amazonpayments™

Getting Started Guide for Checkout by Amazon

A guide for merchants who want to implement Checkout by Amazon on their websites

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1   What Is Checkout by Amazon?

Checkout by Amazon is the easy way to accept payments on your website—you simply add buttons (snippets of HTML code) to your website. Amazon Payments handles the payment and generates an order for you. You are then notified of the order waiting to be fulfilled—it's just that easy.

1.1   The Buyer Experience

Checkout by Amazon provides your customers the faster way to check out with Inline Checkout. With Inline Checkout, buyers click the Checkout with Amazon button and quickly complete the purchase, remaining on your site to continue shopping.

1. Buyers find items to buy and click the Checkout with Amazon button.
2. A pop-up window with the order total appears so buyers can complete the purchase.
3. After clicking "Place Order," the purchase is complete.

Note that if you do not integrate with Inline Checkout, then buyers complete their purchase with Standard Checkout. With Standard Checkout, your customers are automatically taken to the Amazon Payments site to sign in and confirm their purchase; when done, they are automatically returned to your website.

1.2   Up-selling to Your Buyers (Standard Checkout Only)

During Standard Checkout, your buyers might be interested in related items, such as gloves, hats, and scarves if they are buying winter clothes. You can recommend (up-sell) these items by specifying up to 20 items from your own website and also include up to 20 items from the Amazon.com website. And if you sign up to become an Amazon Associate and include your Amazon Associates ID when you specify items from the Amazon.com website, you can earn up to an 8.5% Amazon Associates referral fee for each completed sale.

Here's an illustration how the checkout pipeline works when you use the Cart Up-sell feature and Standard Checkout.

1. Buyers shop on your website and add items to their cart.
2. They click the Checkout with Amazon button.
3. They go to the Amazon Payments website and sign in.
4. The Up-sell feature appears with suggested items from your website and from the Amazon.com catalog. Your buyers can click these items to add them to their cart.
5. They confirm their shipping and payment information.
6. They return to the URL you specify.
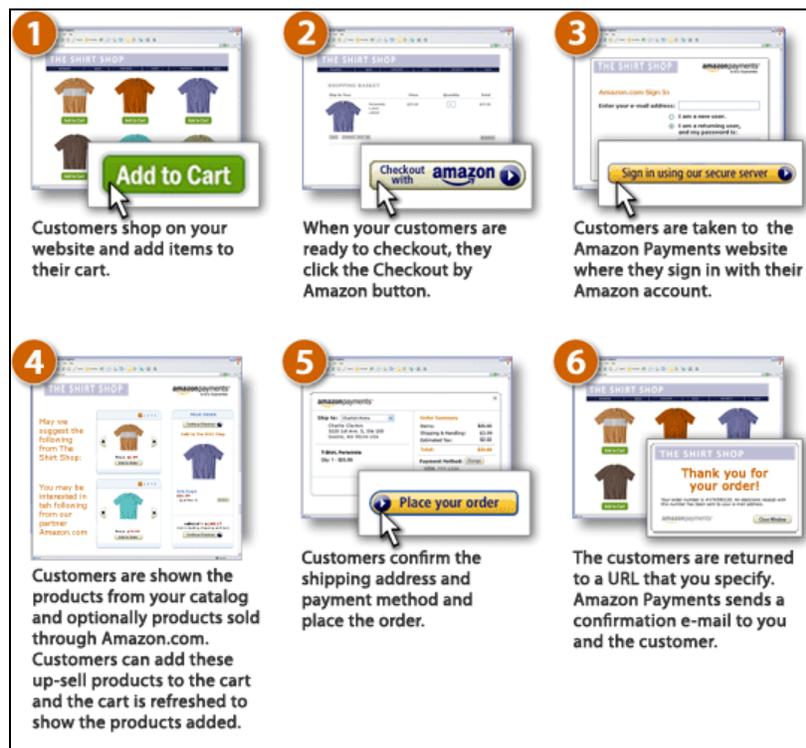
1.3   Using the Shopping Cart

Checkout by Amazon also provides an easy-to-use shopping cart on your site. With a shopping cart, your customers click an **Add to Cart** button to add the products to the shopping cart, and then click the **View Cart** to see the shopping cart in a pop-up window and then start the checkout process:
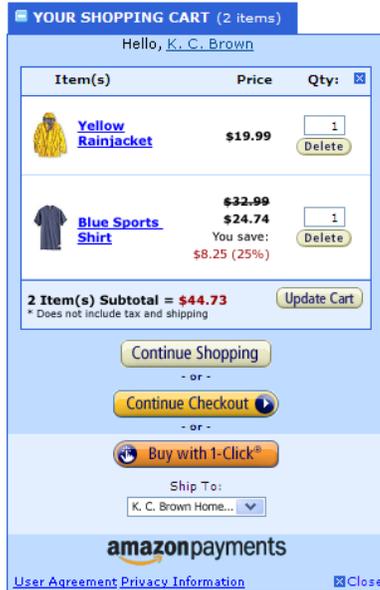
Your customers can simply click the **Continue Checkout** button or **Buy with 1-Click** button to go through the remaining steps to place the order, or they can click **Continue Shopping** to add more products to their order.

For more information, please see the Shopping Cart Guide (PDF).

1.4   Using Your Existing Systems for Shipping, Taxes, and Discounts

Generally speaking, you set up your Seller Central account with specific information so we can calculate shipping, taxes, and discounts (promotions) during customer checkout. You can also include the information for these calculations as part of your Checkout with Amazon button.

However, you might already have your own systems in place to calculate these shipping, tax, and discount amounts. If you want to continue to use these systems, then you can use the Callback API to calculate these charges and discounts yourself and then send them to us when we request them.

Using the Callback API requires you to integrate your system with Amazon Payments using XML. For more information on how to integrate your systems with the Callback API, please download and read the *Callback API Guide* (PDF).

1.5   Using Flexible Ship Options

Flexible Ship Options allow you to set custom shipping option labels (names) in your override shipping settings. This allows you to create your own shipping option descriptions (such as Free Ground Shipping or FedEx Overnight) and then map them to the standard names used by Checkout

by Amazon such as "Standard," "Expedited," "One-Day," or "Two-Day." This means that your customers will see the name such as "Free Ground Shipping," and the shipping charges will be calculated using the shipping rates you assign to a standard shipping method where you define the custom shipping name.

By using Flexible Ship Options, you can set up to 20 custom shipping names per single shipping destination and assign them separate shipping service levels and shipping rates:

- You can assign up to seven different names to the Standard and Expedited service levels.
- You can assign up to five different names to the One-Day and Two-Day service levels.
- You can create custom shipping names that are up to 100 characters long.

You can create these custom shipping names for each distinct shipping region. That is, you can create up to 20 custom names for shipping within the Continental U.S. and another 20 custom shipping names for shipping outside the U.S.

For more information about using Flexible Ship Options, please see our online help topic Setting Up Flexible Shipping Options.

1.6 Using Checkout by Amazon as a Payment Method on Your Site

In addition to being a checkout choice on your cart page, Checkout by Amazon can also be used as a payment method along with credit cards inside your existing checkout experience.

That is, rather than require your user to pick Checkout by Amazon as the checkout method at the *start* of the checkout process, your checkout process can instead offer Amazon Payments as a payment method at the *end* of the process.

The same account, settings, and order management tools can be used across Checkout Choice and Payment Method to view and manage orders, handle shipments, generate reports, and schedule payments.

Your customers shop on your site, selecting products for purchase. When they begin the checkout process, your website prompts them for their shipping address (perhaps because you want to recognize them for loyalty-based rewards program, for example), and then sends this shipping address along with the order.

For more information, please see the Using Checkout by Amazon As a Payment Method User Guide (PDF).

2   Benefits of Using Checkout by Amazon

Here are just a few benefits from using Checkout by Amazon on your website:

- You gain access to tens of millions of active Amazon.com account holders.
- You can reduce shopping cart abandonment.
- You provide a safe and secure way for your buyers to pay for orders on your website.
- Your checkout experience builds on the trusted Amazon brand. Your buyers see the Amazon Payments mark, so they are confident that their payment information is secured by Amazon Payments.
- Your buyers are protected by the Amazon A-to-z Guarantee.
- Before you receive an order notification, Amazon Payments rigorously examines each transaction and rejects any that appear invalid.
- You can spend your time working on building your business without worrying about how to handle payment—Amazon Payments takes care of that for you.

2.1   What It Costs to Use Checkout by Amazon

Buyers can check out using Checkout by Amazon without incurring additional changes. Each purchase is assessed a fee, depending upon the total monthly sales volume. The seller (not the buyer) pays the fee for the purchase.

For a current pricing list, please see Amazon Payments Fees.

3   Get Started with Checkout by Amazon

Getting ready to use Checkout by Amazon requires just a few steps. In the next few pages, you'll learn what you need to do in the following five areas:

Before You Start—collect the information you'll need to register.

Sign Up—register for your Checkout by Amazon account.

Set Up—get your account information set up on the Seller Central website.

Integrate—get your website working with Checkout by Amazon.

Launch—kick off your website changes and get ready for orders.

For a handy summary of the steps you need to take, please download our Launch Checklist (PDF | XLS | XLSX) and Best Practices Guide (PDF)

3.1   Before You Start

Checkout by Amazon is available for merchants with a U.S.-based street address, a U.S.-based bank account, a credit card associated with a U.S. street address, and a U.S.-based phone number.

If your business meets the above qualifications, you're all set to register for Checkout by Amazon.

Collect the information listed below before you start the registration process so you'll be ready. set up your account.

1. Have a phone available for our registration service to contact you.
    As part of the account verification process, Amazon Payments will call you on the phone number you specify.
2. Have your credit card and business information available for registration.
    As part of the account set-up, we'll ask you to provide information about your business including your credit card, address and contact information, and information about your sales.
3. Have the following ready for setting up your account after you register:
    a. The pages buyers will return to on your site after they complete or abandon their purchase (for example, their most recent search, your home page, product page, and so on). If you don't pick a page, your buyers are sent to the Amazon Payments home page.
4. Determine the page on your site where you want buyers to go to find their order status. If you don't have a page set up, your buyers are sent to the Amazon Payments website. Before you "go live" (publish your website changes), you might want to consider a launch plan to announce your changes so that your buyers are not surprised by the changes to your website. As part of your launch plan, for example, you might want to send out promotional e-mails letting your buyers know how Checkout by Amazon will change the way they shop on your site.

5. Determine the following information or policies for your account—you'll set this up after you register:

    - Privacy policy (not required, but helpful for your buyers)
    - Shipping and tax rates
    - Customer FAQs
    - Customer service policies (for example, refunds and returns)
    - Company logo (a JPG or GIF that is 120 pixels wide by 30 pixels long)

> **Note**
>
> If you're new to Seller Central[1] (the website you'll use to manage your Checkout by Amazon orders), then you might want to review our Using Seller Central with Checkout by Amazon (PDF) document.

3.2 Sign Up

After you gather the necessary information, follow these simple steps to sign up.

1. Go to the Amazon Payments website at https://payments.amazon.com/, click the **Business** tab, and then click **Checkout by Amazon**.

2. When the **Welcome to Amazon Payments** page appears, take one of the following two actions to create your seller account with Amazon Payments:

    a. If you do not have an existing account, then click **Create a new account**.

    b. If you already have an Amazon.com account, then click **Use existing Amazon.com customer account**. We will use the information from your Amazon.com account.

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3. Follow the prompts on the page to create your Checkout by Amazon account.

   You sign up for Checkout by Amazon on the Amazon Payments website. You'll manage your orders on the Seller Central website (https://sellercentral.amazon.com/, see below).

3.3 Set Up

1. After you've signed up for Checkout by Amazon, go to https://sellercentral.amazon.com/ to open the Seller Central website.

   This is a simple-to-use website where you will manage the integration of your website with Amazon Payments.

> **Note**
>
> Access to Seller Central requires that you have an account. Links in this document to features and content provided by Seller Central will not work unless you have a Seller Central account.

2. In Seller Central, click the **Settings** tab, and then set up your **Info & Policies** (including your **Seller Logo**), your **Shipping** and **Tax** rates, and your **Checkout Pipeline Settings**, such as your **Successful Payment Return URL** or **Canceled Payment Return URL** (return points on your website).

   Your buyers can view your shipping rates and tax subtotals during checkout. Your information and logo also appear during checkout.

3.4 Integrate

1. Build and test a simple **Checkout with Amazon button** using the Checkout by Amazon Sandbox.

   The Checkout by Amazon Sandbox lets you build and test Checkout buttons that take a test buyer through the Amazon Payments order pipeline, but no charges are made to a credit card, and no orders are passed through the payment processor. See our online Help topic Using the Checkout by Amazon Sandbox in Seller Central for more information.

2. Paste the code for the test (Sandbox) button on a test page of your website, view the page in your browser, and then click the test button to verify that it functions correctly.

   Clicking the test button should prompt you to sign in to Amazon Payments, pick a shipping address and credit card, and then confirm the payment information. After you confirm the

payment information, you'll automatically return to the Successful Payment Return URL you specified earlier.

3. Now build production **Checkout buttons** and paste them where you want them to appear. *See our Create a Checkout button online Help topic in Seller Central for more information.*

4. Update your own website's help pages with information about Checkout by Amazon. *Get ready to support your buyers on your website.*

5. Train your customer service representatives to handle incoming orders and buyer inquires about their order status.

If you want a simple solution that uses a shopping cart (so your customers can purchase multiple products at a time), you can use the Checkout by Amazon Shopping Cart to build your webpages. Please see our downloadable Shopping Cart Guide (PDF) for more information

If you are integrating your website and you want to build customized Checkout buttons or you want to integrate a shopping cart with your website, please see our downloadable Implementation Guides (PDF) for more information.

3.5   Launch!

After you complete these steps listed above, you are ready to "go live" —that is, you're all set to accept orders using Checkout buttons on your website.

You can publish your updated web pages to your website, send your promotional e-mails to your buyers using your e-mail client, and get ready to receive orders.

3.6   After You've Launched

After you've launched, you'll need to manage your orders, payments, and buyers. Here's a brief introduction to what you'll need to do, along with links to online Help topics with more information.

> **Note**
>
> You manage your day-to-day activities in Seller Central.

3.6.1   Manage Orders

After you start accepting Amazon Payments on your website, you'll get orders that you manage using Seller Central (https://sellercentral.amazon.com/). You view orders and confirm shipments using the Manage Orders feature. (Confirming shipment tells Amazon Payments that you've shipped the order. You are paid only for confirmed shipments, and you must ship—and confirm shipment—within 30 days from the order date, or you will not be paid for the order.)

See our Managing Orders online Help topic for more information.

If you want to automate your order updates, you can use our Order Feeds (files). See our Download and Read an Orders Report and Upload a Shipment Confirmation file in our online Help topics.

3.6.2   Manage Payments

After you make your first sale and ship your first order, your next question is probably "How do I get paid?"

Payments for your confirmed shipments are deposited to your account. You can view your account payment status in Seller Central on the **Reports > Payments** page.

If you want to withdraw the money to your bank account, you must set up a U.S.-based bank account. Note that after you set up your bank account there is a 14 day period before the first disbursement is made. Afte the 14-day period, deposits are made daily.See our Getting Paid online Help topic for more information about bank account withdrawals. See the Reserve Policy for more information about how reserves affect disbursements.

3.6.3   Manage Your Feedback and Claims

Buyers can let you know about their ordering experience by leaving you feedback. You can view your feedback and use the information to find and resolve problems with your fulfillment process. For example, if buyers leave feedback that a package arrived late, you might want to investigate your shipping processes. Not all feedback is negative, of course—buyers can use feedback to leave you praise about your products or fulfillment.

Amazon Payments takes feedback very seriously—buyer feedback is one of the aspects of your business performance we monitor to determine your account status. It's a good idea to regularly review your feedback. You can respond to feedback (that is, briefly explain the situation), and you can take action to fix the problem that initiated the feedback. See our Feedback Report online Help topic for more information.

From time to time your buyers might not be completely satisfied with their purchases—for example, the order might not arrive, or it might arrive damaged or even be the wrong product. Amazon Payments handles these situations according to the same policies and procedures outlined in the Amazon A-to-z Guarantee; if you receive such a claim, you must respond to it as soon as possible. We will notify you of these claims by sending you an e-mail as well as by posting it to your Feedback Report in Seller Central. We will evaluate the dispute using the information supplied by both parties, determine who is at fault, and adjust the payment accordingly. See our Resolving Disputes online Help topic for more information.

4   Need More Information About Checkout by Amazon?

You can find out more about how to manage orders, confirm shipment, and get paid by viewing the online Help content in Seller Central—just log in to Seller Central, and then click Help at the top-right corner of the screen. You can browse through a list of topics, including the following:

- Managing Orders
- Confirming Shipments
- Getting Paid
- Integrating Your Website with Checkout by Amazon
- Viewing Your Reports
- Managing Your Account
- Setting Up Your Info and Policies
- Tips on setting up your website, handling customer disputes, and fulfilling orders.

Plus, you can get quick troubleshooting steps and learn more about testing procedures using the Checkout by Amazon Sandbox.

If you want a quick overview of how Seller Central works, take a look at our Using Seller Central with Checkout by Amazon document, a short guide to help you understand what you will do in Seller Central to manage the orders you receive using your Checkout buttons.

4.1   Support

If you have issues with Checkout by Amazon, please use our Contact us form in Seller Central. We have technical account managers who can provide you with assistance.

You can also participate in our online forums on the Amazon Seller Community at http://www.amazonsellercommunity.com/forums/category.jspa?categoryID=7. You can also use our forums to ask questions about integrating your website with a third-party shopping cart such as osCommerce or ZenCart.

4.2   Other Documentation

You can read our downloadable files (PDF) to understand more about Checkout by Amazon.

Resource	Audience, Purpose, and Goals
Getting Started Guide (PDF)	For merchants who want to use a simple, step-by-step approach in setting up Checkout by Amazon on their websites, from start to finish. The Getting Started Guide walks merchants through the process, from gathering the required information for signing up for an account setting up a button on their websites.
Implementation Guide Using the Create Checkout Button Feature (PDF)	For merchants who want detailed information about integrating their website with Checkout by Amazon using the Create Checkout Button feature in Seller Central. Designed for a simple copy-and-paste HTML solution for your webpages.
Implementation Guide Using HTML-based Button Code and Shopping Carts (PDF)	For merchants and developers who want detailed information about integrating their website with Checkout by Amazon using HTML-based buttons and shopping carts. Designed for HTML-based integration.
Implementation Guide Using XML-based Button Code and Shopping Carts (PDF)	For merchants and developers who want detailed information about integrating their website with Checkout by Amazon using XML-based buttons and shopping carts. Designed for XML-based integration.
Using Seller Central (PDF)	For merchants who want an overview of Seller Central.
Best Practices Guide (PDF)	Contains the best tips for merchants who want to set up their websites to use Amazon Payments, with advice for planning, setting up, and day-to-day operations.
Launch Checklist (PDF)	For merchants and developers planning to set up and use Checkout by Amazon on their site.
Callback API Guide (PDF)	For developers who want to build their own applications to calculate shipping and tax rates as well as promotional discounts and then send these results to Checkout by Amazon.
Developer Cheat Sheet for the Callback API (PDF)	For developers who want a quick, 1-page summary of how to enable callbacks.
Instant Order Processing Notifications API Guide (PDF)	For developers who want to automate order notifications with Amazon Payments.
Using Custom Data Fields (PDF)	For merchants and developers who want to include custom data fields in their carts.
The Checkout by Amazon Shopping Cart Guide (PDF)	For merchants and developers who want to use the Checkout by Amazon Shopping Cart on their site.
Using Checkout by Amazon as a Payment Option (PDF)	For developers interested in Checkout by Amazon as an alternate payment method on their site.
Open-Source Shopping Cart Solutions (PDF)	For developers interested in open-source carts that support Checkout by Amazon (currently osCommerce 1.x and Zen Cart).
Installing and Configuring the osCommerce Plug-in (PDF)	For developers interested in the osCommerce open source cart, v. 2.0 and greater.

4.3   What's New in This Document

Ver	Date	Changes
1.14	2011-10-31	Updated to reflect current functionality
1.13	2010-05-31	Update to include references to Implementation Guide
1.0	2008-7-29	Initial Release