



Dynamic Parameter Transfer

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ClickandBuy Module Manuals

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1 Parameters used by the Merchant on ClickandBuy

1.1 Dynamic parameter transfer for the registration process

With many offers that are available online, new customers are in a situation in which they have to register both with the merchant and with ClickandBuy. This means that they have to enter their personal data twice in a row. In order to consolidate this process and make it more user-friendly, it is possible to transfer the user's personal data to the ClickandBuy registration site, so that the registration form is filled out in advance. This process makes registration easier for the customer and leads to higher turnover; studies show that the ease of making payment is the highest priority for customers.

Transfer of customer data to the ClickandBuy system

Transfer customer data yourself in the following cases:

- You have your own customer data management
- Customers are required to register for your offers on your website
- You have your own integrated shopping cart system

Please enter all the following parameters corresponding to the regulations of the W3C consortium. These regulations can be viewed at www.w3c.org.

Note

What does this mean?

According to these regulations, certain characters (such as "&", "/" and "?") should not be used when parameters are transferred. If one of these characters must still be used, you must always code them before the transfer.

For example, if you wish to transfer the company name "Muster&Name" as a parameter in the link, the "&" should be replaced with, for example, "%26", to allow the encrypted transfer to take place error free.

`http://... &company=Muster%26Name`

Please note that a URL cannot exceed 2,000 characters.

Important

In order to transfer the data to the ClickandBuy registration page, please add the following segment before your ClickandBuy link:

`https://premium-encrypted.eu.clickandbuy.com/registrierung/`

Your new ClickandBuy link will look something like this:

`https://premium-encrypted.eu.clickandbuy.com/registrierung/http://premium-encrypted.eu.clickandbuy.com/payment.php?`

The following data can be transferred individually:

- the user's country of origin,
- the language,
- the email address
(this is also the user name in the ClickandBuy system),
- first and last names,
- the company,
- address (street, house number, zip code, city),
- telephone number,
- gender and
- the user's date of birth.

The method for transferring these parameters is described in the following section. The ClickandBuy system only recognizes these parameters correctly when the parameter name agrees with the name stored in the ClickandBuy system. Please use the formats that follow in naming the parameters.

Please note the upper and lower-case letters.

Note

Parameter	Format	Sample value
User's country	Nation=	The user's country is transferred as a two-digit country code. Examples: DE= Germany FR=France ES=Spain UK=United Kingdom US=USA, CH=Switzerland, AT=Austria, BE=Belgium, NL=the Netherlands, DK=Denmark, LU=Luxembourg, NO=Norway, IT=Italy, SE=Sweden, EE=Estonia, FI=Finland, BR=Brazil, CL=Chile, CN=China, DO=Dominican Republic, GR=Greece, IN=India, IL=Israel. If you do not know the abbreviation for a country, please check with your account manager. He'll be glad to help you.
User's language (This parameter can only be transferred in connection with the "Nation" parameter.)	lang=	The ClickandBuy system supports the following languages, for which the following values can be transferred as parameters. da=Danish de= German en= English es=Spanish fi= Finnish it= Italian nl= Dutch no= Norwegian sv= Swedish tr= Turkish
Email address	Email=	The user's email address can be transferred here. This corresponds to the user name in the ClickandBuy system.
First name	FirstName=	User's first name
Last name	LastName=	User's last name

Tab. 1-1 Parameter names

Parameter	Format	Sample value
Company	Company=	User's company
Street	Street=	User's street
House number	HouseNumber=	User's house number (if it is not included in the "Street" parameter)
Address Suffix (optional)	Street2=	Optional declaration of an extra address line like for example the value "App. 304"
Zip code	ZIP=	User's zip code
City	City=	User's city
Telephone number	Phone=	User's telephone number
Gender	Gender=	This is the gender of the user and is entered as "M" or "F".
Date of birth	DateOfBirth=	This is the user's date of birth and can be transferred as follows: DD/MM/YYYY DD.MM.YYY YYYYDDMM

Tab. 1-1 Parameter names

Please always ensure that the data is transferred by HTTPS.

Please always be sure that the URL is completed by adding the following segment at the beginning.

<https://premium-encrypted.eu.clickandbuy.com/registrierung/>

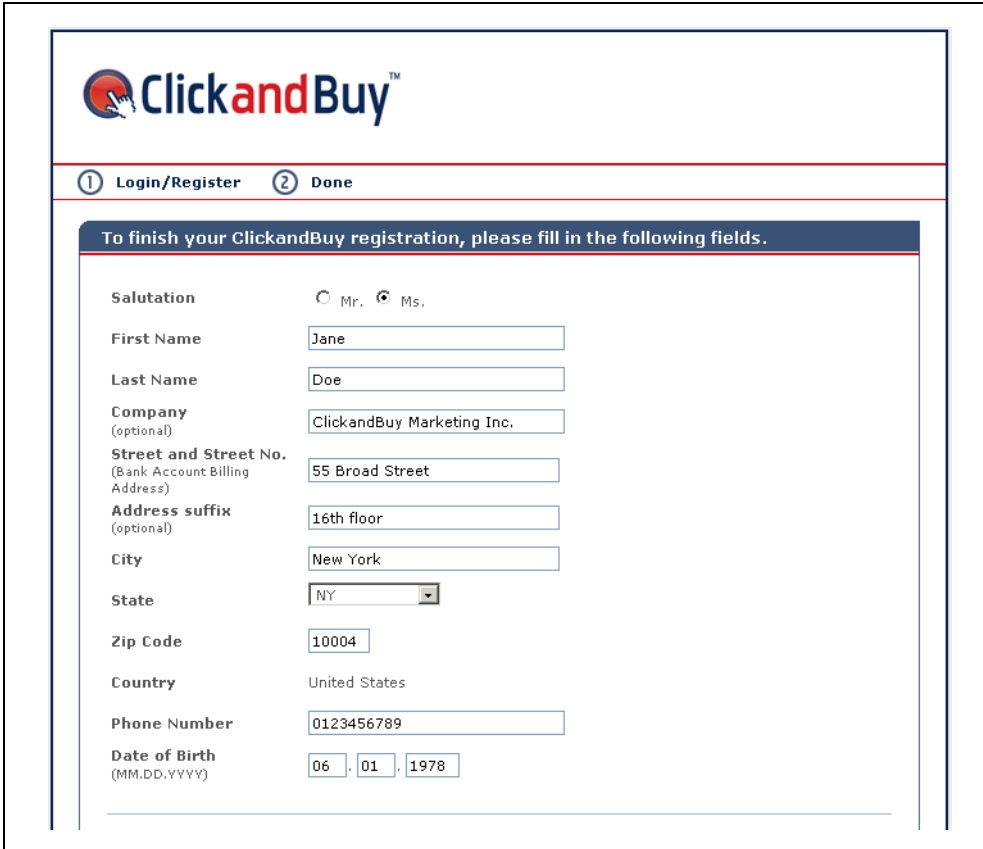
Here is an example URL:

<https://premium-encrypted.eu.clickandbuy.com/registration/>
<http://premium-encrypted.eu.clickandbuy.com/payment.php?Nation=US&lang=en&Email=name@clickandbuy.com&FirstName=Jane&LastName=Doe&Company=ClickandBuy%20Marketing%20Inc.&Street=55%20Broad%20Street&Street2=16th%20floor&ZIP=10004&City=New%20York&Phone=%2B0123456789&Gender=F&DateOfBirth=19780106>

The URL is encoded according to the ISO-8859-1 format.

Note

The ClickandBuy registration page will then look like this:



The image shows a web browser window displaying the ClickandBuy registration page. The page has a header with the ClickandBuy logo and a progress bar with two steps: '1 Login/Register' and '2 Done'. Below the progress bar, a dark blue banner reads 'To finish your ClickandBuy registration, please fill in the following fields.' The form itself is a table with two columns. The first column contains labels for various fields, and the second column contains the values entered by the user. The fields include Salutation (radio buttons for Mr. and Ms., with Ms. selected), First Name (Jane), Last Name (Doe), Company (ClickandBuy Marketing Inc.), Street and Street No. (55 Broad Street), Address suffix (16th floor), City (New York), State (NY), Zip Code (10004), Country (United States), Phone Number (0123456789), and Date of Birth (06/01/1978).


	
<div>① Login/Register ② Done</div>	
To finish your ClickandBuy registration, please fill in the following fields.	
Salutation	<input type="radio"/> Mr. <input checked="" type="radio"/> Ms.
First Name	Jane
Last Name	Doe
Company (optional)	ClickandBuy Marketing Inc.
Street and Street No. (Bank Account Billing Address)	55 Broad Street
Address suffix (optional)	16th floor
City	New York
State	NY
Zip Code	10004
Country	United States
Phone Number	0123456789
Date of Birth (MM.DD.YYYY)	06 / 01 / 1978

Fig. 1-1 Registration page filled out in advance

This saves the user from having to enter his personal data a second time. If all the relevant information has been transferred, the user only has to confirm the entries.

1.2 Dynamic parameter transfer for purchases

1.2.1 Dynamic price transfer

With all types of ClickandBuy links, you have the option of transferring the price dynamically in the URL. Please check with your account support manager to create the dynamic price transfer for a link.

1.2.2 Parameter “price”

To transfer the price of your offer dynamically, please append the parameter “price=” to the ClickandBuy link. The value of this parameter includes the amount in cents not separated by a period. Thus if the price is 1 Euro, you must input 100. If your offer costs 50 cents, input 050 for the “price” parameter. The smallest price unit is 1 cent, which would appear in the transaction link with the price parameter of 001.

If this parameter is not transferred or is transferred incorrectly, the system indicates the standard price which you have defined for this link.

Please note that price=0 may not be transferred, as this is not permissible. If 0 is entered, an error message appears on the ClickandBuy pages. **Note:**

For donation links, this parameter is called “amount=”.

For dynamic price transfer, use the encryption method “MD5 Hashing” (s. Kapitel 1.2.8, Seite 7).

1.2.3 Parameter “cb_currency”

With the optional parameter “cb_currency” you can, for example, dynamically transfer a currency in addition to the price of your offer for roaming transactions.

ClickandBuy currently supports the following currencies:

- AUD (Australian Dollar)
- EUR (Euro)
- GBP (British Pound)
- USD (US Dollar)
- CHF (Swiss Franc)
- DKK (Danish Krone)
- NOK (Norwegian Kroner)
- SEK (Swedish Krona)
- NZD (New Zealand Dollar)
- CAD (Canadian Dollar)
- MXN (Mexican Peso)
- ZAR (South African Rand)
- TRY (New Turkish Lira)
- JPY (Japanese Yen)
- HKD (Hong Kong Dollar)
- CNY (Chinese Yuan)
- TWD (Taiwan Dollars)
- INR (Indian Rupees)
- BRL (Brazilian Reals)
- KRW (Korean Won)
- MYR (Malaysian Ringgit)

Here is an example of the format of the URL:

```
http://premium-684x8msev2yjk1.eu.clickandbuy.test.myfirstgate.de/redirect.php?price=123&cb_currency=AUD
```

Please note that this parameter can only be used for dynamic transaction links and subscription links. If the parameter is used in a static link, the ClickandBuy system will give an error message.

1.2.4 Parameter “cb_content_name_utf”

The optional parameter „cb_content_name_utf” gives the name of the offer that appears on the payment page and on the billing documents. Enter the value of the parameter URL-coded so that it can be included in the transaction link.

What does this mean?

According to the coding method „urlencode”, the space in the example text „My offer” is replaced by a „+”, so the value to be entered for this parameter in the transaction link would look like this:

```
http://... &cb_content_name=my+offer
```

This parameter supports UTF-8 coding, but you can only transfer characters that are represented in the ISO 8859-1 standard, which includes, for example, all Western European special characters.

Note

1.2.5 Parameter “ExternalBDRID”

The optional parameter „externalBDRID” is used to give a unique, clear ID for a transaction, in addition to the ID used by ClickandBuy for a sales transaction, in order to be able to, for example, clearly assign the transaction.

1.2.6 Parameters “Periodcount” and “Periodtype”

These parameters can only be used for subscription links. “*Periodcount*” corresponds to the number of payments for the subscription. “*Periodtime*” is the length of time payments must be made for a subscription. For “*Periodcount*” you can transfer the numeric value dynamically, for “*Periodtime*” please enter the date in the following format: DD/MM/YYYY.

1.2.7 Individual parameters

You can also define your own parameters as needed; these will be returned to you in a sales transaction for further processing. An example of such parameters would be „Username”, for assignment in your user management or an individual offer number for further processing within your goods system.

An example URL would look like this:

```
http://premium-encrypted.eu.clickandbuy.com/transaction.php?price=250&cb_content_name_utf=my+offer&offerID=123&username=mustermann
```

Certain parameter names may not be used by you, as they are parameters specific to ClickandBuy. A list of all parameters that may not be used can be found in Kapitel 1.2, Seite 9.

Note

1.2.8 MD5 Hashing

MD5 hashing is an encryption method that ensures that URLs have not been manipulated or changed. This allows the integrity of the link in a data exchange between two parties to be checked.

MD5 is an abbreviation for “Message Digest Algorithm 5” and is a widely used cryptographic hash function.

The length of the hash value produced by this hash function is 128 bits. The hash value is returned as a 32-digit hexadecimal number, which looks like this:

```
34048ce4cd069b624f6e021ba63ecde5
```

1.2.8.1 How it works

MD5 should always be used when you want to assign a dynamic price on the purchase link. The MD5 verifies the integrity of the URL of the ClickandBuy link entered by comparing the new MD5 sum with a previously established sum. In this way, it can be determined whether the URL has been changed. The primary purpose of this is to prevent the manipulation of prices.

1.2.8.2 Setting up the MD5 hashings

MD5 requires a secret key which you approve. This key will be saved by your account support manager in the service area. You must then use this key to form a hash and build it into the ClickandBuy link.

1.2.8.3 Hashing via the merchant

In order to access the ClickandBuy link a so-called “fgkey”, which contains the MD5 hash and is assigned as a parameter in the ClickandBuy link, is required. The fgkey is generated by the “dynamic price key (dynkey)” and the ClickandBuy link inclusive all parameters. When this takes place the “dynkey” must be added prepended to the ClickandBuy link and hashed.

Example:

- dynkey:
Secret (secret key)
- ClickandBuy link:
`http://premium-encrypted.eu.clickandbuy.com/simple_redirect_header.php?price=100`
- MD5:
(**SECRET**`http://premium-encrypted.eu.clickandbuy.com/simple_redirect_header.php?price=100`)
- The result is the hash:
`c03e63e8a0fc98400345defae8e9e155` and therewith the required fgkey.
- The complete ClickandBuy link looks like this:
`http://premium-encrypted.eu.clickandbuy.com/simple_redirect_header.php?price=100&fgkey=c03e63e8a0fc98400345defae8e9e155`

1.2.8.4 PHP script example

```
<?PHP
$dynkey = "superman";
$url_host = "http://premium-pg29lmp08eoxvo.eu.clickandbuy.com";
$url_nohost = "/simple_redirect_header.php?price=100";
$url = $url_host.$url_nohost."&fgkey=".md5($dynkey.$url_nohost);
echo "<a href=\" $url \" target=_blank>LINK</a>";
?>
```

1.2.8.5 Documented errors

If the MD5 hash is not the same, the user gets the following error message:

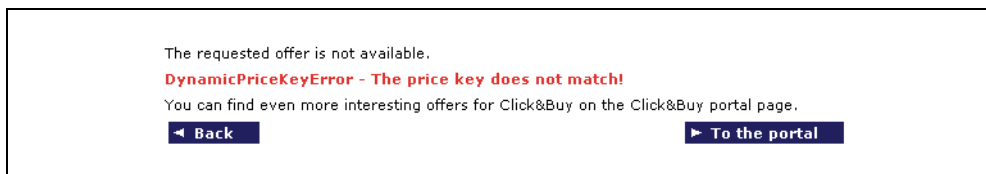


Fig. 1-2 Hash error

This error message may mean that

- the user has manipulated the URL (this usually concerns the "Price" parameter),
- You and your account support manager have different underlying keys (usually as the result of a spelling error) or
- You made an error in creating the hash.

1.3 Prohibited parameter names

You may not use the following parameter names. The use of these parameter names can cause problems in the Click&Buy system, as these parameters are used by the Click&Buy system itself. The parameter names are valid both as GET and as POST parameters.

Already used parameter names	
Bank	login_step
BLZ	MiddleName
cb_content_name_utf	MultipleTradeAllowed
cb_currency	Nation
City	password
company	Phone
CreditCard	prepaid
CreditCardNo	price
CreditCardValid	querykey
DateOfBirth	setlogincookie
Email	State
externalBDRID	Street
Fax	Street2
FirstName	subscriptionid
gender	usertref
Handynr	weiter.x
ID	weiter.y
Konto	x
lang	y
LastName	ZIP
logincookie	

Tab. 1-2 Overview of parameter names

2 Parameters used by ClickandBuy on the merchant

2.1 HTTP Header Informationen

The information described here are provided to you by ClickandBuy when you load your page. If you configure your Web server's log file accordingly, you can evaluate the data directly, using a script, for example. You can thus find out, for example, who bought what at your site, using which user ID. The information is also useful for synchronization with user databases.

ClickandBuy caches any content retrieved once, unless explicitly prohibited from doing so in the header. This may result in differences between the evaluation of log file information obtained from HTTP headers and the csv files made available by ClickandBuy.

Note

Apart from the general information which can be read out via the Web server, e.g. hostname, caching informationen etc., the ClickandBuy system provides the following additional information as HTTP header:

2.1.1 Header of Transaction-based Links

Name	Description
HTTP_X_USERID	User ID
HTTP_X_SESSIONID	ID of the session
HTTP_X_CONTENTID	URL ID
HTTP_X_PRICE	Price of the offer
HTTP_X_ACTUALBDRAMOUNT	Daily amount the user has to pay
HTTP_X_USERIP	User's IP address
HTTP_X_GROUPID	Group ID of the group the user belongs to
HTTP_X_TRANSACTION	BDR ID
HTTP_X_NATION	User's Nation



Tab. 2-1 Header transaction-based links

2.1.2 Header Subscriptions

The following header information is supplied for subscriptions which are integrated on the basis of transactions.

Name	Description
HTTP_X_USERID	User ID
HTTP_X_SESSIONID	ID of the session
HTTP_X_CONTENTID	URL ID
HTTP_X_PRICE	Price of the offer
HTTP_X_ACTUALBDRAMOUNT	Daily amount the user has to pay
HTTP_X_SUBSCRIPTIONID	The same as the SubscriptionID
HTTP_X_ABODEFINITIONID	The same as the SubscriptionDefinitionsID
HTTP_X_FEENAME	Name of the fee progression
HTTP_X_USERIP	User's IP address
HTTP_X_GROUPID	Group ID of the group the user belongs to
HTTP_X_NATION	User's Nation
HTTP_X_billedAmount	Actual amount in the currency of the merchant account less the rate of exchange fees
HTTP_X_billedCurrency	The currency, which is handed over with billedAmount

Tab. 2-2 Header subscriptions

2.1.3 Header of Session-based Links

Name	Beschreibung
HTTP_X-AFFILIATE-CP	Text of affiliate partner ID
HTTP_X-BEREICHID	URL ID
HTTP_X-FORWARDED-FOR	Redirecting IP address
HTTP_X-GROUPID	Group ID of the group the user belongs to
HTTP_X-PREIS	Price of the offer
HTTP_X-SESSIONID	ID of the session
HTTP_X_ACTUALBDRAMOUNT	Actual amount, which the user has to pay
HTTP_X-USERID	User ID
HTTP_X-USERIP	User's IP address

Tab. 2-3 Header of session-based links

2.2 GET-Parameters

In addition to the server header parameters, the ClickandBuy system will return to you all GET parameters included in the original redirection for you to process accordingly.