Converge Buy Button User Guide

Canada

Buy. Donate. Give. Pay.

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

Requirements

To use the buy button feature, you need:

1. To be approved for an internet processing account; and

2. An API user account ID for your account

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

Getting Started

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

This guide walks you through how to customize your payment page, and how to create your buy button/link. To access Converge, please navigate to www.convergepay.com/converge-webapp/#/login.
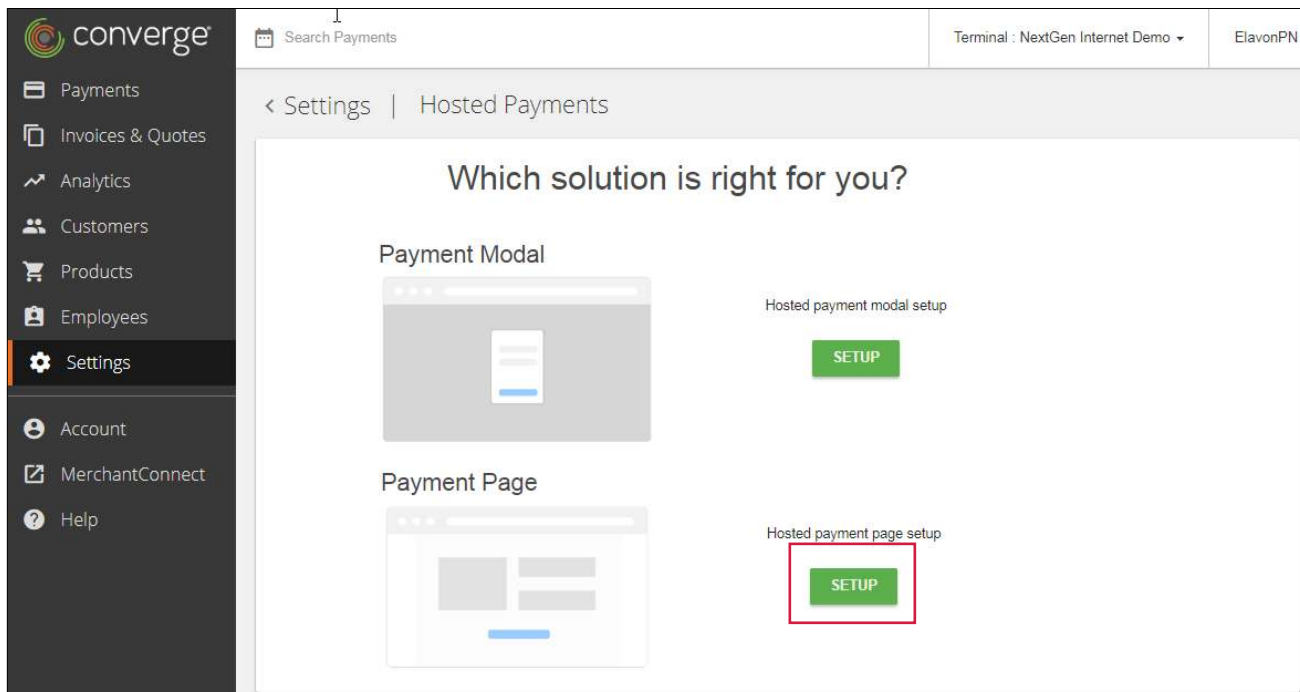
Table of Contents

Customizing Your Converge Hosted Payment Page

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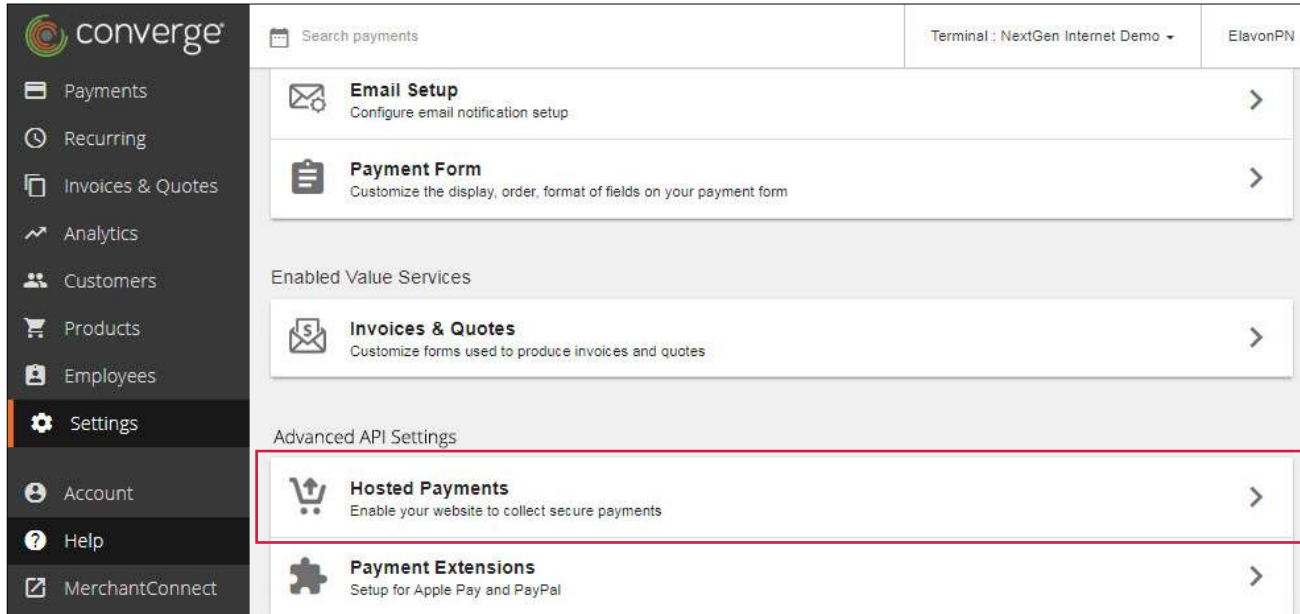
Click **SETUP** next to Payment Page.

Modifying the Payment Page

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


Modifying the Response Page

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

Setting Available Payment Options

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

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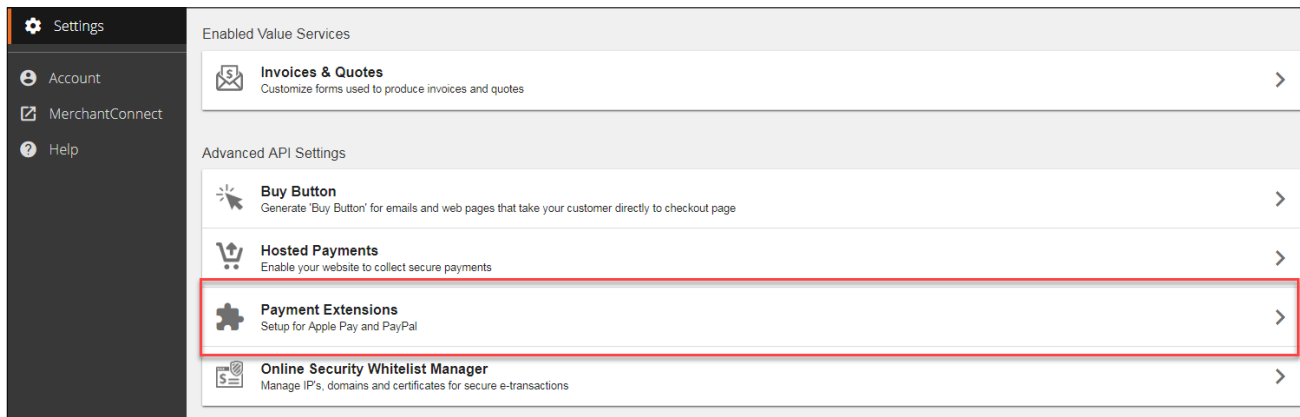
Creating a Payment Button

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


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

Setting the Button Price

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

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

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

Pricing

PRICE ENTRY METHOD ⦿ Set fixed price
○ Allow buyer to input price
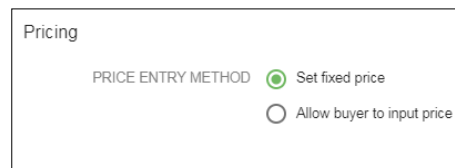
Configuring the Button Settings

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

Selecting the Transaction Type

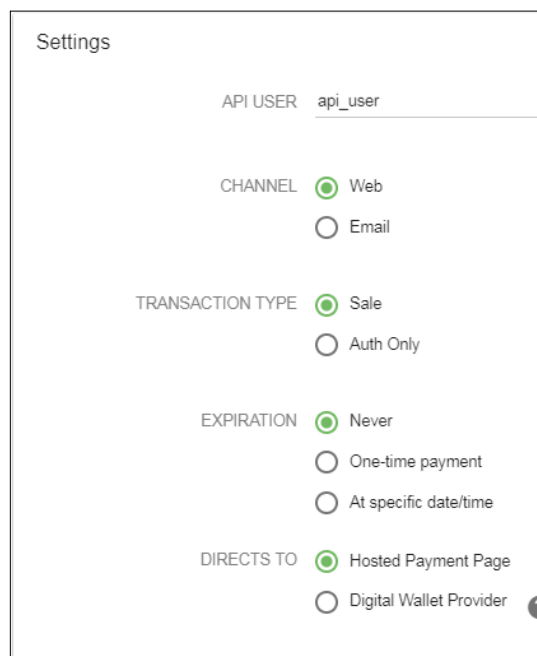Select the Transaction Type you want to use, Sale or Auth Only.

Setting the Button Expiration

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

Selecting Your Channel

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

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

Settings

API USER   api_user

CHANNEL   ⦿ Web
○ Email

TRANSACTION TYPE   ⦿ Sale
○ Auth Only

EXPIRATION   ⦿ Never
○ One-time payment
○ At specific date/time

DIRECTS TO   ⦿ Hosted Payment Page
○ Digital Wallet Provider

converge®

Setting the Payment Experience

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

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

Customizing the Button

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

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

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

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

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

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

Customizing a Hyperlink

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

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

When you're finished, click **Generate Button**. Then click **Copy to Clipboard** to copy the code and then paste it into the HTML editor on your website, email or social media post.
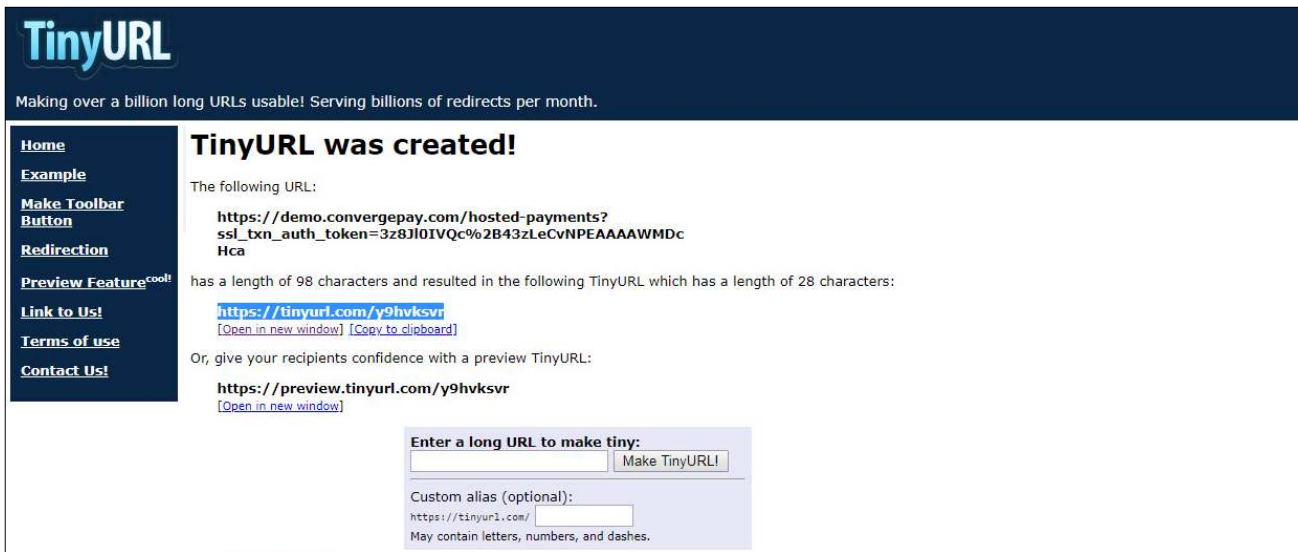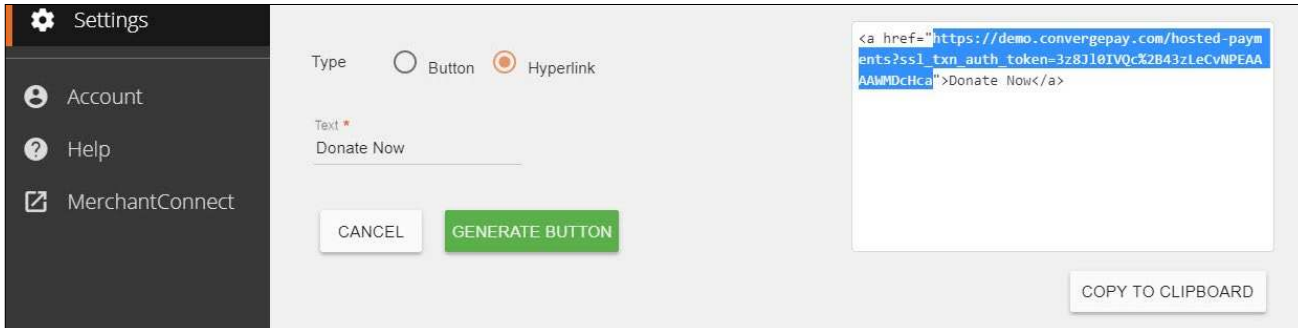
Please note: if you make any changes after you click **Generate Button**, you'll need to click that button again to generate the updated link.

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

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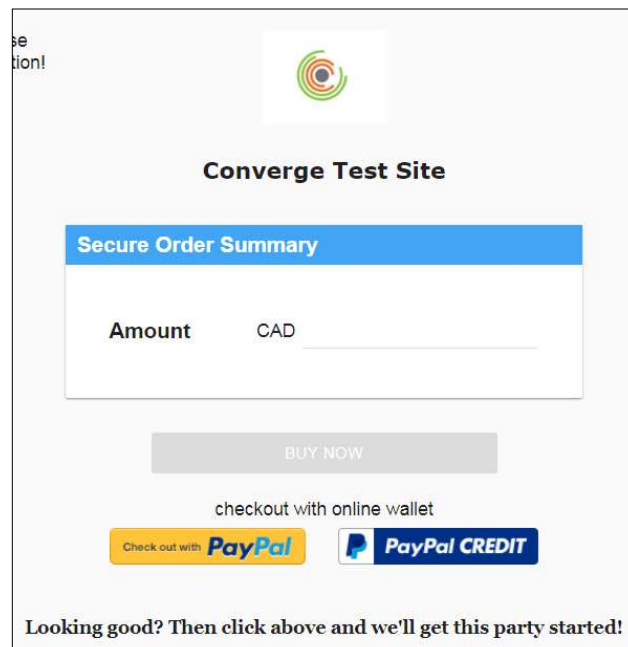
Managing the Buy Button/Link

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

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