



# PayPal Button Guide

## Add to Cart Buttons





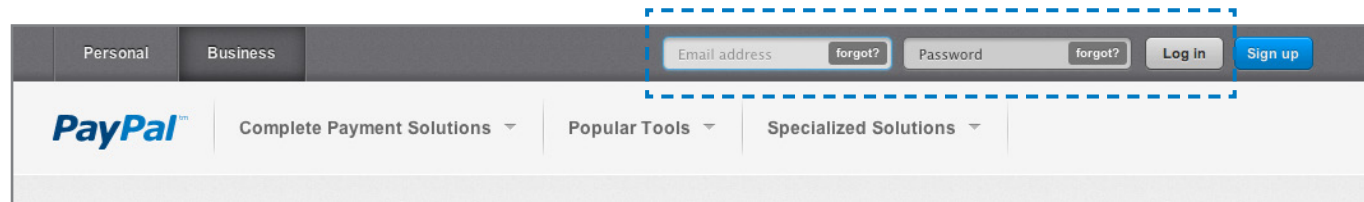
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# How to get started

## 1. Log in to PayPal

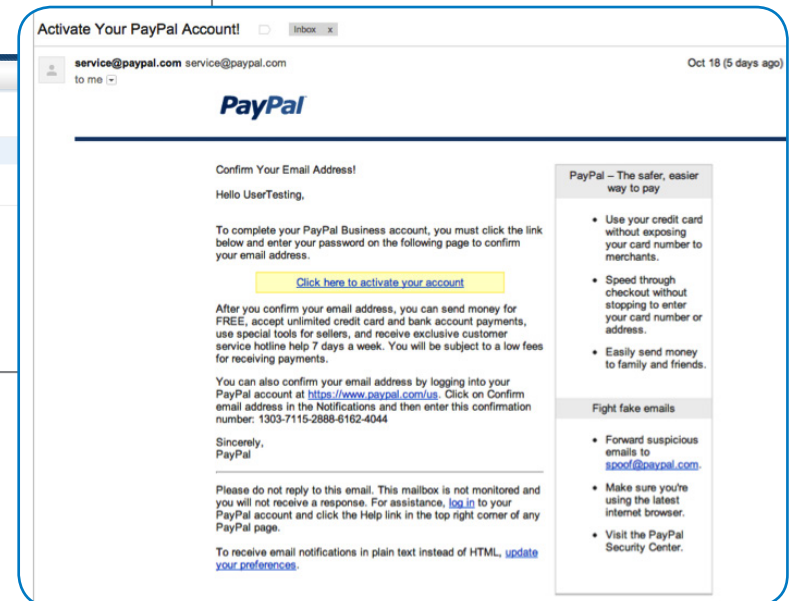
Go to PayPal.com and enter your login details at the top of the page. If you don't have a PayPal Payments Standard account, sign up [here](#). It's free to set up, and all your information is securely protected.





## 2. Check that your email address is confirmed

You probably did this when you first signed up for your account, but it's worth double-checking. After logging in to your account, click **Profile** at the top of the page. Next, click **Update** to the right of **Email**. If your primary email address needs to be confirmed, click **Confirm** and follow the instructions. Once your email is confirmed, you can add your button and start receiving money immediately.





### 3. Go to the Button Factory

Once you've logged in, you'll arrive at the **Account Overview** page. On the right-hand side, click on **My Business Setup**.

PayPal Seller Protection is here to keep you covered. [LEARN MORE](#)

PayPal balance: **\$0.00 USD**  
Take advantage of all your FREE features on your PayPal account. [LEARN MORE](#)

My recent activity | [Payments received](#) | [Payments sent](#) | [View all of my transactions](#)

My recent activity - Last 7 days (Oct 26, 2012-Nov 2, 2012)

<input type="checkbox"/>	Date	Type	Name/Email	Payment status	Details	Order status/Actions	Gross
-No New Items-							

My account tools

- [My Business Setup](#)

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[Information about FDIC pass-through insurance](#)



Next, click the **Start Now** button near the top of the **My Business Setup** page.



Next, select the first option, **Create payment buttons for your website**.  
 On the next page, click **Create a button**, and you'll arrive at the **Button Factory**, where you can create your button.

**PayPal**

Log Out | Help | Security and Protection

My Account | Send Money | Request Money | Merchant Services | Products & Services

Overview | Add Money | Withdraw | History | Resolution Center | Profile

**My Payment Solution: PayPal Payments Standard**  
 However you do business, PayPal gets you paid. Explore all you can do with your account below.

**Accept payments on your website**

[Buy Now](#) [Add to Cart](#) [Donate](#) **Create payment buttons for your website**

**Connect PayPal to your shopping cart**

**Quick links**

- My saved payment buttons
- Manage my invoices

**Tools and settings**

- Customize my buyers' experience
- Manage users
- Process orders
- Get PayPal logos for my site
- Set my tax rates

**Other popular payment options**

Send invoices online | Accept payments on eBay | Swipe cards on your smartphone | Get your PayPal Debit Card

**Want more control over your customers' checkout experience?**

**PayPal Payments Advanced** \$5/month  
 Get everything shown above, plus the added benefit of having your customers check out directly on your website, rather than link to PayPal. [Learn more](#)

**PayPal Payments Pro** \$30/month  
 Get everything shown above, plus design/host your own checkout pages for full control and accept credit cards via phone, fax, and mail (Virtual Terminal). [Learn more](#)



**PayPal**

Sign Up | Log In | Help | Security and Protection

Home | Personal | Business

Get to Know PayPal | Pay Online | Send Money | Get Paid | Products & Services

**PayPal Payments Standard: Setup**

- What is it?** PayPal Payments Standard includes everything you need to accept credit cards on your site.
- How do I use it?** Simply create a payment button from Option 1 and start accepting payments in as little as 15 minutes. If you have a shopping cart or a developer, check out Options 2 or 3.

**Choose the option that's right for you:**

**Option 1** Create payment button  
 **Option 2** Use existing shopping cart  
 **Option 3** Set up custom integration (developers)

**Add a PayPal payment button to your site**

No matter how you do business, we have a button to suit your business needs. Your customers can pay securely and easily, using PayPal or a credit card.

**Create a button**

**Helpful info:**

**Did you know?**  
 You can also use your own custom button images to match the look and feel of your website.

**Need to edit a button?**  
 If you already made a button and want to update it, go to My Saved Buttons.

**Need more help?**  
 Call 1-800-852-1973. Our team is available 6am-7pm PST, Mon-Fri.

**Step-by-step guides**

Button Type:	I want to:	Your customer sees:	Guides:
Buy Now	Let customers click once and quickly purchase one item at a time.		
Add to Cart	Allow customers to choose one or more items for a single checkout.		
Donate	Let customers choose a fixed or variable donation amount.		
Automatic Payments	Sign customers up for a billing agreement that allows you to charge them a variable amount – up to a mutually agreed upon maximum – each billing cycle. Similar to utility bills.		
Installment Plans	Let customers pay for items using flexible multiple payments.		
Subscription	Offer subscriptions or other recurring payments for items like magazine subscriptions or club memberships.		

Step 1:  
Create your Add to Cart button



- 1 **Choose a button type**—To begin, choose **Shopping Cart** from the dropdown menu.
- 2 **Item name**—Type in the name of the item or service you'd like to sell. E.g., "Flashlight."
- 3 **Price**—Enter the price and select your currency.

If you're offering different options and prices, leave **Price** blank and fill out the **Customize button** section.

If you need to allow your customers to enter their own price (e.g., if they're paying for a custom invoice or service), then leave this blank and continue.

**Optional steps for advanced buttons**—The other steps on this page are not required for creating your button. But if you're interested in creating an advanced button, follow the instructions on the next page.

- 4 **Create button**—When you're done, click **Create Button**.

**PayPal**

My Account | Send Money | Request Money | Merchant Services | Products & Services

Overview | Add Money | Withdraw | History | Resolution Center | Profile

### Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Check the [PayPal Payments Standard Overview](#) for more information.

Use this page to customize your button and create the HTML you'll need to copy and paste into your website. [Learn more](#).

[Having trouble viewing this page?](#)

**Step 1: Choose a button type and enter your payment details**

Choose a button type Which button should I choose?

Shopping cart

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name  Item ID (optional)  [What's this?](#)

Price  Currency  [Need multiple prices?](#)

**Customize button**

Add drop-down menu with price/option [Example](#)

Add drop-down menu [Example](#)

Add text field [Example](#)

[Customize text or appearance](#)(optional)

**Your customer's view**

**Add to Cart**

**Shipping**

Use specific amount:  [USD Help](#)

**Tax**

Use tax rate  %

**Merchant account IDs** [Learn more](#)

Use my secure merchant account ID

Use my primary email address nine-twelve@hotmail.com

▶ Step 2: Track inventory, profit & loss (optional)

▶ Step 3: Customize advanced features (optional)

**Create Button**

## Optional steps for advanced buttons

- 1 **Item ID**—If appropriate, add the inventory ID or tracking number.
- 2 **Customize button**—Customize your button by clicking on any of the four options. At any point, click **Done** to see how your button looks in the **Your customer's view** window.
- 3 **Shipping**—Enter your shipping charge.

If you need more flexible options or multiple shipping methods, you need to set this up first within your account **Profile** by clicking **Shipping Calculations** and following the instructions. Then return to this page, and you'll see a new option to enter the weight of your item. See **FAQs** for more details.

- 4 **Tax**—Enter your tax amount.

If you need more tax options or multiple taxable regions, leave **Tax** blank. Once you've added your button, go to **Sales Tax** within your PayPal profile and follow the instructions. See **FAQs** for more details.

- 5 **Account ID**—To minimize the risk of spam emails, choose **Use my secure merchant account ID**.
- 6 **More advanced button features**—See **Appendix** for instructions on button customization and tracking inventory, profit and loss.

The screenshot shows the PayPal 'Create PayPal payment button' page. At the top, there are navigation tabs: My Account, Send Money, Request Money, Merchant Services, and Products & Services. Below these are sub-tabs: Overview, Add Money, Withdraw, History, Resolution Center, and Profile. The main heading is 'Create PayPal payment button'. Below this, there is a note about PayPal payment buttons and a link to 'Learn more'. A section titled 'Step 1: Choose a button type and enter your payment details' contains the following elements:

- 1**: A dropdown menu for 'Choose a button type' with 'Shopping cart' selected.
- 1**: An 'Item ID (optional)' text input field.
- 1**: A 'Price' text input field and a 'Currency' dropdown menu set to 'USD'.
- 2**: A 'Customize button' section with four options: 'Add drop-down menu with price/option', 'Add drop-down menu', 'Add text field', and 'Customize text or appearance (optional)'. A 'Your customer's view' preview shows an 'Add to Cart' button.
- 3**: A 'Shipping' section with a 'Use specific amount' text input field.
- 4**: A 'Tax' section with a 'Use tax rate' text input field followed by a '%' sign.
- 5**: A 'Merchant account IDs' section with two radio button options: 'Use my secure merchant account ID' (selected) and 'Use my primary email address nine-twelve@hotmail.com'.
- 6**: A dashed blue box around the bottom section containing 'Step 2: Track inventory, profit & loss (optional)', 'Step 3: Customize advanced features (optional)', and a 'Create Button' button.

Step 2:  
Copy your Add to Cart button

## Copy your button to your website

- 1 Button location**—To begin, click the **Website** tab.
- 2 Select code**—Click **Select Code** to highlight your HTML button code.
- 3 Copy code**—Do this the same way you normally copy something on your computer (CTRL+C for Windows, CMD+C for Mac—or right-click and choose Copy). Don't worry if nothing happens. The HTML code has been successfully copied to your computer's memory and is ready to add to your website.

The button you just created is shown in the **Buyer's View** window. This is exactly how your customers will see the button on your website. If you'd like to make some changes, click the **Go back to edit this button** link.

**You are viewing your button code**

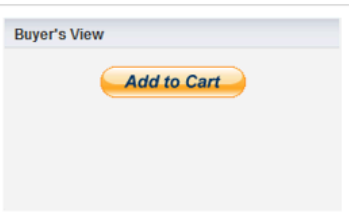
- Click **Select Code** to select all the button code.
- Copy** the code (CTRL+C for Windows, CMD+C for Mac—or right-click and choose Copy).
- Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac—or right-click and choose Paste).

[Information tips](#)

Website
Email

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id"
value="WCUP7BP2UK5VG">
<input type="image"
src="https://www.paypalobjects.com/en_US/i/btn/btn_cart_LG.gif"
border="0" name="submit" alt="PayPal - The safer, easier way to pay" />
</form>
```

Buyer's View



Select Code
Go back to edit this button

Undo

---

Cut

---

**Copy**

---

Paste

---

Delete

Step 3:  
Add your Add to Cart button

You are now finished with the PayPal button page. For the next step, you need to open your website code editor or the email where you want to add your button.

### Adding button code to your webpage

Each website code editor will have its own instructions for adding or pasting HTML code. Here are the instructions for [WordPress](#), [Joomla](#) and [Yahoo Site Builder](#). For all other companies, log in to your website account and look for the option to add or paste HTML code into your webpage.

Alternatively, contact your website code editor software company or your website hosting provider and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button up and running.

If you're using an iFrame, you can safely add a PayPal button code within your iFrame. Simply add the red text below to the first line of your HTML code and save your changes.

```
<form action="https://www.paypal.com/cgi-bin/webscr" target="PayPal" method="post">
```

# Step 4: Create your View Cart button

## Create your View Cart button

Before you begin, follow the instructions on page 3 that show you how to get to the **Create PayPal payment button** page.

- 1 **Choose a button type**—To begin, choose **Shopping Cart** from the dropdown menu.
- 2 **Item name**—Type in any name. It really doesn't matter what name you use here, e.g., "XYZ."
- 3 **Price**—Enter any price. It doesn't matter what price you use, e.g., "123."
- 4 **Save button at PayPal**—Select **Step 2** and uncheck (deselect) the **Save button at PayPal** option. You don't want to save this button at PayPal.

Leave all the other sections blank and skip **Step 3**.

- 5 **Create button**—When you're done, click **Create Button**.

**PayPal**

My Account | Send Money | Request Money | Merchant Services | Products & Services

Overview | Add Money | Withdraw | History | Resolution Center | Profile

### Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Check the [PayPal Payments Standard Overview](#) for more information. Use this page to customize your button and create the HTML you'll need to copy and paste into your website. [Learn more](#).

[Having trouble viewing this page?](#)

▼ **Step 1: Choose a button type and enter your payment details**

Choose a button type Which button should I choose?

Shopping cart

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name  Item ID (optional)  [What's this?](#)

Price  Currency  [Need multiple prices?](#)

**Customize button**

Add drop-down menu with price/option [Example](#)

Add drop-down menu [Example](#)

Add text field [Example](#)

▶ [Customize text or appearance](#) (optional)

**Your customer's view**

[Add to Cart](#)

**Shipping**

Use specific amount:  USD [Help](#)

**Tax**

Use tax rate:  %

**Merchant account IDs** [Learn more](#)

Use my secure merchant account ID

Use my primary email address nine-twelve@hotmail.com

▶ Step 2: Track inventory, profit & loss (optional)

▶ Step 3: Customize advanced features (optional)

[Create Button](#)



## Create your View Cart button (continued)

- 6 **Create View Cart button**—Scroll down the page and click on the **Create a View Cart button** link. You can ignore everything else on this page.

The screenshot shows the PayPal merchant interface with the following elements:

- Navigation tabs:** My Account, Send Money, Request Money, Merchant Services, Products & Services.
- Sub-navigation:** Overview, Add Money, Withdraw, History, Resolution Center, Profile.
- Section:** You've created your button.
- Instructions:**
  - Click **Select Code** to select all the button code.
  - Copy** the code (CTRL+C for Windows, CMD+C for Mac – or right-click and choose Copy).
  - Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac – or right-click and choose Paste).
- Integration tips:** Website, Email.
- Code Editor:**
  - Buttons: Remove code protection, Buyer's View.
  - Code: 

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="encrypted" value="-----BEGIN PKCS7-----
MIHiAYJKoZlhcNAQcEollHeTCCB3UCAQExggEwMIIBLAJBADCBIDCBjj
ELMAkGA1UEBhMCVVMxMzEwLWVBAgTAKNBMRYwFAYDVQQHEw1Nb3VudGFpbWwaVWV3MRQwEgYDVQQKEwQYXlQYXVwSW5lLjETMB
EGA1UEFCxOKhG127V9i7Xl0czERMARGA1UEFAxOihG127V9hcGkxHDAa
----->
```
  - Buttons: Select Code, Go back to edit this button.
- Buyer's View:** Add to Cart button.
- Create more buttons:**
  - Buttons: Create similar button | Create a new button.
  - Text: **Similar:** Use the button you just created as a template for another button. **New:** Create a completely new button from a blank form.
  - Section: **Create a View Cart button** 6.
  - Text: Give your customers convenient access to their shopping carts while browsing your website. You need just one View Cart button for a website.

## Create your View Cart button (continued)

- 7 **Choose button**—In the **Customize button** section, select the PayPal button you see in the **Your customer's view** window or choose to enter your own button image.
- 8 **Create button**—When you're done, click **Create Button**.

The screenshot shows the PayPal merchant interface for creating a button. At the top, there are links for 'Log Out', 'Help', and 'Security and Protection', along with a search bar. Below this is a navigation menu with 'My Account' selected, and sub-menus for 'Send Money', 'Request Money', 'Merchant Services', and 'Products & Services'. Under 'My Account', there are links for 'Overview', 'Add Money', 'Withdraw', 'History', 'Resolution Center', and 'Profile'. The main heading is 'Create PayPal payment button', followed by a sub-heading 'Create a View Cart button'. Below this, there is a 'Customize button' section with three radio button options: 'PayPal button' (selected), 'Use smaller button', and 'Use your own button image' (with a link 'What's this?'). To the right is a 'Your customer's view' window showing a yellow 'View Cart' button. At the bottom left of the interface, there is a 'Create Button' button. A blue circle with the number '7' is overlaid on the 'PayPal button' option, and another blue circle with the number '8' is overlaid on the 'Create Button' button.

Step 5:  
Copy your View Cart button

## Copy your button to your website

- 1 **Button location**—To begin, click the **Website** tab.
- 2 **Select code**—Click **Select Code** to highlight your HTML button code.
- 3 **Copy code**—Do this the same way you normally copy something on your computer (CTRL+C for Windows, CMD+C for Mac—or right-click and choose Copy). Don't worry if nothing happens. The HTML code has been successfully copied to your computer's memory and is ready to add to your website.

The button you just created is shown in the **Buyer's View** window. This is exactly how your customers will see the button on your website. If you'd like to make some changes, click the **Go back to edit this button** link.

The screenshot shows the PayPal merchant interface. At the top, there's a search bar and navigation links like 'Log Out', 'Help', and 'Security and Protection'. Below that, the 'PayPal' logo is visible. The main navigation bar includes 'My Account', 'Send Money', 'Request Money', 'Merchant Services', and 'Products & Services'. Underneath, there are links for 'Overview', 'Add Money', 'Withdraw', 'History', 'Resolution Center', and 'Profile'. The main content area is titled 'You've created your button' and contains three numbered instructions: 1. Click **Select Code** to select all the button code. 2. **Copy** the code (CTRL+C for Windows, CMD+C for Mac—or right-click and choose Copy). 3. **Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac—or right-click and choose Paste). Below the instructions, there are two tabs: 'Website' (selected) and 'Email'. The 'Website' tab shows a code editor with HTML code for a 'View Cart' button. A 'Buyer's View' window is open, showing the button as it appears to customers. A context menu is open over the code editor, with 'Copy' highlighted. Numbered callouts 1, 2, and 3 indicate the steps: 1 points to the 'Website' tab, 2 points to the 'Select Code' button, and 3 points to the 'Copy' option in the context menu.

# Step 6: Adding your View Cart button

You are now finished with the PayPal button page. For the final step, you need to open your website code editor or the email where you want to add your button. Once installed, we recommend road-testing both buttons by clicking them and following the process.

### Adding button code to your webpage

Each website code editor will have its own instructions for adding or pasting HTML code. Here are the instructions for [WordPress](#), [Joomla](#) and [Yahoo Site Builder](#). For all other companies, log in to your website account and look for the option to add or paste HTML code into your webpage.

Alternatively, contact your website code editor software company or your website hosting provider and ask them for specific instructions for getting your HTML code to work with your website. They'll provide you with the final instructions for getting your new button up and running.

If you're using an iFrame, you can safely add a PayPal button code within your iFrame. Simply add the red text below to the first line of your HTML code and save your changes.

```
<form action="https://www.paypal.com/cgi-bin/webscr" target="PayPal" method="post">
```

# FAQs

1. How do I calculate shipping costs?
2. How do I set up Sales Tax?
3. Why does nothing happen when I click on my new button?
4. I use an iFrame. Can I still add PayPal buttons?
5. How do I confirm my email address?
6. How do I verify my account?
7. Where do I get PayPal logos and credit card logos for my website?

#### 1. How do I calculate shipping costs?

Shipping costs are automatically calculated based on rates that you specify in your account profile. If you wish to override shipping calculations for an item (e.g., for heavier ones that cost more to ship), you can set up additional rates based on currency, region, shipping method and delivery time. You can also specify fixed amounts or fixed percentages.

- 1) Log in to your PayPal account
- 2) Click **Profile** near the top of the page
- 3) Select **My Selling Tools**
- 4) Locate **Shipping calculations** and click **Update** to the far right
- 5) Click **Start** under **Set Up Domestic Shipping Methods** or **Set Up International Shipping Methods**. If you've already set up shipping methods, you can click **Add new shipping method** or **Add another shipping method**
- 6) Select the currency and regions and then click **Continue**
- 7) Specify your preferences for shipping method, delivery time and shipping rate—and then click **Continue**
- 8) Review your selections and then click **Save Shipping Methods**.

To enable your shipping calculations, you must select **Use settings saved in your PayPal profile** within each PayPal button you have created. To offer free shipping, select **Use specific amount** and enter 0.00 as the amount. The HTML code in your shopping cart buttons under “Shipping” overrides the shipping methods in your Profile.

If you calculate costs by weight, you must enter the weight of each item within each Buy Now button.



## 2. How do I set up Sales Tax?

We can automatically calculate the correct amount for Sales Tax based on where your customers complete their orders. If you wish extra flexibility in setting your tax amounts, follow these steps:

- 1) Log in to your PayPal account
- 2) Click **Profile** near the top of the page
- 3) Click on **My Selling Tools**
- 4) Locate **Sales Tax** and click **Update** to the far right
- 5) Choose to create either a new **Domestic** or **International** tax rate by clicking the **Add New Sales Tax** link in the appropriate region (Domestic/International)
- 6) Select the Country/State/Territory to apply the correct tax rate. You can choose multiple locations by holding down the **Ctrl** key and clicking each location.
- 7) Enter the value to charge for tax as a whole or decimal number. Don't include the percentage.
- 8) Check **Apply rate to shipping amount**
- 9) Click **Create Another** if you have multiple rates
- 10) Click **Continue**.

In most cases, tax rates will only apply to physical items being sold to buyers within your state. Contact your accountant with questions related to local tax laws and rates.

## 3. Why does nothing happen when I click on my new button?

One of the most common reasons involves iFrames. If you use an iFrame, follow the instructions in the next FAQ. If you're not sure whether your website uses an iFrame, contact your platform provider.

## 4. I use an iFrame. Can I still add PayPal buttons?

Yes. You can safely add a PayPal button code within your iFrame by adding the red text below to the first line of your HTML code and saving your changes.

```
<form action="https://www.paypal.com/cgi-bin/webscr" target="PayPal" method="post">
```

## 5. How do I confirm my email address?

Follow these instructions:

- 1) Log in to your PayPal account
- 2) Click **Profile** near the top of the page
- 3) Click **Update** next to Email
- 4) Choose an email address and click Confirm. We'll send an email to that address.
- 5) Open the email and click the link to confirm your address. You will automatically return to the PayPal site, where you'll be asked to enter your password.

If the link doesn't work, here's how to confirm your email address using the 20-digit code included in the email.

- 1) Log in to your PayPal account
- 2) Click **Confirm email address** under notifications
- 3) Select **Click here if the button does not appear in the email**
- 4) Enter the 20-digit code from the email we sent you and then click **Confirm**.

## 6. How do I verify my account?

Follow these instructions:

- 1) Log in to your PayPal account
- 2) Click **Get Verified** below your name
- 3) Follow the steps given to complete the verification process.

## 7. Where do I get PayPal logos and credit card logos for my website?

You can download the source code for PayPal and credit card company logos right [here](#).

# Appendix

## Instructions for Advanced Button Features

### Step 2: Track inventory, profit and loss

Select **Step 2** if you wish to enter information that PayPal will use to track inventory, profit and loss for your item.

- 1 **Save button at PayPal**—We recommend you keep this selected. Your button will be saved in your PayPal account, and you'll be able to track inventory, profit and loss.

- 2 **Track inventory**—To activate the inventory feature, check this box and enter the details we'll use to track inventory for your item.

**By Item**—Track inventory regardless of product options selected by buyers.

**By option**—Track inventory by the product options you entered in the **Customize button** section.

Enter all the information requested and set your alert level.

- 3 **Track profit and losses**—To activate this feature, check the box and enter the details we'll use to track inventory for your item.

**By Item**—Track profit and loss regardless of product options selected by buyers.

**By option**—Track profit and loss by the product options you entered in the **Customize button** section.

Enter all the information requested.

- 4 **Sold-out items**—Choose whether or not your customers can buy an item when it is sold out.

The screenshot shows the configuration interface for a PayPal button. It is divided into three steps:

- Step 1: Choose a button type and enter your payment details** (partially visible)
- Step 2: Track inventory, profit & loss (optional)**
  - Save button at PayPal**
    - Protect your buttons from fraudulent changes
    - Automatically add buttons to "My Saved Buttons" in your PayPal profile
    - Easily create similar buttons
    - Edit your buttons with PayPal's tools
  - Track inventory**
    - Don't oversell items not in stock – Get an email alert when inventory is low.
  - Track profit and losses**
    - View profit and loss report by product/service.
- By option (in drop-down menu)**

Item ID	Qty in stock	Alert qty. (optional) What's this?	Cost	
1	<input type="text"/>	<input type="text"/>	<input type="text"/>	USD
2	<input type="text"/>	<input type="text"/>	<input type="text"/>	USD
3	<input type="text"/>	<input type="text"/>	<input type="text"/>	USD
- Can customers buy an item when it is sold out?**
  - Yes, customers can buy the item as usual.
  - No, don't let customers buy the item. [Preview](#)

Take customers to specific page when they click Continue Shopping button on "Item sold out" page

Ex: <http://www.mybuynowstore.com>
- Step 3: Customize advanced features (optional)** (partially visible)

A **Create Button** button is located at the bottom.

The screenshot shows a message titled "Your item(s) sold out" for "Herschel's Hot Sauce". The message text reads: "We're sorry, the following item(s) isn't available at this time: Herschel's Hot Sauce - 12 oz Bottle Item number: 0001". Below the message is a **Continue Shopping** button. At the bottom, it provides the customer service number: "Herschel's Hot Sauce Customer Service: 408-908-2569".

Annotations:

- PayPal informs buyers when an item is completely sold out.
- Buyers click the **Continue Shopping** button to return to the merchant website and select a different item.

The screenshot shows an order summary for "Herschel's Hot Sauce - 12 oz Bottle" with an item price of \$5.95 and a total amount of \$23.80. The quantity is set to 4. A yellow warning banner at the top states: "The item you selected is unavailable at this time". Below the order summary, it says "Only 4 items in stock" and includes an **Update** button.

Annotation:

- PayPal informs buyers how many items are available if they request more items than you have in stock.

### Step 3: Customize advanced features

Select **Step 3** if you wish to add advanced features to your button.

- 1 **Customer instructions**—This allows your customers to include a message with their order, e.g., “Gift wrap if possible.”

Buyers click the link to display a text box for entering notes to the merchant.

- 2 **Shipping address**—Select “no” for items that don’t require shipping, e.g., digital goods.
- 3 **Destination URL**—Once they complete or cancel their order, you can direct your customers to a particular webpage, e.g., a page thanking them for their order.
- 4 **Advanced variables**—If you’re familiar with HTML programming and the advanced HTML variables supported by PayPal Payments Standard payment buttons, enter them here. See the [PayPal Standard Integration Guide](#) for more details.

**Step 3: Customize advanced features (optional)**

**Customize checkout pages**

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

Yes  
 No

1 Can your customer add special instructions in a message to you?

Yes  
 No

Name of message box (40-character limit)  
Add special instructions to the seller:

2 Do you need your customer's shipping address?

Yes  
 No

Take customers to this URL when they cancel their checkout  
  
Example: <https://www.mystore.com/cancel>

3  Take customers to this URL when they finish checkout  
  
Example: <https://www.mystore.com/success>

**Advanced variables** [What's this?](#)

Use a line break between each variable. The variables will appear in your button's HTML code. [Learn more](#)

Add advanced variables

4

Example  
address\_override=1  
notify\_url=https://www.mywebsite.com/PayPal\_IPN

Create Button