

# Converge Buy Button User Guide



# Buy. Donate. Give. Pay.

The Converge Buy Button, allows you to create a clickable button or text link that can be added to any email, webpage or social media post. Once implemented, your customer will be able to use the button or link to make a payment on your Converge Hosted Payment Page.

## Requirements

To use the buy button feature, you need:

1. To be approved for an internet processing account; and
2. An API user account ID for your account

Please contact Elavon's customer service team to set up your API user account. You can reach us 24/7 at **1-800-377-3962**.

## Getting Started

Once you have the required internet processing account and API user ID, you'll need to set up your Hosted Payment Page. This is the payment page your customers see once they click on your button or link. The page enables your customer to input their card information and make a payment.

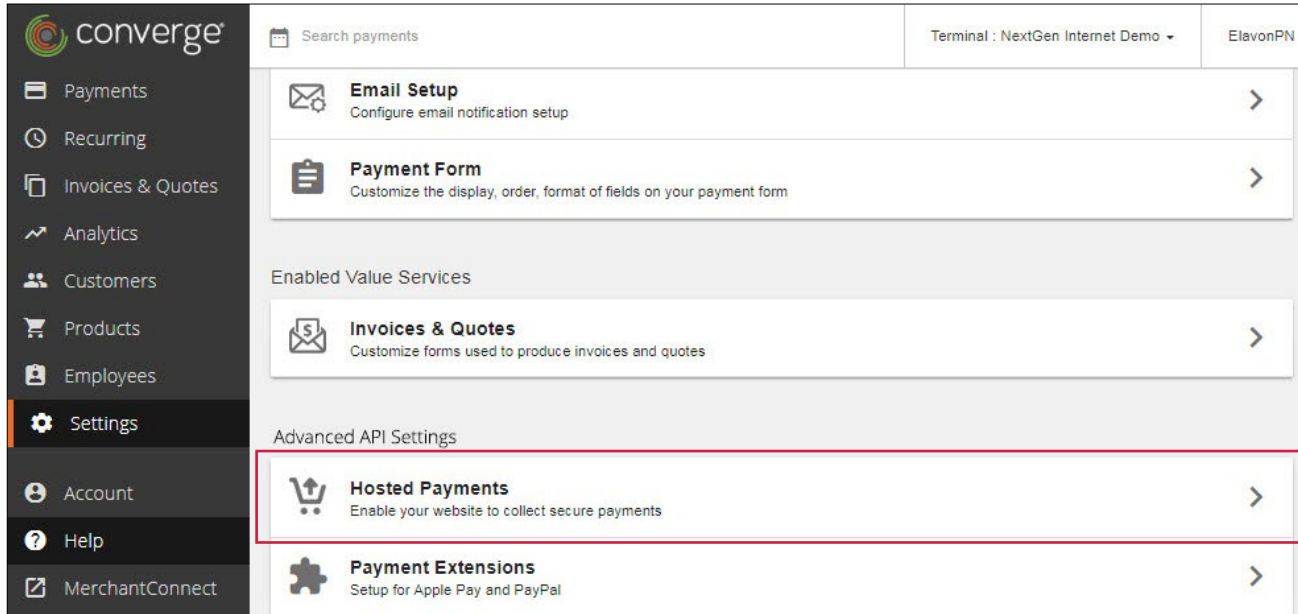
This guide walks you through how to customize your payment page, and how to create your buy button/link.

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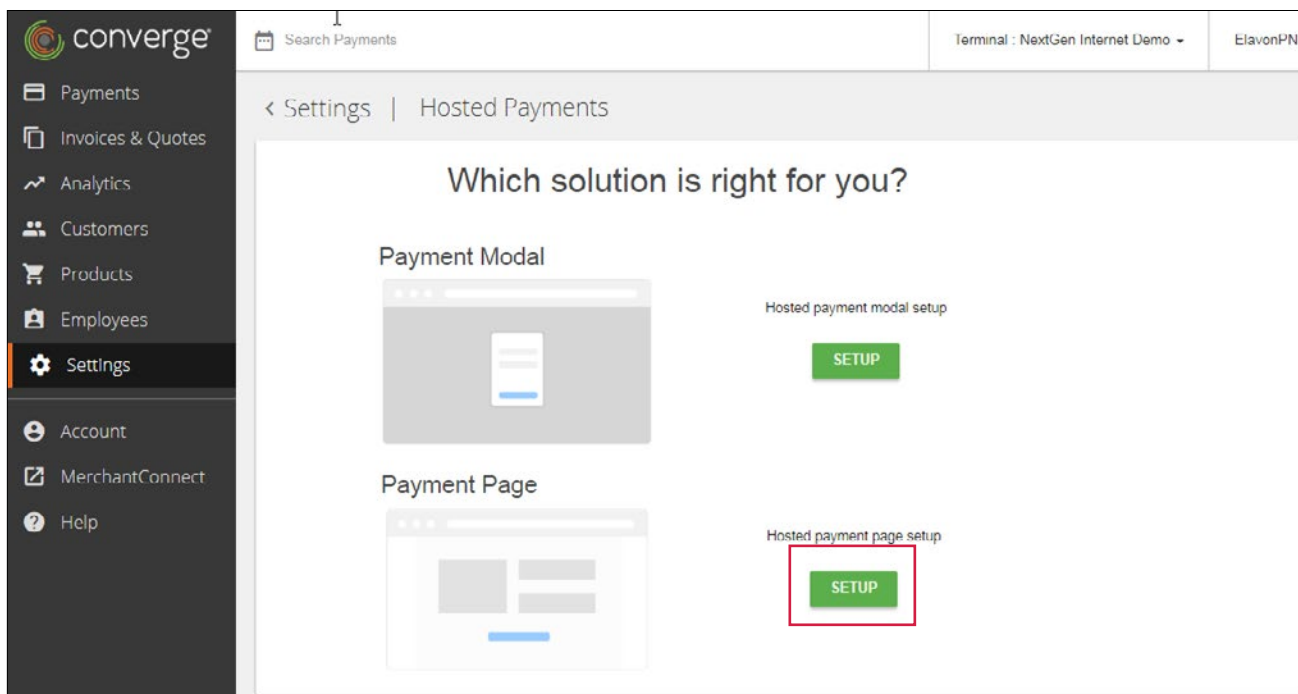
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# Customizing Your Converge Hosted Payment Page

Everything you need to customize your Converge Hosted Payment Page is built directly into Converge. Simply go to **Settings**, and click on **Hosted Payments**. If you have more than one terminal in Converge, make sure you're viewing your Internet Terminal.

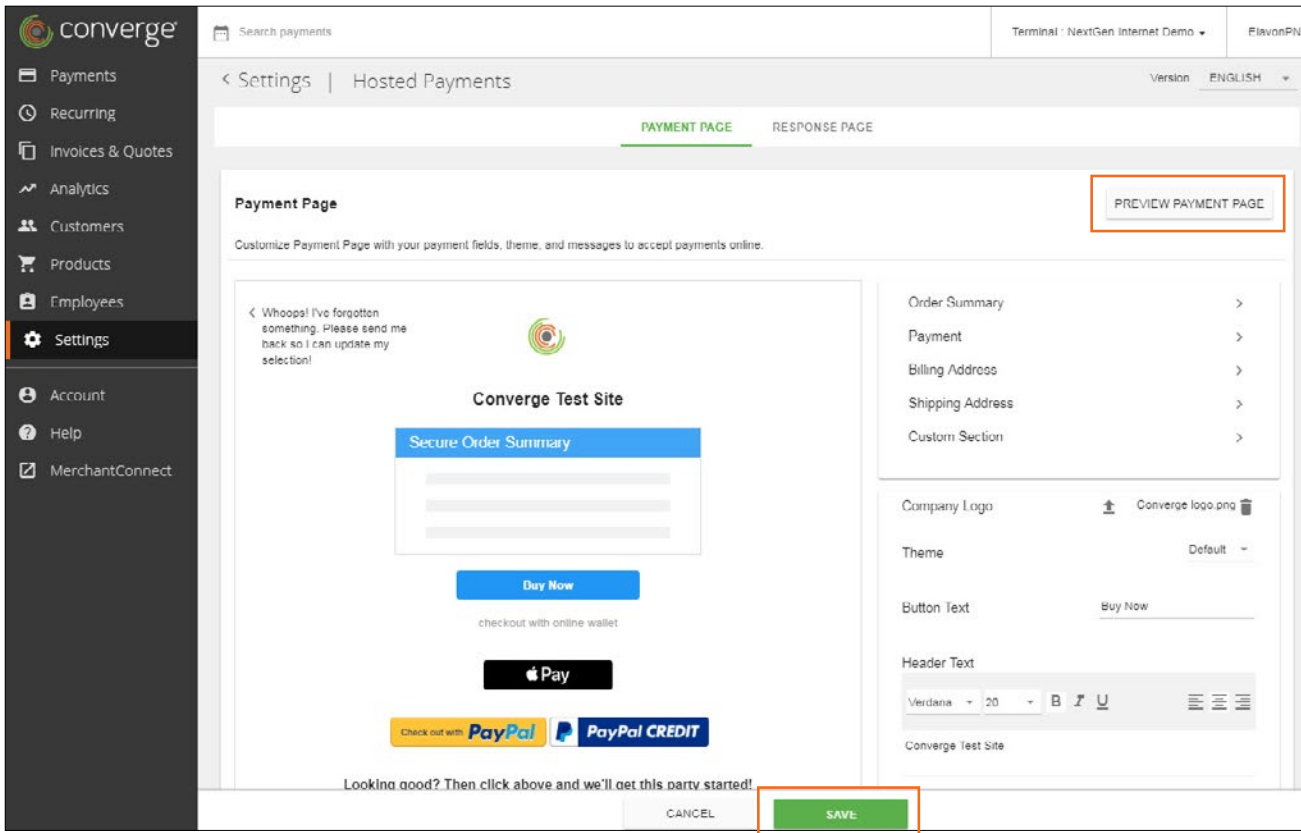


Click **SETUP** next to Payment Page.



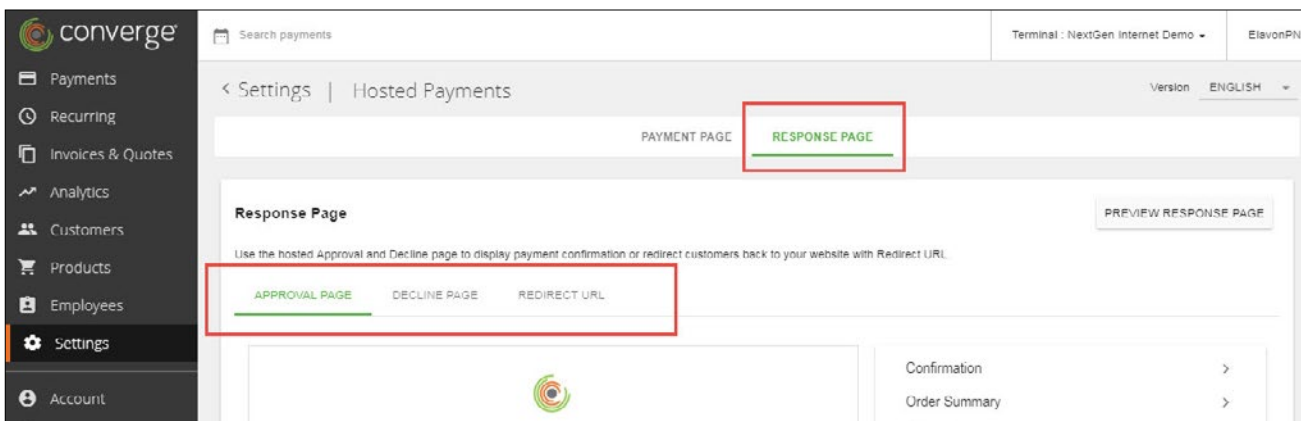
## Modifying the Payment Page

Use the section on the right to customize your payment page. A preview of your changes displays on the left. To see a full page preview, click **Preview Payment Page**. Once you're happy with your changes, click **Save**.



## Modifying the Response Page

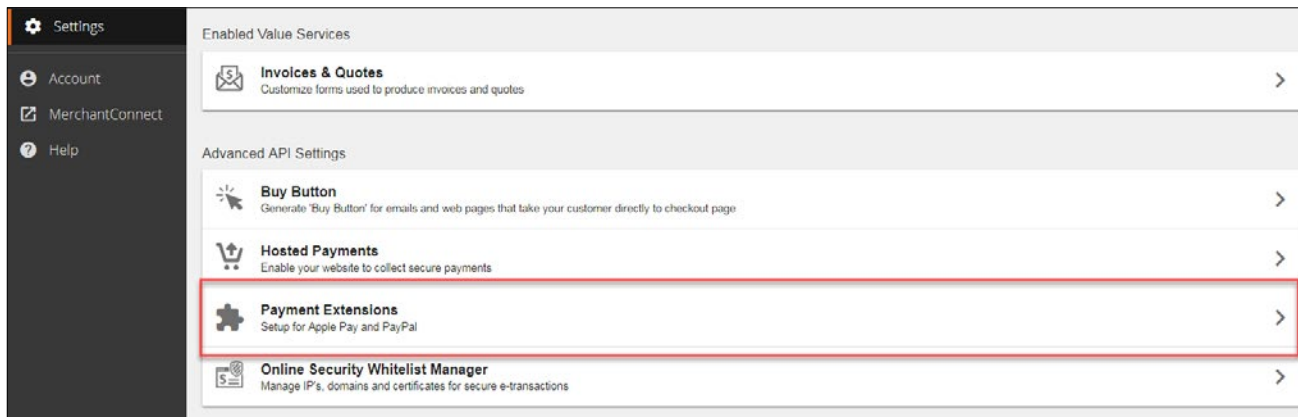
Click the **Response Page** tab to customize all of the possible options your customers see upon submitting their payment. Make sure you customize the **Approval** and **Decline** response pages and provide a **Button Link** to redirect customers to the website of your choice once they complete their payment. If you want to display your own payment results instead of the hosted approval and decline pages, click **Redirect URL**, and enter the URL for Converse to send the response to. Please remember to save your progress! Once you've completed setting up your payment page, you're ready to start creating buy buttons or buy links.



# Setting Available Payment Options

The Hosted Payment Page enables your customers to pay with a credit or debit card. Converge also supports the following digital wallets: PayPal, Apple Pay, Visa Checkout and Masterpass. You can pick and choose which of the digital wallets you'd like to provide on your payment page by going to **Settings** and clicking **Payment Extensions**.

Please note: when your customers choose Apple Pay, Visa Checkout or Masterpass, their payment is processed by Converge and you can manage the payment directly in Converge. PayPal payments are processed by PayPal so to refund payments made by PayPal, you'll need to manage those transactions via your PayPal merchant account.



# Creating a Payment Button

To create a Payment Button or Payment Link, go to **Settings** and click **Buy Button**. Then click the **Create** button.

The image shows a multi-step process in the Converge settings interface:

- Settings Menu:** A sidebar on the left contains menu items: Payments, Recurring, Invoices & Quotes, Analytics, Customers, Products, Employees, **Settings** (highlighted), Account, Help, and MerchantConnect.
- Settings Overview:** The main area shows various settings categories: Email Setup, Payment Form, Invoices & Quotes, **Advanced API Settings** (highlighted with a red box), Hosted Payments, Payment Extensions, and Online Security Whitelist Manager. The 'Buy Button' option is also highlighted with a red box.
- Buy Button List:** A table titled '< Settings | Buy Button' displays a list of existing buttons and links. A green 'CREATE' button is visible in the top right corner of this section.
- New Buy Button/Link Form:** A modal window titled '< Settings | New Buy Button/Link' is shown. It features a 'Pricing' section with radio buttons for 'Set fixed price' (selected) and 'Allow buyer to input price'. Below this is an 'AMOUNT' field with a dollar sign and a 'Preview' section on the right showing a blue 'BUY NOW' button. An 'HTML Code' field is also present.

On the **New Buy Button/Link** page, you can use the section on the left to customize the button or link. A preview of your changes displays on the right.

# Setting the Button Price

The Price Entry Method option on the top of the page enables you to select whether you want to set a fixed price for the button/link or if you'd rather your customers input their own amount before checkout. This second option is great for accepting donations. You can add a suggested amount or leave it blank so that donors can input their custom amount.

You can also set the tax % and a value for shipping if it applies to your use case. If not, then you can leave blank.

Please note, the currency your customer will be charged is based on where your company is based according to your Elavon application. If your company is based in Chicago, Illinois, and a customer from Toronto clicks on this button, then they will be charged \$25 USD + any exchange fees from their card company. You will receive \$25 USD in your merchant account.



# Configuring the Button Settings

API User helps Converge differentiate which Website is allowed to process this button's payment. If you don't have an API User to associate with the button, please call customer support so they can help create an API User for you. You can reach our customer support line 24/7 at 1-800-377-3962.

## Selecting the Transaction Type

Select the Transaction Type you want to use, Sale or Auth Only.

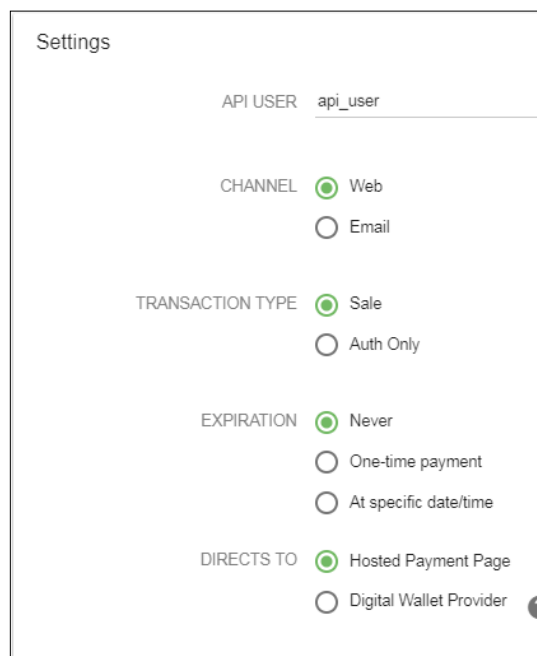
## Setting the Button Expiration

You can set the button to never expire, to expire after just one use or to expire at a specific time and date. Please note, the time and date option is specific to the timezone that your company is located in according to your Converge account.

## Selecting Your Channel

Select the **Channel** option where you plan to use the button or link: on a website or in an email.

For example, if you intend to use the buy button/link on a website to redirect them to your hosted payment page, select **Web**. If you intend to use the buy button/link in an email to redirect them to your hosted payment page, select **Email**.





## Setting the Payment Experience

Select if you want the button to direct to your Hosted Payment Page or a Digital Wallet Provider, which links customers directly to a digital wallet payment page such as PayPal or Apple Pay.

Please note: this second option only works if you've set up digital wallets as available payment options.

DIRECTS TO  Hosted Payment Page  
 Digital Wallet Provider ?

Digital Wallet Provider

SELECT PROVIDER  PayPal  
 PayPal Credit  
 ApplePay

## Customizing the Button

Buttons are great for websites and emails because you can customize them to draw attention.

You can change the **Button Text** to whatever you want your customers to see, as well as the font and color of text.

You can enter the hex color codes for your brand, or any color, to change the **Background Color** and **Border Color** of the button. There are plenty of websites that can help you pinpoint the hex code that corresponds to the color you want. We recommend <https://htmlcolorcodes.com> if you need help getting started.

In this example, we changed the text to read “Donate” and changed the color to a shade of purple.

converge Search Payments Terminal: NextGen Internet Demo ElavonPN

< Settings | New Buy Button/Link

DIRECTS TO  At specific date/time  
 Hosted Payment Page  
 Digital Wallet Provider ?

Design

TYPE  Button  
 Hyperlink

BUTTON TEXT \* Donate

FONT Open Sans 24pt Regular

BUTTON TEXT COLOR FFFFFFFF

BACKGROUND COLOR f442f4 SHADOW On

BORDER COLOR f442f4 BORDER RADIUS 3px

Preview

Donate

HTML Code

```
<div>  
<button disabled style="color:#FFFFFF; font-size:24px; font-fa  
mily:Open Sans; font-weight:normal; background-color:#f442f4; padd  
ing:7px 16px; display:inline-block; border-radius:3px; border:1px  
solid #f442f4; box-shadow: 2px 4px 0 rgba(0,0,0,0.25); ">Donate</  
button<script src="https://demo.convergepay.com/hosted-payments/b  
uy_button_script/4f7a39573556755a52386142546e9573749726c764141414  
1576b4c5a414b61"></script>  
</div>
```

GENERATE BUTTON COPY TO CLIPBOARD

Once you're happy with your button, click **Generate Button**. The **HTML Code** for the button or link displays on the right. Click **Copy to Clipboard** to copy the code and then paste it into the HTML editor on your website, email or social media post.

Please note: if you make any changes after you click **Generate Button**, you'll need to click that button to generate the updated button.

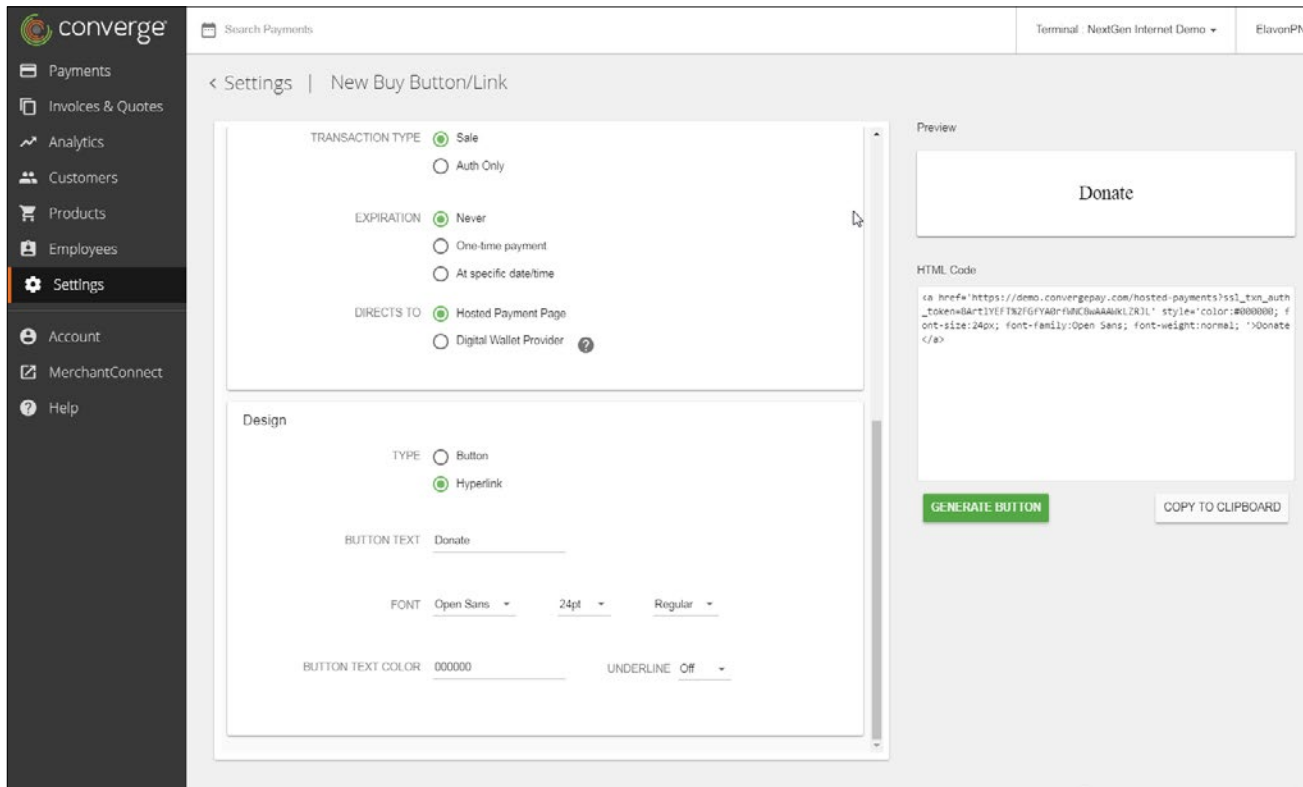
# Customizing a Hyperlink

Links are great to add to a line of text, and in cases where the website or social media post doesn't allow for buttons.

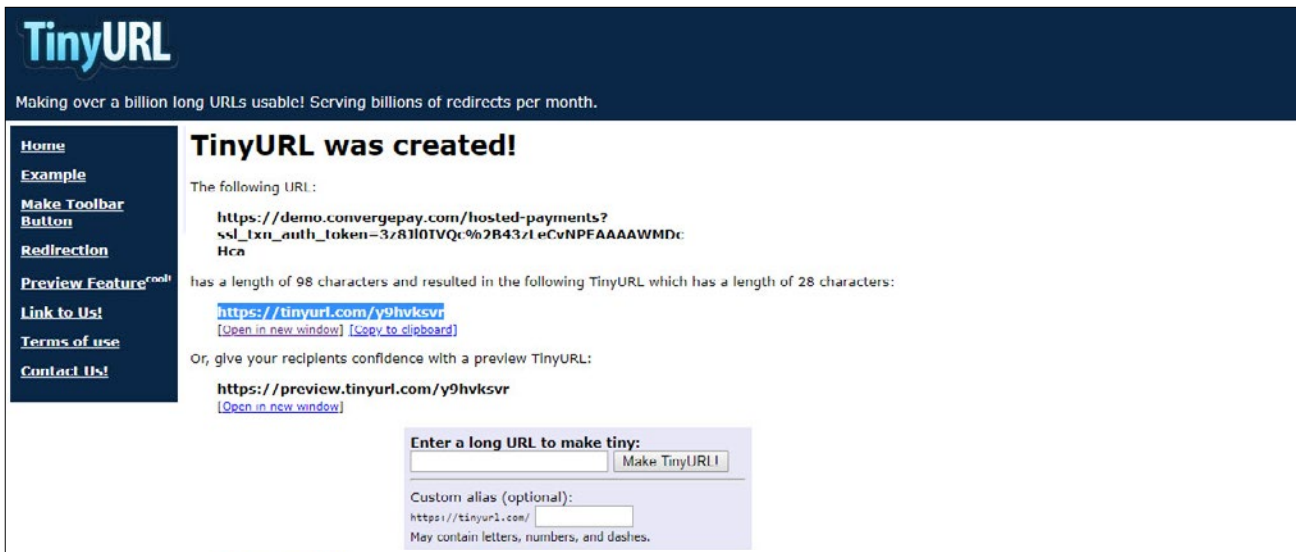
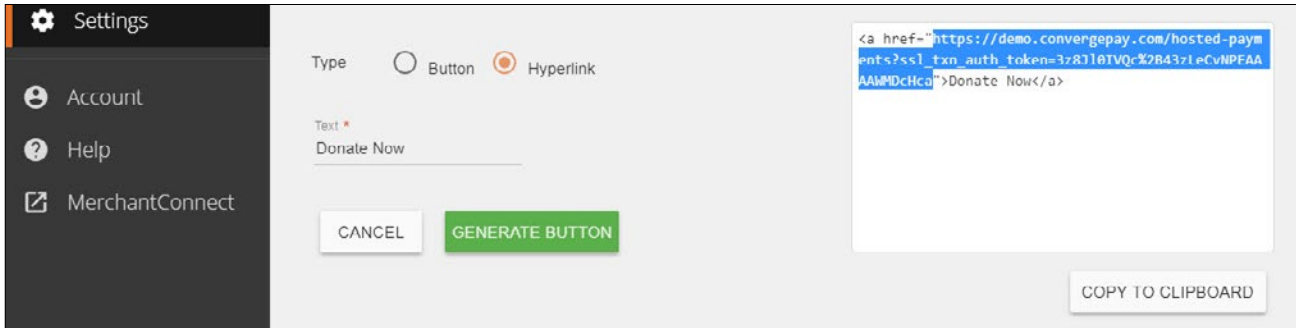
For hyperlinks, you can change the text to whatever you want your customers to see, as well as the font and color of the text.

When you're finished, click **Generate Button**. Then click **Copy to Clipboard** to copy the code and then paste it into the HTML editor on your website, email or social media post.

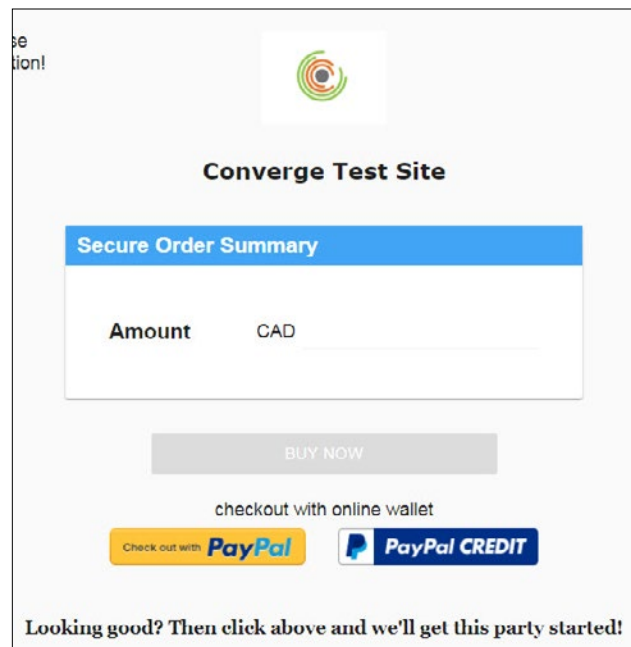
Please note: if you make any changes after you click **Generate Button**, you'll need to click that button again to generate the updated link.



If the code is too long and you need a shortened URL, you can copy the URL, which is between the parenthesis in the code, and paste it into a tiny URL generator.

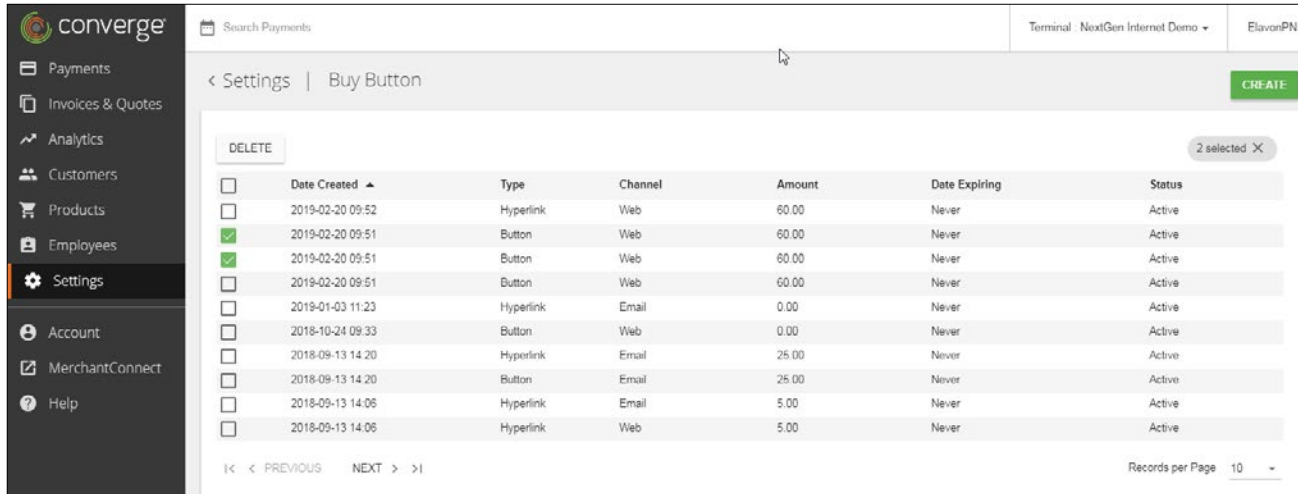


To test the shortened URL, paste it into the address bar of your web browser. You should see the Converge Hosted Payment Page you created.



# Managing the Buy Button/Link

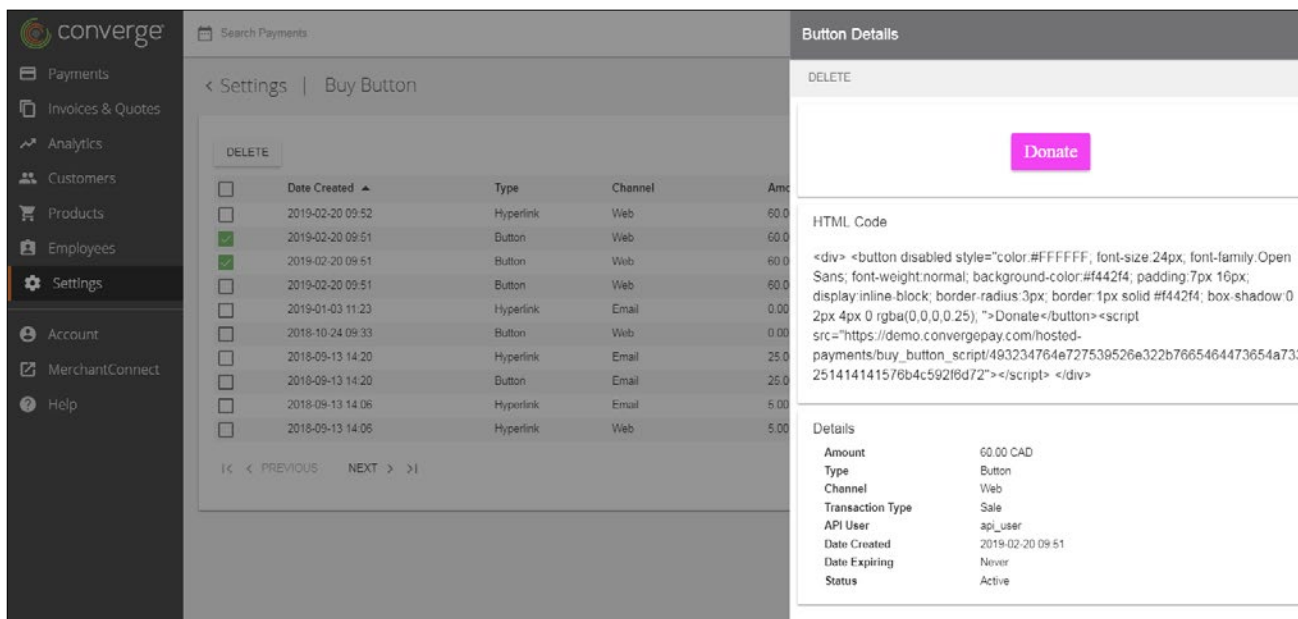
After you click **Generate Button**, Converge saves the button in the list on the Buy Button page. You can delete buttons at any time by selecting the appropriate check boxes and clicking **Delete**.



The screenshot shows the 'Buy Button' settings page in the Converge interface. A table lists various buttons with columns for Date Created, Type, Channel, Amount, Date Expiring, and Status. Two buttons are selected, indicated by green checkmarks in the first column. A 'DELETE' button is visible at the top left of the table, and a '2 selected X' indicator is at the top right. The interface includes a sidebar with navigation options like Payments, Invoices & Quotes, Analytics, Customers, Products, Employees, Settings, Account, MerchantConnect, and Help.

<input type="checkbox"/>	Date Created	Type	Channel	Amount	Date Expiring	Status
<input type="checkbox"/>	2019-02-20 09:52	Hyperlink	Web	60.00	Never	Active
<input checked="" type="checkbox"/>	2019-02-20 09:51	Button	Web	60.00	Never	Active
<input checked="" type="checkbox"/>	2019-02-20 09:51	Button	Web	60.00	Never	Active
<input type="checkbox"/>	2019-02-20 09:51	Button	Web	60.00	Never	Active
<input type="checkbox"/>	2019-01-03 11:23	Hyperlink	Email	0.00	Never	Active
<input type="checkbox"/>	2018-10-24 09:33	Button	Web	0.00	Never	Active
<input type="checkbox"/>	2018-09-13 14:20	Hyperlink	Email	25.00	Never	Active
<input type="checkbox"/>	2018-09-13 14:20	Button	Email	25.00	Never	Active
<input type="checkbox"/>	2018-09-13 14:06	Hyperlink	Email	5.00	Never	Active
<input type="checkbox"/>	2018-09-13 14:06	Hyperlink	Web	5.00	Never	Active

To view the **Button Details**, click the appropriate item in the list. At this point, you cannot edit a button after you've generated the code.



The screenshot shows the 'Button Details' page for a selected button. The left sidebar is dimmed, and the main content area displays the button's details. A 'DELETE' button is at the top left. The button itself is shown as a pink 'Donate' button. Below the button image, the HTML code is displayed, and a 'Details' section lists key information.

Details	
Amount	60.00 CAD
Type	Button
Channel	Web
Transaction Type	Sale
API User	api_user
Date Created	2019-02-20 09:51
Date Expiring	Never
Status	Active