

2008

eBay/PayPal® Checkout

eBay Developers Conference 2008

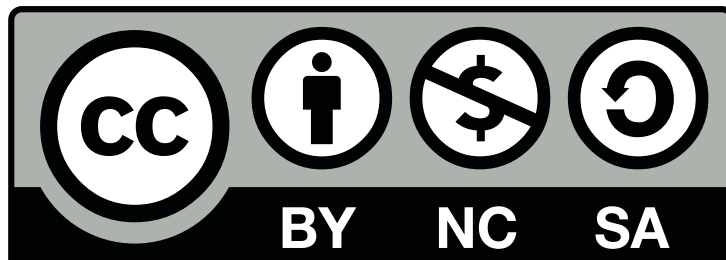
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2008

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Session Goals

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- Examine checkout options available in the eBay and PayPal platforms
- Describe user flow and details for the different options
- Provide insight on integration pitfalls
- Describe newly added features

Agenda

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- eBay Checkout
- PayPal Payment Review for eBay Items
- PayPal Checkout
 - Website Payments Standard & Pro
 - New Features
 - Pay Later, Reference Transactions, Recurring Payments
- PayPal Instant Payment Notifications (IPN)

Checkout Options Overview

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Source	Checkout Option	Notes
eBay	<ul style="list-style-type: none">eBay Checkout	Call GetItemTransactions for gathering payment details
Non-eBay (Web site)	<ul style="list-style-type: none">PayPal Shopping Cart and Cart UploadExpress CheckoutDirect Payments	

eBay Checkout

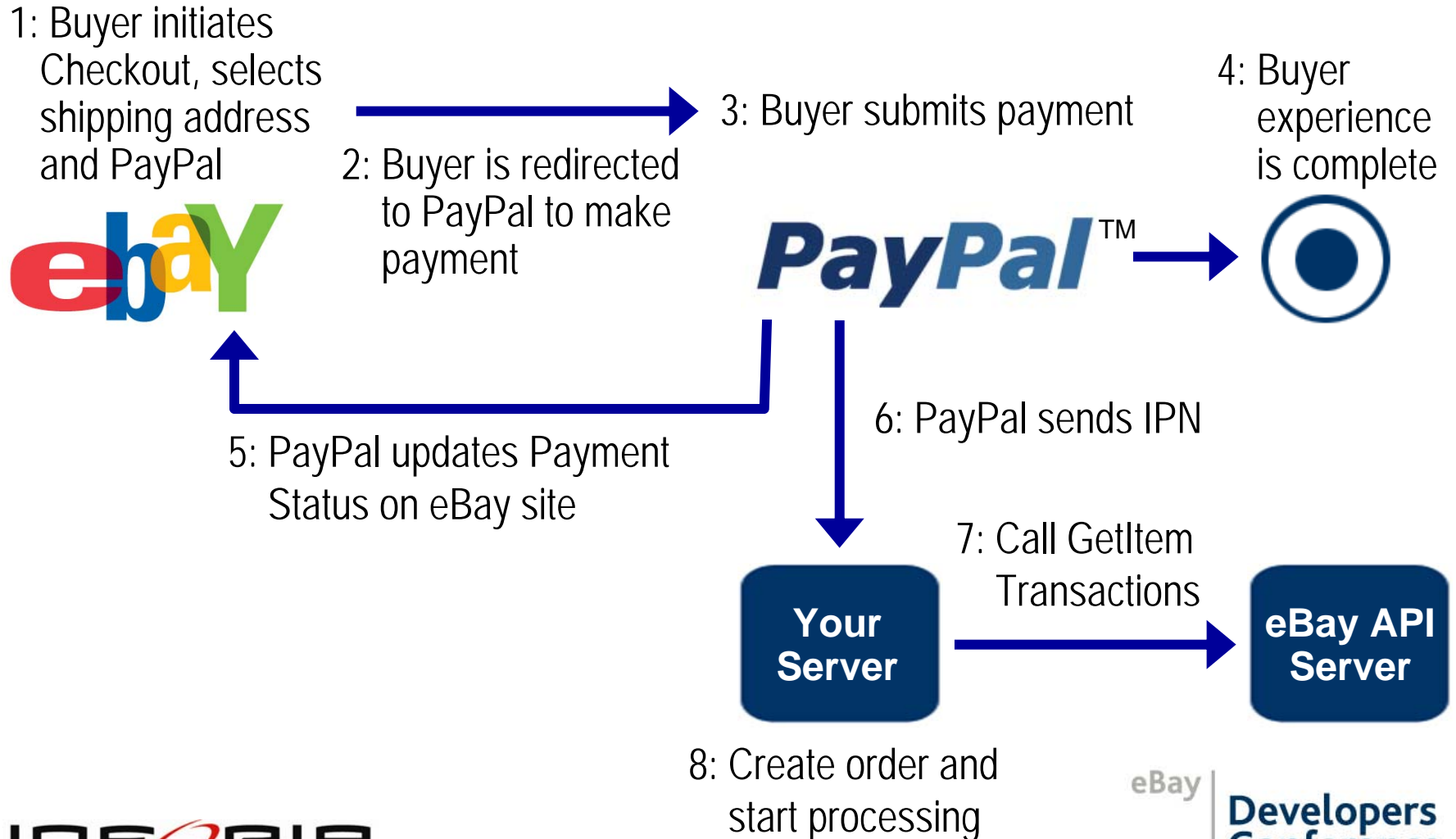
eBay Checkout: Details

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- Hosted by eBay
- Allows buyers to check out multiple items at once, applying shipping discounts when applicable
- No buyer-facing UI development needed
- No ability to build a customer relationship

eBay Checkout Flow

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eBay Checkout: Gathering Payment Info

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- Options
 - eBay Platform Notifications
 - Real-time notification of sale completion
 - Requires a server listener to handle notifications
 - Periodic call to **GetSellerTransactions**
 - Call to **GetItemTransactions** for specific item

PayPal Payment Review for eBay Items

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- Every PayPal payment for eBay items can be potentially selected for further review
- If selected, it can take up to 24 hours for PayPal to “release” from review
- Introduced March '08
- Better support through IPNs later this year

PayPal Payment Review for eBay Items

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1: Buyer submits payment for eBay item using eBay Checkout, your website or directly on PayPal.com

2: Buyer experience is complete

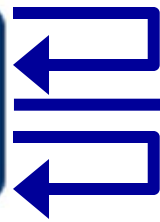
PayPalTM



3: PayPal sends IPN



4: Save IPN information



5: Wait 15 min. while PayPal reviews payment



7: If hold status equals "None" or "Released," check for Reversal IPN

If hold status equals "Payment Review," check status again within 24 hours

6: Call GetItemTransactions and check for PaymentReviewHoldStatus value

PayPal Checkout

PayPal Website Payments Standard

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PayPal Cart

- “HTML form”-based and cart is hosted by PayPal
- Limited functionality and control over UI
- No control over when the payment is actually placed on PayPal
- Easy to implement

PayPal Website Payments Standard

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PayPal Cart Upload

- Cart is hosted on your site, but it's "uploaded" to PayPal when buyer is ready to check out
- Allow payment for eBay items
- No control over when the payment is actually placed on PayPal
- Prone to address mismatch problems
- Good solution for small merchants

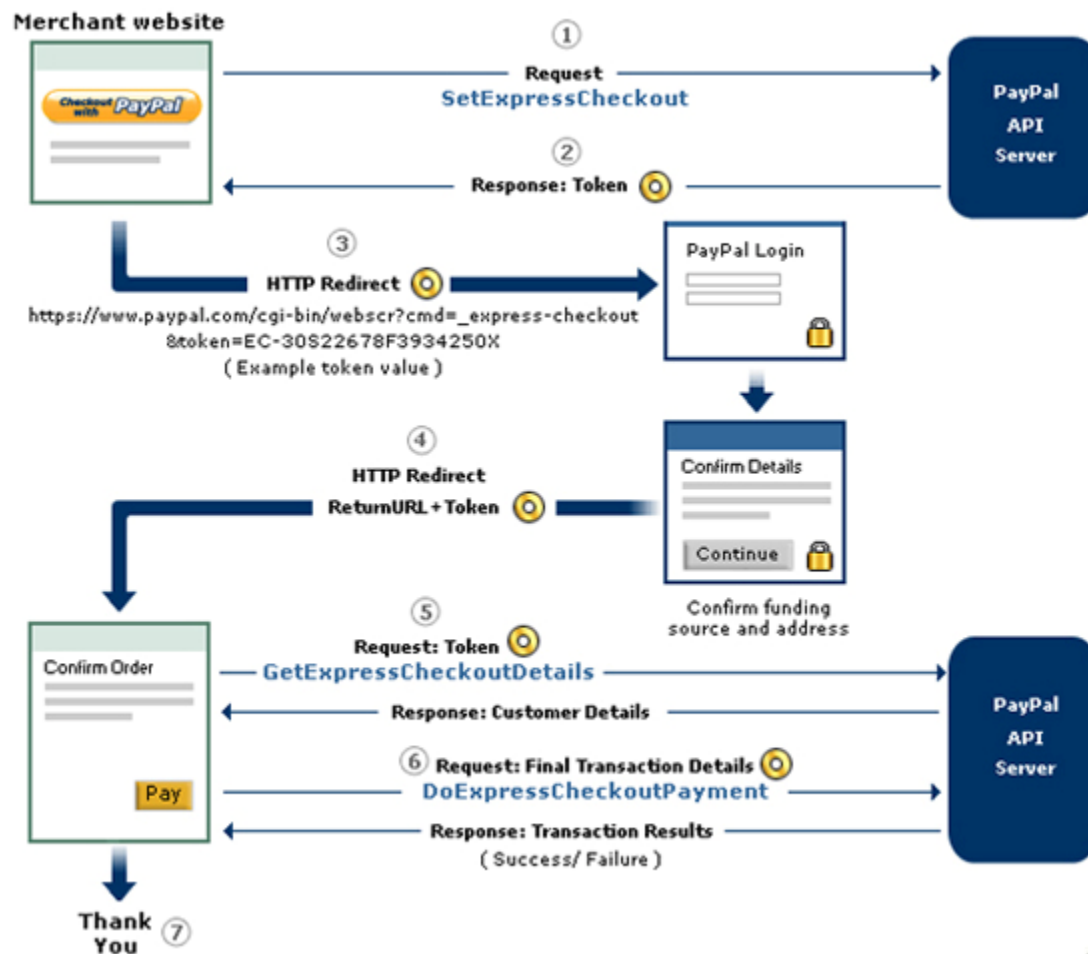
PayPal Website Payments Pro: Express Checkout Overview

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- Payment is completed on your site
- Increased conversion rate
 - Quicker and easier way to use checkout process
 - Higher buyer confidence regarding business legitimacy
- No need to gather buyers' billing/payment info
- No more mismatched shipping addresses (eBay)

PayPal Website Payments Pro: Express Checkout

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PayPal Website Payments Pro: Express Checkout API Overview

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- Simple
 - Calls are simple to understand (from a conceptual level) and easy to implement
- Flexible
 - Allows multiple levels of details. If you just want to pass on the total payment amount, you can. If you want to send item-by-item details, you can also do that.
- Open Control
 - Allows your checkout flow to do whatever you want

PayPal Website Payments Standard & Pro: Pay Later

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- Allows you to offer promotional financing on your Web site, so your buyer can shop now and pay later
- Increases conversion and average selling price through “impulse” buying
- Available through Payments Standard and Pro (Express Checkout)

PayPal Website Payments Standard & Pro: Pay Later

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your website My Account | Gift Certificates | Wishlist | Help

Search: Sign In | New User? Sign up

Home Clothes New Shoes & Bags Jewellery Electronics Toys Kitchen Bed + Bath

Checkout

Hamilton Beach Ensemble Automatic Drip Coffee Maker - Red/Chrome

You have added this item to your cart.

Braun KF600 Impressions Coffeemaker - There's nothing typical about this coffeemaker. It offers sleek styling with a thermal carafe that helps keep coffee warmer and fresher for preserving taste over longer periods.

- Product Dimensions: 16 x 13 x 7.6 inches ; 6.9 pounds
- Shipping Weight: 7 pounds
- Shipping: Only within the U.S.
- ASH: B60023RDVK
- Item model number: KF600

Click Image for larger view

[Continue Shopping](#) or [Proceed to Checkout](#)

Customers who bought items in your recent history also bought:

- ViviCam Digital Camera - 6200W**
item#:1225425035
- ViviCam Digital Camera - 6200W**
item#:1225425035
- Batik Fish Collection**
item#:1225425035
- Mossimo® Dex Polo - French Toast**
item#:1225425035

Shopping Bag summary

- Toddler Boys' Diego**
item #:1225425035
Blue
Qty [Remove](#)
- Dinner Set**
item #:122540630
Thinking Blue
Qty [Remove](#)

Items Total: \$533.95
Shipping: \$19.95
Sub-Total: \$587.27

[Checkout](#)

-OR-

[Check out with PayPal](#)
The safer, easier way to pay

[No payments 90 days](#)
PayPal Pay Later [Details](#)

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Checkout

-OR-

Check out **PayPal**
with

The safer, easier way to pay

No payments **90 days**

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eBay

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Conference

PayPal Website Payments Standard & Pro: Pay Later

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- PayPal has some marketing requirements
 - Banner on home page, product details, checkout buttons
- Express Checkout Implementation
 - Set the **PromoCode** variable with value “**101**” for the **SetExpressCheckout** call (SDK v3.3)
- Contact your PayPal rep to check for eligibility

PayPal Website Payments Pro: Direct Payments

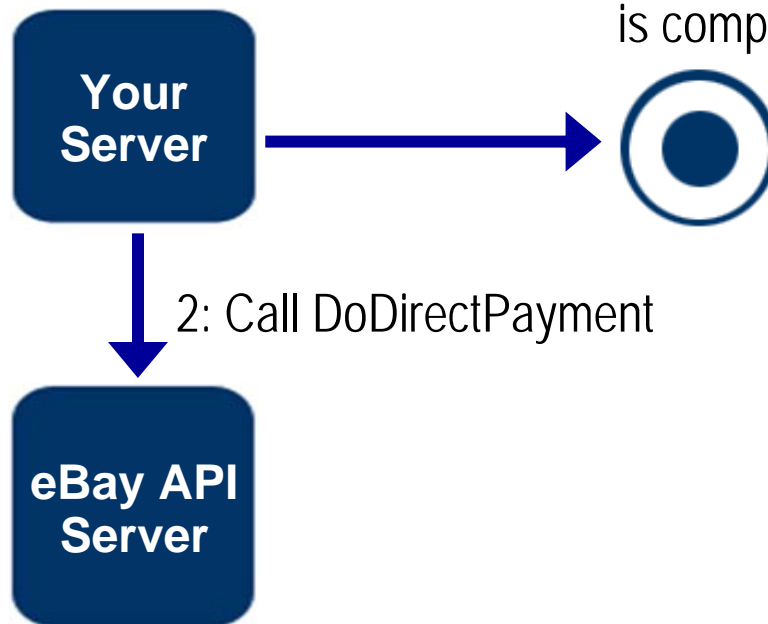
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Payment is
completed
on your site

Different than
Express Checkout,
the buyer never
leaves your site

1: Buyer initiates Checkout
on our site, and enters
Credit Card Information

3: Buyer
experience
is complete



PayPal Website Payments Pro: Direct Payments Overview

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- Requires the gathering of buyers' billing/payment info (credit card info) and the liability of handling/storing it
- Requires Express Checkout as part of PayPal's SLA

PayPal Website Payments Pro: Auth/Capture Overview

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- Allow merchant to authorize payment for later capture
 - Ideal for upselling other items or upgrading shipping
- Available to both Express Checkout and Direct Payments
- Requires implementing an extra 2 API calls:
DoAuthorization, DoCapture

PayPal Website Payments Pro: Reference Transactions

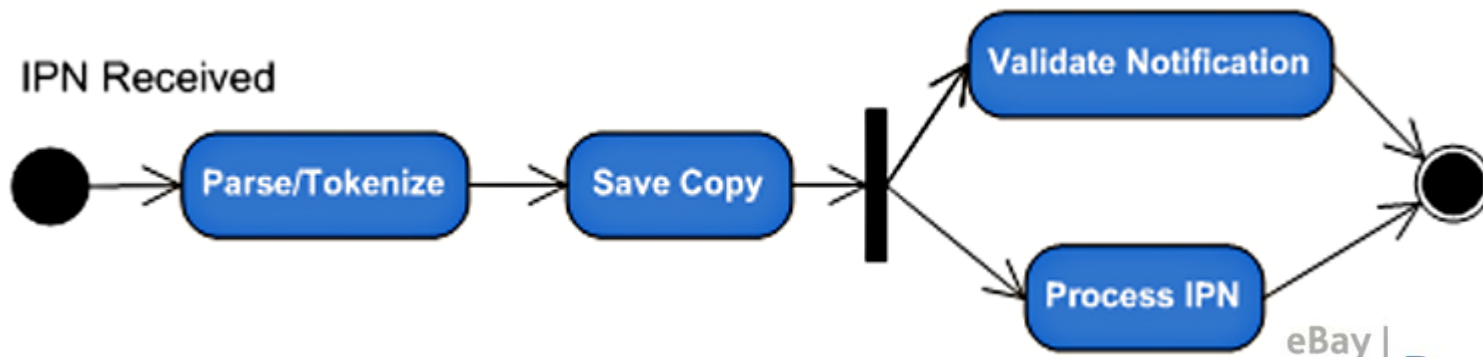
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- Allows you to charge/re-charge a credit card using only the auth code (PayPal Reference ID) from a previous authorization/charge
- Avoids having to store sensitive user information in your environment
- Implemented by the **DoReferenceTransaction** call

PayPal Instant Payment Notifications (IPN)

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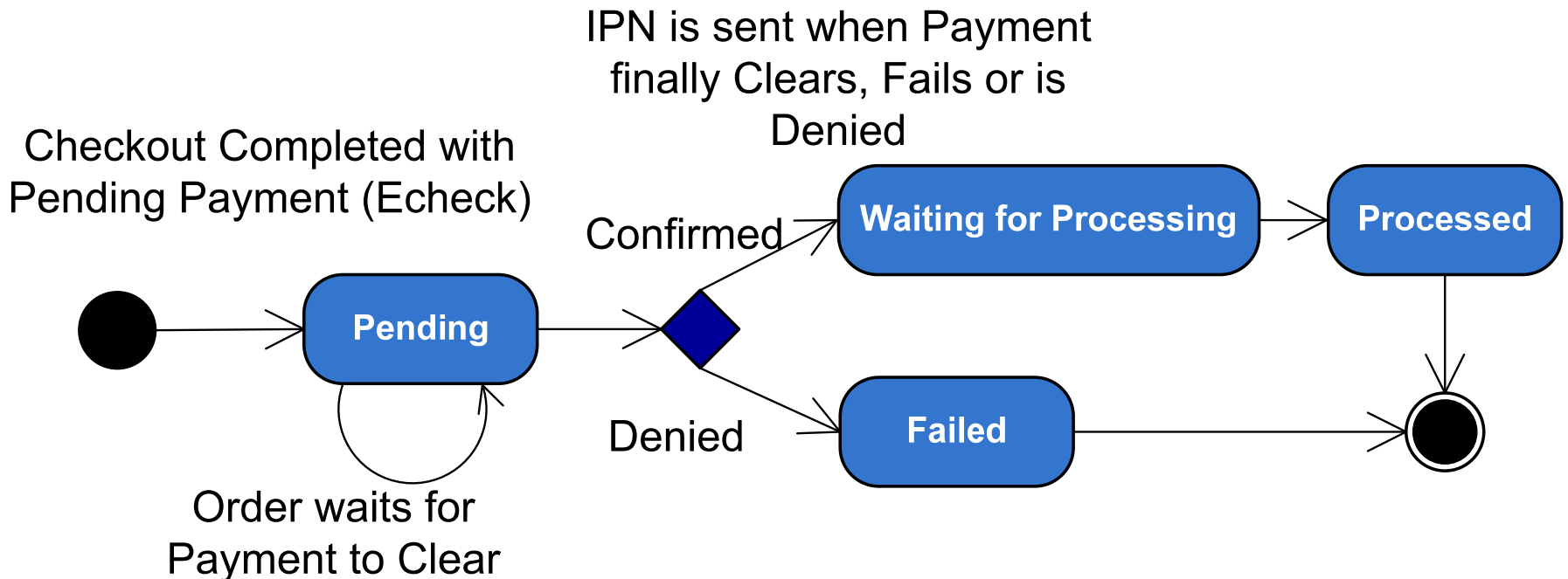
- Real-time name/value pair-based notification
- Needed for handling post-sale confirmation notifications of Pending Payments (i.e., “Address,” “Echeck”)
- Requires a listener Web application



PayPal Instant Payment Notifications (IPN)

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Order Status Change Flow:



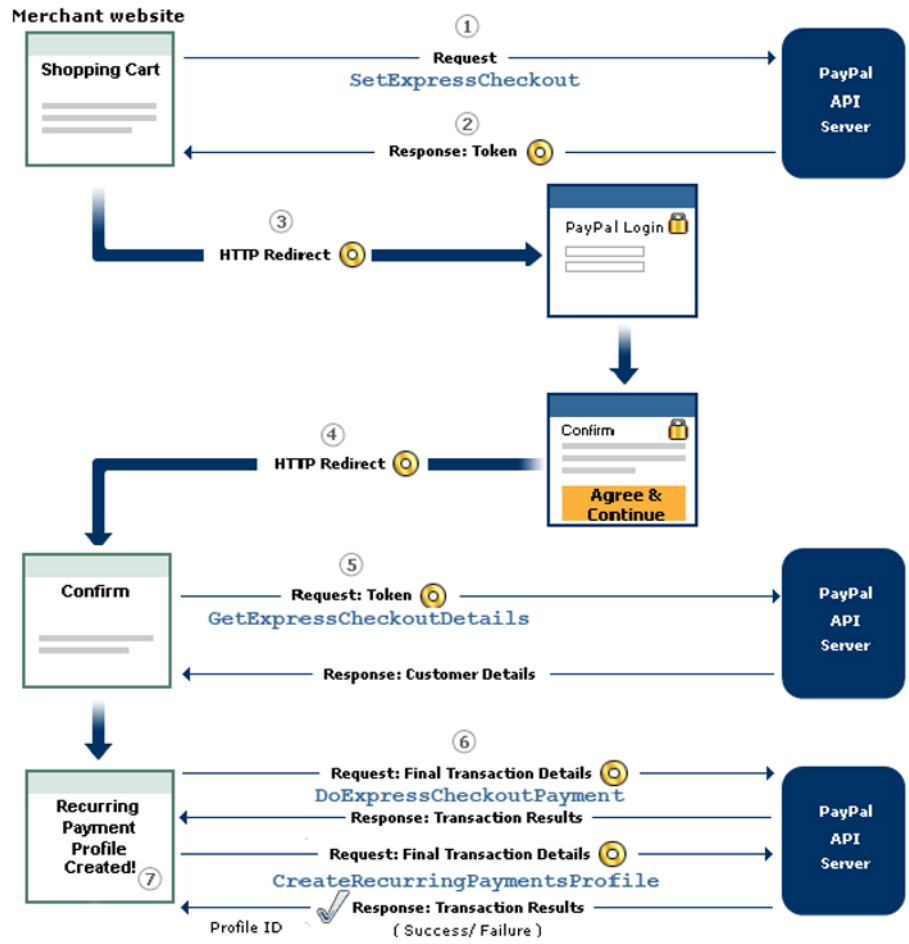
PayPal Recurring Payments

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- Now available through Payments Pro
 - Express Checkout and Direct Payments
- Ideal for subscriptions for services or memberships
- Requires the implementation of **CreateRecurringPaymentsProfile**

PayPal Recurring Payments Flow

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Conclusion

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- eBay and PayPal deliver all components needed to implement complex, scalable Checkout and Order Processing systems
- Simple to integrate
- Increased buyer confidence

Q&A

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Thank you!

Questions?

To learn more, visit

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