
Amazon Simple Pay

Getting Started Guide

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Amazon Simple Pay: Getting Started Guide

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Welcome

The *Amazon Simple Pay Getting Started Guide* introduces you to Amazon Simple Pay, helps you setup required accounts, and provides walk throughs for each of the Simple Pay buttons.

Amazon Simple Pay is an Amazon Payments service that enables you to quickly add payment features to your gaming application or website. Your customers can make one-time payments, subscriptions, marketplace payments or a combination of these using the payment information stored in their Amazon.com accounts. To implement Amazon Simple Pay you simply copy and paste a small amount of HTML code to the web pages you want the buttons to appear in.

How Do I...?

How do I?	Relevant Sections
Get started with Amazon Simple Pay quickly	Amazon Simple Pay Getting Started Guide (this guide), especially the two sections Before You Begin (p. 6) and Creating Simple Pay Buttons (p. 8) , in that order
Learn about Amazon Simple Pay	Amazon Simple Pay Introduction (p. 2)
Get ready to use Amazon Simple Pay	Before You Begin (p. 6)
Learn how to create, test, and respond to each type of button available with Amazon Simple Pay	Creating Simple Pay Buttons (p. 8)
Learn about testing buttons using the Amazon Payments sandbox, and how to simulate errors.	Testing Your Simple Pay Buttons (p. 43)
Learn about advanced features specific to implementing Amazon Simple Pay buttons.	Overview of Advanced Features (p. 45)

Amazon Simple Pay Introduction

Amazon Simple Pay is a set of payment-only products that allow your customers to use their Amazon.com account as a payment method. Instead of creating payment functionality by writing application code, you enter basic information into an Amazon Simple Pay form to create a fully-functional payment button, which you then add to your page. When your customers click the button, they can begin making a secure payment.

Key Features

Topics

- [Fast and Simple Button Creation \(p. 2\)](#)
- [Five Commonly Used Buttons \(p. 3\)](#)
- [Your Account Activity Center \(p. 4\)](#)
- [Co-Branding with Amazon Simple Pay \(p. 4\)](#)
- [Amazon Simple Pay Security \(p. 5\)](#)

Fast and Simple Button Creation

Implementing Amazon Simple Pay is quick and easy. Once your accounts are set up, you simply choose the type of button, fill out a web form, copy some HTML, and paste it into your web page. This process is described in the following graphic and table.

Amazon Simple Pay Getting Started Guide Five Commonly Used Buttons

1. Open an Amazon Payments account

The image is a composite of three parts illustrating the process of creating an Amazon Simple Pay button:

- Top Left:** A screenshot of the Amazon Payments Account Management interface. It shows a form titled "Configure your Amazon Simple Pay Standard Button" with fields for "Amount" (set to 10 USD), "Description" ("Gift for dinner"), and "References".
- Center:** A code editor window displaying the HTML code generated by Amazon Simple Pay. The code includes a form action pointing to "https://authorize.payments.amazon.com/pba/paypipeline" and various hidden input fields for "immediateReturn", "collectShippingAddress", "accessKey", "referenceId", "amount", "variableMarketplaceFee", "signature", "returnURL", and "sandboxURL".
- Bottom Right:** A screenshot of a website for "iFinance" showing a "Subscription Order Form". A "Pay Now" button with the Amazon Payments logo is highlighted with a dashed line, indicating where the HTML code from the code editor is pasted.

2. Fill out Web form

3. Paste into web page

4. Click the button to pay

Amazon Simple Pay Implementation Process

1	First, you need a current Amazon Payments business account (p. 6) in order to use Amazon Simple Pay. In addition, you need a Amazon Payments sandbox account (p. 7) so you can test your buttons without actually transferring money.
2	Next, you create an HTML button using the Amazon Simple Pay user interface. Amazon Payments returns to you the HTML code which includes a form element that creates the button and provides the exact functionality and features that you want. For more information about the kinds of buttons you can create using Amazon Simple Pay, see Five Commonly Used Buttons (p. 3) .
3	You then paste the new HTML form element into your website. This causes the HTML button to display on your web page.
4	When the button is clicked, the user is redirected to the Amazon Payments website where the payment is authorized. You need to add the code to your website to handle the response when someone clicks the button.

Five Commonly Used Buttons

Amazon Simple Pay enables you to create five different payment buttons that online shoppers use to purchase items. Each button perform a different task:

- **Standard Button**—You use [standard buttons](#) to offer Amazon Simple Pay as a standalone payment method for one-time purchases.



Amazon Simple Pay Getting Started Guide Your Account Activity Center

- **Marketplace Button**—The [marketplace button](#) lets you display and sell the goods of other sellers, optionally charging them a fee for the service. The marketplace button is similar to the standard button in appearance. Only the functionality is different, because it involves three parties instead of only two.



- **Basic Donation Button**—[Donation buttons](#) are an easy-to-use and secure way for US-based, IRS-certified 501(c)3 non-profit organizations to solicit donations.



- **Marketplace-Enabled Donation Button**—A special donation button which enables third parties to collect donation funds on behalf of a 501(c)3 non-profit organization.
- **Subscription Button**—[Subscription buttons](#) enable an easy way to charge your customers a recurring fee. You can also offer free trials and introductory offers with a subscription button.



Your Account Activity Center

Your Amazon Payments Business account, located at <http://payments.amazon.com>, has an account activity page that gives you the ability to check your balance, to add or withdraw funds, to view the account history, and to edit the account settings.

TestBusiness, Welcome to your Amazon Payments Business Account
[Help](#) | [Sign Out](#)

Your Account

[Overview](#) [Deposit](#) [Withdraw](#) [Edit My Account Settings](#)

Balance: March 25, 2009

Account Balance: [\(What's this?\)](#) \$0.00

Notifications

[Enable Amazon TextBuyIt](#) [\(Learn more\)](#)

Enhance your account

[Add a bank account](#) [\(Learn more\)](#)

[Add a mobile phone](#) [\(Learn more\)](#)

Account Activity ([View my Account History](#))

Search and view your activity. You can search by type of payment activity, payment method, or specified date range.

Activity: Within: [Advanced Search Options](#)

View

You have not had any transactions in this view. Visit [Amazon.com Your Account](#) for all TextBuyIt and Amazon.com orders.

Date	Type	To/From	Name	Status	Action	Amount	Fees	Account Balance
------	------	---------	------	--------	--------	--------	------	-----------------

Your account history updates whenever a transaction occurs, and this information can be used as notification of the payment. For more information, see [Notification through Account History](#) (p. 38).

Co-Branding with Amazon Simple Pay

Co-branding is simply adding your merchant logo to each of the payment authorization web pages.

When your buyers click one of your Amazon Simple Pay buttons, they are redirected to the Amazon Simple Pay payment authorization web pages (hosted by Amazon). These web pages ask the buyer to sign in, specify a payment method such as a credit card, and authorize the payment. If you have ever purchased something on Amazon.com, you're familiar with the checkout process.

Clicking an Amazon Simple Pay button redirects buyers away from the merchant's website. However, by including your merchant branding on the payment authorization web pages, buyers don't feel as if they've completely left your website to pay. Jumping from your website to Amazon's without co-branding could confuse buyers. Co-branding provides continuity between the shopping and purchasing experience.

For more information about setting up co-branding, see [Configuring Default Button Values](#). (p. 40)

Amazon Simple Pay Security

Amazon Simple Pay uses the following means of securing requests and responses:

- **SSL** —All requests communicate over Secure Sockets Layer using HTTPS.
- **Signed Buttons** —If you choose, you can sign your buttons with a *signature* based on the button parameters and your AWS access identifiers. The method of signing is based on *Signature version 2*, which supports the SHA1 and SHA256 encryption algorithms.
Signing your buttons is strongly recommended. To help decide whether to choose to sign your buttons or not, see [Advantages of Signing Your Buttons](#) (p. 48).
- **Signed and Verifiable Responses** —Both the *Return URL* and *IPN responses* are also signed, using the Signature version 2 method. In addition, the *FPS Action* `VerifySignature` enables you to easily check that the content in the response has not been modified after sending. For information on `VerifySignature`, see [VerifySignature](#) in the *Amazon Simple Pay Advanced User Guide*

Before You Begin

Topics

- [How to Get an Amazon Payments Business Account \(p. 6\)](#)
- [How to Get an Amazon Payments Sandbox Account \(p. 7\)](#)

Before you can get started with Amazon Simple Pay, you must have an Amazon Payments business account so you can receive payments by credit card. You also need an Amazon Payments Sandbox account to test your buttons.

How to Get an Amazon Payments Business Account

The Amazon Payments business account is necessary in order to create and use Amazon Simple Pay buttons. The account also enables you to receive payments from Amazon.

To sign up for an Amazon Payments business account

- To sign up for the Amazon Payments business account, go to [Amazon Payments Account Management](#) and follow the instructions you find there.



Note

If you plan to use Amazon Simple Pay donation buttons, keep in mind that they are intended to benefit US-based, IRS-certified 501(c)3 non-profit organizations. To collect donation funds on your own behalf, you must specify a *Non-Profit Organization* account type when you set up your Amazon Payments business account. Amazon verifies this status when you sign up.

How to Get an Amazon Payments Sandbox Account

The Amazon Payments Sandbox is accessible through your Amazon Payments Sandbox account. In the sandbox; you can try out your applications without incurring charges or making purchases.



Important

You should create and test all of your Amazon Simple Pay buttons in the sandbox before exposing them on your website.

To sign up for an Amazon Payments Sandbox account

- To sign up for the Amazon Payments Sandbox account, go to <https://payments-sandbox.amazon.com/sdui/sdui/premiumaccount> and follow the instructions on the screen.

Creating Simple Pay Buttons

Topics

- [Available Simple Pay Buttons \(p. 8\)](#)
- [Creating a Standard Button \(p. 9\)](#)
- [Creating a Subscription Button \(p. 14\)](#)
- [Creating a Marketplace Button \(p. 20\)](#)
- [Creating a Basic Donation Button \(p. 26\)](#)
- [Creating a Marketplace-Enabled Donation Button \(p. 31\)](#)
- [Getting Notification about Your Payments \(p. 37\)](#)
- [Configuring Default Button Values \(p. 40\)](#)

Creating Simple Pay buttons requires no programming expertise. Simply complete an Amazon Simple Pay form to set up your functionality, and then click a button to generate the HTML code you need. You then insert the HTML into the appropriate web page on your website. The HTML code causes the button to display and to function according to your specifications.

This section contains basic implementation instructions for each of the five buttons that are part of Amazon Simple Pay. For your website, you might need to use only one of these buttons. It is not necessary to read about the implementation of each button type in order to proceed. Just follow the instructions for the type of button that you need on your web site. You will find all the information you need in that section.

If your application design requires more features than a basic implementation can provide, a button-specific Advanced Features section helps get you started with enhancing your chosen button.

Available Simple Pay Buttons

Amazon Simple Pay lets you create functioning payment buttons for your website so that online shoppers can purchase items using Amazon Payments. Each button is designed to perform a different task.

This guide describes how to create the following Amazon Simple Pay buttons:

Button	Description
Standard Button	You use standard payment buttons to offer Amazon Simple Pay as a standalone payment method for one-time purchases. To get started with a Standard button, see Creating a Standard Button (p. 9) .
Subscription Button	Subscription payment buttons enable an easy way to charge your customers a recurring fee. To get started with a subscription button, see Creating a Subscription Button (p. 14) .
Marketplace Button	The Marketplace payment button lets you display and sell other seller's goods, optionally charging the seller a fee for the service. To get started with a Marketplace button, see Creating a Marketplace Button (p. 20) .
Basic Donation Button	Basic donation buttons enable US-based, IRS-certified 501(c)3 non-profit organizations to solicit donations on their own behalf. To get started with a basic donation button, see Creating a Basic Donation Button (p. 26) .
Marketplace-enabled Donation Button	Marketplace-enabled donation buttons provide you the option of acting as a third party hosting a donation site for another organization, optionally collecting a fee for each donation you process. To get started with a marketplace-enabled donation button, see Creating a Marketplace-Enabled Donation Button (p. 31) .

Creating a Standard Button

Topics

- [How to Generate the HTML for a Standard Button \(p. 9\)](#)
- [Standard Button HTML Components \(p. 12\)](#)
- [Test Your Simple Pay Standard Button \(p. 13\)](#)
- [Advanced Standard Button Features \(p. 13\)](#)

Amazon Simple Pay standard buttons can be used to sell physical goods, digital content, or services for immediate payment.

In this section you learn how to create an Amazon Simple Pay standard button and insert it on your web page.

How to Generate the HTML for a Standard Button

The following procedure guides you through generating the HTML for a standard button.



Important

We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website. For more information, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

Amazon Simple Pay Getting Started Guide How to Generate the HTML for a Standard Button



Note

You can set several of the fields in the form to default values using your seller preferences. For more information, see [Configuring Default Button Values \(p. 40\)](#).

To generate the HTML for a standard button

1. Go to <http://payments.amazon.com> and log into your Amazon Payments Business Account. For more information on your Amazon Payments Business Account, see [Before You Begin \(p. 6\)](#).
2. From here, go to <https://payments.amazon.com/sdui/sdui/standardbutton> to show the Amazon Simple Pay > Standard page, which contains the following form for you to fill in.



Note

To create a button in the sandbox, go to <https://payments-sandbox.amazon.com/sdui/sdui/standardbutton> instead.

Configure your Amazon Simple Pay Standard Button

Please enter only text (no HTML) in these fields.

Amount: (required)	<input type="text" value="10"/> USD
Description: (required)	<input type="text" value="pay for dinner"/>
Reference:	<input type="text" value="MyTransaction-001"/>
Return URL:	<input type="text" value="http://yourwebsite.com/success"/>
User Abandon URL:	<input type="text" value="http://yourwebsite.com/abandon"/>
URL for Instant Payment Notification:	<input type="text" value="http://yourwebsite.com/instantpaymentnc"/>
Immediate Return:	<input checked="" type="checkbox"/>
Collect Shipping Address:	<input type="checkbox"/>
Do you want to settle immediately?	<input checked="" type="checkbox"/>
Your website background:	<input checked="" type="radio"/> White <input type="radio"/> Colored
Button Type:	<input type="radio"/>  <input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/>  <input type="radio"/>  <input type="radio"/>  <input type="radio"/>  <input type="radio"/> 

Copy and paste this HTML to your website where you want "Pay Now" button to appear:

Want to create another widget?

Note: Clicking the "Create another widget" button will clear the form above, so please be sure you have copied the generated HTML before continuing.

Amazon Simple Pay Getting Started Guide
How to Generate the HTML for a Standard Button

3. Use the following table to fill in the entry fields that are shown in the figure.



Tip

You can also hold the mouse pointer over most fields of the online form to display usage tips in the right side of the form.

Field	Action
Amount	Enter the amount you want to collect for the item. Corresponds to the <i>amount</i> field in the button html.
Description	Enter a description of the item. Corresponds to the <i>description</i> field in the button html.
Reference	Optionally enter an ID that uniquely identifies this transaction for your records. Corresponds to the <i>referenceId</i> field in the button html.
<i>Return URL</i>	Optionally enter the URL where buyers should be redirected after they complete the transaction. This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences , as described in How to Configure Default Button Values. (p. 40) . Corresponds to the <i>returnUrl</i> field in the button html.
<i>User Abandon URL</i>	Optionally, enter the URL where senders should be redirected if they cancel their transaction. Corresponds to the <i>abandonUrl</i> field in the button html.
URL for <i>Instant Payment Notification</i> (IPN)	Optionally, type the URL of your host page to which Amazon Payments should send the <i>IPN</i> transaction information. This is an advanced feature. For more information, see Using Instant Payment Notification (p. 48) . This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences , as described in How to Configure Default Button Values. (p. 40) . Corresponds to the <i>ipnUrl</i> field in the button html.
<i>Immediate Return</i>	Optionally, if you want to skip the final status page in Amazon Payments, select this check box. This is an advanced feature. If you select this option, you can parse the return values and display a final status page to the user yourself. For more information, see Using Immediate Return (p. 47) . Corresponds to the <i>immediateReturn</i> field in the button html.
Collect the shipping address?	If you want Amazon Payments to return the buyer's shipping address as part of the transaction information, select this check box. Corresponds to the <i>collectShippingAddress</i> field in the button html.
Do you want to settle immediately?	This is an advanced feature. For more information, see Settling Immediately (p. 46) . Corresponds to the <i>processImmediate</i> field in the button html.
Your website background	Select the type of button background you need. The white option sets a white background. The color option produces a button with a transparent background (that is, your website theme colors will show).

Field	Action
Button Type	Select the button image that you want to appear on your website. Corresponds to the src attribute for the image in the button html.

4. Click **Generate HTML**. Amazon Payments produces the application-specific HTML form for the standard button, and displays it in the text area underneath the **Generate HTML** button. Typical HTML for a standard button is shown in [Standard Button HTML Components \(p. 12\)](#)

Copy the HTML and paste it in the appropriate page on your website. It will be displayed on the web page as a **Pay Now** button.

5. When you have finished copying the generated HTML, you can clear the **Amazon Simple Pay Standard Creation Page** user interface by clicking the **Create Another Widget** button. The form clears, and you can create another standard button.



Note

You can continue to create as many standard buttons as you need using this procedure. However, if you plan to add more than one button to a single web page, there are implementation issues for you to consider. For more information, see [Creating More than One Button per Page \(p. 45\)](#).



Important

You are notified each time a buyer starts a payment request. For more information, see [Getting Notification about Your Payments \(p. 37\)](#).

You can begin using your new button immediately. However, Amazon recommends you test every button before deploying it to production. A testing environment, the Amazon Payments sandbox, is provided for you to test any of the button types. To learn how to test your buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

Standard Button HTML Components

Here is a sample of an HTML form generated for a standard button.

```
<form
  action = "https://authorize.payments.amazon.com/pba/paypipeline"
  method = "POST">
  <input type = "hidden" name = "immediateReturn"
    value = "1">
  <input type = "hidden" name = "collectShippingAddress"
    value = "0">
  <input type = "hidden" name = "accessKey"
    value = "YourAccessKeyId">
  <input type = "hidden" name = "referenceId"
    value = "MyTransaction-001">
  <input type = "hidden" name = "amount"
    value = "USD 10">
  <input type = "hidden" name = "signature"
    value = "K2ryWe7s/0AHI0/PbuAveuUPksTefhmNCzDTold2VYA=">
  <input type = "hidden" name = "description"
```

```
    value = "pay for dinner">
<input type = "hidden" name = "ipnUrl"
    value = "http://yourwebsite.com/instantpaymentnotification">
<input type = "hidden" name = "returnUrl"
    value = "http://yourwebsite.com/success">
<input type = "hidden" name = "processImmediate"
    value = "1">
<input type = "hidden" name = "cobrandingStyle"
    value = "logo">
<input type = "hidden" name = "abandonUrl"
    value = "http://yourwebsite.com/abandon">
<input type = "image"
    src = "https://authorize.payments.amazon.com/pba/images/SLPayNowWithLogo.png"
    border = "0">
<input type = "hidden" name = "signatureVersion"
    value = "2">
<input type = "hidden" name = "signatureMethod"
    value = "HmacSHA256">
</form>
```

Test Your Simple Pay Standard Button

Amazon Simple Pay provides a testing environment, the Amazon Payments Sandbox, for testing the buttons you create. Using the sandbox you can try out your applications without incurring charges or making purchases. We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website.

All the simple pay buttons are tested in the same way, and you can test a button whether you plan to use it in your website or not. To learn how to all test Amazon Simple Pay buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

Advanced Standard Button Features

Within this section, we present the following advanced topics in passing which are not required to implement basic features. Please refer to the sections following for detailed information.

- [Creating More than One Button per Page \(p. 45\)](#)
- [Handling the Return URL \(p. 47\)](#)
- [Using Immediate Return \(p. 47\)](#)
- [Settling Immediately \(p. 46\)](#)
- [Using Instant Payment Notification \(p. 48\)](#)
- [Advantages of Signing Your Buttons \(p. 48\)](#)

In preceding procedure you worked with the features of the standard button that are quickest to build. There are many other features of Amazon Simple Pay and the Amazon Flexible Payments Service that can make your website more sophisticated and usable. Some of the topics which may be of interest to you are:

- Customizing Amazon Simple Pay Buttons
- Simulating Amazon Simple Pay Button Errors
- Adding Amazon Simple Pay as an Additional Payment Option
- Programmatic APIs for canceling, settling, and refunding transactions, as well as getting a transaction status, and verifying signatures in Return URL and IPN notifications.

- Configuring Instant Payment Notification and Handling Instant Payment Notifications
- Using Amazon Simple Pay Actions

To learn how to do some of these tasks, see the [Amazon Simple Pay Advanced User Guide](#). For complete details on the capabilities of Amazon Simple Pay, please see the suggested documentation listed in [Amazon Simple Pay Resources \(p. 50\)](#)

Creating a Subscription Button

Topics

- [How to Generate the HTML for a Subscription Button \(p. 14\)](#)
- [Subscription Button HTML Components \(p. 18\)](#)
- [Test Your Simple Pay Subscription Button \(p. 19\)](#)
- [Advanced Subscription Button Features \(p. 19\)](#)

Amazon Simple Pay makes it easy to offer subscriptions for services and products. Subscribers go to your website and use the subscription button to pay for subscriptions. Subscribers do not need to supply a shipping address, payment instrument, or create a login name or password. All of that information is already in their Amazon customer account. At the time the subscription begins, and at the prescribed intervals, Amazon Payments automatically makes the subscription payment.

Subscription Button Features

- **Free Trials**—You can set up a free trial subscription by delaying the [start date](#) for a subscription
- **Introductory Rates**—You can configure special or discounted pricing for the beginning of the subscription

How to Generate the HTML for a Subscription Button

The following procedure guides you through generating the HTML for a subscription button.



Important

We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website. For more information, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

To generate the HTML for a subscription button



Note

You can set several of the fields in the form to default values using your seller preferences. For more information, see [Configuring Default Button Values \(p. 40\)](#)

1. Go to <http://payments.amazon.com> and log into your Amazon Payments Business Account. For more information, see [Before You Begin \(p. 6\)](#).
2. From here, go to <https://payments.amazon.com/sdui/sdui/subscriptionbutton> to show the Amazon Simple Pay > Subscriptions page, which contains the following form for you to fill in.

Amazon Simple Pay Getting Started Guide

How to Generate the HTML for a Subscription Button



Note

To create a button in the sandbox, go to <https://payments-sandbox.amazon.com/sdui/sdui/subscriptionbutton> instead.

Charge: \$ every until

Description:

Optional parameters

Start Date: / /

Reference ID:

Return URL:

Cancel URL:




Instant Payment Notification URL (IPN URL):

Immediate Return:

Collect Shipping Address:

Allow trial period:
Charge: \$ for first transactions.

Your website background: White Colored



Amazon Simple Pay Getting Started Guide
How to Generate the HTML for a Subscription Button

3. Use the following table to fill in the entry fields that are shown in the figure.



Tip

You can also hold the mouse pointer over most fields of the online form to display usage tips in the right side of the form.

Field	Action
Charge	<p>Enter the subscription payment, how often the subscriber will be charged, and the duration of the subscription, respectively. There is maximum of two decimal places in the Charge amount field.</p> <p> Note</p> <p>Payments will occur on the closest valid day for the subscription period. For example, for a monthly subscription, a payment on 2009-01-31 is followed by a payment on 2009-02-28. The same holds true for annual subscriptions. A payment on 2008-02-29 is followed by 2009-02-28.</p> <p>Corresponds to the <i>amount</i> field in the button html.</p>
Description	<p>Describe this subscription for the subscriber. You can include the HTML tags to format your text: <code></code>, <code><i></code>, <code><u></code>, <code></code>, <code></code>, <code>
</code>, <code></code>, <code></code>, and <code><strike></code>. Amazon Simple Pay ignores all other HTML tags.</p> <p>Corresponds to the <i>description</i> field in the button html.</p>
Subscription Start Date	<p>Optionally enter the starting date of the subscription.</p> <p>This field contains the date when Amazon will begin charging for the subscription.</p> <p> Important</p> <p>If you set a date in the future, you are providing a free trial period. Amazon will create the subscription immediately, but begin charging on the subscription start date.</p> <p>Corresponds to the <i>recurringStartDate</i> field in the button html.</p>
Reference ID	<p>Optionally enter an ID for your records that uniquely identifies this subscription.</p> <p>Corresponds to the <i>referenceId</i> field in the button html.</p>
Return URL	<p>Enter the URL where you will redirect subscribers after they complete the subscription payment.</p> <p>This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences, as described in How to Configure Default Button Values. (p. 40).</p> <p>Corresponds to the <i>returnUrl</i> field in the button html.</p>
Cancel URL	

Amazon Simple Pay Getting Started Guide
How to Generate the HTML for a Subscription Button

Field	Action
	<p>Optionally, enter the URL where senders should be redirected if they cancel their transaction.</p> <p>This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences, as described in How to Configure Default Button Values. (p. 40).</p> <p>Corresponds to the <i>abandonUrl</i> field in the button html.</p>
URL for <i>Instant Payment Notification</i> (IPN)	<p>Optionally, type the URL of your host page to which Amazon Payments should send the <i>IPN</i> transaction information. This is an advanced feature. For more information, see Using Instant Payment Notification (p. 48).</p> <p>This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences, as described in How to Configure Default Button Values. (p. 40).</p> <p>Corresponds to the <i>ipnUrl</i> field in the button html.</p>
<i>Immediate Return</i>	<p>Optionally, if you want to skip the final status page in Amazon Payments, select this check box. If you select this option, you can parse the return values and display a final status page to the user yourself. For more information, see Using Immediate Return (p. 47).</p> <p>Corresponds to the <i>immediateReturn</i> field in the button html.</p>
Collect the shipping address?	<p>If you want Amazon Payments to return the buyer's shipping address as part of the transaction information, select this check box.</p> <p>Corresponds to the <i>collectShippingAddress</i> field in the button html.</p>
Allow trial period	<p>If you want to provide an introductory subscription price, select this check box. Use the Charge, every, and for fields to specify the trial period and its costs. For example: Charge 1.00. every 1 month for 1 months. In this example, the introductory price, \$1.00, is for the first month of the subscription only. Note that there is maximum of two decimal places in the Charge field.</p> <p>Corresponds to the <i>noOfPromotionTransactions</i> and <i>promotionAmount</i> fields in the button html.</p>
Your website background	<p>Select the type of button background you need. The white option sets a white background. The color option produces a button with a transparent background (that is, your website theme colors will show).</p>
Button Type	<p>Select the subscription button image you want to appear on your website.</p> <p>Corresponds to the <i>src</i> attribute for the image in the button html.</p>

- Click **Generate HTML**. Amazon Payments produces the application-specific HTML form for the subscription button, and displays it in the text area underneath the **Generate HTML** button. Typical HTML for a subscription button is shown in [Subscription Button HTML Components \(p. 18\)](#)

Copy the HTML and paste it in the appropriate page on your website. It will be displayed on the web page as a **Pay Now** button.

- When you have finished copying the generated HTML, you can clear the **Amazon Simple Pay Subscription Creation Page** user interface by clicking the **Create Another Widget** button. The form clears, and you can create another subscription button.



Note

You can continue to create as many subscription buttons as you need using this procedure. However, if you plan to add more than one button to a single web page, there are implementation issues for you to consider. For more information, see [Creating More than One Button per Page \(p. 45\)](#).



Important

You are notified each time a subscriber starts a subscription request. For more information, see [Getting Notification about Your Payments \(p. 37\)](#). Subscribers can use their Amazon Payments account at payments.amazon.com to track information about subscriptions they have purchased.

You can begin using your new button immediately. However, Amazon recommends you test every button before deploying it to production. A testing environment, the Amazon Payments sandbox, is provided for you to test any of the button types. To learn how to test your buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

Subscription Button HTML Components

Here is a sample of an HTML form that is generated for a Subscription button.

```
<form
  action="https://authorize.payments.amazon.com/pba/paypipeline"
  method="POST">
  <input type="hidden" name="immediateReturn"
    value="1" >
  <input type="hidden" name="noOfPromotionTransactions"
    value="2" >
  <input type="hidden" name="recurringStartDate"
    value="1250161950" >
  <input type="hidden" name="collectShippingAddress"
    value="1" >
  <input type="hidden" name="promotionAmount"
    value="USD 1" >
  <input type="hidden" name="accessKey"
    value="YourAccessKeyId" >
  <input type="hidden" name="referenceId"
    value="MyTransaction-001" >
  <input type="hidden" name="recurringFrequency"
    value="1 month" >
  <input type="hidden" name="amount"
    value="USD 10.05" >
  <input type="hidden" name="signature"
    value="L8I/R5inJ3RtGIz/uYvyYlIu1libDcSlaSn3/IwK6ciA=" >
  <input type="hidden" name="isAutoRenewal"
    value="0" >
  <input type="hidden" name="description"
    value="Daily NYT Delivery" >
```

```
<input type="hidden" name="ipnUrl"
  value="http://yourwebsite.com/instantpaymentnotification" >
<input type="hidden" name="returnUrl"
  value="http://yourwebsite.com/success" >
<input type="hidden" name="processImmediate"
  value="0" >
<input type="hidden" name="cobrandingStyle"
  value="logo" >
<input type="hidden" name="abandonUrl"
  value="http://yourwebsite.com/cancel" >
<input type="image"
  src=
"https://authorize.payments-sandbox.amazon.com/pba/images/GMSubscribeWithLogo.png"

  border="0">
<input type="hidden" name="signatureVersion"
  value="2" >
<input type="hidden" name="signatureMethod"
  value="HmacSHA256" >
</form>
```

Test Your Simple Pay Subscription Button

Amazon Simple Pay provides a testing environment, the Amazon Payments Sandbox, for testing the buttons you create. Using the sandbox you can try out your applications without incurring charges or making purchases. We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website.

All the simple pay buttons are tested in the same way, and you can test a button whether you plan to use it in your website or not. To learn how to all test Amazon Simple Pay buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

Advanced Subscription Button Features

Within this section, we present the following advanced topics in passing which are not required to implement basic features. Please refer to the sections for detailed information.

- [Creating More than One Button per Page \(p. 45\)](#)
- [Handling the Return URL \(p. 47\)](#)
- [Using Immediate Return \(p. 47\)](#)
- [Settling Immediately \(p. 46\)](#)
- [Using Instant Payment Notification \(p. 48\)](#)
- [Advantages of Signing Your Buttons \(p. 48\)](#)

In the preceding procedure you worked with the features of the subscription button that are quickest to build. There are many other features of Amazon Simple Pay and the Amazon Flexible Payments Service that can make your website more sophisticated and usable. Some of the topics which may be of interest to you are:

- [Customizing Amazon Simple Pay Buttons](#)
- [Simulating Amazon Simple Pay Button Errors](#)
- [Adding Amazon Simple Pay as an Additional Payment Option](#)

- Programmatic APIs for canceling subscriptions, refunding transactions, getting transaction status, and verifying signatures in Return URL and IPN notifications.
- Configuring Instant Payment Notification and Handling Instant Payment Notifications
- Using Amazon Simple Pay Actions

To learn how to do some of these tasks, see the [Amazon Simple Pay Advanced User Guide](#). For complete details on the capabilities of Amazon Simple Pay, please see the suggested documentation listed in [Amazon Simple Pay Resources \(p. 50\)](#)

Creating a Marketplace Button

Topics

- [How to Generate the HTML for a Marketplace Button \(p. 20\)](#)
- [Marketplace Button HTML Components \(p. 23\)](#)
- [Test Your Simple Pay Marketplace Button \(p. 25\)](#)
- [Advanced Marketplace Button Features \(p. 25\)](#)

Marketplace buttons are used to website owners to host goods sold by other sellers. The owner merely facilitates the sale, usually in return for a fee.

There are three parties involved in a marketplace sale:

- **Website owner**—Hosts a website that sells goods for others. The website owner creates two buttons. One form displays the marketplace fee Button, which sellers use to contract space on the website. The other form is a Pay Now button, which buyers use to purchase the seller's product.
- **Seller**—By clicking the marketplace fee button and filling out a web form to accept the contract, the seller establishes a contract with the website owner to sell products on the website. Usually the seller pays a commission to the website owner when goods are sold.
- **Buyer**—Shops on the website and pays for items. The marketplace function does not change the buying experience.

Amazon Payments marketplace buttons handle these payments seamlessly. When the buyer clicks the button, the seller is paid the required amount and the specified commission is transferred from the seller to the website owner.

In this section you learn how to create a marketplace button and insert both it and the corresponding marketplace fee form on your web page.

How to Generate the HTML for a Marketplace Button

The following procedure guides you through generating the HTML for a marketplace button.



Important

We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website. For more information, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

Amazon Simple Pay Getting Started Guide How to Generate the HTML for a Marketplace Button



Note

You can set many of the fields in the form to default values using your seller preferences. For more information, see [Configuring Default Button Values \(p. 40\)](#).

To generate the HTML for a Marketplace button

1. Go to <http://payments.amazon.com> and log into your Amazon Payments Business Account. For more information, see [Before You Begin \(p. 6\)](#).
2. From here, go to <https://payments.amazon.com/sdui/sdui/marketplace> to show the Amazon Simple Pay > Marketplaces page, which contains the following form for you to fill in.



Note

To create a button in the sandbox, go to <https://payments-sandbox.amazon.com/sdui/sdui/marketplace> instead.

Amazon Payments displays the **Amazon Simple Pay > Marketplaces** page containing a form such as the following for you to fill in.

Configure your Marketplace Button

Because you are creating a marketplace widget, these fields are all optional. However, you must programmatically update website. Please enter only text (no HTML) in these fields.

Amount: USD

Item name / Payment description:

Reference:

Return URL:

User Abandon URL:

URL for Instant Payment Notification:

Seller Email:

Immediate Return:

Collect Shipping Address:

Do you want to settle immediately?:

Do you want to charge a marketplace fee?:

Your website background: White Colored

Button Type:

3. Use the following table to fill in the entry fields.



Tip

You can also hold the mouse pointer over most fields of the online form to display usage tips in the right side of the form.

Field	Action
Amount	Enter the amount you want to collect for the item. Corresponds to the <i>amount</i> field in the button html.
Item Name/Payment description	Enter a description of the item. Corresponds to the <i>description</i> field in the button html.

Amazon Simple Pay Getting Started Guide
How to Generate the HTML for a Marketplace Button

Field	Action
Reference	Optionally enter an ID for your records that will uniquely identify the transaction. Corresponds to the <i>referenceId</i> field in the button html.
<i>Return URL</i>	Optionally enter the URL where buyers should be redirected after they complete the transaction, for example. Corresponds to the <i>returnUrl</i> field in the button html.
<i>User Abandon URL</i>	Optionally enter the URL where buyers should be redirected if they cancel their transaction. This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences , as described in How to Configure Default Button Values. (p. 40) . Corresponds to the <i>abandonUrl</i> field in the button html.
URL for <i>Instant Payment Notification</i> (IPN)	Optionally, type the URL of your host page to which Amazon Payments should send the <i>IPN</i> transaction information. This is an advanced feature. For more information, see Using Instant Payment Notification (p. 48) . This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences , as described in How to Configure Default Button Values. (p. 40) . Corresponds to the <i>ipnUrl</i> field in the button html.
Seller Email	Enter the email address for the <i>seller</i> .
<i>Immediate Return</i>	Optionally, if you want to skip the final status page in Amazon Payments, select this check box. If you select this option, you can parse the return values and display a final status page to the user yourself. This is an advanced feature. For more information, see Using Immediate Return (p. 47) . Corresponds to the <i>immediateReturn</i> field in the button html.
Collect Shipping Address?	If you want Amazon Payments to return the buyer's shipping address as part of the transaction information, select this check box. Corresponds to the <i>collectShippingAddress</i> field in the button html.
Do you want to <i>settle</i> immediately?	This is an advanced feature. For more information, see Settling Immediately (p. 46) . Corresponds to the <i>processImmediate</i> field in the button html.
Do you want to charge a Marketplace fee?	Optionally if you want to add a fee when collecting the purchase, select this check box. When you check this option, the Configure the marketplace fee button form section displays, containing the Return URL , Marketplace Fee , and Market Fee Button options. (Step 6).
Your website background	Select the appropriate option that describes the background color of your website. This option changes the color of the marketplace buttons.
Button Type	Select the marketplace button you want to post on your website. Corresponds to the <i>src</i> attribute for the image in the button html.

4. If you want to charge a marketplace fee to your sellers and have checked the **Do you want to charge a Marketplace fee?** check box, the **Configure the marketplace fee button** form displays. Use the following table to complete the form.

Amazon Simple Pay Getting Started Guide Marketplace Button HTML Components



Configure the marketplace fee button

Your sellers must accept your marketplace fee policy. You can make it easy for them to do so by creating a button for them to click. Enter the information below, click the **Generate HTML** button to generate the code, and then paste it where you want the button to appear.

When your sellers click this button, they will be asked to agree to your marketplace fee. If they do not have a Amazon Payments Business Account, we will help them create one.

Return URL:

Marketplace Fee: (e.g. 4% + 0.20 USD) % + USD

Market Fee Button:  

Field	Action
Return URL	Type the URL the seller returns to after accepting the per-transaction fee.
Marketplace Fee fields	Enter the marketplace fee you will charge. You can specify a percentage of the transaction, a fixed fee per transaction, or both. Corresponds to the <i>maxVariableFee</i> , <i>maxFixedFee</i> , and <i>recipientPaysFee</i> fields in the marketplace fee button html.
Market Fee Button	Select the button image you want to display on your marketplace Fee form. Corresponds to the src attribute for the image in the button html.

5. Click **Generate HTML**. Amazon Payments produces the HTML form for the both the marketplace button the buyer uses to purchase the item, and the marketplace fee button, the seller uses to accept your conditions. Each is displayed in its own text area underneath the **Generate HTML** button. Typical HTML forms for a marketplace-enabled donation button are shown in [Marketplace Button HTML Components \(p. 23\)](#)

Copy each HTML form in turn and paste it in the appropriate page on your website.

You can begin using your new buttons immediately. However, Amazon recommends you test every button before deploying it to production. A testing environment, the Amazon Payments sandbox, is provided for you to test any of the button types. To learn how to test your buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)



Important

You are notified each time a buyer starts a purchase. For more information, see [Getting Notification about Your Payments \(p. 37\)](#).

Marketplace Button HTML Components

Here are samples of the HTML forms generated for a marketplace button.

First is the portion for the marketplace button.

```
<form
  action="https://authorize.payments.amazon.com/pba/paypipeline"
  method="POST">
  <input type="hidden" name="immediateReturn"
    value="1" >
```

Amazon Simple Pay Getting Started Guide Marketplace Button HTML Components

```
<input type="hidden" name="collectShippingAddress"
  value="1" >
<input type="hidden" name="accessKey"
  value="YourAccessKeyId" >
<input type="hidden" name="referenceId"
  value="MyTransaction-001" >
<input type="hidden" name="recipientEmail"
  value="email.domain.com" >
<input type="hidden" name="amount"
  value="USD 10" >
<input type="hidden" name="variableMarketplaceFee"
  value="4" >
<input type="hidden" name="signature"
  value="dXZgCQ8fLsPjNkbHswghORXd34tTVZWEjyetzpzyYGlok=" >
<input type="hidden" name="fixedMarketplaceFee"
  value="USD 0.20" >
<input type="hidden" name="description"
  value="Pay for Purple Vase (Walter store)" >
<input type="hidden" name="ipnUrl"
  value="http://yourwebsite.com/instantpaymentnotification" >
<input type="hidden" name="returnUrl"
  value="http://yourwebsite.com/success" >
<input type="hidden" name="processImmediate"
  value="1" >
<input type="hidden" name="cobrandingStyle"
  value="logo" >
<input type="hidden" name="abandonUrl"
  value="http://yourwebsite.com/cancel" >
<input type="image"
  src=
  "https://authorize.payments.amazon.com/pba/images/SMPayNowWithAmazon.png"
  border="0">
<input type="hidden" name="signatureVersion"
  value="2" >
<input type="hidden" name="signatureMethod"
  value="HmacSHA256" >
</form>
```

Here is the form for the marketplace fee.

```
<form
  action="https://authorize.payments.amazon.com/cobranded-ui/actions/start"
  method="get">
  <input
    type="hidden" name="signature"
    value="8UVrm+bK/O8I92e6RKlWKg76els=" >
  <input
    type="hidden" name="accessKey"
    value="AKIAIOSFODNN7EXAMPLE" >
  <input
    type="hidden" name="callerReference"
    value="983fab72-6695-4b53-a69f-5bf5fb47c25e" >
  <input
    type="hidden" name="collectEmailAddress"
    value="true" >
  <input
```

```
    type="hidden" name="maxFixedFee"
    value="0.2" >
<input
  type="hidden" name="maxVariableFee"
  value="4.00" >
<input
  type="hidden" name="pipelineName"
  value="Recipient" >
<input
  type="hidden" name="recipientPaysFee"
  value="true" >
<input
  type="hidden" name="returnURL"
  value="http://yourwebsite.com/returnurl" >
<input
  type="hidden" name="signatureVersion"
  value="2" >
<input type="hidden" name="signatureMethod"
  value="HmacSHA256" >
<input type="image"
  src=
"http://g-ecx.images-amazon.com/images/G/01/asp/MarketPlaceFeeWithLogo.gif"
  border="0">
</form>
```

Test Your Simple Pay Marketplace Button

Amazon Simple Pay provides a testing environment, the Amazon Payments Sandbox, for testing the buttons you create. Using the sandbox you can try out your applications without incurring charges or making purchases. We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website.

All the simple pay buttons are tested in the same way, and you can test a button whether you plan to use it in your website or not. To learn how to all test Amazon Simple Pay buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

Advanced Marketplace Button Features

Within this section, we present the following advanced topics in passing which are not required to implement basic features. Please refer to the sections for detailed information.

- [Creating More than One Button per Page \(p. 45\)](#)
- [Handling the Return URL \(p. 47\)](#)
- [Using Immediate Return \(p. 47\)](#)
- [Settling Immediately \(p. 46\)](#)
- [Using Instant Payment Notification \(p. 48\)](#)
- [Advantages of Signing Your Buttons \(p. 48\)](#)

In the preceding procedure worked with the features of the marketplace button that are quickest to build. There are many other features of Amazon Simple Pay and the Amazon Flexible Payments Service that can make your website more sophisticated and usable. Some of the topics which may be of interest to you are:

- Customizing Amazon Simple Pay Buttons
- Simulating Amazon Simple Pay Button Errors
- Adding Amazon Simple Pay as an Additional Payment Option
- Programmatic APIs for canceling, settling, and refunding transactions, as well as getting a transaction status, and verifying signatures in Return URL and IPN notifications.
- Configuring Instant Payment Notification and Handling Instant Payment Notifications
- Using Amazon Simple Pay Actions

To learn how to do some of these tasks, see the [Amazon Simple Pay Advanced User Guide](#). For complete details on the capabilities of Amazon Simple Pay, please see the suggested documentation listed in [Amazon Simple Pay Resources \(p. 50\)](#)

Creating a Basic Donation Button

Topics

- [How to Generate the HTML for a Donation Button \(p. 26\)](#)
- [Donation Button HTML Components \(p. 29\)](#)
- [Test Your Simple Pay Donation Button \(p. 30\)](#)
- [Advanced Donation Button Features \(p. 30\)](#)

If you are a non-profit organization, you can use Amazon Simple Pay to add a donation button to your website. Amazon Simple Pay donation buttons are an easy-to-use and secure way for US-based, IRS-certified 501(c)3 non-profit organizations to solicit donations. You can set a fixed or minimum amount, or let donors choose an amount, starting with as little as \$1.00. Donations are charged to the donor's payment instrument and sent to the non-profit organization immediately.



Note

With the Amazon Simple Pay donation button you also have the option of enabling the marketplace feature, so that you as a third party can host the donation site for an organization and optionally collect a marketplace fee for this service. If you do want to use the marketplace feature of a donation button, see [Creating a Marketplace-Enabled Donation Button \(p. 31\)](#) instead.

When you create your account, we verify the tax-exempt status and respond to you by email. If your organization is eligible, you can begin using Amazon Simple Pay donation buttons to collect donations on your own behalf within 1-2 business days.



Note

Amazon Simple Pay donation buttons are intended to benefit US-based, IRS-certified 501(c)3 non-profit organizations. The Amazon Payments business account you use must be a *Non-Profit Organization* account type. To set this, go to <https://payments.amazon.com>, sign in, and navigate to **Your Account** tab, **Edit My Account Settings** page.

In this section you learn how to create an Amazon Simple Pay donation button and insert it on your web page.

How to Generate the HTML for a Donation Button

The following procedure guides you through generating the HTML for donation button.



Important

We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website. For more information, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

To create the HTML for a donation button



Note

You can set many of the fields in the form to default values using your seller preferences. For more information, see [Configuring Default Button Values \(p. 40\)](#).

1. Go to <http://payments.amazon.com> and log into your Amazon Payments Business Account. For more information, see [Before You Begin \(p. 6\)](#).
2. From here, go to <https://payments.amazon.com/sdui/sdui/donationbutton> to show the Amazon Simple Pay > Donations page, which contains the following form for you to fill in.



Note

To create a button in the sandbox, go to <https://payments-sandbox.amazon.com/sdui/sdui/donationbutton> instead.

Configure Donations

Amount: USD

Reason for donation:

Reference:

Return URL:

User Abandon URL:

URL for Instant Payment Notification:





Immediate Return:





Collect Shipping Address:

Do you want to enable marketplace feature?

Your website background: White Colored

Button Type:

Copy and paste this HTML to your website where you want "Donate" button to appear:

3. Use the following table to fill in the entry fields.



Tip

You can also hold the mouse pointer over most fields of the online form to display usage tips in the right side of the form.

Amazon Simple Pay Getting Started Guide
How to Generate the HTML for a Donation Button

Field	Action
Amount	<p>Select the amount type and enter the amount, where appropriate.</p> <ul style="list-style-type: none"> • Any Amount allows the donor to specify any amount. • Minimum Amount requires the donor to contribute at least this amount. For example, if you specify \$10, the donor must contribute at least \$10 in order to complete the form. Corresponds to the <i>minimumDonationAmount</i> field in the button html. • Fixed Amount lets the donor contribute only the specified amount. If you specify \$10, the donor must contribute exactly \$10.
Reason for donation	<p>Enter a purpose for the donation Corresponds to the <i>description</i> field in the button html.</p>
Reference	<p>Optionally enter an ID for your records that will uniquely identify the donation. Corresponds to the <i>referenceId</i> field in the button html.</p>
<i>Return URL</i>	<p>Optionally enter the URL where contributors should be redirected after completing the donation payment. This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences, as described in How to Configure Default Button Values. (p. 40). Corresponds to the <i>returnUrl</i> field in the button html.</p>
<i>User Abandon URL</i>	<p>Optionally enter the URL where contributors should be redirected if they cancel their donation. This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences, as described in How to Configure Default Button Values. (p. 40). Corresponds to the <i>abandonUrl</i> field in the button html.</p>
URL for <i>Instant Payment Notification</i> (IPN)	<p>Optionally, type the URL of your host page to which Amazon Payments should send the <i>IPN</i> transaction information. This is an advanced feature. For more information, see Using Instant Payment Notification (p. 48). For more information, see Using Instant Payment Notification (p. 48). This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences, as described in How to Configure Default Button Values. (p. 40). Corresponds to the <i>ipnUrl</i> field in the button html.</p>
<i>Immediate Return</i>	<p>Optionally, if you want to skip the final status page in Amazon Payments, select this check box. If you select this option, you can parse the return values and display a final status page to the user yourself. This is an advanced feature. For more information, see Using Immediate Return (p. 47). Corresponds to the <i>immediateReturn</i> field in the button html.</p>
Collect the shipping address?	<p>If you want Amazon Payments to return the subscriber's shipping address as part of the transaction information, select this check box. Corresponds to the <i>collectShippingAddress</i> field in the button html.</p>
Do you want to enable marketplace feature?	<p>Leave this check box cleared to create a basic donation button. For detailed information on properly enabling the marketplace feature for a donation button, see Creating a Marketplace-Enabled Donation Button (p. 31)</p>

Field	Action
Your website background	Select the type of button background you need. The white option sets a white background. The color option produces a button with a transparent background (that is, your website theme colors will show).
Button Type	Select the button image that you want to appear on your website. Corresponds to the src attribute for the image in the button html.

4. Click **Generate HTML**. Amazon Payments produces the HTML form for the donation button, and displays it in the text area underneath the **Generate HTML** button. Typical HTML for a standard button is shown in [Donation Button HTML Components \(p. 29\)](#)

Copy the HTML and paste it in the appropriate page on your website. It will be displayed on the web page as a **Donate** button.

You can begin using your new button immediately. However, Amazon recommends you test every button before deploying it to production. A testing environment, the Amazon Payments sandbox, is provided for you to test any of the button types. To learn how to test your buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)



Important

You are notified each time a contributor starts a donation. For more information, see [Getting Notification about Your Payments \(p. 37\)](#).

Donation Button HTML Components

Here is a sample of an HTML form generated for a donation button.

```
<form action="https://authorize.payments.amazon.com/pba/paypipeline"
method="POST">
  <input
    type="image"
    src=
"https://authorize.payments.amazon.com/pba/images/GSDonationWithLogo.png"
    border="0">
  <input
    type="hidden" name="immediateReturn" value="1" >
  <input
    type="hidden" name="collectShippingAddress" value="1" >
  <input
    type="hidden" name="accessKey" value="YourAccessKeyId" >
  <input
    type="hidden" name="minimumDonationAmount" value="USD 50" >
  <input
    type="hidden" name="referenceId" value="MyTransaction-001" >
  <input
    type="text" name="amount" size="8" value="50" >
  <input
    type="hidden" name="isDonationWidget" value="1" >
  <input
    type="hidden" name="fixedMarketplaceFee" value="" >
  <input
```

```
    type="hidden" name="description" value="City Mission" >
<input
  type="hidden" name="ipnUrl"
  value="http://yourwebsite.com/instantpaymentnotification" >
<input
  type="hidden" name="returnUrl"
  value="http://yourwebsite.com/success" >
<input
  type="hidden" name="processImmediate" value="1" >
<input
  type="hidden" name="cobrandingStyle" value="logo" >
<input
  type="hidden" name="abandonUrl"
  value="http://yourwebsite.com/abandon">
<input
  type="hidden" name="signature"
  value="JL9k2iY4H2IQ0A+2zvFi3lzLnPmOFEFmWzpzLYG0Rao8=" >
<input
  type="hidden" name="signatureVersion" value="2" >
<input
  type="hidden" name="signatureMethod" value="HmacSHA256" >
</form>
```

Test Your Simple Pay Donation Button

Amazon Simple Pay provides a testing environment, the Amazon Payments Sandbox, for testing the buttons you create. Using the sandbox you can try out your applications without incurring charges or making purchases. We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website.

All the simple pay buttons are tested in the same way, and you can test a button whether you plan to use it in your website or not. To learn how to all test Amazon Simple Pay buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

Advanced Donation Button Features

Within this section, we present the following advanced topics in passing which are not required to implement basic features. Please refer to the sections for detailed information.

- [Handling the Return URL \(p. 47\)](#)
- [Using Immediate Return \(p. 47\)](#)
- [Using Instant Payment Notification \(p. 48\)](#)
- [Advantages of Signing Your Buttons \(p. 48\)](#)

In the preceding procedure you worked with the features of the donation button that are quickest to build. There are many other features of Amazon Simple Pay and the Amazon Flexible Payments Service that can make your website more sophisticated and usable. Some of the topics which may be of interest to you are:

- Customizing Amazon Simple Pay Buttons
- Simulating Amazon Simple Pay Button Errors
- Adding Amazon Simple Pay as an Additional Payment Option

- Programmatic APIs for canceling, settling, and refunding transactions, as well as getting a transaction status, and verifying signatures in Return URL and IPN notifications.
- Configuring Instant Payment Notification and Handling Instant Payment Notifications
- Using Amazon Simple Pay Actions

To learn how to do some of these tasks, see the [Amazon Simple Pay Advanced User Guide](#). For complete details on the capabilities of Amazon Simple Pay, please see the suggested documentation listed in [Amazon Simple Pay Resources \(p. 50\)](#)

Creating a Marketplace-Enabled Donation Button

Topics

- [How to Generate the HTML for a Marketplace-Enabled Donation Button \(p. 32\)](#)
- [Marketplace-Enabled Donation Button HTML Components \(p. 35\)](#)
- [Test Your Marketplace-Enabled Donation Button \(p. 37\)](#)
- [Advanced Marketplace-Enabled Donation Button Features \(p. 37\)](#)

You can enable a marketplace feature with Amazon Simple Pay donation buttons. This allows you as a third party to host a donation site for others, and optionally collect a marketplace fee from them for the service. This topic details that procedure. If you are a non-profit organization, and only want to configure a basic donation button which does not incorporate the marketplace feature, see the simplified procedure detailed in [Creating a Basic Donation Button \(p. 26\)](#) instead.



Note

Amazon Simple Pay donation buttons are intended to benefit US-based, IRS-certified 501(c)3 non-profit organizations. The Amazon Payments business account for which you collect money must be a *Non-Profit Organization* account type. The 501(c)3 organization representative must navigate to <https://payments.amazon.com>, sign in the organization's Amazon account, navigate to the **Your Account** tab, **Edit My Account Settings** page, and set the account type there.

Three parties are involved in a marketplace-enabled donation website

- **Web site owner**—Hosts the website that provides a 501(c)3 organization a service for soliciting donations. By enabling the marketplace fee button, the website owner creates a contract for the organization representative to sign to begin accepting donations. That contract may include a transaction fee.
- **501(c)3 Organization**—By clicking the marketplace fee button and filling out a web form to accept the contract, the organization representative obtains a contract with the website owner to list donations on the website.
- **Contributor**—Elects to make donations on the website using the donation button. The marketplace function does not change the interaction for the contributor, who is treated just like someone purchasing any other good or service.

In this section you learn how to create a marketplace-enabled donation button and place both it and the corresponding marketplace fee form on your web page.

How to Generate the HTML for a Marketplace-Enabled Donation Button

The following procedure guides you through generating the HTML for a donation button.



Important

We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website. For more information, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

To create the HTML for a Marketplace-Enabled Donation button



Note

You can set many of the fields in the form to default values using your seller preferences. For more information, see [Configuring Default Button Values \(p. 40\)](#).

1. Go to <http://payments.amazon.com> and log into your Amazon Payments Business Account. For more information, see [Before You Begin \(p. 6\)](#).
2. From here, go to <https://payments.amazon.com/sdui/sdui/donationbutton> to show the Amazon Simple Pay > Donations page, which contains the following form for you to fill in.



Note

To create a button in the sandbox, go to <https://payments-sandbox.amazon.com/sdui/sdui/donationbutton> instead.

Configure Donations

Amount: USD

Reason for donation:

Reference:

Return URL:

User Abandon URL:

URL for Instant Payment Notification:

Immediate Return:

Collect Shipping Address:

Do you want to enable marketplace feature?

Your website background: White Colored

Button Type:

Generate HTML

Copy and paste this HTML to your website where you want "Donate" button to appear:

3. Use the following table to fill in the entry fields.

Amazon Simple Pay Getting Started Guide
How to Generate the HTML for a Marketplace-Enabled
Donation Button



Tip

You can also hold the mouse pointer over most fields of the online form to display usage tips in the right side of the form.

Field	Action
Amount	<p>Select the amount type and enter the amount, where appropriate.</p> <ul style="list-style-type: none"> • Any Amount allows the donor to specify any amount. • Minimum Amount requires the donor to contribute at least this amount. For example, if you specify \$10, the donor must contribute at least \$10 in order to complete the form. Corresponds to the <i>minimumDonationAmount</i> field in the button html. • Fixed Amount lets the donor contribute only the specified amount. If you specify \$10, the donor must contribute exactly \$10.
Reason for donation	<p>Enter a purpose for the donation Corresponds to the <i>description</i> field in the button html.</p>
Reference	<p>Optionally enter an ID for your records that will uniquely identify the donation. Corresponds to the <i>referenceId</i> field in the button html.</p>
<i>Return URL</i>	<p>Optionally enter the URL where contributors should be redirected after completing the donation payment. This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences, as described in How to Configure Default Button Values. (p. 40). Corresponds to the <i>returnUrl</i> field in the button html.</p>
<i>User Abandon URL</i>	<p>Optionally enter the URL where contributors should be redirected if they cancel their donation. This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences, as described in How to Configure Default Button Values. (p. 40). Corresponds to the <i>abandonUrl</i> field in the button html.</p>
URL for <i>Instant Payment Notification</i> (IPN)	<p>Optionally, type the URL of your host page to which Amazon Payments should send the <i>IPN</i> transaction information. This is an advanced feature. For more information, see Using Instant Payment Notification (p. 48). This field overrides the setting in Your Account > Edit My Account Settings > Manage Developer and Seller Preferences, as described in How to Configure Default Button Values. (p. 40). Corresponds to the <i>ipnUrl</i> field in the button html.</p>
<i>Immediate Return</i>	<p>Optionally, if you want to skip the final status page in Amazon Payments, select this check box. If you select this option, you can parse the return values and display a final status page to the user yourself. This is an advanced feature. For more information, see Using Immediate Return (p. 47). Corresponds to the <i>immediateReturn</i> field in the button html.</p>
Collect the shipping address?	<p>If you want Amazon Payments to return the contributor's shipping address as part of the transaction information, select this check box. Corresponds to the <i>collectShippingAddress</i> field in the button html.</p>

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How to Generate the HTML for a Marketplace-Enabled
Donation Button

Field	Action
Do you want to enable marketplace feature?	Optionally, if you as a third party plan to host the donation site for a 501(c)3 organization, select this check box. The Recipient Email and Market Fee Button : options appear.
Recipient's Email text box	Enter the email address of the tax exempt organization receiving the donation. Corresponds to the <i>recipientEmail</i> field in the button html.
Your website background	Select the type of button background you need. The white option sets a white background. The color option produces a button with a transparent background (that is, your website theme colors will show).
Button Type	Select the button image that you want to appear on your form for the donation. Corresponds to the src attribute for the image in the button html.
Do you want to charge a Marketplace fee?	Optionally, if you want to add a fee when collecting the donation, select this check box. When you check this option, the Configure the marketplace fee button form section displays, containing the Return URL , Marketplace Fee , and Market Fee Button options.

4. If you want to charge a marketplace fee to the 501(c)3, and have checked the **Do you want to charge a Marketplace fee?** check box, the **Configure the marketplace fee button** form displays.



Configure the marketplace fee button

Your sellers must accept your marketplace fee policy. You can make it easy for them to do so by creating a button for them to click. Enter the information below, click the **Generate HTML** button to generate the code, and then paste it where you want the button to appear.

When your sellers click this button, they will be asked to agree to your marketplace fee. If they do not have a Amazon Payments Business Account, we will help them create one.

Return URL:

Marketplace Fee: (e.g. 4% + 0.20 USD) % + USD

Market Fee Button:  

Field	Action
Return URL	Type the URL the seller returns to after accepting the per-transaction fee. Corresponds to the <i>returnUrl</i> field in the marketplace fee button html.
Marketplace Fee fields	Enter the marketplace fee you will charge. You can specify a percentage of the transaction, a fixed fee per transaction, or both. Corresponds to the <i>maxVariableFee</i> , <i>maxFixedFee</i> , and <i>recipientPaysFee</i> fields in the marketplace fee button html.
Market Fee Button	Select the button image you want to display on your marketplace fee form. Corresponds to the src attribute for the image in the button html.

5. Click **Generate HTML**. Amazon Payments produces the HTML form for the both the donation button and the marketplace fee button. Each is displayed in its own text area underneath the **Generate HTML**

button. Typical HTML forms for a marketplace-enabled donation button are shown in [Marketplace-Enabled Donation Button HTML Components \(p. 35\)](#)

Copy the HTML and paste it in the appropriate page on your website. It will be displayed on the web page as a **Donate** button.

You can begin using your new button immediately. However, Amazon recommends you test every button before deploying it to production. A testing environment, the Amazon Payments sandbox, is provided for you to test any of the button types. To learn how to test your buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)



Important

You are each time a contributor starts a donation. For more information, see [Getting Notification about Your Payments \(p. 37\)](#).

Marketplace-Enabled Donation Button HTML Components

Here are samples of the HTML forms generated for a donation button that incorporates the marketplace fee feature.

First, is the portion for the donation button.

```
<form
  action="https://authorize.payments.amazon.com/pba/paypipeline"
  method="post">
  <input type="hidden" name="immediateReturn"
    value="1" >
  <input type="hidden" name="collectShippingAddress"
    value="1" >
  <input type="hidden" name="accessKey"
    value="AKIAIOSFODNN7EXAMPLE" >
  <input type="hidden" name="minimumDonationAmount"
    value="USD 50" >
  <input type="hidden" name="referenceId"
    value="MyTransaction-001" >
  <input type="hidden" name="recipientEmail"
    value="email domain.com" >
  <input type="hidden" name="variableMarketplaceFee"
    value="3" >
  <input type="hidden" name="signature"
    value="nVPwhhP9VqTJGUEilNlBcGVVTOs=" >
  <input type="hidden" name="fixedMarketplaceFee"
    value="USD 0.20" >
  <input type="hidden" name="isDonationWidget"
    value="1" >
  <input type="hidden" name="description"
    value="City Mission" >
  <input type="hidden" name="amazonPaymentsAccountId"
    value="WFQISAVAYLSB2VZ1LVCDJ2KLJ8H1BVUEXAMPLE" >
  <input type="hidden" name="ipnUrl"
    value="http://yourwebsite.com/instantpaymentnotification" >
  <input type="hidden" name="returnUrl"
    value="http://yourwebsite.com/success" >
```

Amazon Simple Pay Getting Started Guide Marketplace-Enabled Donation Button HTML Components

```
<input type="hidden" name="processImmediate"
  value="1" >
<input type="hidden" name="cobrandingStyle"
  value="logo" >
<input type="hidden" name="abandonUrl"
  value="http://yourwebsite.com/abandon" >
<input type="image"
  src=
  "https://authorize.payments.amazon.com/pba/images/GSDonationWithLogo.png"
  border="0">
<input type="hidden" name="signatureVersion"
  value="2" >
<input type="hidden" name="signatureMethod"
  value="HmacSHA256" >
</form>
```

Here is the form for the marketplace fee.

```
<form
  action="https://authorize.payments.amazon.com/cobranded-ui/actions/
  start"
  method="get">
  <input type="hidden" name="maxVariableFee"
    value="3.00" >
  <input type="hidden" name="maxFixedFee"
    value="0.2" >
  <input type="hidden" name="callerAccountId"
    value="WFQISAVAYLSB2VZ1LVCDJ2KLJ8H2BVUEXAMPLE" >
  <input type="hidden" name="recipientPaysFee"
    value="True" >
  <input type="hidden" name="returnURL"
    value="http://yourwebsite.com/returnurl" >
  <input type="hidden" name="signature"
    value="HmZ3hZyRXbJh+7yfLSuE/P4wBlY=" >
  <input type="hidden" name="collectEmailAddress"
    value="True" >
  <input type="hidden" name="callerReference"
    value="939d61ff-85b0-4a12-aa2d-c2e84a30805f" >
  <input type="hidden" name="callerKey"
    value="AKIAIOSFODNN7EXAMPLE" >
  <input type="hidden" name="pipelineName"
    value="Recipient" >
  <input type="image"
    src=
    "https://authorize.payments.amazon.com/pba/images/MarketPlaceFeeWithoutLogo.png"
    border="0">
  <input type="hidden" name="signatureVersion"
    value="2" >
  <input type="hidden" name="signatureMethod"
    value="HmacSHA256" >
</form>
```

Test Your Marketplace-Enabled Donation Button

Amazon Simple Pay provides a testing environment, the Amazon Payments Sandbox, for testing the buttons you create. Using the sandbox you can try out your applications without incurring charges or making purchases. We strongly recommend that you create and test all of your requests in the sandbox before exposing them on your website.

All the simple pay buttons are tested in the same way, and you can test a button whether you plan to use it in your website or not. To learn how to all test Amazon Simple Pay buttons, see [Testing Your Simple Pay Buttons \(p. 43\)](#)

Advanced Marketplace-Enabled Donation Button Features

Within this section, we present the following advanced topics in passing which are not required to implement basic features. Please refer to the sections for detailed information.

- [Handling the Return URL \(p. 47\)](#)
- [Using Immediate Return \(p. 47\)](#)
- [Using Instant Payment Notification \(p. 48\)](#)
- [Advantages of Signing Your Buttons \(p. 48\)](#)

In the previous procedure you worked with the features of the marketplace-enabled donation button that are quickest to build. There are many other features of Amazon Simple Pay and the Amazon Flexible Payments Service that can make your website more sophisticated and usable. Some of the topics which may be of interest to you are:

- Customizing Amazon Simple Pay Buttons
- Simulating Amazon Simple Pay Button Errors
- Adding Amazon Simple Pay as an Additional Payment Option
- Programmatic APIs for canceling, settling, and refunding transactions, as well as getting a transaction status, and verifying signatures in Return URL and IPN notifications.
- Configuring Instant Payment Notification and Handling Instant Payment Notifications
- Using Amazon Simple Pay Actions

To learn how to do some of these tasks, see the [Amazon Simple Pay Advanced User Guide](#), For complete details on the capabilities of Amazon Simple Pay, please see the suggested documentation listed in [Amazon Simple Pay Resources \(p. 50\)](#)

Getting Notification about Your Payments

Topics

- [Notification through E-mail Messages \(p. 38\)](#)
- [Notification through Account History \(p. 38\)](#)
- [Notification through Return URL Redirect \(p. 39\)](#)
- [Notification through IPN \(p. 39\)](#)

Amazon has four ways to notify you of a payment status:

- Sending an email message to your business email account
- Displaying the transaction in your Amazon Payments **Account Activity** page
- Sending transaction information by way of redirect values to your Return URL
- Through [Instant Payment Notification](#) (IPN)

The first three methods always occur. Notification through IPN is available only if you have set up the IPN Return URL.

Notification through E-mail Messages

Whenever a buyer completes a transaction, Amazon Payments sends you an email message similar to that shown in the following figure. Transaction details are listed in the body of the email message.



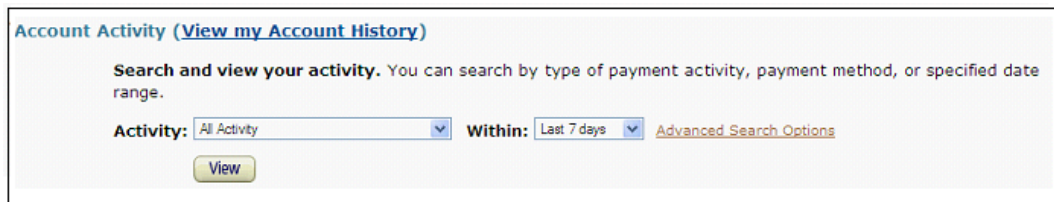
The content of the email message sent out depends on the transaction and its status.

Notification through Account History

The second way to get notification from Amazon about the success of your transaction is to use your Amazon Payments account. This account logs all the transactions and gives you the amount paid, when it was paid, to whom, the status of the payment, and any fees associated with the transaction.

To view your account activity and transaction details

1. Go to <http://payments.amazon.com>.
2. Click the **Your Account** tab.
The **Account Activity** page appears.

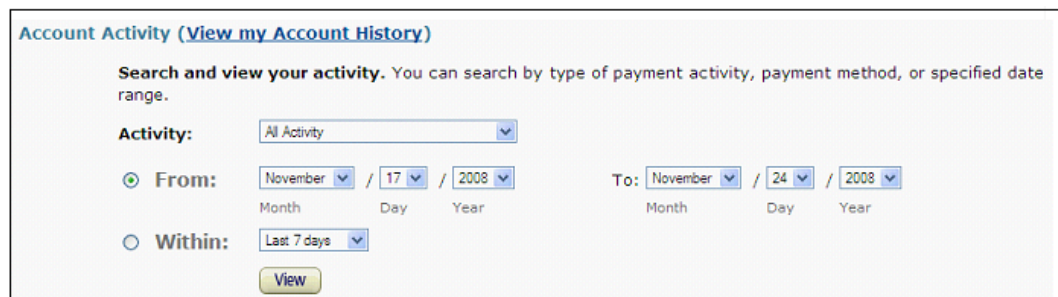


Account Activity ([View my Account History](#))

Search and view your activity. You can search by type of payment activity, payment method, or specified date range.

Activity: Within: [Advanced Search Options](#)

- From here you can do a simple search based on the **Activity:** and **Within:** drop-down menus, as shown in the figure above.
- You can also click **Advanced Search Options** and display a page that lets you specify a particular date range.



Account Activity ([View my Account History](#))

Search and view your activity. You can search by type of payment activity, payment method, or specified date range.

Activity:

From: / / **To:** / /

Month Day Year Month Day Year

Within:

3. Make your selections and click **View**. The results are displayed.

Amazon Simple Pay Getting Started Guide Notification through Return URL Redirect

Your most recent activity is shown first. Visit [Amazon.com Your Account](#) for all TextBuyIt and Amazon.com orders.

Date	Type	To/From	Name	Status	Action	Amount
March 11, 2009	Payment	From	Andrew J Perry	Completed	Details	\$100.00
March 11, 2009	Payment	From	Andrew J Perry	Initiated	Details	\$100.00
March 11, 2009	Payment	From	GPS-UI Test Business	Completed	Details	\$10.00
March 11, 2009	Payment	From	GPS-UI Test Business	Initiated	Details	\$10.00

4. Click the **Details** link on a particular transaction to view its details:

Transaction Details

[Problem with this transaction?](#)

To:	pba-test-ngo1@amazon.com
From:	Andrew J Perry
Type:	Payment
For:	Red Cross Disaster Relief
Amount:	\$100.00
Fees:	\$0.00 (What's this?)
Date Completed:	Mar 11, 2009 - 2:35 PM PDT
Status:	Success
Transaction ID:	13VRNCDTE69NT63JRVBTNZ83T8D4TIRKKBP
Payment Method:	Amazon Payments Account
Reference:	ASP transaction (Red Cross Disaster Relief)

Notification through Return URL Redirect

When your customers authorize payments with Amazon using your button, Amazon redirects them to the location you specified as the Return URL when you created the button. The redirection POST data contains name=value pairs which comprise the transaction details. To take advantage of this method, your Return URL page must process the values. For more information, see [Handling the Return URL \(p. 47\)](#).

Notification through IPN

If you have configured the Amazon Simple Pay button to use an IPN URL, Amazon sends you the transaction details using [Instant Payment Notification \(IPN\)](#).

IPN is an HTTP POST notification that Amazon sends whenever a transaction is completed successfully or a transaction fails. Like Return URL redirection, it communicates transaction data that you must process programmatically. For more information, see [Using Instant Payment Notification \(p. 48\)](#)

Configuring Default Button Values

The user interfaces that help you create Amazon Simple Pay buttons ask you to enter a variety of information. Many of the buttons ask for the same information, such as a URL to redirect buyers to once they successfully authorize a payment. Amazon Simple Pay enables you to set default values for common button parameter values. Even though you set default values, you can still specify different values when generating an individual button. The values you enter in the user interfaces that create the buttons override the default values.

To configure the default values for your buttons

1. Go to <http://payments.amazon.com> and log in to your business account.
2. Click the **Your Account** tab.
3. Go to the **Developer and Seller Preferences** page at <https://payments.amazon.com/sdui/sdui/managecobranding>.



Note

To set your **Developer and Seller Preferences** in the Amazon FPS Sandbox, go to <https://payments-sandbox.amazon.com/sdui/sdui/managecobranding> instead. The settings for the sandbox and production environments are separate.

Amazon Simple Pay Getting Started Guide Configuring Default Button Values

Developer and Seller Preferences

Set up preferences for header, footer and display name for Amazon Payments co-branded pipelines. Click **Confirm**

Header and Footer: No co-branding
 Co-branded header image: [\(Learn more\)](#)
 Max image size for this logo is 215 x 40 px.

Return URL:
(optional)
 Where do you want the user sent after confirming their payment method?

User Abandon URL:
(optional)
 Where do you want the user sent if they cancel out of the Amazon Payments page? If you do not set the User Abandon URL but you have entered a Return URL, then Amazon Payments will use the Return URL.

Cancel Subscription URL:
(optional)
 If you want subscribers to cancel subscriptions only on your website and not on Amazon Payments, please provide a URL where you want the subscriber to be redirected to for cancellation.

URL for Instant Payment Notification:
(optional)
 Where do you want the instant payment notifications to be sent? If you do not set this URL, Instant Payment Notification will be disabled. [\(Learn more\)](#)

Sign the buttons?
(optional)
 Do you want the buttons to be encrypted? If a button is encrypted, the button variables such as price cannot be altered without signing again. If a button is not encrypted, a malicious user could change button variables such as price, and make a payment with the changed variables. [\(Learn more\)](#)

Registration Referral Link:
 Are you an integrator\3rd party developer offering integration services or selling solutions built on top of using Amazon Payments to businesses? Since Amazon Payments Business Account is a pre-requisite for your customers, please use this URL on your websites to enable them to register for the same.

4. Use the following table to help you fill in the text fields or make choices.

Field	Action
Header and Footer	<p>If you want to add your company logo to the upper left corner on all of the Amazon Payment order pipeline pages, select Co-branded header image and enter the URL for the logo image. Otherwise, select No co-branding.</p> <p>Adding your logo helps your customers know that while they're paying for their purchases using Amazon Payments, they're still connected to your website. Your logo is placed on a white background.</p> <p>The image can be no greater than 215 pixels wide by 40 pixels high and the URL must always be available. If there is no logo available when your customers check out (either because there was no logo specified or because the logo URL is not available), the name of your company is displayed instead. The default is for no Co-branding.</p>
Return URL	<p>Optionally, enter the URL where you want the system to redirect buyers after they authorize the payment.</p> <p>You might want to return your customers to your home page or to a custom "Thank You for Purchasing" page. If you do not specify a return URL, the Amazon Payments "Thank You" page appears instead. This means that your customers might not navigate back to your website. We recommend that you always specify a return URL, even if it's just your home page.</p>

Amazon Simple Pay Getting Started Guide Configuring Default Button Values

Field	Action
User Abandon URL	Optionally, enter the URL where you want the system to redirect buyers after they choose to cancel the payment. If you do not supply a value, Amazon Simple Pay redirects the buyer to the Return URL. This URL is used when the buyer decides not to authorize the purchase and clicks the Cancel button.
Subscription Cancellation URL	Enter the URL to your website where subscribers can be redirected when they try to cancel their subscription on payments.amazon.com . If you do not include a URL, subscribers will only be able to cancel their subscription through the Amazon Payments website.
URL for Instant Payment Notification (IPN)	Optionally, type the URL of your host page to which Amazon Payments should send the <i>IPN</i> transaction information. This is an advanced feature. For more information, see Using Instant Payment Notification (p. 48) .
Sign the buttons?	If you want Amazon to provide a secure signature in the HTML form, select this check box, which will enable encryption. We recommend you select this option. For more information, see Advantages of Signing Your Buttons (p. 48) .

5. Click **Confirm**.
Your choices are saved.

Testing Your Simple Pay Buttons

The Amazon Payments sandbox enables you to create a fully functioning button in a test environment. Simple Pay buttons created in the sandbox contain all the functionality, look, and feel of buttons created for a production environment. The only difference is no charges are incurred.

The Amazon Payments sandbox pages appear nearly identical to the Amazon Payments business account pages. Most will display the Amazon Payments sandbox logo in the upper left corner of the page, and the front part of your browser address will display <http://payments-sandbox.amazon.com> the entire time.



Note

You can simulate any task in the sandbox which you can do in Amazon Simple Pay. Explore the sandbox at <http://payments-sandbox.amazon.com>

We recommend you create and test your buttons in the Amazon Payments sandbox before deploying them into production.

To test a button

1. If you are logged into your Business account at <http://payments.amazon.com>, sign out now.
2. Go to <http://payments-sandbox.amazon.com> and log into your Amazon Payments Sandbox account. If you do not yet have a Amazon Payments Sandbox account, see [How to Get an Amazon Payments Sandbox Account \(p. 7\)](#).
3. Create your Simple Pay button using the appropriate procedure in [Creating Simple Pay Buttons \(p. 8\)](#), but within the Amazon Payments sandbox.
4. Once you have created the button, add it to your web page, and test all its functionality without incurring any charges.
5. Go back to your Amazon Payments Sandbox account, and navigate to the **Your Account** tab. The actions you performed with the button appear as recent transactions in the **Account Activity** table. You can open and inspect the results of each by clicking the Details link associated with a transaction.
6. If the button doesn't function to your satisfaction, repeat steps 3-5 until it produces the transaction you need.

7. When your button works correctly, log out of your Amazon Payments Sandbox account, log into your Amazon Payments business account, and create the final version of the button for your production environment.

**Note**

Do not copy the HTML code you created in the sandbox to your production environment. Instead, make careful notes and recreate the button using your business account. For best results, test the button again in the production environment.

Developers can use the Amazon Payments sandbox to perform sophisticated button testing, testing signatures based on your [AWS Access Key ID](#), and returning specific return values and error codes. For more information, see [Overview of Advanced Features \(p. 45\)](#).

Overview of Advanced Features

Topics

- [Creating More than One Button per Page \(p. 45\)](#)
- [Settling Immediately \(p. 46\)](#)
- [Handling the Return URL \(p. 47\)](#)
- [Using Immediate Return \(p. 47\)](#)
- [Using Instant Payment Notification \(p. 48\)](#)
- [Advantages of Signing Your Buttons \(p. 48\)](#)
- [Other Advanced Features of Amazon Simple Pay \(p. 49\)](#)

As its name implies, this guide gets you up and running with Amazon Simple Pay. Within the sections, we present advanced features, which are not required to implement the buttons. This section provides more background for selected features to help you understand their role in Amazon Simple Pay.

Creating More than One Button per Page

Each button is set up for a certain amount of money and a certain description, so each button is limited to a single item for sale. Depending on your application, you may want to place more than one Amazon Simple Pay button on a page. You can have multiple Amazon Simple Pay buttons of each type on a page by adding them one at a time.

The number of buttons you have to add might influence whether you place them manually or programmatically.

Quantity	Technique
1 to 10 Items	If you have more than one item, but only a limited number of items for sale, you can create Amazon Simple Pay buttons one at a time using the same procedures in Creating Simple Pay Buttons (p. 8) . Be sure that the amount and the description for each button that you place on your web page is correct with respect to the intended item for sale.

Quantity	Technique
More than 10 Items	<p>If you have so many items that creating them singly is undesirable, you can generate all Amazon Simple Pay buttons programmatically and automatically place them on the web page.</p> <p>Creating buttons programmatically is something you must do as a developer, which requires an Amazon Payments developer account. For more information, see the Amazon Simple Pay Advanced User Guide, as well as the Developer tab accessible through your Amazon Payments business account.</p>

Settling Immediately

When you create an Amazon Simple Pay button, you have the choice of charging the buyer's payment instrument immediately or later, such as when a product is shipped. To charge a buyer immediately, make sure you select the **Do you want to settle immediately?** check box when you are creating the button. However, if you clear this check box, the buyer is not charged until you send a `Settle` request.

It's much simpler to allow Amazon Payments to settle immediately, but at times you will need to settle afterwards. You have two ways you can do this. The first way is to settle using the form available through your Amazon Payments business account. For information on using the form, see the following section, [Using the Settle and Refund User Interfaces \(p. 46\)](#).

The second way to settle is to use code. However, to exercise programmatic control over your transactions, you must have an Amazon Payments Developer account. For more information, see "Settling and Refunding Transactions Programmatically" in the [Amazon Simple Pay Advanced User Guide](#).



Note

You can only opt to settle later with standard, marketplace, and donation buttons.

Using the Settle and Refund User Interfaces

This section describes how to use the user interface to [settle](#) charges and make [refunds](#). Settling and refunds go hand in hand, so both procedures are listed following.

Using the Settle User Interface

When you create a button, if the **Do you want to settle immediately?** check box is cleared, you will have to make any settlements that come up. You can manually settle a transaction using the Settle user interface, or programmatically using the Settle API. The one you choose typically depends upon the number of settlements you need to make. The more settlements you need to make, the more likely you'll prefer to do so programmatically. For more information, see [Settling and Refunding Transactions Programmatically](#) in the [Amazon Simple Pay Advanced User Guide](#).

If you have relatively few settlements to make, use the following procedure.

To settle a transaction using the Amazon Payments UI

1. Go to <https://payments.amazon.com/>.
2. Click the **Your Account** tab.
3. In the Account Activity section of the Your Account tab, search for the transaction you want to settle.
4. Click the **Settle** button associated with the transaction that you reserved.

5. Enter the amount you want to settle and click **Confirm**.

Using the Refund User Interface

Along with settling, Amazon Simple Pay offers you the opportunity to manually refund money either by using the Refund user interface, or programmatically using the Refund API. The one you choose typically depends upon the number of refunds you need to make. For more information on programmatic refunding, see *Settling and Refunding Transactions Programmatically* in the *Amazon Simple Pay Advanced User Guide*.

To refund a transaction using the user interface

1. If the transaction was reserved, settle it using the procedure described in the previous procedure, Using the Settle User Interface.
2. Go to <https://payments.amazon.com/>.
3. In the Account Activity section of the Your Account tab, search for the transaction you want to refund.
4. Click the **Details** link for the transaction you want to refund.
5. Enter the amount you want to refund and click **Refund** associated with the transaction.

Refunds are processed in batch so they often take a while before completing.



Important

Only the recipients of payments can use the Amazon Payments user interface to make refunds. Recipients, however, cannot refund a marketplace fee (if any) that was charged by a marketplace developer. The marketplace developer must use a programmatic Refund request to refund the marketplace fees he or she collected. For more information, see *Settling and Refunding Transactions Programmatically* in the *Amazon Simple Pay Advanced User Guide*.

Handling the Return URL

When a user clicks an Amazon Simple Pay button you have included on your web page, control is transferred to Amazon Payments. Once the payment has been authorized, the user is redirected to your return URL. Included in the redirection are transaction details about the purchase just made.

You can choose to ignore the information contained within the return URL, because you are also notified of this information through other methods. However, if you want to process the transaction information in a custom way immediately, you must work as a developer and write custom code.

To learn about using the Return URL to validate and process payment response, the values it returns, and validating the returnUrl signatures, see *Handling Button Response Data* in the *Amazon Simple Pay Advanced User Guide*. The Advanced Guide also has information on getting a developer account in the section, *Amazon Payments Developer Account*.

For more information on the types of notification Amazon Simple Pay provides, see [Getting Notification about Your Payments \(p. 37\)](#).

Using Immediate Return

When a user clicks an Amazon Simple Pay button you have included on your web page, control is transferred to Amazon payments. Typically the user goes through a number of actions, such as include signing up and signing in. Once the payment has been authorized, the last thing Amazon does before

the user is redirected to your Return URL is to display an Amazon *Thank You* page which details the purchase the buyer just made. A **Continue** button is provided to navigate to your Return URL.

Each Simple Pay button provides you with the choice to skip this final Amazon Payments status page, redirecting to your Return URL right away. In this case, if you want to display any information typically presented to the buyer on the Amazon Payments final status page, your Return URL page must contain code to present it.



Note

This is an optional feature. Do not check this check box if you want the convenience of the Amazon Payments final status page.

Using Instant Payment Notification

[Instant Payment Notification](#) (IPN) is an optional feature of Amazon Payments. All the Amazon Simple Pay buttons may take advantage of this service.

IPN works by sending a separate HTTP POST from Amazon Payments to a custom script you have provided. The IPN POST is sent separately from the final status page, which uses the value specified for **Return URL**.

Among other things, IPN gives you the ability to check the transaction sent to your Return URL. To take advantage of IPN features and of the transaction information provided by the service, you must work as a developer with custom code. This in turn requires an Amazon Payments Developer account..

For more information about IPN, the transaction information it provides, and verifying the signature, see "Setting Up Instant Payment Notification" in the [Amazon Simple Pay Advanced User Guide](#). The Advanced Guide also has information on getting a developer account in the section, *Amazon Payments Developer Account*.

Advantages of Signing Your Buttons

When you create Simple Pay buttons, they are configured to use Secure Sockets Layer transmission (SSL). This protects the form from being modified while it is being submitted. However, this doesn't prevent a malicious buyer from copying the form's source HTML from your web page, modifying the parameters, and sending a hijacked form.

A signed button protects you from this vulnerability. You can specify that Amazon sign your buttons by choosing the **Sign the Buttons option** in your **Developer and Seller Preferences**. For more information, see [Configuring Default Button Values](#) (p. 40).

The minor trade off for signing Simple Pay buttons when you create them is –once signed– any changes you want to make to the button (such as changing the price) require you to create the button again. If the button is unsigned, you can change the parameters freely.

Once you determine that signing is to your benefit, you need to decide whether the signature generated during button creation is secure enough.

With the **Sign the Buttons option** set, all buttons you create with Amazon Simple Pay contain a signature based on Amazon's access identifiers. This provides enhanced security to the request that you send to Amazon. Amazon cannot sign the return to you without your access identifiers. While the chance of tampering is not great, nevertheless for the greatest security, you can consider generating a signature using your own [AWS Access Key ID](#).

Signing with your own [AWS Access Key ID](#) is an optional security enhancement that protects the transaction information Amazon Payments sends to you. If you do choose to use your own AWS Access Key ID, you must modify the HTML generated whenever you create a Simple Pay button. Instructions for doing this are found in the "Creating Button Forms Dynamically" section of the [Amazon Simple Pay Advanced User Guide](#). For more information on AWS Access Key ID, see "Using Access Identifiers" on the [Amazon Simple Pay Advanced User Guide](#) page [Amazon Simple Pay Concepts](#).

Note that whether you choose to the sign button or not, you can still check the conditions of each payment using the information in your [Amazon Payments business account Activity Center](#). In addition, you can programmatically verify the price and other parameters using [Instant Payment Notification](#). For more information, see "Using Instant Payment Notification" in the [Amazon Simple Pay Advanced User Guide](#).

Other Advanced Features of Amazon Simple Pay

This Getting Started Guide gives you the basics for using Amazon Simple Pay. There are many other features of Amazon Simple Pay and the Amazon Flexible Payments Service that can make your web site more sophisticated. Some of the topics which may be of interest to you are:

- Customizing Amazon Simple Pay Buttons
- Simulating Amazon Simple Pay Button Errors
- Generating signatures based on your [AWS Access Key ID](#)



Note

You can now rotate your AWS access keys that you use to sign the buttons. For more information, see <https://aws-portal.amazon.com/gp/aws/developer/account/index.html?ie=UTF8&action=access-keyCredentials>, on the Amazon Web Services web site.

- Validating signatures in returnURL and IPN using the VerifySignature API.
- Adding Amazon Simple Pay as an Additional Payment Option
- Programmatic APIs for Cancel, Settle, and Refund
- Configuring Instant Payment Notification and Handling Instant Payment Notifications
- Using Amazon Simple Pay Actions

To learn how to do some of these tasks, see the [Amazon Simple Pay Advanced User Guide](#). For complete details on the capabilities of Amazon Simple Pay, please see the suggested documentation listed in [Amazon Simple Pay Resources](#) (p. 50).

Amazon Simple Pay Resources

The table below lists related resources that you'll find useful as you work with this service.

Resource	Description
Amazon Simple Pay Advanced User Guide	The Advanced Guide provides a detailed explanation of how to use the advanced features of Amazon Simple Pay for each button type.
Amazon Simple Pay FAQs	Frequently-asked questions about using Amazon Simple Pay on your website.
Amazon Simple Pay Release Notes	The release notes give a high-level overview of the current release. They specifically note any new features, corrections, and known issues.
AWS Developer Resource Center	A central starting point to find documentation, code samples, release notes, and other information to help you build innovative applications with AWS.
Product information about Amazon Simple Pay	The primary web page for information about Amazon Simple Pay.
Amazon Flexible Payments Service Technical Documentation	Amazon Simple Pay derives its functionality from Amazon FPS.
Amazon Simple Pay and FPS Discussion Forum	A community-based forum for developers to discuss technical questions related to Amazon Simple Pay and FPS.
For questions related to your AWS account: Contact Us	This is <i>only</i> for account questions. For technical questions, use the Discussion Forums.
Conditions of Use	Detailed information about the copyright and trademark usage at Amazon.com.

Glossary

501(c)3 Organization	Organizations who may receive funds by way of the Amazon Simple Pay donation button. Amazon Payments validates your 501(c)3 organization before you can begin using the donation button.
Amazon Payments business account	The account that enables you to use Amazon Simple Pay buttons on your production website.
Amazon Payments Sandbox account	The account that enables you to test Amazon Simple Pay buttons in the Amazon Payments Sandbox.
AWS Access Key ID	A string distributed by AWS that uniquely identifies an AWS developer. The value of this ID is included in every Amazon Simple Pay request.
contributor	A person donating money by way of an Amazon Simple Pay donation button
Amazon Simple Pay Donation	A button that enables you to collect periodic payments for a 501c organization.
Amazon Simple Pay Marketplace	A button that enables you to collect payments on behalf of another seller.
Amazon Simple Pay Standard	A button that enables you to collect one-time payments for your products.
Amazon Simple Pay Subscription	A button that enables you to collect periodic payments for your products.
buyer	Individual who sends a payment using an Amazon Simple Pay button. The buyer pays the seller for a product or service.
Abandon URL, Cancel URL	Your Amazon Simple Pay buttons have the AbandonURL or CancelURL property which notifies Amazon Payments the location to which your customers should be returned if they choose to cancel the operation.
co-branding	You can opt to have display your merchant logo on payment authorization pages hosted by Amazon, providing for a more consistent user experience.
Flexible Payments Service (FPS)	Amazon Simple Pay uses Amazon Flexible Payments Service actions to perform its payment operations.
Amazon FPS Actions	Most Actions, or API calls, provided by Amazon FPS are available to developers using Amazon Simple Pay. For more information see Amazon Simple Pay Advanced User Guide .
free trial subscription	When you create a subscription button, you are prompted to optionally provide a

	starting subscription date. If that date is in the future, you are providing a free trial.
HTML Form	A block of HTML code that contains the endpoint and parameters for an Amazon Simple Pay request.
HMAC	Hash Message Authentication Code. Amazon Simple Pay uses an HMAC for signatures to enhance the security of your buttons.
immediate return	An Amazon Simple Pay option for developers who want to create a custom final status page (bypassing the default final status page provided by Amazon Payments).
inbound request	Button click or other form request to Amazon Payments
Instant Payment Notification	Also IPN. A notification (separate from the buyer redirect) that is sent whenever a payment, refund, or reserved payment completes successfully or fails. The developer must host this notification service and provide Amazon Simple Pay with an IPN response URL. For more information, see Notification through IPN (p. 39) .
marketplace	See Amazon Simple Pay Marketplace, above.
Marketplace Fee Button	A button that enables you to collect a fee from another seller for providing that seller's products for sale on your website. Used with Amazon Simple Pay Donation and Amazon Simple Pay Marketplace buttons.
outbound notifications	Response from Amazon Payments to your Simple Pay application by way of Return URL or IPN.
RSA-SHA1	Amazon Simple Pay uses RSA-SHA1 as the signature method for outbound notifications.
refund	The act of returning funds paid by the customer to that customer. Amazon Simple Pay enables you to refund money using your account tools (at https://payments.amazon.com), or using the Amazon Flexible Payments Service Refund action.
Return URL	Your Amazon Simple Pay buttons have the ReturnURL property which notifies Amazon Payments the location to which your customers should be returned after payments have been made.
seller	Individual who receives a payment from a buyer using an Amazon Simple Pay button. The seller receives money from a buyer in exchange for a service or product.
server-side signature verification	With Amazon Simple Pay, you can use server-side verification to validate IPN and Return URL responses with the FPS Action, <code>VerifySignature</code> . For information about the <code>VerifySignature</code> FPS action, see Amazon Simple Pay Advanced User Guide .
settle	The act of delaying the completion of a transaction. If a buyer is not charged immediately upon the initiation of the purchase, the transaction is settled later, such as when the purchased product is shipped. Amazon Simple Pay does not support settling purchases. You have to use the <code>Settle</code> operation in the Amazon Flexible Payments Service API to implement that functionality.

SHA1, SHA256	Secure Hash Algorithms used for Amazon Web Services signatures. SHA1 is an earlier version of the algorithm, which is currently being deprecated for Amazon Web Services. SHA256 is its more secure replacement.
signature	A URL encoded string composed of request parameters and their values encrypted using an HMAC algorithm. Signatures are used to authenticate and safeguard requests.
signature	Signature version 2 is the preferred button signing feature for Amazon Simple Pay. It is a secure method that uses SHA256.
subscription start date	The date when Amazon Payments begins charging for a subscription.
website owner	A developer who creates any Amazon Simple Pay button.

Document History

This documentation is associated with the 2010-08-28 release of Amazon Simple Pay.

The following table describes the important changes since the last release of the Amazon Simple Pay documentation. This guide was last updated on 20-February-2012.

Change	Description	Release Date
New Feature	Amazon Simple Pay now provides the <code>GetSubscriptionDetails</code> and <code>GetTransactionsForSubscription</code> action. For more information, see <code>GetSubscriptionDetails</code> and <code>GetTransactionsForSubscription</code> in the Amazon Simple Pay Advanced User Guide . This release also incorporates a new WSDL version, 2010-08-28.	In this Release
Enhancement	Added minor changes and typographical fixes applied from a maintenance edit.	In this Release
Feature Rollback	Amazon FPS has discontinued support for signature verification using signature version 1. If your application is using this feature, you must convert to a server-side call with the <code>VerifySignature</code> action. For more information, see the Amazon Simple Pay Advanced User Guide .	2010-02-01
Feature Rollback	Amazon FPS has discontinued support for client-side signature verification using PKI. If your application is using this feature, you must convert to a server-side call with the <code>VerifySignature</code> action. For more information, see the Amazon Simple Pay Advanced User Guide .	2010-09-14
Enhancement	Minor changes and typographical fixes applied from a maintenance edit.	2010-06-11

Change	Description	Release Date
New Feature	<p>Amazon Simple Pay now supports signature version 2. The enhanced security features include</p> <ul style="list-style-type: none"> • A more secure way of calculating signatures for <i>inbound requests</i> and <i>outbound notifications</i>. • Support for <i>SHA256</i> signing algorithm • The new <code>VerifySignature</code> FPS Action for server-side testing of return URL responses and IPN notifications. • (Deprecated as of 2010-09-14) Support for PKI based authentication for client-side testing of return URL responses and IPN notification. <p>The techniques of signing your buttons is not discussed in this guide. You can find more information about signature security in the <i>Amazon Simple Pay Advanced User Guide</i>.</p>	2009-12-04
Enhancement	<p>The Access Keys page has been renamed the Security Credentials page, located at https://aws.amazon.com/security-credentials.</p>	2009-09-09
Correction	Editorial Updates.	2009-09-02
Clarification	<p>Rules for subscription cancellation due to payment problems have been clarified. Please see <i>What Happens When Subscription Payments Fail</i> in the <i>Amazon Simple Pay Advanced User Guide</i>.</p>	2009-07-25