area below the total amount. Use the note to tell buyers about items in the cart, such as your return policy or that the total excludes shipping and handling. Limitations: 127 single-byte characters **NOTE:** This field is available with API Version 64 or later.

The Website Payments Standard Checkout Experiences

The new PayPal checkout user interface and experience apply to Buy Now and Add to Cart payment buttons and the Cart Upload command. Other payment buttons – Donate, Subscribe, and Buy Gift Certificate – are not affected.

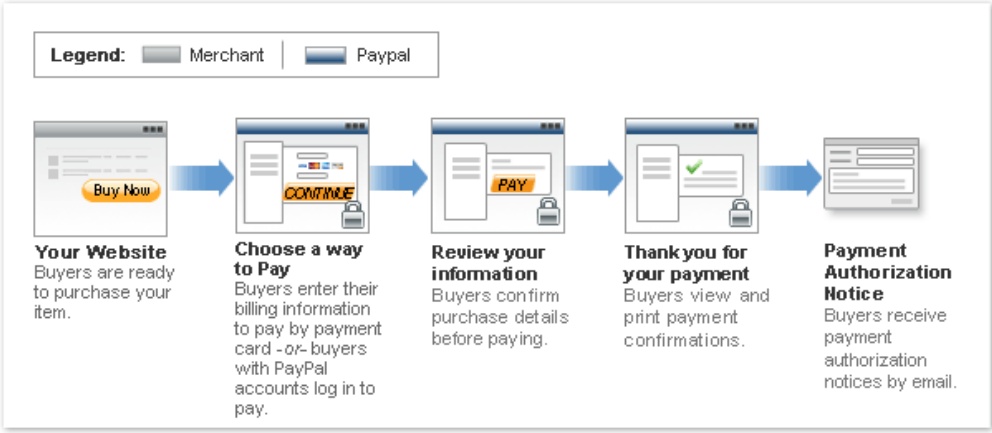
Read the following topics to learn more:

- "The Checkout Experience with Buy Now Buttons" on page 16
- "The Checkout Experience with Add to Cart Buttons" on page 17
- "The Checkout Experience with the Cart Upload Command" on page 17

The Checkout Experience with Buy Now Buttons

The following diagram illustrates the PayPal checkout experience for people who click Buy Now buttons on your website.

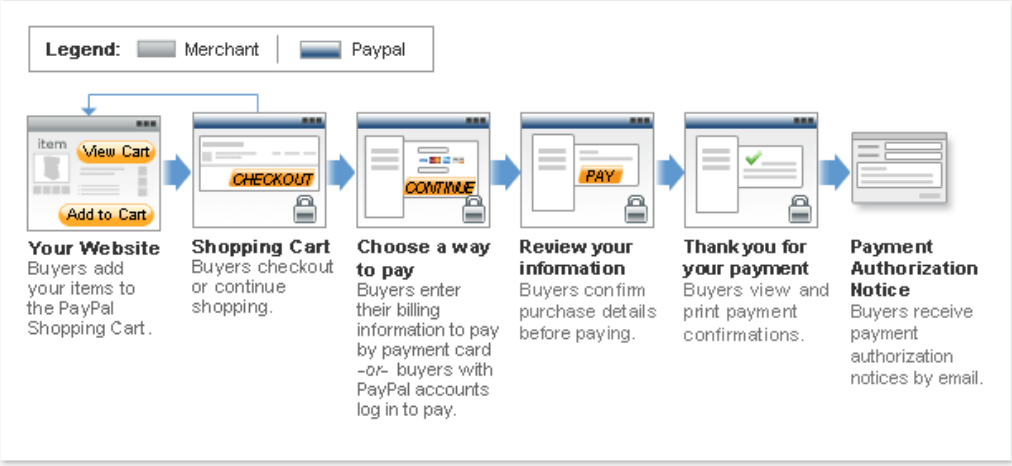
The Checkout Experience with Buy Now Buttons



The Checkout Experience with Add to Cart Buttons

The following diagram illustrates the PayPal checkout experience for people who click Add to Cart buttons on your website.

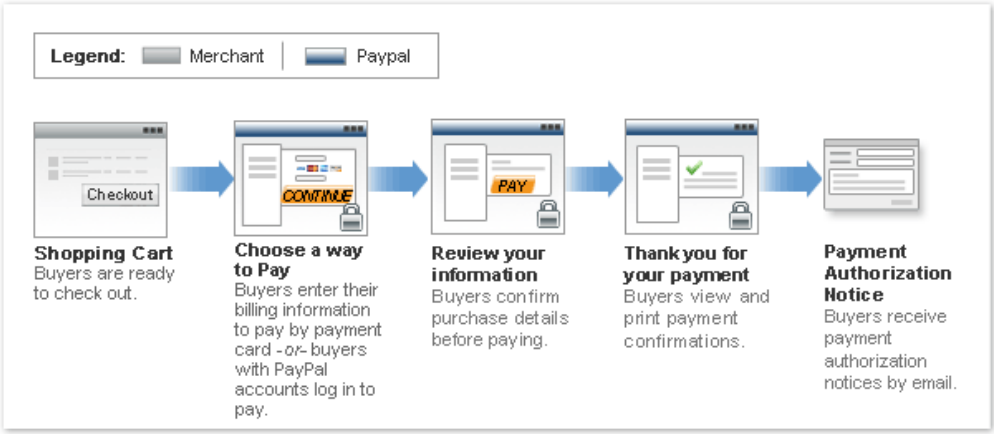
The Checkout Experience with Add to Cart Buttons



The Checkout Experience with the Cart Upload Command

The following diagram illustrates the PayPal checkout experience with the Cart Upload command.

The Checkout Experience with the Cart Upload Command



2 Co-Branding the New Updated Checkout Experience

You can co-brand the new updated checkout experience with 2 options: your logo, and your principal identifying color. Provide these options as settings in your Account Profile or as variables in your program code.

Read the following topics to learn more:

- "Co-Branding Options for the PayPal Checkout User Interface" on page 19
- "Setting the Co-Branding Options for Custom Payment Pages" on page 22
- "Co-Branding Variables for Express Checkout" on page 24
- "Co-Branding Variables for Website Payments Standard" on page 25

Co-Branding Options for the PayPal Checkout User Interface

PayPal lets you specify co-branding options through custom payment pages in your Account Profile or by using programming variables when you initiate checkout operations.

During the roll-out period, PayPal selectively uses the new updated checkout experience or the current experience for your checkout operations. For consistency of checkout on your website, specify co-branding options for the new updated and the current checkout experiences.

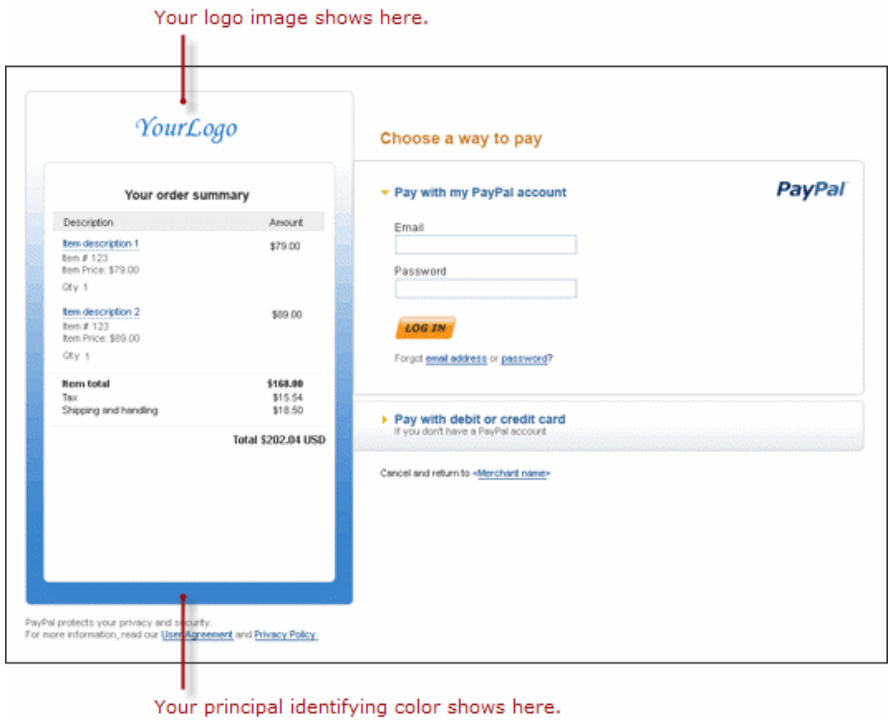
Co-Branding Options for the New Checkout Experience

PayPal offers these 2 new co-branding options for the updated PayPal checkout user interface:

- **Your logo image** – a URL to an image of your logo
- **Your color** – your principal identifying color. PayPal blends your color to white in a gradient fill that borders the cart review area

The following diagram illustrates how your co-branding options affect the new PayPal checkout user interface.

Co-Branding Options in the PayPal Checkout User Interface



Donate, Subscribe, Automatic Billing, Installment Plan, and Buy Gift Certificate buttons do not use the new updated checkout experience and its co-branding options.

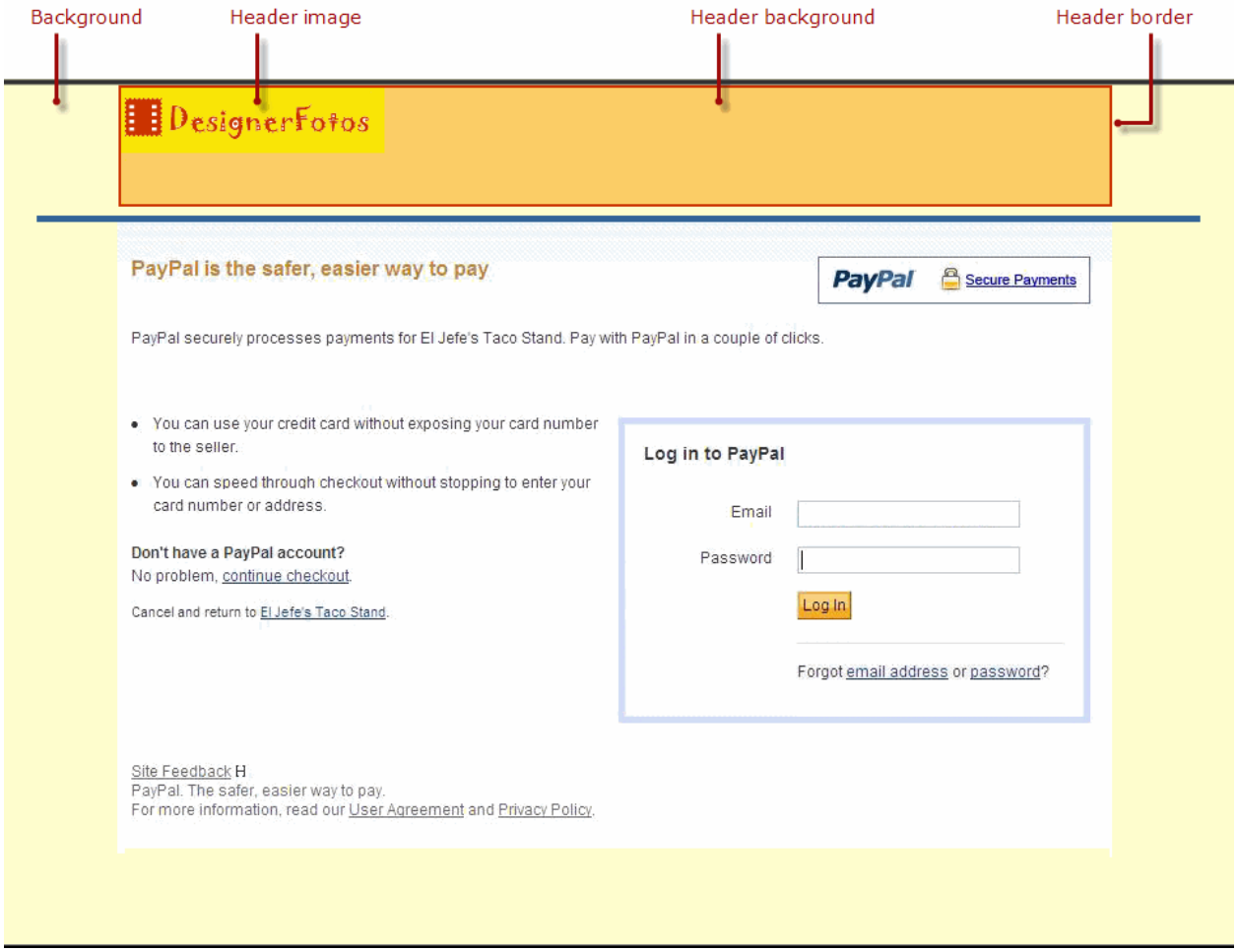
Co-Branding Options for the Current Checkout Experience

PayPal offers these 4 co-branding options for the current PayPal checkout user interface:

- **Header image** – you own logo image, in place of your business name or email address
- **Header background** – a fill color of your choice, above the main page area
- **Header border** – a line color of your choice, above the main page area
- **Background** – a fill color of your choice, surrounding the main page area

The following diagram illustrates how your co-branding options affect the current PayPal checkout user interface.

Example of a Custom Payment Page Style with Co-Branding Options



Setting the Co-Branding Options for Custom Payment Pages

Custom payment pages let you co-brand the PayPal checkout pages with your own logo and colors. You can add up to three custom payment page styles.

Custom page styles have co-branding settings for the new updated checkout experience and the current checkout experience.

Co-branding settings for the new updated checkout experience:

- **Your logo image** – a URL to an image of your logo
- **Your color** – your principal identifying color. PayPal blends your color to white in a gradient fill that borders the cart review area

Co-branding settings for the current checkout experience:

- **Header image** – you own logo image, in place of your business name or email address
- **Header background** – a fill color of your choice, above the main page area
- **Header border** – a line color of your choice, above the main page area
- **Background** – a fill color of your choice, surrounding the main page area

During the rollout period, specify settings for the new updated and the current checkout experiences. After the rollout period ends, specify settings for new updated checkout experience only.

If you use Donate, Subscribe, Automatic Billing, Installment Plan, or Buy Gift Certificate payment buttons, continue specifying settings only for the current checkout experience. These kinds of payment buttons do not use the new updated checkout experience.

1. Log in to your PayPal website at https://www.paypal.com.

   The **My Account Overview** page opens.

2. Click the **Profile** subtab.

   The **Profile Summary** page opens.

3. In the **Selling Preferences** column, click the **Custom Payment Pages** link.

   The **Customize your Payment Page** page opens.

4. Do one of the following: Click the **Add** button or the **Edit** button.

   – To add your own payment page style, click the **Add** button.
   – To edit a payment page style, select the radio button next to it in the list, and then click the **Change** button.

   The **Edit Custom Page Style** page opens.

5. Enter your custom page style preferences.

Setting	Action
Page Style Name	(*Required*) Enter a name up to 30 characters long. The name can contain letters, numbers, and underscores, but no other symbols or spaces. The **Page Style Name** is used to refer to the page style in your PayPal account and in programming variables.
Logo Image URL	Enter the URL to your logo image. Usa a valid graphics format, such as gif, jpg, or png. Limit the image to 190 pixels wide by 60 pixels high. PayPal crops images that are larger. PayPal places your logo image at the top of the cart review area in the enhanced checkout experience. **NOTE:** PayPal recommends that you enter an image URL only if the image is stored on a secure (https) server. Otherwise, your buyer's web browser may display a message that the payment page contains non-secure items.
Cart Area Gradient Color	Enter the HTML hex code for your principal identifying color. HTML hex codes are six-digit representations of colors that web browsers understand. Hex codes contain numerals 0-9 and letters A-F. For example, the hex code for black is 000000, and the hex code for white is FFFFFF. PayPal blends the color to white in a gradient fill that borders the cart review area in the enhanced checkout experience.
Header Image URL	Enter the URL to an image of your logo. Usa a valid graphics format, such as gif, jpg, or png. Limit the image to 750 pixels wide by 90 pixels high. PayPal reduces images that are larger. PayPal displays your logo image at the top of the checkout pages in the classic checkout experience. If you do not specify a value for Logo Image URL, PayPal uses this image at the top of the cart review area in the enhanced checkout experience. **NOTE:** PayPal recommends that you enter an image URL only if the image is stored on a secure (https) server. Otherwise, your payer's web browser displays a message that the payment page contains non-secure items.
Header Background Color	Enter the background color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header background color fills the header space in the classic checkout experience only.
Header Border Color	Enter the border color for the header using HTML hex code. The color code must be six digits long and should not contain the # symbol. The header border is a two-pixel rule that surrounds the header image area in the classic checkout experience only.
Payment Flow Background Color	Enter the background color for the payment page using HTML hex code. The color code must be six digits long and should not contain the # symbol. The background color for the payment page surrounds the data entry area below the header space in the classic checkout experience. If you do not specify a value for Cart Area Gradient Color, PayPal uses this color as the base color for the gradient fill that borders the cart review area in the enhanced checkout experience.

6. Click the **Preview** button, and then choose the checkout experience you want to preview:.
   - **Preview Enhanced Checkout**
   - **Preview Classic Checkout**

   A new browser window opens to display the PayPal checkout pages with your page style applied. When you finish previewing your payment page style, close the window.
7. Click the **Save** button.
8. Set your custom page style as the default by selecting the radio button next to it, and then clicking the **Make Primary** button.

Co-Branding Variables for Express Checkout

Specify Version 63 to use the co-branding variables for Express Checkout.

SOAP Field / NVP Field	Description
LOGOIMG	*(Optional)* A URL to your logo image. Use a valid graphics format, such as `.gif`, `.jpg`, or `.png`. Limit the image to 190 pixels wide by 60 pixels high. PayPal crops images that are larger. PayPal places your logo image at the top of the cart review area. **NOTE:** PayPal recommends that you store the image on a secure (https) server. Otherwise, web browsers display a message that checkout pages contain non-secure items. Character length and limit: 127 single-byte alphanumeric characters
CARTBORDERCOLOR	*(Optional)* The HTML hex code for your principal identifying color. PayPal blends your color to white in a gradient fill that borders the cart review area of the PayPal checkout user interface. Character length and limitation: 6 single-byte hexadecimal characters that represent an HTML hex code for a color

Co-Branding Variables for Website Payments Standard

The following co-branding variables apply to the new updated checkout experience only. For Website Payments Standard, they apply to Buy Now and Add to Cart buttons and the Cart Upload command only.

Name	Description
`cpp_logo_image`	*(Optional)* A URL to your logo image. Use a valid graphics format, such as `.gif`, `.jpg`, or `.png`. Limit the image to 190 pixels wide by 60 pixels high. PayPal crops images that are larger. PayPal places your logo image at the top of the cart review area. **NOTE:** PayPal recommends that you store the image on a secure (https) server. Otherwise, web browsers display a message that checkout pages contain non-secure items. Character length and limit: 127 single-byte alphanumeric characters
`cpp_cart_border_color`	*(Optional)* The HTML hex code for your principal identifying color. PayPal blends your color to white in a gradient fill that borders the cart review area of the PayPal checkout user interface. Character length and limitation: 6 single-byte hexadecimal characters that represent an HTML hex code for a color