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Section 1: Admin Guide Reference

About Miva Merchant

Miva Merchant is a store builder program. It has two main parts:

- **Software that you use to create an on-line store.** The Miva Merchant admin interface includes everything you need to create and run your business over the internet: manage inventory, describe your products with text and pictures, checkout, payment processing, shipping and invoices, etc.

- **A hosting service,** which is essentially the computers that your on-line store will live on. It is possible, although not recommended, to host your store on your own servers. (See Appendix 4: Hosting Your Store.)

You can use Miva Merchant to create very small or very large on-line stores -- whether you sell dozens of different products, or thousands. It's also extremely customizable. Almost everything can be modified so that your on-line store looks and feels exactly as you wish.

The Miva Merchant software also has two main parts:

- Use the admin interface to create and maintain your store.

- The admin interface automatically generates the web pages of your on-line store where customers can view and purchase your products. Search engines, like Google, also index these pages, so when customers use Google to search for products they will see links to your on-line store.
Customer Workflow in Your Store

Customers can take many actions in your on-line store, but the general customer workflow looks like this:
Customers browse through your store,

add products to their basket,

and then go through checkout

(page OCST)

Order Details

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Hat</td>
<td>1</td>
<td>$10.00</td>
<td>$10.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Total:</strong> $10.00</td>
</tr>
</tbody>
</table>

Ship To:

First Name: a
Last Name: customer
Email Address: a_customer@esl.com

(page OSEL)

Shipping/Payment Selection

Ship To:

First Name: a
Last Name: customer

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Hat</td>
<td>1</td>
<td>$10.00</td>
<td>$10.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Total:</strong> $10.00</td>
</tr>
</tbody>
</table>

Ship Via: UPS Ground ($9.76)
Payment Method: Check

(page INVC)

Invoice

Order #1024   Date: 01/31/2011 15:15:11
Thank you for your order.

Ship To:

First Name: a
Last Name: customer

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Hat</td>
<td>1</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Total:</strong> $10.00</td>
</tr>
</tbody>
</table>
About this Guide

This book is a reference guide to the Miva Merchant admin interface. Although this book is organized as a reference, it contains topic overviews and lots of examples and step-by-step procedures.

The table of contents in this book has the same order as the Menu button in the admin interface.

The Menu button in the Miva Merchant admin interface.

General Information About Version 9

Version 9 has a lot of new features that make it much easier to use than previous versions. If you have used previous versions of Miva Merchant:

- All of the features and functions that you know are still in the program. However...
- The location of many features has changed.

The good news for people who have used previous versions of Miva Merchant is that finding things is a lot easier now, thanks to Search, History, and Bookmarks.

Template Changes for Version 9

Template changes for all releases of Version 9 are posted online:

Version 9.0003: www.miva.com/mm9.3_template_changes.html
Version 9.0004: www.miva.com/mm9.4_template_changes.html
The Admin Bar

The Admin Bar is always at the top of your screen, no matter where you are in the admin interface. It has the most important navigation methods that help you quickly find a specific feature.

Menu Button

The Version 9 Menu button is similar to the left navigation pane used in PR8 and previous releases. The Version 9 Menu button has top-level "headings" that contain one or more tabs. For example, if you click on Catalog in the Menu button, you’ll go to the Catalog screen, which has a number of tabs.

Catalog

In PR8 and earlier releases, Products and Categories were shown in the leftnav, but if you can't remember where something is located in Version 9, there are a number of ways to find out, including History, Bookmarks, and the Search field (see below).
Version 9 Tabs and Sections

In PR8, almost everything was in a tab at the top of the screen. In Version 9, there are tabs at the top of the screen, but there are sections on a tab. A lot of features that were in a tab in PR8 are now in a section on a tab in Version 9.

In PR8, almost everything was in a tab.

In Version 9 there are tabs...
and collapsible sections

History

History, new in Version 9, is another fast way to navigate around the admin interface. The History menu is always available in the Admin bar and keeps track of the pages that you’ve visited.
Click on any line in the History menu to go to that screen.

At the bottom of the History menu there is a link for the History Manager.

You can use the History Manager to clear History, export History, and delete individual items from the list.
Bookmarks

Bookmarks in the admin interface are similar to bookmarks in your web browser.

To Add a Bookmark

1. Go to any screen in the admin interface, for example, Menu > Catalog > Products.
2. In the screen that you want to bookmark, click on the bookmark icon so that it drops down.
3. Now if you click on the Bookmarks button, you'll see the screen that you added.
To Remove a Bookmark

There are two ways to delete a bookmark:

- Go to a screen that you bookmarked and click on the bookmark icon until it is shortened.
- Click on the Bookmarks button and select Bookmarks Manager.

There are a number of things you can do in the Bookmarks Manager screen, including edit a bookmark, delete bookmarks, export a list of bookmarks as a CSV, etc.

Universal Search

Universal Search is always available in the Admin Bar.

The Miva Merchant admin interface is a huge program and finding the location of a specific feature can be a challenge. In Version 9, Miva Merchant added a powerful search feature that makes life a lot easier.

The Search function in the admin interface works a lot like a Google search. You can type almost anything in the Search box, and the software will show you everything in the admin interface that matches your search.

- You can search for features whose name you remember, but whose location you've forgotten:
  Where did they hide Attribute Templates?

  Click on the underlined words and the software takes you directly to that screen.

- You can search for features, even if you can't remember the feature's name. This is essentially a subject search. How do I change a customer's password? Type "password" in the Search field:
You can search for product names or parts of product names.

Notice that, for this search, the system created three tabs. The "Places" tab shows all results. The "Products" tab shows only matching products, and the Categories tab shows only matching categories.

List Search

Universal Search lets you search your entire store, but List Search works on a single screen in the admin interface. For example, if you have hundreds of products in your store, you can go to Catalog > Products tab, and use List Search to quickly find a specific product.

In Version 9.0003 and later, there are several methods to search for records on a screen in the admin interface.
Click on the Search Settings menu icon, then select a search type.

<table>
<thead>
<tr>
<th>Search Method</th>
<th>Looks Like</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple Search</td>
<td><img src="Image" alt="Search Products" /></td>
</tr>
<tr>
<td>Find in List</td>
<td><img src="Image" alt="Find in List" /></td>
</tr>
<tr>
<td>Advanced Search</td>
<td><img src="Image" alt="Advanced Search" /></td>
</tr>
</tbody>
</table>

Click on the Search Settings menu icon, then select a search type.
**Simple Search**

1. Click on the Search Settings menu icon and select Simple Search.
2. Enter a string in the search field.
3. Click the magnifier icon, or press Enter.
4. Only records that match your search string are shown.

<table>
<thead>
<tr>
<th>Home</th>
<th>Catalog</th>
<th>Products</th>
</tr>
</thead>
</table>

### Catalog

<table>
<thead>
<tr>
<th>Products</th>
<th>Categories</th>
<th>Attribute Templates</th>
<th>Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoo Shirt, Small White</td>
<td>zoo_shirt_small_white</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zoo Shirt</td>
<td>zoo_shirt</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Find in List**

Find in List was created to replace the "browser search" method that some Miva Merchant customers used in previous releases.

**Find in List Vs. Browser Search**

In Miva Merchant PR8 and earlier releases you could often find items in an admin interface screen by using a browser search. For example, in PR8 you could:

1. Go to admin interface > Edit a User > Preferences tab > Items per page field. Many store owners would set the items per Page to a large number, say 1,000. If you were viewing your list of products in the admin interface, PR8 would show you 1,000 products per page.

2. In many browsers, you can press "control-f" to open a browser search field that lets you search for content in your browser window.

A browser search field in Firefox.
Setting the Items Per Page to a large number, and then using a browser search field was an easy way to find records in PR8 and earlier releases. Browser search still works in Version 9, but not very well. Version 9 does not have the "Items per Page" setting. In version 9 you either use Infinite Scroll or Pagination. For example, if you are using a desktop computer to connect to the admin interface, you are probably using infinite scrolling. Let's say you have 500 products in your store and you are looking at your Catalog > Products tab. Version 9 will display about 20 products, or however many can fit in your browser window. As you scroll down to the bottom of the screen, Miva Merchant retrieves and displays more records. Browser search doesn't work well in Version 9 because Miva Merchant only loads the records that fit in your browser window, and browser search can only find things that are being displayed.

To get around this issue, Find in List was added in version 9.0003. With Find in List you can search for records, even if they are not currently displayed in your browser window.

To Use Find in List

1. Click on the Search Settings menu icon and select Find in List.
2. Enter a string in the search field and press or Enter.
3. If there is more than one record that matches your search string, you can move to the next or previous record by clicking on the and buttons.

Find in List searches every record of the current type. For example, if you have 500 products in your store, and you are looking at the Catalog > Products page, Find in List searches all of your products, even if only 20 products are displayed in your browser window.

Advanced Search

- Searches against all records of the current type, even if they are not displayed in your browser window.
- Lets you create a search with conditional operators for every column in the current record type. For example:
  - Name contains "zoo" and Price greater than "20"

To Use Advanced Search

1. Click on the Search Settings menu icon and select Advanced Search.
For any of the columns (Code, SKU, etc.) select a operator (Contains, Greater Than) and enter a value.

3 Click Search.

**Advanced Search and the Comma Separated List**
Advanced search has two operators that let you do exact matches on a list of terms.
- Equal To (Comma Separated List)
- Not Equal To (Comma Separated List)

These searches are like putting an "OR" operator between multiple terms:
- Equal To (Red) OR (Blue) OR (Green)

The comma separated list fields hold 320 characters, including commas and spaces.

1 Click on the Search Settings menu icon and select Advanced Search.

2 In the Advanced Search dialog box, select either "Equal To (Comma Separated List)" or "Not Equal To (Comma Separated List)". Remember that these are exact match searches, so you can't enter "Red" and get a match for "Red_Shir". You have to enter exactly what you are looking for, separated by commas.
Saving Searches

In version 9.0005 and later you can save your searches. This applies to almost any tab in the admin interface where you see a list of things: products, customers, categories, etc. You can save any type of search: Simple searches, Find in List, and Advanced Searches.

To Save a Search

You must be in a tab that has a list of some kind. In our example, we'll save a search in:

1. Select a type of search. In our example we'll use an advanced search.

3. Click Search.
2  **Create and run the search.**

2.1. In the Advanced Search dialog box, we'll create a search where the customer's zip code contains 92127. We'll use "contains" as the operator in case some customer zip codes use a zip+4; for example, 92127-4140.

![Advanced Search](image)

2.2. Click **Search**.

3  **Save the search.**

3.1. In the Search Settings menu, click Save Current Search and give the search a name.
3.2. In the Save Search dialog box, click **Save**.
4 Your saved searches appear in the Search Settings menu.

To Delete a Saved Search

1 In the Search Settings menu, click Manage Saved Searches.
2 Select the search and click Delete.
Sorting Records

Behind the scenes, everything in your store is kept in database records. There are records for products, categories, customers, orders, reports, etc. Many of these records are visible in the admin interface and some of them are visible in your on-line store.
A list of products in the admin interface.

A list of products in your on-line store.
Whenever you have a list of records, for example, a list of products, you can change the sort order. You can sort products by Name, Code, SKU, etc. You can also select individual records and move them to specific locations in the list.

- You can change the sort order of a list in the admin interface, without affecting your on-line store.
- You can make changes to the sort order of a list so that both the admin interface and your on-line will be changed in the same way.

**To Change the Sort Order in the Admin Interface Only**

- Clicking on a column header in the admin interface will re-order a list, but does not affect your on-line store:

  ![Catalog](image)

  - You can choose a column to sort on from the Sort menu without affecting your on-line store.

  ![Catalog](image)
To Change the Sort Order in Both the Admin Interface and Your On-line Store

- Use the “A-Z” sort menu, to sort the entire list in both the admin interface and your on-line store.

<table>
<thead>
<tr>
<th>Catalog</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products</td>
</tr>
<tr>
<td>Search Products...</td>
</tr>
</tbody>
</table>

- Use the Display Order Menu to change the sort order of selected records in both the admin interface and your on-line store.
1. Select one or more records in the list.

2. Click the Display Order Menu and select Enable Sorting. If you've already selected Enable Sorting, the text will be greyed out.

3. In the Display Order Menu, select one of the sorting options:
   - **Move to Top**: Move the selected records to the top of the list.
   - **Move to Bottom**: Move the selected records to the bottom of the list.
   - **Move to Position**:
     - After you select Move to Position, all of the grey boxes will change to pushpin icons.
- Click on one of the pushpin icons. If you are moving the record up in the list, the record will be moved above the pushpin that you selected. If you are moving the record down in the list, the record will be moved below the pushpin that you selected.

- **Sort Ascending / Sort Descending**: Sorts only the selected records.

- **Edit Display Order**: This command is a bit of an exception, because you can use it without selecting any records.

- After you click **Edit Display Order**, every record will show a box containing a number. The number is the order position of the record in the admin interface and in your on-line store.

  ![Order Display Example](image1)

Page Titles

A page title is an HTML tag that is embedded in the HTML of your on-line store pages. Every page in your on-line store has a page title, and most browsers display the page title somewhere in the browser window.
By default, Miva Merchant automatically creates a page title for every page in your on-line store that looks like this:

```html
<some extension> - <store name>
```

Miva Merchant gets your store name from the:

Menu > Store Settings > Store Details tab > Identification section > Store Name field.
If you look at your storefront page (SFNT), the page title is just the store name:

If you look at your storefront page (SFNT), the page title is just the store name:

On a category page, the default page title is <category name> - <store name>:

On a category page, the default page title is <category name> - <store name>:

On a product page, the default page title is <product name> - <store name>:

On a product page, the default page title is <product name> - <store name>:

In Miva Merchant version 9.0004 and later, you can change the page title tags:

In Miva Merchant version 9.0004 and later, you can change the page title tags:

- As a default for your entire store
- At the page level
- For specific categories and products

To Change the Default Page Title for Your Entire Store

To Change the Default Page Title for Your Entire Store

By default, Miva Merchant uses your store name in the page title for every page of your on-line store.

By default, Miva Merchant uses your store name in the page title for every page of your on-line store.

To change the default page title for your entire store, you must change your store's name.

To change the default page title for your entire store, you must change your store's name.

1. Go to [Menu] > Store Settings > Store Details tab > Identification section > Store Name field.
2. Change the Store Name Field.
3. Click Update.

To Change the Page Title for a Page

To Change the Page Title for a Page

1. Go to [Menu] > User Interface > Pages tab > edit a page > SEO tab > Title section.
2. Enter a new value in the Title field, then click Update.

To Change the Page Title for a Specific Category

To Change the Page Title for a Specific Category

1. Go to [Menu] > Catalog > Categories tab > edit a category > SEO tab > Title section.
2. Enter a new value in the Title field, then click Update.

To Change the Page Title for a Specific Product

To Change the Page Title for a Specific Product

1. Go to [Menu] > Catalog > Products tab > edit a product > SEO tab > Title section.
2. Enter a new value in the Title field, then click Update.
Notes

In Miva Merchant version 9.0004 and later you can attach notes to customers and orders. You can use notes to keep track of customer requests or preferences, and to record order history.

- You can manually add a note to a customer account.
- You can manually add a note to an order.
- You can enable automatic order status notes. When an order changes, a note is automatically generated and attached to the order. Changes that can generate a note include:
  - Order is created.
  - Order status changes.
  - Changes to items in the order.

You can begin creating manual notes right away, but automatic order notes have to be enabled.

To Manually Add a Customer Note

1. Go to Customers > edit a customer > Notes tab.
2. In the Notes tab, click Add Note +.
3. In the Add Note dialog box, enter your note text and click Add.

To Manually Add a Business Account Note

1. Go to Customers > Business Accounts tab > edit a Business Account > Notes tab.
2. In the Notes tab, click Add Note +.
3. In the Add Note dialog box, enter your note text and click Add.

To Manually Add an Order Note

1. Go to Order Processing > edit an order.
2. In the edit order screen, click Notes.
3. In the Notes dialog box, click Add Note +.
4. In the Add Note dialog box, enter your note text and click Add.

You can also add Notes to orders by selecting an order in the Order Processing > Orders tab, and clicking the Notes button.
To Enable Automatic Order Notes

After you enable automatic order notes, a simple note is generated and attached to every order when the order status changes.

1. Go to > Utilities > Add/Remove Modules tab > Available Modules section.
2. In the Order History Notes box, click Install.

To Delete Notes

1. Edit a note.
2. In the Edit Notes dialog box, click Delete.

Wish Lists

Wish Lists in Miva Merchant are similar to wish lists in Amazon. Any customer with an account in your store can:
- Create, edit and delete Wish Lists.
- Add products to a Wish List and remove products from a Wish List.
- Move items from their basket to a Wish List, and move items from a Wish List to their basket.

If you have a brand new 9.004 store, Wish Lists are automatically enabled. If you upgraded to 9.004 from a previous Miva Merchant release, you must make all of the 9.004 template changes (see Template Changes for Version 9).
In 9.0004, the Wish List features are mostly reached through your on-line store. However, Wish Lists added six new pages to the admin interface.

See Menu > User Interface > Pages tab:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>WISH</td>
<td>Wish List</td>
</tr>
<tr>
<td>WLAD</td>
<td>Wish List: Add</td>
</tr>
<tr>
<td>WLED</td>
<td>Wish List: Edit</td>
</tr>
<tr>
<td>WLGN</td>
<td>Wish List: Customer Login</td>
</tr>
<tr>
<td>WLST</td>
<td>Wish Lists</td>
</tr>
<tr>
<td>WPCK</td>
<td>Choose Wish List</td>
</tr>
</tbody>
</table>

**Customer Experience - To Create a Wish List**

1. The customer browses to your store and signs into their account.
2. The customer clicks on the Account button, and then clicks Wish List.
3  In the Wish List screen, the customer clicks **Create Wish List**.
- **Title**: The Wish List name that is shown to the customer.

- **Notes**: An optional field. Customers can use the notes field to describe the purpose of the Wish List.

- **Public**: If the customer clicks the Public checkbox, any visitor to your store can search for this Wish List and see the Wish List items. If the customer does not click this checkbox, their Wish List cannot be viewed by anyone else.

When the customer has filled out the above fields, they can click **Save**.

### Customer Experience - To Edit or Delete a Wish List

1. The customer browses to your store and signs into their account.

2. Click on the Wish List link.
3 In the Wish Lists screen, the customer clicks on a Wish List name.

In the Wish List screen, click **Edit** or **Delete**.

**Customer Experience - To Add an Item to a Wish List**

1 This customer has already created at least one Wish List.
2 The customer browses to your store and signs into their account.
3 The customer selects a product page in your store and clicks the **Add to Wish List** button.
4. If the customer has more than one Wish List, the system will ask the customer what Wish List the product should be added to. If the customer only has one Wish List, the product is added to that list and the store displays that Wish List.

There's quite a few things that the customer can do on this screen:

**Holiday Gifts for Family**

View: 10 ▼

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Price</th>
<th>Add To Basket</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Shirt - Red</td>
<td>1</td>
<td>$20.00</td>
<td>Add To Basket</td>
</tr>
<tr>
<td>Hawaiian Hat - Red</td>
<td>1</td>
<td>$10.00</td>
<td>Add To Basket</td>
</tr>
<tr>
<td>Edit comment, quantity &amp; wish list</td>
<td>Remove</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit comment, quantity &amp; wish list</td>
<td>Remove</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Customer Experience - To Search for Public Wish Lists

Any Wish List that has been marked as Public can be viewed by anyone in your store. Customers do not need accounts to search for public Wish Lists.

1. The customer browses to your store and clicks on the Wish List link.

2. In the Wish Lists screen, enter the name, or partial name, of a public Wish List, and click Search.
Admin User Licensing in Version 9

As of Miva Merchant Version 9.0003, there are three types of admin user licenses:

- **Concurrent**: These are "standard" licenses for most admin users. Concurrent licenses form a pool of available logins. If you have three concurrent licenses, then three of your admin users can login at the same time.

- **Reserved**: A reserved license is almost identical to a concurrent license, but it is not part of the concurrent license pool. A reserved license might be used by someone in your organization who needs 24/7 access to the admin interface, even if all of the concurrent licenses are in use.

- **Developer**: A developer license can be used in any store, in any domain, and is not part of a concurrent license pool.

<table>
<thead>
<tr>
<th></th>
<th>Monthly Fee</th>
<th>License Key Expires</th>
<th>Restricted To A Store/Domain</th>
<th>Assigned To A Specific User</th>
<th>Part Of A License Pool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concurrent</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Reserved</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Developer</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Licenses and Users**

When you create an admin user in Version 9.0003 or later, you assign that user to a specific type of license. See *To Create a New User*.
Concurrent Licenses

Concurrent licenses form a "pool" of available licenses. You can create as many admin user accounts as you wish, but the number of admin users who can login at the same time (concurrently) is limited to the number of licenses that you've purchased. For example, you can create ten admin user accounts, but if you only have two concurrent licenses, only two admins can be logged in at the same time.

Each Miva Merchant store that you own comes with a single concurrent license. This base license is "bound" to that store. For example, if you purchased two stores, each store would have a single concurrent license. You wouldn't be able to use both licenses in one of the stores.

You can buy additional concurrent licenses for a monthly fee, and you can add and drop licenses whenever you want. These additional licenses are bound to a domain.

**Example 1:** You have one store. You purchase four additional concurrent licenses. You have a total available pool of five concurrent licenses.

**Example 2:** You have two stores in the same domain. Each store comes with one license. You purchase one additional license. You can use the additional license with either store.
Example 3: You have two stores in different domains. You purchase one additional license. This license has to be assigned to one of your domains.

If all of your concurrent licenses are currently in use, and another admin user tries to login with a concurrent license, they'll see a message like this:
In the figure above:

- We have one concurrent admin user license, but two admin user accounts:
  - User test, logged in from IP address 26.865.86.228
  - User test2, trying to login from IP address 26.865.86.226
- Both of these users have administrator rights, so they can close someone else's session.

You can only close someone else's session (and free up a concurrent license) if you are an administrator.
User "test" is logged in and is using our only license. When "test2" tries to login, they have a few options:

- Click **Try Again** to see if any concurrent licenses are available.
- Click **Logout**.
- Click **Buy Additional Licenses**.
- Click **Close Session**. User test will be logged out of the admin interface and the license becomes available.

**Reserved Licenses**

A reserved license is not part of the concurrent license pool. Concurrent licenses are shared by all admin users, but a reserved license is assigned to a specific user account. With a reserved license, that user can always log into the admin interface, even if all of the concurrent licenses are being used. Like a concurrent license, you purchase a reserved license for a monthly fee.

If you are an administrator, and all of the concurrent licenses are in use, you can close the session used by a concurrent license to make that license available. The session used by a reserved license cannot be closed by an administrator.

Common uses for reserved licenses are:

- A store owner or employee who needs uninterrupted access to the admin interface.
- An external software module that must always be able to connect programmatically to Miva Merchant.

**To Use A Reserved License**

1. Purchase the reserved license from Miva Merchant.
2. In the admin interface, create a new user, or edit an existing user.
3. In the Add/Edit User > User tab, select Reserved Seat, then enter the reserved seat license key you got from Miva Merchant.
Developer Licenses

As the name suggests, this type of license is intended specifically for people who create Miva Merchant stores and store features. Developer licenses are purchased monthly like concurrent licenses, however, a developer license is not part of the concurrent license pool. Even if all concurrent licenses are in use, the developer license is still available. The session used by a developer license cannot be closed by an administrator.

Unlike the other license types:

- A developer license can be used in any store, in any domain.
- A developer license has a special key that expires on the last day of each month. When you apply for a developer license, you give Miva Merchant your email address. Once your developer application is approved, you will automatically receive a new developer license key on the first of each month.

To Use a Developer License

1. Purchase a developer license from Miva Merchant.
2. When the developer application is approved, the developer will be sent a special license key.
3. In the admin interface, create a new user, or edit an existing user.
4. In the Add/Edit User > User tab, select Developer.
5 The developer opens a browser window and navigates to your admin interface.
   - The first time that the developer logs into your store, they must change their password and enter their license key. The developer only has to change their password once.
   - For the next 30 days, the developer will only have to enter their username and password.
   - At the end of 30 days, the developer will be prompted to enter a new license key.
Purchasing Additional Admin User Licenses

**Method 1:**

1. If you try to log into the admin interface, and all of the available licenses are in use, you'll see a message similar to the one shown [above](#).
2. Click the Buy Additional Licenses button.

**Method 2:**

1. Login to the admin interface.
2. Go to [Menu] > Domain Settings > Domain Details tab > Information section.
3. Click [Manage additional licenses](#).

Information about your licenses is available in the following locations:

- [Menu] > Domain Settings > Domain Details Tab > Information Section.
- [Menu] > Domain Settings > Administrative Sessions Tab.
Client Dimensions

Client Dimensions is a module that gives developers access to the screen size of the device the customer is using. These dimensions are available both in JavaScript (as cookies) and in the Miva Template Language (SMT).

Client Dimension adds JavaScript in a page's head tag to detect the client's screen size. The data is saved in a cookie and the page is refreshed on the first page load. All of this happens very quickly and should be completely transparent to the customer.

For more information about using Client Dimensions, please see:
http://docs.miva.com/docs/client-dimensions

Enhanced Protection from Automated Attacks in 9.0005.3

See:
- Order Processing > Authorization Failures Tab
- Payment > Settings Tab > Fraud Section
- Payment > Settings Tab > reCAPTCHA Section
- Payment > Authorization Blacklist Tab

Miva Merchant version 9.0005.3 added several features to protect your store from both manual and automated attacks.

- **Failed Authorization Delay**: If a credit card fails authorization, you can optionally make the customer wait a certain amount of time before they can try again.
- **Invalidate Checkout Session After**: Force customers to start the checkout process again if their credit card fails to authorize.
- **Use Authorization Token**: Make sure that the credit card authorization request is coming from a human being and not a script.
- **Authorization Failures**: You can view a record of every credit card authorization failure.
- **Authorization Blacklist**: You can add IP addresses to a blacklist. Any customer who visits your store from a blacklisted IP address cannot use a credit card to make purchases.
- **reCAPTCHA**: To prove a human being is visiting your store and not a script, customers must use a reCAPTCHA box before they can complete checkout.

Other New Features of the Version 9 Interface

Breadcrumbs

In Version 9, there are two types of Breadcrumbs:

1. Smart **Breadcrumbs**, introduced in PR8, help your customers navigate your on-line store.
Admin Breadcrumbs, introduced in Version 9, help store employees navigate the admin interface. As you visit different screens in the admin interface, you will always see a breadcrumb trail at the top of the screen. You can click on a link in a breadcrumb to go directly to that screen.

Ellipsis Dots on Tabs
If you see ellipsis dots on a tab, it means that the browser window isn't wide enough to show all of the tabs. Click on the ellipsis dots to see what additional tabs are available.

Edit and Quick Edit
Everything in the admin interface can be considered a "record". A product is a record. A customer account is a record, etc. There are many types of records in the admin interface, and most of them can be edited. For example, you can edit a product and change the retail price of that product.

There are two types of editing in the admin interface: "quick edit" and "full edit". Some types of records only have quick edit. Some types of records have both quick edit and full edit mode.
To Edit a Product

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>hat_hawai...</td>
<td>Hawaiian Hat</td>
</tr>
<tr>
<td>shirt_hawi...</td>
<td>Hawaiian Shirt</td>
</tr>
</tbody>
</table>

Move the mouse to the left of the gray bar and click on the Edit icon to open the complete Product record.
## To Quick Edit a Product

In Version 9.0005 and later you can reorganize tabs.

1. In almost every tab of the admin interface, you can click on the More button and then select **Edit Tab Display Order**.

### Reorganize Tabs

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>hat_hawaii</td>
<td>Hawaiian Hat</td>
</tr>
<tr>
<td>shirt_hawi</td>
<td>Hawaiian Shirt</td>
</tr>
</tbody>
</table>

Double-click anywhere in the gray bar to quick edit the product.
2 In the Edit Tab Display Order dialog box, click on a tab and drag it to a new location.

3 Click **Save**. The changes that you make are saved as part of your admin account and will still be there after you log out.

**Home/Main Landing Page**

Selecting Home from the Admin Menu takes you to the main "landing page". This is the same page that you see when you first login to the admin interface.
Support

In Version 9, there are two ways to create a support ticket.

Method 1 - Home Page

1. Click ➡️ Menu ➡️ Home.
3. In the Request Support window, enter your email address and a description of the problem, then click **Submit Ticket**.

**Method 2: Menu Button**

1. Select **Menu > Request Support**.
2. In the Request Support window, enter your email address and a description of the problem, then click **Submit Ticket**.

**Catalog**

The Catalog area groups together most of the features related to your inventory.

**Catalog > Products Tab**

Create, edit, and delete products.
To Delete a Product

1. Click anywhere on the Product line until you see a blue box with a checkmark.

2. Click the Trash icon.

To Create a New Product

1. Go to Catalog > Products tab.
2. Click Add Product.
3. The Add Product screen appears.
4. Fill out the fields in the Add Product screen, then click:
   - If you want to add the new Product and go back to the Product main screen, or
   - If you want to add the new Product and stay at the Add Product screen and create another product.
   - Reload the page and discards unsaved changes.

Add/Edit Product > Product tab > Details Section

<table>
<thead>
<tr>
<th>Product Code:</th>
<th>The product code uniquely identifies the product in the store database.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The product code must be unique. It can be up to 50 characters long, but shorter codes will make some screens and reports easier to read. Customers may be able to see the product code, depending on your store settings.</td>
</tr>
<tr>
<td></td>
<td>The product code is not case sensitive, so:</td>
</tr>
<tr>
<td></td>
<td>CANDY</td>
</tr>
<tr>
<td></td>
<td>Candy</td>
</tr>
<tr>
<td></td>
<td>cAnDy</td>
</tr>
<tr>
<td></td>
<td>candy</td>
</tr>
<tr>
<td></td>
<td>would be considered duplicates, and only one would be allowed.</td>
</tr>
<tr>
<td></td>
<td>Product codes can contain letters (upper and lowercase), numbers, dashes and underscores. For example:</td>
</tr>
<tr>
<td></td>
<td>RULER-12in or</td>
</tr>
<tr>
<td></td>
<td>Pen_Black_3pk</td>
</tr>
<tr>
<td></td>
<td>would be allowed.</td>
</tr>
<tr>
<td></td>
<td>Product codes cannot contain: spaces, decimal points, quotation marks or slashes. For example:</td>
</tr>
</tbody>
</table>
### Product Name:

The name of the product that customers will see in your store.

The product name is a descriptive label. It appears in many areas of the store, including the major heading for the product details screen.

The name can be up to 100 characters long, alphanumeric, and can be changed at any time. Upper — and lower — case letters, along with numbers, spaces, and symbols, can be used in the product name.

Product display order can be determined by name. This can be either ascending or descending on the product list screen, and within categories. Some businesses choose to name products so the ordering naturally clusters certain items or brand names together. To do this, establish a naming convention in your store where the more general information comes first, followed by the more specific information. For example:

- Pants, Flared-leg
- Pants, Straight-leg
- Scarf, Silk
- Scarf, Wool
- Skirt, Blue
- Skirt, Red

Compare the order above with:

- Blue Skirt
- Flared-leg Pants
- Red Skirt
- Silk Scarf
- Straight-leg Pants
- Wool Scarf

### SKU:

Stock Keeping Unit. An internal identifier you may have for your products.

### Category Code

Use the Category Code field to assign this product to a Category in your store.

1. Click on the **Lookup** button.
2. In the Category Lookup dialog box, select a Category, then click **OK**.
**Canonical Category Code:** If you want to assign a product to one or more categories, use the Category Code field (above) or see Catalog > Edit Product > Categories Tab. Use the Canonical Category Code for the following reasons:

- **Default Breadcrumb category (CSSUI Stores only):** Use the Canonical Category Code field to create a "default" category for breadcrumbs. Normally, breadcrumbs that appear in your online store are created as the customer navigates to a product. For example, the customer starts on your store's home page, clicks on one of your store categories, and then selects a product in that category. The breadcrumb might look like this:

```
Home  »  Computer Components  »  Monitor LED 23 inch
```

However, there are cases where the customer can go directly to a product page without navigating; for example, if your customer reaches a product page from a Google search, or from search results in your store. In this case, Miva Merchant software doesn't know how to create a breadcrumb.

Miva Merchant handles this case with the Canonical Category Code. If the customer jumps directly to a product page, the breadcrumb will show the category that you entered in this field. If you leave this field empty and the customer jumps
directly to a product page, the software will use the first category in the category tree to which the product is assigned, as the breadcrumb default.

<table>
<thead>
<tr>
<th>Cool Gear</th>
<th>Computer Components</th>
<th>Computer Kits</th>
<th>Network Accessories</th>
</tr>
</thead>
</table>

If:
- The Canonical field is blank, and
- The user jumps directly to a product page, and
- The current product is assigned to both of these categories (for example)

The breadcrumb would use "Cool Gear" as the default category, since it contains the current product and comes first in the Category Tree.

- Default highlighted category in category tree (CSSUI and MMUI stores): If a customer jumps to a product page without navigating, the category that you enter in the canonical field will be highlighted in the category tree:

<table>
<thead>
<tr>
<th>Cool Gear</th>
<th>Computer Components</th>
<th>Computer Kits</th>
<th>Network Accessories</th>
</tr>
</thead>
</table>

If you entered "Cool Gear" in the Canonical field, and the customer jumps directly to a product page, "Cool Gear" will be highlighted in the category tree.

Alternate Display Page: Allows you to use multiple templates for products. For example, you could use one product display template for DVDs that you sell and another product display template for t-shirts.

**Example: Creating and using multiple product templates**

1. Go to **Menu > User Interface.** The Pages main screen is selected by default.

2. Create a duplicate PROD (Product Display) page.
   2.1. Edit the original PROD page. In the Page tab, select all of the template code and paste it temporarily into a text file.
2.2. Select the Items tab. This screen shows you all of the items that can be added to this page. A gray icon means the item is not currently assigned (in use by the page). The blue icon means the item is currently assigned to the page.

2.3. Click on the Assigned heading until it has a minus sign next to it (\textellipsis\textastersix\textasterisk). That will sort the item list and put all of the items in use at the top of the screen.

2.4. Make a note of all of the items currently in use by the page. You can do this by making one or more screen caps, or you can select all of the items in use and then click the \text{CSV} button to export the list as a text file.

2.5. Go to \text{Menu} > \text{User Interface} > \text{Pages} tab and click the Add Page button.

2.6. In our example, we'll use PROD_T-SHIRT as both the new page Code and Name. Paste the template code that you copied from the original PROD page into the Template field of the new page, then click the \text{Add} button. An Items tab will appear. Click on the Items tab.

2.7. Open the screen capture that you made of the Items tab for the original
PROD page, or your exported CSV list. In the Items tab of the new page, select the same items, then click the Assign Record(s) button.

Select all of the items that were used by the original PROD page, then click Assign Record(s).

<table>
<thead>
<tr>
<th>Assigned</th>
<th>Code</th>
<th>Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>view_order</td>
<td>CSSUI View Order</td>
</tr>
<tr>
<td>✔</td>
<td>upsell_attr_m</td>
<td>CSSUI Upsell Multiple Product Attributes</td>
</tr>
</tbody>
</table>

Your new product page now has the same template code and items used by the original PROD page. Now you can customize the new product page in any way that you wish.

3  Associate the new template with a product.
   In our example we’ll edit one of our t-shirt products. In the Menu > Catalog > Products > Edit Product (product name) > Product tab > Alternate Display Page field, enter "PROD_T-SHIRT", or click on the Look Up button; then click the Update button.

4  When the customer reaches the product page for the t-shirt that we edited, the page will be displayed with our customized product template, instead the standard PROD template.

Note that you can use the same process to create multiple templates for your categories.

1  Create a custom category page, CTGY_T-SHIRTS for example.

2  Edit a category and enter "CTGY_T-SHIRTS" in the Menu > Catalog > Categories > Edit Category (category name) > Category tab > Alternate Display Page field.

Price: Enter the Price for the product. This is the price that will normally appear in the store. Discounts may be applied, based on this price, when the product is offered to customers who are members of a Price Group, or when the product is offered as an upsale product.

Cost: Enter the Price for the product. This is the price that will normally appear in the store. Discounts may be applied, based on this price, when the product is offered to customers who are members of a Price Group, or when the product is offered as an upsale product.
| **Weight:** | Shipping charges are usually based on the combined weight of the products ordered. The Weight you enter here should be the shipping weight of the item, including any required packaging. For instance, a 40 pound blown-glass art piece might require a wooden crate and cushioning materials weighing an additional 20 pounds, so the shipping weight would be 60 pounds for that item.

Weight values are always specified in the Units of Measurement (Weight) field on the Edit Store / Settings screen. There is one unit of measurement that is used for all weights throughout the store. |
| **Description:** | The Description is what customers see on the product screen in your store. The description can be as long as you like, and can be entered as plain text to use the default formatting, or as HTML code, to format the description exactly as you like.

- **Wrap Text:** Wrap Text only affects the Description field in the edit product > Details section. It does not affect how product description text is displayed in your on-line store. You may want to check this box if you often have long product descriptions.

  Before you can use the Wrap Text field in Edit Product, you must set your account default for this field.

  1. Go to > Users and edit your user account.
  2. Select the Settings tab.
  3. Check the Wrap Text in Product Description checkbox.
4. Now you can go back to > Catalog > Edit Product > Product tab > Details section and check the Wrap Text checkbox.

- The Wrap Text checkbox in your user account sets the default for your admin account.
- The Wrap Text checkbox in Edit Product turns the setting on or off for a specific product.

- **Taxable**: Select Taxable if this product is subject to tax. Whether a product is taxable or not depends on your location and jurisdiction. Some things, such as services, certain food products, or some books are not taxed. Check with your accountant or tax attorney for specific, up-to-date information.

- **Active**: Select Active if you want the product to appear in the store. Clear the Active check box to hide the product. This is convenient for seasonal or occasional products. Rather than deleting them, and all the information that goes with them, set them to inactive until you want to make them available in your store again.

**Add/Edit Product > Product tab > Header & Footer Section**

Add content, such as trust marks, logos, etc, above or below the product content on a product (PROD) page.
**Add/Edit Product > Product tab > UPS Options Section**

This section will only appear if you have enabled the UPS Developer Kit Module.

<table>
<thead>
<tr>
<th>Product Requires Additional Handling</th>
<th>Check this box if the product meets the UPS requirements for an additional handling fee. See: <a href="http://www.ups.com/content/ca/en/shipping/cost/additional.html#Additional+Handling+Fee">http://www.ups.com/content/ca/en/shipping/cost/additional.html#Additional+Handling+Fee</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery Confirmation:</td>
<td>Allows you to set the delivery confirmation requirements for this product. What you select here will override the global Default Delivery Confirmation setting.</td>
</tr>
<tr>
<td>Freight Packaging</td>
<td>UPS calls this the “Packaging Type”. It is a way of telling UPS about the</td>
</tr>
</tbody>
</table>

Sample header text.

**World's Best Oranges**

Price: $25.00

Sample footer text.
| **Freight Classification** | The National Motor Freight Classification (NMFC) has defined 18 freight classes. The higher the class, the higher the rate for every hundred pounds. The freight class is based on four properties:  
- Density  
- Stowability/Dimensions  
- Handling  
- Liability  
See also: http://cerasis.com/2013/11/20/freight-class/ |
|---------------------------|--------------------------------------------------------------------------------------------------|
| **NMFC Commodity Code:** | The NMFC publishes a list of codes to describe products (commodities). Carriers use this code to calculate freight shipping.  
See also: http://www.nmfta.org/pages/nmfc |
| **Freight Dangerous Goods** | You must check this box if your product meets the definition of "dangerous goods" as defined by the U.S. Department of Transportation.  
See:  
- https://www.ups.com/content/us/en/resources/ship/hazardous |
| **Freight Dangerous Goods Aircraft Type** | If the package is marked as dangerous, you have to specify whether it can go on a passenger or cargo plane. |

**Add/Edit Product > Product tab > Payment Rules Section**

Use this section to restrict payment methods at the product level.
In our example, we've already installed the Authorize.Net Payment Module and selected the Authorize.Net American Express, Visa, and MasterCard.

1. In the Payment Rules section, check Limit Payment Methods.
2. Under Permitted Payment Methods, we'll select American Express.
3. When a customer is purchasing this product, the only payment option they'll be offered is American Express.

For related examples, please see:
- To Disable Off-Line Payment Methods for Digital Products
- To Use "Exclude This Method Unless Permitted by Products"

For a bird's eye view see: To Configure Payment Modules and Methods.

Add/Edit Product > Product tab > Shipping Rules Section

Shipping rules can be set in two places:
- You can set global Shipping Rules for your whole store:
  - Menu > Shipping > Shipping Method Rules.
- You can override some global settings at the product level:
  - Menu > Catalog > edit product > Product tab > Shipping Rules section

| Shipping | Use these fields to describe the smallest box that this product can ship in. If you are |
| Dimensions: | using Always Use the Fallback Package Dimensions, and the fallback dimensions are not the same as the shipping dimensions for this product, the shipping rates that you get for this product will be also be inaccurate. To get the most accurate shipping quotes for this product:  
1. Enter the shipping dimensions for this product in these fields.  
2. Use Pack by Quantity or Pack by Weight.  
3. Make sure you've created at least one box that this product can be shipped in using the Menu > Shipping > Boxes tab. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Always Ships in Separate Packaging</td>
<td>You might use this field if you have special packaging requirements for a product. For example, if you sell a hat that ships in a special box, you would enter the dimensions of the special box in the Shipping Dimensions field, and then create a box with those same dimension in Packaging Rules &gt; Boxes Tab. When the system tries to calculate the shipping rate, it sees that this item must be packaged separately, so even if the whole order could fit in one box, the software will put the entire order minus this product in one box, and then go looking for a box to put this product in. If you enter the shipping dimensions for this product as 12&quot; x 12&quot; x 12&quot;, and then create a box the same size, the software will automatically choose that box since it looks for the smallest box to use.</td>
</tr>
<tr>
<td>Limit Shipping Methods</td>
<td>See Permitted Shipping Methods.</td>
</tr>
</tbody>
</table>
| Permitted Shipping Methods: | This area lists all of the shipping methods that you have enabled on a store wide basis. To enable shipping methods at the store level, you first enable a shipping module, then you edit the module's tab to enable specific shipping methods. For example, if you want to offer your customers FedEx shipping:  
1. Enable the FedEx Web Services module (Menu > Shipping > Add/Remove Modules tab.  
2. Select the Menu > Shipping > FedEx Web Services tab > Available Services, and check the shipping options that you want to offer. If you want to restrict shipping options at the product level, check the Limit Shipping Methods checkbox, and then check the boxes next to the shipping methods that you want to offer for this product. Only the options that you've checked will be shown to customers in the "Ship Via" drop-down list in the Shipping/Payment Selection screen. |
Thumbnail Image:

Thumbnail images are small images, usually about 150 x 150 pixels, that can appear in different pages in your store. The example below shows how to add a thumbnail image to a product, and then have the thumbnail image appear in the Category page.

1. In the edit product screen > Product tab > Legacy Images section > Thumbnail Image field, click on the Upload button.
In the Upload File dialog box, click the browse button and browse to the thumbnail image that you want to associate with the product. If you've uploaded the image before, check the **Overwrite** button to upload the image again.

3. After you've browsed to or manually entered the path of the image file that you want, click the **Upload** button.

4. In the Edit Product screen, click Update. The thumbnail image is now associated with a product.

5. To make the thumbnail appear in a particular page, for example the Category page:
   5.1. Select **Menu** > User Interface > Pages tab.
   5.2. Edit the Category Display (CTGY) page.
   5.3. Scroll down to the Category Product List Layout section. Click on the Image drop-down list. Select Thumbnail, then click the **Update** button.
After you click the **Update** button, thumbnail images will appear in your store's category page.
Full-sized Image:

The process for adding a full-sized image to the product page is the same as adding a thumbnail image:

1. Follow the steps in the Thumbnail section to attach a full-sized image to a product. A good size for a full-sized image is about 300 x 300 pixels.
2. Edit a page so that full-sized images will appear in that page. Many store owners use a full-size image in their Product Display (PROD) page. Edit the Pages > PROD page and select the Product Display Layout tab. In the Image drop-down list, select Full-Sized.
Catalog > Edit Product > Images Tab

Miva Merchant Images - A Brief History

PR7

In older releases of Miva Merchant, before PR8, a product could have two images: one thumbnail image, and one full-size image. You generally used the thumbnail images in Search and Category pages, and displayed the full-size image when a customer viewed a Product page.

PR8

In PR8, Miva Merchant introduced Additional Images. With Additional Images you could have as many product images as you wanted. When the customer viewed a Product page, they could look at multiple thumbnails, click on any one of them to see an image that fit the product pane, and even click on that image to see the full-size (or Master) image.

When Additional Images were introduced, we started referring to the old "one thumbnail, one full-size" as "Legacy" product images.

Version 9

In Version 9, Additional Images are just called "Images". The idea is that, Additional Images are so much more useful than the old legacy stuff, we hope people will use Additional Images by default.
The old PR7 "one thumbnail, one full-size" legacy image features are still available in Version 9:

- **Legacy method**: This refers to an older method of adding product images used in Miva Merchant PR7 and before. The legacy method only allows you to attach one thumbnail image and one full-sized image to a product.
  - See [Add/Edit Product > Product tab > Legacy Images Section](#).

**Uploading Images in Version 9**

There are several ways to upload images to your store in Version 9:

- **Legacy method**: This refers to an older method of adding product images used in Miva Merchant PR7 and before. The legacy method only allows you to attach one thumbnail image and one full-sized image to a product.
  - See [Add/Edit Product > Product tab > Legacy Images Section](#).

- **Image Picker dialog box**: This dialog box lets you upload images to your store server. You can attach as many pictures as you want to any product.
  - See [The Image Picker Dialog Box](#).

- **Import**: You can upload images when you import products. You can attach multiple pictures to a product during import if you have created Image Types.
  - See [The General Process of Importing](#).

- **FTP and the Utilities > Image Management Tab**: You can use FTP to upload images to your store server, but you have to "notify" the Miva Merchant software when you do.
1. Use FTP to upload images to your store server. Technically, you can store images anywhere on your server, but the Miva Merchant software only knows about the default graphics directory. For example, if you only have one store, your default graphics directory usually looks like this:

```
<webroot>/mm5/graphics00000001/
```

In the admin interface, this directory would be displayed as:

```
graphics/00000001/
```

See *The Image Picker Dialog Box* for an example.

2. Now that your images are physically uploaded to your store server, you have let the Miva Merchant software know about the images.

   2.1. Go to **Menu** > Utilities > Image Management.

   2.2. In the Image Management tab, click **Check for Updated Images**. The Miva Merchant software will scan your store's default graphics directory.

3. Open the Image Picker dialog box. The images that you uploaded will appear and can be attached to images.

### Using the Edit Product > Images Tab in Version 9

You can add a legacy style thumbnail or full-sized image to a product page in your store by editing the product and using the "Thumbnail Image" and "Full-sized Image" fields.
This is an older way of uploading product images. It is still supported and is described in the Add/Edit Product > Product tab > Legacy Images Section. However, a better way to add product images to your store is with the Edit Product > Images tab.

- It's a simpler method to upload product images.
- You can easily add multiple images for the same product.
- When you use the Images feature, the software will automatically create and display thumbnails for each image (if you have at least 2 additional images).
- The user can click on a product image and see the full-size (Master) version of the image that you have uploaded.

There are several ways to work with Images:

- Manually add images to one product at a time. This is slow, but ok if you are only uploading multiple images for a few products.
- Add images by importing. This is the fastest method and is appropriate if you want to add multiple images for hundreds, or thousands, of products.

**The Image Picker Dialog Box**

The Image Picker dialog box has several functions, but it’s mainly used to attach images to your products. To open the Image Picker dialog box:

1. Edit a product and select the Images tab.
2. In the Images tab click Add Images.
Some of these buttons won't be visible or active until you select an image.

### Clear

You can click on an image to select it in the Image Picker dialog box. Selected images will show a white checkmark in a blue circle. If you want to "unselect" images, click the Clear button.

### Delete

Use the Delete button to permanently delete images from your server.

1. Click on one or more images to select them.
2. Click **Delete**.
3. A message box will open asking you to confirm the deletion. Click **OK**.

### Add

- **Upload Image**: Use Add > Upload Image to copy images from your local machine to the default graphics directory on your store server. If you only have one store, your default graphics directory usually looks like this:
  
  graphics/00000001/

  1. Click Add button > Upload Image.

  2. Browse to a path on your local machine. Select an image and click **Open**.

- **Add Images Already on Server**: The Image Picker dialog box only shows images in your default graphics directory. For example, if you only have one store:
store, the default directory on your store server for images is probably "graphics/00000001/". However, you can keep images anywhere on your store server. If you want to add an image to the current product that is not in your default graphics directory:

1. Select Add button > Add Image Already on Server by Path.
2. In the Add Image dialog box, enter the path to the image on your server and click Add. Note that the path that you enter in this dialog box is relative to your default graphics directory.

For example, if your default graphics directory is:

    graphics/00000001/

The path to an image in a directory above the default directory might look like this:

    ..tmp_images/my_shirt.gif

The path to an image in a directory below the default directory might look like this:

    graphics/00000001/tmp_images/my_shirt.gif

- **Add Image Type**: You can create *Image Types* on the fly in the Image Picker dialog box, and then assign your images to them. To create an Image Type:

  1. Click Add button > Add Image Type.
  2. In the Add Image Type dialog box, enter a code and a description, then click Add.

```
Add Image Type

Code: front
Description: Front of product
```

3. You can now assign images to the new Image Type. See below.
### Assign an Image to an Image Type

To assign an Image Type:

1. In the Add Image type dialog box, select an image.

2. Click the small down arrow next to the checkmark to select an Image Type.

### Add Images - One Product at a Time

This method is appropriate if you want to add multiple images to a few products, one product at a time. However, you might want to follow these steps to get a simple introduction to using Images and Image Types.

1. Edit a product and select the Images tab.

2. In the Images tab click **Add Images**.

   *The Image Picker Dialog Box* does several things. In our example, we'll use it to upload images from our local machine to the store server.

3. In the Image Picker dialog box, click **Add** > Upload Image.

4. Browse to an image on your local machine, then click **Open**. The image will be copied to your server and will appear in the Image Picker dialog box.
If you click on an image that you've uploaded, you'll see a blue circle with a checkmark. Next to the checkmark is a black arrow. If you click on the black arrow, you can assign the image to an Image Type. This is an optional step. In our example however, we'll assign our images to Image Types that we've already created.
In the Image Picker dialog box, click **Select (1) Image**.

You'll return to the Edit Product > Images tab. You can see that the image you selected is now associated with your product. You can associate the same images with multiple products.

In our example, we added two images for our shirt; one for the front and one for the back.

Now let's look in the on-line store. When you use the Images feature:
• The system automatically scales your image to fit in the product page. This is similar to the old legacy "full-size" image, but it really means "the biggest image that can fit in the boundary box on the product page".

Note that you can change the size of this boundary box. See:
[Menubutton] > User Interface > Pages tab > Edit page PROD > Product Display Layout Image Dimensions section > Resize to fit within bounding box.

• The system automatically creates thumbnails of every image that you uploaded, starting with the second image. Thumbnails won't be created if you only have one image.

• The end user can click on the image in the product page and see the master (full-sized) image. In our example, we uploaded a picture of the t-shirt front that was 500 x 500 pixels. But the product page (by default) is only going to show that at about 200 pixels x 250 pixels. If the customer clicks on that image in the product page, a pop-up window will appear which displays the image in its actual dimensions: 500 x 500. When customers click on the Close button at the bottom of the master image, they return to the regular product page images.
Main image. Click on the main image to view the "master image". The master image is the full-size image you originally uploaded.

Thumbnail images

Master image

Master image, main image, and thumbnails.
Add Images - Import Feature

This is the most efficient method to add multiple images to hundreds, or thousands, of products. However, you can only use Images with the Import Feature if you also create Image Types.

1. Create your Image Types. For this example we created Image Types of “Front” and “Back”. Give your product images names that will make managing them easy. For example, if we were going to upload images for hundreds of t-shirts we might call the images: surfer_shirt_white_front.jpg, surfer_shirt_white_back.jpg, etc.

2. Use FTP to upload all of the images to your default graphics directory.

3. Make sure that custom fields will appear in the spreadsheet you are going to download. This step only has to be done once.
   
   3.1. Go to > Utilities > Add/Remove Modules tab > Available Modules section.
   3.2. In the box "Product Image Custom Fields", click the Install button.

4. Download a product spreadsheet template.
   
   4.1. Select > Data Management > Import Settings tab.
   4.2. Click on Add/Update Products from CSV.
   4.3. Click on either CSV Template or XLS Template.

   4.4. The file "import.csv" or "import.xml" will download to your local machine, and you can open it in a spreadsheet program. This file has all of the columns that you need to add new products to your store, and associate one or more images with each product.
The columns in the spreadsheet will look familiar to you if you’ve created at least one product in your store. Each row is a product. You can also see that there is a column in the spreadsheet for every Image Type that you’ve created. You can use the Image Type columns to add images for every product, but there’s two things to remember:

- If you created two Image Types, you can only have (a max of) two images per product. If you want to import more images per product, you have to create more Image Types, for example, FRONT_01, FRONT_02, etc.
- The file path for images in the spreadsheet is a path to the image on the store server, not your local machine.

<table>
<thead>
<tr>
<th>R</th>
<th>S</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMAGE_TYPE: BACK</td>
<td>IMAGE_TYPE: FRONT</td>
</tr>
<tr>
<td>graphics/00000001/t-shirt_white_back.jpg</td>
<td>graphics/00000001/t-shirt_white_front.jpg</td>
</tr>
</tbody>
</table>

5. After you’ve added all your product data to the spreadsheet, go back to the Miva Merchant admin interface and select > Data Management > Import Settings, then edit Add/Update Products from CSV.
The settings in the Edit Import dialog box are explained fully in section Saving Import Options. Please read that section carefully, because the options that you choose in this dialog box have an important effect on how data is added to your store, and the Import feature has no "Undo". In our example we're going to use the spreadsheet to "Add New Products Only". When you have selected the appropriate options, click the Save button.

6 Go back to the Data Management > Import/Export tab and click on Add/Update Products from CSV. The Import dialog box appears. Browse to the spreadsheet that contains your product data. If your browser supports drag and drop, you can drag the file from a local folder on your machine into the dashed rectangle.
The system will process your data file as soon as you select it. The system will log various messages, such as the number of records that were processed, created, or skipped, along with success or failure messages, to the Import dialog box. When your data file has been processed, all of your products, and product images, have been added to your store and can be seen by customers.

Catalog > Edit Product > Related Products Tab

When a customer clicks on a product in your on-line store, you can also display a customized list of other related products.

- Related products only appear on a product page (PROD). Related products are not displayed when a customer runs a product search (SRCH) or in the All Products screen (PLST).
- The formatting of related products is controlled in > User Interface > Edit page PROD > Page tab > Related Product List Layout section.
To Display One or More Related Products

1. Edit a product and select the Related Products tab. The Related Products tab will show every product that you have in your store.

2. Click on the Assigned icon next to any product so that it turns blue. When a customer clicks on the product in your on-line store, they will see the related products that you selected.

Edit Product: World's Best Oranges

<table>
<thead>
<tr>
<th>Product</th>
<th>Images</th>
<th>Related Products</th>
<th>Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assigned</td>
<td>-Code</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>zoo_shirt</td>
<td>Zoo Shirt</td>
<td></td>
</tr>
<tr>
<td>✔</td>
<td>worlds_best_pears</td>
<td>World's Best Pears</td>
<td></td>
</tr>
<tr>
<td>✔</td>
<td>worlds_best_apples</td>
<td>World's Best Apples</td>
<td></td>
</tr>
</tbody>
</table>

Marked as Related Products
Catalog > Edit Product > Attributes Tab

Attributes are features or properties of a product. For example, if you sell t-shirts, you might create attributes like "Size" and "Color".
Each row in the table above is a Variant (variation) of the same basic product. The purpose of Attributes and Variants is to make it easier for you to create and maintain your on-line inventory.

You could create each of the above t-shirts as separate product, but an easier way is to:

1. Enter the basic t-shirt once (called the master product).
2. Create Attributes for Size and Color.
3. Let the system generate all of the possible combinations. See Generate Variants button.

You can then edit the list of variants to remove the ones that you don’t carry and change other information, such as pricing and inventory.

A variant is just a product that you have on hand and sell. If you sell a “Zoo T-Shirt” in three sizes and two colors, you stock and sell six variants of the same basic shirt. The master product/variant idea is a way that Miva Merchant helps you organize your on-line store. Your inventory remains the same either way.
If you add each size and color as a separate product, they'll appear that way in your store.

OR

1. Create one master "Zoo Shirt" product.
2. Add attributes for size and color.
3. Let Miva Merchant generate the variants.

The customer sees one Zoo Shirt in your store and selects the size and color that they want.
Here's how variants look in the admin interface:

In the **Menu > Catalog > Products** tab, click **Show Product** and select **All**.

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>shirt_t-shirt</td>
<td>T-Shirt</td>
</tr>
<tr>
<td>shirt_t-shirt_large_blue</td>
<td>T-Shirt size:large color:blue</td>
</tr>
<tr>
<td>shirt_t-shirt_large_white</td>
<td>T-Shirt size:large color:white</td>
</tr>
<tr>
<td>shirt_t-shirt_medium_blue</td>
<td>T-Shirt size:medium color:blue</td>
</tr>
<tr>
<td>shirt_t-shirt_medium_white</td>
<td>T-Shirt size:medium color:white</td>
</tr>
<tr>
<td>shirt_t-shirt_small_blue</td>
<td>T-Shirt size:small color:blue</td>
</tr>
<tr>
<td>shirt_t-shirt_small_white</td>
<td>T-Shirt size:small color:white</td>
</tr>
</tbody>
</table>

**Options**

In Miva Merchant, Attributes are product features such as size and color. Options are individual selections. For example:

Size  ➔ Attribute Options  ➔ Color  ➔ Attribute Options
Small ➔ Medium ➔ Large ➔ White ➔ Blue ➔ Green

**To Add an Attribute**

1. Edit a product and select the Attributes tab.
2. In the Attributes tab, click **Add Attribute**.
3. Fill out the fields (see below for more information), then click the Save Product Attribute button.
To Edit An Attribute

- Double-click on the Attribute Code or Prompt.

- Or select the Attribute,

- Then click the Edit Product Attribute(s) button.

To Add Options to an Attribute

1. Select the Attribute.

2. Click the Add Option button.
3. When you have finished entering data in all of the fields, click **Save** to save the option.

4. Note that if you edit an option, you’ll see a button at the end of the row; either **Set** or **Unset**.

   These buttons let you control whether the current option is selected as the default when customers view the product in your store. If you click **Set**, the current option is set as the default.

**Code**: a required field that identifies the attribute or option in the admin interface. You could enter “Size” or “Color” here.

**Prompt**: the attribute or option name that customers will see when they visit your store. It can be the same as the Code. If you charge more for a particular option, you may want to put the extra cost into the Prompt. This may be less convenient for you, but it makes it easier for the customer to understand that they are being charged more for that option.

<table>
<thead>
<tr>
<th>Code</th>
<th>Prompt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monogram</td>
<td>Monogram - $10.00</td>
</tr>
</tbody>
</table>

**Image**: Attributes and options can have an associated image that will show up in the product page.

- See also *Add Image(s) to the Option's Part Products Button*.
Type: Select the type of control you want customers to see when they select an option. The choices are: Radio Buttons, Drop-down List, Checkbox, Text Field, Text Area, and Swatch - Drop-down List.

Note: In addition to selecting the type of option control your customers will see, the Type drop-down list can also be used to select an Attribute Template. See Copy? below.

Price: Enter a retail price for this attribute, if any. Note that this will be added to base price of the product. For example, if you entered $10.00 as the price when you created the t-shirt product (add/edit product > Product tab > Details section > Price field), and you enter $5.00 as the attribute price (monogramming for example) then the price of the t-shirt with this attribute will be $15.00.

Cost: Enter the wholesale cost of this attribute, if any.

Weight: Enter a weight for the attribute, if any. Note that this weight will be added to the weight that you entered for the product.

D: Default option. This checkbox only applies to options. If you check this box, the option will be selected by default when customers view this product in your store. For example, if you sell a shirt that comes in blue or white, you can set blue as the default color option. You'll only see this checkbox when you first create the option. If you edit the option, you'll see the Set and Unset buttons.

R: Required. Applies only to the attribute. If you check this box, customers must select one of the options in this attribute before they can click the Add to Basket button. For example, if you sell a shirt that comes in blue or white, the Required checkbox will force the customer to choose a color.

I: Enables inventory tracking at the attribute level. If you enable inventory at the attribute level, the system will automatically check to see if inventory is in stock for the variants that you have created.

- You must select this checkbox if you are going to generate Variants. See the section: Add Variant(s) Button.
- To use inventory at the attribute level you do not need to enable inventory tracking at the product level. See Catalog > Edit Product > Inventory Tab > Track Product checkbox.
To use inventory at the attribute level you do not need to enable inventory tracking at the store level. You only need inventory tracking at the store level if you want to do automated inventory math. See Appendix 7: Inventory Management.

You may also want to enable Track Out of Stock Level and Hide Out of Stock Product to prevent customers from ordering out of stock items.

Add Image(s) to the Option’s Part Products Button

The purpose of this button is to let you attach the same image to multiple variants. This sounds complicated, but it’s not that bad.

Before you can even see this button in the Attributes tab, you have to do several things:

1. The product you are editing must have Attributes, and you must check the Inventory checkbox on each Attribute.

   In the example below we've got an Attribute called "Fabric" and we've checked the Inventory box on the Attribute.

<table>
<thead>
<tr>
<th>Code</th>
<th>Prompt</th>
<th>Image</th>
<th>Type</th>
<th>Price</th>
<th>Cost</th>
<th>Weight</th>
<th>D</th>
<th>R</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>x</td>
<td>fabric</td>
<td>Fabric</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>canvas</td>
<td>Canvas</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>rayon</td>
<td>Rayon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>satin</td>
<td>Satin</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. You must have already clicked on the Generate Variants Button.

3. You have to be in the Attributes tab and select an Option (blue in our example).
Our t-shirt comes in three sizes and two colors. We sell six variants (variations) of the same basic t-shirt:

- small blue
- medium blue
- large blue
- small white
- medium white
- large white

Now we want to attach some images to the variants. We could add images to the variants directly:

1. Go to Menu > Catalog > Products tab.
2. Make sure that Show Products is set to All.
3. Edit one of the t-shirt variants:
4 Select the Images tab.

5 In the Images tab, click **Add Image(s)**.

But we’re not going to do that. By editing the variants directly, we could add different images to each variant. But in the case of our t-shirt, a small blue t-shirt looks exactly like a medium blue t-shirt, which looks exactly like a large blue t-shirt. So in this case we’re going to take a shortcut and use the **Add Image(s) to the Option’s Part Products** button.

**To Use the Add Image(s) to the Option’s Part Products Button**

1 Create a product that has attributes. In our example, we’ll create a t-shirt that comes in three sizes (small, medium, large) and two colors (blue, white). Make sure that the Inventory checkbox is checked on each Attribute.

2 Use the **Generate Variants button**.

3 Edit the master product (the t-shirt main product) and select the Attributes tab.

4 In the Attributes tab, we’ll select the Blue option.

5 Click on the **Add Image(s) to the Option’s Part Products** button.

6 **The Image Picker Dialog Box** opens. We’ll upload a picture of the front of a blue t-shirt and assign the image to the Image Type of “Main”. The Image Type “Main” exists by default in new 9.0004 stores.
   - You don't have to assign this image to an Image Type if you don't want to.
   - Even if your store doesn't have the Image Type "Main", it's easy to create it. See **Image Types**.
7 We'll do the same thing for the Option white:

7.1. In the Attributes tab, select Option white.
7.2. Click the **Add Image(s) to the Option's Part Products** button.
7.3. In the Image Picker dialog box, upload a picture of a white t-shirt, assign it to an Image Type (optional) and click **Select (1) Image**.

8 If you want to see how these images are attached to the variants:

8.1. Go to `Menu` > Catalog > Products tab.
8.2. Make sure that **Show Products** is set to All.
8.3. Edit one of the t-shirt variants:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>t_shirt_3_medium_white</td>
<td>T-Shirt 3 size:medium color:white</td>
</tr>
</tbody>
</table>

8.4. Select the Images tab.
**Advanced Miva Merchant Kung Fu - Variant vs Part Product**

A variant is a generated combination of Attributes. For example:

1. Create a t-shirt product.

2. Edit the t-shirt and select the Attributes tab
   2.1. Create Attributes for Size and Color.
   2.2. Click the Generate Variants button.

![Edit Product: Zoo Shirt](image)

**You generate variants in the Attributes tab.**

3. When you click the Generate Variants button, Miva Merchant automatically generates all of the possible combinations (variants).

You can view the variants that Miva Merchant creates in the Inventory Variants tab. However, when variants show up in the Product tab, they are called "part products".
A Variant is just a generated data record to keep track of the different combinations of Attributes.

A part product is the actual product record that will be listed in your store.

In the Products tab, they are called "part products".
4 Variants look exactly like part products, except for kits.

In our t-shirt example, our part product looks exactly like our variant:

<table>
<thead>
<tr>
<th>Part Product</th>
<th>Variant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoo Shirt size:medium color:blue</td>
<td>Zoo Shirt size:medium color:blue</td>
</tr>
</tbody>
</table>

But if we look at a kit, the Part Products and the Variants look very different.

For kits, the part products don’t look the same as the variants, because the part products for a kit contain other products.

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>basic_tower_kit</td>
<td>Basic Tower Kit</td>
</tr>
<tr>
<td>basic_tower_kit_cpu_6400</td>
<td>Basic Tower Kit cpu:cpu_6400</td>
</tr>
<tr>
<td>basic_tower_kit_cpu_6800</td>
<td>Basic Tower Kit cpu:cpu_6800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CPU</th>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>cpu_6400</td>
<td>keyboard</td>
<td>Keyboard</td>
</tr>
<tr>
<td></td>
<td>mouse</td>
<td>Mouse</td>
</tr>
<tr>
<td></td>
<td>cpu_6400</td>
<td>CPU 6400</td>
</tr>
<tr>
<td></td>
<td>monitor_standard</td>
<td>Monitor Standard</td>
</tr>
<tr>
<td>cpu_6800</td>
<td>keyboard</td>
<td>Keyboard</td>
</tr>
<tr>
<td></td>
<td>mouse</td>
<td>Mouse</td>
</tr>
<tr>
<td></td>
<td>cpu_6800</td>
<td>CPU 6800</td>
</tr>
<tr>
<td></td>
<td>monitor_standard</td>
<td>Monitor Standard</td>
</tr>
</tbody>
</table>
- Variants are generated combinations of Attributes. They show up in the Inventory Variants tab.
- Part products are the variants that customers will see in your store. Part Products show up in the Products tab.
- Part Products look the same as Variants, unless the master product is a kit.

**Adding Swatches to a Product Page**

Swatches are small pictures that represent an option. For example, if you sell a t-shirt with fabric options of cotton, rayon, and cotton blend, you can create pictures of the fabric samples and add them to the t-shirt product page. Fabric samples are only one example. You can use swatches whenever you would like to have a visual representation of a product option. You can only use swatches if you have created Attributes for your product.

- The images that you use for swatches should be about 42 x 42 pixels. (Note that 42 x 42 pixels is the default image size for Swatches. If you want to change this, you must change the CSS.)
- If you are using Variants, you only have to add swatches to the master product.
- You can use swatches with or without multiple Images to the master product.

**To Add Swatches to a Product**

1. Edit the product and select the Attributes tab. In our example we'll add two attributes to a t-shirt product: size and color. When we create the color attribute, we'll select Swatch Drop-Down List from the Type drop-down list.
After we create the color attribute, we'll create two color options: Black and Blue. When we create each color option, we'll also upload a swatch image.

When you are done adding swatch images to the color options, click the **Update** button. The swatches now appear in the product page.
Generate Variants Button

Use the Generate Variants button to create product Variants.

- Before you use this button you must create Attributes and Options. See Catalog > Edit Product > Attributes Tab.

- You must check the Inventory checkbox on each Attribute. See inventory tracking at the attribute level.

- After you generate Variants, they will appear in the Catalog > Edit Product > Inventory Variants Tab.
In the edit product > Attributes tab, click on the Generate Variants button. In the Generate Product Variants dialog box, select one of the following pricing options.

**Variant Price is set by the Master Product and its Attributes:** When you add a product you can set the price for that product, and when you create an Attribute (such as size), you can set the price for the Attribute. If you select this option, the system will set the default price for each product variant to be:

\[
\text{variant product price} = \text{price of master product} + \text{price of Attribute(s)}.
\]

Let's say we created the following product and attributes:
- Basic t-shirt product (master product): $15.00
- Medium size: add $2.50
- Large size: add $5.00
- Color blue: add $5.00

A large t-shirt in blue would cost: $15.00 + $5.00 + $5.00 = $25.00

Note that the **total price** for the product variant won't show up until it is in a customer basket. If you wish, you can edit the **Prompt** column when you create attributes and options, so that customers understand that the options add to the base price of the product.

---

**Fish T-Shirt**

<table>
<thead>
<tr>
<th>Code</th>
<th>Fish T-Shirt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$15.00</td>
</tr>
<tr>
<td>Quantity in basket</td>
<td>None</td>
</tr>
</tbody>
</table>

- Lightweight cotton t-shirt
- **Size:**
  - Small
  - Medium - Add $2.50
  - Large - Add $5.00
- **Color:**
  - White
  - Blue - Add $5.00

**Figure 1: Variant Price is set by the Master Product and its Attributes**

**Variant Price is set by the Inventory Product:** Use this option if you want to manually set a price for each variant. Since the price is not being calculated, it will appear in both the product listing and the basket. With this option, you don't need to have the price of an option appear in the option **Prompt**.
After you select one of the pricing options, go to the Edit Product > Inventory Variants tab. You’ll see that the system will generate all of the possible variants.

- You can delete individual variants by selecting a variant and clicking **Delete Variant(s)**.
- You can edit the price and other product fields of a variant.
  1. Go to **Menu** > Catalog > Products tab.
  2. In the Products tab, set Show Products to All.

**Figure 2: Variant Price is set by the Inventory Product**
3. Edit the variant.

You can view the variants that you just created:

1. Go to > Catalog > Products tab.
2. In the Products tab, set Show Products to All.

```
<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Weight</th>
<th>Active</th>
</tr>
</thead>
<tbody>
<tr>
<td>fish_shirt</td>
<td>Fish T-Shirt</td>
<td>2.00</td>
<td>Yes</td>
</tr>
<tr>
<td>fish_shirt_medium_blue</td>
<td>Fish T-Shirt size:medium color:blue</td>
<td>2.00</td>
<td>No</td>
</tr>
<tr>
<td>fish_shirt_medium_white</td>
<td>Fish T-Shirt size:medium color:white</td>
<td>2.00</td>
<td>No</td>
</tr>
<tr>
<td>fish_shirt_small_blue</td>
<td>Fish T-Shirt size:small color:blue</td>
<td>2.00</td>
<td>No</td>
</tr>
<tr>
<td>fish_shirt_small_white</td>
<td>Fish T-Shirt size:small color:white</td>
<td>2.00</td>
<td>No</td>
</tr>
</tbody>
</table>
```

Notice that only the master product is marked as Active. When a product is marked as active, it means that you want Miva Merchant to display the product in your store. If all of the variants were marked as active, they would show up in your store as separate products:
In the case of our t-shirt, we only want the master product to be active. However, there are other situations where you would want the variants to be active, for example, if you have a kit where the parts in the kit can also be purchased separately:

If all of the variants are marked active, they would appear in your store as separate products.

If only the master product is active, customers browse to the master product, and select size and color using a control, such as radio buttons.
In this example we created a fruit basket kit. The basket is the master product and we manually added variants: apples, pears, and oranges, as the parts. But in this case, we made the variants active, because we also sell apples, pears, and oranges separately. We want customers to find product pages for those "parts" as individual products.
Catalog > Edit Product > Inventory Kit Builder Tab

Use the Inventory Kit Builder tab to create a kit if your kit has Attributes and options. If your kit has no options that the customer can select, use the Catalog > Edit Product > Inventory Variants Tab.

In this section we'll use an example where the customer can purchase a kit of computer parts. The basic kit consists of:

- Mouse
- Keyboard
- Monitor
- Tower Case
But the user has the option of choosing a CPU

- CPU 6400
- CPU 6800

**To build a kit with the Inventory Kit Builder Tab**

1. Go to **Menu** > **Catalog** > **Products**.
2. Create a product for the kit and for every part that will go into the kit.
   - In this example, we want to track inventory for every part in the kit, so we need a product entry for each part, and a product entry for the kit itself. If you had an option, such as monogramming or gift boxing, that didn’t need inventory tracking, you would not need to create a product entry for those.

   ![Catalog](catalog.png)

   **Create a product for the kit and for everything that is going into the kit.**

3. After you create the kit product, and all of the part products, edit the kit product (basic_tower_kit) and select the **Attributes** tab. The kit product is the product that will contain everything else. In our example, it’s the basic_tower_kit.

4. In the Attributes tab we’ll create an Attribute called CPU with two options: CPU_6400, and CPU_6800. This might seem a little weird, because, in the previous step, we created products for cpu_6400 and cpu_6800, and now we’re creating options with the same names, but both steps are necessary.
Select the Inventory Kit Builder tab. You can see the attribute and the two options that we created.

Double-click on the first option (cpu_6400) to open the Edit Parts dialog box.

6.1. In the Edit Parts dialog box, enter the product code for the first part that you want to add to the kit. In our example, we’ll add the mouse to the kit first.

6.2. Click Add Part.
6.3. You can use the Quantity column to set how many of that part are included in the kit. For example, we could set the mouse quantity to 2 so that each kit would include 2 mice.

6.4. Add all of the products that you want to include in the kit and click **Save** in the Edit Parts dialog box. Our first kit is configured: a group of computer components with a 6400 CPU:
7 After you have at least 1 kit configured, you can click on the **Edit Inventory** button. In this dialog box you can set the inventory for each part in the kit. It's the same as editing each product individually, but faster.

We added all of the parts in the kit to the first option. Notice that the **product** "CPU 6400" has been added to the **option** "CPU 6400".

<table>
<thead>
<tr>
<th>Attribute Prompt</th>
<th>Option Prompt</th>
<th>Part Name</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPU</td>
<td>CPU 6400</td>
<td>keyboard</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mouse</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CPU 6400</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monitor Standard</td>
<td>1</td>
</tr>
<tr>
<td>CPU</td>
<td>CPU 6300</td>
<td>None Configured</td>
<td></td>
</tr>
</tbody>
</table>
8. We'll repeat the steps above to create our second kit. Both kits are identical except that one kit comes with the 6400 CPU and the other comes with the 6800 CPU.

Now click on the **Generate Variants** button. The Generate Variants button in the Inventory Kit Builder tab does not create any new products. It just associates the kit product in the database with all of the parts in the kit. In the Auto Generate Product Variants dialog box, select one of the following options:

- **Variant Price is set by the Master Product and its Attributes**: the price of the kit is set by the kit product and the price that you entered for the attributes (if any). If you choose this option, the product page will only show the price of the Master Product (the kit product). The customer won't see the combined price of the kit product with options until they view their basket.

- **Variant Price is the sum of its Parts**: the price of the kit product and the price of attributes are ignored. The prices for all parts in the kit are added together to set the kit price.
After you select one of the pricing options, click **Generate**. The kit is now available in your store.
Use the Inventory Variants tab to:

- Edit Variants for products that have Attributes.
- Create kits that do not have Attributes. If your kit has Attributes and Options, see: *To build a kit with the Inventory Kit Builder Tab*

**To Create a Kit with the Edit Default Variant Button**

- Use the Catalog > Edit Product > Inventory Variants tab > Edit Default Variant button to create a kit that has no Attributes or options. This means you have a kit that is "pre-packaged" and the customer can't change or customize it in any way.
- Use the Catalog > Edit Product > Inventory Kit Builder Tab if your kit has attributes and options.

If you sell something like computer equipment (keyboard, mouse, graphics card, etc) you might sell each item individually, but you can also combine a number of items to sell as a kit or bundle.

1. In our example we are going to sell a computer kit that includes:
   - Desktop tower box
   - Keyboard
   - Mouse
   - Monitor

We've already entered each product into the system and created a "Desktop Tower Kit" product.
2 Edit the Desktop Tower Kit product and select the **Inventory Variants** tab.

3 Click on the **Edit Default Variant** button. Use the Edit Variant dialog box to add individual parts to the kit.

   3.1 As you type the code of a product into the Edit Variant dialog box, the system will list all of the product codes it finds that match what you have entered.

   3.2 Click on the blue line, then click **Add Part**.

Create a product for the kit and for everything that is going in the kit.
The **Quantity** text box controls how many of that part are included in the kit. In our example, the desktop tower kit includes only 1 keyboard, but you could change this to 2 and each kit would be sold with 2 keyboards.

**Price/Cost/Weight:**

**Controlled by Master Product.** The price/cost/weight of the entire kit will be whatever you entered as the price/cost/weight of the kit product.
Specific Values: You will be prompted to enter a price/cost/weight for the kit.

Sum of Parts: The system will automatically set the price/cost/weight of the kit to be the sum of all the parts that you add to the kit.
Add Variant(s) Button

There are two ways to add product variants:

- Use the Generate Variants Button to generate every possible product variant, and then edit and delete the variants as needed.
- Use the Add Variant(s) button to manually add product variants one at a time.
- The Add Variants(s) button is only visible if you are editing a master product that has Attributes.

Using the Add Variant(s) button is slower than using Auto Generate, but there may be two cases where you would prefer to use it:

- You want to control the product code field. If you use the Generate Variants button to create product variants, the software will automatically generate a product code for each one. If you wanted to change these product codes, you would have to manually edit each one.
- If you use the Add Variant(s) button to create your product variants, you can set the product code to be anything that you want.
- You already have some product variants in the database and you don't want them to be duplicated by the Generate Variants button.

To Add Product Variants Manually

Note that you can only add variants if the master product has Attributes. If the master product does not have Attributes, you can only edit the default variant.

1. Create a master product, e.g. a t-shirt.
2. Create products for the variants one at a time or by importing a product file; for example, a small white t-shirt, medium white t-shirt, large white t-shirt, etc.
3. Edit the master product and create **Attributes**, for example, size and color. When you create the attributes, you must check the "I" column to track inventory.

4. Edit the master product and select the Inventory Variants tab.

5. Click on the **Add Variant(s)** button. In the Edit Variant dialog box, select the attributes that you want and add the product code of the variant that you manually created.
Delete Variants Button

You can only use the Delete Variants button when:

- You are editing the master product of a kit (with or without Attributes).
- You are editing a non-kit master product that has Attributes (like a t-shirt that is available in different sizes and color).

If you were editing a product like a vase that is only available in one size, color, shape, etc, the Inventory Variants tab would be empty, since the vase doesn't have variants. See Generate Variants Button.

1. Select a Variant.
2. Click Delete Variant(s).

Edit Inventory Button

The Edit Inventory button is only available if you have created a kit or if you have generated product variants (see Generate Variants Button). After you create a kit or product variants, you can click on the Edit Inventory button to set the inventory for that product variant or the parts in the kit.
Catalog > Edit Product > SEO Tab

The sections in this tab can affect the SEO (search engine optimization) of your on-line store pages.

**Catalog > Edit Product > SEO Tab > Title Section**

Please see [Page Titles](#).

**Catalog > Edit Product > SEO Tab > META Tag Settings Section**

Use this tab to embed descriptive keywords into the HTML of your product pages. Search engines, like Google, index your store pages and adding these keywords can make it easier for customers to find your products. For example, if you sell a Hawaiian shirt, you might add keywords to a product page like: "shirt, Hawaiian, hibiscus, flower, cotton". When a customer does a Google search on "Hawaiian flower shirt", a link to your product page will appear in the Google result list.

For a complete discussion on how to create and use META tags in Miva Merchant, please see [User Interface > META Tag Settings Tab](#).

**Catalog > Edit Product > Categories Tab**

Use the Edit Product > Categories tab to add your products to existing categories and to create new ones. You can also do both of these activities from the **Categories** screen.

Use the Show Records menu to see all of the Categories in your store.
To Add Your Product to an Existing Category

The Categories tab shows all of your current categories. Click the Assigned icon next to a category to make it turn blue. The product you are editing will be listed in that category in your on-line store.

To Create a New Category

See To Create a New Category.

Catalog > Edit Product > Price Groups Tab

Use the Price Groups tab to add or remove the product you are currently editing to/from a Price Group. See Marketing > Price Groups Tab.

Catalog > Edit Product > Upsold Products Tab

Everything you would ever want to know about upsold products is in the Marketing > Upsale section. Upsold products are products that you can offer customers during checkout. The two main ideas of upsold products are:

- The upsold product: this is the product that you want to offer customers during checkout.
- The "required" product: this is the product that must be in the customer's basket to trigger the special offer.

For example, your customer purchases a Hawaiian shirt (the required product). During checkout, you offer them a matching hat (the upsold product).

The "required product" must be in the customer's basket to qualify for the upsale offer(s).

In this example, the Hawaiian Shirt is the required product.

The Upsale Product is what we are going to offer customers during checkout. If the customer buys a Hawaiian Shirt, we'll offer them a Hawaiian Hat.
Catalog > Edit Product > Inventory Tab

This tab will only appear if you have enabled *Track Inventory* at the store level. Use the Edit Product > Inventory tab to:

- Enable inventory tracking at the product level if the product does not have *Attributes*. To enable inventory tracking for products that do have attributes, see *Catalog > Edit Product > Attributes Tab*.
- Set inventory levels for products that do not have attributes.
- Create product specific inventory messages. See *Appendix 7: Inventory Management*.

<table>
<thead>
<tr>
<th>Track Product:</th>
<th>Check this box to enable inventory tracking for the current product. You must also enable inventory tracking at the store level.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Stock By:</td>
<td>Use these fields to tell the system what quantity you have of the current product. After you enable inventory tracking and you tell the system what your inventory levels are, the software tracks purchases and automatically adjusts your inventory levels.</td>
</tr>
<tr>
<td>Decrease Stock By:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In Stock Message (Short)</th>
<th>Please see <em>Appendix 7: Inventory Management</em> to learn how to use and control these messages.</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Stock Message (Long)</td>
<td></td>
</tr>
<tr>
<td>Low Stock Message (Short)</td>
<td></td>
</tr>
<tr>
<td>Low Stock Message (Long)</td>
<td></td>
</tr>
<tr>
<td>Out of Stock Message (Short)</td>
<td></td>
</tr>
<tr>
<td>Out of Stock Message (Long)</td>
<td></td>
</tr>
<tr>
<td>Limited Stock Message</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Track Low Stock Level:</th>
<th>Tracking low stock has several effects:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Stock Level:</td>
<td>- You can set up automatic emails so that you are notified when inventory reaches your low stock level (see <em>Catalog &gt; Inventory Tab &gt; Email Notification</em>).</td>
</tr>
</tbody>
</table>
|                        | - You can use the low stock level to create a kind of "reserve" for your inventory, if you want to make sure that you always have a few items on hand. For example, let's say you have quantity 5 of an item on hand, and you set the low stock level to 3. If you use the default "In Stock Message (Long)":
  %inv_instock% available for immediate delivery customers will see the message: |

© Copyright 2005-2016, Miva Inc. All Rights Reserved. Publication Date: 07/31/2016 Miva Merchant Version 9.0006
Because the %inv_instock% token is calculated as:
current stock - low stock level

- Low stock level:
  - **Default**: Uses the low stock level that is set at the store level.
  - **Other**: If you set a low stock level for a product, it supersedes the store default low stock level.

### Track Out of Stock Level

**Hide Out of Stock Products**:

**Out of Stock Level**: Tracking out of stock has several effects:

- You can set up automatic emails so that you are notified when inventory reaches your out of stock level (see [Catalog > Inventory Tab > Email Notification](#)).
- You can use the out of stock level to create a kind of "reserve" for your inventory, if you want to make sure that you always have a few items on hand. For example, let’s say you have quantity 5 of an item on hand, and you set the out of stock level to 3. When your inventory level reaches quantity 3 on an item, customers will see the out of stock message. If you have "Hide Out of Stock Products" enabled, the product will not be displayed in your on-line store.
- If you set "Track Out of Stock Level", "Hide Out of Stock Products", or "Out of Stock Level" to default, the store level setting will be used.

### Available Tokens

The list of tokens that you can use in your store inventory messages.

### Catalog > Edit Product > Gift Certificate Sales Tab

Please see:

- [*To Attach a Gift Certificate to an Ordinary Product*](#)
- [*To Create a Gift Certificate as a Product (Standalone Gift Certificate)*](#)
- [*Appendix 9: Account Credit and Gift Certificates*](#)
Catalog > Edit Product > URIs Tab
Please see: URI Management > URIs tab.

Catalog > Edit Product > Digital Download Settings Tab
Please see:
- To Add Digital Products One at a Time
- Appendix 10: Digital Downloads

Catalog > Edit Product > Digital Downloads Tab
Please see:
- To See What Digital Products Have Been Downloaded
- Appendix 10: Digital Downloads

Catalog > Edit Product > Custom Fields Tab
Please see: To Create a New Custom Field.

Catalog > Edit Product > Marketplace - eBay Product Listings Tab
Please see:
- Marketplaces - eBay > Listings Tab
- Marketplaces

Catalog > Edit Product > Marketplace - eBay Listing Settings Tab
Please see:
- To Edit a Product's eBay Listing Settings
- An Overview of Marketplaces - eBay
- Marketplaces

Catalog > Edit Product > Marketplace - Amazon Product Listings Tab
Please see:
- To Link Your Miva Merchant Store to Your Amazon Seller Account
- Marketplaces - Amazon
- Marketplaces
Catalog > Edit Product > Marketplace - Etsy Product Listings Tab

See [Marketplaces - Etsy > Listings Tab](#).

Catalog > Edit Product > Marketplace - Etsy Listing Settings Tab

See [To Edit a Product's Etsy Listing Settings](#).

Catalog > Categories Tab

Use the Categories tab to create categories that organize your products into logical groups, and to add products to specific categories. You can also do both of these activities from the [Catalog > Edit Product > Categories Tab](#).

Technically, you don't have to assign a product to a category. Customers would still be able to find the product by clicking on "All Products" or by searching for a general term, like "hat". However, putting your products in categories makes it easier for customers to browse your store and find the products that they want. Categories in your on-line store are like departments in a brick and mortar store.

- You can create as many categories as you wish.
- Categories can contain child categories, which can have their own child categories …etc.
- The same product can be assigned to as many categories as you wish.

Sort the Categories as they appear in the admin interface. See also [Sorting Records](#).
Edit the Display Order. Change the way that categories are shown in your on-line store. See also Sorting Records.

The order that you set here controls the order of Categories in your on-line store.

Show Categories. You can choose to show all of the categories that you’ve created, or just the active ones. Inactive categories still exist in your store, but are not shown to customers. To set a category as active/inactive use the:

> Catalog > Categories tab > Edit a Category > Category tab > Details section > Active checkbox.

Refresh the screen.

Sort. Please see Sorting Records.

Show or hide columns in the admin interface.
Parent Categories and Child Categories

Categories can have child categories. For example:

You can create a parent/child relationship with your categories in several places.

- You can select a parent category in the Categories main screen:
  1. Go to Menu > Catalog > Categories tab.
  2. In the Categories tab, click Show/Hide columns and make sure that Parent Category is checked.
  3. Double-click on a category and enter the name of a category that you want to be the parent. You can also click on the icon to view a list of categories.

- You can select a child category when you create or edit a category.
  See To Create a New Category in the Category Tab.

- You can select a child category when you create or edit a category.
  See Catalog > Edit Category > Child Categories Tab.

- Parent and child categories can be sorted in several ways.
  See Sorting Records.
To Create a New Category

You can create categories in several ways:

- Using the menu button.

- In the categories main screen:
  > Catalog > Categories tab > Add Category

- When you are editing a product:
  > Catalog > Edit Product > Categories tab > Add Category

To Create a New Category in the Category Tab

1. Go to menu > Catalog > Categories tab.
2. Click Add Category.
3. In the Category tab > Details section:
   3.2. Category Name: The Category Name will be displayed in your on-line store.
3.3. **Parent Category:** If you enter a parent category in this field, the category that you are creating will appear as a child category in your store. For example, if you had already created a category called "Hats" and you are now creating a child category called "Men's Hats", you could enter:

![Add Category](image)

3.4. **Alternate Display Page:** By default, the content and appearance of all category pages in your on-line store are controlled by the CTGY page in the admin interface (Menu > User Interface > Pages > Edit CTGY). However, you can create additional category display pages and use a different one for each category. For example, if you sell clothing and DVDs, you might want the clothing category pages to have one format and the DVD category pages to use another.

You can also create multiple product display pages and the steps are nearly identical. See [Alternate Display Page](#) for an example of how to create multiple product display pages.

If you don't want the format of this category to be controlled by the CTGY page, enter the name of a different page in this field.
3.5. **Active:** Check the Active checkbox to have the category appear in your on-line store. You can leave this checkbox unchecked if you want to create the category but not have it appear in your store.

4 **Category Title section.** This section is optional and is only used if you want to have a graphic at the top of your category page.

In the **Category Title** section you can:
- Enter the path to an image that is already on your server in the Title Image text box, for example: graphics/00000001/hat_top.jpg.
- Or click on the **Upload** button and then the **Browse** button to upload an image from your local machine to the server.

4.2. In the Category Title section, click the **Update** button. The image that you uploaded will now appear when the user clicks on the category.
5 **Category Tree section.** This section is optional and is only used if you want to have an image in the category tree instead of text.

5.1. In the Category Tree section you can:

- Enter the path to an image that is already on your server in the Title Image text box, for example: graphics/00000001/hat_top.jpg.
- Or click on the **Upload** button and then the **Browse** button to upload an image from your local machine to the server.

5.2. In the Category Tree section, click the **Update** button. The image that you uploaded will now appear in the Category Tree when the user clicks on the category.

6 **Header/Footer section.** This tab is optional. You can use it to add any content you wish: text, images, JavaScript, HTML/CSS, etc, to the header or footer of the category page.
7 When you have finished filling out the fields in the various Category tab sections, click the button.

Catalog > Edit Category > Child Categories Tab

Use the Child Categories tab to:

- Assign an existing category to be the child of a category that you are editing.
• Create a new category and immediately have the new category assigned as a child to the category you are editing. For example:

1. Create a new category called “Pants”.
2. Edit the Pants category and select the Child Categories tab.
3. Click **Show Records** and select All.

---

### Catalog > Edit Category > Products Tab

Use the Products tab to assign existing products to the current category.
• You can assign products to the category by clicking on the Assigned icon next to the product so that the icon turns blue.
• You can also assign a product to a category by editing the product and selecting the Categories tab.
• You can also assign products to categories during import.

Catalog > Edit Category > SEO Tab
The sections in this tab can affect the SEO (search engine optimization) of your on-line store pages.

Catalog > Edit Category > SEO Tab > Title Section
Please see Page Titles.

Catalog > Edit Category > SEO Tab > META Tag Settings Section
Use this tab to embed descriptive keywords into the HTML of your category pages. Search engines, like Google, index your store pages and adding these keywords can make it easier for customers to find your products. For example, if you have a category called "Work Shirts", you might add keywords to a category page like: "work shirt, outdoor shirt, outdoor clothing". When a customer does a Google search for "work shirt", a link to your category page will appear in the Google result list.

For a complete discussion on how to create and use META tags in Miva Merchant, please see User Interface > META Tag Settings Tab.

Catalog > Attribute Templates Tab
Attribute templates allow you to create an attribute once, and apply it to many products, instead of recreating the same attribute over and over. For example, let's say that you sell a hundred different t-
shirts and all of them are available in small, medium, and large. Assuming that you aren't going to import your product data, you could:

1. Create the first t-shirt product.
2. Create an attribute "Size", with options "small", "medium" and "large".
3. Create the second t-shirt product. Create an attribute "Size" with options "small", "medium" and "large".
4. Repeat for all of your shirts.

Obviously this is not very efficient, and a faster method is to create the attribute "Size" as part of a template, and then apply the template to all of your t-shirts. Templates can also contain more than one attribute. For example, you could create a template that included the attributes Size, Color, and Fabric.

**To Create An Attribute Template**

The instructions in this section describe the general process of creating and using an attribute template. If you have never created attributes and options before, or for detailed information on all of the attribute and option fields, please see [Catalog > Edit Product > Attributes Tab](#). You might find it easier to practice manually creating an attribute in the Attributes tab, and then return to this section to create a template.

1. Go to [Menu](#) > Catalog > Attribute Templates tab.
2. In the Attribute Templates tab, click Add Template.
3. In the Add Attribute Template screen:
   3.1. Enter an Attribute Template Code. The code identifies the attribute in the admin interface.
   3.2. Enter an Attribute Template Prompt: This is the name you will see when you apply your template to a product. See [To Apply an Attribute Template to a Product](#).
   3.3. Click the Add button.
4. A new field called "Reference Count" appears. This field displays the number of products that are using this attribute template. (Because this is a new template, the reference count is zero.) A new tab called "Attributes and Options" also appears.

### Edit Attribute Template: Attribute_Template_For_Shirts

<table>
<thead>
<tr>
<th>Template</th>
<th>Attributes and Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attribute Template Code:</td>
<td>Attribute_Template_For_Shirts</td>
</tr>
<tr>
<td>Attribute Template Prompt:</td>
<td>Attribute_Template_For_Shirts</td>
</tr>
<tr>
<td>Reference Count:</td>
<td>0</td>
</tr>
</tbody>
</table>
5 Click on the Attributes and Options tab.

In our example, we'll create two attributes: Size and Color. If you aren't sure how to create attributes, or if you want detailed information on all of the attribute fields, please see Catalog > Edit Product > Attributes Tab.

![Attribute Template: Attribute_Template_For_Shirts](image)

We created two attributes for our template: Size and Color.

6 When you have finished adding your attributes and options, go back to Catalog > Attribute Templates tab. The template that you created will be listed in the Attributes Templates main screen.

**To Apply an Attribute Template to a Product**

This section assumes that you have already created an attribute template.

1 Edit a product and select the Attributes tab.

2 In the Attributes tab, click the Add Template button.
2.1. In the Add Attribute Template dialog box, select a template from the list box that you've already created.

2.2. Click on either the Copy button or the Link button.
- If you click on the Copy button, the system essentially creates a copy of the template and applies it to your product. If you change the attribute template later on, those changes are not applied to attribute template used by the product.
  
  For example, if at some time in the future you edit the template and add another attribute called "Material", the Material attribute won't show up for this product.
- If you click on the Link button, the system links your product to the original attribute template. If you edit the attribute template later on, those changes will be applied to this product, because the product is linked to the original template.

**Catalog > Inventory Tab**

Use the Inventory tab to:
- Enable **Track Inventory** at the store level, which activates the basic system for inventory tracking.
  
  If you want to track inventory on your products, you must also enable inventory tracking at the product level.
  - If the product has no attributes, see **Catalog > Edit Product > Inventory Tab**.
  - If the product has attributes, see **Catalog > Edit Product > Attributes Tab**.
- Create store wide default inventory messages (optional). Inventory messages appear in different pages in your store and give customers information about product availability. You can also create product specific inventory messages (see **Appendix 7: Inventory Management**). If you create product specific inventory messages, they will take precedence over the storewide defaults.
- Set up automated emails so you are notified when stock is low or out.

**Catalog > Inventory Tab > Inventory Settings Section**

<table>
<thead>
<tr>
<th>Track Inventory:</th>
<th>Check this box to enable the basic system for inventory tracking in your store. You must also enable inventory tracking at the product</th>
</tr>
</thead>
</table>

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<table>
<thead>
<tr>
<th>Track Low Stock Level:</th>
<th>Tracking low stock has several effects:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Stock Level:</td>
<td>• You can set up automatic emails so that you are notified when inventory reaches your low stock level.</td>
</tr>
</tbody>
</table>
|                       | • You can use the low stock level to create a kind of "reserve" for your inventory, if you want to make sure that you always have a few items on hand. For example, let's say you have quantity 5 of an item on hand, and you set the low stock level to 3. If you use the default "In Stock Message (Long)":
|                       | %inv_instock% available for immediate delivery customers will see the message: |
|                       | Because the %inv_instock% token is calculated as: current stock - low stock level |

<table>
<thead>
<tr>
<th>Track Out of Stock Level:</th>
<th>Tracking out of stock has several effects:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hide Out of Stock Products:</td>
<td>• You can set up automatic emails so that you are notified when inventory reaches your out of stock level.</td>
</tr>
<tr>
<td>Out of Stock Level:</td>
<td>• You can use the out of stock level to create a kind of &quot;reserve&quot; for your inventory, if you want to make sure that you always have a few items on hand. For example, let's say you have quantity 5 of an item on hand, and you set the out of stock level to 3. When your inventory level reaches quantity 3 on an item, customers will see the out of stock message. If you have &quot;Hide Out of Stock Products&quot; enabled, the product will not be displayed in your on-line store.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In Stock Message (Short)</th>
<th>See Inventory Messages.</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Stock Message (Long)</td>
<td></td>
</tr>
</tbody>
</table>
Catalog > Inventory Tab > Email Notification Section

Use the Email Notification tab to send automated emails to your employees when inventory on any item is low or out of stock. To use email notification you must:

- Enable inventory tracking at the store level. See Track Inventory.
- Enable inventory tracking at the product level:
  - See Catalog > Edit Product > Inventory Tab if the product does not have attributes.
  - See Catalog > Edit Product > Attributes Tab if the product has attributes.

Automated emails are triggered by out of stock/low stock levels at both the store level and the product level. For example:

- If you set your store-wide default for low stock to be 3, you will receive a low stock email when the inventory level of any product in your store drops to 3.
- If you set a product specific low stock level to 5, you will receive a low stock email for that product when the inventory for that item drops to 5, even though the store-wide default is 3. See Appendix 7: Inventory Management.

Catalog > Digital Downloads Tab

Please see:

- To See What Digital Products Have Been Downloaded
- Appendix 10: Digital Downloads

Customers

Customers > Customers Tab

Use the Customers tab to create accounts for customers in your on-line store. If you want to create accounts in the admin interface for your employees, see Users. Note that customers can also create their own accounts while visiting your on-line store.
Beginning with PR8 update 7, all customer passwords are encrypted.

- If your store was created after the release of PR8 Update 7, new customer accounts are created with encrypted passwords.
- If your store was created before PR8 Update 7, existing customer passwords will be encrypted when you apply Update 7.

See also:

- **User Interface > Settings Tab > Customer Links**
- **Store Settings > Customer Fields Tab**

### To Create a Customer Account

1. Go to **Customers**. Click **Add Customer**.

2. **Select the Identification tab.**
   
   2.1. Enter the following information:
   
   ![Add Customer Form]
   
   - Business Account: You can assign a customer to a Business Account when you create or edit that customer. See **Customers > Business Accounts Tab**.
   - Login:
   - Email Lost Passwords To: [email]
   - Password:
   - Confirm Password:

   2.2. Click **Add**.

3. **Select the Shipping/Billing Information tab.**
   
   3.1. Enter the customer's information in the **Ship To** and **Bill To** columns, then click **Update**.

   In release 9.0004 an “Address is a Residence” checkbox was added to the Shipping/Billing Information tab. If you leave this box unchecked, Miva Merchant assumes the address is a business. Please note that marking an address as a residence can increase shipping rates.
Customers > Edit Customer > Addresses Tab

In version 9.0005 and later, your customers can have multiple shipping and billing addresses:

- You can create multiple addresses for your customers in the admin interface.
- Customers can add their own addresses after they sign into your on-line store.

To Create Multiple Addresses for a Customer in the Admin Interface

If your customer only needs one shipping address and one billing address, you can add their information to the edit customer > Shipping/Billing Information tab. If your customer needs multiple addresses, follow these steps:

1. **Add an address.**
   
   1.1. Go to \Menu > Customers > edit customer > Addresses tab.
   
   1.2. In the Addresses tab, click **Add Address**.
1.3. In the Add Customer Address dialog box, fill out the address fields as you normally would. Because 9.0005 supports multiple customer addresses, there is a new field called "Description". This field is optional, and you can put anything in it that you want. Its purpose is to distinguish one customer address from another. For example:

![Add Customer Address dialog box](image)

If you leave the Description field blank, the system will use the **Address** field as the default description.

1.4. When you finish filling out the fields in the Add Customer Address dialog box, click **Add**.

2. **Select a default address for this customer.**

2.1. Go to **Menu** > Customers > edit customer > Shipping/Billing Information tab.
2.2. In the Shipping/Billing Information tab, **Ship To** and **Bill To** will appear as drop-down list boxes if this customer has more than one address. These list boxes show the Description field from the edit customer > Addresses tab.

In our example, we created a home address and an office address for this customer. We'll select the Ship To/Bill To addresses from the list boxes that we want to use as a default.

- You can also select "New" from the list boxes to add an address, although you can't add a description for the new address in this tab.
- Customers can also change the default address that they want to use when they sign into your on-line store.

**Customer Experience - Adding Multiple Addresses**

1. The customer starts a browser, navigates to your on-line store, and signs into their account.
2. The customer clicks on the Account tab, then Settings > Manage Address Book.

3. In the Customer Address Book, customers can
   - Add new addresses
   - Edit and delete existing addresses
   - Select an address to be the default shipping or billing address.
**Customer Address Book**

**Office (Default Shipping/Billing Address)**

- **a customer**
  - 456 Oak St.
  - Fremont, CA 94512
  - Company: Sample Company
  - Email: a_customer@test.com
  - Phone: 555-555-5555

**Other Addresses**

- **Home**
  - **a customer**
  - 123 Pine St.
  - San Francisco, CA 94101
  - Company: Sample Company
  - Email: a_customer@test.com
  - Phone: 555-555-5555

**Address Book: Edit Address**

<table>
<thead>
<tr>
<th>Address Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td>a</td>
</tr>
<tr>
<td>Last Name</td>
<td>customer</td>
</tr>
<tr>
<td>Email Address</td>
<td><a href="mailto:a_customer@test.com">a_customer@test.com</a></td>
</tr>
</tbody>
</table>
Customer Email Addresses and What They are Used For

Lost Password Email Address
- Customers enter this email address to sign into their account

- Customers are prompted for this address when they create a new account
- Customers use this address when they try to retrieve an account password that they've forgotten.

- You can view this email address in the admin interface.
Bill To Email Address

- When the customer completes checkout, the invoice is sent to this address.
- All automated emails are sent to this address. See Order Fulfillment > Template Based Emails Tab
- You can view this email address in the admin interface Menu > Customers > edit customer > Shipping/Billing Information tab.
- Customers can view this address when they create or edit their accounts.

Customers > Edit Customer > Notes Tab

In version 9.0004 and later, you can add notes to a customer account. Please see Notes.

Customers > Edit Customer > Customer Orders Tab

Starting in version 9.0004, all orders placed by a customer show up in the Edit Customer > Orders tab. In this tab you can view and edit orders placed by this customer, and create new orders for them.

<table>
<thead>
<tr>
<th>Order ID</th>
<th>Status</th>
<th>Date (Time)</th>
<th>Billing First Name</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1089</td>
<td>Pending</td>
<td>5/20/2015, 8:12:44 PM</td>
<td>a</td>
<td>$5.00</td>
</tr>
<tr>
<td>1088</td>
<td>Pending</td>
<td>5/20/2015, 4:04:43 PM</td>
<td>a</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

- To create a new order for this customer, click New Order [+].
- To view or edit one of the customer’s orders, double-click on the order.

Customers > Edit Customer > Account Credit Tab

- For complete details on Miva Merchant credit and gift certificates, please see: Appendix 9: Account Credit and Gift Certificates
- To learn about the Account Credit tab, please see: To Give Customers Account Credit (Adjust Credit Balance)
Customers > Edit Customer > Price Groups Tab

Use the Price Groups tab to add and remove customers to and from Price Groups.

Customers > Edit Customer > Template Based Emails

You can use this tab to manually send a template based email to a customer. See Order Fulfillment > Template Based Emails.

Customers > Edit Customer > eBay Customer Relationship

This tab is only visible if you have installed the Marketplaces module. The eBay Customer Relationship tab lets you link a customer's ID in your Miva Merchant store to their account in your eBay store.

To get the customer's ID in your eBay store, you can either ask the customer, or get the ID from your eBay store if the customer has already made a purchase.

Example: A customer has an account in your eBay store and an account in your Miva Merchant store. The customer buys an item in your eBay store. The order is downloaded to the admin interface.

- If you use the eBay Buyer ID field to associate both customer accounts:
  - You can edit the order in the admin interface and see the customer information.
• The order will also show up when you edit the customer record:
  > Customers > Customers tab > edit customer > Customer Orders tab.

• If you do not use the eBay Buyer ID field to associate both customer accounts:
  • You can edit the order in the admin interface and see the customer information.
    > Menu > Order Processing > Orders tab > edit order
  • The order won't show up when you edit the customer record. If you don't use the eBay Buyer ID field, Miva Merchant doesn't really know who placed the order.

**Customers > Business Accounts Tab**

Business Accounts let you put a list of customer accounts in a group and give the group a name. You can then take action on the business account, instead of selecting individual customers.

In the Customers tab, use the Show/Hide Columns button to make the Business Account column visible.

<table>
<thead>
<tr>
<th>Login</th>
<th>Password Recovery Email</th>
<th>Business Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>a_customer</td>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>Wholesale Customers</td>
</tr>
<tr>
<td>b_customer</td>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td></td>
</tr>
<tr>
<td>c_customer</td>
<td><a href="mailto:test2@test.com">test2@test.com</a></td>
<td></td>
</tr>
</tbody>
</table>
For example, you can:

1. Create a business account.
2. Add a list of customer accounts to the business account.
3. Give the discount from a Price Group to the business account. Every customer in the business account gets the same discount.
4. Assign Business Accounts to availability groups.
5. Attach notes to a business group.

**To Create a Business Account Note**

See page 27.

**To Create a Business Account**

1. Go to > Customers > Business Accounts tab.
2. Click Add Business Account.
3. Enter a title for the new business account, then click Save Business Account or press the return key.

**To Apply a Price Group Discount to a Business Account**

1. Go to > Marketing > Price Groups tab.
2. Note that you can only apply a Price Group to a Business Account if you set the Price Group Eligibility to "Specific Customers".
3. In the Price Groups tab, select the Price Group, then click **Business Accounts**.

4. In the Business Accounts dialog box, click the slider icon next to the business account that you want to assign to the Price Group.
Customers > Customer Settings Tab

Customers > Customer Settings Tab > Customer Passwords Section

To Set Password Security for Customer Accounts

Follow the steps below to set password security for customer accounts in your on-line store. If you want to set password security for the admin interface, see [Menu] > Domain Settings > Domain Details Tab > Password Settings Section.

2. Set the Minimum Password Length.
3. Select an option for Password Complexity.
4. Set a time, in minutes, for the Password Reset Link Expiration.
   Before PR8 Update 7, the Lost Password Email contained the customer's password in clear (unencrypted) text. As of PR8 Update 7, the Lost Password Email contains a link that customers can click. The link takes the customers to a web page where they can reset their password. The reset link only remains valid for the time that you enter in this field. If the customer clicks on the link after it has expired, they will see an error message. The customer should go back to your on-line store and click the Forgot Password link to generate another email.
5. Choose whether you want to require customers to reauthenticate (enter their current password) when they select a new password.
6. Click the Update button.

Customers > Customer Settings Tab > Customer Lost Password Email Section

If a customer forgets their password they can click on a link in your on-line store and receive a lost password email. In Miva Merchant builds before PR8 Update 7, the customer was sent an email containing their password in clear (unencrypted) text. Starting with PR8 Update 7, customers receive an email containing a special hyperlink that they can use to reset their password.

1. The customer goes to your on-line store and clicks on the Sign In link.
2. At the login screen (LOGN), the customer clicks the Forgot Password link.

3. The Forgot Password screen (FPWD) appears.
The customer enters their email address, and clicks the Submit button. They will automatically receive the lost password email, which contains a hyperlink. The customer can click on the link and visit a page to reset their password.

**Customers > Availability Groups Tab**

Availability Groups let you control what categories and products your customers see in your store, based on their membership in a group. For example, you could use Availability Groups to offer different products or packaging to retail and wholesale customers.
Customer A is a member of the Retail Availability Group.

Customer B is a member of the Wholesale Availability Group.

The general process is:

1. Create an Availability Group.
2. Add customers, categories, and products to the group.

When customers in that group visit your on-line store and sign in, they will see the categories and products that you selected.

- You can add the same customers, categories and products to multiple groups.
- If a category or product is not assigned to a group, it is visible to everyone: all groups and all customers who are not signed in. Once you assign a category or product to a group, it is only visible to customers who sign in and are a member of that group. You can assign a product or category to as many groups as you want.

**Examples**

Create a store category called "Bulk Produce" and two Availability Groups: "Retail", and "Wholesale". We'll add one customer to each group, but no categories or products yet. When a customer reaches your store they will be either:

- Not signed in.
- Signed in, and a member of the Retail group.
- Signed in, and a member of the Wholesale group. (Technically the customer could be a member of both the Retail and Wholesale groups, but for this example, we'll assume that they are in one or the other.)
Example 1
If the category "Bulk Produce" is not assigned to any Availability Group it will be visible to everyone: members of any group, and customers who visit your store and are not signed in.

Example 2
Now we’ll add the Bulk Produce category to the Wholesale Availability Group.
- The Bulk Produce category is visible to customers who sign in and are a member of the Wholesale group.
- Customers who do not sign in or are not part of the Wholesale Group cannot see the Bulk Produce category.

Example 3
Add the Bulk Produce category to both the Wholesale Availability Group and the Retail Availability Group.
- The Bulk Produce category is now visible to customers who sign in and are a member of either group.
- Customers who do not sign in or are not part of either group cannot see the Bulk Produce category.

To Use Availability Groups
1 Create a new Availability Group.
   1.1. Go to Customers > Availability Groups tab.
   1.2. In the Availability Groups screen, click Add Group.
   1.3. Enter a name for the new group, such as "Wholesale".
   1.4. Click Save.

After you create an Availability Group you can select it and add:
- Categories
- Products
- Customers
- Business Accounts
- Shipping Methods
- Payment Methods
Keep in mind that Availability Groups are "subtractive" in nature. For example, if you add a shipping method to an Availability Group, that shipping method can't be seen or used by customers who aren't part of the group.

Shop As This Customer

The Shop As This Customer feature lets you create or join a session in your on-line store using a customer's identity. The main use for Shop As Customer is to help a customer through the checkout process, if they are having trouble.

When a customer logs into your on-line store, the Miva Merchant software creates a session. The session is basically a record of the customer and their activities in your store: their username, the time that they logged in, the contents of their basket, etc. Some of the session information is encrypted and stored in a session cookie in the customer's web browser.

Before PR8 Update 7, you could find a customer's username and password through the admin interface, log into your store with those credentials, and help your customer with the checkout process. In releases after PR8 Update 7, the user's credentials are encrypted in the database, so you can't view them anymore. The Shop As Customer feature is a safer and more useful way to help customers with checkout.
Shop As This Customer can be used in different ways:

- **Join an existing session.**
  - You
  - Your customer
  - Customer Basket
  - The customer is logged into your store and has an existing session. When you join their session, you and the customer can view and change the same basket.

- **Create a new session.**
  - Customer is logged in.
  - You
  - Your customer
  - Customer Basket 'B'
  - Customer Basket 'A'
  - The customer has logged into your store and has an existing session. You create a new session with the customer's credentials. There are two separate baskets.

- **Create a new session.**
  - Customer is not logged in.
  - You
  - Customer Basket
  - The customer is not logged in and doesn't have a session or a basket. You create a session and a basket with the customer's credentials.

---

**To Install Shop As This Customer**

1. Go to **Menu** > Utilities > Add / Remove Modules.
2. In the Available Modules section, click on the Install button under **Shop As Customer**.

**To Use Shop As This Customer**

1. Go to **Menu** > Customers > Edit a customer > Identification tab.
2. Click on the **Shop As This Customer link**. You will see one of the following dialog boxes.
3 A browser window will open, showing your on-line store.

Marketing

Marketing > Price Groups Tab

Price Groups are another way to offer discounts in your store. Price Groups have been part of Miva Merchant for a number of years, but were significantly expanded for Version 9.

Price Groups in PR8

In PR8, you could use Price Groups to change the price of products based on membership in a group. All customers saw the same products, but the price would change depending on what group the customer was assigned to.
<table>
<thead>
<tr>
<th>World's Best Oranges</th>
<th>World's Best Oranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code: best_oranges</td>
<td>Code: best_oranges</td>
</tr>
<tr>
<td>Price: $25.00</td>
<td>Price: $12.50</td>
</tr>
<tr>
<td>Shipping Weight: 12.00 pounds</td>
<td>Shipping Weight: 12.00 pounds</td>
</tr>
<tr>
<td>1 available for immediate delivery</td>
<td>1 available for immediate delivery</td>
</tr>
<tr>
<td>Quantity in Basket: None</td>
<td>Quantity in Basket: None</td>
</tr>
</tbody>
</table>

Customer A is a member of the Silver Club Price Group.

Customer B is a member of the Gold Club Price Group.

**Price Groups in Version 9**

In Version 9, you have a lot more control over who gets the discount and what kind of discount you create.
The General Process of Creating a Price Group

If you are creating a coupon, there’s a few extra steps, but if you are only creating a Price Group, this is what you have to do:

1. Go to Marketing > Price Groups tab.
2. In the Price Groups tab, click Add Price Group.
3. In the Add Price Group dialog box:
   3.1. Enter a name for the Price Group.
   3.2. Select the Eligibility: Who should get the discount?
      • Coupon Only: only customers with a coupon get the discount.
      • Specific Customers: Only a specific list of customers will get the discount. You’ll create this list later on.
      • All Logged In Customers: To get the discount a customer must have an account and be signed into their account.
      • All Customers: Everyone who visits your store gets the discount.
3.3. **Select the Type**: Miva Merchant lets you create many different types of discounts, and each type of discount has its own set of options. All of the options are explained later in this section.

- Legacy. These are the discount options that were supported in builds before Version 9 (Retail, Cost, Discount from Retail, and Markup from Cost).
- Add-on product
- Basket Discount
- Buy X Get Y
- Product Discount
- Specific Sale Price
- Shipping Discount (Entire Order)
- Shipping Discount (Discounted Products Only)
- Volume Pricing

3.4. **Fill out the fields in the Price Group.** The fields that show up in the Add Price Group dialog box will change depending on the type of Price Group you are creating. Details on the every field in every type of Price Group are given later in this section.

4. Click **Save**.

5. Select Qualifying Products, Discounted Products, Customers and Business Accounts.

5.1. In the Price Groups tab, select the Price Group that you just created. When you select your Price Group, a row of buttons will appear. The buttons that you see depend on the settings that you selected in the Price Group.

5.2. **Qualifying Products**: The customer must have at least one of these products in their basket to qualify for the Price Group discount.

5.2.1. Click on the **Qualifying Products** button.
5.2.2. Assign one or more products to this Price Group, then click Close.

5.3. **Discounted Products:** Select one or more products to be discounted by the Price Group.

5.3.1. Click on the **Discounted Products** button.

5.3.2. Assign one or more products to this Price Group, then click Close.

5.4. **Customers:** If you selected "Specific Customers" as the Eligibility when you created the Price Group, use the Customers button to select the customers who can get the discount.

5.4.1. Click on the **Customers** button.
5.4.2. Assign one or more customers to this Price Group, then click Close.

5.5. **Business Accounts**: If you selected "Specific Customers" as the Eligibility when you created the Price Group, use the Business Accounts button to select the Business Accounts who can get the discount.

Done! With the exception of a coupon, your Price Group is ready to go. The steps shown above are a general description for creating a Price Group. Details on every type of Price Group are included later in this section.

### Price Groups Can Affect Each Other

If you create a lot of Price Groups, you may have trouble figuring out exactly how a customer got charged a certain price for an item. Price Groups can affect each other in a number of ways, including:

- **Priority**
- **Exclusions**
- Activation dates. See *Not Valid Before*.

See *Priority* for an example of how Price Groups can interact.

### Price Group Types

**To Create a Legacy Price Group**

The Legacy Price Group lets you duplicate the same kind of Price Group discounts that were available in PR8 and previous releases.

1. Go to `Menu` > Marketing > Price Groups tab.
2 Click Add Price Group [+].

3 Fill out the fields in the Add Price Group dialog box.

<table>
<thead>
<tr>
<th>Name</th>
<th>The name of the Price Group as it appears in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility</td>
<td>• Coupon Only: only customers with a coupon get the discount.</td>
</tr>
<tr>
<td></td>
<td>• Specific Customers: Only a specific list of customers will get</td>
</tr>
<tr>
<td></td>
<td>the discount. You'll create this list later on.</td>
</tr>
<tr>
<td></td>
<td>• All Logged In Customers: To get the discount a customer must</td>
</tr>
<tr>
<td></td>
<td>have an account and be signed into their account.</td>
</tr>
<tr>
<td></td>
<td>• All Customers: Everyone who visits your store gets the</td>
</tr>
<tr>
<td></td>
<td>discount.</td>
</tr>
<tr>
<td>Type</td>
<td>Select Legacy.</td>
</tr>
<tr>
<td>Pricing</td>
<td>• <strong>Retail</strong>: Customers in this group will see the normal retail price. This is the price that you set in the EMenu &gt; Catalog &gt; Products tab &gt; (Edit Product) &gt; Product tab &gt; Price field.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Cost</strong>: Customers in this group will see whatever you entered in the EMenu &gt; Catalog &gt; Products tab &gt; (Edit Product) &gt; Product tab &gt; Cost field.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Discount From Retail</strong>: Use this field to give customers a discount percent from the EMenu &gt; Catalog &gt; Products tab &gt; (Edit Product) &gt; Product tab &gt; Price field. For example, if you set the Price field of a product to $30.00 and you enter 50% in the Discount from Retail field, customers in this group will only pay $15.00 for that product.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Markup From Cost</strong>: Use this field to charge customers a markup percent from the EMenu &gt; Catalog &gt; Products tab &gt; (Edit Product) &gt; Product tab &gt; Cost field. For example, if you set the Cost field of a product to $10.00 and you enter 50% in the Markup from Cost field, customers in this group will pay $15.00 for that product.</td>
</tr>
<tr>
<td>Not Valid Before/After</td>
<td>See <strong>Not Valid Before</strong>.</td>
</tr>
<tr>
<td>Priority</td>
<td>If multiple discounts are being applied to the order, the higher priority discount is applied first. A priority 100 discount is applied before a priority 97 discount. If you set the Priority to &quot;0&quot; it means &quot;apply this discount last&quot;. If you set the Priority of every Price Group to &quot;0&quot;, the Price Groups will be applied in the order in which they were created. You might use the Priority field if you think multiple discounts will be applied to the same basket.</td>
</tr>
<tr>
<td>Example: Priority affects the price of an item</td>
<td>We'll create two Price Groups:</td>
</tr>
</tbody>
</table>
The first Price Group is of type "Product Discount".
- We'll set the Price Group to give the customer $5 off for a men's golf shirt.
- The Maximum Discount Quantity is set to "1", which means the customer can only get a discount on one item, no matter how many they buy.
- We'll set the Exclusions to "Exclude for Same Item", which means the customer can't combine multiple discounts on the same item.
- Priority is to 100.

The second Price Group is of type "Specific Sale Price".
- We'll set up the Price Group to give the customer $20 off for a men's golf shirt.
- The Maximum Discount Quantity is set to 1.
- The Exclusion is set to "Exclude for Same Item".
- The Priority is set to 0.

1. The customer adds a man's golf shirt to their basket. That triggers our first Price Group "Product Discount", because we set the Priority to 100, and the customer gets $5 off the normal price. This shirt doesn't trigger our second Price Group because we set Exclusions to "Exclude for Same Item", so they can't get multiple discounts on the same shirt.

2. The customer adds a second men's golf shirt to their basket. This shirt doesn't get the discount from our first Price Group, because we set Max Discount Quantity to "1", which means that discount can only be used once per basket. The 2nd shirt does qualify for a discount from our second Price Group.

3. The customer adds a third men's golf shirt to their basket. This shirt gets no discount. Both of our Price Groups had the Max Discount Quantity set to "1", which means that the discount from each Price Group can only be used once per basket. The customer already got two discounts on their basket, one from each Price Group.

4. Our customer bought quantity 3 of our men's golf shirt.
- They received a $5 discount on the first shirt.
- They received a $20 discount on the second shirt.
- They will pay full price for the third shirt.

It's important to remember that Price Groups have variables, such as Priority, Exclusions, Max Discount Quantity, and others, that can change the way that the Price Groups are applied and
Exclusions:

Exclusions let you decide if the Price Group discount you are creating can be combined with other existing Price Groups. When you create a new Price Group, every other Price Group that you’ve created will show up in the Add/Edit Price Group dialog box:

- **Allow Combination**: You will allow the discount of this Price Group to be combined with the discount of another Price Group.
- **Exclude for Same Basket**: The discount created by this Price Group cannot be combined with the discount from another Price Group.
- **Exclude for Same Item Group**: An Item Group isn’t something that you can select yourself. It’s basically one or more items in a customer’s basket that the Miva Merchant software temporarily groups together as it tries to apply Price Group discounts.

Let’s say you have two Price Groups:

- **Price Group 1**: If the customer buys 5 hats they’ll receive a 10% discount on each hat. Set the **Priority** to 100 (apply this Price Group first).
- **Price Group 2**: If the customer buys 1 hat, they get the 2nd hat free. Set the **Priority** to 0 (apply this Price Group last.).

Our customer buys 5 hats. Miva Merchant looks at the customer’s basket, takes 5 hats and puts them in a group. The item group of 5 hats meets the conditions to get a discount from Price Group 1.

Now Miva Merchant tries to apply a discount for Price Group 2. But all 5 hats are part of an “item group” that was already used to get a discount from Price Group 1.

Since we set the exclusion to “Exclude for Same Item Group” none of those hats can get another discount. The 5 hats were placed in a group to qualify for a discount. As part of that item group they are “disqualified” from getting a discount from any other.
other Price Group.
- If the customer buys 5 hats, the hats get a discount from Price Group 1, but not Price Group 2.
- If the customer buys 7 hats, the first 5 hats are put in an item group and get a discount from Price Group 1. Hats 6 and 7 are put into a different item group and get the discount from Price Group 2.
- If the customer buys 8 hats:
  - Hats 1-5 get the discount from Price Group 1.
  - Hats 6-7 get the discount from Price Group 2.
  - Hat 8 gets no discount. It's in an item group by itself that doesn't qualify for any discount.
- **Exclude for Same Item**: Multiple discounts can be applied to the same basket, but not for the same item.

4. When you've filled out all of the fields in the Add Price Group dialog box, click **Save**.

5. Select **Qualifying Products, Discounted Products, Customers and Business Accounts**.

**To Create an Add-on Product Price Group**

In the Add-on Product Price Group, the "add-on" product is automatically added to the customer's basket if they put a qualifying product in their basket. For example, if the customer adds a Hawaiian shirt to their basket (the qualifying product), you can automatically put a Hawaiian hat in their basket (the add-on). You can control the price of the add-on product (free, discounted, normal retail, etc.) The customer can remove the add-on item from their basket whenever they view their basket, or during checkout.

1. Go to **Menu > Marketing > Price Groups** tab.

2. Click **Add Price Group**.

3. Fill out the fields in the Add Price Group dialog box.

<table>
<thead>
<tr>
<th>Name</th>
<th>The name of the Price Group as it appears in the admin interface.</th>
</tr>
</thead>
</table>
| Eligibility | • Coupon Only: only customers with a coupon get the discount.  
• Specific Customers: Only a specific list of customers will get the discount. You’ll create this list later on.  
• All Logged In Customers: To get the discount a customer must have an account and be signed into their account.  
• All Customers: Everyone who visits your store gets the discount. |
<p>| Type | Select Add-on Product. |</p>
<table>
<thead>
<tr>
<th>Add-on Product</th>
<th>This is the product that you want to be automatically added to the customer's basket.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quantity to Add</strong></td>
<td>The quantity for the add-on product. For example, if you enter &quot;3&quot; here, then 3 Hawaiian hats will be added to the customer's basket when they add a Hawaiian shirt to their basket.</td>
</tr>
<tr>
<td><strong>Price/Each</strong></td>
<td>The price you want to charge for each add-on item.</td>
</tr>
</tbody>
</table>
| **Restrict to Qualifying Subtotal:** | • The customer will receive the discount if the total value of qualifying products in their basket falls within a certain range. You select the list of qualifying products after you create the Price Group.  
For example, the customer might have 10 items in their basket with a total value of $100. But if only 3 of those items were on your list of qualifying products, and the value of those 3 items is $25, it might not be enough to qualify for the discount.  
• This field also uses the basket subtotal, which is the value of merchandise in the basket, but without tax, shipping, or other order related charges.  
**Example 1:**  
Restrict to Qualifying Subtotal: 50 - 0.00  
The customer will receive the discount if the total value of qualifying products in their basket is at least $50. Note that, in our sample store, we are using US dollars as the currency. The currency setting in your store might be different and is set in: [Menu] > Store Settings > Store Details tab > Settings Section > Currency Formatting field.  
**Example 2:**  
Restrict to Qualifying Subtotal: 0 - 50  
The customer will receive the discount if the value of qualifying products in their basket is $50 or less. |
| **Restrict to Qualifying Quantity:** | • The customer must have a certain number of qualifying products in their basket to get the discount. You select the list of qualifying products after you create the Price Group.  
For example, the customer might have 10 items in their basket, but if only 3 of those items are on your list of qualifying products, it might not be enough for the customer to receive the discount.  
• The customer can have any combination of your qualifying items in their basket, including multiples of the same item. For example, if you want the customer to have 5 qualifying items in their basket, and the customer has 5 of the same item, they would still get the discount. |
### Example 1:
Restrict to Qualifying Quantity: 5 - 0
The customer will receive the discount if they have 5 or more qualifying products in their basket.

### Example 2:
Restrict to Qualifying Quantity: 0 - 5
The customer will receive the discount if they have 5 or fewer qualifying products in their basket.

### Restrict to Qualifying Weight
The customer will receive the discount if the total weight of qualifying products in their basket falls within a certain range. You select the qualifying products after you create the Price Group. Only the weight of qualifying products is considered by this field.

For example, the customer may have 10 items in their basket with a total weight of 25 pounds. However, only 2 of those items are on your list of qualifying products, and those 2 items weigh a total of 10 pounds, it may not be enough to qualify for the discount.

Note that, in our sample store, we are using pounds as the unit of weight. The unit of weight in your store might be different and is set in: > Store Settings > Store Details tab > Settings Section > Weight Units field.

### Example 1:
Restrict to Qualifying Weight: 10 - 0 00
The customer will receive the discount if the total weight of qualifying products in their basket is 10 pounds or more.

### Example 2:
Restrict to Qualifying Weight: 0 00 - 10
The customer will receive the discount if the total weight of qualifying products in their basket is 10 pounds or less.

### Restrict to Basket Subtotal
- The basket subtotal is the value of all merchandise in the basket, but without tax, shipping, or other order related charges. This option looks at everything in the customer’s basket, not just items in the qualifying products list.
- The Restrict To Basket Subtotal fields let you decide what merchandise value has to be in the customer's basket to qualify for the discount.
### Example 1:
Restrict to Basket Subtotal: 100 - 0.00

The customer will receive the discount if their basket total is at least $100. Note that, in our sample store, we are using US dollars as the currency. The currency setting in your store might be different and is set in: Menu > Store Settings > Store Details tab > Settings Section > Currency Formatting field.

### Example 2:
Restrict to Basket Subtotal: 0.00 - 100

The customer will receive the discount as long as their basket total is less than $100.

| Restrict to Basket Quantity: | • The basket quantity is the total number of items in the customer's basket.  
• The Restrict to Basket Quantity fields let you decide how many items must be in the customer's basket in order to qualify for the discount.  
### Example 1:  
Restrict to Basket Quantity: 5 - 0

The customer will receive the discount if they have at least 5 items in their basket.  
### Example 2:  
Restrict to Basket Quantity: 0 - 5

The customer will receive the discount if they have 5 or less items in their basket.  

| Restrict to Basket Weight: | • The basket weight is the combined weight of all items in the customer's basket.  
• The Restrict to Basket Weight fields let you offer a discount based on the total weight of items in the customer's basket.  
### Example 1:  
Restrict to Basket Weight: 50 - 0.00

The customer will receive the discount if their basket items add up to at least 50 pounds. Note that, in our sample store, we are using pounds as the unit of weight. The unit of weight in your store might be different and is set in: Menu > Store Settings >
Store Details tab > Settings Section > Weight Units field.

**Example 2:**

Restrict to Basket Weight: 0.00 - 50

The customer will receive the discount if the weight of items in their basket is 50 pounds or less.

<table>
<thead>
<tr>
<th>Basket Description</th>
<th>Display Discount in Basket</th>
</tr>
</thead>
<tbody>
<tr>
<td>See examples below.</td>
<td>These two fields work together so that you can give customers more information about the discounts they are getting.</td>
</tr>
<tr>
<td>These fields affect the Shopping Basket, and all of the checkout screens (Order Details, Shipping/Payment Selection, Payment Information, and Invoice).</td>
<td>Even if you don't use these fields, the discount will still show up in the <strong>Total Price</strong> column of the Shopping Basket and the checkout screens:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10.00</td>
<td>$4.00 $5.00</td>
</tr>
</tbody>
</table>

**Example 1:** Both fields unused.

Basket Description: [ ]

[ ] Display Discount in Basket

**Shopping Basket**

<table>
<thead>
<tr>
<th>Item</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Hat - hat_hawaiian</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
These two fields let you control how long your Price Group will

Example 2: Basket Description only.

Basket Description: Sample Basket Description

- Display Discount in Basket

Shopping Basket

<table>
<thead>
<tr>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remove</td>
</tr>
<tr>
<td>Hawaiian Hat - hat_hawaiian</td>
</tr>
</tbody>
</table>

We added a Basket Description, but without checking "Display Discount in Basket" it won't show up.

Example 3: Both fields used.

Basket Description: Sample Basket Description

- Display Discount in Basket

Shopping Basket

<table>
<thead>
<tr>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remove</td>
</tr>
<tr>
<td>Hawaiian Hat - hat_hawaiian</td>
</tr>
</tbody>
</table>

If you use both fields, the text that you entered in the Basket Description field shows up, along with the discount.

Example 4: Display Discount in Basket only.

Basket Description: 

- Display Discount in Basket

Shopping Basket

<table>
<thead>
<tr>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remove</td>
</tr>
<tr>
<td>Hawaiian Hat - hat_hawaiian</td>
</tr>
</tbody>
</table>

Holiday Sale: $5.00

If you only use the "Display Discount in Basket" field, the Price Group name shows up by default, along with the discount.
**Not Valid After**

<table>
<thead>
<tr>
<th>Example 1: Neither field is used.</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Not Valid Before: 10/6/2014 12:00:00 AM</td>
</tr>
<tr>
<td>□ Not Valid After: 10/6/2014 11:59:59 PM</td>
</tr>
</tbody>
</table>

The Price Group will become active as soon as you create it. It will never expire.

<table>
<thead>
<tr>
<th>Example 2: Use Not Valid Before only.</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Not Valid Before: 10/6/2014 12:00:00 AM</td>
</tr>
<tr>
<td>□ Not Valid After: 10/6/2014 11:59:59 PM</td>
</tr>
</tbody>
</table>

The Price Group becomes active on the Not Valid Before date. This Price Group will never expire.

<table>
<thead>
<tr>
<th>Example 3: Use Not Valid After only.</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Not Valid Before: 10/6/2014 12:00:00 AM</td>
</tr>
<tr>
<td>☑ Not Valid After: 11/1/2014 12:59:59 AM</td>
</tr>
</tbody>
</table>

The Price Group becomes active as soon as you create it. The Price Group expires on the Not Valid After date.

<table>
<thead>
<tr>
<th>Example 4: Use both fields.</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Not Valid Before: 10/6/2014 12:00:00 AM</td>
</tr>
<tr>
<td>☑ Not Valid After: 11/1/2014 12:59:59 AM</td>
</tr>
</tbody>
</table>

The Price Group will become active on the Not Valid Before date. The Price Group will expire on the Not Valid After date.

<table>
<thead>
<tr>
<th>Priority</th>
<th>See <a href="#">Priority</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusions</td>
<td>See <a href="#">Exclusions</a></td>
</tr>
</tbody>
</table>

4. When you’ve filled out all of the fields in the Add Price Group dialog box, click **Save**.

5. Select **Qualifying Products, Discounted Products, Customers and** Business Accounts.

**To Create a Buy X Get Y Price Group**

1. Go to **Menu** > Marketing > Price Groups tab.
2 Click Add Price Group 

3 Fill out the fields in the Add Price Group dialog box.

<table>
<thead>
<tr>
<th>Name</th>
<th>The name of the Price Group as it appears in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility</td>
<td>• Coupon Only: only customers with a coupon get the discount.</td>
</tr>
<tr>
<td></td>
<td>• Specific Customers: Only a specific list of customers will get</td>
</tr>
<tr>
<td></td>
<td>the discount. You'll create this list later on.</td>
</tr>
<tr>
<td></td>
<td>• All Logged In Customers: To get the discount a customer must</td>
</tr>
<tr>
<td></td>
<td>have an account and be signed into their account.</td>
</tr>
<tr>
<td></td>
<td>• All Customers: Everyone who visits your store gets the discount.</td>
</tr>
<tr>
<td>Type</td>
<td>Select Buy X Get Y.</td>
</tr>
<tr>
<td>Apply To:</td>
<td>• <strong>All Eligible Products</strong>: An eligible product, in this instance,</td>
</tr>
<tr>
<td></td>
<td>means a product that:</td>
</tr>
<tr>
<td></td>
<td>• is in the customer's basket</td>
</tr>
<tr>
<td></td>
<td>• also appears in the discounted product list for this Price</td>
</tr>
<tr>
<td></td>
<td>Group (See Qualifying Products, Discounted Products,</td>
</tr>
<tr>
<td></td>
<td>Customers and Business Accounts.)</td>
</tr>
<tr>
<td></td>
<td>• and which is &quot;eligible&quot; for a discount.</td>
</tr>
<tr>
<td></td>
<td>In many cases, this option means: apply the discount to an item in</td>
</tr>
<tr>
<td></td>
<td>the customer's basket that is also on the list of Discounted</td>
</tr>
<tr>
<td></td>
<td>Products. However, there are cases where a product in the</td>
</tr>
<tr>
<td></td>
<td>customer's basket is on the Discounted Products list, but</td>
</tr>
<tr>
<td></td>
<td>wouldn't be eligible for a discount. See Priority for an example.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Same Product</strong>: The customer gets the discount if the item is</td>
</tr>
<tr>
<td></td>
<td>on the Discounted Products list and the customer purchases</td>
</tr>
<tr>
<td></td>
<td>multiples of the same product. Let's say our Price Group is set</td>
</tr>
<tr>
<td></td>
<td>up for &quot;Buy 1, Get 1 Free&quot;. We have 2 items on our Discounted</td>
</tr>
<tr>
<td></td>
<td>Products list - a Hawaiian hat and a Hawaiian shirt. We've set</td>
</tr>
<tr>
<td></td>
<td>this field to &quot;Same Product&quot;:</td>
</tr>
<tr>
<td></td>
<td>• <strong>Example 1</strong>: Different products. These products don't have</td>
</tr>
<tr>
<td></td>
<td>variants.</td>
</tr>
<tr>
<td></td>
<td>The customer buys 1 hat and 1 shirt. The customer bought 2</td>
</tr>
<tr>
<td></td>
<td>products from the Discounted Products list, but the 2nd item</td>
</tr>
<tr>
<td></td>
<td>isn't the same as the 1st, so there is no discount.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Example 2</strong>: Same master product, different variants:</td>
</tr>
<tr>
<td></td>
<td>The customer buys 1 Hawaiian shirt in color red and a 2nd</td>
</tr>
<tr>
<td></td>
<td>Hawaiian shirt in color blue. The customer gets the 2nd shirt</td>
</tr>
<tr>
<td></td>
<td>for free because both shirts are variants of the same master</td>
</tr>
<tr>
<td></td>
<td>product.</td>
</tr>
</tbody>
</table>
- **Same Product Variant**: The customer gets the discount if the item is on the Discounted Products list and they buy more than 1 of the same variant. For example:
  - There is a Hawaiian shirt on the discounted products list. The shirt has 2 variants: color = red and color = blue.
  - If the Price Group is set up for "Buy 1 Get 1 Free", and the customer buys 1 red Hawaiian shirt and 1 blue Hawaiian shirt, they would not get the discount, since they haven't purchased 2 of the same variant.

### Buy

The Buy field determines how many products on the Discounted Product list the customer has to purchase before they qualify for the discount. If you set Buy to "0", the customer will get a discount on the 1st product that they buy. If you set Buy to "1", the customer pays full price for the 1st product and gets the discount on the 2nd product.

### Get

The Get field determines how many items will be discounted.

**Example 1:**

<table>
<thead>
<tr>
<th>Buy: 1 or More</th>
<th>Get: 1 at Discounted Price</th>
<th>Discount: Percent ▼ 50</th>
</tr>
</thead>
</table>

There's a Hawaiian hat on our Discounted Products list. The customer will pay:
- Full price for the 1st hat.
- 1/2 price for the 2nd hat.
- Full price for the 3rd hat.

**Example 2:**

<table>
<thead>
<tr>
<th>Buy: 1 or More</th>
<th>Get: 2 at Discounted Price</th>
<th>Discount: Percent ▼ 50</th>
</tr>
</thead>
</table>

There's a Hawaiian hat on our Discounted Products list. The customer will pay:
- Full price for the 1st hat.
- 1/2 price for the 2nd hat.
- 1/2 price for the 3rd hat.
- Full price for the 4th hat.
Discount

The amount you want to discount the items.

Apply Discount To:

- If the customer has more than one item in their basket that could qualify for a discount, you can use this field to apply the discount to the higher priced item or the lower priced item.

Example 1 (Simple):

- Our Price Group is set up for "Buy 1, Get 1 Free". The discount applies to all eligible products.
- Apply Discount To is set to Lowest Price Item.
- We'll put 2 items on our Discounted Products list: a Hawaiian Hat ($10 retail) and a Hawaiian shirt ($20 retail).
  - The customer buys 2 hats:
    The 1st hat is full price.
    The 2nd hat is free.
  - The customer buys 1 hat and 1 shirt.
    The shirt is full price.
    The hat is free because it was the lower priced item.

Example 2 (More complicated):

- Our Price Group is set up for "Buy 1, Get 1 Free". The discount applies to **Same Product**.
- We'll put 1 item on the Discounted Products list for this Price Group: a Hawaiian shirt ($20 retail).

In many cases, if you set "Apply To" to "Same Product", it doesn't matter what value you select for "Apply Discount To". If the customer buys 2 of the same shirt, they get a discount on the 2nd shirt. Both shirts have the same retail price, so there is no lower or higher priced item in the basket.

However... let's say we allowed our Price Group to be combined with some other Price Group. The other Price Group gave the customer a 20% discount on a Hawaiian shirt, and the customer bought a 2nd Hawaiian shirt to qualify for the "Buy 1
Get 1 Free" offer.
The customer now has 2 identical shirts in their basket, but one of the shirts has already been discounted 20% down to $18. In a case like this, it does matter what you choose for "Apply Discount To".
- **Higher**: The customer gets the $20 shirt for free and pays $18 for both shirts.
- **Lower**: The customer gets the $18 shirt for free and pays $20 for both shirts.

### Maximum Discount Quantity

This is the maximum number of items that you will allow to be discounted by this Price Group, per order. Let's use a "Buy 1, Get 1 Free" Price Group. If the customer buys one item on the Discounted Products list, they will get the 2nd item free. The customer buys 4 of the same item from the Discounted Product list.

- **Set the Max. Discount Quantity to 1**:
  - Item 1: Full price.
  - Item 2: Free
  - Item 3: Full price.
  - Item 4: Full price.
    
    This item, and any other items the customer buys from the Discounted Product list, are full price because we set Max. Discount Quantity to "1", so the discount can only be applied once.

- **Set the Max. Discount Quantity to 2**:
  - Item 1: Full price.
  - Item 2: Free
  - Item 3: Full price.
  - Item 4: Free.
    
    The 2nd and 4th items are free because we are allowing a max of two items to receive the discount. The customer will pay full price if they buy any more of this item.

If you set the Max Discount Quantity to "0", the "Buy 1, Get 1 Free" offer would be applied an unlimited number of times to the same basket.

<table>
<thead>
<tr>
<th>Restrict to Qualifying Subtotal:</th>
<th>See <a href="#">Restrict to Qualifying Subtotal</a>.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restrict to Qualifying Quantity:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Qualifying Weight</td>
<td></td>
</tr>
<tr>
<td>Restrict to Basket Subtotal</td>
<td></td>
</tr>
<tr>
<td>Restrict to Basket Quantity:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Basket Weight:</td>
<td></td>
</tr>
</tbody>
</table>
4. When you've filled out all of the fields in the Add Price Group dialog box, click **Save**.

5. Select **Qualifying Products, Discounted Products, Customers and Business Accounts**.

**To Create a Specific Sale Price Group**

1. Go to **Marketing > Price Groups tab.**

2. Click **Add Price Group**.

3. Fill out the fields in the Add Price Group dialog box.

<table>
<thead>
<tr>
<th>Name</th>
<th>The name of the Price Group as it appears in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility</td>
<td>• Coupon Only: only customers with a coupon get the discount.</td>
</tr>
<tr>
<td></td>
<td>• Specific Customers: Only a specific list of customers will get</td>
</tr>
<tr>
<td></td>
<td>the discount. You'll create this list later on.</td>
</tr>
<tr>
<td></td>
<td>• All Logged In Customers: To get the discount a customer must</td>
</tr>
<tr>
<td></td>
<td>have an account and be signed into their account.</td>
</tr>
<tr>
<td></td>
<td>• All Customers: Everyone who visits your store gets the discount.</td>
</tr>
<tr>
<td>Type</td>
<td>Select Specific Sale Price.</td>
</tr>
<tr>
<td>Restrict to Qualifying Subtotal:</td>
<td>See <strong>Restrict to Qualifying Subtotal</strong>.</td>
</tr>
<tr>
<td>Restrict to Qualifying Quantity:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Qualifying Weight:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Basket Subtotal:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Basket Quantity:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Basket Weight:</td>
<td></td>
</tr>
<tr>
<td>Basket Description</td>
<td>See <strong>Basket Description</strong>.</td>
</tr>
<tr>
<td>Display Discount in Basket</td>
<td></td>
</tr>
<tr>
<td>Not Valid Before</td>
<td>See <strong>Not Valid Before</strong>.</td>
</tr>
</tbody>
</table>
4. When you've filled out all of the fields in the Add Price Group dialog box, click **Save**.

5. Select **Qualifying Products, Discounted Products, Customers and Business Accounts**.

### To Create a Shipping Discount (Entire Order) Price Group

1. Go to **Marketing > Price Groups** tab.
2. Click **Add Price Group**.
3. Fill out the fields in the Add Price Group dialog box.

<table>
<thead>
<tr>
<th>Name</th>
<th>The name of the Price Group as it appears in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility</td>
<td>• Coupon Only: only customers with a coupon get the discount.</td>
</tr>
<tr>
<td></td>
<td>• Specific Customers: Only a specific list of customers will get the discount. You'll create this list later on.</td>
</tr>
<tr>
<td></td>
<td>• All Logged In Customers: To get the discount a customer must have an account and be signed into their account.</td>
</tr>
<tr>
<td></td>
<td>• All Customers: Everyone who visits your store gets the discount.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type</th>
<th>Select Shipping Discount (Entire Order).</th>
</tr>
</thead>
</table>

#### Method Selection

- **Reflect Discount in Shipping Method List**

If you leave this box unchecked, the shipping discount that you created in the Price Group is **not** displayed in the Shipping/Payment Selection checkout screen.

**Example 1**: Reflect Discount is unchecked.

- Reflect Discount in Shipping Method List

In our Price Group we set a 5% discount on UPS Next Day Air, and we left "Reflect Discount" unchecked. The Shipping/Payment Selection checkout screen does not show the shipping discount (in our example, $30.25 is the full price).

**Ship Via**: UPS Next Day Air® ($30.25)

But the discount will show up in the next checkout screen, Payment Information ($30.25 - 5% = $28.74).
**Example 2**: Reflect Discount is checked.

- Reflect Discount in Shipping Method List

In our Price Group we set a 5% discount on UPS Next Day Air, and we checked "Reflect Discount". The discount on shipping now shows up in the Shipping/Payment Selection checkout screen:

<table>
<thead>
<tr>
<th>Ship Via:</th>
<th>UPS Next Day Air® ($28.74)</th>
</tr>
</thead>
</table>

and the Payment Information checkout screen:

| Shipping: UPS Next Day Air®: | $28.74 |

- **Do Not Modify Shipping Method Name**: Make no changes to the shipping method name in the Shipping/Payment Selection screen > Ship Via list box.

- **Append < > to Shipping Method Name**: If you set a discount on a shipping method in the Price Group, the text that you enter here will be appended to the shipping method name in the Payment/Selection checkout screen > Ship Via list box.

**Example**:

- Reflect Discount in Shipping Method List
- Append with 5% discount = to Shipping Method Name

- We set a discount in the Price Group on UPS Next Day Air and UPS 2nd Day Air.
- We checked the "Reflect Discount" option.
- We put some text in the "Append" field.

When the customer chooses a shipping method in the Shipping/Payment Selection screen, the text that we entered in the Append field shows up for those two shipping methods.

<table>
<thead>
<tr>
<th>Ship Via:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada Post Expedited Parcel USA ($20.71)</td>
</tr>
<tr>
<td>Canada Post Expedited Parcel USA ($20.71)</td>
</tr>
<tr>
<td>UPS Next Day Air® with 5% discount = ($25.25)</td>
</tr>
<tr>
<td>UPS 2nd Day Air® with 5% discount = ($13.65)</td>
</tr>
<tr>
<td>UPS Ground ($9.78)</td>
</tr>
<tr>
<td>UPS 3 Day Select® ($12.43)</td>
</tr>
</tbody>
</table>

- **Replace Shipping Method Name with < >**: Use this field with caution! The text that you enter in this field will replace EVERY shipping method that you discounted in the Price Group.
Example:
- Reflect Discount in Shipping Method List
- Replace Shipping Method Name with Standard Shipping

- We set a discount in the Price Group on UPS Ground only.
- We checked the "Reflect Discount" option.
- We put some text in the "Replace Shipping Method Name" field.

When the customer chooses a shipping method in the Shipping/Payment Selection screen, the text that we entered in the Replace field shows up for UPS Ground:

<table>
<thead>
<tr>
<th>Ship Via</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>UPS Next Day Air® ($30.25)</td>
<td></td>
</tr>
<tr>
<td>UPS 2nd Day Air® ($18.65)</td>
<td></td>
</tr>
<tr>
<td>Standard Shipping ($4.78)</td>
<td></td>
</tr>
<tr>
<td>UPS 3 Day Select® ($12.43)</td>
<td></td>
</tr>
</tbody>
</table>

You should only use this field when you are discounting one shipping method at a time in the Price Group. The text that you enter in this field will replace every shipping method that you discounted in the Price Group.

Here we accidentally discounted two shipping methods in the Price Group:

<table>
<thead>
<tr>
<th>Ship Via</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>UPS Next Day Air® ($30.25)</td>
<td></td>
</tr>
<tr>
<td>UPS 2nd Day Air® ($18.65)</td>
<td></td>
</tr>
<tr>
<td>Standard Shipping ($4.78)</td>
<td></td>
</tr>
<tr>
<td>Standard Shipping ($12.43)</td>
<td></td>
</tr>
</tbody>
</table>

Display in Basket
- Modify Applied Charge to Reflect Discount
  - **Do Not Modify Description**: Text in the checkout screens will not be modified to reflect the shipping discount.
  - **Append < > to Description**: The text that you enter in this field will be appended to the shipping information in the Payment Information (OPAY) and Invoice (INVC) screens.
Replace Description with `< >`: The text that you enter in this field will replace the default shipping information in the Payment Information (OPAY) and Invoice (INVC) screens.

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Hat</td>
<td>1</td>
<td>$10.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>Shipping: UPS Ground (Holiday Discount):</td>
<td></td>
<td>$4.09</td>
<td></td>
</tr>
<tr>
<td>Sales Tax:</td>
<td></td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Total:</td>
<td></td>
<td>$14.89</td>
<td></td>
</tr>
</tbody>
</table>
- **Add a Charge Showing the Discount Amount / Description**: If you enable this option, the text that you enter shows up as a separate line in OPAY and INVC to describe the shipping discount.
Method Discounts

For every shipping method that you have enabled in your store, you will see two Method Discounts fields, one for the value of the discount and one for the type (fixed or percent).

Example 1:

5  Fixed  UPS Ground

Give $5.00 off UPS Ground shipping.

Note that, in our sample store, we are using US dollars as the currency. The currency setting in your store might be different and is set in: Menu > Store Settings > Store Details tab > Settings Section > Currency Formatting field.

Example 2:

5  Percent  UPS Ground

Give 5% off UPS Ground shipping.
4  When you’ve filled out all of the fields in the Add Price Group dialog box, click **Save**.

5  Select **Qualifying Products, Discounted Products, Customers and Business Accounts**.

**To Create a Shipping Discount (Discounted Products Only) Price Group**

The fields for this Price Group are identical to those for Shipping Discount (Entire Order). The only difference is that, instead of giving the customer a shipping discount on everything in their basket, you only give them a discount on "eligible" items in their basket.

Basket items are eligible for a shipping discount if they meet the following conditions:

- The item must be on your list of discounted items. After you create this Price Group, you select a list of discounted items. Only these items are eligible for the discount.
- The discounted item can't be "disqualified" by another Price Group. See **Priority** for an example of how Price Groups can affect each other.

1  Go to **Marketing > Price Groups tab**.

2  Click **Add Price Group**.

3  Fill out the fields in the Add Price Group dialog box. See **To Create a Shipping Discount (Entire Order) Price Group**.

4  Select **Qualifying Products, Discounted Products, Customers and Business Accounts**.
To Create a Volume Pricing Price Group

1. Go to Menu > Marketing > Price Groups tab.
2. Click Add Price Group.
3. Fill out the fields in the Add Price Group dialog box.

<table>
<thead>
<tr>
<th>Name</th>
<th>The name of the Price Group as it appears in the admin interface.</th>
</tr>
</thead>
</table>
| Eligibility | • Coupon Only: only customers with a coupon get the discount.  
• Specific Customers: Only a specific list of customers will get the discount. You'll create this list later on.  
• All Logged In Customers: To get the discount a customer must have an account and be signed into their account.  
• All Customers: Everyone who visits your store gets the discount. |
| Type | Select Volume Pricing. |
| Grouping | See [Apply To](#). |
| Pricing Method | This field only has an effect if you are using more than one row in the pricing table. Let's say you have three rows in your pricing table: |

<table>
<thead>
<tr>
<th>Pricing Table:</th>
<th>Quantity</th>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Percent</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Percent</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>15</td>
<td>Percent</td>
<td>15</td>
</tr>
</tbody>
</table>

Apply pricing table progressively

If you select progressive and the customer purchases 15 items, the customer will receive:

- A 5% discount on the first 5 items.
- A 10% discount on items 6-10.
- A 15% discount on items 11-15.

Apply pricing table Using Total Quantity:

If you select Total Quantity and the customer purchases 15 items, the customer will get a 15% discount off every item.

Progressive Mode | This field only applies if you set the Pricing Method field to "Progressive".
Look at the pricing table that we used for the Pricing Method field:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Percent</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>Percent</td>
<td>10</td>
</tr>
<tr>
<td>15</td>
<td>Percent</td>
<td>15</td>
</tr>
</tbody>
</table>

We set the Pricing Method field to “Progressive”, so if the customer buys 15 items:
- Items 1-5 get a 5% discount.
- Items 6-10 get a 10% discount
- Items 11-15 get a 15% discount

Let’s say in your discounted products list (the products that will receive a discount) you have a $10 t-shirt, a $50 jacket, and a $300 briefcase. Which item do you want to get the 5% discount, and which item should get the 15% discount? That’s what the Progressive Mode field lets you control.

If you set this field to “Higher Priced Items”, then the $300 briefcase will get the 5% discount. The $50 jacket will get a 10% discount, and the $10 t-shirt will get the 15% discount. If you set this field to “Lower Priced Items” the order of discounts will be reversed, and the $300 briefcase will get the 15% discount.

The Pricing Table lets you set one or more volume discounts. The Quantity column refers to the number of items the customer must buy to get the discount from that row.

For example, after you create the Price Group, you click on the Discounted Products button in the Price Groups tab and select the items that you want to discount.
In our example, we set our pricing table to give volume discounts on quantity 5, 10, and 15. In the Discounted Products dialog box, we added a Hawaiian Hat. We'll set the Pricing Method to “Total Quantity”.

- If the customer buys 5 Hawaiian hats, each hat is 5% off.
- If the customer buys 10 Hawaiian hats, each hat is 10% off.
- If the customer buys 15 Hawaiian hats, each hat is 15% off.

<table>
<thead>
<tr>
<th>Assigned</th>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>hat_haw</td>
<td>Hawaiian Hat</td>
</tr>
<tr>
<td></td>
<td>shirt_haw</td>
<td>Hawaiian Shirt</td>
</tr>
</tbody>
</table>

Restrict to Qualifying Subtotal: See [Restrict to Qualifying Subtotal](#).
Restrict to Qualifying Quantity: See [Restrict to Qualifying Subtotal](#).
Restrict to Qualifying Weight: See [Restrict to Qualifying Subtotal](#).
Restrict to Basket Subtotal: See [Restrict to Qualifying Subtotal](#).
Restrict to Basket Quantity: See [Restrict to Qualifying Subtotal](#).
Restrict to Basket Weight: See [Restrict to Qualifying Subtotal](#).

Basket Description: See [Basket Description](#).
Display Discount in Basket: See [Basket Description](#).
Not Valid Before: See [Not Valid Before](#).
Not Valid After: See [Not Valid Before](#).
Priority: See [Priority](#).
Exclusions: See [Exclusions](#).

4. When you've filled out all of the fields in the Add Price Group dialog box, click **Save**.
5. Select **Qualifying Products, Discounted Products, Customers and Business Accounts**.
To Create a Basket Discount Price Group

Basket Discount is a simple Price Group, similar to a store-wide sale. After you create the Price Group, you can select Qualifying Products, products that the customer must purchase to trigger the discount, but the discount is applied to everything in the customer's basket.

1. Go to > Marketing > Price Groups tab.
2. Click Add Price Group.
3. Fill out the fields in the Add Price Group dialog box.

<table>
<thead>
<tr>
<th>Name</th>
<th>The name of the Price Group as it appears in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility</td>
<td>• Coupon Only: only customers with a coupon get the discount.</td>
</tr>
<tr>
<td></td>
<td>• Specific Customers: Only a specific list of customers will get</td>
</tr>
<tr>
<td></td>
<td>the discount. You'll create this list later on.</td>
</tr>
<tr>
<td></td>
<td>• All Logged In Customers: To get the discount a customer must</td>
</tr>
<tr>
<td></td>
<td>have an account and be signed into their account.</td>
</tr>
<tr>
<td></td>
<td>• All Customers: Everyone who visits your store gets the</td>
</tr>
<tr>
<td></td>
<td>discount.</td>
</tr>
<tr>
<td>Type</td>
<td>Select Basket Discount.</td>
</tr>
<tr>
<td>Discount</td>
<td>Enter a discount amount and then select either Fixed (dollar)</td>
</tr>
<tr>
<td></td>
<td>amount or Percent discount.</td>
</tr>
<tr>
<td>Maximum Discount Amount</td>
<td>Enter the maximum discount value the customer can receive. For</td>
</tr>
<tr>
<td></td>
<td>example, if you enter $10 in this field, the customer's</td>
</tr>
<tr>
<td></td>
<td>discount can't exceed $10, no matter how many products they</td>
</tr>
<tr>
<td></td>
<td>purchase.</td>
</tr>
<tr>
<td>Restrict to Qualifying Subtotal:</td>
<td>See <strong>Restrict to Qualifying Subtotal</strong>.</td>
</tr>
<tr>
<td>Restrict to Qualifying Quantity:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Qualifying Weight:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Basket Subtotal:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Basket Quantity:</td>
<td></td>
</tr>
<tr>
<td>Restrict to Basket Weight:</td>
<td></td>
</tr>
<tr>
<td>Basket Description</td>
<td>See <strong>Basket Description</strong>.</td>
</tr>
<tr>
<td>Display Discount in Basket</td>
<td></td>
</tr>
<tr>
<td>Not Valid Before</td>
<td>See <strong>Not Valid Before</strong>.</td>
</tr>
<tr>
<td>Not Valid After</td>
<td></td>
</tr>
<tr>
<td>Priority</td>
<td>See <strong>Priority</strong>.</td>
</tr>
<tr>
<td>Exclusions</td>
<td>See <strong>Exclusions</strong>.</td>
</tr>
</tbody>
</table>
4. When you've filled out all of the fields in the Add Price Group dialog box, click **Save**.

5. Select **Qualifying Products, Discounted Products, Customers and Business Accounts**.

### To Create a Product Discount Price Group

1. Go to **Marketing > Price Groups** tab.
2. Click **Add Price Group**.
3. Fill out the fields in the Add Price Group dialog box.

<table>
<thead>
<tr>
<th>Name</th>
<th>The name of the Price Group as it appears in the admin interface.</th>
</tr>
</thead>
</table>
| Eligibility               | • Coupon Only: only customers with a coupon get the discount.  
                           | • Specific Customers: Only a specific list of customers will get  
                           |  the discount. You'll create this list later on.  
                           | • All Logged In Customers: To get the discount a customer must  
                           |  have an account and be signed into their account.  
                           | • All Customers: Everyone who visits your store gets the  
                           |  discount.                                          |
| Type                      | Select Product Discount.                                          |
| Discount                  | Enter a discount amount and then select either Fixed (dollar)  
                           | amount or Percent discount.                                    |
| Apply Discount To         | After you create this Price Group you:                          |
|                           | • Select Qualifying Products. These are products that the  
                           |  customer must purchase to trigger the discount. Selecting  
                           |  Qualifying Products is optional for this type of Price Group.  
                           | • Select Discounted Products. These are the products that will  
                           |  receive the discount. You must select at least one product to  
                           |  receive the discount from this Price Group.  
                           |   Let's say that you selected two products to receive a discount; a  
                           |  $10 hat and a $20 shirt. The customer buys one of each:  
                           |   • If you set this field to "Lowest", the customer gets a discount on  
                           |  the $10 hat.  
                           |   • If you set this field to "Highest", the customer gets a discount  
                           |  on the $20 shirt.                                          |
| Maximum Item Discount     | See **Maximum Discount Quantity**.                               |
| Quantity                  |                                                                 |
| Maximum Cumulative Discount: Enter the maximum discount value the customer can receive. For example, if you enter $10 in this field, the customer's discount can't |
Restrict to Qualifying Subtotal: 
Restrict to Qualifying Quantity: 
Restrict to Qualifying Weight: 
Restrict to Basket Subtotal: 
Restrict to Basket Quantity: 
Restrict to Basket Weight: 

Basket Description: 
Display Discount in Basket: 

Not Valid Before: 
Not Valid After: 

Priority: 
Exclusions: 

When you've filled out all of the fields in the Add Price Group dialog box, click Save.

Select Qualifying Products, Discounted Products, Customers and Business Accounts.

Marketing > Coupons Tab

In Miva Merchant, a coupon always has to be associated with a Price Group. The Price Group creates the discount. The coupon is just a way for customers to receive the discount.

For example, you could create a Price Group that is a 2-for-1 sale. If the customer buys quantity 1 of a product, you'll give them another of the same item for free. When you use a coupon, your customers are offered a 2-for-1 sale, and the way they get the discount is by entering a coupon code during checkout.

- Price Group Only: 
  The customer gets the discount as soon as they add selected items to their basket.
- Price Group + Coupon: 
  The customer gets the discount when they enter a coupon code during checkout.

Miva Merchant lets you create two types of coupon codes:

- **Generated coupon codes**: You tell the system how many coupon codes you want to create. The system generates that number of codes, and each code is unique. You can control the total number of times each coupon code can be used, and the number of times it can be used by the same customer.
  - Everyone gets the same discount, but everyone enters a unique coupon code.
• **Single coupon codes**: You create one coupon code. You can control the total number of times the coupon code can be used, and the number of times it can be used by the same customer.
  
  • Everyone gets the same discount and everyone enters the same coupon code.

Depending on how you distribute and track coupon use, there may not be much difference in whether you generate a set of unique coupon codes for a discount, or give all of your customers the same coupon code. If you were selling coupons as gift certificates, though, you might want to generate unique coupon codes.

But see also *Appendix 9: Account Credit and Gift Certificates*.

**To Create a Coupon with a Single Code**

1. Make the coupon code field visible on one or more store pages.

   When you create a coupon, you also create a **coupon code**. Customers redeem the coupon (and get their discount) by entering the coupon code in a special field during checkout. You can add the Coupon field to one or more of the following pages:

   • BASK - Basket Contents
   • OCST - Checkout: Customer Information
   • OSEL - Checkout Shipping/Payment Selection
   • OPAY - Checkout: Payment Information.

<table>
<thead>
<tr>
<th>Home</th>
<th>All Products</th>
<th>Account</th>
<th>Basket</th>
<th>Search</th>
<th>Checkout</th>
</tr>
</thead>
</table>

   **Order Details**

   - **Item**: Hawaiian Hat - hat_hawaiian
   - **Qty.**: 1
   - **Item Price**: $10.00
   - **Total Price**: $10.00

   **Coupon**: [Enter coupon code]

   **Total**: $10.00

   Customers redeem the coupon by entering your coupon code in a special field, and clicking the Redeem button.

   1.1. Go to **Menu** > User Interface > Pages tab.

   1.2. Edit the page where you want to add the Coupon field. In our example, we’ll add the coupon field to the Order Details screen. Note that in the admin interface, the Order Details screen is called “OCST - Checkout: Customer Information”.

   1.3. In the Edit Page screen, select the Page tab.
1.4. Scroll down to the Basket Contents section.
1.5. Click **Allow Coupons to be Applied**.
1.6. Click **Update**.

2. Create the Price Group.
   
   2.1. Go to **Marketing > Price Groups** tab.
   
   2.2. Click **Add Price Group**.
   
   2.3. Set the Eligibility to **Coupon Only**.
       
       But see also **Eligibility in Price Groups and Eligibility in Coupons**.
   
   2.4. When you are creating a coupon, you can create a Price Group of any type. In our example, we'll create a Price Group of Type **Legacy**, since that's the simplest.
   
   2.5. In our example, we'll set the Exclusions to **Exclude for Same Basket**, to prevent our coupon discount from being combined with any other discount.
2.6. Click **Save**.

3. **Create the Coupon.**
   3.1. Go to **Menu > Marketing > Coupons tab.**
   3.2. Click **Add Coupon**

---

2.6. **Click Save.**

3. **Create the Coupon.**
   3.1. **Go to Menu > Marketing > Coupons tab.**
   3.2. **Click Add Coupon**
3.3. Fill out the fields in the Add Coupon dialog box:

<table>
<thead>
<tr>
<th>Code</th>
<th>Enter an alphanumeric string. This is the code that your customers will enter in the Coupon field to get their discount.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Enter a description for the coupon as it will appear in the admin interface.</td>
</tr>
<tr>
<td>Eligibility</td>
<td>Select the group of customers that you want to receive the discount.</td>
</tr>
<tr>
<td></td>
<td>All of your customers will see the Coupon field during checkout, even if you aren’t permitting them to get the discount. However, a customer who isn’t allowed to use the coupon code will always see the message:</td>
</tr>
<tr>
<td></td>
<td><strong>Invalid coupon code.</strong></td>
</tr>
<tr>
<td></td>
<td>No matter what they enter in the Coupon field.</td>
</tr>
</tbody>
</table>

See also [Eligibility in Price Groups and Eligibility in Coupons](#).

- **Specific Customers**: You must select a list of customers after you create the coupon. Only these customers will receive the discount.
- **All logged in customers**: The customer must have a store account and be signed into their store account to get the discount.
- **All Shoppers**: everyone gets the discount.

<table>
<thead>
<tr>
<th>Discount to Apply</th>
<th>Select the Price Group that you want to use with this coupon.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max Use (Total)</td>
<td>Enter the total number of times the coupon code can be used. For example, if you enter &quot;100&quot; in this field, the coupon code can only be entered a total of 100 times.</td>
</tr>
<tr>
<td>Max Use (Per Shopper)</td>
<td>Enter the number of times each customer is allowed to use the same coupon code. For example, if you enter a &quot;1&quot; in this field, customers can only use the coupon code one time.</td>
</tr>
</tbody>
</table>

3.4. When you are done filling out the field in the Add Coupon dialog box, click the **Save** button.

4. If you selected "Specific Customers" from the Add Coupon > Eligibility field:

   ![Image](https://via.placeholder.com/150)

   then you must select a list of customers who are allowed to use your coupon.

   4.1. In the Coupons tab, select the coupon that you just created. You'll see a Customers button at the top of the record list.
4.2. Click on the Customers button.

4.3. In the Customers Assigned to <coupon> dialog box, assign one or more customers, then click Close.

You can also click on the Price Groups button to associate your coupon with more than one Price Group.

5. Your coupon is ready to use.

**Eligibility in Price Groups and Eligibility in Coupons**

Eligibility lets you control whether everyone gets a discount, or whether only some customers get a discount. You set the eligibility when you create a Price Group (Add Price Group dialog box), but there is also an eligibility field in the Add Coupon dialog box.
This can be a little confusing, because, when you associate a coupon with a Price Group, you use both fields.

- **Price Group Eligibility**: If you were only using a Price Group, without a coupon, the discount is applied to the customer's basket. As soon as the customer's basket qualifies for the discount from a Price Group, the discount is automatically applied. Price Group eligibility lets you control which customers qualify for the basket discount. For example, if you set the Price Group eligibility to Specific Customers, a customer who is not on the list doesn't get the discount, regardless of what is in their basket.

- **Coupon Eligibility**: The discount from a coupon is applied when the customer enters a coupon code during checkout. Coupon eligibility lets you control who is allowed to enter the coupon code. For example, if you set the coupon eligibility to Specific Customers, a customer who is not on the list doesn't get the discount, even if they enter a valid coupon code.

We'll go through a few examples so you can see how you can combine these fields to achieve different effects:

**Example 1**: You can only get the discount from the Price Group by using a coupon. The coupon code is available to everyone.

<table>
<thead>
<tr>
<th>In the Add Price Group dialog box</th>
<th>In the Add Coupon dialog box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility: <strong>Coupon Only</strong></td>
<td>Eligibility: <strong>All Shoppers</strong></td>
</tr>
</tbody>
</table>

**Example 2**: A specific list of customers will get the discount automatically, based on the contents of their baskets. A different list of customers can get the same discount, but only by entering a coupon code during checkout.

<table>
<thead>
<tr>
<th>In the Add Price Group dialog box</th>
<th>In the Add Coupon dialog box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility: <strong>Specific Customers</strong></td>
<td>Eligibility: <strong>Specific Customers</strong></td>
</tr>
</tbody>
</table>

**To Create Generated Coupon Codes**

1. Create a Price Group.
   
   See *The General Process of Creating a Price Group*.

2. Enable the coupon code field in your store.
   
   See *Make the coupon code field visible on one or more store pages*.

3. Go to the **Marketing > Coupons tab**.
4 In the Coupons tab, click +Generate.

5 Complete the fields in the Generate Coupons dialog box:
   - **Code**: This is the "base" code that you want your customers to enter when they redeem the coupon. For example, if you enter "t_shirt_promo" in this field, and set the "# of Coupons" field to "10", the system will create 10 coupons like this:
     - t_shirt_promoN43XBM2J
     - t_shirt_promoC4G0U5JX
     - t_shirt_promoBC12EC9W
     - etc.
   - **Description**: The description you enter in this field will only appear in the admin interface.
   - **Eligibility**: Who should get the discount?
     - Specific Customers: Only a specific list of customers will get the discount. You’ll create this list later on.
     - All Logged In Customers: To get the discount a customer must have an account and be signed into their account.
     - All Shoppers: Everyone who visits your store gets the discount.
   - **# of Coupons**: Enter the number of coupon codes that you want the system to generate.
   - **Not Valid Before / Not Valid After**: These two fields let you decide how long the coupon code will be active. Please see Not Valid Before for examples.
   - **Max Use (Total)**: The total number of times you will allow this coupon code to be entered. If you enter "1" in this field. The coupon code can only be used once.
   - **Max Use (Per Shopper)**: The total number of times you will allow any customer to use this coupon code. If you enter "1" in this field, each customer can only use this coupon code one time.

6 **Select Customers.** If you selected "Specific Customers" in the Eligibility field, the Select Customers button will be active. Click on this button to open the Select Customers dialog box and select the customer accounts that you want to offer the coupon to.
In the Generate Coupon dialog box, click Generate.

In the Coupons tab, you'll see that the system has generated the number of coupon codes that you requested.

**Marketing > Gift Certificates**

For complete details on Miva Merchant credit and gift certificates, please see:

*Appendix 9: Account Credit and Gift Certificates*
Marketing > Upsale Tab

Upsale refers to products and discounts that you offer customers during checkout. Customers can add the offered product(s) to their order, or decline and continue with their original order. The basic process of upselling is:

1. Add an upsale product. This is a bit misleading since you are not creating a product. All you are doing is taking one of your existing products and creating an entry that says: "I want to be able to offer this product to customers during checkout." Creating this kind of entry does not alter the product in any way. You can also control when customers are offered an item during checkout by selecting Display and Upsale Options.

2. Link the upsale product to one or more products. For example, let's say that you have a shirt product. If a customer buys that shirt, during checkout you want to offer them the chance to order a matching hat. You would
   2.1. Create an upsale entry for the hat.
   2.2. Link the upsale hat entry to the shirt. When a customer buys the shirt, they will be offered the hat during checkout.

To Create an Upsold Product

1. Go to Menu > Marketing > Upsale tab.
2. Click Add Upsale. The Add Upsold Product screen appears.
3 In the Add Upsold Product screen:
   - Enter a product code or click the **Look Up** button to find one. This is the product that you want to offer customers during checkout.
   - **Display**: these options control when your upsale product will be offered.
   - **Pricing**: these options control the price of your upsale product.
     Most of the pricing options are obvious. For example, if you select the Product Price radio button, the upsale product will be offered to your customers at the price you entered in > Catalog > Edit Product > Product tab > Details section > Price field.
     **Absolute Price** lets you offer the upsale product to customers at any price that you want, unrelated to Price field or the Cost field. For example, let's say that you have a hat product. You set the product price to $20, and the cost to $10. If you want to offer the upsale product to your customers for $18, you could select the Absolute Price radio button and enter $18.

4 When you are done, click the **Add** button. A new tab will appear: Required Products.

5 Select the "Required Products" tab and click the assigned icon next to one or more products until the icon turns blue.

<table>
<thead>
<tr>
<th>Assigned</th>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>hat_hawaiian</td>
<td>Hawaiian Shirt Red</td>
</tr>
<tr>
<td></td>
<td>Zoo Shirt</td>
<td>Zoo Shirt</td>
</tr>
</tbody>
</table>

   **Our upsold product (Hawaiian hat) will be offered to customers who buy the Hawaiian shirt.**

If a customer has the required product in their basket, they may be offered the upsale product during checkout (depending on what Display and Upsale Options you selected). In our example:
   - We created an upsale product entry for "hat_Hawaiian".
   - The required product is "shirt_Hawaiian".
If the customer adds the Hawaiian shirt to their basket, they will be offered the Hawaiian hat during checkout.

6. The upsale item has now been created and linked to a required product. However, there's another way you can verify this.

6.1. Go to Menu > Catalog > Products.

6.2. Edit the required product. In our example, the required product is "shirt_Hawaiian".

6.3. Select Edit Product: Hawaiian Shirt, Red > Upsold Products tab. You can see that the Hawaiian shirt is now associated with the upsale hat.

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Display</th>
<th>Upsold Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>hat_hawaiian</td>
<td>Always</td>
<td>12.00</td>
</tr>
</tbody>
</table>
When the customer purchases "Hawaiian Shirt Red", they will be offered the Hawaiian hat during checkout. If the customer is only being offered one upsale product, the screen looks like this by default (see Menu > User Interface > Pages > OUS1):

Special Offer

Save $2.00

Offer valid for this order only

hat_hawaiian

Regular Price: $10.00
Special Price: $8.00
You Save: $2.00

Size:
- Small
- Medium
- Large

Add To Order | Do Not Add To Order
If the customer is being offered multiple upsale items, the screen looks like this (see Menu > User Interface > Pages > OUSM):

![Special Offers]

To Change the Upsale Options

Go to Menu > Marketing > Settings tab > Upsale Options section.

There are several variables that limit upsale offers to customers during checkout:

- The **Display** criteria let you decide when a customer qualifies for an upsale offering. For example, when you create an upsale product you can set the Display setting so that the customer only qualifies for the upsale product if their order total is over $100.00.

- In the Upsale Options section, the "Upsold Products to Show" variable lets you control how many upsale products you want to display on the customer's checkout screen. For example, the customer may meet your Display criteria for 10 upsale products, but you can set the "Show" variable so that they never see more than 3 upsale products during checkout.

- In the Upsale Options section, the "Max Number of Upsold Products to Select" variable lets you control how many of the upsale products the customer is allowed to purchase. For example, as a "thank you" during checkout you might show customers three deeply discounted products, but only allow the customer to purchase one of them.
**Example 1**: Based on the *Display* criteria, the customer qualifies for three upsale products. We'll set both of the Upsale options: "show" and "select" to unlimited.

### Upsale Options

- **Upsold Products to Show:**
  - Unlimited
  - 0

- **Max Number of Upsold Products to Select:**
  - Unlimited
  - 0

Show the customer all of the upsale products that they've qualified for.

Allow the customer to purchase any/all of them.

### Special Offers

Offers valid for this order only
You may select one or more of the following:

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product</th>
<th>Regularly</th>
<th>Special</th>
<th>Save</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hat_1</td>
<td>Hat_1</td>
<td>$12.00</td>
<td>$10.00</td>
<td>$2.00</td>
</tr>
<tr>
<td>Hat_2</td>
<td>Hat_2</td>
<td>$12.00</td>
<td>$10.00</td>
<td>$2.00</td>
</tr>
<tr>
<td>Hat_3</td>
<td>Hat_3</td>
<td>$12.00</td>
<td>$10.00</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

**Continue**
Example 2: Based on the Display criteria, the customer qualifies for three upsale products. We'll set "show" to unlimited and "select" to 1.

### Upsale Options

<table>
<thead>
<tr>
<th>Upsold Products to Show:</th>
<th>Unlimited</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max Number of Upsold Products to Select:</td>
<td>Unlimited</td>
<td>1</td>
</tr>
</tbody>
</table>

Show the customer all of the upsale products that they've qualified for.

Allow the customer to purchase only one.

### Special Offers

Offered valid for this order only. You may select one of the following.

<table>
<thead>
<tr>
<th>Buy Code</th>
<th>Product</th>
<th>Regularly</th>
<th>Special</th>
<th>Save</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hat_1</td>
<td>Hat_1</td>
<td>$12.00</td>
<td>$10.00</td>
<td>$2.00</td>
</tr>
<tr>
<td>Hat_2</td>
<td>Hat_2</td>
<td>$12.00</td>
<td>$10.00</td>
<td>$2.00</td>
</tr>
<tr>
<td>Hat_3</td>
<td>Hat_3</td>
<td>$12.00</td>
<td>$10.00</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

Continue

### Pages Related to Upsale Products

Upsale products are controlled by four pages in the admin interface: OUS1, OUSM, UATR, and UATM. Page OUS1 controls the screen where a customer is being offered a single Upsale product. The content of this page is controlled by the template code on OUS1 > Page tab > Details section. If the upsale product has Attributes, they are controlled by the OUS1 > Page tab > Product Attribute Template section.
If:

- The customer clicks on one of the buttons (Add to Order, or Do Not Add to Order) at the bottom of OUS1, AND
- The attributes of the upsale product are required, the customer will be taken to page UATR.

Page OUS1. Attributes (if any) on this page are controlled by the OUS1 > Page tab > Product Attribute Template section. The rest of the screen is controlled by the template code on OUS1 > Page tab > Details section.

Page UATR. The attributes on this page are controlled in UATR > Page tab > Product Attribute Template section. The rest of the page is controlled with the template code on UATR > Page tab > Details section.
Page OUSM controls the screen where a customer is being offered multiple products. All of the content on this screen is controlled by the template code on OUSM > Page tab > Details section.

Notice that on OUSM, the user can't select attributes for the upsale products, even if they are required. The user clicks on the Continue button and goes to the next screen, UATM.

Page UATM controls the screen where a customer has been offered multiple products and needs to select attributes for those products. All of the content on this screen is controlled by the template code on UATM > Page tab > Details section.

**Marketing > Affiliates Tab**

An affiliate is someone that you pay for referring customers to your on-line store. The general process of working with affiliates is:

1. Create an affiliate account which includes:
   - A special html link to your store. It can be a link to any page in your store: your store's home page, a specific product page, etc.
   - A policy of how much you want to pay the affiliate for a referral. For example, you can pay affiliates a flat rate for each referral, or a percentage of the order total.

2. Your affiliate adds the link that you created to one of their web pages; their blog, personal website, or on-line store. When a customer visits your affiliate's webpage and clicks on the link, Miva Merchant can track:
   - That the customer reached your store from a specific affiliate.
   - What the customer purchased from your store.

3. Create the payouts. Miva Merchant calculates how much you owe each affiliate.

4. Send money to your affiliates using any method that is convenient for you.

5. Mark the debt as paid.
When a customer reaches your store by clicking on an affiliate link, the affiliate information is added to the customer's session cookie. It's the session cookie that lets Miva Merchant know that the customer made a certain purchase in your store after clicking on an affiliate's link. If the customer's basket expires, or if the customer deletes their cookies, and then buys something from your store, your affiliate does not get credit for the purchase.

To Create an Affiliate Account

You can create affiliate accounts in the admin interface, but you can also allow potential affiliates to create their own accounts in your on-line store.

To Create an Affiliate Account in the Admin Interface

1. Go to Menu > Marketing > Affiliates tab.
2. In the Affiliates tab, click Add Affiliate.
3. In the Identification tab:
   - **Login**: This is the affiliate's user name that they will enter to login to their affiliate account in your on-line store. See Marketing > Settings Tab > Affiliate Lost Password Email for an example of how affiliates log in.
   - **Lost Password Email**: This is the email address that the affiliate's password will be mailed to if they click the Forgot Password link in your on-line store.
   - **Password/Confirm Password**: The affiliate's password.
   - **Application Status**: The status that you set here will over-ride the store wide value you set in Marketing > Settings Tab > Affiliate Options.
     - **Pending**: No referral commissions are tracked.
     - **Approved**: Affiliate referrals are enabled and are being tracked by the software.
     - **Disabled**: Affiliate referrals are not enabled or tracked.
4. Click Add.
5. In the Info tab, enter contact information for the affiliate.
6. In the Commission tab, describe how much the affiliate should be paid for each referral.
   The values that you set here for a specific affiliate will override the default settings in Menu > Marketing > Settings tab > Affiliate Options section.
7. The Earnings tab will show a record for every commission that this affiliate has earned. However, you can also use the Earnings tab to manually adjust their earnings.
   7.1. In the earnings tab, click Add Adjustment.
   7.2. In the Transaction screen:
      - Enter an **order id** to associate the earnings with an order.
To Create an Affiliate Account in Your On-line Store

Usually your potential affiliates will follow these steps to create their own accounts.

1. Open a browser and connect to your on-line store.
2. Click on the Affiliate Login link.
3. In the Affiliate Login page (AFCL), click the Create Account button.
4. In the Affiliate Create page (AFAD), choose a login, password, and enter your contact information.
5. Click the Save button.

After you click the Save button, the "Commission" column will appear, showing the affiliate’s account, current commission, and referral links.

Paying Affiliates

1. Add payouts. Miva Merchant will calculate how much you owe each affiliate. Miva Merchant creates a "payout record" for each of these affiliates which means that they are "ready to be paid".
2. Mark the affiliate payout record as paid.
3. Send payment to each affiliate: You send payment to your affiliates outside of Miva Merchant using check, PayPal, or any other method.

To Pay an Affiliate

1. Go to > Marketing > Affiliate Payouts tab.
2. In the Affiliates Payouts tab, click Add Payout. The Add Payout screen appears.
Add Payout

Payout

<table>
<thead>
<tr>
<th>Payout Threshold: 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payee Count: 1</td>
</tr>
<tr>
<td>Payout Amount: 25.00</td>
</tr>
</tbody>
</table>

- **Payout Threshold**: This is a dollar value that you set in the Payout Threshold field. The threshold tells the system that you don't want to have to pay affiliates until they've earned at least a certain amount of money. In our example above, we set the threshold to $20.00. When we click on the **Add Payouts** button, the system will ignore any affiliate who has earned less than that.

- **Payee Count**: The number of affiliates who have earned more than the threshold amount.

- **Payee Amount**: The total amount that you currently owe all affiliates at the payout threshold.

3. Click the **Continue** button. The Payout Details screen displays.

In the Payout Details screen you can:

- Mark a payment as paid:
  1. Click the **Processed** checkbox, then click **Update**.

- Mark a payment as void:
  1. Click the **Void** checkbox.
  2. Enter a Reason for voiding the payment, if you wish. Your login will automatically be entered in the **Voided By** field.
  3. Click **Update**.
In our example, we'll click the **Processed** checkbox and then click **Update**. This affiliate is now marked as paid.

5. **Confirm that the affiliates are marked as paid.**
   5.1. Go to **Menu > Marketing > Affiliate tab.**
   5.2. Edit the Affiliate that you just created a payout for.

5.3. Select the Earnings tab. The payout that we just created now shows up.
5.4. Your affiliate can also see a record of the payment by logging into your on-line store:

![Affiliate Payment Record](image)

6. Manually send payment to the affiliate using any means that is convenient, check, PayPal, etc.

**To Manually Adjust an Affiliates Earnings**

See *To Create an Affiliate Account in the Admin Interface.*
Marketing > Affiliate Payouts Tab

The Payouts tab keeps a record of payments you have made to affiliates. Records will only show up in this tab if you have created payouts and then marked them as either paid or void. See To Pay an Affiliate.

Marketing > Settings Tab

Marketing > Settings Tab > Discounting Options Section

These settings let you control what happens when a customer's order becomes disqualified for a discount because of a return. For example, let's say you create a Price Group that offers free shipping for orders of $100 or more. A customer buys $100 of merchandise and gets free shipping. A few days later, the customer returns one of the items. Technically, the order total is now under $100, which means they no longer qualify for free shipping.

Generally, when a customer wants to return an item, they would call you. While the customer is on the phone, you edit the order and issue an RMA for the item(s). See To Process Returns and Refunds for more details. Adjustments to the discount, based on the settings in this tab, will show up in the Edit Order screen.

<table>
<thead>
<tr>
<th>Recalculate Discounts For Returns</th>
<th>These fields let you control when discounts are adjusted as the result of a return.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Never: the discount is never revoked or recalculated, regardless of changes to the order by RMA.</td>
</tr>
<tr>
<td></td>
<td>• When Authorized: Adjustments to the discount will be recalculated as soon as you click the Authorize button in the Edit Order screen.</td>
</tr>
<tr>
<td></td>
<td>• When Received: Adjustments to the discount will be recalculated as soon as you click Received in the Edit Order screen.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Order Total Handling</th>
<th>These fields let you control how discounts are adjusted as the result of a return.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Allow Recalculation of Discounts to Increase Order Total: If you select this option it will be possible for the customer to owe you money because a discount was disqualified as the result of a return.</td>
</tr>
<tr>
<td></td>
<td>• Prevent Increase in Order Total with Adjustment Item: If you select this option the customer's order total will never increase, even if a returned item disqualifies them for the discount.</td>
</tr>
<tr>
<td></td>
<td>• Adjustment Item Code / Adjustment Item Name: The text that you enter in these fields will appear as explanations for the discounting adjustments in the Edit Order screen.</td>
</tr>
</tbody>
</table>
### Marketing > Settings Tab > Upsale Options Section

See [To Change the Upsale Options](#).

### Marketing > Settings Tab > Affiliate Options Section

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activate Affiliate Program</td>
<td>Enables Miva Merchant to begin tracking affiliates referrals, and adds the Affiliate Login link to your on-line store.</td>
</tr>
<tr>
<td>Default Application Status:</td>
<td>There are two ways to create affiliate accounts:</td>
</tr>
<tr>
<td></td>
<td>- With the <a href="#">Add Affiliate</a> button in the Affiliates tab. When you manually create an affiliate account this way you can set the account status.</td>
</tr>
<tr>
<td></td>
<td>- A potential affiliate goes to your on-line store, clicks on the Affiliate Login link, and then clicks the <a href="#">Create Account</a> button.</td>
</tr>
<tr>
<td></td>
<td>Use the Default Application Status field to set the default status of affiliate accounts that are created in your on-line store.</td>
</tr>
<tr>
<td></td>
<td>- <strong>Pending</strong>: No commissions are tracked.</td>
</tr>
<tr>
<td></td>
<td>- <strong>Approved</strong>: Affiliate referrals are enabled and are being tracked by the software.</td>
</tr>
<tr>
<td></td>
<td>- <strong>Disabled</strong>: Affiliate referrals are not enabled or tracked.</td>
</tr>
<tr>
<td>Default Commission Per Referral (hit):</td>
<td>The affiliate gets a commission when a customer clicks on the link to your store. No purchase is necessary.</td>
</tr>
<tr>
<td>Default Commission Percent of Order:</td>
<td>The affiliates commission is a percentage of the customer’s order total.</td>
</tr>
<tr>
<td>Default Commission Flat Fee Per Order:</td>
<td>The affiliates receives a flat fee for every customer referral that results in a purchase. The size of the order doesn’t matter.</td>
</tr>
<tr>
<td>Payout Threshold:</td>
<td>The payout threshold is a way of telling the system that you don’t want to pay your affiliates until they’ve earned a certain amount of money. See <a href="#">Paying Affiliates</a>.</td>
</tr>
<tr>
<td>Link Image:</td>
<td>The referring link that your affiliates add to their website can either appear as a text hyperlink or as an image that customers can click on to reach your store.</td>
</tr>
<tr>
<td></td>
<td><img src="#" alt="Free Shirt" /></td>
</tr>
<tr>
<td></td>
<td>If you want the referring link to appear as text:</td>
</tr>
</tbody>
</table>
1. Enter some text, such as "Free Shirt", in the Link Text field (see below). Miva Merchant will automatically generate an html HREF similar to this:

```html
<a href="http://test_store.coolcommerce.net/mm5/merchant.mvc?Screen=SFNT&Affiliate=affiliate1" alt="Free Shirt" border="0"></a>
```

If you want the referring link to appear as an image:

1. In the Link Image text box, enter the path to an image that is already on your server, or use the **Upload** button to copy an image from your local machine to your server. Miva Merchant will automatically generate an html HREF similar to this:

```html
<a href="http://test.coolcommerce.net/mm5/merchant.mvc?Screen=SFNT&Affiliate=affiliate1"><img src="http://test.coolcommerce.net/mm5/graphics/00000001/free_shirt.jpg" alt="http://test.coolcommerce.net/mm5/merchant.mvc?Screen=AFAD&Affiliate=affiliate1" border="0"></a>
```

2. Your affiliate can now go to your on-line store and log into their affiliate account. As the figure on page 215 shows, the html reference to your link image appears in the "Commissions > Image Link HTML" section. Your affiliate copies the html into the source code of their web page and your image now appears as a button. When someone clicks on that image, they will be taken to your on-line store and your affiliate gets credit for the referral.

<table>
<thead>
<tr>
<th>Link Text:</th>
<th>See Link Image field above.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terms:</td>
<td>Use the Terms text box to document how your affiliate program works. Affiliates can see your terms when they create an affiliate account or log into an existing affiliate account.</td>
</tr>
</tbody>
</table>
Marketing > Settings Tab > Affiliate Lost Password Email Section

Your affiliates can log into their accounts through your on-line store, mainly to check their commission status. If an affiliate forgets their login, they can:

1. Click on the Affiliate Login link. Note that this link does not appear in your store unless you have checked the Activate Affiliate Program checkbox.

2. In the Affiliate Login screen (AFCL), the affiliate enters their login name and clicks the "Forgot Password" link.

3. Miva Merchant will automatically send an email containing the affiliate's password.

4. Use the Lost Password Email tab to create the email that your affiliate receives. The affiliate's password is appended to the body of the message.
Marketing > Settings Tab > Affiliate Email Notification Section

Potential affiliates can create affiliates accounts through your on-line store (see To Create an Affiliate Account.) The account is usually created with a status of Pending. When the account is created the potential affiliate receives an email. Use the Affiliate Email Notification Tab to create the email that they receive.

Note that you must check the Activate New Affiliates Email checkbox to enable the email.
Marketplaces

The Marketplaces feature:
- Links your Miva Merchant store to other stores you have on eBay, Amazon, or Etsy.
- Lets you use your Miva Merchant store as a central location where you can manage listings, inventory, and orders for all of your stores.

These other stores have slightly different ways of doing things, so the way that your Miva Merchant store works with each is a little different too. However, the general process of working with Marketplaces is:

1. Install the Marketplaces module in the admin interface.
2. Link your Miva Merchant store to your external seller account.
3. Create product listings in the admin interface and upload them to your other store.
4. Download orders from your other stores and view/edit them in the admin interface.

Comparing Different Marketplaces

<table>
<thead>
<tr>
<th></th>
<th>Buyer ID</th>
<th>Update Miva Inventory</th>
<th>Create a Listing from the Admin Interface</th>
<th>View the Listing</th>
<th>Download Orders</th>
<th>Change Shipment Status in Miva</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBay</td>
<td>Yes. See page 148.</td>
<td>Yes.</td>
<td>Yes.</td>
<td>Yes. In the Listings tab.</td>
<td>Automatic</td>
<td>Uploaded automatically to your eBay store</td>
</tr>
<tr>
<td>Amazon</td>
<td>No.</td>
<td>Yes.</td>
<td>Create a link to an existing Amazon product.</td>
<td>No.</td>
<td>Manual</td>
<td>Uploaded automatically to your Amazon store</td>
</tr>
</tbody>
</table>
But see also:

- An Overview of Marketplaces - eBay
- An Overview of Marketplaces - Amazon
- An Overview of Marketplaces - Etsy

**To Install the Marketplaces Module**

You have to install this module before you can link your Miva Merchant store to eBay or Amazon.

1. Go to > Utilities > Add/Remove Modules > Available Modules section.
2. Under Marketplaces, click **Install**.

**Marketplaces - eBay**

Notes:

- If you want to view your eBay listings in the admin interface, you have to create the listing in the admin interface and upload it to your eBay store. If you create a listing in your eBay store, you won't be able to download it to the admin interface.
- You can view eBay orders no matter where the listing was created. If someone buys something in your eBay store, you can always view the order in the admin interface. It doesn't matter if the listing was created in your eBay store or in the admin interface. You can also configure which eBay orders you want to download. See Marketplaces - eBay > Settings tab > General section > Order Import field.
- If you want to experiment with the Miva Merchant / eBay interface without affecting your Miva Merchant store or your eBay store, you need:
  - A Miva Merchant developer store. Please contact Miva Merchant support for more information.
  - An eBay developer's sandbox.

**An Overview of Marketplaces - eBay**

This is a more detailed view of how your Miva Merchant store works with eBay.
1 Check your eBay store policies.
   In your eBay store, make sure that you have created at least one of each:
   - Shipping Policy
   - Payment Policy
   - Return Policy
   You can also create your eBay store policies in the admin interface. See:
   Marketplaces - eBay > Policies Tab

2 Install the Marketplaces module in your Miva Merchant store. See page 222.

3 Link your Miva Merchant store to your eBay store. See page 224.

4 Create a listing detail. See page 227.
   A listing detail is like a high-level template for your eBay listings. It contains a number of variables, such as your eBay shipping, payment, and return policies. Generally, you only need a few listing details, and you only have to create them once.

5 Edit a product's eBay Listing Settings. See page 231.
   After you install the Marketplaces module and link your Miva Merchant store to your eBay account, you'll see a new tab when you edit a product:
   Menu > Catalog > Product tab > edit product > Marketplaces - eBay Listing Settings tab.
   The listing settings tab doesn't create the listing, but it controls most of the listing information. For example, this tab is where you decide if the listings for this product will be auction or fixed price. You only have to fill out the fields in this tab once. After that, you can go to the Marketplace - eBay Product Listings tab and create as many listings as you want.

6 Create the listing.
   You can create eBay listings in several places. It doesn't matter which one you use.
   - Menu > Marketplace - eBay > Listings tab.
   - Menu > Catalog > Product tab > edit product > Marketplaces - eBay Products Listings tab.
   You can create listings for products with or without attributes:
   - To Create an eBay Listing for a Product with No Variants
   - To Create an eBay Listing for a Product that has Variants

7 Use The eBay Customer Relationship tab (optional).

8 View your eBay listings in the admin interface.
9 View your eBay orders in the admin interface.

**To Link Your Miva Merchant Store to Your eBay Seller Account**

1. Select ☰*Menu* > Marketplaces - eBay, then select the Accounts tab.

2. In the Accounts tab, click Add Account.

3. In the Add Account dialog box:

   - **Environment**: Set the environment to either Sandbox or Production. Production refers to your real eBay store. Sandbox refers to an eBay Developer’s sandbox account, so that you can create test eBay listings without affecting your real eBay store. Both environments require an eBay seller account.

   - **Error Language Country**: After you link your Miva Merchant store to your eBay seller account, eBay can send error messages that will be displayed in the admin interface. If you set the Error Language Country to English, the eBay errors (if any) will be displayed in English.

4. In the Sign In dialog box, enter your eBay seller account User ID and Password, then click Sign In.
4.1. Another dialog box will open, asking you to give the Miva Merchant software access to your seller account data. Click I Agree and close the popup window.

4.2. A Confirm Access message box will open, asking if you clicked the I Agree button that will give Miva Merchant access to your eBay account. If you clicked the "I Agree" button in the previous dialog box, click Yes here.

If you don't want to give Miva Merchant access to your eBay seller account, click No. Your Miva Merchant store will not be linked to your eBay seller account and you won't be able to use the Marketplaces - eBay features in the admin interface.
5 Now you'll see that the Add Account dialog box has been updated with your eBay seller account User ID. Click the Add button.

Your Miva Merchant store is now linked to your eBay seller account.

![Add Account](image)

![Marketplaces - eBay](image)

When you link your Miva Merchant store to your eBay store, eBay creates a kind of expiration date on the link. When the token expires, the link between the store is broken and you must update the link.

To Update the Link Between Your Miva Merchant Store and Your eBay Seller Account

If you make any changes to your eBay seller account, such as changing your password, you must update the account link in the admin interface.

1. Go to `Menu > Marketplaces - eBay > Accounts tab.`
2. In the Accounts tab, edit your eBay account link.
3 In the Edit Account dialog box, click Update Account. The admin interface will download the modified details of your eBay seller account.

To Create a Listing Detail

A listing detail is like a high-level template for your eBay listings. It contains a number of variables, such as your eBay store's shipping, payment, and return policies. For example, you could create a listing detail for the clothing that you sell, and another for electronics. Each listing detail might have a different return policy. When you create a product listing, the product listing references the listing detail. Generally, you only need a few listing details, and you only have to create them once.

1 Go to Menu > Marketplaces - eBay > Listing Details tab and click Add Detail.
1.1. **Detail Title**: The name of the listing detail that you want displayed in the admin interface.

1.2. **Account**: The eBay seller account you want to associate with this listing detail.

1.3. **Site**: The eBay site (domain) where you want your product listings to appear. For example, if you set this field to "United Kingdom" and then you apply this listing detail to a product listing, that product listing would appear on eBay's UK site, but would not appear in your eBay US store page.

   The site can also affect the categories that are available when you create the listing settings (see *To Edit a Product's eBay Listing* Settings). For example, if you select China as the site, and then you select this listing detail when you edit the listing settings, the Primary Category drop-down list box will have different values in it because the list of categories for eBay's China domain are different from the category listings in eBay's US domain.

   In version 9.0005, Miva Merchant added support for eBay Motors.

   - Select eBay Motors from the **Site** list box.
   - As of 02/29/16, you can only sell car parts and accessories, not vehicles.

1.4. **Currency**: The currency that you want to use for the product listing.

1.5. **Shipping From Zip/Postal Code**: Enter the postal code where you ship from.

1.6. **Shipping Policy / Payment Policy / Return Policy**: These are policies that you’ve created in your eBay store. You must have at least one of each policy type before you can create a listing detail in the admin interface.
1.7. **Calculated Shipping Policy**: In this context “calculated shipping” means a shipping rate that is calculated by a carrier, such as FedEx or UPS, as opposed to a shipping rate that is calculated by Miva Merchant or eBay. For example:

- If you selected a Shipping Policy from your eBay store that is associated with a carrier like FedEx, you would check the Calculated Shipping Policy checkbox.
- If you selected a Shipping Policy from your eBay store that is not associated with a carrier, such as free shipping, flat rate, quantity or weight based shipping, you would not check this box.

1.8. **Hit Counter**: Choose whether you want a hit counter in your product listings.

1.9. **Maximum Quantity Per Buyer**: Limits the quantity of items that your customer can purchase from the same product listing. If the customer wants to purchase more of the same item, they would have to wait for you to create a new product listing.

For example, let's say you are creating a Black Friday sale on t-shirts, but you want to limit purchases to three shirts per customer. You would set the Maximum Quantity Per Buyer to three, and then select this listing detail when you fill out the listing settings for the t-shirt (edit product > Marketplace - eBay Listing Settings tab > Detail list box.) When customers buy the shirt in your eBay store, they can't buy more than three, unless you create a new product listing.

1.10. **Private Listing**: Check this box if you want your eBay product listings to be private. When an eBay auction style listing is private, the winning bidder's name is not published in the listing. This checkbox has no effect on Fixed Price type listings.

1.11. **Enable Store Categories**: Please see *To Use Your eBay Store Categories from the Admin Interface*.

2 When you finish filling out the fields in the Add Detail dialog box, click **Add**.

---

**To Use Your eBay Store Categories from the Admin Interface**

You can create categories in your eBay store. Customers can navigate to your eBay store and browse your inventory by clicking on one of your eBay store categories.
When you create an eBay listing in the admin interface, you can create the listing so that it will show up in one of your eBay store categories. If you do not use your eBay store categories in the admin interface, the listing will still show up in your eBay store, it just won't be visible when a customer clicks on one of your store categories.

1 **Enable Store Categories in the listing detail.**
   1.1. You should already have created a [listing detail](#). Edit the listing detail you are going to use.
   ```
   Menu > Marketplaces - eBay > Listing Details tab > edit a listing detail
   ```
   1.2. In the Edit Detail dialog box, make sure that the Enable Store Categories checkbox is checked.
2 Edit the product and select an eBay store category.
   2.1. Go to > Catalog > Products tab > edit product > Marketplace - eBay Listing Settings tab.
   2.2. In the Listing Settings tab, make sure that you have selected a Primary Category.
   2.3. After you select a Primary Category you'll be able to select one of your eBay store categories. When you create a listing for this product, it will appear in your eBay store in the category that you select here.

To Edit a Product's eBay Listing Settings

After you install the Marketplaces module and link your Miva Merchant store to your eBay store, there will be two new tabs when you edit a product:
• **Marketplace - eBay Product Listings**: this is where you generate the product listing. See:
  - *To Create an eBay Listing for a Product with No Variants*
  - *To Create an eBay Listing for a Product that has Variants*

• **Marketplace - eBay Listing Settings**: the fields in the listing settings tab control most of the listing information. For example, this tab is where you select the eBay category for the listing, and whether listings for this product will be auctions or fixed price.
  
You have to fill out the fields in this tab before you can generate an eBay listing. However, you only have to fill out the fields in this tab once. After that, you can go to the **Marketplace - eBay Product Listings** tab and create as many listings as you want.
Every listing that you (eventually) create for this product will use the values in this tab.

1. Go to **Menu** > Catalog > Products tab > edit product > Marketplace - eBay Listing Settings tab.

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detail</td>
<td>You must create a listing detail before you can fill out the fields in this tab or create a product listing. See <em>To Create a Listing Detail</em>.</td>
</tr>
<tr>
<td>Account</td>
<td>You must link your Miva Merchant store to your eBay account before you can fill out the fields in this tab or create a product listing. See <em>To Link Your Miva Merchant Store to Your eBay Seller Account</em>.</td>
</tr>
</tbody>
</table>

If you have multiple eBay accounts configured in your Miva Merchant store,
the Account field appears as a list box. If you only have one eBay account configured in your Miva Merchant store, this field is displayed as read-only.

<table>
<thead>
<tr>
<th>Listing Type:</th>
<th>Choose Fixed Price or Auction.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
<td>Enter a title for the listing as you want it to appear in your eBay store.</td>
</tr>
<tr>
<td>Subtitle:</td>
<td>Enter a subtitle for the listing as you want it to appear in your eBay store.</td>
</tr>
<tr>
<td>SKU:</td>
<td>The value in this field is automatically taken from: Edit Product &gt; Product tab &gt; Details section &gt; SKU field.</td>
</tr>
<tr>
<td>Item Lookup:</td>
<td>This feature is currently under development and should not be used.</td>
</tr>
<tr>
<td>Start Price:</td>
<td>The starting price for your auction type listing. If you set the Listing Type to &quot;Fixed Price&quot;, this field is greyed out.</td>
</tr>
<tr>
<td>Buy It Now Price:</td>
<td>Enter the buy it now price as it will appear in the eBay listing.</td>
</tr>
<tr>
<td>Reserve Price:</td>
<td>Enter the reserve price for your auction type listing. If you set the Listing Type to &quot;Fixed Price&quot;, this field is greyed out.</td>
</tr>
<tr>
<td>Packaging Weight:</td>
<td>The value in this field is automatically taken from: Edit Product &gt; Product tab &gt; Details section &gt; Weight field.</td>
</tr>
<tr>
<td>Description Header/Footer:</td>
<td>You can create headers and footers for the eBay listings that you create in the admin interface. See Marketplaces - eBay &gt; Product Header &amp; Footers Tab.</td>
</tr>
<tr>
<td>Description:</td>
<td>The listing description, as you want it to appear in your eBay store.</td>
</tr>
<tr>
<td>Quantity:</td>
<td>This field only applies when:</td>
</tr>
<tr>
<td></td>
<td>• You set the Listing Type to &quot;Fixed Price&quot;. If you set the Listing Type to &quot;Auction&quot; this field is greyed out.</td>
</tr>
<tr>
<td></td>
<td>• You are creating a listing for a product with no Variants. If you are creating a listing for a product that does have variants, you still have to enter a value here (the field is required), but you actually set the quantity in the Add Variation Listing dialog box: edit product &gt; Marketplace - eBay Product Listings tab &gt; Create Variation Listing button.</td>
</tr>
<tr>
<td></td>
<td>For a product with no attributes, the number that you enter here will show up in the eBay listing as the quantity available. For example, if you set this number to 5, the eBay listing will show &quot;Quantity Available: 5&quot;. When someone buys the item in your eBay store, the eBay listing is updated and will show that only 4 are available.</td>
</tr>
<tr>
<td></td>
<td>If you are tracking inventory at both the store level and the product level in your Miva Merchant store:</td>
</tr>
<tr>
<td></td>
<td>• You'll see a message next to the Quantity field that tells you what your Miva store inventory is for this item. In our example below, &quot;5&quot; is the quantity that we want to show as available in the eBay listing for this product. Our Miva Merchant store has 50 of this item.</td>
</tr>
</tbody>
</table>
### Quantity:
- When someone buys this item in your eBay store, the number that you entered in the Quantity field will drop by 1 and your Miva Merchant store inventory will drop by 1.

See [Appendix 7: Inventory Management](#).

<table>
<thead>
<tr>
<th>Primary Category:</th>
<th>Select the primary category for the eBay listing. After you select a Primary Category, the Listing Settings screen will refresh show more options.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary Category:</td>
<td>Select the secondary category for this product. For example, a t-shirt could appear under clothing (primary category) and sporting goods (secondary category).</td>
</tr>
<tr>
<td>Store Category</td>
<td>The Store Category list box is not displayed until you enable it in the Listing Detail and select a Primary Category. Please see <a href="#">To Use Your eBay Store Categories from the Admin Interface</a>.</td>
</tr>
<tr>
<td>Listing Duration:</td>
<td>Enter a duration for the eBay listing.</td>
</tr>
<tr>
<td>Condition:</td>
<td>This field is not displayed until you select a Primary Category. Select the condition as you want it to appear in the eBay listing.</td>
</tr>
</tbody>
</table>

- New with tags
- New without tags
- New with defects
- Pre-owned

<table>
<thead>
<tr>
<th>Condition Description:</th>
<th>This field is greyed out until:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- You select a Primary Category.</td>
</tr>
<tr>
<td></td>
<td>- You set the Condition list box to either &quot;New with defects&quot; or &quot;Pre-owned&quot;.</td>
</tr>
<tr>
<td></td>
<td>According to eBay selling practices:</td>
</tr>
<tr>
<td></td>
<td>If you list an item that is not new and in perfect condition, you are also supposed to include a condition description where you list any defects or flaws.</td>
</tr>
<tr>
<td>Item Specifics:</td>
<td>This field is greyed out until you select a Primary Category. See <a href="#">To Use eBay Item Specifics</a>.</td>
</tr>
<tr>
<td>Variation Image Types:</td>
<td>Use this field to add images to your eBay listing if the product has both Attributes and Image Types. If your product doesn't use Attributes and Image Types, use the Image field below.</td>
</tr>
<tr>
<td></td>
<td>See also: <a href="#">Add Image(s) to the Option's Part Products Button</a>.</td>
</tr>
</tbody>
</table>
| Images: | Use this field to add images to your eBay listing when your product doesn't use Attributes and Image Types. You must have at least one image attached to your Miva store product before you can create an eBay listing, and you have to select at least one of those images using the checkboxes in this field. The product pictures that you select in the Images field will be included in the eBay listing. For example:
1. Go to edit product > Images tab.
2. Click Add Image(s) and use the Image Picker dialog box to attach a picture to the product.
3. Go back to the edit product > Marketplace - eBay Listing Settings tab.
4. In the Images field, click the checkbox next to the product picture that you added in the Images tab.
If your product has Variants, this field shows the images that are attached to the master product. |

**To Use eBay Item Specifics**

Item Specifics are a set of eBay provided fields that describe your product in the listing. A group of Item Specific Fields is automatically associated with a listing as soon as you select an eBay Primary Category.

For example:
1. Go to your eBay store.
2. Create a new listing.
3. Set the Category to: Clothing, Shoes & Accessories > Men's Clothing > Casual Shirts.
4. Further down in the create listing page, you'll see a section for Add Item Specifics:
The values that you enter in these fields show up in the listing.

As soon as you select a Primary Category, eBay displays the list of Item Specific fields for that category.

If you selected a Primary Category for a fishing lure, there would be a different set of Item Specific fields.

6. The same thing happens when you fill out the fields in the edit product > Marketplace - eBay Listing Settings tab.

6.1. You select a Primary Category.
6.2  Miva Merchant downloads the eBay item specific fields for that category and displays them in the tab.

To Create Your Own eBay Item Specific Field

When you create a listing in your eBay store, eBay shows you the item specific fields for the primary category that you select. However, in addition to the default item specific fields, you can also create your own, and you can do the same thing in the admin interface.

1  Edit a product and select the Marketplaces - eBay Listing Settings tab.

2  Select a Primary Category. Miva Merchant will download the default eBay Item Specific fields for the Primary Category that you select.

3  At the top of the Item Specifics field list, enter a Name for your new field and a Value, then click Add. Your custom Item Specific field will show up in the listing that you (eventually) create for this product.
To Create an eBay Listing for a Product with No Variants

If you've done all of the preparation (see *An Overview of Marketplaces - eBay*), creating a listing for a product without variants is easy:

1. Go to > Catalog > Products tab > edit product > Marketplace - eBay Product Listings tab.
2. Click **Create Listing**.
3. Miva Merchant will upload all of the information about the listing, mostly from the:
   - *listing detail*, and the
   - edit product > **Marketplace - eBay Listing Settings** tab.

   eBay tells us how much the listing is going to cost, which you'll see in a message box:

   ![Message Box](image)

   The estimated total fees to create this listing is 0.60 USD. Would you like to create the listing?

4. Click **OK** to create the listing.

To Create an eBay Listing for a Product that has Variants

1. You **may** need to enable inventory tracking at the store level.
   See: edit product > Marketplace - eBay Product Listings tab > Create Variation Listing button > **Quantity** field.

2. **Create a product that has Attributes.**
   - You must enable *inventory tracking at the attribute level* in order to generate variants.
   - You do not need to enable inventory tracking at the product level.

3. **Generate Variants.**
   See: edit product > Attributes tab > **Generate Variants Button**.

4. **Set the inventory for the variants.**
   In the edit product > Inventory Variants tab, click **Edit Inventory**.

5. **Edit the fields in the edit product > Marketplace - eBay Listing Settings tab.**
   The fields in this tab control most of what the listing will look like.
6 Create the listing.
   6.1. Go to the edit product > eBay Product Listings tab.
   6.2. Click **Create Variation Listing**.
   6.3. In the Add Variation Listing dialog box:

### Add Variation Listing

<table>
<thead>
<tr>
<th>Pictures Attribute:</th>
<th>Quantity:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>Fixed 5</td>
</tr>
</tbody>
</table>

*Pictures Attribute:* This field shows you the Attributes that you created for the product. In our example, we have a t-shirt with Attributes for Size and Color.

You have to select something from the Pictures Attribute field, but it has only a minor effect on the eBay listing. Basically, it creates a kind of link between thumbnail images and an Attribute list box in the listing.

In our example, our t-shirt has Attributes of Size and Color. In the Pictures Attribute list box, we selected Color. After we generate the eBay listing, if the customer clicks on a thumbnail of a white shirt, the Color list box selection changes to "White". If the customer selects "Blue" from the Color list box, the blue shirt thumbnail is selected and the blue shirt will be displayed in the larger frame.

In order to use the Pictures Attribute field, you must have images attached to the product **Variants**. One way to do this is with the **Add Image(s) to the Option's Part Products Button**.
**Quantity:**

If you create a listing for a product without variants, the quantity (number of products shown as available in the eBay listing) is set in the:

edit product > Marketplace - eBay Listing Settings tab > **Quantity** field

If you are creating a listing for a product with variants, the quantity is set in the:

edit product > Marketplace - eBay Product Listings tab > Add Variation Listing dialog box > Quantity field.

When you create a listing for a product that has variants, you have to let eBay know how many you have of each variant. For example, if you are creating a listing for a t-shirt that has three sizes and two colors, there are six variants:

- small blue
- medium blue
- large blue
- small white
- medium white
- large white

If you set the Quantity field to **Fixed**, and then enter "5" in the text field, your eBay listing will show there are 5 shirts available in small/blue, 5 shirts available in medium/blue, etc.
If you want to use the Quantity as a **Percentage**:

1. You must enable inventory tracking at the store level:
   
   
   
   
   
   
   Menu > Catalog > Inventory tab > Track Inventory checkbox

2. You must set an inventory level on the variants:
   
   
   
   
   
   
   edit product > Inventory Variants tab > Edit Inventory button

3. In the Add Variation Listing dialog box, set Quantity to Percentage, then enter the percent of the variant inventory you want to make available in the eBay listing.

---

The eBay listing will show that there are 5 shirts available for each variant (5 small/blue, 5 medium/blue etc.)

---

The eBay listing will show that the number of available shirts for each variant is 5% of whatever we set the variant inventory to in:

- edit product > Inventory Variants tab > Edit Inventory button.

If we tell our Miva store that we have 400 shirts in small/blue, then our eBay listing will show there are 20 shirts available in small/blue (400 x .05 = 20).

---

7. In the Add Variation Listing dialog box, click **Add**.

8. Miva Merchant will upload all of the information about the listing, mostly from the:
   
   - listing detail, and the
   - edit product > Marketplace - eBay Listing Settings tab.

   eBay tells us how much the listing is going to cost, which you'll see in a message box:
9 Click **OK** to create the listing.

## Marketplaces - eBay > Settings Tab

### Marketplaces - eBay > Settings Tab > General Section

| Order Import: | When a customer buys something in your eBay store, the order is downloaded (almost instantly) to your Miva Merchant store. But you can use this field to control what orders from your eBay store will be downloaded to your Miva Merchant store. Your eBay orders can be viewed and edited in:
| **Menu** > Order Processing > Orders tab. |
| --- | --- |
| **Do Not Import eBay Orders**: no orders from your eBay store will be downloaded. |
| **Import eBay Orders if at Least One Matching Product is Found**: if the eBay order contains at least one product that is in your Miva Merchant store, the order is downloaded. |
| **Import all eBay Orders**: All orders from your eBay store are downloaded, even if they are for products that do not exist in your Miva Merchant store. |

<table>
<thead>
<tr>
<th>Allocate Inventory When a Listing is Posted:</th>
<th>This checkbox is only used if you are tracking inventory in your Miva Merchant store. See <em>Appendix 7: Inventory Management</em>.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>If you don't check this box</strong>, your Miva Merchant inventory gets decremented when you download orders from eBay.</td>
<td></td>
</tr>
<tr>
<td><strong>If you check this box</strong>, your Miva Merchant inventory is decremented when you create an eBay listing.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Share Inventory With eBay on Good Until Cancelled Listings:</th>
<th><strong>If you don't check this box</strong>, your Miva Merchant store inventory is not changed, even if someone purchases the product in your eBay store.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>If this box is checked</strong>, your Miva Merchant store inventory is decremented when someone buys the item in your eBay store.</td>
<td></td>
</tr>
</tbody>
</table>
Marketplaces - eBay > Settings Tab > Custom Fields Section

It will be a lot easier to understand this section if you read *To Use eBay Item Specifics* first.

When you create an eBay listing (actually when you select a category for your listing) eBay shows you a list of descriptive fields that are appropriate for the product. For example, if you are creating an eBay listing for a shirt, eBay asks you to fill out fields like the shirt brand and the sleeve length.

<table>
<thead>
<tr>
<th>Description</th>
<th>Shipping and payments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seller assumes all responsibility for this listing.</td>
<td>Item number: 110170044032</td>
</tr>
</tbody>
</table>

**Item specifics**

- **Condition:** New with tags
- **Material:** Cotton
- **Color:** Red
- **Pattern:** Hibiscus
- **Country/Region of Manufacture:** American Samoa

- **Brand:** Miva
- **Style:** Gaudy
- **Size Type:** Regular
- **Size (Men's):** M
- **Sleeve Length:** Sleeveless

The eBay listing shows the Item Specific fields and the values you entered when you created the listing. This sample listing is for a Hawaiian shirt.

If you sell the same shirt in your Miva Merchant store, you might wonder how you can get the eBay Item Specific fields to show up in your Miva store. That way, customers see the same information about the product, regardless of which store they are looking at.
The purpose of the Custom Fields section is to "link" eBay Item Specific fields in your eBay store listings with custom product fields in your Miva Merchant store product pages.

- You can set the value of the Custom Field and the eBay Item Specific field will have the same value.
- The eBay Item Specific fields show up in your Miva Merchant product pages.

To Link eBay Item Specific Fields to Custom Fields in Your Miva Merchant Store

1. **Create a product in your Miva Merchant store.** In our example, we'll create a red Hawaiian shirt.
2. **Fill out the fields in the edit product > Marketplace - eBay Listing Settings tab.**
   - If you want, you could fill out the fields in the listing settings tab after you create the custom field. However, you do need to know the exact name of the eBay Item Specific field that you want to duplicate in Miva Merchant. There's several ways to do this, but one way is to fill out the fields in the listing settings tab.
   - See *To Edit a Product's eBay Listing* Settings.
When you select a Primary Category in the listing settings tab, Miva Merchant will download the Item Specific fields for that category. For our Hawaiian shirt, we set the Primary Category to:

| Primary Category: | Clothing, Shoes & Accessories | Men's Clothing | Casual Shirts |

As soon as we selected this Primary Category, Miva Merchant downloaded the eBay Item Specific fields for men's casual shirts:

<table>
<thead>
<tr>
<th>Item Specifics:</th>
<th>Name:</th>
<th>Value:</th>
<th>Add</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Brand</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Style</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

One of these fields is "Brand". This field exists in the eBay listing, but it won't show up when the customer looks at the shirt in our Miva Merchant store.

3. **Create a custom field in Miva Merchant.**
   3.1. Go to **Utilities > Custom Fields tab.**
   3.2. In the custom fields tab, click **Add Custom Field**

   ![Add Custom Field](image)

   3.3. Go to **User Interface > Pages > edit page PROD > Page tab > Product Display Layout section.**
   3.4. Under Custom Fields, select the custom field that you just created and click **Select**, then click **Update**.
4 Link the custom field to the eBay Item Specific field.
   4.1. Go to Marketplaces - eBay > Settings tab > Custom Fields section. The custom field that you created will show up.
   4.2. Type in (or copy/paste) the exact name of the eBay item specific field and click Update.

5 Enter a value for the custom field.
   5.1. Edit a product and select the Custom Fields tab.
   5.2. We'll edit our Hawaiian shirt, enter a value for the Brand field, and then click Update.
6  Update the Listing Settings tab.
   6.1.  Edit a product and select the eBay Listing Settings tab.
   6.2.  Delete the value in the Brand field (if any), then click the Update button.

   Make sure there’s no value in the field you are updating.

   After you click Update, Miva copies the value from the Custom Fields tab to the Listing Settings tab.

7  Now product pages in our Miva Merchant store will display the Brand field, and the Brand field in our Miva Merchant store is linked to the Brand field that we’ll use for eBay Listings for this product.
Notes About Linking Custom Fields to eBay Item Specific Fields

- **The update works in one direction:** The process described above copies the field value from the Custom Fields tab to the Marketplaces - eBay Listing Settings tab, but not the reverse. If you change the field value in the listing settings tab, the value in the Custom Fields tab will not be updated.

- **If you change the custom field value, you must update the listing settings tab.** For our Hawaiian shirt example, we went to the Custom Fields tab and set the Brand to "Miva". If we wanted to change the brand for our shirt, we would:
  1. Edit the shirt and select the Custom Fields tab.
  2. Change the value for Brand and click Update.
  3. Select the Marketplaces - eBay Listing Settings tab.
  4. Delete the current value for Brand and click Update.

**Marketplaces - eBay > Accounts Tab**

There's a number of things that you need to do before you can create an eBay listing from the admin interface.

See *An Overview of Marketplaces - eBay*.

One important task is to link your Miva Merchant store to your eBay store, and you do that in the Accounts tab.

See *To Link Your Miva Merchant Store to Your eBay Seller Account*.

**Marketplaces - eBay > Listing Details Tab**

A listing detail is like a high-level template for the eBay listings you are going to create. For example, a listing detail is where you select the shipping, payment, and return policies. Generally, you only need a few listing details, and you only have to create them once.

See *To Create a Listing Detail*.

**Marketplaces - eBay > Listings Tab**

After you have taken care of the preliminaries (see *An Overview of Marketplaces - eBay*) you can create an eBay listing from the admin interface. There are two places where you can do this:

- **Menu > Marketplaces - eBay > Listings Tab**
  Here you can create a listing for any of your products and see all of the listings that you've created.

- **Menu > Catalog > Products tab > edit product > Marketplaces - eBay > Product Listings tab**
  Here you can create a listing for the product you are editing and view the listings only for that product.

The functionality is basically the same in both tabs.
Create Listing | See To Create an eBay Listing for a Product with No Variants.
--- | ---
Create Variation Listing | Use this button if you are creating a listing for a product that has Variants. See To Create an eBay Listing for a Product that has Variants.
Update All Listing Details | If you change a listing detail, you have to use the Update All Listings Details button to "push" the changes up to the listings in your eBay store.
Get Orders | eBay order are automatically downloaded, basically in real-time, from your eBay store. However, if there is some delay with an eBay order being downloaded, you can click the Get Orders to force a download.
Update Shipping | If you edit an order in the admin interface that has been downloaded from your eBay store, and you change the order status to Shipped, the change is automatically uploaded to your eBay store. If you use a third-party tool to change the order status, such as ShipWorks, the change is automatically made in the admin interface, but you have to manually update the status in your eBay store.
1. Using a third-party tool, change the status of an eBay order to Shipped.
2. In the admin interface, go to:
   edit product > Marketplaces - eBay > Listings tab
3. Click Update Shipping.

**Marketplaces - eBay > Log Console Tab**

The Log Console tab is used mainly by Miva Merchant support staff to troubleshoot the connectivity between your Miva Merchant store and your eBay store.

**Marketplaces - eBay > Policies Tab**

Use the Policies tab to create new shipping policies, return policies, and payment policies in your eBay store.

1. Click on one of the policy buttons.
2. Fill out the fields in the Add Policy dialog box.
3. Click Add.
4. The new policy will be uploaded to your eBay store.

**Marketplaces - eBay > Product Header & Footers Tab**

Your Miva Merchant store can have product headers and footers:

- **Header & Footer Section**
User Interface > Settings Tab > Global Header and Footer Section

You can use headers and footers to add content, such as images, html, and JavaScript, to a page's header and footer in your Miva Merchant store.

The Marketplaces - eBay > Product Header & Footers tab lets you add header and footer content to the eBay listings that you create in the admin interface. You can create as many header and footers for your eBay listings as you want. For example, you could have different headers and footers for the types of products that you sell: one for clothing, a different header and footer for sporting equipment, etc.

To Use Headers and Footers in Your eBay Listings

1 Create a Header/Footer.
   1.1. Go to Menu > Marketplaces - eBay > Product Header & Footers tab.
   1.2. Click Create Header & Footer + .

   ![Add Header & Footer dialog box](image)

   1.3. In the Add Header & Footer dialog box:
      1.3.1. **Title**: The Title uniquely identifies this header and footer in the admin interface. For example, you might create a header/footer called "Header/Footer - Clothing".
      1.3.2. **Header/Footer**: Add the content that you want to appear in the header or footer - text, images, etc.
      1.3.3. Click **Add** to save your changes.

2 Associate the header/footer with a product.
   2.1. Go to Menu > Catalog > Products tab > edit product > Marketplace - eBay Listing Settings tab.
   2.2. Select your header/footer from the Description Header/Footer list box.
2.3. Make any other changes to the fields in the Marketplace - eBay Listing Settings tab, then click **Update**.

3 **Create the listing.** See:
   - *To Create an eBay Listing for a Product with No Variants*
   - *To Create an eBay Listing for a Product that has Variants*

4 When the listing is uploaded to your eBay store, it will include the header/footer content that you created.

**Marketplaces - Amazon**

**An Overview of Marketplaces - Amazon**

This is a more detailed view of how your Miva Merchant store works with Amazon.
- Install the Marketplaces module, see page 222.
- Link products in your Miva Merchant store to products in your Amazon store, see page 255.

## Marketplaces - Amazon > Settings Tab

| Order Import: | Orders from your Amazon store must be manually downloaded to your Miva Merchant store. See:

![Menu] > Marketplaces - Amazon > Listings tab > Get Orders button.

The Order Import field lets you control which orders are downloaded.

- **Do Not Import Amazon Orders**: no orders from your Amazon store will be downloaded.
- **Import Amazon Orders if at Least One Matching Product is Found**: if the Amazon order contains at least one product that is in your Miva Merchant store, the order is downloaded.
- **Import all Amazon Orders**: All orders from your Amazon store are downloaded, even if they are for products that do not exist in your Miva Merchant store. |

| Share Inventory With Amazon Listings: | Use this feature to automatically share the inventory that you have in your Miva Merchant store with your Amazon store. If you have quantity 100 of an item in your Miva Merchant store, a customer in your Amazon store will see quantity 100 available. Note that, instead of making your entire Miva store inventory available in your Amazon store, you can also select how much of your Miva store inventory can be purchased in your Amazon store. See [Update Inventory](#).

The Share Inventory With Amazon Listings feature has no effect unless you are tracking inventory in your Miva Merchant store.

1. If you are tracking inventory in your Miva Merchant store and
2. This feature is enabled, and
3. The inventory of a product changes in either your Amazon store or your Miva Merchant store:
   - The change will be propagated between both stores. The change to inventory could be caused by a purchase or by manually changing the inventory of a product.
   - The synchronization is done automatically about once every hour. |
The synchronization frequency is not configurable.

If this feature is not enabled and you make an inventory change in your Amazon or Miva Merchant store, you have to manually synchronize the inventory between your stores:

1. Go to Menu > Marketplaces - Amazon > Listings tab.
2. Select the product whose inventory has changed.
3. Click Update Inventory.

### Marketplaces - Amazon > Accounts Tab

Use this tab to link your Miva Merchant store with your Amazon store.

#### To Link Your Miva Merchant Store to Your Amazon Seller Account

1. Go to Menu > Marketplaces - Amazon > Accounts tab.
2. In the Accounts tab, click Add Account

![Add Account](image)

3. Enter an account name. The account name can be anything that you want. It is only used to identify the link in the admin interface.
4 Select a Region/Country. These fields were added in version 9.0005.

5 Follow the instructions in the Add Account dialog box. To complete this process you must have an Amazon seller account.
   After you enter your Amazon seller account credentials, you will get a:
   - Seller ID
   - Marketplace ID
   - MWS Authorization Token

6 Enter this information in the Add Account dialog box and click Add.

To Delete the Account Link
1 Go to > Marketplaces - Amazon > Accounts tab.
2 In the Accounts tab, edit an existing link.
3 In the Edit Accounts dialog box, click Delete.

Marketplaces - Amazon > Listings Tab
The Listings tab shows every "link" that you’ve created between a product in your Miva Merchant store and a product in your Amazon store.

The name of this tab is a bit misleading. Unlike eBay, Amazon is not an auction site and does not have time based listings. For Amazon you link products in your Amazon store to identical products in your Miva Merchant store. If you are tracking inventory on that product, your Miva store inventory will drop if a customer buys the product in your Amazon store.

To Link Your Miva Merchant Product to Your Amazon Product
1 Create a product in your Amazon store.
2 Create the same product in your Miva Merchant store.
3 Link the two products.
   3.1. In the admin interface, go to > Marketplaces - Amazon > Listings tab.
   3.2. In the Listings tab, click Add Amazon Product.
3.3. **Enter a Product Code**: Enter the code of a product in your Miva Merchant store. In our example, we have a pen product in our Amazon store. We created the identical product in our Miva Merchant store and gave it the code "pen_vitamin".
In the Product Code field we’ll enter the code for the pen in our Miva Merchant store. The program automatically fills in the Product Name field.

3.4. Click **Add**.

3.5. Now Miva Merchant is going to establish a link between the product in your Miva Merchant store and the same product in your Amazon store.

3.6. **Select an Account**: The Account is the link that we created between our Miva Merchant store and our Amazon store. See *Marketplaces - eBay > Accounts Tab*.

3.7. **Seller SKU**: Enter the SKU (Stock Keeping Unit) of the product in your Amazon store.

3.8. **Click Search**.
Miva Merchant will connect to your Amazon store and try to find the SKU that you entered. If Miva Merchant finds the SKU it will download the product’s ASIN and title from your Amazon store. The ASIN is the Amazon Standard Item Number. It’s a 10 digit code that Amazon uses to identify products.

3.9. Click **Add Product**.
3.10. There is now a link between the product in your Amazon store and the same product in your Miva Merchant store.

Note that when you first create the link, the Price field shows "$0.00". It can take several minutes for Miva Merchant to download the product price from your Amazon store.

---

**Marketplaces - Amazon**

<table>
<thead>
<tr>
<th>Title</th>
<th>Product</th>
<th>Account</th>
<th>Seller SKU</th>
<th>ASIN</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin Pen</td>
<td>Vitamin Pen</td>
<td>sample_link</td>
<td>00-0000-002C</td>
<td>000000000C0K</td>
<td>0</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

- **Title**: The title of the product as it appears in your Amazon store.
- **Product**: The product name as it appears in the admin interface.
  
  edit product > Product tab > Details section > Product Name field
- **Account**: the link that you created between your Miva Merchant store and your Amazon store.
- **Seller SKU / ASIN**: Amazon product IDs.
- **Quantity**: The quantity that is available for purchase in your Amazon store. Please note that there can be a delay of up to 45 minutes in getting updates back from Amazon. See also: *Update Inventory*

- **Price**: The product price in your Amazon store.

---

**Get Orders Button**

Orders from your Amazon store must be downloaded manually.

1. Go to ⌁ Menu > Marketplaces - Amazon > Listings tab.
2. In the Listings tab, click *Get Orders*.
2.1. In the Import Orders From Amazon dialog box:
   - Enter a date range for the orders that you want to download, or
   - Enter a list of comma separated Amazon order IDs.

2.2. Click Get Orders.

**Update Shipping Button**

If you edit an Amazon order in the admin interface and you change the status of the order to shipped, the shipment status change is automatically uploaded to your Amazon store. If you are using a third-party tool to edit orders, like ShipWorks, the change to shipment status is automatically made in your Miva Merchant store, but you must use the Update Shipping button to update the shipping status in your Amazon store.

If you change the shipment status of an order in your Amazon store, you must use the Get Orders button to download the shipment status change from your Amazon store to the admin interface.

**Adjust Price**

This button is only visible when you select a product link in the Listing tab. Use the Adjust Price button to change the price of an Amazon product. Using the Adjust Price button does not change the price of a product in your Miva Merchant store.
1. Go to Menu > Marketplaces - Amazon > Listings tab.
2. In the Listings tab, select a linked product.
3. Click Adjust Price.
4. In the Adjust Price on Amazon dialog box, enter a price for the Amazon product and click Adjust Price.

**Update Inventory**

This button is only visible when you select a product link in the Listings tab. Use the Update Inventory button to make changes to your Amazon product inventory from the admin interface. For example, even if you have quantity 100 of a product in your Miva Merchant store, you might want to allocate quantity 5 of that item for your Amazon listing.
1 In the Listings tab, select a product link and click **Update Inventory**.

2 In the Update Inventory on Amazon dialog box, change the inventory field to the number of products you want to be available in your Amazon store. In our example below, we are going to make quantity 5 available in our Amazon store. Our Miva Merchant store has quantity 100 of this product.

3 Click **Update Inventory**.

![Update Inventory on Amazon](image)

In this example we have quantity 100 in our Miva Merchant store, and we are going to make quantity 5 available to purchase in our Amazon store.

Note that you can also automatically share your entire Miva store inventory with your Amazon store. See: **Error! Reference source not found.**

**Marketplaces - Amazon > Log Console Tab**

The Log Console tab is used mainly by Miva Merchant support to troubleshoot the connectivity between your Miva Merchant store and your Amazon store.

**Marketplaces - Etsy**

**An Overview of Marketplaces - Etsy**

1 Review your Etsy account shipping policies (optional but recommended). You must have at least one shipping profile in your Etsy store. See: Etsy > Your Shop > Listings > Shipping Settings
2 Install the Marketplaces Module.
   See To Install the Marketplaces Module.

3 Link your Miva Merchant store to your Etsy Seller Account.
   See To Link Your Miva Merchant Store to Your Etsy Seller Account.

4 Edit a product's Etsy Listing Settings.
   The listing settings doesn't create the listing, but it contains the information that is used in the listing,
   like the product title and description.
   See To Edit a Product's Etsy Listing Settings.

5 Create the Etsy listing. See:
   • To Create an Etsy Listing for a Product with No Variants
   • To Create an Etsy Listing for a Product with Variants

6 Download your Etsy orders to the admin interface (optional, but useful).
   See Get Orders.

To Link Your Miva Merchant Store to Your Etsy Seller Account

1 Go to Menu > Marketplaces - Etsy > Accounts tab.

2 In the Accounts tab, click Add Account [±].

3 In the Add Account dialog box, click Retrieve Account.

4 Your browser will open a new window and prompt you to log into your Etsy account. Enter your Etsy
   seller account credentials and click Sign In.
You'll then be prompted to give your Miva Merchant store access to your Etsy store. Click **Allow Access**.

The application **Miva Merchant Marketplaces** is trying to connect to your account.

You should be seeing this message because you're using an Etsy App. If you didn't come to this page through an Etsy App, or if you followed a link in an email or chat, close this window now.

If you close this browser window, no access will be granted.

In the next screen you'll get an Etsy verification code. Write this code down somewhere.
7. In the admin interface, enter the Etsy verification code and click Add.

8. The link to your Etsy account now shows up in the Accounts tab.

To Edit, Delete or Update an Account Link
1. Go to Menu > Marketplaces - Etsy > Accounts tab.
2 Double-click on an account link.
   • **Delete button:**
     Click Delete to delete the account link. You will no longer be able to create Etsy listings or view Etsy orders from the admin interface. But before you delete an Etsy account link, you should probably read:
     *To Disconnect Your Miva Merchant Store from Your Etsy Seller Account.*
   
   • **Update Account button:** See *View/Update Shops vs Update Account.*

3 When you are done making changes, click **Save.**

**To Edit a Product's Etsy Listing Settings**

The listing settings tab doesn't create a listing, but it does contain all of the information for the listing.

1 Go to **Menu** > edit product > Marketplace - Etsy Listing Settings.
   
   You won't see this tab unless you've followed the instructions in:
   *To Link Your Miva Merchant Store to Your Etsy Seller Account*

2 In the Marketplace - Etsy Listing Settings tab, fill out the fields, then click **Update.**

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
</table>
| Shop:          | This drop-down list box shows all of the links that you've created between your Miva Merchant store and your Etsy seller account(s).
|                | See: *To Link Your Miva Merchant Store to Your Etsy Seller Account*                           |
| Title:         | The product title that will appear in the Etsy listing. Miva automatically populates this field with whatever you entered in:
|                | edit product > Product tab > Details section > Product Name field                              |
|                | You can change the Title field to anything that you want. The change will appear in the Etsy listing. Your Miva Merchant store won't be affected. |
| Price:         | The product price that will appear in the Etsy listing. Miva automatically populates this field with whatever you entered in:
|                | edit product > Product tab > Details section > Price field                                    |
|                | You can change the Price field to anything that you want. The change will appear in the Etsy listing. Your Miva Merchant store won't be affected. |
| Taxable:       | See **Taxable**. Miva automatically populates this field with whatever you entered in:
<p>|                | edit product &gt; Product tab &gt; Details section &gt; Taxable checkbox                              |
|                | Checking or unchecking this box only affects the Etsy listing. Your Miva Merchant store won't be affected. |
| Packaging Weight: | The product weight that will appear in the Etsy listing. Miva automatically               |</p>
<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td>You can change the Weight field to anything that you want. The change will appear in the Etsy listing. Your Miva Merchant store won’t be affected.</td>
</tr>
<tr>
<td>Description</td>
<td>The product description that will appear in the Etsy listing. Miva automatically populates this field with whatever you entered in: edit product &gt; Product tab &gt; Details section &gt; Description field. You can change the Description field to anything that you want. The change will appear in the Etsy listing. Your Miva Merchant store won’t be affected.</td>
</tr>
</tbody>
</table>
| Quantity      | Enter the quantity that you want to make available in the Etsy listing.  
- Use this field to enter the Etsy quantity for products that don’t have **Variants**.  
- If you are going to create an Etsy listing for a product that has variants, you set the quantity in the Add Variation listing dialog box. See **To Create an Etsy Listing for a Product with Variants**.  
If you are tracking inventory at the store and product level in your Miva Merchant store, a purchase in your Etsy store will auto decrement the inventory in your Miva Merchant store.  
To track inventory at the store level:  
  - **Catalog > Inventory Tab > Track Inventory**  
To track inventory at the product level:  
  - **Catalog > Edit Product > Inventory Tab > Track Product** checkbox.  
But see also: **Appendix 7: Inventory Management**.                                                                                                                      |
| Shipping Template | This list box shows the shipping profiles that you have in your Etsy store:  
  - Etsy > Your Shop > Listings > Shipping Settings  
See also:  
  - https://www.etsy.com/help/article/190                                                                                                                                     |
| Section       | An Etsy Section is what Miva Merchant calls a Category. If you have sections in your Etsy store, you can select one here. When you create the listing, it will appear in that section of your Etsy store.                                                                                                                                                                                                                       |
| Category      | The Etsy Category is similar to the eBay **Primary Category**. Like eBay, Etsy has a huge list of categories that essentially classify your product. In our example, we’ll create an Etsy listing for a vase, so our Etsy Category selection looks like this:  
  - **Category:** Ceramics and Pottery ▼ | Vase ▼ | Porcelain ▼                                                                                                            |
| What is it?   | Etsy required fields.                                                                                                                                                                                                                                                                                                                                                                                                            |
| Who Made It?  | Etsy required fields.                                                                                                                                                                                                                                                                                                                                                                                                            |
When was it Made: 

Recipent: An optional Etsy field. The recipient lets customers know who the product is intended for, for example, a men's shirt.

Occasion: An optional Etsy field similar to Recipient.

Item Tags: Use this field (and the Materials field) to create Etsy tags from the admin interface. The tags that you add here will be used in all listings for this product.

See: https://www.etsy.com/help/article/69

Etsy tags are basically keywords that get embedded in the product listing. Search engines, like Google, index these pages, so when customers use Google to search for products they will see links to your on-line store.

Miva Merchant does the same thing with Meta Tags. See:

Menu > User Interface > META Tag Settings Tab.

Item Materials: Materials are Etsy tags specifically for keywords that describe what your product is made out of. See Item Tags above.

See also: https://www.etsy.com/help/article/70

Variation Image Types: See Variation Image Types.

Images: You must have at least one image attached to your Miva store product before you can create an Etsy listing, and you have to select at least one of those images using the checkboxes in this field.

To Create an Etsy Listing for a Product with No Variants

1 Configure the product's Etsy listing Settings.

See To Edit a Product's Etsy Listing Settings.

2 Create the Etsy listing.

2.1 Go to Menu > edit product > Marketplace - Etsy Product Listing.

2.2 In the Etsy Product Listing tab, click Create Listing.

After the listing is created, you can view the listing by clicking on the Title.
To Create an Etsy Listing for a Product with Variants

1  **Edit the Etsy Listing Settings for the master product.**
   In our example, we'll create an Etsy listing for a t-shirt with two attributes: size and color. In the admin interface, we've already created the t-shirt product, added attributes for size and color, and generated our variants.

   1.1. Go to **Menu** > edit product > Marketplace - Etsy Listing Settings.
   See [*To Edit a Product's Etsy Listing Settings*](#).

2  **Create the Etsy listing.**

   2.1. Go to **Menu** > edit product > Marketplace - Etsy Product Listings tab.
   2.2. In the Etsy Product Listings tab, click **Create Variation Listing**.
   2.3. In the **Add Variation Listing** dialog box:

<table>
<thead>
<tr>
<th>Title</th>
<th>Product</th>
<th>Listing ID</th>
<th>Quantity</th>
<th>Price</th>
<th>End Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vase Plain</td>
<td>Vase Plain</td>
<td>452712202</td>
<td>5</td>
<td>20.00</td>
<td>11/14/2016, 8:02:19 PM</td>
</tr>
</tbody>
</table>

*The End Time is a built-in listing expiration created by Etsy. Miva Merchant has no control over it.*
2.4. **Ignore inventory and pricing.** If you choose this option:

- All of the **Variants** will have the same price. You set the price in:
  - edit product > Etsy - Marketplaces Etsy Listing Settings tab > Price field.
  - In our t-shirt example, small blue, medium blue, large blue, XL blue, etc, will have the same price. You set one price for the t-shirt, and no matter what size or color the customer orders, that's the price they'll be charged.
- You can't track inventory at the variant level.
- When your listing shows up in Etsy, customers will be able to select each attribute independently. For example, there will be a size list box and a color list box in the listing.

The text circled in red is just trying to explain the two main options in this dialog box: "Ignore Inventory and Pricing" and "Combined Attributes". Both options are explained in detail below.
2.4.1. **Attribute / Second Attribute:** Use these list boxes to control which attribute shows up first in the Etsy listing. In our example, we set Attribute to "Size" and Second Attribute to "Color". In our Etsy listing, the Size list box shows up first.

2.5. **Combined Attributes.** If you choose this option:

- You can set different prices for the **Variants**. We've got a t-shirt that's available in different sizes and colors. If we use the Combined Attributes option, we can give the small blue, medium blue, and large blue t-shirts different prices.
- You can track inventory at the variant level. For example, in our Miva Merchant store we set inventory for our t-shirt variants. We've got quantity 100 in small blue, 100 in medium blue, etc. If our Etsy customer buys a small blue t-shirt, our Miva inventory for small blue t-shirts will automatically drop by 1. But see also:

*Appendix 7: Inventory Management*

> [Menu > Marketplaces - Etsy > Settings tab > inventory Setting]
• When your listing shows up in Etsy, customers essentially select a variant. There is only one list box. In our example, customers can select a small blue shirt, small medium shirt, etc.

2.5.1. **Attribute Prompt**: Set the title for the list box in the Etsy listing. In our example above we set the Attribute Prompt to be “Size and Color”.

2.5.2. **Quantity**: will be applied to all variants.
2.5.3. **Name**: the name of each variant as you want it to appear in the Etsy listing. For example, if you enter "small blue" as a name, that's what customers will see in the Etsy list box.

2.5.4. **Price**: When you use the Combined Attributes option, you can set a different price for each variant. In our example above, we set the small t-shirts (blue and white) to be $10, and the medium t-shirts to be $12.

2.5.5. **Available**: Click the checkbox next to each variant that you want customers to see in the Etsy listing. For example, if you only want to make small t-shirts available in the Etsy listing:

![Combined Attributes Preview]

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Price</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>t_shirt_small_blue</td>
<td>small blue</td>
<td>10.00</td>
<td>✓</td>
</tr>
<tr>
<td>t_shirt_small_white</td>
<td>small white</td>
<td>10.00</td>
<td>✓</td>
</tr>
<tr>
<td>t_shirt_medium_blue</td>
<td>med blue</td>
<td>12.00</td>
<td></td>
</tr>
<tr>
<td>t_shirt_medium_white</td>
<td>med white</td>
<td>12.00</td>
<td></td>
</tr>
</tbody>
</table>

2.6. When you have finished setting fields in the Add Variation Listing dialog box, click **Add**.

### Marketplaces - Etsy > Settings Tab

<table>
<thead>
<tr>
<th>Order Import:</th>
<th>See <a href="#">Order Import</a></th>
</tr>
</thead>
</table>
| Inventory Setting: | - **Ignore Inventory**: Purchases in Etsy will not affect the inventory in your Miva Merchant store.  
- **Share Inventory with Etsy Listings**: See: [Share Inventory With eBay on Good Until Cancelled Listings](#)  
- **Allocate Inventory when a Listing is Posted**: See: [Allocate Inventory When a Listing is Posted](#) |

### Marketplaces - Etsy > Accounts Tab

Use this tab to create a link between your Miva Merchant store and your Etsy seller account. See: [To Link Your Miva Merchant Store to Your Etsy Seller Account](#)
To Disconnect Your Miva Merchant Store from Your Etsy Seller Account

There are two ways to "break" the link between your Miva Merchant store and your Etsy seller account. In both cases you will no longer be able to create Etsy listings in the admin interface, or download and view Etsy orders in the admin interface.

- **Delete the Etsy account link in the admin interface.**
  
  See: *To Edit, Delete or Update an Account Link*
  
  This will sever all connection between your Miva store and your Etsy seller account. For example, let's say you've created a link to your Etsy seller account. In the admin interface, you edit a product and add information to the edit product > Marketplaces - Etsy Listing Settings tab. If you delete the Etsy account link in the admin interface, the edit product > Marketplaces - Etsy Listing Settings tab is also removed from every product in the admin interface. Any data that you entered in these tabs is lost.

- **Delete the Miva Merchant app from your Etsy store.** When you create a link between your Miva store and your Etsy seller account, Miva Merchant installs an app in your Etsy store. You can delete this app in your Etsy store and break the connection between the two stores. One advantage of this method is that the Etsy account link will still exist in the admin interface. Any information that you entered in the edit product > Marketplaces - Etsy Listing Settings tab will still be there.
  
  See *To Delete the Miva Merchant App from Your Etsy Store.*
To Delete the Miva Merchant App from Your Etsy Store

1. Sign into your Etsy store.
2. In your Etsy store, go to: You > Account Settings > Apps.
3. In the Apps tab, click the X next to the Miva Merchant Marketplace app.

View/Update Shops vs Update Account

When you add an account in the Marketplaces - Etsy > Accounts tab, you are creating a link between your Miva Merchant store and your Etsy seller account. The Etsy account in the admin interface
contains certain information about your Etsy seller account, and there are two "updates" you can make to that account.

- **View/Update Shops button:**
  In Etsy, you can have multiple shops attached to your Etsy seller account. If you've made any changes to your Etsy shops, the View/Update Shops button goes to Etsy, gathers that information, and updates the Etsy account in the admin interface.

- **Update Account button:**
  You can "disconnect" your Miva Merchant store by deleting the Miva Merchant App in your Etsy store. See [To Delete the Miva Merchant App from Your Etsy Store](#). You might want to do this to temporarily disconnect your Miva store from your Etsy store, but still leave the Etsy account in the admin interface. If you've done this, and you want to re-connect your Miva store to your Etsy seller account, clicking the Update Account button will replace the Miva Merchant app in your Etsy store.

**To Use the View/Update Shops Button**

1. Go to **Menu** > Marketplaces - Etsy > Accounts tab.
2. In the Accounts tab, select an account, then click **View/Update Shops**.

**To Use the Update Account Button**

The process of updating an Etsy account is basically the same as creating a new Etsy account. For screen shots and more detail, please see: [To Link Your Miva Merchant Store to Your Etsy Seller Account](#).
1. Go to Marketplaces - Etsy > Accounts tab.
2. In the Accounts tab, double-click on an account.
3. In the Edit Account dialog box, click **Update Account**.
4. A new browser window will open and you'll be prompted to sign into your Etsy account.
5. You will see a prompt: "An application would like to connect to your account."
   5.1. Click **Allow Access**.
6. In the next screen you'll see a verification code. Copy this code and paste it into the Edit Account dialog box > Verification Code field, then click **Save**. Note that you won't see this field in the Edit Account dialog box until after you've created the verification code.

**Marketplaces - Etsy > Listings Tab**

Use this tab to:
- Create and edit Etsy listings.
- View the existing Etsy listings in your Miva Merchant store.
You can look at Etsy listings for individual products at:

*Catalog > Edit Product > Marketplace - Etsy Product Listings Tab*

**Editing an Etsy Listing**

If you select an Etsy listing you'll see a few buttons that let you edit the listing.

- If the listing does not have **Variants**, the buttons look like this:

  ![Marketplaces - Etsy](image1)

- If you select a listing that does have variants, the buttons look like this:

  ![Marketplaces - Etsy](image2)

- If your browser window isn't wide enough to show all the buttons, the edit listing buttons will be collapsed into an ellipsis icon:

  ![Marketplaces - Etsy](image3)
Adjust Price

Use the Adjust Price Button to change the price of an Etsy product listing if the product does not have Variants. To change the listing price of a product with variants, see Update Variations.

1. Go to one of these screens:
   - Menu > Marketplaces - Etsy > Listings tab, or
   - Menu > Catalog > Products tab > edit product > Marketplace - Etsy Product Listings tab

2. Select an Etsy listing and click Adjust Price.

3. In the Adjust Price on Etsy dialog box, enter a new price for the item and click Adjust Price.

Update Inventory

Use Update Inventory to change the quantity of items available in an Etsy listing. You can use Update Inventory for products with and without Variants.

1. Go to one of these screens:
   - Menu > Marketplaces - Etsy > Listings tab, or
   - Menu > Catalog > Products tab > edit product > Marketplace - Etsy Product Listings tab

2. Select an Etsy listing and click Update Inventory.

3. In the Update Inventory on Etsy dialog box, enter a quantity for the item and click Update Inventory.
The **Inventory** field shows the quantity that is currently available in the Etsy listing. There are 5 vases available in our Etsy listing. If you are tracking inventory in your Miva Merchant store, your Miva inventory is shown on the right. In our example, we have 100 vases in our Miva store. If you are not tracking inventory in your Miva store, the Miva inventory is shown as "N/A".

To learn about inventory tracking in Miva Merchant, see:

[Appendix 7: Inventory Management](#)

You can also control how your Etsy sales affect your Miva inventory. See:

[Menu] > Marketplaces - Etsy > Settings tab > **Inventory Setting**

### Update Variations

Use **Update Variations** to change the price and availability for Etsy listings that have **Variants**.

1. Go to one of these screens:
   - [Menu] > Marketplaces - Etsy > Listings tab, or
   - [Menu] > Catalog > Products tab > edit product > Marketplace - Etsy Product Listings tab
2. Select an Etsy listing and click **Update Variations**.
3. In the Update Variations dialog box:
   - Double-click on a variation (variant). You can then change the variation price.
   - Click on the blue slider icon to make the variation unavailable in the Etsy listing.
4. When you are done, click **Close**.
• In the example on the left, we’re editing a variation listing that was created with the **Combined Attributes** option.

• In the example on the right, we’re editing a variation listing that was created with the **Ignore Inventory and Pricing** option.

**Delete Listing vs End Listing**

When you create an Etsy listing from the admin interface, or download a listing from your Etsy store, there are really two copies of the same listing: one in your Miva store and one in your Etsy store. You can delete either or both.

• **Use Delete Listing** to remove the listing from your Miva store. The listing will still show up in your Etsy store.
  1. Go to one of these screens:
     - Menu > Marketplaces - Etsy > Listings tab, or
     - Menu > Catalog > Products tab > edit product > Marketplace - Etsy Product Listings tab
  2. Select an Etsy listing and click **Delete Listing**.

• **Use End Listing** to remove the listing from your Etsy store. The listing will still show up in your Miva store with a status of “Removed”.
  1. Select an Etsy listing and click **End Listing**.
Other Actions on Etsy Listings

Update Listings from Etsy
When you create an Etsy listing from the admin interface or use the Link Listing feature, you create a copy of the Etsy listing in your Miva store. If you sign into your Etsy store and change the listing, use the Update Listings button to copy those changes back to your Miva store.

Update Shipping
If you edit an Etsy order in the admin interface and you change the status of the order to shipped, the status change is automatically uploaded to your Etsy store. If you are using a third-party tool to edit orders, like ShipWorks, the change to shipment status is automatically made in your Miva Merchant store, but you must use the Update Shipping button to update the shipping status in your Etsy store.

If you change the shipment status of an order in your Etsy store, you can use the Get Orders button to download the shipment status from your Etsy store to your Miva store.

Create Listing
See To Create an Etsy Listing for a Product with No Variants.

Create Variation Listing
See To Create an Etsy Listing for a Product with Variants.

Link Listing vs Create Listing
- Use the Create Listing (and Create Variation Listing) buttons to create a new Etsy listing from the admin interface.
- The Link Listing button essentially downloads an existing Etsy listing so you can manage the listing from the admin interface. To use Link Listing, you must have a matching product in your Miva store. If the Etsy listing is for a coffee mug, you must have a coffee mug product in your Miva store.

1 Create a matching product in your Miva Merchant store.
In our example, we’ve got a coffee mug for sale in our Etsy store, but we don’t have a coffee mug product in our Miva store, so we’ll create one.

![Menu] > Catalog > Products tab > Add Product [+].

2 Link the Etsy listing to a product in your Miva store.
2.1. Go to one of these screens:

![Menu] > Marketplaces - Etsy > Listings tab, or  
2.2. Click Link Listing.
2.3. In the Link Listing dialog box:

2.3.1. **Product Code**: Enter the code of the Miva product.

2.3.2. Click **Add**.

![Link Listing dialog box]

2.4. You'll see another dialog box called "Listing Lookup". Miva goes to your Etsy store, gets every listing and puts them in this dialog box.

![Listing Lookup dialog box]

2.5. Select an Etsy listing and click **Link Selected Listing**. In our example, we've got an Etsy listing for a "Fancy Mug" and we're going to link it to the "miva_mug" product in our Miva store.
3 Back in the Listings tab, we've essentially got a copy of the Etsy listing that we can manage from the admin interface.

<table>
<thead>
<tr>
<th>Title</th>
<th>Product</th>
<th>Account</th>
<th>Shop</th>
<th>Listing ID</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fancy Mug</td>
<td>Miva Mug</td>
<td>miva</td>
<td>Miva</td>
<td>558355169</td>
<td>Active</td>
</tr>
</tbody>
</table>

**Get Orders**

When a customer buys something in your Etsy store, you can download the order to your Miva store. The advantage is that you can manage all of your orders from one location.

1 Use the Get Orders button to download Etsy orders to your Miva store.

2 View and edit the orders in the admin interface, for example, mark an order as shipped.

   See: [Order Processing](#).

3 The ship status is automatically uploaded to your Etsy store.

**Marketplaces - Etsy > Log Console Tab**

The Log Console tab is used mainly by Miva Merchant support to troubleshoot the connectivity between your Miva Merchant store and your Etsy store.

**ReadyTheme**

The purpose of ReadyThemes is to help you quickly customize the look and feel of your store, without doing a lot of manual coding. A ReadyTheme is similar to a custom "skin" that you download for an app, except that it:

- Customizes the look and feel of your on-line store pages.
- Can be further customized after you install it.
**Customizing a Miva Merchant Store - A Brief History**

For many years, an out of the box Miva Merchant store has looked something like this:

There are some store customizations that are very easy to do: adding categories, products, images, etc. But to really customize the look of your Miva Merchant store, you always had to be familiar with:

- JavaScript
- CSS
- Miva template code (see also http://www.mivascript.com/)

All of the above is still true today. The figure above is still what an out of the box store looks like. You can still do almost unlimited customization to your store with JavaScript, CSS, and Miva template code.

When Miva Merchant version 9 was released, we added ReadyThemes. A ReadyTheme is a collection of store pages that have already had their look and feel customized with JavaScript, CSS, and changes to their template code.

**Cautions and Warnings**

A ReadyTheme is actually a Framework file and it *works by overwriting your existing store pages*. Most people who use a ReadyTheme are working on a brand new store, with none of their own content...
or customizations. If you've already modified your store pages in the admin interface, installing a ReadyTheme overwrites your changes, and you will have to make those changes again.

If you have an existing store and you want to experiment with ReadyThemes:

1 Use your development store, or contact Miva Merchant to get a development store.
2 Make a Framework file of your current store so you can go back to your current look and feel.
3 Install the ReadyTheme of your choice.

To Install the ReadyTheme Module

1 Go to Utilities > Add/Remove Modules tab > Available Modules section.
2 In the ReadyTheme box, click Install.

To Install a ReadyTheme

1 Before you install a ReadyTheme, you might want to create a Framework file to act as a kind of "restore point". This is a way to save your store pages before you install the ReadyTheme.

   See: To Create a Framework File

2 You can purchase ReadyThemes, and download free ones at:
   http://apps.miva.com/ready THEMES.html
   The ReadyTheme will download to your computer as a zip file. Unpack the zip file to a directory on your computer.

3 Go to User Interface > Frameworks Tab.

4 In the Frameworks tab, click the Upload Framework icon and select Upload - Overwrite.

5 Browse to the folder on your local computer where you unpacked the ReadyTheme zip file and select the .pkg file.
6 The .pkg file that you selected now shows up in the Frameworks tab. Select the file and click **Apply Framework**.

7 The Apply Framework screen appears.
   7.1. Check the **Overwrite External Files** and **Overwrite Style Resources** checkboxes.
   7.2. Click **Apply**.
A confirmation screen appears. Click **Apply** to confirm that you want to install the Framework.

**Warning:** This process will overwrite your Page Templates, Components and all associated data as described in the Framework.
If you view your on-line store, you'll see the ReadyTheme that you installed.

To Remove a ReadyTheme

A ReadyTheme is a Framework file, and once you install it, it overwrites your store pages. You can't really remove it, but a workaround is to:

1. Before you install a ReadyTheme, create a Framework of your current store. This will act as kind of a restore point.
   - See: To Create a Framework File

2. If you installed a ReadyTheme, and you want to go back to the way your store looked originally, reapply the "restore point" framework file that you created.
   - See: To Apply a Framework File to Your Store
ReadyTheme > Settings Tab

ReadyTheme > Settings Tab > Look & Feel Section

Some of the fields in this section will change, depending on whether you want to use an image logo or a text logo.

### Logo Type

**Image**

- **Logo Image:**
  - Use image dimensions
  - Width: , Height: (n.pixels)

- **Auto Sizing:**
  - Select an option

- **All Text:**
  - Welcome To Our Online Store!

**Text**

- **Store Name/Domain:**
- **Store Tagline/Phone:**

---

**Logo Type**

When you install a ReadyTheme, there is a fixed, pre-determined location for your store’s logo. The exact location of the logo depends on which ReadyTheme you are using. In our example, we are using the base ReadyTheme.

To Use an Image as Your Store Logo:

1. Set the Logo Type to **Image**.
2. Click **Select Logo**.
3. A popup window will appear that’s very similar to *The Image Picker Dialog Box*. This popup shows you all of the images in the graphics directory on your store's server.
   - If you’ve already uploaded a logo to your store server, select the image and click **Select (1) Image**.
   - If you haven’t uploaded your logo, click **Add > Upload Images**, upload the logo, then click **Select (1) Image**.
4. Select the Auto Sizing:
• Use Image Dimensions: The logo image will display in your store in its original size.
• Width / Height (In Pixels): The system will ignore the original size of the image and shrink or enlarge the image to fit the dimensions that you enter here.

5. Enter the **Alt Text**.
6. Click **Update**.

To Use Text as Your Store Logo:
1. Set the Logo Type to **Text**.
2. Set the Store Name/Domain. The text you enter here appears in the Logo field in your ReadyTheme.
3. Set the Store Tagline/Phone. The text you enter here appears in the Tagline field in your ReadyTheme.
4. Click **Update**.

<table>
<thead>
<tr>
<th>Logo Image:</th>
<th>This field is only visible if you set the Logo Type to Image. See Logo Type.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select Logo</td>
<td>This field is only visible if you set the Logo Type to Image. See Logo Type.</td>
</tr>
<tr>
<td>Clear Logo</td>
<td>This field is only visible if you set the Logo Type to Image. If you've uploaded a logo image and selected it, the path to that image appears in the Logo Image field. If you click the Clear Logo link and then click Update, the Logo Image field is cleared. Your logo image is still in the graphics directory on your server, but it won't be displayed in your store.</td>
</tr>
<tr>
<td>Auto Sizing:</td>
<td>This field is only visible if you set the Logo Type to Image. See Logo Type.</td>
</tr>
<tr>
<td>Alt Text:</td>
<td>See <strong>Alt Text</strong>.</td>
</tr>
<tr>
<td>Store Name/Domain:</td>
<td>This field is only visible if you set the Logo Type to Text. See Logo Type.</td>
</tr>
<tr>
<td>Store Tagline/Phone:</td>
<td>This field is only visible if you set the Logo Type to Text. See Logo Type.</td>
</tr>
</tbody>
</table>
In our example, we used the base ReadyTheme which has a space for the logo in the top left of the screen.

### Default Font:
In some locations on a store page, your ReadyTheme will specify the font to use. When the ReadyTheme doesn't specify a font, the default font is used. This field can affect every page in your store.

### Background Color:
Works about the same as the default font. In some locations on a store page, your ReadyTheme will specify a background color. For every other location on that page, the background color is used. This field can affect every page in your store.

1. Click on the **Select Color** button.
2. In the Color Selector popup window, click on a color, then click **Insert**.
3. In the Settings tab, click **Update**.

### Select Color:
See Background Color.

### Background Image:
Set a background image for every page in your store.

1. Click **Select Background Image**.
2. A popup window will appear that's very similar to **The Image Picker Dialog Box**. This popup shows you all of the images in the graphics directory on your store’s server.
   - If you've already uploaded a background image to your store server, select the image and click **Select (1) Image**.
   - If you haven't uploaded your background image, click **Add > Upload Images**, upload the image, then click **Select (1)**
| **Image.**  
| 3. Click **Update**.  
| Select Background Image | See Background Image.  
| Clear Background | See Background Image.  
| Background Repeat:  
| Background Position Horizontal:  
| Background Position Vertical | A set of options for controlling the display of your background image.  

**ReadyTheme > Settings Tab > Social Icons Section**

Use this section to configure social media icons in your ReadyTheme.

| **Enable Social Icons** | Your ReadyTheme has a fixed location for social media icons. Check this box if you want social media icons to appear in your on-line store.  
| Facebook Link:  
| Twitter Link:  
| (etc.) | For each social media icon that you want to appear in your store, enter a link to your social media account. For example, if you want a Facebook icon to appear in your ReadyTheme, enter something like:  

Facebook Link: [https://www.facebook.com/my_facebook_account](https://www.facebook.com/my_facebook_account)  

Your customer can click on the social media icon in your on-line store and go directly to your social media account. If you leave one of the link fields blank, that social media icon won't appear in your store.  

| **Enable Social Sharing Code:** | If you are using a ReadyTheme, you can add a button to your product pages that lets your customers share that product in their own social media accounts.  
|  | See [To Use Social Sharing Code](#).  
| **3rd Party Social Sharing Code:** | See [To Use Social Sharing Code](#).  

**To Use Social Sharing Code**

The "3rd Party Social Sharing Code" feature lets you add "sharethis" code automatically to product pages in your store. If you want to add the sharethis code to non-product pages, you would have to manually add the sharethis code to those page templates.

In our example, we'll use code from sharethis.com, but there are other sites like "addthis.com" that will give you essentially the same code.
1. Go to: http://www.sharethis.com
2. Create an account.
4. Choose a platform.
5. Select a style for the sharethis link that will end up on your product pages.
6. Customize, then click "Get the Code". The site will give you two blocks of code:
   - A set of span tags and
   - A set of script tags.
7. Paste the span tags and script tags into the "3rd Party Social Sharing Code" text box, but put the script tags first.

8. In the Settings tab, click Update.
9. Go to your store and select a product page. The "sharethis" buttons will show up on every product page.
This is how the sharethis icons appear in the base ReadyTheme. Your icons might look a little different if you are using a different ReadyTheme, or you went to addthis.com (or some other site), or selected different options. For example, sharethis.com lets you select display options for these icons.

No matter what your share icons look like, they work the same. A customer clicks on an icon. A new browser window will open and go to the Facebook page (for example). The customer is prompted to log into their account. Once they've logged into their social media account, they can share a link to your product page.

ReadyTheme > Settings Tab > Trust Symbol Section

SSL and The SSLCert
SSL stands for Secure Socket Layer. It's a way of creating an encrypted connection between someone using a browser and the website they are looking at; for example, a customer and your on-line store. If you see a web address that begins with "https://", that website is using SSL. SSL connections are extremely common these days because they give a little extra security for customers, and in fact, SSL is a Payment Card Industry requirement for on-line stores.

An SSL Certificate is basically a verification service from an independent company. Miva Merchant uses RapidSSL, but you can use other companies for your SSLCert if you want. A company that gives you an SSLCert is guaranteeing that they've done two things:

- They've verified that your store is actually using SSL (https), and
- They've done something to verify the identity of the store owner.

If your website passes these two tests, RapidSSL (or whoever you are using) gives you a digital certificate, and you have permission to display their "Trust Symbol" on your website. The Trust Symbol is just their company logo which tells your customer that you have an SSL Certificate.

When you buy a Miva Merchant store license, we include a one-year SSL Certificate from RapidSSL. After one year, you have to pay an annual fee to renew the SSLCert with RapidSSL, or with some other certificate provider.

To Use a Trust Symbol in Your Store
The process for adding a Trust Symbol to your store depends on whether the SSLCert company gives you their Trust Symbol as a simple image, or as generated JavaScript.

To Add A Trust Symbol As a Simple Image
In this example we'll use RapidSSL.

1. Go to:
   https://knowledge.rapidssl.com/support/ssl-certificate-support/index?page=content&actp=CROSSLINK&id=SO14424

2. Right-click on the "Secured By RapidSSL" image and save it to your local machine.

3. Upload the image to your store server using FTP or The Image Picker Dialog Box.
4 Go to Menu > ReadyTheme > Settings tab > Trust Symbol section.

4.1. Click the Active checkbox.

4.2. In the "SSL Site Seal or Trust Symbol" text box, put an html tag to the location of the Trust Symbol image on your store server. The image path in the html tag is relative to the location of your store server's graphic's directory. For example, if you uploaded the Trust Symbol to your graphics directory, your html tag would look like this:

<table>
<thead>
<tr>
<th>Trust Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active</td>
</tr>
<tr>
<td>SSL Site Seal or Trust Symbol:</td>
</tr>
<tr>
<td>&lt;img src=&quot;graphics/00000001/rapidssl_seal.gif&quot; border=&quot;0&quot; /&gt;</td>
</tr>
</tbody>
</table>

4.3. Click Update.

5 If you look in your on-line store, you'll see that the Trust Symbol has been added to every page.

To Add A Code Based Trust Symbol

Some SSLCert providers, like GeoTrust, don't want you to use a simple image as a Trust Symbol. The exact process will vary depending on the company, but it generally looks like this:

1 Go to the site, such as GeoTrust and sign into your account.

2 The company will have a process where you generate the Trust Symbol JavaScript.

3 Go to Menu > ReadyTheme > Settings tab > Trust Symbol section.

4 Click the Active checkbox.

5 Paste the JavaScript code you generated into the SSL Site Seal or Trust Symbol text box.

For an example, see:
https://www.geotrust.com/support/seal/agreement/installation-instructions/

ReadyTheme > Images Tab

A ReadyTheme storefront page usually comes with fixed, pre-determined locations for images. These are not product images; they are more for "look and feel" images that introduce your store to customers. For example, the base ReadyTheme has spaces for three storefront page images:
If you look in the admin interface:

Menu > ReadyTheme > Images tab

You’ll see that there are "image records" for the three locations.
The ReadyTheme > Images tab is only used to add promotional images to your ReadyTheme storefront page. You can edit any of these records to use your own picture. Your images will automatically appear in your storefront page.

If you were using the base ReadyTheme, you could add a fourth storefront image, but you would have to manually edit the storefront page (SFNT) template code to make the fourth image show up in your store.

To Edit Your ReadyTheme Default Images

1. Go to ReadyTheme > Images tab.
2. In the Images tab, double-click on one of the image records.
3 In the Edit ReadyTheme image dialog box:

3.1. Make any necessary changes.
3.2. Click **Save**.

<table>
<thead>
<tr>
<th>Code:</th>
<th>The code uniquely identifies this image record in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>A display name for the image record. It is only shown in the admin interface.</td>
</tr>
<tr>
<td><strong>Image:</strong></td>
<td>If you have a selected an image, the Image field shows the filepath on your store server, relative to your graphics directory.</td>
</tr>
<tr>
<td>-----------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>

| **Select Image** | Use the Select Image button to upload an image to your store server, or select an image that you’ve already uploaded.  
1. Click Select Image.  
2. A dialog box will open that is very similar to **The Image Picker Dialog Box**.  
   - If you’ve already uploaded an image to your store server, select the image and click **Select (1) Image**.  
   - If you haven’t uploaded your image, click **Add > Upload Images**, upload the image, then click **Select (1) Image**. |
|-----------------|--------------------------------------------------------------------------------------------------|

<table>
<thead>
<tr>
<th><strong>Alt Text:</strong></th>
<th>The text that you enter in this field is mouseover (or hover) text. Customers will see this text when they let their mouse cursor rest on this image.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Auto Sizing:</strong></th>
<th>See <strong>Auto Sizing</strong>.</th>
</tr>
</thead>
</table>

| **Link:** | Use this field to turn the image into a link. For example, if you set the Link Field to **Product**, when the customer clicks on the image you can redirect their browser to a specific product page.  

| **Link:** | ![Product Link](data:image/png;base64,iVBORw0KGgoAAAANSUhEUgAAAAUAAAAFCAYTAAAAfS9PAAAAClElEQVR42mP8/8/PiAAAAABJRU5ErkJggg==) |

| **Link Target:** | This field is only visible if you set the Link field to anything other than "None".  
- **Self**: The customer's browser window is redirected to the new page.  
- **Blank**: Opens a tab in the customer's browser to the link location.  
- **Parent**: If there was browser window that spawned the current browser window, the parent browser window will redirect to the new link location.  
- **Top**: Works the same way as "Self" unless the page is using frames.  
  - If the Banner was in a frame, and you set the link target to "Self", the destination page would open inside the frame.  
  - If the Banner was in a frame, and the target link was set to "Top", |
|-----------------|--------------------------------------------------------------------------------------------------|

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ReadyTheme > Banners Tab

Some ReadyThemes come preconfigured with text boxes on the storefront page called Banners. They are generally used for slogans or storewide announcements, such as sales. In our example, we'll use the base ReadyTheme, which comes with one Banner.

- You can edit the text of a Banner and make some other change to it, but to change the Banner's location you would have to manually edit the storefront page (SFNT) template code.
- The Banner text field can contain JavaScript, CSS, and Miva template code.
- You can add more Banners, but you would have to manually edit the storefront page (SFNT) template code to make the Banner appear.

To Edit a ReadyTheme Banner

1. Go to ReadyTheme > Banners tab.
2. In the Banners tab, double-click on one of the Banner records.
3 In the Edit Banner dialog box:
   3.1. Make any necessary changes.
   3.2. Click Save.

<table>
<thead>
<tr>
<th>Code:</th>
<th>The code uniquely identifies this Banner record in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>A display name for the Banner record. It is only shown in the admin interface.</td>
</tr>
<tr>
<td>Message:</td>
<td>The text that you want to be displayed in the Banner.</td>
</tr>
<tr>
<td>Link:</td>
<td>See:</td>
</tr>
<tr>
<td>Link Target:</td>
<td>- <a href="#">Link</a></td>
</tr>
<tr>
<td></td>
<td>- <a href="#">Link Target</a></td>
</tr>
</tbody>
</table>
ReadyTheme > Content Sections Tab

A Content Section is like a container for template code. It can hold just about anything: images, text, JavaScript, CSS, etc. Just like Images and Banners, your ReadyTheme may come with one or more predefined Content Sections that you can modify.

- Some Content Sections in your ReadyTheme will appear on your storefront page. Other Content Sections may be separate store pages.
- Because a Content Section is mostly template code, you need to know something about template code to modify it.
- If you want to add a new Content Section, you would have to manually edit the storefront page (SFNT) template code to get it to show up in your store.

To Edit a ReadyTheme Content Section

1. Go to Menu > ReadyTheme > Content Sections tab.
2. In the Content Sections tab, double-click on one of the Content Section records.
In the Edit Content Section dialog box:

3.1. Make any necessary changes.
3.2. Click Save.

<table>
<thead>
<tr>
<th>Code:</th>
<th>The code uniquely identifies this Content Section record in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>A display name for the Content Section record. It is only shown in the admin interface.</td>
</tr>
<tr>
<td>Description:</td>
<td>Use this field to add a note to describe the purpose of the Content Section.</td>
</tr>
<tr>
<td>Content:</td>
<td>Contains all of the template code for the Content Section. To modify this field, you may need to know something about JavaScript, CSS, and Miva</td>
</tr>
</tbody>
</table>
ReadyTheme > Product Listings Tab

A Product Listing is similar to a category. It's a group of products that appears on the storefront page of your ReadyTheme. For example, you might create a Product Listing to show customers your newest products, or a list of seasonal items.

Just like Images and Banners, your ReadyTheme can come with one or more preconfigured Product Listings. The location of the Product Listing is fixed, but you change the name of the listing and the products that it contains. If you wanted to change the location of an existing Product Listings, or add a new one, you would have to manually edit the template code of your storefront page (SFNT).

The base ReadyTheme has one preconfigured Product Listing. It's called "Featured Products" and by default it lists all products in your store.

To Edit a ReadyTheme Product Listing

1. Go to Menu > ReadyTheme > Product Listings tab.
2. In the Product Listings tab, double-click on one of the Product Listing records.
3. In the Edit Product Listing dialog box:
3.1. Make any necessary changes.
3.2. Click **Save**.

The **Edit Product Listing** dialog box shows a slightly different group of fields, depending on whether you select **Advanced Mode** or **Point + Click Mode**.

### Advanced Mode

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code:</td>
<td>The code uniquely identifies this Product Listing record in the admin interface.</td>
</tr>
<tr>
<td>Name:</td>
<td>A display name for the Product Listing record. It is only shown in the admin interface.</td>
</tr>
<tr>
<td>Description:</td>
<td>Use this field to add a note to describe the purpose of the Product Listing.</td>
</tr>
<tr>
<td>Product Links:</td>
<td>See <strong>Product Links</strong>.</td>
</tr>
<tr>
<td>Custom Fields:</td>
<td>If you have created <strong>Custom Fields</strong> and you would like to reference a custom field in the template code:</td>
</tr>
<tr>
<td></td>
<td>1. Select a custom field.</td>
</tr>
<tr>
<td></td>
<td>2. Click Select. You can now reference the custom field in the template code.</td>
</tr>
<tr>
<td>Calculate Predicted Discounts and Sale Price</td>
<td>See <strong>Display Predicted Discounts</strong>.</td>
</tr>
<tr>
<td>Product Images:</td>
<td>For information about &quot;Main&quot;:</td>
</tr>
<tr>
<td></td>
<td>See <strong>Image Types</strong>.</td>
</tr>
<tr>
<td></td>
<td>For information about &quot;No Constraints&quot; and &quot;Resize to Fit…&quot;</td>
</tr>
<tr>
<td></td>
<td>See <strong>Main Image</strong>.</td>
</tr>
<tr>
<td>Default Sort Method:</td>
<td>See <strong>Default Sort Method</strong>.</td>
</tr>
<tr>
<td>Reverse Default Display Order</td>
<td></td>
</tr>
<tr>
<td>Number of Products:</td>
<td>The number of products that you want to display in this Product Listing.</td>
</tr>
</tbody>
</table>

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For example, you can link a Product Listing to a Category that has 100 products, but if you set this field to 5, only 5 products will be displayed in this Product Listing.

<table>
<thead>
<tr>
<th>Products To Display:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- All Products: The software will display every product in your store in the Product Listing, however, you can limit the display with the Number of Products field.</td>
<td></td>
</tr>
<tr>
<td>- Products in Category: The software will display all of the products in the category that you select, however, you can limit the display with the Number of Products field.</td>
<td></td>
</tr>
</tbody>
</table>

You can also create a special category just to use in your Product Listing. For example:

1. Go to Catalog > Categories tab and create a new category called "New Arrivals".
2. Edit the new category and add products that you've recently added to your store.
3. Go back to ReadyTheme > Product Listings tab > edit a Product Listing dialog box.
4. In the Edit Product Listing dialog box > Products to Display field, select the New Arrivals category that you just created.
5. You can also change the name of the Product Listing as it appears in your store. In our example, we’re using the base ReadyTheme, which comes with a Product Listing called "Featured Products".
6. Make sure the Edit Product Listing dialog box is in Advanced Mode, then change the HTML tag that contains the name of the Product Listing. In our example, we'll change "Featured Products" to "New Arrivals".

### Edit Product Listing

<table>
<thead>
<tr>
<th>Code:</th>
<th>featured-products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item Tag:</td>
<td><code>&lt;miva:item name=&quot;readytheme&quot; param=&quot;productlisting('featured-products')&quot;/&gt;</code></td>
</tr>
<tr>
<td>Name:</td>
<td>Homepage Featured Products</td>
</tr>
<tr>
<td>Description:</td>
<td>Featured Products</td>
</tr>
</tbody>
</table>

```html
<div class="featured-products">
  <div class="container">
    <div class="row">
      <h3>Featured Products</h3>
      <miva:foreach iterator="product" array="readytheme:products">
        <div class="col-md-3 col-sm-6 col-xs-6">
          <!-- Product details here -->
        </div>
      </miva:foreach>
    </div>
  </div>
</div>
```

### Notes:

See [Appendix 2: Common Fields in the Admin Interface](#).
### Point and Click Mode

<table>
<thead>
<tr>
<th>Code:</th>
<th>The code uniquely identifies this Product Listing record in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>A display name for the Product Listing record. It is only shown in the admin interface.</td>
</tr>
<tr>
<td>Description:</td>
<td>Use this field to add a note to describe the purpose of the Product Listing.</td>
</tr>
</tbody>
</table>
| Format: | Changes the way that products are displayed in the Product Listing.  
  -Expanded:|

<table>
<thead>
<tr>
<th>Hawaiian Shirt</th>
<th>$20.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>[More Info]</td>
<td></td>
</tr>
</tbody>
</table>

- Expanded:

| Line Item: | Name: Hawaiian Shirt | Image: ![Hawaiian Shirt](image) | Price: $20.00 | [Buy Now] | [Add To Basket] |

<table>
<thead>
<tr>
<th>Product Links:</th>
<th>See <a href="#">Product Links</a>.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Fields:</td>
<td>Select the product fields that you want to display.</td>
</tr>
</tbody>
</table>
| Custom Fields: | If you have created [Custom Fields](#) and you would like to reference a custom field in the template code:  
  1. Check the box next to a custom field.  
  2. Click the Update button. Click on the Advanced Mode link at the bottom of the page. You can now reference the custom field in the template code. |
| Displayed Price: | Select the price that you want to display for the products. |
### Additional Price Display:
See [Additional Price Element](#).

### Display Predicted Discounts
See [Display Predicted Discounts](#).

### Buttons:
Check these boxes if you want the Product Listing to show the Add to Basket or Buy Now buttons.

### Image:
See [Miva Merchant Images - A Brief History](#).

### Inventory Message:
See [Inventory Messages](#).

### Default Sort Method:
Choose a sort order for the products in the listing.

### Reverse Default Display Order

### Product Columns:
Set the number of display columns for the Product Listing.

### Number of Products:
The number of products that you want to display in this Product Listing. For example, you can link a Product Listing to a Category that has 100 products, but if you set this field to 5, only 5 products will be displayed in this Product Listing.

### Products To Display:
See [Products To Display](#).

### Notes:
See [Appendix 2: Common Fields in the Admin Interface](#).

### Versions:
See [Appendix 2: Common Fields in the Admin Interface](#).

---

## Order Processing

There are a lot of things you can do with orders, such as cancel items, split, and mark items as being on back order, but the main steps are:

1. **Create an order.** Normally the customer creates an order while they are shopping in your store, but you can manually create orders in the admin interface (ideal for phone orders or other manually placed orders).

2. **Authorize payment.** Authorizing means that your Payment module has verified that the customer has sufficient funds on their credit or debit card for the order. The money isn't transferred yet, but a hold is placed on the authorized amount from 3 to 30 days, depending on your merchant account provider.

3. **Capture Payment.** Capturing payment triggers a "settlement" at your merchant bank. Essentially, it means that the money is transferred from the customer's account to your account.

4. **Create the Shipment.** Creating a shipment generates a picking number. This is the step when you put the order items in one or more boxes.

5. **Enter tracking numbers.** In this step you mark the item as shipped, and optionally, enter a tracking number. This step is done for you automatically if you use Miva Merchant’s built in UPS, FedEx, USPS, Endicia or Canada Post shipping modules to generate the shipping label.

6. **Generate a shipping label and ship.**
To Process Returns and Refunds

Returns are a special workflow in order processing. All storeowners have slightly different return policies and procedures, but in Miva Merchant the general process looks like this:

1. The customer contacts you and asks to return something.

2. Create an RMA number.
   2.1. Edit the order, select the item(s) and click Create Return.
       • The Create Return button generates an RMA number for the item(s) that you selected.
       • You can configure an email that will automatically be sent to the customer with your return instructions and the RMA number. See Order Fulfillment > Template Based Emails Tab.

3. Mark the item as received.
   3.1. The customer returns the item(s).
       When you receive a returned item, you can find the order by searching on the customer's name, but you can also create a filter for orders that have RMA items.

   3.2. Edit the order. Select the returned item(s) and click Manage Return(s).

   3.3. In the Manage Return(s) dialog box:
       • Check the Received checkbox.
       • If you are tracking inventory for this product, and the item is undamaged and you’re going to return it to inventory, click the Restock checkbox. The system will automatically increase the inventory of this item by one. If you are not tracking inventory on the product, the Restock checkbox has no effect.
       • If you want to cancel the RMA (delete the RMA number) click Cancel.
       • Click Close if you want to close the Manage Return(s) dialog box without changing anything.
       • When you are done making changes in the Manage Return(s) dialog box, click Save.
4 Issue a refund.

- If the customer paid with a credit card and you are using a payment gateway that supports refunds, you can edit the order and click the **Refund** button.
- If the customer paid by check, or you are using a payment gateway that does not support refunds, you can manually send the customer a refund, with a check, credit slip, PayPal account, etc.
- You can also credit the customer's account. See *To Give Customers Account Credit (Adjust Credit Balance)*.

**Order Processing > Orders Tab**

There are quite a few actions you can take on orders. Some things you can do only in the main Orders tab; some you can do when you edit an order, and some you can do in both places. For example:

- You can only run a **Batch Report** in the main Orders screen.
- You can only **Authorize** funds when you edit an order.
- You can use Back Order in **both** the main Orders screen and when you edit an order. If you run Back Order in the main Orders screen, all items in the order are marked as back ordered. If you edit the order, you can choose which items should be marked as back ordered. This is usually true for any command that is available in both the Orders screen and when you edit the order. If you run the
command from the main Orders screen, it affects every item in the order. If you run the same
call command when you edit the order, you can select the items that you want to be affected.

Working with Orders in the Main Orders Screen

Filters
In addition to the standard search and advanced search features, you can also select orders with the Filter drop-down list box.

Date Range

Select one of the pre-defined date ranges.

Batch
You can place a group of orders into a batch, and then view only the orders in that batch. See below for more information about using Batches.
Every order in Miva Merchant will have a certain order status, depending on what actions have been taken.

<table>
<thead>
<tr>
<th>Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pending</td>
<td>An order has been created. Either the customer completed checkout, or you manually created an order in the admin interface.</td>
</tr>
<tr>
<td>Processing</td>
<td>An order has been created and you have created at least one shipment.</td>
</tr>
<tr>
<td>Shipped</td>
<td>The entire order has been marked as shipped.</td>
</tr>
<tr>
<td>Partially Shipped:</td>
<td>At least one item in the order has been marked as shipped.</td>
</tr>
<tr>
<td>--------------------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>Cancelled:</td>
<td>The entire order has been marked as Cancelled, although the order still remains in the system.</td>
</tr>
<tr>
<td>Back Ordered:</td>
<td>At least one item in the order was marked as back ordered.</td>
</tr>
<tr>
<td>RMA Issued:</td>
<td>At least one item in the ordered was marked with Create Return.</td>
</tr>
<tr>
<td>Returned:</td>
<td>At least one item in the ordered was marked with Manage Return(s).</td>
</tr>
</tbody>
</table>

**Batches**

A Batch is a collection of orders, grouped together and given a name. Batches are really just another way for you to filter orders. First you create a Batch, then you use the filter list box to view the orders in that Batch.

- You can create and delete Batches.
- An order can only be in one Batch.
- After you create a Batch, you can view the orders in the batch, capture funds, or run a report on the Batch.

**To Create a Batch**

1. Go to **Menu > Order Processing > Orders tab**.
2. In the Orders tab, select one or more orders and click the **Batch Actions > Create Batch**.
3. In the Create Batch dialog box, enter a name (optional) for the batch and click **Create Batch**. When you create your Batch, the system will automatically prefix your Batch name with a timestamp.
To View the Orders in a Batch
1. In the Orders tab, select Batch in the filter drop-down list box.
2. Select a Batch.
3. All of the orders in that Batch will display.

To Transfer Orders from One Batch to Another
1. View the orders in a batch (see above).
2. Select one or more orders and click the Batch Actions > Create Batch button.
3. The orders will be removed from the old batch and placed in the new batch.
To Remove Orders from a Batch

1. View the orders in a Batch (see above).
2. Select one of the orders.
3. Click **Batch Actions > Remove from Batch**.

To Delete a Batch

Please note that deleting a Batch also deletes the orders in that Batch! If this is not what you intend, you must transfer the orders to a new Batch, then delete the old Batch.

1. In the Universal Search field, enter "Legacy Order Processing", then click on the link when it appears in the results list.
2. Select the Batches tab.
3. In the Batches tab, check the box next to the Batch that you want to delete, then click **Update**.
**Capturing Payment in Batch**

1. Before you can capture payment for a Batch, each order in the Batch must have had the payment Authorized. If necessary, you can do this by clicking on each order in the Batch. In the Order dialog box, click on the **Authorize** button.

2. Use the instructions **above** to view the orders in a Batch.

3. Select one or more orders in the Batch.

4. Click the **Capture Payment** button.

   Note that you can follow essentially the same steps as above to
   - Create a shipment for a batch of orders.
   - Back order one or more orders in a batch.
   - Archive the orders in a batch.
   - Create Shipment for a Batch or to Archive the orders in a Batch.

**Batch Report**

The name "Batch Report" is a bit misleading because you don’t need to create a batch to use this feature. The Batch Report is an order report. The Batch Report button becomes active when you select at least one order.

Out of the box, Miva Merchant comes with one Batch Report: printable invoice. However, if you are familiar with Miva Merchant coding, you can create your own Batch Report to do anything that you want, and run it from the Orders screen.

You can customize the printable invoice.

1. Go to **Menu** > **Utilities** > **Template Based Batch Reports**.

2. Select the Printable Invoice.

3. Click **Edit Template**.
To Run a Batch Report

1. Go to \(\text{Menu} \rightarrow \text{Order Processing} \rightarrow \text{Orders tab.}\)
2. Select one or more orders.
3. Click \textbf{Batch Actions} \rightarrow \textbf{Batch Report}.
4. In the Run Batch Report dialog box, select the Batch Report that you want to run and click \textbf{Run Report}. 
The Miva Merchant printable invoice.

Create Shipment

The Create Shipment button is used to generate a picking number and place all or part of an order in one or more boxes.

- To place an entire order in one box (with a single pick number for the entire order), select the order in the Manage Orders screen and click Create Shipment.
To create separate pick numbers for different items in the order:

1. Edit the order.
2. Select one item and click Create Shipment
3. Repeat with the other items that you are ready to ship. Note that after you use Create Shipment to assign a pick number to an item, you can no longer edit that item.

**Back Order**

You can mark an entire order, or individual items in an order, as back ordered as soon as the order has been created. If you mark an item in an order as back ordered, the pick number for that item will no longer appear in the Enter Tracking Number(s) dialog box.
To Mark an Entire Order as Back Ordered:
1. Go to > Order Processing > Orders tab.
2. Select an order and click the Back Order button.
3. In the Back Order dialog box you can optionally enter a date when you expect the order items to be in stock.
4. Click the Back Order button.

Note that you cannot mark an order as back ordered if you have already created a pick number for the entire order.

To Mark Part of an Order as Back Ordered:
1. Go to > Order Processing > Orders tab.
2. Edit an order.
3. In the edit order screen, click the checkbox next to the item you want to back order and click the Back Order button.
4. In the Back Order dialog box you can optionally enter a date when you expect the order items to be in stock.
5. Click the Back Order button.

Archive
Use the archiving feature to delete the payment information associated with one or more orders. Archiving is most commonly used with credit card orders, so that you can comply with PCI-DSS regulations that limit how long you can store customer credit card information. When you archive an order, the order remains in the database, but the payment information, such as the credit card number, is deleted.

- To learn more about the PCI-DSS standards for credit card security, please see: Appendix 1: Best Practices for Managing Credit Card Data
- To learn more about the Archive button, see: Regular Archiving in the Manage Orders Screen.

Notes
In Miva Merchant 9.0005 and later, you can view order notes without editing an order.
1. Select an order.
2. Click Notes.
Working with Orders in the Edit Orders Screen

Associating Customers with Orders

Usually when a customer buys something in your Miva Merchant store, the order is associated with a customer account. However, it is possible to have an order in the admin interface that is not associated with a customer account:

- A customer purchased something in your Miva Merchant store and the customer does not have an account.
- A customer purchased something in your eBay or Amazon store, and the order was downloaded to the admin interface. See Marketplaces.
In the orders screen, it looks like these orders are associated with a customer account.

But when we edit the order, we see that:
- The order was downloaded from our Amazon store.
- The order is not associated with an account in our Miva Merchant store.
Even if an order is not associated with a Miva store account, the customer's name and address information will still show up in the Orders tab and the edit orders screen. We can even search for orders from "Hans Kensen" even though he doesn't have an account in our Miva store.

The main advantage of associating all orders with Miva customer accounts is so that you can edit a customer record and see all of their orders in one screen.

To Associate an Order with an Existing Miva Customer Account

1. Edit an order.
   
   Go to > Order Processing > Orders tab > edit an order.

2. In the edit order screen, click **Assign**. If the order is already associated with a Miva customer account, there will be an **Edit** button.

3. In the Customer Lookup dialog box, select a Miva customer account and click **Use Selected Customer**.
A Recalculate Discount message box appears.
"The customer record associated with the order has changed. Recalculate discounts based on the new customer record?"

The discounts that customers receive, including shipping discounts, can be affected by Price Groups, Availability Groups, and Business Accounts. When you add or remove a customer from an order, it is possible that some of the discounts will change.

Click Yes to recalculate discounts for the customer that you are adding to this order.

1 The customer that you selected is now associated with the order.

To Associate an Order with a New Miva Customer Account

In this process we'll create a Miva customer account and associate that account with an order.

1 Edit an order.
   Go to > Order Processing > Orders tab > edit an order.

2 In the edit order screen, click Assign. If the order is already associated with a Miva customer account, there will be an Edit button.

3 In the Customer Lookup dialog box, click Create Customer From Order.
4. In the Create Customer From Order dialog box, use the fields at the top of the dialog box to create a Miva customer account, then click **Create**.

5. A Recalculate Discount message box appears.

   "The customer record associated with the order has changed. Recalculate discounts based on the new customer record?"

   The discounts that customers receive, including shipping discounts, can be affected by **Price Groups**, **Availability Groups**, and **Business Accounts**. When you add or remove a customer from an order, it is possible that some of the discounts will change.

   Click **Yes** to recalculate discounts for the customer that you are adding to this order.

6. The Miva customer account has been created and is associated with the order.

---

**Notes**

See [To Manually Add an Order Note](#).
Order Emails

Use the Order Emails link and dialog box to manually send emails to customers while you are editing an order. For complete details, please see Order Fulfillment > Template Based Emails.

Payment

The Payment drop-down list displays a history of all payment related activities for the order, such as authorization, capture, voiding and refunding. Selecting an entry in the Payment drop-down list does not change the order, but it refreshes the information that is displayed in the Authorized, Captured, Refunded, Net Captured, and Payment Type fields.
To Add Items to an Order

1. Go to Order Processing > Orders tab.
2. Edit an order.
3. In the edit order screen, click Add Item(s).
4. In the Add Items dialog box, start typing the code of a product and the system will list all of the product codes that match what you have entered.
5. Add an attribute to the item (optional).

The Add Attribute button in the Add Item(s) dialog box is a bit confusing because there is also an Add Attribute button in the Catalog > Edit Product > Attributes Tab. These two buttons, although they have the same name, do completely different things:

- The Add Attribute button in the Edit Product > Attributes Tab is used to create product Attributes.
- The Add Attribute button in the Add Item(s) dialog box can be used to add miscellaneous items and charges to the order. For example, you could use the Add Attribute button to add a one-off charge to an order, such as a customer’s special request.
5.1. Add text to the descriptive fields. The first two fields on the Add Attribute line are for descriptions. You can enter any text in these fields that you want. In our example we show that this is a custom charge in the first field and give details about the charge in the second field.

5.2. Enter a weight and price for the special charges.

5.3. Click **Add Attribute**, then click **Add**.

6. Back in the edit Order screen, our new item and the custom order charge have been added.

To **Delete Items from an Order**

1. Go to **Menu** > Order Processing > Orders tab.
2. Edit an order.
3. In the edit orders screen, click the checkbox next to an item, then click **Delete** or **Cancel**.
   - The **Delete** button removes the item from the order. The item is no longer displayed.
   - The **Cancel** button removes the item from the order, but the item is still shown in the order so that you can see what was removed. In 9.0004 and later releases, the Cancel dialog box also contains an optional cancellation reason. Note that after you cancel an item you must still use the Refund button.
To Split an Order

The Split button only becomes active when you select an item in the order, and when the customer has ordered quantity 2 or more of that same item. Splitting allows you to break a single item in the order into two separate items. You might want to split an item if it is too large to fit in a single box, or if you wanted to ship some of the items right away and mark others as back ordered.

1. Go to Menu > Order Processing > Orders tab.
2. Edit an order.
3. Select an item that has quantity 2 or more.
4. Click Split.
5 In the Split Line Item dialog box, enter the quantity that you want to be in the new item, then click Split. In our example, the customer ordered quantity 5 of the same shirt. We are breaking that item into two items. The first item will have quantity 2 shirts. The second item will contain 3 shirts.

To Enter Tracking Number(s)

After you have used the Create Shipment button to generate at least one pick number, you can use the Enter Tracking Number(s) button to associate a tracking number with all or part of the order.

To use a single tracking number for the entire order:

1 Create a single picking number for the entire order. To do this, select the order in the Orders screen and click Create Shipment.

2 Edit the order and click the Enter Tracking Number(s) button. Since there is only one pick number for the whole order, you can only enter one tracking number.
- You can mark each shipment number (pick number) as shipped.
- Enter a tracking number.
- Select a carrier for the tracking number (optional).
- You can optionally enter a shipping cost for each tracking number.

3. In the Enter Tracking Number(s) dialog box, click **Save**.

The tracking number now appears as a clickable link in several places:
- In the **Menu > Order Processing > Shipments** tab.
- In your on-line store, in the Order Details screen, while the customer is going through checkout.
- When the customer looks at the Order History screen:
  1. The customer goes to your on-line store. At the Storefront screen (SFNT), the customer clicks on the **Sign In** link and enters their username and password.
  2. In the Customer Account screen (ACLN), the customer clicks on the **Customer Order History** link.
  3. The Order History screen displays (ORDH). The customer can click on the tracking number (Shipments column) and be taken automatically to the carrier website.
To assign different tracking numbers to different items in the order:

1. Edit an order.
2. Select one item in the order and click **Create Shipment**. There is now a pick number for that individual item.
3. Select the same item again and click **Enter Tracking Number(s)**.
4. In the Enter Tracking Number(s) dialog box, enter a tracking number. See above for more details.
5. In the Enter Tracking Number(s) dialog box, click **Save**.
6. Repeat these steps for other items in the order.

**To Authorize Payment**

Authorize means that you, or someone else, has approved that the customer's payment method is valid for the purchase amount, and that a hold has been placed on that amount. In the case of a credit card, the approval might come from a credit card gateway. If a customer pays by check, you might manually use the **Authorize** button after the customer's check has cleared. A payment must be marked as Authorized before the payment can be captured.

1. Edit an order.
2. In the edit order screen, click **Authorize**.
3. In the Authorize dialog box:
   3.1. Select a Payment Method from the Payment Method dropdown list box.
   3.2. Enter an Amount. You can authorize payment for all or part of an order.
   3.3. Click **Authorize**.
To Capture Payment

After payment has been marked as authorized, you can capture the payment. Captured means that payment has been withdrawn from the customer’s account and is en-route to you.

1. Edit an order.
2. In the edit order screen, click Capture.
3. In the Capture dialog box, enter the amount that you want to capture.
4. Click Capture.
To Create a Return

Use the Create Return button to generate an RMA number for all or part of an order. Before you can create a return, at least one item in the order must have payment authorized, captured, and the status set to "shipped". See Enter Tracking Number(s).

1. Edit an order.
2. Select an item with a status of "shipped" and click the Create Return button.
3. The status of the item (or the order, if you select all items) will change to RMA Issue <auto generated RMA number>.
To Manage Return(s)

After you have used the **Create Return** button to generate an RMA number for an item, you can select that item and use the Manage Return(s) button to:

- Cancel an RMA, or
- Mark an RMA as received

1. Edit an order.
2. Select an item with an RMA number and click **Manage Return(s)**.
3. In the Manage Return(s) dialog box:
   - To mark the item as received, click the Received checkbox, then click **Save**.
   - To cancel the RMA:
     1. Click the **Cancel** link.
     2. A message box will appear asking you to confirm. Click **OK**.
     3. The RMA number will be deleted from the order. The status of the order will go back to Shipped and the original tracking information will remain.
   - Click the **Close** button in the Manage Return(s) dialog box to close the dialog box without making any changes.
To Refund or Void an Item

- Use the Void button after the order has been Authorized, but before the funds have been Captured.
- Use the Refund button if the funds have already been captured.

You may see that these buttons are greyed out:

- These buttons will not be visible if the order is encrypted. See To Decrypt an Order.
- Because the Void button is used to cancel the transaction before the funds are captured, the Void button is usually only active the day that the order comes in.
- The Refund button will be greyed out if the customer paid by check, or if you are using a credit card payment gateway that does not support refunds.

To Use the Refund/Void Buttons

1. Edit an order.
2. Click on the Refund or Void button.
3. In the dialog box, click the Refund (or Void) button.

Edit Shipping/Tax/Other Charges

Any time after an order comes in you can use the Edit Shipping/Tax/Other Charges button. When a customer makes a purchase from your on-line store, shipping, taxes, and any other charges that you have configured are calculated automatically. If a customer phones in their order, however, you must use this button to add those charges and calculate the order total. Before you can use this feature, you must have configured at least one shipping carrier. (See Menu > Shipping > Shipping Method Rules Tab.)
To Use the Shipping/Tax/Other Charges Button

1. Edit an order.
2. Click Edit Shipping/Tax/Other Charges.
3. Select a Shipping Method.
   - The entries in this list box will vary depending on what carriers you have configured in the Menu > Shipping > Shipping Method Rules screen. The other fields in this dialog box will also change depending on what shipping method that you select.
4. Click the Recalculate button.
5. Enter an amount for the sales tax, if any.
6. If you are finished editing charges, click Save.
7. If you want to enter an additional charge, for example, special handling, click the Add Charge button.

Generate Shipping Label

You can create shipping labels when:
- At least one item in the order has a picking number.
• You have configured at least one shipping module which supports label generation.

**To Generate a Shipping Label**

1. Edit an order. If you've met all of the criteria listed above, you will see a **Generate Shipping Label** link. Click on that link to open the Generate Shipping Label dialog box.

2. In the Generate Shipping Label dialog box, select a Shipping Method. In most cases the shipping method will be set to whatever the customer selected during the checkout process, although you can change it here.

3. After you select a Shipping Method, a number of other fields will appear that are specific to the carrier. Fill out these fields and click the **Generate** button.

   **Note that fields in the Generate Shipping Label dialog box can change, depending on what shipping method you select.**
Shipping Method: Usually this field will default to the shipping method that the customer selected in your on-line store. However, if you are offering an option that isn't tied to a specific method, such as free shipping, this field will default to "Select one". You can change this field to anything that you want.

Package 1 of X: This field in this section displays the box data that was sent to the carrier for rate information. For example, if you are using Pack by Weight, you might have a box that can hold 10 pounds. If the order weighs 20 pounds, Miva Merchant knows to send weight and dimensions for two boxes to the carrier to get the shipping charges. If they are not already correct, you should always set the weight and dimension fields in the Generate Shipping Label dialog box to the weight and dimensions of the box that is actually being used.

Action:

- **Remove**: Use the Remove command if you aren't sure how to package all or part of the order, or for example, if one item is backordered and you want to ship the rest of the order. You can leave an item out of any box and still create a label. The label will reflect only those items that are in boxes.

- **Move to New Package**: Use this command to place selected items in the order into separate boxes.

4. After you click the **Generate** button in the Generate Shipping Label dialog box, you'll return to the edit order screen. The "Generate Shipping Label" link now says "View/Print Shipping Label". If you click on this link a browser window will open with instructions on how to print your label and ship your package using the carrier that you selected.
If you enabled a Zebra printer in the UPS, FedEx, or Endicia modules (see Shipping Settings), please note:

- The label you view in this screen is not WYSIWYG (What you see is what you get) and may not look exactly the same when you print it. When Miva Merchant receives label information for a Zebra compatible printer, it's in the form of raw data. In this screen we show a representation of that data, but it may not be perfect. Even if the label has some on-screen errors, you should still try printing it, because those errors may not show up in the printed version.
- Zebra labels can only be printed on Zebra compatible printers. Any other printer will only print random characters, because it won't be able to print the .zpl formatted data.

**To Void a Shipping Label**

After you have followed the steps to generate a shipping label you can void that label. Voiding a label has the following effect:

- Your account will not be charged for the postage.
- The label is invalidated and cannot be used.
The status of the order will be set to Unshipped.

Any tracking information associated with order will be lost.

You must void all the labels in a shipment, but if an order contains multiple shipments, you can void the labels in one shipment, but not the other. (One order can contain multiple shipments. One shipment can consist of multiple packages.)

1. Edit an Order and click on the View/Print Shipping Label link.
2. In the View/Print Label screen, click the Void All button.
3. In the confirmation message box, click the OK button.

**Decrypt an Order**

If you have set up your store to use Order Encryption, all orders will be encrypted. If you are editing an order, you will not be able to perform certain tasks unless you decrypt the order.

This order has two separate shipments, so we could void the label(s) in the first shipment without changing the labels in the second shipment. However, if shipment 1 (Keyboard, basic) contained two packages, you would have to void the labels for both packages.
To Decrypt an Order

1. Edit the order. If the order is encrypted, you will see a lock icon next to the Payment drop-down list.
2. Click on the lock icon. The Passphrase Required dialog box will appear. Enter the Passphrase that you created when you configured Order Encryption and click the Continue button.
3. When you are back in the edit order screen, you'll see that the lock icon is now open and information from the order is now displayed.

Order Emails Tab

Order Processing > Shipments Tab

The Shipments screen is very similar to the Orders screen. Orders do not show up in the Shipments screen until at least one item in the order has a picking number (see Create Shipment).
Most of the features of the Manage Shipments screen are described in the Manage Orders section:

- Enter Tracking Number(s)
- Generate Shipping Labels
- Batches

### Filters

Filters in Order Processing work the same as they do in the Orders screen. Please see Menu > Order Processing > Orders tab > Filters.

### Batch Report

The Batch Report button becomes active when you select at least one order or when you are viewing a Batch of orders that you have created. Miva Merchant comes with one shipment batch report: Shipment Picklist.
To Run a Shipments Batch Report

1. Go to > Order Processing > Shipments.
2. Select one or more orders and click Batch Report.

To Customize the Shipment Picklist Report

1. Go to > Utilities > Template Based Batch Reports.
2. Select the Shipment Picklist report and click Edit Template. You can also create your own Batch Reports.
When a customer tries to buy something in your store with a credit card, the data is sent to your payment processor, such as Chase Paymentech, or Authorize.net. Your payment processor runs a series of checks to see if the credit card is valid, and then authorizes the card for use. See Types of Payment Modules for more information.

In 9.0005.3, Miva Merchant added several features to protect your store against credit card fraud. One of these feature is the Authorization Failures tab. In this tab you can:

- View all of the authorization failures that happened in your store.
- Add a customer's IP address to your Authorization Blacklist.

When a customer visits your store, Miva Merchant can see their IP address. If the customer's credit card fails authorization, a bunch of data about the failure is collected, including the IP address they were using. If you add the customer's IP address to your Authorization Blacklist, all attempts to use a credit card from that IP address will be ignored.
Notes:

- You can manually add IP addresses to your blacklist in the:
  
  ![Menu > Order Processing > Authorization Failures Tab](#)
  
  or the
  
  ![Menu > Payment > Authorization Blacklist Tab](#)

- You can also add IP addresses to your blacklist automatically. See:
  
  ![Menu > Payment > Settings Tab > Fraud Section](#)

- For an overview of the security features added in 9.0005.3, see:
  
  `Enhanced Protection from Automated Attacks in 9.0005.3`

**To Manually Add an IP Address to Your Blacklist**

1. In the Order Processing > Authorization Failures tab, select a row and click **Blacklist**.

2. In the Blacklist IPs dialog box, enter an expiration, and click **Blacklist**.

As long as this IP address is on your blacklist, all attempts to use a credit card from this address will be ignored. When the expiration date is reached, the IP address is automatically removed from your blacklist. The customer at this IP address will be able to submit credit card authorization attempts in your store again.

**User Interface**

**About Pages and Items**

In most cases, pages in the admin interface correspond to pages in your on-line store.

- Page "ABUS" in the admin interface corresponds to the **About Us** page in your on-line store.
But page "ORDER_INVOICE" in the admin interface controls a hard-copy invoice that you can print for customers, and there's no equivalent page in your on-line store.

Items are a way for you to add content or features to your store pages. A page in your store contains multiple Items. Each Item adds a certain type of content to the page.

- Some Items add content to a specific location in the page. For example, there may be a CSSUI Headers and Footers Item so you can add content to a page's header and footer area.
- Some Items add specific content to a page. For example, you can add customer information fields to a page with the CSSUI Customer Fields Item.
- Most Items have a Template field. You can add or change template code in the Item to change the way that the Item works.

**Items call Modules**

If you are familiar with programming concepts, Modules are like library files that contain code. Items are like function calls into a module. You can create multiple items that call into the same module, but with different parameters. See *To Add a Local Item to a Page*.

These are two different items, but they call into the same module.

**Global Items and Page Specific (Local) Items**

- **Global items** are used by default on almost every page in your on-line store. Global Items appear as collapsible sections in *Menu > User Interface > Settings tab.*
When you change a global item, the change is made on every page that uses the global item. For example, if you add your store logo to the Global Header & Footer, that logo will show up on almost every screen in your on-line store.

When you edit a local item, it only affects one page at a time. For example, both ABUS (About Us) and BASK (Basket) have a "local" header and footer item. If you add your store logo to the Header & Footer item on page ABUS, your logo doesn't show up on the Basket page in your on-line store.

- **Local Items** are added to specific pages. After you add an item to a page, the item will show up as a collapsible section in the User Interface > Edit Page > Pages tab.

Global Items show up as collapsible sections in the Settings tab.

Local Items show up as collapsible sections in Page tab of the Page that uses the item.
User Interface > Pages Tab

Adding Content to Your Store Pages

There are two ways to add content to your store pages:

- **Method 1: Edit the template code.**

1. Go to Menu > User Interface > Pages.
2. Select a Page (like BASK - Basket Contents) and click the Open Page icon.

3. The page opens in edit mode and the Page tab is selected by default:

   ![Edit Page: Basket Contents](image)

   The code in the Template field controls almost everything on the store page.

- **Method 2: Add an Item to the page.** See *To Add a Local Item to a Page*.  

User Interface > Items Tab

To Add a Local Item to a Page

1. Go to Menu > User Interface > Pages.
2. Edit a Page and select the Items tab.

3. In the Items tab, click the slider icon next to the Item you want to add until the icon turns blue.
   You can also click on the **Assigned** column heading to easily see all of the items that are currently assigned to the page you are editing.

<table>
<thead>
<tr>
<th>Assigned</th>
<th>Code</th>
<th>Module</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>store</td>
<td>Standard Store Fields</td>
</tr>
<tr>
<td></td>
<td>navbar</td>
<td>CSSUI Navigation Bar</td>
</tr>
</tbody>
</table>

4. At this point the Item has been added to your store page, but there's one more step. The Item has to be "called" from the Template code on the Page tab.
Some items can automatically modify the Template code on the Page tab. As soon as you click the Add Item button in the step above, the Item will automatically add a line to the template code on the Page tab that "calls" the Item. In the example above, a line has been added to the Template code that invokes the Content Item.

- Some items can automatically modify the Template code on the Page tab. As soon as you click the Add Item button in the step above, the Item will automatically add a line to the template code on the Page tab that "calls" the Item.
- For other Items, after you click the Add Item button, you have to select the Page tab and manually add the code to call the Item.

The release notes or other documentation that comes with the Item will tell you whether the Item automatically modifies the Template code, or whether it has to be done manually.

**Editing Items**

There are two ways to edit items.
- The first method is only used if you want to see the list of pages that the Item is assigned to.
The second method is used to edit the content of the item. For example, if you want to add your store logo to a page, you could edit the content of the Global Header and Footer item.

**Method 1: Edit the Item (Assign the Item to Multiple Pages)**

1. Go to **Menu > User Interface > Items**.
2. Select or search for an item.
3. Click on the edit icon:

   ![Admin_or... Administrative Order Fields](image)

   - **Item Tab**
     - **code**: Name of the item
     - **module**: The Miva Merchant module name that contains the code you are going to call

   - **Pages Tab**
     Use the Pages tab to see and change what pages the item is assigned to.

   - **Extensions Tab**
     The extensions tab is usually used by tech support to troubleshoot stores and by module developers.

**Method 2: Edit the Item Content**

- **Global items** appear as collapsible sections in **Menu > User Interface > Settings tab**.
- **Local Items** appear as collapsible sections in the **Menu > User Interface > Edit Page > Pages tab**.

**Example 1: Edit the Global Header & Footer Content**

1. Go to **Menu > User Interface > Settings**.
2. Click on the collapsible section Global Header & Footer.
Example 2: Edit the header and footer for a specific page.

1. Go to \(\text{Menu} \rightarrow\) User Interface \rightarrow\) Pages. Edit a Page, for example ABUS.
2. In the Pages tab, click on the collapsible section: Header & Footer.

Commonly Used Items

Affiliate Fields

- Item Code: affiliatelink
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see \(\text{Menu} \rightarrow\) User Interface \rightarrow\) Edit Page AFAD \rightarrow\) Page tab \rightarrow\) Affiliate Fields section.
The Affiliate Fields tab appears in the AFAD (Affiliate Create) page by default.
The template code in this tab controls the fields in the Affiliate Account Registration screen in your on-line store. To view the Affiliate Account Registration screen in your on-line store:

1. Go to your on-line store and click on the Affiliate Login Link (see User Interface > Settings Tab > Affiliate Links Section).

2. In the Affiliate Login screen, click the Create Account button. The Affiliate Account Registration screen (AFAD) will appear.
Attribute Machine Section

- **Item Code**: attributemachine
- **This is a local Item.** After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see **Menu** > User Interface > Edit Page PROD > Page tab > Attribute Machine section.
The Attribute Machine section appears in the PROD page by default. It uses JavaScript code to tie a master product to product Variants:

- Track inventory and update the prices on variants
- Hide out of stock products

For example, let's say you have a t-shirt product with attributes for Size:

<table>
<thead>
<tr>
<th>Variant</th>
<th>Price</th>
<th>Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: XSmall</td>
<td>$10.00</td>
<td>20</td>
</tr>
<tr>
<td>Size: Small</td>
<td>$15.00</td>
<td>4</td>
</tr>
<tr>
<td>Size: Medium</td>
<td>$20.00</td>
<td>0</td>
</tr>
</tbody>
</table>

When a customer is looking at the product page for the t-shirt, they can select different sizes. The attribute machine makes it possible to update the product page in real time with the price and inventory message that matches the variant they've selected.

The attribute machine can update the product page in real time with accurate price and inventory information, based on the customer's selections.
### Pricing Elements and Pricing Displays

The attribute machine can display several real time prices. For example, let's say you have a t-shirt variant, Size = XS. The regular price for this particular t-shirt is $10.00. There is a Price Group which gives customers 30% off the regular price. The product page can display three price values:

<table>
<thead>
<tr>
<th>Price: $10.00</th>
<th>Additional Price Element / Additional Price Display. In our example, we set the Additional Price Display to the sale price.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7.00</td>
<td>Price Element / Displayed Price. In our example, we set the Displayed Price to the sale price.</td>
</tr>
<tr>
<td>Savings of: $3.00</td>
<td>Discount Element / Display Predicted Discounts. In our example, we checked the Display Predicted Discounts checkbox.</td>
</tr>
</tbody>
</table>

The "Element" fields are like containers. The "Display" fields give you control over what is displayed in that container.

<table>
<thead>
<tr>
<th>Code: SHIRT10</th>
<th>Price: $10.00</th>
<th>Savings of: $3.00</th>
<th>Shipping Weight: 1.00 pounds</th>
<th>Quantity in Basket: None</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is sort of an invisible container that was set up when we configured the Price Element field.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code: SHIRT10</th>
<th>Price: $10.00</th>
<th>Savings of: $3.00</th>
<th>Shipping Weight: 1.00 pounds</th>
<th>Quantity in Basket: None</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Displayed Price field lets us control what we want to show in this container. In our example, we'll set the Displayed Price field to &quot;Sale Price&quot;; the price of the product after discounts are applied.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE - the words “Savings of” shows on the product page because the Price Group that is triggering this savings has been configured with the text: “Savings of” in its Basket Description field. If the Price Group was not configured this way, the Price Group’s name would be displayed instead.
Attribute Machine Fields

<table>
<thead>
<tr>
<th>Enabled:</th>
<th>Turns the attribute machine on or off. The attribute machine must be enabled if you want to track inventory of product variants.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Attribute State:</td>
<td>This field <em>mostly</em> determines if attribute related data (like a price change when the customer selects an option) is loaded when the product page is loaded. Loading the attribute related data with the page (preloading) means it may take longer for the page to appear in the customer's browser. If you don't preload the attribute related data, the page will load faster, but if the customer selects an attribute that requires a price change (for example) another call has to be made to get that information.</td>
</tr>
<tr>
<td></td>
<td><em>Do Not Preload</em>: Choose this option if you want the page to load faster in</td>
</tr>
</tbody>
</table>
the customer's browser. Information required by attribute selection will be retrieved in another call.

- **Preload Drop Down Lists Do Not Contain Select One**: Choose this option if you want to load page and attribute related data at the same time. If you are using drop-down lists and you've modified the Page tab template code to include a "Select One" option, your "Select One" option will not be displayed.

- **Preload Drop Down Lists Contains Select One**: You only need to select this option if:
  - You want to preload page and attribute related data.
  - You are using drop-down lists.
  - You've modified the Page tab template code to include a "Select One" option.
  - You want your "Select One" option to appear as the default choice.

### Dependency Resolution:

Dependency Resolution controls how attribute drop-down lists are populated based on the current selection or a preset selection. To use this field you must be tracking inventory at both the store level and the product level (see *Track Inventory*).

This field doesn't have much effect unless you are using *Drop-down Lists* as your option display type. For drop-down lists, Dependency Resolution changes the contents of one list depending on what you selected in another list. For example, if you select medium in the Size list, you might only see "Black" and "White" in the Color list, because those are the only colors available in medium. If you are using radio buttons to display options, the behavior will be the same no matter what you select for Dependency Resolution. Every product option will be displayed, but products that you don't carry or which are out of stock will be greyed out.

Select one of the following values for Dependency Resolution:

- **First selected attribute shows all options**: The option you select in the first drop-down list determines the contents of all other drop-down lists. If the first drop-down list is size and you select Medium, and the second
drop-down list is color, only the color choices you have for medium shirts will be displayed.

- **Cascade**: The contents of a list is modified by selections above, but not below. Let's say you had three attributes: size, color, and fabric. The contents of the second drop-down list would be modified by what you selected in the first drop-down list, but the contents of the second list would not be affected by what was selected in the third list.

- **Most recently selected attribute shows all options**: Whatever attribute option you select first changes the contents of all other attributes. For example, if Color is the second attribute and you chose "Blue", the contents of the first attribute Size would only show sizes that are available in blue.

### Inventory Element:
The Inventory Element allows the attribute machine to update the product page with real time inventory information.

If you go to:

![Menu] > User Interface > Pages > Edit Page PROD > Product Display Layout section > Advanced Mode

There is a HTML div element in the default template code which controls the display of your inventory information:

```html
<div id="inventory-message">
</div>
```

The contents of the Inventory Element field must match that div id.

### Inventory Message:
Choose whether you want to display short inventory messages or long inventory messages for products that have Attributes. To set the message length for products that do not have attributes, see Inventory Level Message in the Product Display Layout section.

There are three inventory messages that can show up in a product page: "in stock", "low stock", and "out of stock". For each message, you can create a long version and a short version, depending on how much information you want to give the customer.

You can create default versions of these messages:

- See [Catalog > Inventory Tab > Inventory Settings Section](#).

And you can customize the inventory messages at a product level:

- See [Catalog > Edit Product > Inventory Tab](#).

If you set this field to "short", the short version of your inventory message will be displayed, and "long" will display the long version of your inventory messages.

### Price Element:
The Price Element field allows the attribute machine to update the product page with real time pricing information.

If you go to:

![Menu] > User Interface > Pages > Edit Page PROD > Product Display Layout section > Advanced Mode
<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Additional Price Element:</strong></td>
<td>See <em>Pricing Elements and Pricing Displays</em>. If the product is receiving some kind of discount, the attribute machine can display prices like this:</td>
</tr>
<tr>
<td></td>
<td><strong>$10.00 $7.00</strong></td>
</tr>
<tr>
<td></td>
<td>• The $10.00 is the <strong>Additional Price Element</strong>. It's the original price of the product before any discounts are applied. You might want to show this price to customers so that they can see in the product page that they are getting a discount.</td>
</tr>
<tr>
<td></td>
<td>• The $7.00 is the <strong>Price Element</strong>. It's the price of the product after discounts are applied.</td>
</tr>
<tr>
<td><strong>Discount Element:</strong></td>
<td>See <em>Pricing Elements and Pricing Displays</em>. If the product is receiving some kind of discount, the attribute machine can display prices like this:</td>
</tr>
<tr>
<td></td>
<td><strong>$10.00 $7.00 $3.00</strong></td>
</tr>
<tr>
<td></td>
<td>• The $10.00 is the <strong>Additional Price Element</strong>. It's the original price of the product before any discounts are applied. You might want to show this price to customers so that they can see in the product page that they are getting a discount.</td>
</tr>
<tr>
<td></td>
<td>• The $7.00 is the <strong>Price Element</strong>. It's the price of the product after discounts are applied.</td>
</tr>
<tr>
<td></td>
<td>• The $3.00 is the <strong>Discount Element</strong>. It's the dollar value of the savings.</td>
</tr>
</tbody>
</table>
If you want the attribute machine to update the Discount Element based on the attributes that the customer selects, the Discount Element field must match that element.

| Displayed Price: | See *Pricing Elements and Pricing Displays*. The Price Element field as a kind of container. Generally, it is used to show the customer how much a product will cost after discounts have been applied. But you can use the Displayed Price field to have some additional control over what price customers see in a product page.  
  - **Retail Price**: If you select Retail Price, the Price Element field will display whatever you put in the Cost field when you created the product.  
  - **Base Price**: If you select Base Price, the Price Element field will reflect discounts from legacy Price Groups, but not discounts from the new "non-legacy" Price Groups that were introduced in Version 9. (See *Price Groups in Version 9*.)  
  - **Sale Price**: If you select Sale Price, the Price Element field will reflect discounts from any Price Group, legacy or non-legacy.  

  In general you should use the "Sale Price" option because it will reflect discounts from both legacy and non-legacy Price Groups. |

| Additional Price Display: | See *Pricing Elements and Pricing Displays*. The Additional Price Element field is a kind of container. Generally, it is used to show the customer how much the product cost before discounts were applied. But you can use the Additional Price Display field to have greater control over what price is shown.  
  - **None**: No value will be displayed by the Additional Price Element field.  
  - **Retail Price**: If you select Retail Price, the Additional Price Element field will display whatever you put in the Cost field when you created the product.  
  - **Base Price** (includes any legacy Price Group discounts but does not reflect sales, coupons or discounts applied in the basket): If you select |

| Code: **SHIRT10**  
Price: **$7.00**  
Shipping Weight: **1.00** pounds  
Quantity in Basket: **None** | Choose None. The Displayed Price is shown ($7.00, price after discount), but not the Additional Price (price before discount). |

| Code: **SHIRT10**  
Price: **$10.00**  
Shipping Weight: **1.00** pounds  
Quantity in Basket: **None** | Choose Retail Price. Both the Displayed Price ($7.00, after discount) and Additional Price ($10.00, before discount) are shown. The Additional Price shows the product Cost. |
<table>
<thead>
<tr>
<th>Base Price, the Additional Price Element field will reflect discounts from legacy Price Groups, but not discounts from the new &quot;non-legacy&quot; Price Groups that were introduced in Version 9. (See <a href="#">Price Groups in Version 9</a>).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Choose Base Price. Both the Displayed Price ($7.00, after discount) and Additional Price ($8.00, before discount) are shown. The Additional Price reflects discounts from legacy Price Groups, but not from &quot;non-legacy&quot; Price Groups.</strong></td>
</tr>
<tr>
<td><strong>Display Predicted Discounts:</strong> Let's say you have a t-shirt that normally sells for $10.00. There is a Price Group that gives customers 30% off. If you check this box, the system will show customers the dollar value of what they've saved. But please see <a href="#">Pricing Elements and Pricing Displays</a>.</td>
</tr>
</tbody>
</table>
| **Swatch Element:** If you go to: 

```html
Menu > User Interface > Pages > Edit Page PROD > Product Display Layout section > Advanced Mode
```

There is a HTML div element in the default template:

```html
<div id="swatches">
</div>
```

If you want [Swatch - Drop-down List](#) to change attributes based on the swatch selection, the Swatch Element field must match that div. |
| **Invalid Attribute Combination Message:** The customer will see this message if they select an invalid combination of attributes and try to submit the page. |
| **Missing Text Field Value Message:** The customer will see this message if:
  - You configured Attributes to use a Text Field and
  - The attribute is required, and
  - The customer left the attribute text field blank when they submitted the page. |
| **Missing Radio Selection Message:** The customer will see this message if:
  - You configured Attributes to use Radio Buttons, and
  - The attribute is required, and
  - The customer did not select a radio button option when they submitted the page. |
Basket Contents Section

- Item Code: basket
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see > User Interface > Edit Page OPAY > Page tab > Basket Contents section.

The Basket Contents is a grid-like structure that shows up by default on the following pages: BASK, OCST, OSEL, OPAY, and INVC. The template code in this section controls the display and logic of the Basket Contents grid.

Category Product List Layout Section

- Item Code: category_listing
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see > User Interface > Edit Page CTGY > Page tab > Category Product List Layout Section.
### Product Links:

#### Do Not Include Category Code / Include Category Code

If:
- You set this field to "Include Category Code", and
- A customer in your on-line store is viewing a category page and then clicks on an individual product.

The URL of the product page will be modified so that it includes the category that the customer clicked on. If you were modifying the template code of your product pages, and you wanted to know what category the customer had clicked on to reach the product page, you would be able to extract the category from the product page URL.

#### Examples

**Do Not Include Category Code (Short Links not enabled)**

<table>
<thead>
<tr>
<th>Category Page URL</th>
</tr>
</thead>
</table>
Format:
Controls the formatting of products in the category page.
**Expanded** means that the entire image box is displayed:

**Computer Components**

<table>
<thead>
<tr>
<th>Monitor LCD 23 inch</th>
<th>Optical Mouse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code: 5522</td>
<td>Code: 6523</td>
</tr>
<tr>
<td>Price: $100.00</td>
<td>Price: $20.00</td>
</tr>
<tr>
<td>Quantity in Basket: none</td>
<td>Quantity in Basket: none</td>
</tr>
</tbody>
</table>

**Line Item** formatting looks like this:

<table>
<thead>
<tr>
<th>Computer Components</th>
</tr>
</thead>
<tbody>
<tr>
<td>View: 2</td>
</tr>
<tr>
<td>Name</td>
</tr>
<tr>
<td>Graphic Card 500</td>
</tr>
<tr>
<td>Monitor LED 23 inch</td>
</tr>
</tbody>
</table>
### Product Fields:
Select the fields that you want to display on the page.

![Monitor LCD 23 inch](image)

**Code:** 5522  
**Price:** $100.00  
**Quantity in Basket:** none

[Add To Basket]  [Buy Now]

### Custom Fields:
If you have created [Custom Fields](#) and you would like to reference a custom field in the template code:

1. Check the box next to a custom field.
2. Click the **Update** button. Click on the Advanced Mode link at the bottom of the page. You can now reference the custom field in the product layout list template code.

### Displayed Price:
By default, discounts from Price Groups show up in pages that use the [Basket Contents](#) item, but not in product or category pages. The Displayed Price field give you control over what prices are shown in category pages.

- **Retail Price:** in any category page, show the price that you entered for the product when you created the product. This option won’t show any options from any Price Groups.

- **Base Price** (includes any legacy Price Group discounts but does not reflect sales, coupons or discounts applied in the basket): this option will show, in category pages, only those discounts that come from legacy Price Groups. This option is mainly kept around for grandfathering, since this option was added in PR8.)

- **Sale Price** (includes legacy Price Groups and predicted discounts): this item will display discounts from any type of Price Group, legacy or otherwise.

### Additional Price Display:
In a category page, this page can be used to show the original price and the discounted price.

- **None:**
- Retail Price: see above.
- Base Price (includes any legacy Price Group discounts but does not reflect sales, coupons or discounts applied in the basket): see above.

- [Display Predicted Discounts](#)
<table>
<thead>
<tr>
<th><strong>Buttons:</strong></th>
<th>Use these checkboxes to display or remove the &quot;Add To Basket&quot; and &quot;Buy Now&quot; buttons from the category display page.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Image:</strong></td>
<td>This list box shows all of the Image Types that you've created, and the option &quot;None&quot;. For example, if you've created Image Types of Front, Back, and Side, the list box will look like this:</td>
</tr>
</tbody>
</table>
| | ![Image Types List](image)
| | If you choose "None", no image is displayed. If you choose one of the Image Types, images that you assigned to that Image Type will be displayed. |
| **Inventory Level Message:** | Controls what inventory messages (if any) you want to display on category pages in your on-line store. |
| | You can create default versions of these messages: |
| | • See [Catalog > Inventory Tab > Inventory Settings](#) Section. |
| | And you can customize the inventory messages at a product level: |
| | • See [Catalog > Edit Product > Inventory Tab](#). |
| **Sorting Options:** | In some pages of your on-line store you can show a drop-down list that allows your customers to sort the products that are being displayed. The pages where you can enable sorting are: |
| | • CTGY (Category Display) > Category Product List Layout section > Sorting Options control |
| | • PLST (Product List) > Product List Layout section > Sorting Options control |
| | • SRCH (Search) > Search Results Layout section > Sorting Options control |
| | Use the On and Off radio buttons to display or hide the sorting drop-down list. Use the checkboxes to select what options will appear in the sorting drop-down list. |
Default Sort Method: One of the options that appears in the "Sort By" drop-down list is "Default". To see what the default order is for one of your categories:

1. Go to Menu > Catalog > Categories.
2. In the Categories screen, edit a Category.
3. Select the Products tab.
4. Click the Show Records button and select Show Assigned.
5. Click Edit Display Order.

If you have at least two products in that category, you will see something like this:
Whatever order the products have in the Products tab is how they will appear in your store, if the sort order is set to default. Note that selecting a sort order other than default can slow the display of pages in your on-line store.

**Product Columns:**
Set the number of product columns to display when the customer is viewing a category page. A two column display looks like this:

**Pagination:**
If you select "Do not paginate products", all products in the category that the customer has selected will appear on the same page. This can be a disadvantage if the category has a lot of products in it and the customer has a slow internet connection.

If you enable pagination, you can select the initial number of products that will appear on the page. If the category has more than one page of products, "Next" and "Previous" buttons will appear at the bottom of the screen so that customers can scroll through the pages.

Note that, if you also enable the "Items Per Page Filter" (see below) a drop-down list will appear at the top of the screen that allows your customer to choose how many products appear on each page. The customer setting
Page Numbers:

If you select "Do not show page count", no page numbers will appear on a category page, just the "Next" and "Previous" buttons.

If you enable page numbers, clickable page numbers will appear at the top of the screen. In the sample figure below, display of page numbers was set to 2.

Items Per Page Filter:

If you enable the Items Per Page filter, a "View" drop-down list will appear at the top of the category page. Customers can select from this drop-down list the number of products that they want to appear on each page. The setting that customers select in this drop-down list overrides what you select in Pagination.
Content Section

- **Item Code:** content
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, if you add this item to page SFNT (Storefront) the item will show up in > User Interface > Edit Page SFNT > Page tab > Content Section.

Content is essentially a region or block that you can place on a page in your on-line store. The Content region can hold anything that you want, text, images, JavaScript, HTML/CSS, etc. You can create multiple Content regions, and you can control where they appear on a particular page.

**To Use the Default Content Region**

1. Go to > User Interface > Edit Page SFNT > Page tab, and look at the Details section > Template field.
• Use the Details section template code to control where the content region appears in the page. Wherever you place the line "<mvt:item name="content" />" is where that region will appear in the store page.

• The item name must match the collapsible section name. If you have a content section called "Content", the mvt item name must also be "content".

2 Now go to the Content section. In this tab you can control what will go into the content region.
To Create Custom Content Items

1. Go to > User Interface > Items tab.
2. In the Items tab, click **Add Item**.
3. In the Add Item screen:
   3.1. Give the new item any code name that you want.
   3.2. In the Module field, enter: cmp-mv-content
   3.3. Click the **Add** button.
4  Notice that there are now two new tabs: Pages and Extensions. Click on the Pages tab.

5  In the Pages tab, select the page(s) where you want the custom content to appear, then click **Update**. In our example, we'll select page ABUS (About Us).

6  Now edit the page where you added the item. In our example we added the item to the ABUS page, so we'll go to **Menu** > User Interface > Pages > Edit Page ABUS > Page tab. (You can also just click on the Edit Page icon.)
In the Details collapsible section, we'll add a call to the item, then click **Update**.

```xml
<mvt:item name="my_content" />
```

- Note that where you place the Miva code in the template field will determine where the content ultimately shows up in your on-line store page. In our example, we put the Miva code just under the `<h1>` tag.

Notice that page ABUS now has a collapsible section called "Content (my_content)". In the Content (my_content) section we'll add some sample text and then click **Update**.

The text that you added now shows up in your ABUS on-line store page.
Content (inline_css) Section

- Item Code: inline_css
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see > User Interface > Edit Page SFNT > Page tab > Content (inline_css) Section.

The inline_css section appears by default in the SHIPMENT_PICKLIST, ORDER_INVOICE, AND SFNT pages. In the ORDER_INVOICE page it is used to control content and formatting of your printable invoice.

To see what your printable invoice currently looks like:

1. Go to > Order Processing > Orders Tab.
2. Select an order and click the Batch Report button.
4 The printable invoice will open in a new window.
Customer Information Section

- Item Code: order_customer
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see > User Interface > Edit Page INVC > Page tab > Customer Information Section.

By default, customers can enter their Ship To/Bill To information in two screens:
- When the customer creates a new account in your on-line store (page ACAD, Customer Create).
• When the customer doesn't have an account, and enters their Ship To/Bill To information during checkout (page OCST, Checkout: Customer Information)

You can control the display and format of the Ship To/Bill To fields on pages where it is being entered (such as ACAD and OCST) with the > Store Settings > Customer Fields Tab.

But after the customer's shipping information has been entered, the customer information can be displayed on other screens, such as the Invoice page (INVC). You can use the template code on the Customer Information tab to control the appearance of customer information fields on pages like INVC.

**Header & Footer Section**

• Item Code: hdft

• This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see > User Interface > Edit Page ABUS > Page tab > Header & Footer Section.

Use this section to add content, such as images, html, and JavaScript, to a page's header and footer. Note that this is a "local" header & footer item. Changes that you make to a local header or footer on one page, don't affect the local header or footer on some other page.

For example, hdft is used on pages ABUS (About Us) and ACAD (Customer Create).

1. Go to > User Interface > Edit Page ABUS > Page tab > Header & Footer Section.

2. Add your store logo to the header section.

3. Go to your on-line store. You'll see that your logo shows up on the About Us page, but doesn't show up on the Customer Create screen. If you wanted your store logo to show up on every page in your on-line store, you could use the > User Interface > Settings tab > Global Header & Footer section.
HTTP Headers Section

- **Item Code**: http_headers
- This is a local Item. After you add this item to a page, it will show up as a tab when you edit the page. For example, see \[Menu\] > User Interface > Edit Page ABUS > Page tab > HTTP Headers tab.
The HTTP Header tab lets you control the HTTP header and header content that accompanies a web page sent from a web server to a web browser. This feature can be used for many purposes, but a common use is to control the HTTP status code for a page.

Every page that is sent from a web server to a browser also gets a status code for that page (see http://en.wikipedia.org/wiki/List_of_HTTP_status_codes). For example, if a web page cannot be found the server sends a status code of 404, and the status code is shown in the browser window.

In older Miva Merchant builds, if a customer bookmarked a product page and then that product was deleted, when the customer went back to the page they would see a Miva Merchant database error instead of a web server status code. To correct this problem, later builds of Miva Merchant included a "Not Found" page (NTFD). If a store page cannot be found, the user is automatically redirected to the Not Found page.

However, search engines like Google were indexing the Not Found page. Some Miva Merchant customers didn't want that, because the Not Found page doesn't really contain content that should end up in a search result list. One way that you can use the HTTP Headers tab is to control the HTTP status that is sent with the page from the web server to the web browser. For example, if you wanted search engines to continue indexing the Not Found page:

1. Go to > User Interface > Edit Page NTFD > Page tab > HTTP Headers tab.
2. Click on the Add button. Enter "Status" as the Header and 200 as the Value. When the webserver sends the Not Found page to the customer's browser, the page will be sent with a status of 200 ("OK"). Search engines like Google will index the Not Found page because they will assume that it is a valid page.

   If you set the value of the HTTP Status to "404" (which it is by default), search engines will not index the page.

By default the HTTP Headers tab only appears in the NTFD (Not Found) page, but you can add the http_headers item to any page.

Order Contents

- Item Code: order_contents
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see > User Interface > Edit Page INVC > Page tab > Order Contents Section.

Controls the format of order items on pages like INVC.
Order History List Layout Section

- Item Code: orderhistory_list
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see User Interface > Edit Page ORDH > Page tab > Order Contents Section.

The fields and template code in the Order History List Layout section control the logic and content in the Order History screen in your on-line store. To view the Order History screen in your on-line store:

1. At the top of the screen in your on-line store, click on the Order History link.
2. In the Lookup Order History screen (ORHL) enter a customer's billing email and zip code, then click the **Lookup** button.

![Lookup Order History](image)

3. The order history screen for that customer will appear.

![Order History List Layout](image)

- **Order History fields that you select in the admin interface.**

```
Order History List Layout

<table>
<thead>
<tr>
<th>Product Fields:</th>
<th>Invoice</th>
<th>Order Date</th>
<th>Products Purchased</th>
<th>Quantity Purchased</th>
<th>Order Status</th>
<th>Order Tracking</th>
<th>Order Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pagination:</th>
<th>Do not paginate orders</th>
<th>Display 10 orders per page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notes:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Versions:</td>
<td>Original</td>
<td>Recall</td>
</tr>
<tr>
<td></td>
<td>Advanced Mode</td>
<td></td>
</tr>
</tbody>
</table>
```

- **Order History fields that show up in your on-line store.**

![Order History](image)

<table>
<thead>
<tr>
<th>Order History</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invoice</td>
</tr>
<tr>
<td>---------</td>
</tr>
<tr>
<td>1062</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Fields:</th>
<th>Works essentially the same way as <strong>Product Fields</strong> in the Basket Contents tab.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pagination:</td>
<td>Works essentially the same way as <strong>Pagination</strong> in the Basket Contents tab.</td>
</tr>
</tbody>
</table>
Notes:  
Versions:  
Recall:  
Clear History:  

See Appendix 2: Common Fields in the Admin Interface.

Product Attribute Template Section

Please see Pages Related to Upsale Products.

Product Display Layout Section

- Item Code: product_display
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see :menu: > User Interface > Edit Page PROD > Page tab > Product Display Layout Section.

This tab appears in the PROD page by default. It controls everything in the product display page, except for attributes. You can access the template code by clicking on the Advanced Mode link at the bottom.

<table>
<thead>
<tr>
<th>Product Fields / Custom Fields</th>
<th>Check the boxes next to the fields that you would like customers to see on product pages.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Displayed Price:</td>
<td>See Displayed Price.</td>
</tr>
<tr>
<td>Additional Price Display:</td>
<td>See Additional Price Display.</td>
</tr>
<tr>
<td>Inventory Level Message:</td>
<td>Choose whether you want to display short inventory messages or long inventory messages for products that do not have Attributes. To set the message length for products that have attributes, see Inventory Message in the Attribute Machine section.</td>
</tr>
<tr>
<td>Notes: Version:</td>
<td>See Appendix 2: Common Fields in the Admin Interface.</td>
</tr>
<tr>
<td>Recall: Clear History:</td>
<td></td>
</tr>
</tbody>
</table>

Product Display Layout Image Machine Section

- Item Code: product_display_imagemachine
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see :menu: > User Interface > Edit Page PROD > Page tab > Product Display Layout Image Machine Section.
The Image Machine is JavaScript code that helps to implement features such as *Images*, and associated features such as automatically generated thumbnails and close-ups (*Master image*).

| Enabled: | In order for the Image Machine to provide the features associated with Additional Images:  
| | - This checkbox must be enabled.  
| | - The Image Machine must be assigned to a page, for example Edit Page: Product Display > Items tab > product_display_imagemachine checkbox. |
| Preload Images: | If you select this option then all of the Additional Images associated with a product: thumbnails, scaled images, and master images, are loaded when the page loads. This means the page takes longer to load, but there is a faster response time when the customer clicks on one of the Additional Images.  
| | If you don't enable this option, only the first additional image and the thumbnails will load when the page loads. This makes the page load faster, but the customer will have to wait if they click on one of the other Additional Images. |
| Available Tokens: | The list of tokens you can use in the element fields (Image Element, Thumbnail Container, etc.) |
| Image Element: | This is in the template code for product display layout. It's a placeholder for the main product image on a product page.  
| | img id="main_image" |
| Thumbnail Container: | A placeholder for the thumbnail image(s) on the product page:  
| | ul id="thumbnails" |
| Closeup Container: | A placeholder for the master image window:  
| | div id="closeup_div" |
| Closeup Image Element: | A placeholder for the master image:  
| | img id="closeup_image" |
| Closeup Close Element: | A placeholder for the "close" button in the master image window  
| | id="closeup_close" |
| Head Template: | Code used by the image machine. It contains JavaScript that displays additional images. |

**Notes:**

| Versions: | See *Appendix 2: Common Fields in the Admin Interface*. |
| Recall: |  
| Clear History: |  

---

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Publication Date: 07/31/2016 Miva Merchant Version 9.0006
Product Display Layout Image Dimensions Section

- **Item Code:** product_display_imagemachine

- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see [Menu > User Interface > Edit Page PROD > Page tab > Product Display Layout Image Dimensions Section.](#)

<table>
<thead>
<tr>
<th>Main Image</th>
<th><strong>No Constraints:</strong> The image will be displayed in the main image bounding box at whatever size was uploaded.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Resize to fit within bounding box:</strong> An invisible bounding box is drawn in the product Main Image page. Images larger than the bounding box are scaled down. Images smaller than the bounding box are untouched.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Closeup</th>
<th><strong>Enable click to closeup:</strong> If you enable this option, when the user clicks on the product image, a pop-up window will appear on screen containing a larger bounding box (you can set the dimensions of this larger bounding box below). See <a href="#">Master image</a> for an example. Images larger than the bounding box are scaled down. Images smaller than the bounding box are untouched.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>No constraints:</strong> The image will be displayed in the closeup bounding box at whatever size was uploaded.</td>
</tr>
<tr>
<td></td>
<td><strong>Resize to fit within bounding box:</strong> An invisible bounding box is drawn in the Closeup page. Images larger than the bounding box are scaled down. Images smaller than the bounding box are untouched.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Thumbnails</th>
<th><strong>Enable additional thumbnails:</strong> If you are using the <a href="#">Catalog &gt; Edit Product &gt; Images Tab</a>, this option will automatically display thumbnails for the images you have attached to the product. If this option is not checked, the thumbnails for your additional images will not appear, and customers will have no way of viewing the additional images.</th>
</tr>
</thead>
</table>
Related Product List Layout Section

- Item Code: related_products
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see Menu > User Interface > Edit Page PROD > Page tab > Related Product List Layout Section.

This tab appears in the PROD page by default. The fields on this tab are identical those in the Category Product List Layout. The basic idea of "related products" is that, when a customer clicks on a product in your store, you show the customer one or more other products that they might be interested in purchasing. You can add related products in the Catalog > Edit Product > Related Products Tab.

Search Results Layout Section

- Item Code: search_results
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see Menu > User Interface > Edit Page SRCH > Page tab > Search Results Layout Section.

The Search Results Layout tab appears in the SRCH page by default. This tab controls all content and formatting of the search results page in your on-line store, except for image dimensions.

For information about the fields in this section, please see Category Product List Layout Section.

UPS Branding and Disclosures Section

- Item Code: ups
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see Menu > User Interface > Edit Page INVC > Page tab > UPS Branding and Disclosures Section.

The UPS item only appears if you have Menu > Shipping > UPS Developer Kit installed. By default the UPS logo and trademark text will appear on the Checkout: Shipping/Payment Selection (OSEL) and Invoice (INVC) pages, but you can add the UPS Item to any other page. You can modify or remove the UPS content, although that could violate your contract with UPS. Please contact UPS support for more information.

Note that you can easily change the size of the UPS icon. The file name of the UPS icon is in the third line of the (default) template code:

```html
<img style="float: right; margin: 0 31px 0 31px;" src="&mvt:ups:logo_dir;LOGO_L.gif"> 
```

You can change the size of the UPS logo by using either the "LOGO_M.gif" or "LOGO_S.gif" files.
Order Contents Section

- Item Code: view_order
- This is a local Item. After you add this item to a page, it will show up as a collapsible section when you edit the page. For example, see > User Interface > Edit Page ORDS > Page tab > Order Contents Section.

This item has gone through some name changes since PR8:

<table>
<thead>
<tr>
<th>PR8</th>
<th>V9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item name: view_order</td>
<td>Item name: view_order</td>
</tr>
<tr>
<td>Tab Name: View Order Layout</td>
<td>Collapsible Section Name: Order Contents</td>
</tr>
</tbody>
</table>

The Order Contents section appears in the ORDS (Order Status) page by default. This section controls the logic and content of the Order Status screen in your on-line store. To view the Order Status screen in your on-line store:

1. Go to the Order History screen in your on-line store.
2. In the Order History screen, click on the View link for an order.
3. The Order Status screen will appear:
User Interface > Image Types Tab

Image Types are categories that you create for your images. When you upload images to your store, you can assign those images to the categories that you have created. Using Image Types is optional and you can upload and display images in your store without them. But Image Types are handy for several areas of store management:

- You can use Image Types with the Import features to quickly upload products with multiple images for each product. (See Add Images - Import Feature.)
- You can use Image Types to display a product picture in search results, shopping basket, related images, and other store pages. (See Example: Use an Image Type in the Search Page.)

To Create Image Types

Let's say that your main business is selling computers, but you also sell some t-shirts. For every computer that you sell you have a picture of the front of the computer and another picture for the side. For the t-shirts that you sell you always have a picture of the front of the t-shirt, and another picture for the back. You could create the following Image Types:

- Front
- Side
- Back

When you upload your images, you assign each image to one of the Image Types that you created: front, side, or back.
There are several places where you can create Image Types:

- User Interface > Image Types Tab
- The Image Picker Dialog Box
- Catalog > Edit Product > Images Tab

It doesn't matter which one you use.

1. Go to Menu > Catalog > Products tab > edit product > Images tab.

2. In the Image Type tab, click on the Add Image Type(s) button. The Add Image Type dialog box appears.

   2.1. Enter a short code to uniquely identify the Image Type and a longer Description. In our example we'll enter "Front" as both the code and the description. You may want to keep your categories fairly generic so that you can use them for a wide variety of different products.

   2.2. Click the Add button.

You can now use your Image Types in several ways:

- When you manually upload product images you can assign those images to an Image Type. See The Image Picker Dialog Box.
- When you import product information your Image Types will appear as columns in the spreadsheet. You can now import multiple images for each product.
- If you assign an image to an Image Type, you can have that image show up in the following pages:
  - BASK (Basket Contents) > Basket Contents tab > Product Images checkboxes
  - CTGY (Category Display) > Category Product List Layout tab > Image drop-down list
  - PROD (Product Display) > Product Display Layout tab > Image drop-down list
  - PROD (Product Display) > Related Product List Layout tab > Image drop-down list
  - PLST (Product List) > Product List Layout tab > Image drop-down list
  - SRCH (Search) > Search Results Layout tab > Image drop-down list

**Example: Use an Image Type in the Search Page**

1. In our example, we'll create an Image Type called "Front".

2. Next, we'll edit a t-shirt product and upload a picture of the front of the t-shirt. When we upload the picture, we'll assign it to the image type of "Front".

3. Now we'll edit the Search page, so that images of type "Front" show up during a search.

   Select Menu > User Interface > Pages > (Edit) SRCH > Search Results Layout tab > Image drop-down list. Select "Front" from the Image drop-down list and click Update.
In our store we'll run a search for shirts. The product image that we uploaded appears in the Search page:

Because we assigned this picture to the Image Type of "Front" it will now show up in searches.
User Interface > Frameworks Tab

Frameworks are used to copy pages into a store. A Framework is a package file, like a zip file, that contains one or more store pages. The general process for using Framework files is:

2. Add one or more pages to it.
3. Upload the Framework file to your store server.
4. "Paste" the pages in the Framework file into the store.

You can use Framework files to copy pages from one store to another, but you can also buy third-party Framework files containing custom pages and paste those pages into your store.

If you have an older Miva Merchant store, it was probably created with MMUI, which was the original Miva Merchant look and feel. It may have been upgraded with the Miva Merchant CSS Framework, which added CSS and other features. Your Frameworks screen might look like this:

<table>
<thead>
<tr>
<th>Preview</th>
<th>Code</th>
<th>Title</th>
<th>Description</th>
<th>Created</th>
<th>Last Applied</th>
<th>Save Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>default_fv</td>
<td>Default MMUI Framework</td>
<td>Design your store from the ground up with this default MMUI Framework</td>
<td>07/27/2011</td>
<td></td>
<td>DELETE FRAMEWORK</td>
</tr>
<tr>
<td></td>
<td>css_fv</td>
<td>Miva Merchant CSS Framework</td>
<td>The default Miva Merchant CSS Framework.</td>
<td>07/27/2011</td>
<td>✓</td>
<td>DELETE FRAMEWORK</td>
</tr>
</tbody>
</table>

These Frameworks contain legacy store pages. If you are creating a new store we recommend that you create the store using CSSUI and then your Framework options would look like this:

<table>
<thead>
<tr>
<th>Preview</th>
<th>Code</th>
<th>Title</th>
<th>Description</th>
<th>Created</th>
<th>Last Applied</th>
<th>Save Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>cssui_default_fv</td>
<td>Default CSSUI Framework</td>
<td>Default Framework for the CSS User Interface</td>
<td>07/18/2011</td>
<td></td>
<td>DELETE FRAMEWORK</td>
</tr>
</tbody>
</table>

Notes:

- If your store uses MMUI, then you cannot copy an MMUI Framework to a store that uses CSSUI, or vice versa.
- There is no "undo" after you have applied (pasted) the pages from a Framework file into your store. The safest thing to do is to create a "backup" Framework file containing all pages before you apply any new pages. See To Apply a Framework File to Your Store.
- You cannot edit a Framework file. If you create a Framework that doesn't have the pages that you want, you must delete it and create a new one.
- Modules cannot be installed or copied from one store to another using a Framework file. For example, if you want to clone a store that has custom modules, you would use a Framework file to copy pages from the first store to the second, and then install the custom modules into the second store. If you are copying pages from a store that has custom modules, the second store must have the same modules.
Once you copy a Framework file to another store and apply those pages to the second store, the Framework file is no longer needed. You may delete it or keep it, but it is not actively used for anything.

To Create a Framework File

1. In the Frameworks tab, click on **Save Framework**.

   ![Save Framework](image)

   - **Framework Code**: Enter a Framework code. The code is used to create the Framework filename. For example, if you enter "test" as the code, the Framework file path on the server will be something like: /mm5/frameworks/00000003/test.pkg
     - Note that the "00000003" is the store number. If you only have one store this will always be "00000001", but if you are in doubt as to your store number, you can sftp/ftp to the server and search for the filename "test.pkg".
   - **Framework Name**: Enter a Framework name. The name is used to identify the Framework file in the Miva Merchant admin interface.
   - **Preview Image**: Recommended Size (200px x 150px)
   - **Preview Image Upload**: If you wish you can upload your own Preview Image. This image will be displayed in the main Frameworks screen.
   - **Framework Description**:

2. In the Save Framework screen:
   2.1. Enter a Framework code. The code is used to create the Framework filename. For example, if you enter "test" as the code, the Framework file path on the server will be something like: /mm5/frameworks/00000003/test.pkg
     - Note that the "00000003" is the store number. If you only have one store this will always be "00000001", but if you are in doubt as to your store number, you can sftp/ftp to the server and search for the filename "test.pkg".
   2.2. Enter a Framework name. The name is used to identify the Framework file in the Miva Merchant admin interface.
   2.3. If you wish you can upload your own Preview Image. This image will be displayed in the main Frameworks screen.
   2.4. Click the checkboxes next to the pages that you want to include in the Framework file.
   2.5. Click **Save Framework**. The Framework file has now been saved to your store server.
To Save a Framework File to Your Local Machine

1. Follow the instructions in the previous section to create the Framework file. It will always be created in a directory path on the server that looks like: /<root_directory>/Frameworks/subdir/package.pkg
   For example: /mm5/frameworks/00000001/test.pkg
2. Use FTP or SFTP to connect to the server and transfer the file to your local machine.

To Apply a Framework File to Your Store

Applying a Framework file is a two step process: first you upload the Framework file to your store server, and then you "apply" the Framework. Applying the Framework copies the files from the Framework file into your store.

1. Follow the instructions in the previous sections to create the Framework file and save it to your local machine.
2. Log into the store where you want to "paste" the pages from the Framework file, and go to:
   > User Interface > Frameworks tab
   
   Please keep in mind that, once you apply ("paste") the pages from the Framework file into your store, there is no rollback. As a safety precaution you may want to create a backup of all your store pages before you apply the Framework file.

   You can create a backup of your store pages by creating another Framework file at this point and by making sure that you select all store pages. See To Create a Framework File. You might want to name this Framework file something like "store_backup_<date>".

   Before you apply new pages to your store, you may want to create a backup of the current pages.

3. To copy the Framework file from your local machine to the server, click Upload Framework.
4. In the Upload File dialog box, click on the Choose File button. Browse to the Framework file on your local machine and click Open, then click Upload in the Upload File dialog box.
After you've uploaded the Frameworks file, the screen will look something like this:

<table>
<thead>
<tr>
<th>+Code</th>
<th>Title</th>
<th>Description</th>
<th>Preview Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>cssui_default_fw</td>
<td>Default CSSUI Framework</td>
<td>Default Framework for...</td>
<td></td>
</tr>
<tr>
<td>test</td>
<td>custom_pages</td>
<td>Custom pages we are...</td>
<td></td>
</tr>
</tbody>
</table>

5. After you've uploaded the Frameworks file, the screen will look something like this:

6. When you are ready to apply the pages in the Framework file that you uploaded, select the Framework file and click **Open**.
Apply Framework: test

Select Framework

Framework Preview

Code: test
Title: custom_pages
Description: Custom pages we are copying from another store.
Author: Sample Store
Created: 09/14/2014-16:35:40 PDT

Framework Pages
Storefront (SFNT)
Category Display (CTGY)
Search (SROCH)
Product List (PLST)
Product Display (PRD)
Not Found (NFD)
Missing Product Attributes (MAPP)
Basket Contents (GAS)
Checkout Basket Empty (RSKE)
Order: Customer Login (ORCL)
Order: Address Checkout Return Screen (ORRS)
Amazon Payments - OCST (AMAZONPAY_OCST)
Amazon Payments - OSEL (AMAZONPAY_OSEL)
Amazon Payments - OPAY (AMAZONPAY_OPAY)

Framework Components
CSSUI HTML Profile (cmp-csui-html)
CSSUI HEAD Tag Content/CSS (cmp-csui-head)
Standard Validation/Error/Informational Messages (cmp-csui-messages)
Attribute Machine (cmp-nv-attribute-machine)
Image Machine (cmp-nv-imagemachine)
Image Machine (cmp-nv-imagemachine)
Image Machine (cmp-nv-imagemachine)
Image Machine (cmp-nv-imagemachine)

Framework Images

<table>
<thead>
<tr>
<th>Overwrite Images</th>
<th>Overwrite CSS Files</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image /hmbi/graphics/00000002/black_front.jpg</td>
<td>CSS File css/00000001/csui.css</td>
</tr>
</tbody>
</table>
The Apply Framework screen appears. At the bottom of the Apply Framework screen you may see two checkboxes: "Overwrite Images" and "Overwrite CSS Files". You will only see these checkboxes if the Framework you are applying contains images or CSS files.

- If you check the Overwrite Images checkbox, images in your existing pages with the same names will be overwritten. For example, if you have an image in your existing pages named "black_front.jpg" and the same image name exists in your Framework pages, the Framework image will overwrite the image in your existing pages. The same thing will happen to CSS files if you check the Overwrite CSS Files checkbox.

- If you do not check the Overwrite Image checkbox, pages and images from the Framework will be copied to your store, but images with the same name will be ignored. For example, if you have an image in your existing pages named "black_front.jpg" and the same image name exists in your Framework pages, the Framework image will be ignored and the one in your store will be kept.

Click **Apply**. The pages that were in the Framework file have now been copied to your store.

### User Interface > Settings Tab

#### User Interface > Settings Tab > Misc Color Section

Specify the colors to be used in selected areas of your store. You can enter the color in each field as a hexadecimal value (such as #ffffff for white), or by clicking on the color picker icon. Note that the fields in this tab do not work with CSSUI, only with the older MMUI. Similar changes to a CSSUI store are made in the cssui.css file.

When you make a change to a color, it's a good idea to view your on-line store and verify that the results are what you expected. You might also want to view your on-line store with a few different browsers or browser versions.

#### User Interface > Settings Tab > Fonts Section

Use the font settings to change the typeface, size, and color of fonts throughout your store. Note that the fields in this tab do not work with CSSUI only with the older MMUI. Similar changes to a CSSUI store are made in the cssui.css file.

#### User Interface > Settings Tab > Affiliate Links Section

See also **Marketing > Affiliates Tab**.

If you have enabled the Affiliate Links Program (Activate Affiliate Program checkbox) a new link will appear at the top of your on-line store.
The Affiliate Login link in your on-line store allows affiliates to login to their account, or to create a new account. Note that, after an affiliate creates an account in your on-line store, you can edit that account in the admin interface (> Marketing > Settings > Affiliates).

Use the User Interface > Settings Tab > Affiliate Links section to edit the HTML of both links. You can change the text of the link, the background color, add an image, etc.
User Interface > Settings Tab > Buttons Section

Customize the wording or look of buttons in your store, such as the Add One To Basket or Search buttons. When you finish making changes, click the Update at the bottom of the screen.

**Text**

You can change the wording of each button in the store. The button size will be adjusted to correctly display the text that you enter.

**Show Code**

Click on the Show Code button to view the HTML for each button. You can change the text, image, alt text or action of the button directly.

User Interface > Settings Tab > Category Tree Template Section

View and edit the code that controls the category tree in your on-line store.
**Template Code**

Note that the category tree template code can be edited in different places in the Miva Merchant admin interface, for example: Menu > User Interface > Pages tab > Edit SFNT (Storefront). It doesn't matter which screen you use in the admin interface to edit the category template code. Editing the category tree template code in one location, changes it in all locations.

**Custom Fields**

If you have created Custom Fields and you would like to reference a custom field in the category tree template code:

1. Check the box next to a custom field.

2. Click the Update button. You can now reference the custom field in the category tree template code.

**Notes / Versions / Recall / Clear History**

Please see Appendix 2: Common Fields in the Admin Interface.

**Category Tree Header / Category Tree Footer**

Use the Category Tree Header/Footer to add content, such as trust marks, logos, etc, above or below the category tree.
User Interface > Settings Tab > Customer Links Section

Use this screen to modify the HTML for the Customer Login Link and Customer Account Links.

When customers visit your on-line store, they can click on the Customer Login Link to sign into their account, or to create an account if they don’t already have one. When customers are logged in, Miva Merchant can display any special pricing (based on Price Groups) or products (based on Availability Groups) you have created. Note that you can also edit and create customer accounts in the admin interface. See Customers.
After customers login, the link changes to the Customer Account Link. Customers can click on this link to go to their account info or order history.

User Interface > Settings Tab > Navigation Bar Section

Allows you to customize the navigation bar in your on-line store.
When you first click on the Navigation Bar tab you will see the "point-and-click" mode. In this screen you can only change the names of the buttons.

But if you click on the Advanced Mode link at the bottom of the screen, you can directly edit the HTML of the Navigation Bar.
In advanced mode you can change the background color, add logos and links, and replace the default button images, such as Product List, or Basket Contents, with your own images. The height of the bar will expand to accommodate the size of the images you upload. For best results, the logo and button images should usually be the same height. Images of varying heights will be aligned by the bottom edges.

Remember that file names for images cannot include spaces. So prod list.gif, would be accepted, but no image would be displayed. If your file names contain spaces, rename the files before uploading them in Miva Merchant.

It is a good habit to check your results by looking at the store screen to be sure the images are appearing as you intended. Remember to click Update after uploading new images, and refresh the store browser window.

**Advanced mode in the Navigation Bar tab.**

Notes / Versions / Recall / Clear History

Please see [Appendix 2: Common Fields in the Admin Interface](#).

**User Interface > Settings Tab > Smart Breadcrumbs Section**

Smart Breadcrumbs appear in your on-line store, not in the Miva Merchant admin interface. For information about breadcrumbs in the admin interface, please see [Breadcrumbs](#).
Smart Breadcrumbs show customers how they navigated to the current store page, and have clickable links so that customers can easily go back to previous pages along that path. Smart Breadcrumbs are only supported for CSSUI stores.

**Smart Breadcrumbs:**
In this section you can directly edit the code that will affect how breadcrumbs are displayed throughout your store.

**Max Category Name Length:**
The default is 0 which means that the category name will be fully displayed no matter how long it is. If you set the max category name limit to 10 and you have a category name that is 15 letters, the category name will be truncated to 10 letters.

**Max Product Name Length:**
The default is 0 which means that the product name will be fully displayed no matter how long it is. If you set the max product name limit to 10 and you have a product name that is 15 letters, the product name will be truncated to 10 letters.

**Max Number of Link Levels to Display:**
This setting only affects you if your store has sub-categories, sub-sub-categories, etc. The default is 0 which means that entire breadcrumb path will be displayed, no matter how long it is. However, if you set the max link levels to 3 and the breadcrumb has 5 levels, only the first level and the last 2 levels will be shown to the customer.

Breadcrumb contains 5 levels, max levels to display is set to 0.
User Interface > Settings Tab > Global Header and Footer Section

Content that you add (such as images, links and text) to the global header appears at the top of every screen in your on-line store. Content that you add to the global footer appears at the bottom of every screen.

The notes and versions for the global header and global footer are separate. See Appendix 2: Common Fields in the Admin Interface. You can save and recall each one independently. If you make changes to both, and then click Update, each is saved as a new version.
This tab is used for two purposes: modifying the HEAD tag for your store.

**Editing the HEAD Tag for Your On-line Store**

You can customize the contents of the `<head>` tag in your store html code (using different META tags, keywords, title, description, tracking code, script declarations, etc.), by making changes to the HEAD Tag Content field. Do not include the `<head>` and `</head>` tags in this field, just the information that goes between them. If you leave this field blank, a simple HEAD tag is automatically created.

Note that the HEAD tag is not the same as the global header. See [User Interface > Settings Tab > Global Header and Footer](#).
If you are using the MMUI Framework and you upload a CSS file, you must manually reference that file in your HEAD tag. For other Frameworks the CSS file call will be placed automatically into your page templates.

Notes / Versions / Recall / Clear History
Please see Appendix 2: Common Fields in the Admin Interface.

User Interface > Settings Tab > Mini-Basket Section

This section does not appear in the admin interface until you install the mini-basket feature.

Mini-basket lets you view the contents of your basket without navigating away from the current page. The mini-basket feature adds a special link to store pages called "Basket Contents", which shows you the number of items in your basket. If you click on the link, a basket popup window appears.

To Install the Mini-Basket Feature

1. Go to Menu > Utilities > Add/Remove Modules > Available Modules section.
2. In the box "Mini-Basket", click Install.
To Add Mini-Basket to Your Store Pages

You can have the mini-basket appear in different locations on a page. For example, you can add the mini-basket to a header or a footer. In our example, we'll add the mini-basket to our store's global header.

1 Assign the mini-basket item to your store pages.
   In our example, we are going to add the mini-basket feature to every store page.
   1.1. Go to > User Interface > Items tab.
   1.2. In the Items tab, enter the string "mini" in the Search text box and click the Search button.
   1.3. Click on the global_minibasket item to edit it.
   1.4. In the Edit Item: global_minibasket screen, select the Pages tab. In our example, we're going to make the mini-basket visible on every store page.
   1.5. In the Pages tab, press "control-a" to select every page, then click Assign Record(s).

2 Modify the template code.
   In our example, we're going to add the mini-basket link to the global header.
   2.1. Go to > User Interface > Settings Tab > Global Header and Footer Section.
   2.2. Scroll to the bottom of the Global Header text box. We're going to add a line of code between the last two lines.
2.3. After you change the template code, click **Update**.

**To Customize the Mini-Basket**

1. Go to **Menu** > User Interface > Settings tab > Mini-Basket section.

<table>
<thead>
<tr>
<th><strong>Maximum Product Name Length:</strong></th>
<th>Use this field to limit the length of product names in the mini-base popup. For example, if you have a product name “Xylophone” and you set the name length to 5, the product name will display as “Xylop” in the mini-basket popup. Set this field to 0 to allow product names of any length.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Image:</strong></td>
<td>If you have already created an Image Type, you can select it here. Images of that type will appear in the mini-basket popup. For example, if you created an Image Type called &quot;Front&quot;, the &quot;Front&quot; image type will appear in this list box. If the customer adds a product to their basket that has a &quot;Front&quot; image, the image will appear in the mini-basket popup. Using Image Types is the only way that you can have product images appear in the mini-basket.</td>
</tr>
<tr>
<td><strong>Advanced Mode:</strong></td>
<td>Click on the Advanced Mode link to display the template code that controls the mini-basket popup.</td>
</tr>
</tbody>
</table>

2. When you finish making changes to the mini-basket settings, click **Update**.
User Interface > Settings Tab > Mini-Basket Image Dimensions Section

The mini-basket image dimensions section gives you some control over the size of the mini-basket in your on-line store. However, the mini-basket image dimensions section won't show up in the Settings tab until you complete these steps:

1  Install the mini-basket. See To Install the Mini-Basket Feature.
2  Add the mini-basket to at least one of your store pages. See To Add Mini-Basket to Your Store Pages.
3  Go to Menu > User Interface > Settings tab > Mini-Basket section.
4  Click on the Advanced Mode link.
5  Select the Product Images > Main checkbox and click Update.

| Product Images: | ✓ Main □ Front □ Back □ Side |

6  The mini-basket image dimensions section will appear in the settings tab.

- **No constraints:** If you select this option, your product images will appear full-size in the mini-basket popup. The mini-basket popup will increase in size, if necessary.
- **Resize to fit within bounding box:** If you select this option, product images in the mini-basket will be scaled down if they are larger than the dimensions that you enter. The mini-basket popup will always display at its default size (approximately 377 x 134 pixels).

User Interface > Settings Tab > HTML Profile Section

Define the doctype for your on-line store. The doctype declaration ends up being included in the page source code for every page in your on-line store. The doctype tells the browser what kind of markup language the page uses, so that the browser can correctly display the page.

Please note that this is the only place in your store where you should declare a doctype. Including a doctype declaration in any other page will cause conflicts and errors.

User Interface > Settings Tab > Shopping Interface Settings Section

If this checkbox is checked, when a customer clicks the checkout button, they will be prompted to either sign in or to create an account. If this checkbox is not checked and the customer clicks the checkout button, they go right to the checkout screen.
Checking this box can be useful if you offer special pricing to selected customers using Price Groups. It can also encourage shoppers to create an account, which can make their future visits to your store more convenient.

User Interface > Settings Tab > Template Import/Export Settings Section

Using the admin interface, you can export your store pages to an external HTML editor, such as Dreamweaver. You can use your external HTML editor to change the look and feel of your store pages, and then re-import them back into the admin interface. Use the fields in this tab to select the folder on your server where your store pages will be exported to, and imported from.

Note that importing pages back into your store will overwrite the existing page. For example, if you import an ABUS (About Us) page, it will overwrite the existing ABUS page currently used in your store. However, if you accidentally overwrite one of your store pages, you can restore a previous version. Please see Versions and Recall.

To Set the Import/Export Folder

1. In the Import/Export Settings tab:
1.1. Select either Data or Webroot from the Import/Export folder.
1.2. Enter the name of a subfolder that you want to use for importing and exporting. This folder will be created if it doesn't already exist.

2. Click **Update**.

**To Export Store Pages**

1. Use the fields in the **Menu > User Interface > Settings > Import/Export Settings** tab to select your import/export folder.
2. Go to **Menu > User Interface > Pages** tab.
3. In the Pages tab, select the pages that you want to export, then click **Export Pages**.

A copy of the store pages you selected will be placed in your import/export folder. For each store page there will be one more .htm files.

4. Some HTML editors have a built-in FTP that will allow you to connect to your store server and edit the exported pages where they are. If your HTML editor does not have built-in FTP, you can use a stand-alone FTP package to download your store pages from the import/export directory on the server to your local machine, and then edit them.
To Import Store Pages

1. Use the fields in the User Interface > Settings > Import/Export Settings tab to select your import/export folder.

2. Using FTP, copy the store pages that you edited from your local machine to your import/export folder on the server. Remember to copy both the .html file and the .css file.

3. Go to User Interface > Pages tab.

4. In the Pages tab, select the pages that you want to import, then click Import Pages.

The store page(s) will be copied from the import/export folder and will overwrite your current store page. If you accidentally overwrite one of your store pages, you can restore a previous version of the page. Please see Versions and Recall.

User Interface > SEO Tab

SEO stands for Search Engine Optimization. Use this tab to embed the same descriptive keywords into the HTML of every page in your on-line store. Search engines, like Google, index your store pages and adding these keywords can make it easier for customers to find your products. For example, if you sell classic movies, you might add keywords to all of your store pages like: "classic, movies, golden age, cinema". When a customer does a Google search on "classic movies", a link to your store pages will appear in the Google result list. For a complete discussion on how to create and use META tags in Miva Merchant, please see User Interface > META Tag Settings Tab.
User Interface > Error Messages Tab

The error message tab was introduced in Version 9.

- The list contains all error messages used by the Miva Merchant software. You can customize all of these messages.
- The Miva Merchant software will automatically add to this list error messages from any third party module. You can also customize these error message. For example, you may notice that the Authorize.Net module occasionally generates and displays a message like “Error 12”. If you know that "Error 12" actually means "card number rejected due to insufficient funds", you can replace the "Error 12" message in this list with something that is more meaningful.

To Replace an Error Message

1. Double-click on an error message.
2. Add your new message text to the Replacement field.

<table>
<thead>
<tr>
<th>Type</th>
<th>Message</th>
<th>Replacement</th>
</tr>
</thead>
<tbody>
<tr>
<td>✗</td>
<td>Error</td>
<td>Invalid coupon code</td>
</tr>
</tbody>
</table>

User Interface > Style Resources Tab

Use this tab to upload CSS files to your store. After you've uploaded a CSS file, you can modify page template code to reference the file. You can use CSS files with both the MMUI and CSSUI frameworks.

To Upload a CSS File

1. Click Add Style Resource.
2. In the CSS File column, enter a name for your file.
3. Use the Media field to set the CSS media type. See http://www.w3schools.com/css/css_mediatypes.asp
4. Click the Upload button.
5. Find the CSS file on your local machine.
User Interface > META Tag Settings Tab

Use META tags to embed descriptive words in your store pages. Search engines, like Google, scan web pages for words that end users search on. For example, if you have a product page in your on-line store with the word "hat" in it, and a Google user searches for the word "hat", a link to your store page can be displayed in the Google result list.

To use META tags, you have to:

1. Create the META tag: "keywords", "description", etc.
2. Add the META tag content: "hat, cool, engineer", etc.
For example:

```
keywords: test1, test2
```

By default, Miva Merchant is configured with two META tags: "keywords" and "descriptions". In the META Tag Settings tab, you can edit or delete these, and create your own META tags.

Before Miva Merchant version 9.0004, you could add META tag content to individual products and categories. As of Miva Merchant version 9.0004, you can add META tag content to:

- Individual products
- Individual categories
- Individual pages
- Storewide default for all pages.

Note that there is a kind of hierarchy which lets you override some META tag content with other META tag content:

- Store-wide META tag content will appear on every page in your store, unless is overridden by
- Page specific META tag content, which will appear on a certain kind of page (e.g. every Product page), unless it is overridden by
- Category and Product specific META tag content.

To Create a META Tag

1. Go to [Menu] > User Interface > META Tag Settings tab.
2. In the META Tag Settings tab, click **Add META Name**.
2.1. The META name field is the exact name that will show up in the HTML of your store pages. The name can be anything that you want, but in general you should make this one word or several words connected with the underscore character: "keywords", or "product_keywords".

2.2. The Prompt field is what will show up in the Miva Merchant admin interface (see example below).

2.3. The Type field allows you to enter your word list in either a text box or text field. In current versions of Miva Merchant, there's not much difference between them. You can enter an unlimited number of words in each type of field.

2.4. When you finish, click Save Meta Name.

To Add META Tag Content to Products and Categories
Follow these steps to add descriptive keywords to specific products or categories.

1. **Edit a product or category**.
   - Edit a product: Menu > Catalog > Products tab > Edit a product > Product tab > SEO tab.
   - Edit a category: Menu > Catalog > Categories tab > Edit a category > Category tab > SEO tab.
   - The META tag you just created shows up. In our example we created a META tag called "T Shirt Keywords". We'll edit a product and add a list of words to the META tag. Enter as many words as you want, separated by commas.
2 **View the results.** Now go to your on-line store and look at the product or category page that you just edited. In most browsers you can right-click on the page and choose "View Source". You can see that your META tag and the contents are now embedded in the HTML of the product page.
To Add META Tag Content to Individual Pages

Follow these steps if you want to add the same descriptive keywords to a specific page, for example, if you wanted the same keywords to appear on every product (PROD) page.

1. Follow the steps above to create a META tag, or you can use one of the default META tags: Keywords, or Description.

2. Add the META tag content to a page. In our example, we'll add META tag content to the product page.
   2.1. Go to Menu > User Interface > Edit Page PROD > SEO tab.
   2.2. Enter your descriptive keywords in one of the META tag fields:

The META tag and content that you created now appear in the product page source.
To Add META Tag Content as a Storewide Default for All Pages

Follow these steps if you want to add the same descriptive keywords to every page in your store.

1. Follow the steps above to create a META tag, or you can use one of the default META tags: Keywords, or Description.

2. Add the META tag content as your store-wide default:

   2.1. Go to Menu > User Interface > SEO tab.

   2.2. Enter your descriptive keywords in one of the META tag fields:

2.3. Click Update.
Data Management

Data Management > Import/Export Tab

The General Process of Importing

You can import different types of data into your store, but the general process is always the same:

1. **Download a data file template.** The template file contains column headings for the data you are going to import (see below).

   1.1. Go to **Data Management > Import Settings tab.**

   1.2. Select a template (single-click). For example, if you want to import a group of categories into your Miva Merchant store, select **Add/Update Categories from CSV**, then click on the **CSV Template** or **XLS Template** button.

2.3. Click **Update**.
Both files are essentially the same. The CSV template is a text file. The XLS template is an XML file. Both files are designed to be opened in a spreadsheet program.

<table>
<thead>
<tr>
<th>Column</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>CATEGORY_CODE</td>
</tr>
<tr>
<td>B</td>
<td>CATEGORY_NAME</td>
</tr>
<tr>
<td>C</td>
<td>CATEGORY_ACTIVE</td>
</tr>
<tr>
<td>D</td>
<td>CATEGORY_PARENT_CODE</td>
</tr>
<tr>
<td>E</td>
<td>META_KEYWORDS</td>
</tr>
<tr>
<td>F</td>
<td>META_DESC</td>
</tr>
</tbody>
</table>

When you download a template it will be saved to your computer as "import.csv" or "import.xls". You may want to change the name to something more meaningful like "add_update_products.csv" to avoid confusion.

2 **Add your data to the template.**

Note: regardless of which file format that you downloaded (CSV or XLS), after you add your data to the spreadsheet, you must save it as a CSV, or as a text file with your delimiter of choice.

3 **Select your import options.**

3.1. Go to **Menu > Data Management > Import Settings tab.**

3.2. **Double-click** the template for the type of data you are going to import.

   For example, if you are uploading categories to your store, double-click on the **Add/Update Categories from CSV**.

   The Edit Import dialog box will open. This dialog box controls the way that your data will be processed during import. To learn more about the Edit Import dialog box, see **To Create and Save Import Options**.

3.3. Make any changes, then click **Save**.
4 **Upload your data file.**

4.1. Go to **Menu** > Data Management > Import/Export tab.

4.2. If you downloaded the "Add/Update Categories From CSV" template and now you want to upload your populated data file, click on the **Add/Update Categories from CSV** button.
• If your browser does not support drag and drop, you will see a slightly different dialog box:

![File: Choose File | No file chosen. Browse or Drag a File Here To Upload and Begin Importing Data]

• The Import dialog box does not have **Begin Upload** button. 
  
  As soon as you browse to the file that you want to upload, the system will process the data in that file, so be careful to select the correct file.
The General Process of Exporting

Miva Merchant lets you export several different types of data to a file:

- Attributes
- Affiliates
- Customers
- Categories
- Orders
- Products
- Shipment Information
- URI's
- User Data

Exporting data from your Miva Merchant store lets you modify that data much more quickly than you could through the admin interface. For example, if you wanted to change all of the prices in your store, it would be much faster to export the Product information, edit the prices in a spreadsheet, and then re-import the product data. Another reason people commonly export data is to use the information in some external program, for example, if you needed to enter your affiliate payouts in a tax program.
File Locations

When you export data to a file you can either have it mailed to you or leave the file on the server. The exception is the affiliates export file, which doesn't support email. The exported files will always be in the data directory on your server. If you aren't sure what the name and location of your data directory is, the easiest thing to do is:

1. Export a data file, such as the attributes file. The default name of the attributes file is "provide.xml".
2. FTP to your server and search for the filename "provide.xml".

Export Attributes to XML File

1. Go to Data Management > Import/Export tab.
2. Click Export Attributes to XML File. The Export Attributes to XML File screen will appear:

   Export Attributes to XML File

   | Destination | Export Product Attributes to File: provide.xml |
   | Email File To: | Do Not Email, your_address@test.com |
   | If File Exists: | Append To File, Replace File |

   Export Settings |

   | Export Product Attributes in: Add Mode, Replace All Mode |

3. Export Product Attributes to File:
   Enter a filename for the exported file. The default filename is "provide.xml".

4. Email File To:
   - Do Not Email: The file will be created on your server. You can use FTP to transfer the file to your local machine.
   - Enter an email address: the file will be created and automatically emailed to you.

5. If File Exists:
   Choose whether you want to append or replace an existing file. You should select Append to File with caution because it can result in duplicate data in the file.

6. Export Product Attributes In:
   - Add Mode: if you select this option, a flag is written to the export file. When you re-import the attribute data, new attribute will be added to your store, but existing attributes will not be over-written by the file.
   - Replace All Mode: if you select this option, a flag is written to the export file. When you re-import the attribute data, all existing attributes in your store will be over-written by the file.
7 Click the Export button.

Example:

- If we create a product called "t-shirt" with an attribute called "Size", the XML would look like this:
  
  ```xml
  <ProductAttribute_Add_Template product_code="t-shirt">
    <AttributeTemplateCode>Size</AttributeTemplateCode>
  </ProductAttribute_Add_Template>
  ```

- If we opened the XML file in Excel, it would look like this:
  
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>t-shirt</td>
</tr>
</tbody>
</table>

Please note that the Inventory flag was not exported in releases before PR7 Update 10.

### Export Affiliates To Flat File

1 Go to `Menu` > Data Management > Import/Export tab.

2 Click Export Affiliates to Flat File. The Export Affiliates to Flat File screen will appear:

3 **Export Affiliates to File**: Enter a filename for the exported file. The default filename is "affiliates.csv"
4. **If File Exists**: Choose whether you want to append or replace an existing file. You should select Append to File with caution because it can result in duplicate data in the file.

5. **Email File To**:
   - **Do Not Email**: The file will be created on your server. You can use FTP to transfer the file to your local machine.
   - **Enter an email address**: the file will be created and automatically emailed to you.

6. **Fields to Export**: Select the affiliate fields that you want to export.

7. **Delimiter**: You can set the field delimiter to a tab or any other character.

8. Click the **Export** button.

---

**Export Customers to a Flat File**

In builds before PR8, the customer password field was exported in clear text. In builds after PR8, the customer password field is encrypted in the exported file.

---

1. Go to > Data Management > Import/Export tab.

2. Click **Export Customers to Flat File**. The Export Customers to Flat File screen will appear:

   ![Export Customers To Flat File](image)

   - **Destination**
     - **Export Customers to File**: select `customers.csv`
     - **If File Exists**: select option
     - **Email File To**: select option

   - **Export Format**
     - **File Format**: select option
     - **Delimiter**: select option
     - **Export Field Names as Header**

   - **Export Fields**
     - **check all** | **uncheck all**
     - **Standard Fields**:
       - Login
       - Password
       - Pass. Recovery Email
       - Business Account
       - Ship. First Name
       - Ship. Last Name
       - Ship. Email
       - Ship. Phone
       - Ship. Fax
       - Ship. Company
3 **Export Customers to File**: Enter a filename for the exported file. The default filename is "customers.csv"

4 **If File Exists**: Choose whether you want to append or replace an existing file. You should select Append to File with caution because it can result in duplicate data in the file.

5 **Email File To**:
   - **Do Not Email**: The file will be created on your server. You can use FTP to transfer the file to your local machine.
   - **Enter an email address**: the file will be created and automatically emailed to you.

6 **Standard Fields**: Select the customer fields that you want to export.

7 **File Format**:
   - **Customer Import**: This is the default import process. Choose this format if you are using the import process introduced in PR8. See [Data Management > Import/Export Tab](#).
   - **Legacy Import Customers From Flat File**: Choose this format if you are using the import process that existed before PR8.

8 **Delimiter**: Choose a Delimiter for the file.

9 Click the **Export** button.

---

**Export Categories To Flat File**

1 Go to **Menu > Data Management > Import/Export tab**.

2 Click **Export Categories to Flat File**. The Export Categories to Flat File screen will appear:
3 Export Categories To File: Enter a filename for the exported file.

4 If File Exists: Choose whether you want to append to or replace an existing file. You should select Append To File with caution because it can result in duplicate data in the file.

5 Email File To:
   - Do Not Email: The file will be created on your server. You can use FTP to transfer the file to your local machine.
   - Enter an email address: the file will be created and automatically emailed to you.

6 Standard Fields / Custom Fields: Choose the list of fields that you want to include in the export file.

7 File Format:
   - Customer Import: This is the default import process. Choose this format if you are using the import process introduced in PR8. See Data Management > Import/Export Tab.
   - Legacy Import Customers From Flat File: Choose this format if you are using the import process that existed before PR8.

8 Delimiter: Choose a Delimiter for the file.

9 Click the Export button.
Export Orders To Flat File

1 Go to Menu > Data Management > Import/Export tab.

2 Click **Export Orders to Flat File**. The Export Orders to Flat File screen will appear:

3 **Export Orders To File**: Enter a filename for the exported file.

4 **If File Exists**: Choose whether you want to append to or replace an existing file. You should select **Append to File** with caution because it can result in duplicate data in the file.

5 **Email File To**:
   - **Do Not Email**: The file will be created on your server. You can use FTP to transfer the file to your local machine.
   - **Enter an email address**: the file will be created and automatically emailed to you.

6 **Batch to Export**:
   - **All Orders**
   - **All Unbatched Orders**: only export those orders that are not part of a Batch.

7 **Delimiter**: Choose a **Delimiter** for the file.

8 Click the **Export** button.

Export Products To Flat File

1 Go to Menu > Data Management > Import/Export tab.

2 Click **Export Products to Flat File**. The Export Products to Flat File screen will appear:
3 **Export Products To File**: Enter a filename for the exported file.

4 **If File Exists**: Choose whether you want to append to or replace an existing file. You should select Append To File with caution because it can result in duplicate data in the file.

5 **Email File To**:
   - **Do Not Email**: The file will be created on your server. You can use FTP to transfer the file to your local machine.
   - **Enter an email address**: The file will be created and automatically emailed to you.

6 **Products to Export**: You can choose to export information about all of the products in your store or a range of products. The range fields let you break your product list into sections, if you think you have too many products to fit comfortably into a single flat file.
   - To find out how many products you have:
     6.1. Go to `Menu` > Catalog > Products.
     6.2. Click the Show button [ ] and select All.
     6.3. Click Select Multiple Records [ ] then click CSV. This downloads a simple CSV containing all of your products. You can quickly see how many you have in your store.
7 **Export Fields**: Select the fields to include in the export file.

8 **File Format**:
   - **Product Import**: This is the default import process. Choose this format if you are using the import process introduced in PR8.
   - **Legacy Import Products From Flat File**: Choose this format if you are using the import process that existed before PR8.
   - **Miva Merchant XML Provisioning**: This is an XML file.

9 **File Delimiter**: You can set the field delimiter to a tab or any other character.

10 **Category Settings**:
   - **Export Only Products In Category**: Select this option if you only want to export products in a single Category.
   - **Include /Ignore Category List**: Choose whether you want the categories names to appear in the exported file.

11 Click the **Export** button.

### Export Shipment Information to Flat File

1 **Go to** > Data Management > Import/Export tab.

2 Click **Export Shipment Information to Flat File**. The Export Shipment Information to Flat File screen will appear:

   ![Export Shipment Information to Flat File Screen]

   - **Export Shipments To File**: Enter a filename for the exported file.
   - **Email File To**:
     - **Do Not Email**: The file will be created on your server. You can use FTP to transfer the file to your local machine.
     - **Enter an email address**: the file will be created and automatically emailed to you.
5 **If File Exists:** Choose whether you want to append to or replace an existing file. You should select Append to File with caution because it can result in duplicate data in the file.

6 **File Delimiter:** You can set the field delimiter to a tab or any other character.

7 Click the **Export** button.

See also **Notes: Import Shipment Information from CSV**.

**Export User Data to XML File**

To log into the admin interface, you must have a user account. See **Users.** Note that this is different from a **customer** account, which is what your customers use when they buy products in your on-line store.

You can have quite a few preferences and customizations in your user account. For example, you can create bookmarks, move tabs around, customize columns in tab, and re-size dialog boxes. In some cases, you might want to move your user data to a new store:

1 **Export your user preferences:**
   > Menu > Data Management > Import/Export tab > Export Data > Export Data to XML File.

2 **Then import your user preferences:**
   > Menu > Data Management > Import/Export tab > Import Data > Import Data and Settings in XML Provisioning Format

**Data Management > Import Settings Tab**

If you have enabled Basket Inventory you may see the following fields in some templates:

- Current Stock
- Stock in Baskets
- Total Overall Stock.

You should only enter values for Current Stock, which means: inventory on hand that is not in a basket. The other two fields are calculated by Miva Merchant and should be considered read-only.

See > Menu > Utilities > Add/Remove Modules tab > Available Modules section > Basket Inventory.

The Import/Export tab is used to:

- **Download a template** that you can use to import data. See **The General Process of Importing.**
- **Edit Import Options.** You can customize, to some extent, the way your data is processed during import. For example, if you are importing Categories, you can tell Miva Merchant what delimiter you are using in your import file.
There is an “Edit Import” dialog box for each template. If you double-click on Add/Update Categories from CSV, you'll open the Edit Import dialog box for importing Categories.

- **Create custom import options.** In addition to editing the default import options, you can create and save your own. For example, sometimes when you import products you might want to only add new products; other times you might want to only update existing products. Instead of editing the default import options for products, you can create two customized product imports, one for adding new products and one for updating existing products.

Every type of import has options you can set. Double-click on a template to open the Edit Import dialog box.
Notes: Add/Update Product Variants from CSV

If you are using PR8 Update 9 or later, you can import:

- **Attributes**
- **Options**, and
- **Variants**

**To Import Product Variants**

1. Go to **Menu** > Data Management > Import Settings tab.
2. In the Import Settings tab, double-click **Add/Update Product Variants from CSV**.

   The Edit Import dialog box opens. You can use this dialog box to change the way your data will be processed when it is imported. See *Saving Import Options* for more information.
   When you are done with your changes to the Edit Import dialog box, click **Save**.

3. In the Import Settings tab, single-click **Add/Update Product Variants from CSV**, and click either the **CSV Template** button or **XLS Template** button to download the template.
4 Add your product variant data to the template.

5 Use the standard process to import your data. See The General Process of Importing.

![Sample Product Variant Template](image)

**Figure 3: A sample product variant template with data, rows A-J**

In this sample variant template:
- The master products are shown in blue: watch, hat, and t-shirt.
- The attributes are shown in green.
  - The master product "watch" has no attributes.
  - The master product "hat" has one attribute: size.
  - The master product "t-shirt" has two attributes: size and color.
- The variants are shown in gold:
  - The hat is available in sizes small and large.
  - The t-shirt is available in small-green, small-blue, large-green, large-blue.

Notice that, although there are only four different t-shirts, there are eight rows for the t-shirt variants in the spreadsheet. In Miva Merchant, when you create a variant, every attribute has to have an option code and an option prompt. Since our example has two attributes (size and color), it takes two rows to capture this information for each variant:
Let's say our t-shirt had three attributes, and two options for each attribute:

- **Size**: Small, Large
- **Color**: Blue, Green
Fabric: Cotton, Synthetic

We would stock six different t-shirts (3 attributes x 2 options). We would need three rows in the spreadsheet for each variant. Our spreadsheet would have a total of eighteen rows for the t-shirt variants:

3 attributes x 2 options each x 3 rows per variant. Here's the data we would need in our spreadsheet for 1 shirt:

<table>
<thead>
<tr>
<th>Master Product</th>
<th>Part Product Code</th>
<th>Attribute Code</th>
<th>Option Code</th>
<th>Option Prompt</th>
</tr>
</thead>
<tbody>
<tr>
<td>t-shirt</td>
<td>t-shirt small green cotton</td>
<td>Size</td>
<td>Small</td>
<td>Small</td>
</tr>
<tr>
<td>t-shirt</td>
<td>t-shirt small green cotton</td>
<td>Color</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>t-shirt</td>
<td>t-shirt small green cotton</td>
<td>Fabric</td>
<td>Cotton</td>
<td>Cotton</td>
</tr>
</tbody>
</table>

**Notes on Using the Product Variant Template**

- You cannot import Attribute template information in your product variant template.
- If the master product already exists in your store and you list the master product in your import file, the import process will update the master product in your store with the attribute, option and variant data in your file. If there's a master product in your spreadsheet, but not in your store, the master product will be created in your store.
- You can get a copy of the sample spreadsheet used in the example above at: http://www.mivamerchant.com/assets/DND/Create_Variants.zip

**Importing Variants with Specific Prices**

You may have master products where you want to set a customized or "specific" price for each variant. For example, you might have a t-shirt master product with two attributes:

- Size: Small, Medium, Large
- Color: Green

and each variant has its own price:

<table>
<thead>
<tr>
<th>Master Product</th>
<th>Variant</th>
<th>Variant Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>t-shirt</td>
<td>t-shirt small green</td>
<td>$4.00</td>
</tr>
<tr>
<td>t-shirt</td>
<td>t-shirt medium green</td>
<td>$4.50</td>
</tr>
<tr>
<td>t-shirt</td>
<td>t-shirt large green</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

If you want to import variants with specific prices, your spreadsheet must have data in these columns:

- MASTER_PRODUCT_CODE
- VARIANT_PRICE
- VARIANT_COST
- VARIANT_WEIGHT

Your spreadsheet would look like this (note that we've hidden some columns that don't have required data):

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MASTER_PRODUCT_CODE</td>
<td>PART_PRODUCT_CODE</td>
<td>PRODUCT_NAME</td>
<td>PRICE</td>
<td>COST</td>
<td>WEIGHT</td>
<td>DESCRIPTION</td>
<td>TAXABLE</td>
<td>ACTIVE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>t-shirt</td>
<td>part1</td>
<td>T-Shirt</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>Master Product</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>t-shirt</td>
<td>part1</td>
<td>Part 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>t-shirt</td>
<td>part2</td>
<td>Part 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>t-shirt</td>
<td>part3</td>
<td>Part 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>t-shirt</td>
<td>part3</td>
<td>Part 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>t-shirt</td>
<td>part3</td>
<td>Part 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>t-shirt</td>
<td>part3</td>
<td>Part 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes: Import Shipment Information from CSV**

The Shipment Information template has the following fields:

- **Order**: the order number.
- **Shipment_Code**: uniquely identifies a shipment. If you enter a value in this field, the shipment will be marked as shipped in the database.

See [Menu > Order Processing > Shipments tab > Shipment column](#) for examples of shipment codes.
Tracktype: uniquely identifies a carrier. The tracktype in Miva Merchant is a string associated with an URL. See > Domain Settings > Shipment Tracking Links tab.

When Miva Merchant sends a tracking number to one of these URLs, the website (such as USPS) will return tracking information that is displayed in the admin interface. In your shipment information spreadsheet you should enter the "Type" that you have configured in Miva Merchant. By default your store comes with four tracktypes.

- **Tracknum**: the tracking number assigned by the carrier.
- **Cost**: the shipping cost quoted by the carrier.

Every row in the template is a shipment record. When you import your data, Miva Merchant processes the records in the following way:
Saving Import Options

When you import your data file you should select the import options that will affect how the data is processed. There are two ways to do this:

1. Edit the default Import Options.
   1.1. Go to Menu > Data Management > Import Settings.
   1.2. Double-click on a template.
   1.3. In the Import Options dialog box, make any changes that you want, then click Save.
2 Create and save your own import options (see below).

To Create and Save Import Options

It's important to note that the Add Import dialog box does not create a new spreadsheet template. This dialog box only allows you to select some processing options and save those options under a name.

1 Go to Menu > Data Management > Import Settings.

2 In the Import Settings tab, click New Import +.

3 In the Add Import dialog box, select the processing options:
   - **Description**: enter a name for the saved options, for example: "Product Import - New Products Only"
   - **Import Module**: This is the type of spreadsheet template you will be downloading and using. The options are:
• **Categories/Customers/Products:**
  - **Add New < . . . > Only:** Any categories/customers/products in your spreadsheet that already exist in the database will be ignored during import.
  - **Update Existing < . . . > Only:** Any categories/customers/products in your spreadsheet that do not already exist in the database will be ignored during import. Update will ignore empty columns in your spreadsheet. If you have a blank column in your spreadsheet, Update will leave the existing value for that column in your store database alone.
  - **Add New and Update Existing < . . . >:** All new and existing data in your spreadsheet will be imported. Update will ignore empty columns in your spreadsheet. If you have a blank column in your spreadsheet, Update will leave the existing value for that column in your store database alone.
  - **Replace Existing < . . . > Only:** Any new categories/customers/products in your spreadsheet will be ignored during import. Replace pays attention to blank columns in your spreadsheet. If you have a blank column in your spreadsheet, Replace will delete that value from your store database.
  - **Add New and Replace Existing < . . . >:** All new and existing data in your spreadsheet will be imported. Replace pays attention to blank columns in your spreadsheet. If you have a blank column in your spreadsheet, Replace will delete that value from your store database.
  - **Custom Fields:** The options, "Retain Existing Data When Imported Data is Empty" and "Delete Existing Data When Imported Data is Empty" only apply to custom fields that you have:
    - **Created in your database:** Navigate to `<Menu> > Utilities > Custom Fields tab, and
    - **Added to your spreadsheet.
  - **Attribute Templates (Product import only):** If you are using a Product spreadsheet, it will contain a column called "attribute_template_code". If you have already created an **Attribute template**, you can add the template to a product in your spreadsheet by filling out the Attribute Template Code column.
    - **Use Attribute Template Codes:** This has the same effect as selecting an Attribute Template from the `<Menu> > Catalog > Edit Product > Attributes tab > Add Attribute button > Type drop-down list. The attribute will be assigned to the product, but to modify the attribute you must change the Attribute Template.
    - **Copy Attribute Template Values:** This has the same effect as selecting the Edit Product > Attributes tab > Add Attribute button > Copy? checkbox. The attribute will be copied from the Attribute Template and applied to the product. Changing the Attribute Template will not affect the product. The attribute can only be changed by editing it in the Edit Product > Attributes tab.
- **Delimiter**: The field delimiter that you are going to use in your spreadsheet.
- **File Contains a Header Row**: Check this box to have the import process ignore the first row in your spreadsheet.
- **Fields**:
  - **Determine Automatically Using Header Row**: If you select this field the import process will examine the column headings in your spreadsheet and figure out what fields in the database they represent. This is the appropriate option for most users if you have not changed the column names in the spreadsheet that you downloaded. Note that the order of columns doesn’t matter, so if you have changed the column order, but not the column names, you can still use this option.
  - **Manually Assign**: Use this option if you have changed the column names in your spreadsheet.
    1. Click on the **Choose File** button to load your spreadsheet from your local machine.
    2. Use the Import Field drop-down list to select a field from the database.

If you have enabled Basket Inventory, you will see the following fields in the import fields drop-down list: Current Stock, Stock in Baskets, Total Overall Stock. You should only enter values for Current Stock, which means: inventory on hand that is not in a basket. The other two fields are calculated by Miva Merchant and should be considered read-only.

See > Utilities > Add/Remove Modules tab > Available Modules section > Basket Inventory.

**Example: Create and Save Two Product Import Settings**

Let’s say you have a very busy store and you would like to routinely upload two spreadsheets:
- New products only.
- Changes to existing products only.
1. Go to **Data Management > Import Settings**.
2. Click **Add Import** [+].
3. Use the Add Import dialog box to create and save the following two settings:

   **Edit Import**

<table>
<thead>
<tr>
<th>Description:</th>
<th>Product Import - New Products Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Import Module:</td>
<td>Product Import</td>
</tr>
<tr>
<td>Products:</td>
<td>Add New Products Only</td>
</tr>
<tr>
<td>Custom Fields:</td>
<td>Retain Existing Data When Imported Data Is Empty</td>
</tr>
<tr>
<td>Attribute Templates:</td>
<td>Use Attribute Template Codes</td>
</tr>
<tr>
<td>Delimiter:</td>
<td>Tab</td>
</tr>
<tr>
<td>Fields:</td>
<td>File Contains a Header Row</td>
</tr>
<tr>
<td></td>
<td>Determine Automatically Using Header Row</td>
</tr>
<tr>
<td></td>
<td>Manually Assign</td>
</tr>
<tr>
<td>[Cancel] [Delete] [Save]</td>
<td></td>
</tr>
</tbody>
</table>

   **Edit Import**

<table>
<thead>
<tr>
<th>Description:</th>
<th>Product Import - Update Products Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Import Module:</td>
<td>Product Import</td>
</tr>
<tr>
<td>Products:</td>
<td>Update Existing Products Only</td>
</tr>
<tr>
<td>Custom Fields:</td>
<td>Retain Existing Data When Imported Data Is Empty</td>
</tr>
<tr>
<td>Attribute Templates:</td>
<td>Use Attribute Template Codes</td>
</tr>
<tr>
<td>Delimiter:</td>
<td>Tab</td>
</tr>
<tr>
<td>Fields:</td>
<td>File Contains a Header Row</td>
</tr>
<tr>
<td></td>
<td>Determine Automatically Using Header Row</td>
</tr>
<tr>
<td></td>
<td>Manually Assign</td>
</tr>
<tr>
<td>[Cancel] [Delete] [Save]</td>
<td></td>
</tr>
</tbody>
</table>

4. After you create and save them both, you'll see them in the Import Settings tab:
Data Management > Database Tools Tab

Data Management > Database Tools Tab > Delete Shopping Baskets

Just like in a brick–and–mortar store, items that are in shopping baskets are removed from your inventory. It's fairly common, however, for customers to add products to their baskets but never complete the purchase. For example: a customer visits your store, adds products to their basket, then changes their minds and closes their browser. The products in that basket can't be purchased by anyone else. If enough products accumulate in abandoned baskets it can appear that your store has run out of those items.

You can prevent this from happening by:

- Setting the Store Settings > Edit Store > Store Details tab > Settings section > Basket Timeout (Minutes) field.
  The Basket Timeout sets an "idle time". When a customer hasn't purchased or changed the contents of their basket for that time, the basket is automatically expired. The items in their basket are still removed from your inventory, but an expired basket can't be used by a customer and is ready to be deleted.
- Deleting the shopping baskets. When you delete expired shopping baskets, the items in those baskets go back to your inventory and are available to be purchased by other customers.

But see also Utilities > Add/Remove Modules tab > Available Modules section > Basket Inventory. Miva Merchant can report how many items are currently in baskets.

Both of these will download the same Product template. But when you import your data, the import options will be different, depending on the one that you select.
To Delete Expired Shopping Baskets

1. Go to > Data Management > Database Tools Tab.
2. Click Delete Shopping Baskets.
3. In the Delete Shopping Baskets screen, select:
   - **Perform Module Cleanup Tasks**: Some third party modules install and use their own tables in your store’s database. If a third party module has been configured with some kind of table cleanup code, and you check this box and click the **Delete** button, it will cause the table cleanup code in that module to run.
   - **Expired Shopping Baskets Only or All Shopping Baskets**: In general you should only delete expired shopping baskets. An exception might be when you are certain the baskets aren’t being used. For example, if your store is off-line, you might want to delete all baskets.
4. Click the **Delete** button.

Data Management > Database Tools Tab > Pack Data Files

Clicking this button automatically starts a script which optimizes the database tables and improves performance. In general it should be done once a week, but if you have a very active store, you may want to click on this link more often. If you encounter any kind of server or database error while packing data files, please contact support.

Store Settings

Store Settings > Store Details Tab

Store Settings > Store Details Tab > Identification Section

| Manager   | Miva Merchant has three types of admin users: Administrators, Managers, and ordinary admin users. Please note that these users exist in the admin interface and are not related to customer accounts in your on-line store.  
|           | - Administrators have access to all admin features in all stores.  
|           | - Managers have access to all admin features in the store where they are the manager.  
|           | - "Ordinary" users have privileges that you can limit by creating a Group and then assigning the user to that group.  |
| Store Code | The store code uniquely identifies a store in the database. It will also show up in the URL bar as a parameter when customers visit your on-line store (&Store_Code=<whatever you entered>). |
| Store Name | The store name appears in the Miva Merchant administration interface |
To indicate which store you are currently editing. If you have more than one store, your customers can also see the store name in the store selection screen.

**To Assign a Manager to the New Store**

You can only assign an existing user to be a manager. If you have already created a user that you want to assign as the manager, you can enter the user name in the Manager field, or you can click the Look Up button. Note that if you assign an administrator as the store manager, that person will still have access to all of your stores.

If you haven't already created your manager account, and you only want this person to have admin rights in one store:

1. Go to **Menu** > Users > Users tab.
2. Create a new user. Make sure that you do not check the "Administrator" checkbox in the Add User screen.

3. Go back to **Menu** > Store Settings > Store Details > Identification section and enter the user name that you just created.

**Store Settings > Store Details Tab > Owner Section**

This tab contains contact information that Miva Merchant uses for the store manager, as default shipping information, and as registration information for certain payment options. Some of the fields in this tab are turned into tokens that are used throughout the admin interface. The fields in this tab are prepopulated with whatever was entered when the initial store setup is done.
### Store Settings > Store Details Tab > Settings Section

<table>
<thead>
<tr>
<th>Table Heading</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight Unit Display Suffix</td>
<td>Enter the label to use throughout the store where weight is displayed. The default is pounds. This is only a label for the convenience of your customers. You can use any term you like such as ounces, kilos, or tons. You could also describe your products in some non-weight units such as cartons, bags, or pallets.</td>
</tr>
<tr>
<td>Weight Units</td>
<td>Enter the type of weight units that you would like to use in your store for calculation and for submission to shipping carriers. You can only use one unit of measurement throughout the store. All your product weights will be measured by the same term.</td>
</tr>
<tr>
<td>Dimension Units</td>
<td>Enter the type of dimension units that you would like to use in your store for calculation and for submission to shipping carriers. You can only use one unit of measurement throughout the store. All your product dimensions will be measured by the same term.</td>
</tr>
<tr>
<td>Basket Timeout (Minutes)</td>
<td>Defines the time a shopper’s basket can be left without any action (store browsing, additions, removals, changes of quantity) before it expires. The default is 60 minutes. In builds before PR8 update 4, the max Basket Timeout was 1440 minutes (24 hours). In builds after PR8 update 4, there is no limit on the length of the timeout. Just like in a brick–and–mortar store, items that are in shopping baskets are removed from your inventory. Sometimes customers may leave their baskets without checking out. If enough products accumulate in abandoned baskets, it can appear that your store has run out of them. When the basket expires, you can return the items to inventory by deleting the basket (see To Delete Expired Shopping Baskets). To determine the right time limit for your store, consider the impact on your inventory levels of having items left in abandoned baskets and the potential for your customers to be interrupted (by a phone call, for instance). You want to avoid appearing to be out of items that are simply tied up in forgotten baskets and avoid frustrating shoppers by deleting their baskets while they are still browsing in your store. Expired baskets should be deleted regularly. Note that order numbers are never reused, even from expired baskets.</td>
</tr>
<tr>
<td>Legacy Price Group Overlap Resolution</td>
<td>When you offer special discounts to certain groups of customers using Price Groups, and a customer belongs to more than one Price Group, there can be a conflict between prices. Specify whether you want the customer to be offered the highest of the two prices or the lowest.</td>
</tr>
<tr>
<td>Store User Interface</td>
<td>Static field that shows which css user interface you are using. In most cases, this will be CSSUI.</td>
</tr>
<tr>
<td>Sales Tax Calculation</td>
<td>Specify the sales tax method to use in the store. Please use this feature with caution. Typically, you will make a selection when initially setting up your store and then never change it.</td>
</tr>
</tbody>
</table>
If you select a different way of calculating sales taxes later, any changes you have made, including customized tax rates, or tax settings that vary by product, will be lost.

The standard options are:

**Canadian VAT**

The Canadian Value Added Tax module enables you to configure the Canadian VAT module to calculate Goods and Services Tax (GST) and Harmonized Sales Tax (HST) on shipments from a Canadian store to a Canadian Customer.

Note: the Canadian VAT module does not calculate Provincial Sales Tax (PST).

**European VAT**

The European Value Added Tax module lets you specify the ship-to countries where VAT should be charged, to specify one or more VAT rates, and to assign rates to each product in your store.

**Shopper Selected Sales Tax**

The Shopper Selected Sales Tax module lets you configure sales tax options that shoppers can select from a drop-down list during the checkout process.

**State Based Sales Tax**

State Based Sales Tax enables you to assign tax rates for one or more states. If an order is being shipped to one of these states then the assigned rate will be applied to the order, otherwise no tax will be charged.

**Generic VAT**

The Generic Value Added Tax (VAT) module gives you the ability to configure tax rates on a per-product basis. You can add a tax rate to as many products as you wish. You can also specify tax rates at any time from the product screen.

Third-party modules supporting other tax methods may be available. If one of these is installed in your store, that option will be available along with those above.

After you have selected a tax module, that module name will appear as a link in the top section of the Edit Store screen.

| Currency Formatting | Select the appropriate currency formatting option from the drop-down |
list. The choices are European, generic, and U.S. currency formatting.

**European Currency Formatting**

Select this option to use one country’s currency, and also to display the converted value in Euros.

When you select this option, a new tab, European Currency Formatting, is added at the top section of the Edit Store screen. Click that link, and configure the following settings there:

**Currency Symbol**

Enter the symbol or abbreviation to use for the country’s currency. For instance: DEM, FRF, Before Amount, or After Amount.

Specify where the currency symbol should be located, relative to the value.

**Thousands Separator**

Enter the symbol that will appear between groups of digits in large numbers. For instance, the digit grouping symbol here is a comma: $2,646,200.00

**Decimal Symbol**

Enter a symbol to go between the whole and decimal parts of the currency value. For example: 178.00

**Conversion Rate to Euros**

Enter a multiplier to convert the currency to Euros. Remember to update this conversion rate regularly, so your pricing will remain accurate as currencies fluctuate.

**Before Amount, or After Amount**

Specify where the currency symbol should be located, relative to the value in Euros.

**Primary Currency**

Either the country’s currency, or Euros, will be displayed in the store as the primary unit of currency, with the other being secondary. Select which to use at the primary currency in your store.

**Enclose the Secondary Currency with**

Select or specify the symbols to surround the value of the secondary currency.
**Generic Currency Formatting**

Use this option to customize all aspects of displaying your currency. When you select this option, a new tab, Generic Currency Formatting, is added at the top section of the Edit Store screen. Click that link, and configure the following settings there:

**Currency Symbol**

Select the list option, and choose one of the symbols from the list, or select Other, and specify any symbol.

**Positive Currency Format**

Specify where the currency symbol should be located, relative to the value. The position of the currency symbol, indicated in the listed choices by a square placeholder symbol, can go before or after the number, with or without a space between the symbol and the number.

**Negative Currency Format**

Specify the appearance of negative currency values. The position of the currency symbol is represented by a square placeholder symbol. Formats are similar to those for positive values, but with the addition of parentheses and/or a negative symbol.

**Digit Grouping Symbol**

Enter the symbol that will appear between groups of digits in large numbers. For instance, the digit grouping symbol here is a comma: $4,356,500.00

**Number of Digits in Group**

Select the number of digits to go between each grouping symbol. In the example above there are 3 digits between each comma.

**Decimal Symbol**

Enter a symbol to go between the whole and decimal parts of the currency value. A period is used in this example: $99.95

**Number of Digits after Decimal**

Select the number of digits to be displayed after the decimal symbol. In both of the above examples, the number of digits after the decimal is 2.

**US Currency Formatting**
<table>
<thead>
<tr>
<th>Character Set</th>
<th>Set this to match the character set that you want to use in your store.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Require Tax</td>
<td>Select Require Tax to specify that tax must be calculated for all orders placed in the store. The resulting amount can be zero but the calculation must be performed.</td>
</tr>
<tr>
<td>Allow Modules Used by Store Morph Items to be Uninstalled (Not Recommended)</td>
<td>When you install a module, the module may add references to itself in template code. You can also manually edit template code to reference installed modules. When you uninstall a module, some modules can remove both types of references: the references that were added when the module was installed, and other references to the module that were added manually. If you enable this feature and then uninstall a module, you are giving the module &quot;permission&quot; to automatically remove all references to itself in template code. There are two problems with this: • Not all modules have the ability to perform this &quot;automated reference removal&quot;. All Miva Merchant modules can do this, and some, but not all, third party modules can. • When the module deletes references that were added manually, there may be unintended consequences for your page layout code. For these reasons this feature is not enabled by default. If you remove a module, it is recommended that you manually inspect any template code that might have referenced that module and manually remove the references.</td>
</tr>
</tbody>
</table>

**Store Settings > Store Details Tab > Maintenance Mode Section**

Take your store off-line to perform maintenance.

**To Take Your Store Offline**

1. Click the **Offline At** radio button and enter a time when you want your store to go off-line. If a customer has some items in their basket when your store goes off-line:
   - If the customer has submitted payment for the order before your store goes off-line, the order will be processed.
   - If the customer has not submitted payment for the order before your store goes off-line, the order will be cancelled and the customer's basket will be emptied.

2. Enter a time value in the "No New Customers" text box. For example, if you enter 30 minutes in this text box, a "trigger" will go off 30 minutes before your store goes offline.
Customers who had a session cookie before the trigger went off can still browse your store, add products to their baskets and complete their orders.

Customers who visit your store after this trigger goes off cannot browse your store or add products to their basket until your store goes back online.

3 If your store uses PR8 Update 4 or later, you can enter one or more IP addresses in the “Allowed IP address(es)” field. Normally, once your store goes off-line, no one, including administrators, can browse the store. If you enter your IP address in this field, when the store goes off-line you will still be able to browse and access your on-line store for testing purposes. Separate multiple IP addresses with commas. You can also use “/XX” to enter a range of IP addresses using CIDR notation. See http://en.wikipedia.org/wiki/CIDR_notation.

4 Enter some text in the Warning Message text box. The Warning Message will be displayed at the top of your store pages as soon as you click the Update button in the Store Details tab, and continues to be displayed until your store goes off-line. For this reason, you may not want to set the "Offline At" time to more than one hour in advance. For example, if it’s currently 11:00 pm, and you set the "Offline At" time to midnight tonight, the warning message will be displayed in your store from 11:00 pm to Midnight.

5 Enter some text in the Maintenance Message text box. When your store goes offline, the Warning Message is removed and the Maintenance Message is displayed. This message is displayed (and your store remains off-line) until you manually go back to the Maintenance Mode screen and click the Store Online radio button and then click Update.
The store maintenance message.

6 The Available Tokens show the list of tokens that you can add to your Warning Message or Maintenance Message.

7 Click the Update button to apply your changes.

To Bring Your Store Back Online

1 Go to Menu > Store Settings > Store Details tab > Maintenance Mode section.

2 In the Maintenance Mode section, click the Store Online radio button, then click Update.

Store Settings > Store Details Tab > Order Minimums Section

It is sometimes not worthwhile to sell small quantities or items, or to process low-value orders. You can set a minimum on orders in your store. If a shopper attempts to check out when their order has not met the minimum, they will see a message that you've created.

You might want to mention your policy in your store, especially if the minimums are relatively high, so shoppers can plan their purchases accordingly, rather than being surprised when they are ready to checkout.

Specifying Required Minimums

Specify the Minimum Quantity and/or Minimum Price that will be accepted as an order. You can use only one, either one, or both.

Minimum Quantity Only

If you specify only a Minimum Quantity of 3 items, then any order with 3 or more items will be accepted.
**Minimum Price Only**

If you specify only a Minimum Price of $5.00, then any order where the items total $5.00 or more, before shipping and tax, will be accepted.

**Minimum Quantity or Price**

If you specify a Minimum Quantity of 3 items, and a Minimum Price of $5.00, but do not select Must Meet Both Minimums, then any order with 3 or more items, or where the items total $5.00 or more, before shipping and tax, will be accepted.

**Minimum Quantity and Price**

If you specify:

- A Minimum Quantity of 3 items
- A Minimum Price of $5.00
- Must Meet Both Minimums

then any order having 3 or more items, where the items total $5.00 or more, before shipping and tax, will be accepted. If the order total was $100.00, but only included 2 items, it would not be accepted.

**Minimum Not Met Message**

Enter a message here, either in plain text, or with HTML formatting, that explains your store policy on order minimums, and advises the shopper on how to proceed. They will see the message when they click Checkout. You may want to reassure them that they can return to shopping, and can continue to add items to their existing basket.

**Store Settings > Store Details Tab > State Tax Options Section**

Use this tab to automatically add sales tax to orders based on the customer's state. Please note that, by default, Miva Merchant can only apply a sales tax rate to an entire state. If you need to apply sales tax in a more sophisticated way, you can purchase a third party module.

**To Add State Sales Tax to Orders**

1. In the Tax Based On drop down list, you can choose to apply the sales tax for the customer's shipping state or the customer's billing state. In many cases, the customer's shipping and billing state will be the same.
2. Click the **Add Rate** button.
3. In the State drop down list, select a state, such as California.
4. Enter the sales tax you want to charge for that state.
5. Check the **Tax Shipping** checkbox if you want sales tax to be calculated based on (Order Total + Shipping Costs). If you only want to apply sales tax to the order total, leave the **Tax Shipping** checkbox unchecked.
6 Click the **Update** button.

When a customer places an order from California, the sales tax you created for that state will automatically be applied to the order and will appear in the Payment Information screen and on the invoice.

**Store Settings > States Tab**

Use this screen to select the list of states that are available in your on-line store. The list of states affects any screen in your store where you are displaying an address: account creation, checkout, etc. Note that, unlike countries, there is no "master" list of states under ✎ Menu > Domain Settings > Countries tab that affects all of your stores. The list of states that you present to customers must be configured on a store-by-store basis.

**Store Settings > Countries Tab**

Use this screen to select the list of countries that are available in your on-line store. The list of countries affects any screen in your store where you are displaying an address: account creation, checkout, etc.

There are two places where you can select the list of countries that are displayed in your on-line store.

- **Use:** ✎ Menu > Domain Settings > Countries tab
  
  To set the country list for all of your stores. You can add additional countries in this tab.

- **Use:** ✎ Menu > Store Settings > Countries tab
  
  To set the country list for the store you are currently editing. You cannot add countries in this tab.

**Store Settings > Customer Fields Tab**

Use the Customer Fields tab to select the Ship To/Bill To fields that you want your customers to see and fill out in your on-line store:

- In the Account Registration screen (ACAD - Customer Create), if the customer is creating a new account.
- In the Order Details screen (OCST - Checkout Customer Information), if the customer does not have an account and is going through Express Checkout.
- When the customer doesn't have an account, and enters their Ship To/Bill To information during checkout (OCST, Checkout: Customer Information)
### Order Details

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Hat - network_hst</td>
<td>1</td>
<td>$12.00</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

**Total:** $12.00

*Bold* = Required  
*Italic* = Optional

#### Ship To:

- **First Name:**
- **Last Name:**
- **Email Address:**
- **Phone Number:**
- **Fax Number:**
- **Company:**
- **Address:**
- **Address 2:**
- **City:**
- **State/Province:** Outside US
- **Other State/Province:**
- **Zip/Postal Code:**
- **Country:** United States

#### Bill To:

- **First Name:**
- **Last Name:**
- **Email Address:**
- **Phone Number:**
- **Fax Number:**
- **Company:**
- **Address:**
- **Address 2:**
- **City:**
- **State/Province:** Outside US
- **Other State/Province:**
- **Zip/Postal Code:**
- **Country:** <Select One>

*same as shipping*
To Change the Customer Field Settings

1. Set the **Primary Address** to either Shipping or Billing.
   For example, if you set the Primary Address to Shipping, several things happen:
   - Notice now that the Shipping Information field is grayed out and set to "Use Settings Below". Use the field list to select which shipping fields you want to be hidden, required, or optional.
   - The Billing Information field can now be set to
     - **Hidden**: Customer will not see any Billing Information fields.
     - **Optional**: Customer will see every Billing Information field, but all of the fields will be optional.
     - **Use Settings Below**: Whatever radio buttons you select in the Billing Information field list is what the customer will see for both the Shipping and Billing fields.

   If you set the **Primary Address** to Shipping and view your on-line store > Account Registration/Order Details screen, you'll see that the Shipping Information fields are on the left side of the screen. (See sample figure above.) No matter what you select as the Primary Address, orders are always sent to the Shipping (Ship To) address.

2. In the field list, set fields that you want to be hidden, required, or optional.

3. Click **Update** in the Customer Fields screen to save your changes.
Store Settings > Digital Download Settings Tab

Please see:

- To Set Global Defaults for Your Store’s Digital Downloads
- Appendix 10: Digital Downloads

Store Settings > Digital Download CDNs Tab

Please see:

- To Set Up a CDN
- To Connect Your Miva Merchant Store to Your CDN
- Appendix 10: Digital Downloads

Store Settings > User Groups Tab

Use groups to limit the access that your employees have in the Miva Merchant admin interface. The Groups feature does not affect your customers or your on-line store. First you create a group and assign functional areas of the admin interface to that group; then you assign users (usually your employees) to the group. When an employee logs into the admin interface, they only have access to those features.

In most cases there is a simple correspondence between the privileges listed in the Add Group screen and a feature in the Menu button. For example, if you enable the "Attributes Templates" privilege in the Add Group screen, users in that group will have access to the Menu > Catalog > Attributes Templates tab. There are a few less obvious privileges that are listed in the table below.
Less Obvious Privilege Name | Gives Access To
---|---
Affiliate Money | <Menu> > Marketing > Affiliate Payout tab. Note that you must also give the user at least view rights to the Affiliates privilege.
Currency Settings | In the <Menu> > Store Settings > Store Details tab > Settings section, there is a drop-down list called "Currency Formatting".

Only an administrator or the store manager can change the currency formatting selection. However:
- If an admin changes the currency formatting to "European Currency Formatting" a new tab will appear in <Menu> > Store Settings called "European Currency Formatting".
- If an admin changes the currency formatting to "Generic Currency Formatting" a new tab will appear in <Menu> > Store
You can give "ordinary users" (someone who is not an admin or a store manager) access to these new tabs. For example:

1. A store administrator changes the **Store Settings > Store Details tab > Settings section > Currency Formatting field** to "European Currency Formatting".

2. Go to the **Store Settings > User Groups tab**. Create a new group called "Currency Settings".

3. Give this new group at least View rights to the **Store Settings privilege**.
   - Give this new group at least View rights to the **Currency Settings privilege**.
   - In the **Users tab**, add your user and save your changes.

When your user logs in to the **Miva Merchant admin**, they will have access to the **Store Settings > European Currency Formatting tab**.

### Order Processing

<table>
<thead>
<tr>
<th>All of the following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order Processing &gt; Orders tab</td>
</tr>
<tr>
<td>Order Processing &gt; Shipments tab</td>
</tr>
<tr>
<td>Utilities</td>
</tr>
<tr>
<td>• Legacy Order Processing. Note that you can only get to the Legacy Order Processing screen by entering the word &quot;Legacy&quot; in the Universal Search field. You can't navigate to Legacy Order Processing from the <strong>Menu</strong> button.</td>
</tr>
</tbody>
</table>

### Sales Tax Settings

<table>
<thead>
<tr>
<th>Gives the user access to the <strong>Edit Store &gt; State Based Sales Tax tab</strong>. Please note:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• If you want the user to be able to edit the <strong>Store Settings &gt; State Based Sales Tax tab</strong> settings, you must also give the user modify rights in the Store Settings privilege.</td>
</tr>
<tr>
<td>• If you do not give the user permissions for the Sales Tax Settings privilege, the State Sales Tax tab will not be visible to them.</td>
</tr>
</tbody>
</table>

### Store Encryption

<table>
<thead>
<tr>
<th>Order Encryption</th>
</tr>
</thead>
</table>

### Store Utility Settings

<table>
<thead>
<tr>
<th>Removes &quot;Utilities&quot; from the <strong>Menu</strong>.</th>
</tr>
</thead>
</table>

### Upsold Products

<table>
<thead>
<tr>
<th>Gives the group member access to the <strong>Marketing &gt; Upsale tab</strong>, and to the <strong>Catalog &gt; Edit Product &gt; Upsold Products tab</strong>. Please note that you must also give the group</th>
</tr>
</thead>
</table>
To Create a Group

1. In the Group tab, click the Add Group button.
2. In the Add Group screen, enter a Group Name.
3. Select one or more privileges, and the permissions that you want to allow for that area, for example: View existing Categories, Add Categories, Modify Categories, Delete Categories.

4. When you are done selecting privileges and permissions, click the Add button.

5. The Users tab will appear. Select the users that you want to add to this group. The same user can belong to as many groups as you want. But note that there is no point to assigning users with Administrator rights or users who are store managers to Groups. Users with Administrator rights can access every admin feature in all of your stores. Users with Manager rights can access every admin feature in the store that they manage. Assigning these users to a Group won’t restrict their access.

6. Click on the Imports tab. Click on the import data rights that you want to assign to the Group.

7. Your Group is set up and ready to use.

Store Settings > Encryption Keys Tab

The main purpose of the Order Encryption screen is to use the Encryption Key Wizard.
The Encryption Key Wizard is a utility that helps you stay compliant with the PCI-DSS standards for storing payment information. Use the wizard to:

- **Enable encryption in your store.** When you enable encryption, the payment information on new orders will be encrypted.
- **Encrypt payment information on existing orders (migrate).**
- **Delete payment information from existing orders (archive).**
- **Replace your old encryption keys with new ones.** The PCI-DSS standards require you to create new encryption keys every 365 days.

For complete information on using the Encryption Key Wizard, please see [Appendix 1: Best Practices for Managing Credit Card Data](#).

### Store Settings > State Based Sales Tax Tab

Use this tab to automatically add sales tax to orders based on the customer's state. Please note that, by default, Miva Merchant can only apply a sales tax rate to an entire state. If you need to apply sales tax in a more sophisticated way, you must purchase a third party module.

#### To Add State Sales Tax to Orders

1. Click **Add State Tax Rate**.
2. In the State drop down list, select a state, such as California.
3. Enter the sales tax rate you want to charge for that state.
4. Select **Tax Shipping** if you want sales tax to be calculated based on (Order Total + Shipping Costs). If you only want to apply sales tax to the order total, leave **Tax Shipping** unassigned.
5. Click Save Record.
When a customer places an order from California, the sales tax you created for that state will automatically be applied to the order. The sales tax will appear in the Payment Information screen and on the invoice.

Note that, as of version 9.0004, Miva Merchant supports three decimal places for the tax rate. Previous releases of Miva Merchant supported two decimal places in the Rate field.

**Reports**

Miva Merchant ships with five default reports:

- Best Sellers
- Recent Best Selling Products
- Recent Sales
- Recent Sales Geographic Breakdown
- Statistics

---

### Reports

<table>
<thead>
<tr>
<th>Description</th>
<th>Module</th>
<th>Date Range</th>
<th>Display on Main Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Sellers</td>
<td>Statistics Display</td>
<td>All Dates</td>
<td></td>
</tr>
<tr>
<td>Recent Bestselling Products</td>
<td>Product Sales Report</td>
<td>Last 90 Days</td>
<td></td>
</tr>
<tr>
<td>Recent Sales</td>
<td>Sales Report</td>
<td>Last 90 Days</td>
<td></td>
</tr>
<tr>
<td>Recent Sales Geographic Breakdown</td>
<td>Geographic Sales Report</td>
<td>Last 90 Days</td>
<td></td>
</tr>
<tr>
<td>Statistics</td>
<td>Statistics Display</td>
<td>All Dates</td>
<td></td>
</tr>
</tbody>
</table>

Click to display the report on the admin interface Home page.
The Best Sellers and Statistics reports were developed in earlier versions of Miva Merchant. These two reports display only on your Miva Merchant home page and cannot be edited. The other three reports: Recent Best Selling Products, Recent Sales, and Recent Sales Geographic Breakdown, can be edited, but you cannot change the Reporting Module (essentially the report type). Of course, you can also create new reports of any type.

**To Run a Report**

1. Go to **Menu** > Reports.
2. In the Reports tab, select a report (click once), then click **Run Report**.

3. The report will open in a new window.
To Edit a Report

1. Go to "Menu" > Reports.
2. In the Reports tab, click **New Report**.
   - The fields that show up in the Add Report dialog box will change depending on what you select in the Report Module field. Fields marked in bold are required. By default, Miva Merchant comes with four reporting modules:
     - Geographic Sales
     - Product Sales
     - Sales
     - Statistics Display
   But more modules may appear if you have purchased third-party software.
### Geographic Sales Report

<table>
<thead>
<tr>
<th>Description:</th>
<th>Enter a name to describe the new report.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Module:</td>
<td>Essentially the report type.</td>
</tr>
<tr>
<td>Date Range:</td>
<td>Time period covered by the report.</td>
</tr>
<tr>
<td>Group By:</td>
<td>Not used by this report type.</td>
</tr>
<tr>
<td>Category:</td>
<td>Enter a product category to limit the report to only products in that category. Leave the field blank to include all categories in the report. To increase the flexibility of your reports, you could create an inactive category, assign any products to it that you wish (since a product can belong to multiple categories) and then use that category for reporting purposes.</td>
</tr>
<tr>
<td>Product:</td>
<td>Enter a product to limit the report to only that product. Leave the field blank to include all products in the report.</td>
</tr>
<tr>
<td><strong>Metric:</strong></td>
<td>Select to have the report display gross revenue or units sold.</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Address:</strong></td>
<td>Choose to base the report on the customer billing address or shipping address.</td>
</tr>
<tr>
<td><strong>Country:</strong></td>
<td>Choose to have the report display data from all countries or from a single country.</td>
</tr>
<tr>
<td><strong>State:</strong></td>
<td>Choose to have the report display data from all states or from a single state.</td>
</tr>
<tr>
<td><strong>Group By:</strong></td>
<td>Collate the report data by Country, State, City, or Zip Code. See below for an example.</td>
</tr>
<tr>
<td><strong>Display:</strong></td>
<td>Item(s) on the main screen / Item(s) on the expanded chart.</td>
</tr>
</tbody>
</table>

This field works in conjunction with the Group By field. For example:
1. Set "Group By" to "State".
2. Set "Main Screen" to "5".
3. Set "Expanded Chart" to "10".
4. The pie chart on the home page will show the top 5 states where you've received orders. If you click on the pie chart on the home page, you'll see an expanded version of the pie chart which will show you the top 10 states you've sold to.

| **Recalculate After:** | Automatically refresh the report data if it is being displayed in your admin home page. |

![Pie charts showing Group by Zip Code and Group by State](image-url)
Product Sales Report

Add Report

<table>
<thead>
<tr>
<th>Description:</th>
<th>Enter a name to describe the new report.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Module:</td>
<td>Essentially the report type.</td>
</tr>
<tr>
<td>Date Range:</td>
<td>Time period covered by the report.</td>
</tr>
<tr>
<td>Group By:</td>
<td>Choose a group by increment of hour, day, week, month or year. You can then scroll through the data in the report by that increment. See the Sales Report for an example.</td>
</tr>
<tr>
<td>Compare Using:</td>
<td>Collate report data by gross revenue or units sold. See example below.</td>
</tr>
<tr>
<td>Customers In/Not In Price Group:</td>
<td>Price Groups enable you to offer special pricing to select customers. If you have created a Price Group, you can choose to show report data for only those customers in or not in that group.</td>
</tr>
<tr>
<td>Category:</td>
<td>Enter a product category to limit the report to only products in that category. Leave the field blank to include all categories in the report. To increase the flexibility of your reports, you could create an inactive category, assign any products to it that you wish (since a product can belong to multiple categories) and then use that category for reporting purposes.</td>
</tr>
</tbody>
</table>
### Display:

<table>
<thead>
<tr>
<th><strong>Products on the main screen</strong></th>
<th>Number of products that are displayed on your admin home page.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Products on the expanded chart</strong></td>
<td>Number of products that are displayed when you click on the name of the report (for example, <a href="#">Recent Bestselling Products</a>) in the Reports main screen.</td>
</tr>
<tr>
<td><strong>Products in exported data</strong></td>
<td>Number of products that will be in the spreadsheet that you download by clicking on the CSV or XLS link in the Reports main screen.</td>
</tr>
</tbody>
</table>

### Recalculate After:

Automatically refresh the report data if it is being displayed in your admin main page.
Sales Report

Add Report

<table>
<thead>
<tr>
<th>Description:</th>
<th>Enter a name to describe the new report.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Module:</td>
<td>Essentially the report type.</td>
</tr>
<tr>
<td>Date Range:</td>
<td>Time period covered by the report.</td>
</tr>
<tr>
<td>Group By:</td>
<td>Choose a group by increment of hour, day, week, month or year. You can then scroll through the data in the report by that increment. See below for an example.</td>
</tr>
<tr>
<td>Customers In/Not In Price Group:</td>
<td>Price Groups enable you to offer special pricing to select customers. If you have created a Price Group, you can choose to show report data for only those customers in or not in that group.</td>
</tr>
<tr>
<td>Category:</td>
<td>Enter a product category to limit the report to only products in that category. Leave the field blank to include all categories in the report. To increase the flexibility of your reports, you could create an inactive category, assign any products to it that you wish (since a product can belong to multiple categories) and then use that category for reporting purposes.</td>
</tr>
<tr>
<td><strong>Product:</strong></td>
<td>Enter a product to limit the report to only that product. Leave the field blank to include all products in the report.</td>
</tr>
<tr>
<td><strong>Display:</strong></td>
<td>Check the box next to the data that you want to see in the report.</td>
</tr>
<tr>
<td><strong>Recalculate After:</strong></td>
<td>Automatically refresh the report data if it is being displayed in your admin main page.</td>
</tr>
</tbody>
</table>

---

Group by day: use the mouse to scroll over data one day at a time.

Group by hour: use the mouse to scroll over data one hour at a time.
Statistics Display Report

Add Report

| Description: | Enter a string to describe the new report. |
| Report Module: | Essentially the report type. |
| Date Range: | Note used by this report. |
| Group By: | Not used in this report. |
| Display: | By default your admin site comes with both a Statistics report, and a Best Sellers report. Both of these reports use the Statistics Display module, and both reports only show up in the admin main page. Because these reports only show up on the admin main page, you cannot have more than 1 Statistics and 1 Best Seller report at a time. |
| Recalculate After: | Automatically refresh the report data if it is being displayed in your admin main page. |
The Statistics Display report in your admin main page.

To Delete a Report

1. Go to Menu > Reports.
2. In the Reports tab, double-click on the report that you want to delete. The Edit Report dialog box will open.
3. Click the Delete button.

Shipping

Shipping > Shipping Method Rules Tab

This tab lists all of the shipping methods that you have enabled. You can click on a method to set various options for that method.

Availability Groups Button

In Version 9.0004 and later you can assign a shipping method to one or more Availability Groups.

1. Go to Menu > Shipping > Shipping Method Rules tab.
2. Select a shipping method and click Availability Groups. The Availability Groups button is not visible until you select a shipping method.
In the Availability Groups Assigned dialog box, click on the Assigned icon next to an Availability Group, then click Close.

**Edit Priorities Button**

The Edit Priorities button gives you some control over the order of shipping options in the Ship Via list box that customers see in the Shipping/Payment selection screen (OSEL) during checkout.

1. Go to **Menu** > Shipping > Shipping Method Rules tab.
2. Click **Edit Priorities**.
3 In the Shipping Method Priorities dialog box, enter a priority next to one or more shipping methods. A larger number means a higher priority. The higher the priority, the closer to the top of the list that shipping method will be in the Ship Via list box.

Note that you can set the shipping priority by editing a shipping method. See Priority.

**Filter by Shipping Module Button**

The Filter by Shipping Module button temporarily shows or hides some shipping methods, to make the Shipping Method Rules tab a little less cluttered. It's similar to running a List Search.

For example, let's say that you have the following shipping modules enabled in your store:

- FedEx
- UPS
- U.S.P.S.

With these modules, you might have dozens and dozens of shipping methods enabled. If you only want to view the U.S.P.S. shipping methods, click on the Filter by Shipping Module button and select U.S.P.S. Note that you can also select more than one shipping module at a time.
To Edit Shipping Method Rules

1. Go to > Shipping > Shipping Method Rules tab.

---

### Shipping Method Rules

<table>
<thead>
<tr>
<th>Module:</th>
<th>U.S.P.S. Online Rate Calculation (Domestic &amp; International)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shipping Method:</td>
<td>U.S.P.S. Priority Mail® International Large Flat Rate Box</td>
</tr>
<tr>
<td>Priority:</td>
<td>0</td>
</tr>
<tr>
<td>Display As:</td>
<td>&lt;Default&gt;</td>
</tr>
<tr>
<td>Rate Adjustment:</td>
<td>None</td>
</tr>
<tr>
<td>Quantity:</td>
<td>N/A</td>
</tr>
<tr>
<td>Weight:</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Module
- The shipping module that contains the current method.

### Shipping Method
- The name of the shipping method.

### Priority
- Sets the order that the shipping methods will appear in the "Ship Via" drop-down list in the Shipping/Payment Selection screen. ( > User Interface > Edit Page OSEL). Initially, all of the shipping methods that you have enabled will show up in this screen with priority 0. You can use any integer as the priority, but shipping methods with higher numbers will appear first in the drop-down list. Many companies
set the priority so that the shipping methods are listed from least expensive to most expensive. See also Edit Priorities Button.

<table>
<thead>
<tr>
<th>Method</th>
<th>-Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>UPS Ground</td>
<td>99</td>
</tr>
<tr>
<td>UPS 2nd Day Air®</td>
<td>97</td>
</tr>
<tr>
<td>UPS Next Day Air®</td>
<td>96</td>
</tr>
</tbody>
</table>

The priority that you set for the shipping methods determines their order in the “Ship Via” drop-down list in the Shipping/Payment Selection screen (OSEL).

**Display As:**
Set the text that will appear in the “Ship Via” drop-down list in the Shipping/Payment Selection screen for the shipping method (see figure above). If you leave this field empty, the system will show the default shipping method name. For example, the default Shipping Method name might “UPS Ground”, but you could set the Display As text to “Standard Shipping”.

**Rate Adjustment**
Allows you to adjust the shipping rate, after it is returned from the carrier’s estimating software, but before it is shown to your customer. For example, you could take the quoted rate from the carrier and add to it to cover your packaging or handling costs. You could adjust the carrier shipping quote down if you wanted to offer your customers a discount on shipping. The customer won’t see or know about any adjustment that you make.

- **None:** The customer will be shown the rate that came back from the carrier.
- **Fixed:** Select Fixed and enter a dollar value in the next field. The rate that comes back from the carrier will be increased or reduced by the amount that you enter.

For example, if you enter “1.00” in this field and the rate quote from the carrier was $5.00, the customer will see a shipping charge of $6.00 for this shipping method. You can adjust the rate downward by entering a negative number in the field “-1.00”.
### Percent
Select Percent and enter a percentage in the next field. The rate that comes back from the carrier will be increased or reduced by the percent that you enter.

| Percent | 5.00 |

For example, if you enter "5.00" in this field and the rate quote from the carrier was $10.00, the customer will see a shipping charge of $10.50 for this shipping method. You can adjust the rate downward by entering a negative percentage in the field "-5.00".

### Restrictions

The Shipping Method Rules dialog box has five types of "restrictions".

- Restrict to Order Subtotal
- Restrict to Item Quantity
- Restrict to Total Weight
- Geographic Restrictions
- Restrict to Zip Codes

These restrictions let you control when a particular shipping method will appear or be removed from the "Ship Via" drop-down list in the Shipping/Payment Selection screen. For example, you could make sure that UPS Standard shipping only appears as a choice in the Shipping/Payment Selection screen when the order total is $10.00 or less:

| Restrict to Order Subtotal: | 0.00 | 10.00 | (0 = no upper limit) |

Or you could remove UPS Standard shipping for orders that weigh more than 500 pounds:

| Restrict to Total Weight: | 0.00 | 500 | (0 = no upper limit) |

But see also [Example: Creating a Free Shipping Option](#).

### Exclude This Method When Shipping to a P.O. Box

If you are using a shipping method that cannot deliver to a U.S. post office box, check this box. If the customer’s shipping address is a post office box, this shipping method won't be displayed in the Shipping/Payment Selection screen (OSEL).

**Ship Via:**
- UPS Next Day Air® ($30.10)
- UPS Next Day Air® ($30.10)
- UPS Ground ($10.88)

Miva Merchant software figures out if the customer has a post office box by looking at two fields in the **Shipping Address** (Ship To):

- Address
- Address2

At least one of these fields must contain, exactly, one of these strings:

- Post Office Box
Example: Post Office Box 1001
- Box
  Example: Box 1001
Capitalization doesn't matter, but other variations are not recognized, and the system will assume that the customer does not have a post office box:
- POB 1001
- post 1001
- post box 1001
- postal box 1001

This Feature and Updates
- If you had a PR8 store, and you updated your store to Version 9.0, and then updated your store to Version 9.0003, this feature is unchecked in all of your existing shipping methods.
- If you have a brand new installation of a 9.0003 store, this feature will be checked by default in all of your non-USPS shipping methods.

Exclusions:
The exclusions feature has two purposes:
- UPS, as a business rule, does not allow their shipping methods and rates to be displayed in the same screen with shipping methods from other carriers. This is a UPS requirement that Miva Merchant must comply with. For example, if you have both the UPS Developer Kit module and the USPS shipping module enabled, when you edit the UPS shipping method "UPS Standard", you might see an exclusions list like this:

<table>
<thead>
<tr>
<th>Exclusions:</th>
<th>Allow</th>
<th>Free Shipping</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Excluded By</td>
<td>U.S.P.S. Express Mail®</td>
</tr>
<tr>
<td></td>
<td>Excluded By</td>
<td>U.S.P.S. Parcel Post®</td>
</tr>
<tr>
<td></td>
<td>Excluded By</td>
<td>U.S.P.S. Priority Mail®</td>
</tr>
</tbody>
</table>

The grayed out boxes mean that UPS is not going to allow (in this example) rates for UPS Standard service to be displayed in the same screen with shipping methods from USPS. When the customer reaches the Shipping/Payment Selection screen, they would see a "Ship Via" drop-down list that looks like this:

<table>
<thead>
<tr>
<th>Ship Via:</th>
<th>Free Shipping ($0.00)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Free Shipping ($0.00)</td>
</tr>
<tr>
<td></td>
<td>U.S.P.S. Express Mail® ($12.70)</td>
</tr>
<tr>
<td></td>
<td>U.S.P.S. Parcel Post® ($7.04)</td>
</tr>
<tr>
<td></td>
<td>U.S.P.S. Priority Mail® ($4.85)</td>
</tr>
</tbody>
</table>

Notice that UPS Standard does not appear as a shipping option.
- You can also use the exclusions drop-down list to deliberately remove a shipping method based on the presence of another method. For example, if you want only
one type of UPS air method to be present at a time, you can set it to exclude other UPS air methods.

- **Allow**: Do not set any exclusions.
- **Excludes**: if the current shipping method is available, do not allow the specified shipping method to be offered. For example, if you are editing the UPS Ground shipping method, and you set:

  ![Excludes UPS Next Day Air](Excludes_UPS_Next_Day_Air.png)

  Then whenever UPS Ground is a valid shipping method, UPS Next Day Air will not be offered as a shipping method.

- **Excluded By**: If another selected shipping method is available, the current shipping method will not be offered. For example, if you are editing the UPS Ground shipping method, and you set:

  ![Excluded By UPS Next Day Air](Excluded_by_UPS_Next_Day_Air.png)

  Then whenever UPS Next Day Air is a valid shipping method, UPS Ground would not be offered as a shipping method.

### Example: Creating a Free Shipping Option

1. Make sure that you see a **Menu** > **Shipping** > **Flat Rate Shipping** tab. If you don't see this tab, go to **Menu** > **Shipping** > **Add/Remove Modules**, and install Flat Rate Shipping.

2. In the Flat Rate Shipping tab, click **Add Shipping Method**. In the Shipping Method field, enter "Free Shipping", then click **Save Shipping Method**.

   ![Add Shipping Method](Add_Shipping_Method.png)

<table>
<thead>
<tr>
<th>Shipping Method</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Shipping</td>
<td>0.00</td>
</tr>
</tbody>
</table>

3. Go to **Menu** > **Shipping** > **Shipping Method Rules** tab. The free shipping method that you created now appears in this screen. Double-click on the Free Shipping method to open the Shipping Method Rules dialog box and edit the options for free shipping.

   - Set the **Priority** for free shipping to be higher than any other shipping method. That will cause the Free Shipping option to be displayed first in the "Ship Via" drop-down list in the Shipping/Payment Selection screen.

   - Set "Restrict to Order Subtotal" to "50 - 0" and save your changes. When a customer's order total is $50.00 or above, free shipping will appear as an option in the Shipping/Payment Selection screen.
Shipping Method Rules

Module: Flat Rate Shipping
Shipping Method: Free Shipping
Priority: 100
Display As: (empty = use default)
Rate Adjustment: None 0.00
Restrict to Order Subtotal: 50 - 0.00 (0 = no upper limit)
Restrict to Item Quantity: 0 - 0 (0 = no upper limit)
Restrict to Total Weight: 0.00 - 0.00 (0 = no upper limit)
Geographic Restrictions: [ ] Restrict to These States: [ ] Restrict to These Countries:

For another example, see To Create Free Shipping for a Standalone Gift Certificate.

Shipping > Boxes Tab

Use this tab to give Miva Merchant information about the boxes you are using. Click on New Box to add a box to your store.

The fields that you see in the Add Box dialog box will change, depending on what you selected in:

Menu > Shipping > Settings tab > Packaging Rules section > Box Packing field

Packaging Rules

Box Packing: <Always Use the Fallback Package Dimensions> 
<Always Use the Fallback Package Dimensions>
Pack by Weight
Pack by Quantity
Pack by Cubic Volume
**Pack by Weight**

**Add Box**

- **Description:**
- **Box Weight:**
- **Shipping Dimensions:**
- **Max. Weight:**
  - 0.00
  - Enabled

**Pack by Quantity**

**Add Box**

- **Description:**
- **Box Weight:**
- **Shipping Dimensions:**
- **Max. # of Items:**
  - 0
  - Enabled

**Pack by Cubic Volume or Always Use Fallback Dimensions**

**Add Box**

- **Description:**
- **Box Weight:**
- **Shipping Dimensions:**
  - Enabled

---

<table>
<thead>
<tr>
<th>Description:</th>
<th>Enter a description for this box as you want it to appear in the admin interface.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box Weight:</td>
<td>The Box Weight field was added in Miva Merchant 9.0005. You may want to use this field if your boxes, by themselves, have significant weight; for example, if you have boxes made of wood, or if you always add a certain amount of dry ice to this box. Note that the box weight will affect the shipping rate calculation.</td>
</tr>
<tr>
<td>Shipping Dimensions:</td>
<td>Enter the size of the box.</td>
</tr>
</tbody>
</table>
Max Weight: Enter the maximum weight that this box can hold. You will only see this field if you are using Pack by Weight.

Max # of Items: Enter the maximum number of items that this box can hold. You will only see this field if you are using Pack by Quantity.

Enabled: Checking the Enabled box makes your box available to the system. If you uncheck this box, your box settings can be saved, but the box won’t be used by Miva Merchant when a customer places an order.

You can lose some of your box settings by initially setting "Box Packing" to "Pack by Quantity" and then later changing the setting to "Pack by Weight" (or the reverse). For example:

1. In the > Shipping > Settings tab > Packaging Rules section, set "Box Packing" to "Pack by Quantity" and click the Update button.
2. Select the Boxes tab and click New Box.
3. In the Add Box dialog box, create a new box. Along with the other fields, you will be prompted to enter the max number of items that can fit in the box. Save your changes.
4. Go back to the Packaging Rules section and change "Box Packing" to "Pack by Weight" and click the Update button. You will see a warning message:

![Warning Message]

5. Click OK and go back to the Boxes tab. The box that you created is still there, but if you edit the box, the "Max. # of Items" field has now changed to "Max. Weight" and the value that you entered for max items is permanently deleted.
# Shipping > Settings Tab

## Shipping > Settings Tab > Shipping Rules Section

If shipping rates can't be retrieved from a carrier (for whatever reason), the Shipping Rules:

- Prevent some shipping errors from occurring, and
- Allow you to continue to taking orders

<table>
<thead>
<tr>
<th>When no Shipping Methods are Available:</th>
<th>• <strong>Use Fallback Shipping Method</strong>: In Miva Merchant builds before PR8 update 4, certain shipping conditions could generate an error. For example, if shipping for an item was required, and no shipping options had been configured or were available for the order, the customer would see a system error during checkout.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fatal Error</strong></td>
<td>Miva Merchant has encountered a fatal error and is unable to continue. The following information may assist you in determining the cause of the error:</td>
</tr>
<tr>
<td><strong>Error Code</strong>: MER-SUI-MMU-00002</td>
<td><strong>Description</strong>: Shipping Selection is required and no shipping methods were found. Please contact the administrator directly.</td>
</tr>
<tr>
<td><strong>Other Information</strong>:</td>
<td></td>
</tr>
</tbody>
</table>

There are several reasons why shipping for an order cannot be calculated:

- Carrier servers are unavailable.
- No shipping modules or methods have been enabled.
- Some shipping methods have been enabled, but none are valid for the current order.

Starting with PR8 update 4, if there is any reason that shipping cannot be calculated, you can still take the order without causing a system generated error.

- Select the Use Fallback Shipping Method radio button.
- Enter some text in the "Fallback Shipping Method Description" text box. For example, if you can't calculate a shipping rate, you could enter "Standard Shipping" in this field. If shipping cannot be calculated, your text will appear in the "Shipping Selections" screen.
If you are able to estimate what the shipping charges should be, enter a value in the "Fallback Shipping Method Price" field. If you have no way of determining the shipping charges, it's better to leave "Fallback Shipping Method Price" blank. You can enter a fixed price for shipping, or you can have shipping calculated as a percentage of the order subtotal.

You can modify the default error message that appears in the Shipping Selections screen (above). The message is in:

Menu > User Interface > Edit Page OSEL (Checkout: Shipping/Payment Selection) > Page tab > Details Section > Template field.

You can easily review the orders for which shipping charges could not be calculated. By default, a Miva Merchant administrator receives an email about each order. You can search your order emails for the text that you entered in the "Fallback Shipping Method Description" text box, and then contact the customer to find the shipping method that they prefer.

Display Error Message and Redirect Shopper to Page:

If you choose this option and shipping cannot be calculated, the customer will be automatically redirected to the page that you select in the drop-down list. You can even create a custom page and re-direct the customer to it. (If you create a custom page to handle this situation, it will show up in this drop-down list.) An error message will appear on the page that you selected. This error message cannot be modified.
Skip Shipping/Payment Selection for Free Orders:
If you check this box, all orders where the order total is $0.00 will receive free shipping. This field cannot be over-ridden at the product level. In Miva Merchant builds before PR8 update 4, this feature was handled through the Edit Store > Settings tab > Require Shipping for Free Orders checkbox.

Fallback Shipping Method Description:
If shipping cannot be calculated, this is the text that will appear in the "Ship Via" drop-down list of the Shipping Selections screen. See Use Fallback Shipping Method.

Fallback Shipping Method Price:
If shipping cannot be calculated, this is the price that will appear in the "Ship Via" drop-down list of the Shipping Selections screen. See Use Fallback Shipping Method.

Shipping > Settings Tab > Handling Charge Section
Use this section to control when handling charges are applied to orders. Note that these settings are global to all products in your store and cannot be over-ridden at the product level.

<table>
<thead>
<tr>
<th>Apply Handling Charge:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Never</strong>: No order in your store will ever have a handling charge.</td>
<td></td>
</tr>
<tr>
<td><strong>Always</strong>: Handling charges will be applied to every order.</td>
<td></td>
</tr>
<tr>
<td><strong>When Order Subtotal Within Range</strong>: Apply a handling charge when the order subtotal is within a certain dollar range. After you select this option, enter dollar values in the &quot;Range (Inclusive)&quot; field. For example, if you want handling charges applied to orders under $25.00:</td>
<td></td>
</tr>
<tr>
<td><strong>When Quantity of Items in Order Within Range</strong>: Apply handling charges to orders that contain a certain number of items. After you select this option, enter a range of items in the &quot;Range (Inclusive)&quot; field. For example, if you want handling charges applied to orders that contain more than 10 items:</td>
<td></td>
</tr>
<tr>
<td><strong>When Shipping Weight of Order Within Range</strong>: Apply handling charges when the total weight of an order falls in a certain range. After you select this option, enter a weight range in the &quot;Range (Inclusive)&quot; field. The weight unit will be whatever you have set in Edit Store &gt; Settings tab &gt; Weight Units. For example, if you have your weight units set to &quot;pounds&quot; and you enter a range of &quot;0 - 10&quot;, the system understands that as &quot;0 - 10 pounds&quot;.</td>
<td></td>
</tr>
</tbody>
</table>
Range (Inclusive): See **Apply Handling Charge**.

Handling Charge Amount: Use **Apply Handling Charge** to decide when handling charges will apply. Use the "Handling Charge Amount" field to determine how much the handling charge will be. You can enter a handling charge as a fixed amount, percent of shipping amount, or percent of order total.

Display:
- **Include in Shipping Rate**: Any handling charge that is applied is automatically added to the shipping rate. The customer is not notified that a handling charge has been added.
- **Separate Line Item**: Any handling charge that is applied appears as a separate line item in the Payment Information screen.

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Card 500 - graphic_card_500</td>
<td>1</td>
<td>$50.00</td>
<td>$50.00</td>
</tr>
<tr>
<td><strong>Include handling in the shipping rate</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shipping: Ground:</td>
<td></td>
<td>$9.72</td>
<td></td>
</tr>
<tr>
<td>Sales Tax:</td>
<td></td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong>:</td>
<td></td>
<td><strong>$59.72</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Card 500 - graphic_card_500</td>
<td>1</td>
<td>$50.00</td>
<td>$50.00</td>
</tr>
<tr>
<td><strong>Show handing as a separate line item</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shipping: Ground:</td>
<td></td>
<td></td>
<td>$4.72</td>
</tr>
<tr>
<td>Handling:</td>
<td></td>
<td></td>
<td><strong>$5.00</strong></td>
</tr>
<tr>
<td>Sales Tax:</td>
<td></td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong>:</td>
<td></td>
<td><strong>$59.72</strong></td>
<td></td>
</tr>
</tbody>
</table>

Please note that, regardless of what option you choose for Display, if you are using Google Wallet (formerly Google Checkout), or Checkout by Amazon, the handling charge will always be included in the shipping amount.

Separate Line Item Description: The text that will appear if you are applying a handling charge and you have "Display" set to "Separate Line Item". In the sample screen capture above, the "Separate Line Item Description" text was set to "Handling".

Separate Line Item is Tax Exempt: Miva Merchant allows you to control how state sales tax is applied to orders:
- No state sales tax.
- Sales tax just on order.
• **Sales tax on order and shipping:**

Go to the *Menu* > Store Settings > State Based Sales Tax tab. In this screen you can control what states sales taxes should apply, and whether the state sales tax should only be applied to the order, or to the order and to shipping.

If you want state sales tax to be applied to the handling charge, you can do one of two things:

- **Tax shipping and handling together:**
  1. Go to the *Menu* > Store Settings > State Based Sales Tax tab. Make sure that you have states that apply sales tax and that "Tax Shipping" is selected.
  2. Go back to the *Menu* > Shipping > Settings tab > Handling Charge section.
  3. Set "Display" to "Include in Shipping Rate". The handling charge is now included with the shipping charge, and the total shipping charge will be taxed.

- **Tax handling separately:**
  1. Go to the *Menu* > Store Settings > State Based Sales Tax tab.
  2. Make sure that you have states that apply sales tax. You may or may not want to tax shipping.
  3. Go back to the *Menu* > Shipping > Settings tab > Handling Charge section.
  4. Set "Display" to "Separate Line Item".
  5. Make sure that "Separate Line Item is Tax Exempt" is unchecked.
  6. The handling charge now appears as a separate line item and will be subject to state sales tax.

If you do not want state sales tax to be applied to the handling charge, you can do one of two things:

- **Combine shipping and handling, but do not tax either:**
  1. Go to the *Menu* > Store Settings > State Based Sales Tax tab.
  2. You can make sure that no states are applying sales tax, or you can apply sales tax, but make sure that "Tax Shipping" is not selected.
  3. Go back to the *Menu* > Shipping > Settings tab > Handling Charge section.
  4. Set "Display" to "Include in Shipping Rate".
  5. The handling charge is now included with the shipping charge, but state sales tax won't be applied to either one.

- **Separate shipping and handling. Do not tax handling:**
  1. Go to the *Menu* > Store Settings > State Based Sales Tax tab.
  2. Make sure that you have states that apply sales tax. You may or may not want to tax shipping.
  3. Go back to the *Menu* > Shipping > Settings tab > Handling Charge section.
  4. Set "Display" to "Separate Line Item".
  5. Make sure that "Separate Line Item is Tax Exempt" is checked.
The handling charge now appears as a separate line item and will not be subject to state sales tax.

## Shipping > Settings Tab > Packaging Rules Section

### Packaging Rules

<table>
<thead>
<tr>
<th>Box Packing:</th>
<th>Pack by Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fallback Package Dimensions:</td>
<td>0.00 x 0.00 x 0.00 (IN, WxLxH)</td>
</tr>
<tr>
<td>Inventory Variant Handling:</td>
<td>□ Pack master product (Uses variant weight)</td>
</tr>
<tr>
<td></td>
<td>□ Pack variant parts using part weights as-is (ignores variant weight)</td>
</tr>
<tr>
<td></td>
<td>□ Pack variant parts and adjust part weights to equal variant weight by spreading weight evenly across all parts</td>
</tr>
<tr>
<td></td>
<td>□ Pack variant parts and adjust part weights to equal variant weight by spreading weight proportionally across all parts</td>
</tr>
<tr>
<td></td>
<td>□ Allow adjustments up</td>
</tr>
<tr>
<td></td>
<td>□ Allow adjustments down</td>
</tr>
<tr>
<td></td>
<td>□ Allow negative adjusted weights</td>
</tr>
</tbody>
</table>

The Packaging Rules section tries to predict how many boxes you will need for a given order, so that you can estimate the shipping charges. It's mainly useful for companies that sell a lot of products that are the same size or the same weight. For example, if you only sell DVDs, you might know that you can put ten DVDs in your smallest box. You could set "Box Packing" to "Pack by Quantity", and in the Box tab create a box that holds ten DVDs. When your customer places an order, Miva Merchant software figures out how many boxes are needed for the order, along with the total weight, and total cubic inches of boxes in the order. If you are using the UPS Developer Kit Module, this information is submitted to the carrier and affects the rate quote for the order.

Although the settings in this tab create global defaults for your entire store, the settings can be overridden at the product level: Menu > Catalog > Products tab > Edit Product > Product tab > Shipping Rules section.

### Box Packing:

- **Always Use the Fallback Package Dimensions**: This option assumes that every order you ship will fit into one box of the same size. The box size and the weight of the order are sent to the carrier to get real time rate information. This is the least accurate method of getting real time rate information because it is unlikely that all of your orders will fit in one box of the same size.

If you select this option you should enter the size of the box that you are always going to use (or the size of the box that you are going to use to estimate shipping.
charges) in the “Fallback Package Dimensions” fields.

- **Pack by Quantity**: most commonly used by companies that sell a lot of products that are the same size. For example, if you sell mostly DVDs, you could create a set of boxes that will hold 5 DVDs, 10 DVDs, etc. When your customer places an order, the system will select the least number of boxes and the smallest size boxes automatically.

   If you select "Pack by Quantity", when you create boxes, you will set the max number of items that can fit in each box. However, it's still a good idea to enter values in the Fallback Package Dimensions fields. If you forget to create boxes, or if you set the max items in your boxes to zero, having Fallback Package Dimensions guarantees that the system will always have a backup box size.

- **Pack by Weight**: If you select this option, you create boxes (below) that will hold a certain max weight. When your customer places an order, the system will select the least number of boxes and the smallest size boxes automatically.

   If you select "Pack by Weight" it's still a good idea to enter values in the Fallback Package Dimensions fields. If you forget to create boxes, or if you set the max weight in your boxes to zero, having Fallback Package Dimensions guarantees that the system will always have a backup box size.

- **Pack by Cubic Volume**: To use the Pack by Cubic Volume method, you must:

  - Set dimensions for your products (ideally all of them):
    ```
    Menu > Catalog > Products tab > edit product > Product tab > Shipping Rules section > Shipping Dimensions field.
    ```
  - Create boxes with dimensions:
    ```
    Menu > Shipping Settings > Boxes tab.
    ```

To get a shipping estimate, Miva Merchant:
1. Looks at the dimensions of products in the customer's basket.
2. Figures out how many boxes will be needed.
3. Submits the boxes and box dimensions to the selected carrier.

- The shipping estimate can be affected if you use Pack by Cubic Volume and don't set the dimensions of a product. In this case, Miva Merchant assumes that the product has zero dimensions (takes up no space) and can't accurately calculate the number of boxes that the order needs. The person who is picking the order will realize that extra boxes are needed, and the shipping charge would have to be changed after the customer completes checkout.

### Fallback Package Dimensions:

It's a good idea to always enter values in the "Fallback Package Dimensions" fields. Even if you are using Pack by Quantity or Pack by Weight, an error condition can occur if you forget to create boxes or if you accidentally set the max quantity/max weight in the boxes to zero. By entering values in these fields you guarantee that a box dimension is always available to the system.
Inventory Variant Handling

The settings in this section give you some control over how Miva Merchant calculates the weight of a kit with parts, or the weight of a master product that has Variants. This can be particularly important when the weight of the master product doesn't match the weight of the parts or variants. For example:

- The weight of a kit master product might be set to 20 pounds, but all of the parts in the kit add up to 30 pounds.
- The weight of a t-shirt master product might be set to 2 pounds, but a variant of the shirt (say, size small, color blue) was set to 1 pound.

Pack master product (Uses variant weight)

Select this option to always use the master product weight. Always ignore the part/attribute weight.

Example: If you have a master t-shirt product that weighs 2 pounds regardless of the size or color that the customer orders, select this option.

Pack variant parts using part weights as-is (Ignores variant weight)

Select this option to always use the part/attribute weight. Always ignore the weight of the master product:

- Kit: The weight is calculated as the weight of all of the parts in the kit. If the kit has three parts, and each part weighs 5 pounds, the weight of the kit is calculated as 15 pounds. It doesn't matter what the weight of the kit master product was set to.
- Master product with variants: if you had a master t-shirt product with variants, you would set the weight of each variant. The weight of the master product is ignored. The product weight depends on which variant the customer orders. For example:

<table>
<thead>
<tr>
<th>Name</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoo Shirt Size: small color:white</td>
<td>2.00</td>
</tr>
<tr>
<td>Zoo Shirt Size: small color:blue</td>
<td>2.00</td>
</tr>
<tr>
<td>Zoo Shirt Size: medium color:white</td>
<td>2.00</td>
</tr>
<tr>
<td>Zoo Shirt Size: medium color:blue</td>
<td>2.00</td>
</tr>
</tbody>
</table>

Pack variant parts and adjust part weights to equal variant weight by spreading weight evenly across all parts

This option adjusts the weight of the parts or variants if they don't match the weight of the master part. Let's say there was a data entry error that caused the following situation.

- You have a kit where the kit master product weight is set to 50 pounds.
The kit has two parts. One part weighs 99 pounds. The other part weighs 1 pound. The parts in the kit weigh a total of 100 pounds, but the master product weight is only 50 pounds.

The Miva Merchant software knows that the parts weigh 50 pounds more than the master product. That is the discrepancy weight: (weight of all parts) - (weight of master product).

The software will adjust the weight of each part using this formula:

\[ \text{Adjusted part weight} = \frac{\text{Discrepancy weight}}{\text{number of parts}} \]

**Part #1:** Adjusted part weight = 99 pounds - \( \frac{50 \text{ pounds}}{2} \) = 74 pounds.

**Part #2:** Adjusted part weight = 1 pound - \( \frac{50 \text{ pounds}}{2} \) = -24 pounds.

**Notes:**
- From the above example, you can see that using this option can result in a part weight being adjusted down to a "negative weight". When this weight is sent to a carrier for a rate quote, the carrier will send back an error. However, the part weight can also be adjusted up (if the master product weight was lower than the part weights). If a part weight is adjusted up over 150 pounds, that can also cause the carrier to return an error.
- This is the default setting if you've updated your store from PR8 Update 8 or older.
- If you want to duplicate the way that older versions of Miva Merchant behaved, select this option and check all 3 checkboxes at the bottom of the Packaging Rules screen.

```
Inventory Variant Handling:

- Pack master product (Uses variant weight)
- Pack variant parts using part weights as-is (ignores variant weight)
- Pack variant parts and adjust part weights to equal variant weight by spreading weight evenly across all parts
- Pack variant parts and adjust part weights to equal variant weight by spreading weight proportionally across all parts

- Allow adjustments up
- Allow adjustments down
- Allow negative adjusted weights
```

**Figure 6:** These settings will duplicate the way versions before PR8 Update 8 behaved.

**Pack variant parts and adjust part weights to equal variant weight by spreading weight proportionally across all parts**

Like the option above, this option also adjusts the weight of parts or variants if they don't match the weight of the master part, but it uses a different formula. Let's use the same example as above:

- You have a kit where the kit master product weight is set to 50 pounds.
- The kit has two parts. One part weighs 99 pounds. The other part weighs 1 pound. The parts in the kit weigh a total of 100 pounds, but the master product weight is only 50 pounds.

Adjusted part weight =

\[ \text{Original part weight} - \left( \text{Discrepancy weight} \times \text{Part weight as a percent of total weight} \right) \]
Part #1:
- Original part weight = 99 pounds
- Discrepancy weight = (weight of all parts in the kit: 100 pounds - weight of master part: 50 pounds) = 50 pounds
- Part weight as a percent of total weight: The combined weight of all parts in this kit is 99 + 1 = 100 pounds. Part1 weighs 99 pounds, so Part1 is 99% of the total weight.
- Adjusted weight of Part1 = 99 pounds - [(50 pounds) x (.99)] = 99 - 49.5 = 49.5 pounds.

Part #2:
- Original part weight = 1 pound
- Discrepancy weight = (weight of all parts in the kit: 100 pounds - weight of master part: 50 pounds) = 50 pounds
- Part weight as a percent of total weight: The combined weight of all parts in this kit is 99 + 1 = 100 pounds. Part2 weighs 1 pound, so Part2 is 1% of the total weight.
- Adjusted weight of Part2 = 1 pound - [(50 pounds) x (.01)] = 1 - .5 = .5 pounds.

The Inventory Variant Handling Checkboxes

- Allow adjustments up:
  - If the kit master part weight is heavier than the sum of the part weights, the weight of the parts is adjusted up.
  - If the kit master part is lighter than the sum of the part weights, the system assumes that the part weight total is correct and uses that weight to get a shipping quote.

- Allow adjustments down:
  - If the kit master part weight is heavier than the sum of the part weights, the system assumes that the part weight total is correct and uses that weight to get a shipping quote.
  - If the kit master part weight is lighter than the parts, the software will adjust the part weights down.
• **Allow negative adjusted weights:** We don't recommend that you select this checkbox because it's possible that you can end up with a negative part weight. This option is only included for backward compatibility with previous releases of Miva Merchant.

  - If you check this box, you will allow the system to send a negative part weight to a carrier. Unless you have a specific reason for wanting to allow negative weights to be sent to the carrier for a shipping quote, you should leave this option unchecked.
  - If you leave this box unchecked, negative part weights will be adjusted up to 0.

### Shipping > Settings Tab > Price Table Based Shipping Options Section

<table>
<thead>
<tr>
<th>Include Other Basket Charges in the Order Total</th>
<th>With price table shipping, you create shipping charges based on the order total (see Shipping &gt; Settings Tab &gt; Price Table Based Shipping Options Section) For example, you might create two shipping ranges:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Range 1: If the order total is $1.00 - $9.99, the shipping charge is $5.00.</td>
</tr>
<tr>
<td></td>
<td>• Range 2: If the order total is $10.00 - $19.99, the shipping charge is $10.00</td>
</tr>
<tr>
<td></td>
<td>If you do not enable this option, the range that your customer ends up in is determined solely by the value of merchandise in their basket. If you enable this option, the range that your customer ends up in is determined by the value of merchandise in their basket, plus any additional fees that you charge, such as handling. For example, the customer's merchandise might total $9.00, but if you include a $2.00 handling fee, the customer is charged the shipping fee for range 2.</td>
</tr>
</tbody>
</table>

### Shipping > Pack by Weight Tab / Pack by Quantity Tab

- The Shipping > Pack by Weight tab will show up if you choose "Pack by Weight" in: 
  Menu > Shipping > Settings tab > Packaging Rules section > Box Packing list box.

- The Shipping > Pack by Quantity tab will show up if you choose "Pack by Quantity" in: 
  Menu > Shipping > Settings tab > Packaging Rules section > Box Packing list box.

You can only have one of these tabs active at a time. They both contain one option:

| Exclude Boxes Smaller than Product Dimensions: | The packaging rules allow the software to make its best guess about the box size(s) needed for an order. This checkbox is a final test to make sure that the estimated box is always larger than the largest product that will ship in that box. |
Shipping > Base + Weight Shipping Tab

Use Base + Weight Shipping to generate simple shipping charges based on the weight of the order.

See also:
- > Store Settings > Store Details tab > Settings section > Weight Units drop-down list, to set the unit of weight used in your store.
- Appendix 3: Comparing Weight Based Shipping Modules

To Enable Base + Weight Shipping

1. Go to > Shipping > Add / Remove Modules.
2. In the Available Modules section, click on the Install button under Base + Weight Shipping.

To Configure Base + Weight Shipping

1. In the Base + Weight Shipping tab, click on Add Method +.
   1.1. Enter a name for the shipping method. This name will appear in your on-line store.
   1.2. Enter a Base Charge. The base charge is like a flat rate that you are always going to charge for this type of shipping. The base charge is added to the calculated weight charge.
   1.3. Enter an Amount/Weight Unit. This is the price that you want to charge per weight unit (usually pounds or kilograms) of the order. You can set the weight unit in the > Store Settings > Store Details tab > Settings section > Weight Units drop-down list.
2. Click Save Method .

<table>
<thead>
<tr>
<th>+Shipping Method</th>
<th>Base Charge</th>
<th>Amount / Weight Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>5.00</td>
<td>1.00</td>
</tr>
<tr>
<td>Overnight</td>
<td>10.00</td>
<td>5.00</td>
</tr>
</tbody>
</table>

In our example we created two shipping methods: Economy and Overnight. Let's say our customer selects Economy shipping, which has a base charge of $5.00 and a shipping charge of $1.00 per pound. If our customer buys a bag of oranges that weighs 12 pounds, the shipping charge is:

<table>
<thead>
<tr>
<th>Base Charge:</th>
<th>$5.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount/Weight Unit x Weight of Order:</td>
<td>($1.00 per pound x 12 pounds) $12.00</td>
</tr>
</tbody>
</table>
Shipping > Canada Post Tab

- Use the Canada Post shipping module to ship products:
  - From Canada to locations inside Canada.
  - From Canada to any location in the world.

When you use this module, the address that you ship from must be inside Canada.

- You can use this module to get shipping rates and to print labels with postage.
- Canada Post has two APIs: Sell On-line and a SOAP API. Miva Merchant communicates with Canada Post using the SOAP API.
- Unlike some of the other shipping modules, the Canada Post module does not have any settings at the product level.

Your Canada Post Account and Credentials

1. Before you can use the Canada Post module in your Miva Merchant store, you must set up a Canada Post account at:
   www.canadapost.ca
2. Select English.
3 In the upper right corner of the screen, click Business.

4 In the upper right corner of the screen, click Sign In | Sign Up.

5 In the My Business Profile screen, you will be asked to select a “site”. Make sure you select Canada Post, then click Sign Up.
After you create your account, you will have several important Canada Post credentials. You can view these credentials by selecting the Support link.

The three credentials you should make a note of are your:
1. Canada Post customer number
2. Username
3. Password

At Canada Post your username and password are alphanumeric strings, which they also call "keys". Note that Canada Post gives you a separate username and password for development and production. Use the development keys to test Canada Post in your Miva Merchant store. Use the production keys in your Miva Merchant store when you are ready to start shipping with Canada Post.

To Enable the Canada Post Module in Miva Merchant

1. Go to Shipping > Add / Remove Modules.
2. In the Available Modules section, click on the Install button under Canada Post.

To Configure the Canada Post Module in Miva Merchant

Select the Canada Post tab. Note that the settings in this section are global and will apply to all packages that you ship by Canada Post.

| Environment: | • Select Development if you want to test Canada Post in your Miva Merchant store without generating real postage and postal charges to your account. If you select Development here, make sure that you enter your Canada Post development username and password.  
|             | • Select Production when you are ready to start using Canada Post in your Miva Merchant store. You will be able to generate real postage labels that will be billed to your Canada Post account. If you select Production here, make sure that you enter your Canada Post production username and password. |
| Username:   | Enter your:  
| Password:   | • Development username and password, or your  
| Confirm Password: | • Production username and password.  
|             | See Your Canada Post Account and Credentials  
| Account Type: | Select "Contract" if you have a rate contract with Canada Post. If you are using standard Canadian postal rates, choose "Non-contract". If you have a contract you will also need to print manifests.  
| Customer Number: | This is another credential you get when you set up your account with Canada Post. See Your Canada Post Account and Credentials  
| Payment Method: | Select the payment method you are using in your Canada Post account.  
| Source Postal Code for | This is your Canadian "ship from" postal code. It must be in Canada. Canada Post
<table>
<thead>
<tr>
<th>Calculations:</th>
<th>uses your postal code to calculate shipping charges.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label Size:</td>
<td>Select the label size that you want to use on your packages. The 4&quot;x6&quot; size will work with the Zebra and Zebra compatible printers that Miva Merchant supports.</td>
</tr>
</tbody>
</table>
| Label Preferences: | - **Show Packing Instructions**  
- **Show Postage Rate**  
- **Show Insured Value**  
All three of these are information that comes back from Canada Post with your shipping charges. If you check the box next to one of the items, that information will be printed on your label. |
| Error Messages Language: | Select a language for error messages that are returned by the Canada Post API. These messages only show up in the admin interface if something goes wrong when you are generating Canada Post labels. They are not displayed to your customers. |
| Currency: | Use this field to select the currency for declared value on international shipments. If you set this field to anything other than "Canadian dollar", another field will appear asking you to enter a currency conversion rate between Canadian dollars and the currency that you selected. |
| Available Services: | Whatever shipping methods that you select here will be offered to your customers during checkout, and will appear in the admin interface when you are printing Canada Post labels. |
Shipping > Flat Rate Shipping Tab

To Enable Flat Rate Shipping
1. Go to \[\text{Menu}\] > Shipping > Add / Remove Modules > Available Modules section.
2. Click Install under Flat Rate Shipping.

To Configure Flat Rate Shipping
1. In the Flat Rate Shipping tab, click on the \textbf{Add Method} button.
   - Enter a name for this shipping method. This name will appear in your on-line store.
   - Enter an Amount that you want to charge for this shipping method. This is the total shipping charge that will be applied to the order, regardless of the order size or weight.
2. Click \textbf{Update}.

Shipping > Minimum or Weight Shipping Tab

Minimum or Weight Shipping is similar to Base + Weight shipping.
- In Base + Weight shipping you calculate shipping based on the weight, then add a base charge.
- In Minimum or Weight shipping, you set the minimum that you want to charge for shipping, then you calculate shipping based on weight. The customer pays whichever amount is larger.

See the example below, but see also:
- Edit Store > Settings tab > Weight Unit drop-down list, to set the unit of weight.

To Enable Minimum or Weight Shipping
1. Go to \[\text{Menu}\] > Shipping > Add / Remove Modules > Available Modules section.
2. Click Install under Minimum or Weight Shipping.

To Configure Minimum or Weight Shipping
1. In the Minimum or Weight Shipping tab, click \textbf{Add Method}.
   - Enter a name for this shipping method. This name will appear in your on-line store.
   - Enter an Amount/Weight Unit. This is the price that you want to charge per weight unit, for example, the shipping charge per pound.
   - Enter a Minimum Charge. This is the least amount that you always want to charge for this shipping method.
2. Click \textbf{Save Method}.
Example

We'll create a Minimum or Weight Shipping rule called "Economy". We'll charge $1.00 per pound of weight, but the minimum that we ever want to charge for shipping is $10.00.

<table>
<thead>
<tr>
<th>Shipping Method</th>
<th>Amount / Weight Unit</th>
<th>Minimum Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>1.00</td>
<td>10.00</td>
</tr>
</tbody>
</table>

If our customer buys a bag of oranges that weighs 12 pounds, the system calculates the shipping charge like this:

1. The shipping charge by weight is 12 pounds x $1.00 per pound = $12.00.
2. The minimum shipping charge for "Economy" is $10.00.
3. $12.00 is the larger of the two, so the customer is charged $12.00 shipping.

Shipping > U.S.P.S. Online Rate Calculation (Domestic & International) Tab

You can use this module to get rates for U.S.P.S. shipping and to print address labels, but you cannot use this module to print U.S.P.S. postage. If you want to print address labels with U.S.P.S. postage, you have two choices:

- Use the U.S.P.S. Online Rate Calculation module to get shipping rates. Use the Endicia module to print address labels with U.S.P.S. postage. This is the easiest method and the one that most merchants choose.
- Use the U.S.P.S. Online Rate Calculation module to get shipping rates and to print address labels. Use an external method, such as a postage meter or stamps, to add U.S.P.S. postage.

Support for the Shipping Settings > Packaging Rules Section

- In Miva Merchant releases before PR8 Update 9, the U.S.P.S. Online Rate Calculation module did not use any information from the Shipping > Settings Tab > Packaging Rules Section; pack by weight or quantity preference, box dimensions, etc. In these releases, Miva Merchant gets the shipping rate by sending U.S.P.S. the source zip code, destination zip code, order weight, and shipping method.
- In release PR8 Update 9 and later, the U.S.P.S. Online Rate Calculation module can use all of the features from the Shipping > Settings Tab > Packaging Rules Section.

Before you can use the U.S.P.S. Online Rate Calculation Module, you have to create a U.S.P.S. Web Tools account.
To Create a U.S.P.S. Web Tools Account


2. After you complete the registration form, you should see a confirmation screen like this:

![Confirmation Screen](image)

You will also receive a confirmation email from U.S.P.S. with:

- A username and password.
- Contact information for the Internet Contact Care Center.
  uspstechsupport@esecurecare.net
  1-800-344-7779

This contact information could change, so please check the confirmation email that you receive.

3. Contact U.S.P.S to modify your account.
   3.1. **U.S.P.S. production server.** When you first register with U.S.P.S. your account is linked to a test server. Ask the U.S.P.S. representative to switch your account to a production server. If they ask what application you are using, say "Miva Merchant". Miva Merchant is already an approved U.S.P.S. rate application.

   3.2. **U.S.P.S. shipping labels.** If you want to print U.S.P.S. shipping labels without U.S.P.S. postage, ask the representative to enable your account for the "delivery confirmation API". You don’t have to do this step if you are going to use Endicia to print U.S.P.S. shipping labels with postage.

To Configure U.S.P.S. Online Rate Calculation

1. Follow the steps above to create a U.S.P.S. web tools account.

2. Go to Menu > Shipping > Add / Remove Modules > Available Modules section.

3. Click Install under U.S.P.S. Online Rate Calculation (Domestic & International).

4. Click on the U.S.P.S. Online Rate Calculation (Domestic & International) tab.
<table>
<thead>
<tr>
<th><strong>USPS User ID:</strong></th>
<th>Enter your U.S.P.S. username.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>URL to USPS WebTools Server:</strong></td>
<td>Miva Merchant uses both this URL and the secure URL below to get rate information. Both fields are populated automatically and almost never need to be changed.</td>
</tr>
<tr>
<td><strong>Secure URL to USPS WebTools Server:</strong></td>
<td>See above.</td>
</tr>
<tr>
<td><strong>Source Zip Code for Calculations:</strong></td>
<td>The zip code where rate calculation assumes you are shipping from.</td>
</tr>
<tr>
<td><strong>Label Option (Default):</strong></td>
<td>This field assumes you are printing U.S.P.S. address labels without postage. If you want to print U.S.P.S. address labels with postage, please use the Endicia module.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Delivery Confirmation + Mailing Address:</strong> The label contains address information plus a U.S.P.S. barcode that is scanned to prove delivery confirmation.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Delivery Confirmation Only:</strong> The label contains only the U.S.P.S. barcode that is used to prove delivery confirmation.</td>
</tr>
<tr>
<td><strong>Label Image Type (Default):</strong></td>
<td>The file type of the label that is retrieved from U.S.P.S.</td>
</tr>
<tr>
<td><strong>Display Online Rates to Customers When Available</strong></td>
<td>U.S.P.S. has a &quot;standard&quot; shipping rate that you would be quoted if you physically went to a post office, and a slightly discounted rate that you can get if you buy postage online. See <a href="https://www.usps.com/ship/mail-shipping-services.htm">https://www.usps.com/ship/mail-shipping-services.htm</a> If you check this box, your customers will see the discounted online rate if it's available. If the online rate isn't available, or if you don't check this box, your customers will see the standard U.S.P.S. rate.</td>
</tr>
<tr>
<td><strong>Enable Label Generation</strong></td>
<td>Check this box if you want to print U.S.P.S. labels with address information but no postage. Leave this box unchecked if you are using Endicia to print labels with both address information and postage.</td>
</tr>
<tr>
<td><strong>Available Shipping Methods:</strong></td>
<td>The U.S.P.S. shipping methods that you want to offer customers in the checkout screens.</td>
</tr>
</tbody>
</table>

### Shipping > Endicia Shipping Labels Tab

Enable the Endicia module if you want to print labels with USPS postage. Without the Endicia module, your USPS labels will essentially just be address labels and will not have postage on them.

### To Enable the Endicia Module

1. Go to **Setup** > **Shipping** > **Add / Remove Modules** > **Available Modules** section.
2 Click Install under Endicia Shipping Labels.

**To Configure the Endicia Module**

1 Select the Endicia Shipping Label Settings tab.
2 Configure the options shown below.
3 Click **Update**.

<table>
<thead>
<tr>
<th>Create Account</th>
<th>This link will only appear if you haven't created your account. Clicking on the &quot;Sign Up&quot; link will take you to the Endicia website.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mode:</td>
<td><strong>Test</strong>: Use this option to print sample labels. <strong>Production</strong>: Use this option to print real labels that will be billed to your Endicia account.</td>
</tr>
<tr>
<td>Endicia Account ID:</td>
<td>Enter your Endicia account number.</td>
</tr>
<tr>
<td>Endicia PassPhrase/Change Passphrase:</td>
<td>Enter the passphrase that you created during account creation. After you've entered your account information a &quot;change passphrase&quot; link will appear.</td>
</tr>
</tbody>
</table>
| Non-ZPL Label Image Type: | PR8 Update 8 added the ability to print adhesive backed labels using a Zebra or Zebra compatible printer. A Zebra compatible printer can be used with Endicia, FedEx, UPS, and Canada Post, but currently not with the USPS module. **Requirements**:  
  * Your browser must have Java enabled. See http://java.com/en/download/help/enable_browser.xml.  
  * You must have a Zebra or Zebra compatible printer that can print .zpl.  
  * Your store must be running PR8 Update 8 or later.  
  For some shipping destinations Endicia is not able to create a label that is compatible with a Zebra printer. If you enable the Use Zebra Thermal Printing checkbox, you also should select a value from the Non-ZPL Label Image Type, usually PDF. The Miva Merchant software automatically examines the label from Endicia. If the label we receive from Endicia is .zpl compatible, it will print on your Zebra printer. If it isn't .zpl compatible, it will print to the backup method you select in the Non-ZPL Label Image Type dropdown. |
<p>| Available services: | Use this field to select the type of USPS labels that you want to print with Endicia. For example, if you uncheck &quot;USPS Domestic: First-Class Mail&quot;, you will not be able to print USPS domestic first class labels. This field does not change the U.S.P.S. shipping methods that you offer to customers during checkout. To choose the USPS shipping methods that are offered to your customers during checkout, please see the <strong>U.S.P.S. Online Rate Calculation module</strong>. |</p>
<table>
<thead>
<tr>
<th>Account Postage:</th>
<th>Shows your Endicia account status.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recredit Account:</td>
<td>Click on the link and enter a dollar amount. That amount is added to your Endicia account and charged to the credit card that Endicia has on file for you. Miva Merchant has no record of your credit card information.</td>
</tr>
</tbody>
</table>

**Shipping > Price Table Based Shipping Tab**

Use this module to generate shipping charges based on the order total.

In the example below we created two price based shipping methods: Economy and Overnight. Both methods will be shown to customers during checkout. For each method we can add:

- A handling charge: this is a flat fee that will be added to every order which uses this method.
- A ceiling: The ceiling is a way of dividing the method into price ranges. In our example we created four price ranges in the Overnight shipping method: $25.00, $50.00, $100.00, and over $100.00. We created the "Over $100.00" price range by entering a "+" in the Ceiling field. Each price range has a different shipping charge.
  - If the order total is less than or equal to $25.00, the shipping charge is 10% of the order total.
  - If the order total is between $25.00 and $50.00, the shipping charge is 15% of the order total.
  - If the order total is between $50.00 and $100.00, the shipping charge is 20% of the order total.
  - If the order total is over $100.00, the shipping charge is 25% of the order total.
- A charge: This is the shipping charge we are going to apply to the order. In our example we set the shipping charge as a percent of the order total, but it can also be a flat fee.

1. Our sample customer has an order total of $25.00. They selected Overnight shipping which has a $5.00 handling fee.
2. The software looks at the customer's order total. It's less than or equal to $25.00, so it applies a shipping charge of 10%, which comes out to $2.50.
3. The total shipping is $7.50.
To Enable Price Table Based Shipping

1. Go to **Settings** > Shipping > Add / Remove Modules > Available Modules section.
2. Click Install under Price Table Based Shipping

<table>
<thead>
<tr>
<th>Shipping Method</th>
<th>Handling</th>
<th>Ceiling</th>
<th>Charge</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>25.00</td>
<td>2.60</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>50.00</td>
<td>5.00</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100.00</td>
<td>7.50</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>+</td>
<td>10.00</td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Overnight</td>
<td>5.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>25.00</td>
<td>10.00</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>50.00</td>
<td>15.00</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100.00</td>
<td>20.00</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>+</td>
<td>25.00</td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>
To Configure Price Table Based Shipping

1. In the Price Table Based Shipping tab, click on the Add Shipping Method button.
   - Enter a Shipping Method name.
   - Enter a Handling charge, then click Update.
   - Enter a Ceiling for this price range.
   - Use a "+" to indicate "and up" from the previous ceiling.
   - Enter a Charge. If you check the checkbox, the value you enter is applied as a percent of the order total. If you don’t check the checkbox, the value you enter is applied as a flat rate.

2. Click Update.

Shipping > Quantity Based Shipping

Use this module to generate shipping charges based on the number of items in the customer's basket. Quantity based shipping has two modes: standard and progressive. In both modes you create a set of ranges for the number of items in the customer's basket, and each range has a shipping charge. For example:

- Range 1: 1 - 3 items, charge $3.00 shipping per item.
- Range 2: 4 - 6 items, charge $2.00 shipping per item.
- Range 3: 7 - 10 items, charge $1.00 shipping per item.

In standard mode, the software looks at the total number of items in the customer's basket, figures out what range it is in, and charges that amount for every item in the basket. For example, using the ranges above, if you had 5 items in your basket, the shipping charge in standard mode would be:

- 5 items falls into "range 2", so we'll charge $2.00 shipping for every item in the basket.
- 5 items x $2.00 shipping each = $10.00 total shipping.

In progressive mode, the software looks at the total number of items in the customer's basket and applies the shipping charges from one or more ranges. If you had 5 items in your basket, the shipping charge in progressive mode would be:

- The first 3 items fall into "range 1": $3.00 per item x 3 items = $9.00
- Items 4 and 5 fall into "range 2": $2.00 per item x 2 items = $4.00
- The total shipping is $9.00 + $4.00 = $13.00.

To Enable Quantity Based Shipping

1. Go to Menu > Shipping > Add / Remove Modules > Available Modules section.
2. Click Install under Quantity Based Shipping.

To Configure Quantity Based Shipping

1. In the Quantity Based Shipping tab, click on the Add Shipping Method button.
   - Enter a name for this shipping method. This name will appear in your on-line store.
- Check the **Progressive** checkbox to use progressive mode. Leave the box unchecked to use standard mode.

<table>
<thead>
<tr>
<th>+Shipping Method</th>
<th>Progressive</th>
<th>Floor</th>
<th>Ceiling</th>
<th>Amount/Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>No</td>
<td>1</td>
<td>3</td>
<td>3.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>6</td>
<td>2.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7</td>
<td>10</td>
<td>1.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11</td>
<td>+</td>
<td>0.50</td>
</tr>
</tbody>
</table>

2 Click **Save Shipping Method**.
- Enter a **Floor**. This is the minimum number of items in this range.
- Enter a **Ceiling**. This is the maximum number of items in this range. In the example below we created 4 ranges:
  - 1 - 3 Items
  - 4 - 6 Items
  - 7 - 10 Items
  - Over 10 Items. To create this last range we put a "+" in the Ceiling field.
- Enter an **Amount/Unit**. This the shipping charge per item in this range.

3 Click **Save Shipping Method**. You can continue to add as many ranges as you wish.

**Shipping > UPS Developer Kit Tab**

Please note that real time rates from carriers, such as UPS, are approximate based on the information that is available when the customer places the order. The actual amount to ship an order can change based on box size, shipping options, number of boxes, etc, that could change after the order is
To Enable UPS
1. Go to Menu > Shipping > Add / Remove Modules > Available Modules section.
2. Click Install under UPS® Online Tools.

To Register the UPS Module
You must register the UPS module after you enable it. Normally you only do this once, but if you remove the module in the Add/Remove Modules tab, and then re-install it, you’ll have to go through registration again.
1. Enable the UPS Developer Kit module.
2. Register the module. Click on the UPS Developer Kit tab.

   2.1. In the first install screen you can choose to install the module in Production or Test modes. In Production mode you can get real-time shipping rates and print real shipping labels that will be billed to your UPS account. In Test mode you can get real-time rates and print free test labels that cannot be used for shipping.

   2.2. Select the installation mode, then click on "Click here" to start the wizard.

   2.3. The first screen of the registration wizard will appear. Click Next.
2.4. The end user license (EULA) screen will appear. Scroll to the bottom of the agreement, check the agreement box, and click Next.

2.5. The contact information screen will appear. Enter information in at least the bold (required) fields and click Next. If you have a UPS account number you can enter it in this screen, but you can complete the registration process without it and enter it later. The phone number that you enter here should not have spaces or dashes.
2.6. In the next screen, click Finish to complete the registration.

To Configure the UPS Developer Kit Module

After you register the UPS module, you can click on the UPS Developer Kit tab and select the UPS services that you want.

Before PR8 Update 7 you could only print UPS shipping labels if you had a credit card and an account with UPS. In the current UPS module, you can create shipping labels with just a credit card. It is no longer necessary to have a UPS account.

<table>
<thead>
<tr>
<th>Mode:</th>
<th>You can use the UPS module in Production or Test mode. In Production mode you can get real-time shipping rates and print real shipping labels that will be billed to your UPS account. In Test mode you can get real-time rates and print free test labels that cannot be used for shipping.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating API Status:</td>
<td>This is a read only field. It will display &quot;Active&quot; if you have successfully registered the UPS module, with or without your UPS account number. If this field is set to active, you will be able to get real-time UPS shipping rates.</td>
</tr>
<tr>
<td>Shipping API Status:</td>
<td>This is a read only field. It will display &quot;Active&quot; if you have entered a valid UPS account number. If you have not yet entered your UPS account number, this field will show &quot;Inactive&quot;. If this field is set to active, you will be able to create valid UPS labels that are billed to your account.</td>
</tr>
<tr>
<td>Default UPS Account:</td>
<td>You must have a valid UPS account number in order to print shipping labels. If you don't have a UPS account number, you can still use this module to get real-time shipping rates.</td>
</tr>
<tr>
<td>UPS Account Type:</td>
<td>Select the type of account that you created with UPS.</td>
</tr>
<tr>
<td>Billing Method:</td>
<td>Select &quot;Bill configured UPS account&quot; or &quot;credit card&quot;. If you select credit card, Miva Merchant will prompt you to enter a credit card number every time that you print a label. Your credit card information is not retained by Miva Merchant.</td>
</tr>
<tr>
<td>UPS Rate Code:</td>
<td>This is a read only field. It displays a proprietary code, created by UPS, that corresponds to the type of account that you have. The rate code will change if you re-register the module.</td>
</tr>
<tr>
<td>Use Negotiated Rates:</td>
<td>UPS has three &quot;standard&quot; rates depending on how frequently you ship: Daily Pickup, Occasional Pickup, and Suggested Retail Rate. See &quot;Billing Method&quot; above. However, you can also contact UPS and get a better rate if you are an even more frequent shipper. This is called a &quot;negotiated rate&quot;. If you check this box, your on-line store will display your negotiated rate. If you don't check this box, your on-line store will display the rate associated with whatever you selected in the UPS Account Type field. Re-registering the module also unchecks the Use Negotiated Rates checkbox.</td>
</tr>
</tbody>
</table>
| Use Zebra Thermal Printing | PR8 Update 8 added the ability to print adhesive backed address labels using a Zebra or Zebra compatible printer. A Zebra compatible printer can be used with Endicia, FedEx, UPS, and Canada Post, but currently not with the USPS module. **Requirements:**  
  - You must have a Zebra or Zebra compatible printer that can print .zpl.  
  - Your store must be running PR8 Update 8 or later. |
| Ship From: | This address, and the customer's ship to address, are used to calculate shipping charges. This address will appear on your shipping labels. |
| Default Delivery Confirmation: | The value you select here for delivery confirmation will be the default for every product that you ship using UPS. However, you can over-ride the store wide default setting at the product level. Please note that the most restrictive delivery confirmation setting for any item in the order gets precedence for the entire order. For example, if one item in the order requires an adult signature, and the other items in the order only require delivery confirmation, the order as a whole will be marked as requiring adult signature. |
| Specify Declared Value Equal To Basket Subtotal: | "Declared value" is the order total. If you check this box, the order total will be sent to UPS and UPS will automatically insure the order based on its value. The shipping charge will go up because it includes the insurance. If you don't check this box, the order total is not sent to UPS and insurance is not automatically added. This field cannot be over-ridden at the product level. See also: [http://www.ups.com/content/us/en/shipping/time/service/value_added/declared_value.html](http://www.ups.com/content/us/en/shipping/time/service/value_added/declared_value.html) |
| Declared Value Currency: | Select the currency that you use to describe the order total. |
| Available | Select the UPS shipping options that customers will see during checkout. Note that... |
Shipping > Weight Based Shipping Tab

In Weight Table Based Shipping you create a set of ranges based on the weight of the customer's total order. Each weight range can have a different shipping charge. For example:

- **Range 1:** 0 - 5 pounds, charge $4.00 to ship the order.
- **Range 2:** 6 - 10 pounds, charge $6.00 to ship the order.
- **Range 3:** 11 - 15 pounds, charge $8.00 to ship the order.

See also:

- Appendix 3: Comparing Weight Based Shipping Modules
- Weight Units, to set the unit of weight used in your store.

Shipping > FedEx Web Services Tab

To Enable FedEx Web Services

1. Go to **Menu > Shipping > Add / Remove Modules > Available Modules** section.
2. Click Install under FedEx Web Services.

To Configure FedEx Web Services

Select the **Menu > Shipping > FedEx Web Services** tab. Note that the settings in this section are global and will apply to all FedEx packages that you ship. You can over-ride some of these settings:

- At the product level:** Menu > Catalog > Products > Edit Product > FedEx Web Services.**
- At the order level when you want to **Generate a Shipping Label.**

<table>
<thead>
<tr>
<th>FedEx Server:</th>
<th>Enter the address of a:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Test server:</strong> A FedEx test server that allows you to get rates and print sample labels.</td>
</tr>
<tr>
<td></td>
<td><strong>Production Server:</strong> A FedEx production server that allows you to get rates and print real labels that are billed to your account.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FedEx Account Number:</th>
<th>Enter the number you were given when you created your FedEx account.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meter Number:</strong></td>
<td>If you enter a FedEx account number and click Update, the screen will be updated with a meter number. But if FedEx has given you a meter number, you can enter it.</td>
</tr>
<tr>
<td>Generate New Meter Number:</td>
<td>This link only appears after you have entered a valid FedEx account number and clicked the <strong>Update</strong> button. In general, you would never need to use this link unless instructed by Miva Merchant or FedEx.</td>
</tr>
<tr>
<td>---------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Rate Type:</td>
<td>Affects the rates that are displayed to customers. Note that this is not necessarily the rate that you (the shipper) will pay. For example, you could display FedEx list rates to customers, but your account rates might be lower.</td>
</tr>
<tr>
<td></td>
<td>- <strong>Account</strong>: Customers will see the rates that are associated with your FedEx account.</td>
</tr>
<tr>
<td></td>
<td>- <strong>List</strong>: Customers will see the FedEx standard retail shipping rates.</td>
</tr>
<tr>
<td>Currency Type:</td>
<td>The currency that you are using for the declared value (usually the order total).</td>
</tr>
<tr>
<td>Delivery Signature Option:</td>
<td>This is a global setting, but it can be over-ridden:</td>
</tr>
<tr>
<td></td>
<td>- When you are printing a label: [Menu] &gt; Order Processing &gt; Edit Order &gt; Generate Shipping Label &gt; Signature drop-down list.</td>
</tr>
<tr>
<td></td>
<td>Some signature options are more expensive than others and the option that you select will change the shipping cost that is shown to the customer. Note that the most restrictive signature requirement for any product in an order becomes the signature requirement for the entire order. For example, if the customer orders a package of cheese, which requires no signature, and a bottle of wine, which requires an adult signature, then the shipping rate for the entire order will be priced at “requires adult signature”.</td>
</tr>
<tr>
<td></td>
<td>- <strong>Adult</strong>: the package can be signed for by anyone over 21.</td>
</tr>
<tr>
<td></td>
<td>- <strong>Direct</strong>: the package must be signed for by the person it is addressed to.</td>
</tr>
<tr>
<td></td>
<td>- <strong>Indirect</strong>: the package can be signed for by anyone at the receiving address.</td>
</tr>
<tr>
<td></td>
<td>- <strong>No signature required</strong>:</td>
</tr>
<tr>
<td></td>
<td>- <strong>Service default</strong>: Businesses that ship an enormous number of packages using FedEx may have a kind of “account default” for the signature option. For example, a company might want every package to have at least Indirect signature. If an employee forgets to set the signature option on a package, the signature option will automatically be set to Indirect. However, this kind of account default is very rare. For the vast majority of companies that ship with FedEx, setting the signature option to Service Default means that no signature will be required.</td>
</tr>
<tr>
<td>Drop Off Type:</td>
<td>Describes how you are going to get your package to FedEx. The option that you select will change the shipping cost that is shown to the customer. This is a global setting, but you can over-ride it when you print a label ([Menu] &gt; Order Processing &gt; Edit Order &gt; Generate Shipping Label &gt; Signature drop-down list.)</td>
</tr>
<tr>
<td></td>
<td><strong>Drop at BSC</strong> means you will leave the package at a Business Shipping Center, like a Kinko’s/FedEx. <strong>Drop at station</strong> means that you will leave the package at a FedEx...</td>
</tr>
</tbody>
</table>
A SmartPost hub is a processing center for SmartPost mail (see [http://en.wikipedia.org/wiki/FedEx_SmartPost](http://en.wikipedia.org/wiki/FedEx_SmartPost)). If you are using SmartPost, FedEx will give you a hub id to enter here.

PR8 Update 8 added the ability to print adhesive backed address labels using a Zebra or Zebra compatible printer. A Zebra compatible printer can be used with Endicia, FedEx, UPS, and Canada Post, but currently not with the USPS module.

**Requirements:**
- You must have a Zebra or Zebra compatible printer that can print .zpl.
- Your store must be running PR8 Update 8 or later.

This address, and the customer's ship to address, are used to calculate shipping charges. This address will appear on your shipping labels.

**Alcohol Flag**: The alcohol flag must be checked if the order contains alcohol. If you check this box, the rate you get from FedEx will include "adult signature required". Because this is a global setting, you should only check this here if every product that you sell includes alcohol. If only some of your products include alcohol, you should set this flag on a product level (<menu> > Catalog > Products > Edit Product > FedEx Web Services Options tab).

**Inside pickup**: You should check this box if you at least occasionally ship packages that are over 150 pounds. If a shipment is over 150 pounds (151 plus) a FedEx employee must enter your building to get the package. This is a global setting and cannot be overridden at the product level, but it will only be triggered if the shipping weight is over 150 pounds. If triggered it will affect the rate.

**Inside Delivery**: You should check this box if you want packages weighing more than 150 pounds to be brought into the recipient's building. This is a global setting that cannot be overridden at the product level, but it will only be triggered if the shipping weight is over 150 pounds. If triggered it will affect the rate.

**Non-standard Container**: Select this option to indicate that your FedEx shipment is packaged in a non-traditional or irregularly-shaped container (e.g. a pail). A surcharge may apply. Only check this box if all the products that you ship meet this description, otherwise you should enable this at the product level (<menu> > Catalog > Products > Edit Product > FedEx Web Services Options tab).

**Dry Ice Flag**: This flag must be checked if every product that you ship includes dry ice. If only some of your products contain dry ice, you should enable this option at the product level (<menu> > Catalog > Products > Edit Product > FedEx Web Services Options tab). The rate that you get from FedEx will automatically include the "dry ice surcharge". Some FedEx services will not be available if you are shipping with dry ice. For more information, see: [http://www.fedex.com/us/service-guide/our-services/dangerous-goods-](http://www.fedex.com/us/service-guide/our-services/dangerous-goods-).
hazmat/index.html?qgroup=toggle-c1&qid=Ship_Dangerous_Goods

- **Dry Ice Weight**: The amount of dry ice included in the order at packing time. Must be in kilograms.

| Available Services: | Select the FedEx shipping options that customers will see during checkout. Note that shipping methods can also be selected at the product level. See ❯ Menu > Catalog > Products > Edit Product > FedEx Web Services Options tab and when you Generate a Shipping Label. |

**Shipping > Add / Remove Modules Tab**

**To Add Shipping Modules**

1. Go to the ❯ Menu > Shipping > Add/Remove Modules tab.
2. Select the Available Modules section.
3. Click on the Install button for the shipping module that you want to add.

**To Remove Shipping Modules**

1. Go to the ❯ Menu > Shipping > Add/Remove Modules tab.
2. Select the Installed Modules section.
3. Click on the Remove button for the shipping module that you want to remove.

**Payment**

Use the Payment Settings section to configure the payment options that you want to offer customers during checkout. You must enable at least one payment option or there will be no way for customers to purchase items in your store. Free items that you offer are an exception. See Skip Shipping/Payment Selection for Free Orders.

To see all of the payment methods that you have access to in your store:

- Go to ❯ Menu > Payment > Add/Remove Modules tab > Available Modules section.
Obsolete Payment Options

Over time, some payment options are dropped from Miva Merchant.

- If the vendor (such as Amazon) still has the payment option, but Miva Merchant has a new interface to it, the old payment option is marked as "Legacy". You can continue to use legacy payment options, but they won't be maintained in future releases of Miva Merchant.

- If the vendor has discontinued the payment option, it is marked as "Discontinued" in Miva Merchant. Vendors usually discontinue a payment option when they replace it with something else and there's usually a grace period to give you time to switch over. You can continue to use discontinued payment options for as long as the vendor allows, but they won't be maintained in future releases of Miva Merchant.

Changes in PR8 Update 7

Beginning in PR8 Update 7 the following payment options have been removed and are no longer supported:

- Amazon Simple Pay
- Innovative Gateway Solutions
- Payflow Link (Legacy)
- Payflow Pro (Legacy)

If you are already using one of these options you can continue to use it after you install PR8 Update 7. But if you create a new store with PR8 Update 7, the options will not appear in the admin interface.

**Payment Modules and Payment Methods**

- **Module**: a payment module is a group of payment features and settings, often made available by third parties. For example, Authorize.Net, Chase Paymentech, and Amazon Payment are examples of payment modules.
- **Method**: a payment method is what your customer selects during checkout. For example, if you install the Authorize.Net module, your customer might choose Visa during checkout.

Authorize.Net Payment Services v3.1  ➙  Payment Module

Visa  ➙  Payment Method

**Types of Payment Modules**

Payment modules fall into three general categories:

- **Real-time payment gateway**: During checkout, Miva Merchant will send the payment information to a gateway company which can verify a transaction for any of the major credit cards and return a pass or fail. Most of the Miva Merchant payment modules are real time gateways.
  - You must use a real-time payment gateway to use the 3 digit Card Verification Code (CVV2) on the back of the customer’s credit card.
  - You must have a merchant account with a bank or ISO (Independent Sales Organization) to use a real-time gateway. A merchant account is like a bank account, but it doesn’t contain any funds. It is used as a holding location for the transfer of funds. There are additional fees associated with having a merchant account.
  - Unlike third-party checkout modules, with a real-time gateway the customer completes the entire checkout in your on-line store. If you are running analytic software, like Google Analytics, it can track the entire checkout process.
  - All real-time payment gateways support authorization, capture, refunds, and voiding.
- **Off-line payment**: Payment information is collected during checkout but the payment is not processed in real-time. Checks, COD, and credit card with simple validation are examples of off-line payments.
- **Third-party checkout**:
  1. The customer starts the checkout process in your on-line store.
  2. When the customer submits the Payment Information page (OPAY), they are taken to the third-party website to make their payment.
  3. When the customer finishes paying, they return to your on-line store, usually at your invoice screen (INVC).
Google Wallet, Checkout by Amazon, and PayPal Payments Standard are examples of third-party checkout systems.

- When the customer is redirected to the third-party site, analytic software running in your store, such as Google Analytics, cannot track the customer. In some cases the customer will cancel the transaction while at the third-party site and not return to your store immediately.
- Third-party checkout systems don’t require a merchant account, but you usually need a seller's account with that company.

<table>
<thead>
<tr>
<th>Payment Module</th>
<th>Real-time Gateway</th>
<th>Off-line Payment</th>
<th>Third-party Checkout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon Payments</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Amazon Simple Pay (Discontinued)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Authorize.Net Payment Services v3.1</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHASE Paymenttech Orbital Gateway</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check Payment</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Checkout by Amazon (Discontinued)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Checkout by Amazon was discontinued in PR8 Update 11 and replaced with Amazon Payments. You can continue to use Checkout by Amazon if your store is at PR8 or earlier, but Checkout by Amazon is not supported in Miva Merchant Version 9.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COD</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Credit Card Payment with Simple Validation</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>CyberSource</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Data Global Gateway</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Google Wallet (Discontinued)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Intuit Merchant Services</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PayPal Express Checkout and/or Payments Pro</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>PayPal Payments Advanced and/or Payflow Gateway</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
To Configure Payment Modules and Methods

Miva Merchant supports a large number of payment modules and methods and the exact steps to configure each one varies. The general process looks like this:

1. **Install a Payment Module.** See *To Add Payment Modules*.

2. **Configure the Payment Module tab.**

   In most cases, installing a payment module will add one or more tabs under > Payments. For example, if you install the Amazon Payments module, you'll see a new tab:

   

   Some Payment Modules support a number of payment methods. For example, Authorize.Net supports American Express, Visa, MasterCard, etc. When you configure the Payment Module tab, you select the payment methods that you want. The exact steps to configure each Payment Module tab are described throughout this chapter.
3 **Configure payment methods at the store level.**

After you select payment methods in a Payment Module tab, those methods will show up in:

- Menu > Payments > Payment Method Rules tab

For example:


3.2. In the Authorize.Net Payment Services v3.1 tab, you selected American Express, Visa, and MasterCard as the payment methods.

3.3. All of the payment methods that you selected will show up in the

- Menu > Payments > Payment Methods Rules tab.

Some payment module tabs, like Authorize.Net, support a number of payment methods.
3.4. If you double-click on a payment method, you’ll open the Payment Method Rules dialog box. This dialog box has a number of settings that affect how the payment method works. The settings you choose here will be a store-wide default for all of your products.

### Payment Method Rules

<table>
<thead>
<tr>
<th>Module:</th>
<th>Authorize.Net Payment Services v3.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment Method:</td>
<td>American Express</td>
</tr>
<tr>
<td>Priority:</td>
<td>0</td>
</tr>
<tr>
<td>Display As:</td>
<td>(empty = use default)</td>
</tr>
<tr>
<td>Restrict to Order Total:</td>
<td>0.00  - 1.00 (0 = no upper limit)</td>
</tr>
<tr>
<td>Geographic Restrictions:</td>
<td>restrict to These States:</td>
</tr>
<tr>
<td></td>
<td>Alaska, Alabama, Arkansas, Arizona</td>
</tr>
<tr>
<td></td>
<td>restrict to These Countries:</td>
</tr>
<tr>
<td></td>
<td>Afghanistan, Aland Islands, Albania</td>
</tr>
</tbody>
</table>

See [To Edit Payment Method Rules](#).

4. Configure payment methods at the product level (optional).
   You can also restrict payment methods at the product level:
   
   Menu > Catalog > Products tab > edit product > Product tab > Payment Rules section.
To Disable Off-Line Payment Methods for Digital Products
To Use "Exclude This Method Unless Permitted by Products"

Payment > Payment Method Rules Tab

Edit Priorities Button

The Edit Priorities button gives you some control over the order of payment options that customers see during checkout.
2. Click **Edit Priorities**.

3. In the Payment Method Priorities dialog box, enter a priority next to one or more payment methods. A larger number means a higher priority. The higher the priority, the closer to the top of the list that payment method will be in the **Pay With** list box.

Note that you also can set the payment priority when you edit payment method rules. See *To Edit Payment Method Rules*. 
Filter by Payment Module Button

The Filter by Payment Module button temporarily shows or hides some payment methods, to make the Payment Method Rules tab a little less cluttered. It’s similar to running a List Search.

For example, let’s say that you have the following payment modules enabled in your store:

- PayPal
- Authorize.Net
- Credit Card with Simple Validation

With these modules, you might have quite a few payment methods enabled. If you only want to view the Authorize.Net payment methods, click on the Filter by Payment Module button and select Authorize.Net. Note that you can also select more than one payment module at a time.

To Edit Payment Method Rules

1. Go to Menu > Payments > Payment Method Rules tab.
Module:
The payment module that contains the current method.

Payment Method:
The name of the payment method you are editing.

Priority:
Priority lets you sort the order that payment methods are shown to customers during checkout. See Edit Priorities Button.

Display As:
Change the name of this payment method as it is shown to customers during checkout.
Restrictions let you control when a payment method will be shown to customers.

- **Restrict to Order Subtotal**: This payment method will only be shown to customers when their order total falls into a certain range.
- **Geographic Restrictions**: Only show this payment method if the customer’s Ship To address is in selected US states or countries.
- **Restrict to Zip Codes**: Only show this payment method if the customer’s Ship To address is in selected zip codes.

Once you check this box, this payment method will never be shown to customers unless you allow it at the product level. See *To Use “Exclude This Method Unless Permitted by Products”*.

Use the Exclusions drop-down list to remove a payment method during checkout based on the presence of another method. For example, you could prevent Visa and American Express from both being displayed during checkout at the same time:

- If Visa is shown, don’t display American Express.
- If American Express is shown, don’t display Visa.
To Use "Exclude This Method Unless Permitted by Products"

1. Select the feature.
   1.1. Go to Payments > Payment Method Rules tab.
   1.2. Double-click on a payment method to open the Payment Method Rules dialog box.
   1.3. In the Payment Method Rules dialog box, check the "Exclude This Method Unless Permitted by Products" checkbox.

Allow: both Visa and American Express can be offered during checkout.

Excludes: If Visa is offered during checkout, don't display American Express.

If American Express is offered during checkout, don't display Visa.

Exclusions:

- Exclude This Method Unless Permitted by Products
- American Express

Excludes:

- Exclude This Method Unless Permitted by Products
- American Express

Excluded By:
At this point, the check payment method will never be shown during checkout for any product.

2 Enable the payment method for a specific product.

2.1. Go to > Catalog > Products tab > edit product > Product tab > Payment Rules section.

2.2. Select the check payment checkbox to allow it for the product you are editing. You would have to do this for every product where you want your customer to be able to pay by check. If you were going to enable the payment method for a large number of products, you can set the Permitted Payment Methods during export/import. See:
Data Management > Import/Export tab > Export Products to Flat File > Export Fields > Payment Rules Fields.

For an example of using "Limit Payment Methods" and "Permitted Payment Methods", please see To Disable Off-Line Payment Methods for Digital Products.

Payment > Settings Tab

Payment > Settings Tab > Payment Rules Section

This section lets you redirect customers to any page in your store if no payment method is available.

Payment > Settings Tab > Fraud Section

The Fraud section has several features that protect your store from fraudulent credit card use.

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
</table>
| Failed Authorization Delay:            | During checkout, the customer submits their credit card information at the Payment Information screen (OPAY). If a credit card authorization fails, you can make the customer wait a certain amount of time before they are allowed to try again. Enter the wait time in milliseconds.
|                                        | During the delay, the customer will usually see a browser message that says: "Trying to connect." When the wait time is over, Miva Merchant shows the customer an authorization failure message. At that point, the customer can submit their credit card information again. |
| Invalidate Checkout Session After:     | The Invalidate Checkout Session field is another way you can make it more difficult for criminals to launch scripted attacks against your store. When a customer visits your store, Miva Merchant creates several session cookies. For example, there is a cookie that keeps track of the customer's basket (see Basket Timeout). Another cookie, the checkout session cookie, is created when the customer clicks past the Order Details page (OCST). If you check this box, and the customer's credit card fails authorization a certain number of times, Miva Merchant automatically expires the checkout session cookie. The customer is taken to the Basket page and has to start the checkout process again. |
| Use Authorization Token:                | The Authorization Token helps insure that a credit card authorization request is coming from a human being, and not an automated attack on your store. If you enable this option, Miva Merchant adds a random, 32 character alphanumeric string to your Payment Information page (OPAY). The customer cannot see this string, but when Miva Merchant is authorizing a credit card, it checks to see if the credit card data is accompanied by the token. If the token is missing or incorrect, the credit card authorization... |
Authorization Blacklist:

When a customer visits your on-line store, Miva Merchant can see their IP address. The Authorization Blacklist is a list of IP addresses that you aren't going to accept credit cards from.

To manually add IP addresses to your blacklist:
1. Set Authorization Blacklist to **Manual**.
2. Go to **Menu** > Payment > Authorization Blacklist tab, and click Add Blacklisted IP.
3. You can also manually add IP addresses to the blacklist by going to: **Menu** > Order Processing > Authorization Failures tab. Select a failed authorization and click the Blacklist button.

To automatically add IP addresses to your blacklist:
1. Set Authorization Blacklist to **Automatic**.
2. Set the Threshold and Duration fields (below).

Threshold:

If you set the Authorization Blacklist field to Automatic, use the Threshold field to decide how many credit card authentication failures you'll allow before an IP address is added to your blacklist.

| Threshold: | 10 failures within 30 minute(s) |

In this example, if there are 10 credit card authorization failures from the same IP address within a 30 minute period, that IP address is automatically added to the blacklist.

Duration:

If you set the Authorization Blacklist field to Automatic, use the Duration field to decide how long an IP address stays on your blacklist.

| Duration: | 1 Hours |

In this example, if an IP address is automatically added to the blacklist, the IP will stay on the blacklist for 1 hour.

---

**Payment > Settings Tab > reCAPTCHA Section**

reCAPTCHA helps you make sure that your store is being used by human beings and not a scripted attack. There are many types of reCAPTCHA, but they all ask the user to take some action.
Different styles of reCAPTCHA

Miva Merchant uses Google reCAPTCHA. It's easy to add to your store, but the reCAPTCHA boxes are (almost) completely controlled by Google. In the simplest case, Google reCAPTCHA asks you to click a checkbox to prove that you are a human being. However, Google reCAPTCHA has code running in the background. If their code suspects the page is being accessed by a script, it will ask for a more complicated proof that you are human.

After you install Google reCAPTCHA in your store, customers will see the reCAPTCHA challenge on your Payment Information page (OPAY).
To Install Google reCAPTCHA in Your Store

1. Sign up for a Google account if you don't already have one.
2. Login to your Google account.
   3.1. Click the Get reCAPTCHA button.
   3.2. Register your store with Google reCAPTCHA.
4 When you register your domain at the Google reCAPTCHA page, make a note of the following:

4.1. The Site Key.

4.2. The Secret Key.

Note that, when you register your Miva Merchant store with Google reCAPTCHA, their registration page will show you some fairly complicated instructions for adding Google JavaScript to your store pages. You can ignore all of those instructions. Miva Merchant will do that for you automatically.

5 Login to the admin interface.

6 Go to **Menu** > Payment > Settings tab > reCAPTCHA section.

7 Set the options in the reCAPTCHA section.

<table>
<thead>
<tr>
<th>Mode:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Off</strong>: Never use reCAPTCHA.</td>
</tr>
<tr>
<td><strong>On</strong>: Always use reCAPTCHA.</td>
</tr>
<tr>
<td><strong>Velocity</strong> - Activate After [ ] failed attempts within [ ] hours:</td>
</tr>
</tbody>
</table>

If any customer has a certain number of credit card authorization failures in a certain amount of time, all customers will see the reCAPTCHA prompt.

For example:
In this case, if any customer has 5 authorization failures within 1 hour, all customers will see the reCAPTCHA prompt. The reCAPTCHA prompt will disappear when the number of failures drops below 5 in one hour.

**Theme:**
Sets the background color of the reCAPTCHA box to either **Light** or **Dark**, to show better contrast with your store pages.

**Type:**
Set the reCAPTCHA box to either **Audio** or **Image**.

*Type field is set to "Audio" and the customer clicks on the reCAPTCHA checkbox.*
Type field is set to "Image" and the customer clicks on the reCAPTCHA checkbox.

Size:

Set the reCAPTCHA box to either Normal or Compact.
<table>
<thead>
<tr>
<th><strong>Language:</strong></th>
<th>Sets the language of the reCAPTCHA box.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="reCAPTCHA" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Public Key:</strong></th>
<th>Enter the site key that you got when you added your Miva Merchant store domain to the Google reCAPTCHA page.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Private Key:</strong> Confirm Private Key:</th>
<th>Enter the secret key that you got when you added your Miva Merchant store domain to the Google reCAPTCHA page.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Disable reCAPTCHA for Free Orders</strong></th>
<th>If you enable this option, and the customer’s entire order is free, the customer will not be shown a reCAPTCHA prompt.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Current Status</strong></th>
<th>This is a read only field that shows the <strong>Mode</strong> you selected. If you set the Mode to Velocity, you’ll see that the Velocity mode is either active or inactive.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="Velocity (Inactive)" /></td>
</tr>
</tbody>
</table>

**Current Status:** Velocity (Active) - deactivation at 04/23/2016 at 20:22:24 PDT - 2 failed attempt(s) since 04/23/2016 at 19:22:24 PDT

---

8 When you have finished setting the options in the reCAPTCHA section, click **Update**.

### Payment > Authorization Blacklist Tab

![Payment Settings](image)

The Expires column tells you when the IP address will be automatically removed from your blacklist. You can edit the row and change the expiration date.

When a customer visits your on-line store, Miva Merchant can see their IP address. The Authorization Blacklist is a list of IP addresses that you aren’t going to accept credit cards from. You can add and
remove IP addresses from the blacklist, but if an IP is on the blacklist, no credit card from that IP address will be accepted.

There are several ways to add an IP address to your blacklist:

- You can add IP addresses to your blacklist automatically. See: [To automatically add IP addresses to your blacklist](#)
- You can manually add an IP address to your blacklist from the [Order Processing > Authorization Failures Tab](#).
- You can manually add an IP address to your blacklist from the Authorization Blacklist tab (see below).

**To Manually Add an IP To Your Store's Blacklist**

1. In the Payment > Authorization Blacklist tab, click Add Blacklisted IP [+] .

![Add Blacklisted IP dialog box](image)

2. In the Add Blacklisted IP dialog box:
   2.1. Enter the IP Address that you want to add to your blacklist.
   2.2. Select an expiration date for the blacklist. When the expiration date arrives, the IP address is automatically removed from your blacklist and can once again submit credit card authorization requests to your store.
   2.3. When you are finished, click Add.

**To Remove an IP Address From the Blacklist**

1. In the Payment > Authorization Blacklist tab, double-click on a row.

2. In the Edit Blacklisted IP dialog box, click Delete. The IP address will be removed from your blacklist and can once again submit credit card authorization requests to your store.

You can also remove IP addresses from your blacklist by selecting a row and clicking Delete Blacklisted IP(s) [ ] .
To Edit a Blacklist Entry

1. In the Payment > Authorization Blacklist tab, double-click on a row.
2. In the Edit Blacklisted IP dialog box, make your changes and click Save.

Payment > Amazon Payments Tab

Checkout by Amazon was discontinued in PR8 Update 11 and replaced with Amazon Payments. You can continue to use Checkout by Amazon if you wish, but it will not be maintained in new releases of Miva Merchant.

Amazon Payments is a third party checkout, similar to PayPal Express Checkout. There are a few differences between Amazon Payments and the old module, Checkout by Amazon:

<table>
<thead>
<tr>
<th>Amazon Payments</th>
<th>Checkout by Amazon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In-line verification</strong>. During checkout the customer uses a popup window to log into their Amazon account and does not leave your store.</td>
<td><strong>Standard verification</strong>. During checkout customers are redirected to an Amazon web page to log into their Amazon account.</td>
</tr>
<tr>
<td><strong>In-line authorization</strong>. During checkout the customer uses a JavaScript widget to select payment and shipping options from their Amazon account and does not leave your store.</td>
<td><strong>Standard authorization</strong>. After logging into their Amazon account, the customer uses Amazon web pages to select payment and shipping options. After the customer selects their payment and shipping options, they are redirected back to normal checkout in your store. Analytic tools, like Google Analytics, can't track the user while they are not on your store pages.</td>
</tr>
<tr>
<td>Supports your store Coupons</td>
<td>Did not support your store coupons.</td>
</tr>
<tr>
<td>Shipping method is always selected from your Miva Merchant store.</td>
<td>Checkout by Amazon maintained its own list of shipping methods which did not always match the list of shipping methods supported in your Miva Merchant store.</td>
</tr>
<tr>
<td>Supports use of Miva Merchant shipping rules.</td>
<td>Did not allow Miva Merchant shipping rules to be used.</td>
</tr>
</tbody>
</table>

But see also [Enable In Context Checkout](#) for the way that PayPal implements the same feature in a slightly different way.

Amazon Ship To / Bill To Information

Amazon Payments is an "in-line" payment transaction, which means that customers go through the entire payment process without leaving your website. However, Amazon Payments does use an embedded "widget" (a piece of software) in the checkout process that lets customers sign into their Amazon accounts. During the payment process, customers can select Ship To / Bill To information from
their Amazon account. The problem is, although Amazon will tell Miva Merchant what Ship To address the customer selected, they will not tell us what Bill To information the customer selected.

The fact that Amazon won’t return Bill To information is not a big deal for Miva Merchant. We still have the Ship To information and that is good enough for most orders. However, some third-party order fulfillment products may respond with an error if there is no Bill To information.

To resolve this issue, Miva Merchant made a small change in 9.0004 to the way it works with Amazon Payments. When a customer uses Amazon Payments, the Ship To information is copied over to the Bill To fields.

**To Register for Amazon Payments**

You must register for the Amazon Payment service before you can use it in your Miva Merchant store.

1. Go to: https://sellercentral.amazon.com
2. Use your existing Checkout by Amazon account, and the Amazon Payments service will be added. Your Checkout by Amazon account and the Amazon Payments service use the same Access Key and Secret Key.

**To Enable Amazon Payments in Miva Merchant**

After you register for the Amazon Payments service you can enable the feature in your Miva Merchant store.

1. Go to > Payments > Add/Remove Modules tab > Available Modules section.
2. Click **Install** under Amazon Payments.

<table>
<thead>
<tr>
<th>Merchant Id:</th>
<th>Each of these fields is a credential that is created when you set up your Amazon Seller Account.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access Key:</td>
<td></td>
</tr>
<tr>
<td>Secret Key:</td>
<td></td>
</tr>
<tr>
<td>Confirm Secret Key:</td>
<td></td>
</tr>
<tr>
<td>Currency Code:</td>
<td>Select the currency code that you want to pass to Amazon. Usually this matches the currency you have set for your store (see <strong>Currency Formatting</strong>).</td>
</tr>
<tr>
<td>Transaction Timeout:</td>
<td>After your customer completes checkout using Amazon Payments, Amazon gives you a certain amount of time to change the order. For example, after completing checkout in your store, the customer might call you and want to drop an item, add an item, or change the shipping or payment information. As a store manager or admin, you can log into the Miva Merchant admin interface, edit the customer's order, and make any necessary changes. The transaction timeout is a the amount of time, after checkout, that you will allow an order placed using Amazon payments to be edited. If you set the transaction timeout to 30 minutes, and the customer calls you 1 hour after they complete checkout to change the order, you won't be able to resubmit the order to Amazon. In that case you would have to cancel the order and</td>
</tr>
</tbody>
</table>
ask the customer to start over.
The max timeout you can enter in this field is 1,440 minutes (24 hours), which is the max allowed by Amazon.

| Polling Interval: | Amazon does some fraud processing before they authorize a transaction. The Polling Interval determines how often you want Miva Merchant software to contact Amazon to check on the transaction status. For example, if you set the Polling Interval to 30 minutes, Miva Merchant will contact Amazon every 30 minutes to get a status update on the order. For example:  
  1. The customer completes checkout in real time, but the transaction is not yet authorized.  
  2. If you edit the order in the Miva Merchant admin interface, the order status will be pending.  
  3. The Miva Merchant software checks with Amazon every 30 minutes (or whatever you set the Polling Interval to) for an order status update. |

| Instantly Capture Payment (requires prior approval from Amazon) | If you select this option, the funds will be captured as soon as Amazon marks the transaction as Authorized. If you do not select this option, you must:  
  1. Wait until the order status is updated to Open.  
  2. Edit the order in the Miva Merchant admin interface and click the Capture button.  
Before you can use this feature in your Miva Merchant store you must contact Amazon and ask for it to be enabled in your Amazon seller account. |

| Server: | If you select "Production", Amazon Payments will be enabled in your on-line store. Select "Sandbox" if you want to experiment with Amazon Payments in an isolated environment. Before you can select the sandbox option here you must have a sandbox setup with your Amazon seller account. Your Amazon sandbox will have separate credentials for Merchant ID, Access Key, and Secret Key, which you must also enter in this tab. |

**Amazon Payments In-line Checkout**

If you enable Amazon Payments in-context checkout, the customer can do verification and authorization without leaving your store. But see also [Enable In Context Checkout](#) for the way that PayPal implements the same feature in a slightly different way.
In the Basket Contents screen (BASK), the customer clicks the "Pay with Amazon" button.

A popup window appears on top of the Basket Contents screen. The customer enters their Amazon account credentials and clicks the sign in button.
The customer is now on a Miva Merchant page only used for Amazon Payments (Amazon Payments - OCST). The address book shows all of the addresses in the customer’s Amazon account. The customer selects a shipping address and clicks the Continue button.
This is the second custom Amazon Payments screen (Amazon Payments - OSEL). The customer selects a shipping method and clicks the Continue button.
This is the next custom Amazon Payments screen (Amazon Payments - OPAY). The screen shows the customer all of the payment methods that are enabled in their Amazon account. The customer selects a payment method and clicks the Continue button. The order is now complete. The status of the order will show up as "Pending" in the Miva Merchant admin interface until Amazon authorizes the transaction.
In the last checkout screen, the customer sees your standard invoice page (INVC).

Payment > Authorize.Net Payment Services v3.1 Tab

Authorize.Net has three payment methods:
- AIM (Advanced Integration Method)
- CIM (Customer Information Manager)
- SIM (Server Integration Method)

Miva Merchant only supports AIM. This is a traditional payment gateway and the one most commonly used by Miva Merchant store owners. Authorize.Net AIM does not provide merchant accounts directly, but it can connect to almost any merchant account.
login to Authorize.Net.

**To find your Authorize.Net Login ID and Transaction Key:**

1. Log into your Merchant Interface at https://account.authorize.net.
2. Click **Settings** in the main left side menu.
3. Click API Login ID and Transaction Key.
   - Note: When you get a new Transaction Key, you can choose to disable the old Transaction Key by clicking on the **Disable Old Transaction Key(s)** box. You may want to do this if you suspect your old Transaction Key is being used fraudulently.
   - If you check this box, the old Transaction Key expires immediately. If you do not check this box, the old Transaction Key will automatically expire in 24 hours.
5. Click **Submit**.

<table>
<thead>
<tr>
<th>Authorize.Net URL:</th>
<th>The URL that Miva Merchant uses to submit requests. This field is auto-populated. You should only change it if you are given a new URL by Miva Merchant or Authorize.Net.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD5 Hash Security Code:</td>
<td>The hash is an additional security feature from Authorize.Net. Enable the hash feature in your Authorize.Net account and enter the hash string they give you here. When a customer begins a credit card transaction, the hash string is set from your on-line store to Authorize.Net as an extra credential. See <a href="https://support.authorize.net/authkb/index?page=content&amp;id=A588">https://support.authorize.net/authkb/index?page=content&amp;id=A588</a></td>
</tr>
<tr>
<td>Duplicate Window Duration:</td>
<td>Measured in seconds. When your on-line store sends a request (authorize/void/capture/refund) to Authorize.Net, Miva Merchant starts a timer. If an identical request (same credit card number, order number, and order total) is sent to Authorize.Net in the duration you set in this field, the first request is kept and the other requests are considered duplicates and are ignored.</td>
</tr>
<tr>
<td>CVV2 Message:</td>
<td>The text that you enter in this field will appear in your on-line store during checkout when your customer enters their credit card information. Merchants usually use this field to describe the purpose of the CVV2 field.</td>
</tr>
<tr>
<td>Charge Method:</td>
<td><strong>Online (Automatic Capture)</strong>: Authorize and Capture happen right away. <strong>Offline (Authorize Only, Capture Later)</strong>: Authorization occurs when the user clicks the Submit button in the Payments page in your on-line store. To capture funds you must edit the order in Miva Merchant admin and click on the Capture button. Note that these settings also affect you when you manually create an order. For example: 1. Set the Charge Method to Sale (Automatic Capture). 2. Manually create an order. 3. Edit the order and click the Authorize button. In the Authorize dialog box, select a payment type associated with PayPal Payments</td>
</tr>
</tbody>
</table>
Advanced and click OK.
In the Edit Order screen, you can see that the Capture button is greyed out and the funds were automatically captured after authorization.

<table>
<thead>
<tr>
<th>Use Secure Source Validation:</th>
<th>This feature is available to you if you have a merchant account with Wells Fargo, and they sell you an Authorize.Net account. Please contact Wells Fargo customer support to see if this option is the right choice for your account. If you enable this option, when your on-line store sends a request to Authorize.Net, your Login ID from Authorize.Net is replaced with a credential from Wells Fargo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store Entire CC Number:</td>
<td>If you select this option, the customer's entire credit card number is attached to the order. If you do not select this option, only the last four digits of the customer's credit card are attached to the order.</td>
</tr>
</tbody>
</table>
| Test Mode:                  | Enable this option if you want to run test credit card transactions.  
1. Check this box to enable test mode in Miva Merchant.  
2. Login to your Authorize.Net account and set your account to test mode. |
| Discard Failed Order ID:    | This feature has been superseded by the Duplicate Window Duration setting. If you are using Discard Failed Order ID, it will still work, but it is no longer needed.  
If you enable this option and the customer's credit card fails to authorize:  
• The customer stays at the Payment Information screen (OPAY). Any failure message that was generated by the gateway is displayed on this screen.  
• A new number is created for the order.  
• The customer must wait two minutes to resubmit the order. The delay is needed to force Authorize.Net to discard their order number, so that the new Miva Merchant order number is matched with a new Authorize.Net order number.  
Please note that this option can cause errors if you are using a third-party module that takes any action with the order number. A third-party module has no way of knowing that the order number has changed and can take actions using an order number that Miva Merchant has deleted. This is not a problem for modules created by Miva Merchant, since those modules will be "aware" that the order number has changed.  
If you do not enable this option and the customer's credit card fails to authorize:  
• The customer stays at the Payment Information screen (OPAY). Any failure message that was generated by the gateway is displayed on this screen.  
• The order number remains the same.  
The customer can re-submit their order immediately. |
| Available Payment           | **Electronic Debit:** This is an eCheck product from Authorize.Net that allows your customer to pay by entering their checking account information in your |
Methods: on-line store.

As the merchant you pay a monthly fee to Authorize.Net for the eCheck service and a flat fee per transaction. There is no "discount fee" (a transaction fee that is a percent of the order total) for an eCheck. When the customer reaches the Shipping/Payment Selection screen (OSEL), they choose Electronic Debit from the Pay With drop-down list. You can change this text by editing the code in OPAY > Page tab > Template field.

PayWith: Electronic Debit

In the Payment Information screen (OPAY), the customer enters their checking account information:

<table>
<thead>
<tr>
<th>Payment Method: Electronic Debit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bold</strong> = Required</td>
</tr>
<tr>
<td><strong>Italic</strong> = Optional</td>
</tr>
<tr>
<td>First Name on Account:</td>
</tr>
<tr>
<td>Last Name on Account:</td>
</tr>
<tr>
<td>Bank Name:</td>
</tr>
<tr>
<td>Account Number:</td>
</tr>
<tr>
<td>Account Type: Checking</td>
</tr>
<tr>
<td>9 Digit Routing Number:</td>
</tr>
</tbody>
</table>

Require CVV2 in Administrative Interface

This option only affects you when you are manually creating an order through the Miva Merchant admin interface. If you enable this option, you must enter a CVV2 number in the Authorize dialog box when you create or edit the order. If you do not enable this option, the Authorize dialog box will still have a CVV2 field, but you can ignore it.

Payment > CHASE Paymentech Orbital Gateway Tab

Chase Paymentech is a gateway product, but they require you to have a merchant account with them.

Server: The URL that Miva Merchant uses to submit requests. This field is auto-populated. You should only change it if you are given a new URL by Miva Merchant or Chase.

Industry Type: The value that you select here should match the industry type of your Chase merchant account.
| **Platform:** | Select **Salem** or **PNS** (also called **Tampa**).  
When you sign up for a Chase account you are assigned to a "platform", which is like a data center. Enter the platform that your Chase account is configured for. |
| **Group Number:** | A unique ID from Chase. Enter the group number that was created when you set up your account. |
| **Terminal ID:** | Enter the Terminal ID that was created when you set up your Chase account.  
A Terminal ID is subordinate to your Group ID and identifies a way of interacting with customers. For example, your Chase Group ID could identify your company. If you have a brick and mortar store you might have three point-of-purchase card scanners, each of which would have its own Terminal ID. In this case the Terminal ID is for your Miva Merchant store. |
| **Currency:** | Select the currency for payments that you receive. Usually this matches the currency you have set for your store (see Edit Store > Settings > Currency Formatting drop-down list.) |
| **CVV2 Message:** | The text that you enter in this field will appear in your on-line store during checkout when your customer enters their credit card information. Merchants usually use this field to describe the purpose of the CVV2 field. |
| **Transaction Type:** | **Automatic Capture:** If you select this option, authorize and capture will occur when the user clicks the Submit button in the Payments page in your on-line store.  
**Authorize Only, Capture Later:** Authorization occurs when the user clicks the Submit button in the Payments page in your on-line store. To capture funds you must edit the order in Miva Merchant admin and click on the **Capture** button.  
Note that these settings also affect you when you manually create an order. For example:  
1. Set the Transaction Type to **Automatic Capture**.  
2. Manually create an order.  
3. Edit the order and click the **Authorize** button. In the Authorize dialog box, select a payment type associated with PayPal Payments Advanced and click **OK**.  
In the Edit Order screen, you can see that the Capture button is greyed out and the funds were automatically captured after authorization. |
| **Store Entire CC Number** | If you select this option the customer's entire credit card number is attached to the order. If you do not select this option, only the last four digits of the customer's credit card number are attached to the order. (You can view the credit card information by editing the order). |
| **Available Payment Methods:** | The payment methods that you choose here will show up in the payments drop-down list during checkout. |
| **Require CVV2 in** | This option only affects you when you are manually creating an order |
Administrative Interface through the Miva Merchant admin interface. If you enable this option, you must enter a CVV2 number in the Authorize dialog box when you create or edit the order. If you do not enable this option, the Authorize dialog box will still have a CVV2 field, but you can ignore it.

Payment > Check Payment Tab

The Check Payment module has no settings and enabling it does not create a tab. Many merchants use it for testing purposes or for select business to business customers from whom they will accept checks or purchase orders.

Check Payment is an off-line module, which means that payment is received well after the order is created. The workflow typically looks like this:

1. Enable Check Payment as a payment module. You can alter the template code in OPAY and OSEL so that the "Pay With" drop-down list shows "Purchase Order" instead of "Check".
2. The customer purchases something in your store and selects "Check" in the Shipping/Payment Selection screen (OSEL) > "Pay With" drop-down list. The order is created with a status of Authorized.
3. When you receive payment you manually edit the order and mark the funds as Captured.

There is a simple method you can use to track payments that were made by check:

1. Go to > Order Processing > Orders tab.
2. Set the filter fields to "Payment Status" and "Authorized with $0 captured".

With this filter you can see check/purchase orders that were created but which have not been marked as Captured. Filtering orders this way is also useful for any other payment method that uses automatic authorization and manual capture.

Payment > COD Tab

Like a check, COD payments are received some time after the order is created. If you enable this module the string "COD" appears in the Pay With drop-down list in the Shipping/Payment Selection (OSEL) screen. When a customer selects COD as the payment method the order status is set to
authorized, but you have to manually capture funds by editing the order and clicking on the Capture button.

<table>
<thead>
<tr>
<th>Charge</th>
<th>The COD charge that you want added to the order. The value you enter here will show up as a line item in the Payment Information (OPAY) screen.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message</td>
<td>The text that you enter in this field appears in the Payment Information screen. You can use this field to give the customer any special instructions for COD orders.</td>
</tr>
</tbody>
</table>

**Payment Information**

**Ship To:**
- **Name:** Bill Smith
- **Email Address:** bsmith@yahoo.com
- **Phone Number:** 555-555-5555
- **Fax Number:**
- **Company:**
- **Address:** 121 W. 81st
  New York, NY 03123
  US

**Bill To:**
- **Name:** Bill Smith
- **Email Address:** bsmith@yahoo.com
- **Phone Number:** 555-555-5555
- **Fax Number:**
- **Company:**
- **Address:** 121 W. 81st
  New York, NY 03123
  US

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>World's Best Oranges - best_oranges</td>
<td>1</td>
<td>$25.00</td>
<td>$25.00</td>
</tr>
<tr>
<td>Estimated Shipping:</td>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>COD Charge:</strong></td>
<td></td>
<td><strong>$10.00</strong></td>
<td><strong>$10.00</strong></td>
</tr>
<tr>
<td>Sales Tax:</td>
<td></td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>$35.00</strong></td>
<td><strong>$35.00</strong></td>
</tr>
</tbody>
</table>

**Payment Method:** COD

**Bold = Required**
**Text = Optional**

COD Message

---

**Payment > Credit Card Payment with Simple Validation Tab**

Like a check or COD, this module is an off-line payment method. It allows you to capture the customer's credit card information so that you can process it later. For example, if you have a brick-and-mortar store, you might already have a method for manually processing credit cards.

This module performs a very limited set of validations on a credit card number:
When your customer enters their credit card number it is checked against the "mod-10" algorithm (see http://en.wikipedia.org/wiki/Luhn_algorithm). The mod-10 algorithm only verifies that the credit card has a valid possible number. It cannot determine if the card was stolen or if the number was illegally generated by a criminal using widely available software.

- For each credit card that you accept with this module, you can set one or more prefixes and one or more allowable lengths. For example, by default, every American Express card must begin with the numbers "34", or "37", and must be exactly 15 characters long.

To Add a Card

1. In the Credit Card Payment With Simple Validation tab, click Add Credit Card.
2. Enter the credit card name.
3. Enter one or more Allowable Prefixes.
   - The prefix describes how a valid card must begin. For example, if you enter "34" in this field, then all cards of this type must begin with the number "34" or they will be rejected during checkout. You can enter as many prefixes as you want for each card, separated by commas. For example, "34, 35, 36, 37" would allow credit card numbers that begin with the numbers 34, 35, 36, or 37.
4. Enter one or more Allowable Lengths.
   - The allowable lengths determine the number of characters the credit card can have. For example, if you enter "15" in this field, all credit cards of this type must have exactly 15 characters or they will be rejected during checkout. You can enter as many allowable lengths as you want for each card, separated by commas. For example, "15, 16, 17, 18" would allow credit card numbers that have a total of 15, 16, 17 or 18 characters.
5. Click Save Credit Card.

Payment > CyberSource Tab

CyberSource is another gateway product, similar to Authorize.Net. (Visa owns CyberSource and CyberSource owns Authorize.Net.) In general, merchants that do less than 5 million a year in sales use Authorize.Net. CyberSource is a more expensive gateway and may have more advanced fraud detection features than you would need in a smaller store.

<table>
<thead>
<tr>
<th><strong>API Endpoint URL:</strong></th>
<th>The URL that Miva Merchant uses to submit requests. This field is auto-populated. You should only change it if you are given a new URL by Miva Merchant or CyberSource.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CyberSource ID:</strong></td>
<td>These fields are credentials that are created when you set up your account with CyberSource. They are used to securely identify your store during payment transactions.</td>
</tr>
<tr>
<td><strong>Transaction Key:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Currency:</strong></td>
<td>Select the currency for payments that you receive. Usually this matches the currency you have set for your store (see Edit Store &gt; Settings &gt; Currency Formatting drop-down list.)</td>
</tr>
<tr>
<td>CVV2 Message:</td>
<td>The text that you enter in this field will appear in your on-line store during checkout when your customer enters their credit card information. Merchants usually use this field to describe the purpose of the CVV2 field.</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Transaction Type:                  | **Authorize Only, Capture Later**: Authorization occurs when the user clicks the Submit button in the Payments page in your on-line store. To capture funds you must edit the order in Miva Merchant admin and click on the Capture button.  
**Automatic Capture**: If you select this option, **Authorize** and **Capture** occur when the user clicks the Submit button in the Payments page in your on-line store.  
Note that these settings also affect you when you manually create an order. For example:  
1. Set the Transaction Type to **Automatic Capture**.  
2. Manually create an order.  
3. Edit the order and click the **Authorize** button. In the Authorize dialog box, select a payment type associated with PayPal Payments Advanced and click **OK**.  
In the Edit Order screen, you can see that the Capture button is greyed out and the funds were automatically captured after authorization. |
| Perform Automatic Capture on AVS Soft Decline: | CyberSource has a product called Decision Manager. It examines payment transactions and makes a decision as to whether the transaction is legitimate or fraudulent. If the software determines that the transaction is fraudulent, it can mark the transaction with a "soft decline". The order is created in Miva Merchant, and the customer's card is charged, but the order has a pending status at CyberSource. This setting affects soft declines that occurred because the shipping address on the order did not match the registered address of the card.  
- If you enable this option, and CyberSource generates a soft decline because of an address mismatch, the status of the order in Miva Merchant is set to "Captured".  
- If you do not enable this option, and CyberSource generates a soft decline because of an address mismatch, the order is created and the status in Miva Merchant is set to Authorized. You can manually **Capture** funds using the Miva Merchant admin interface or by logging into your CyberSource account. |
| Perform Automatic Capture on CVV2 Soft Decline: | Same as above, but for soft declines that occurred because the customer did not enter a CVV2 number, or the CVV2 number that they entered did not match the recorded CVV2 number for the card. |
| Store Entire Credit Card Number    | If you select this option the customer's entire credit card number is attached to the order. If you do not select this option, only the last four digits of the customer's credit card number are attached to the order. (You can view the credit card information by editing the order). |
| Available Payment Methods:         | The payment methods that you choose here will show up in the payments drop-down list during checkout. |
Require CVV2 in Administrative Interface: This option only affects you when you are manually creating an order through the Miva Merchant admin interface. If you enable this option, you must enter a CVV2 number in the Authorize dialog box when you create or edit the order. If you do not enable this option, the Authorize dialog box will still have a CVV2 field, but you can ignore it.

Payment > First Data Global Gateway Tab

First Data is a gateway product, similar to Authorize.Net. In general, to use the First Data Global Gateway you must also have a merchant account with them.

<table>
<thead>
<tr>
<th>API Endpoint URL:</th>
<th>The URL that Miva Merchant uses to submit requests. This field is auto-populated. You should only change it if you are given a new URL by Miva Merchant or First Data.</th>
</tr>
</thead>
<tbody>
<tr>
<td>API Username:</td>
<td>All of these fields are credentials that are created when you set up your account with First Data. They are used to securely identify your store during payment transactions.</td>
</tr>
<tr>
<td>API Password:</td>
<td></td>
</tr>
<tr>
<td>API Certificate:</td>
<td></td>
</tr>
<tr>
<td>API Private Key:</td>
<td></td>
</tr>
<tr>
<td>API Private Key Password:</td>
<td></td>
</tr>
<tr>
<td>CVV2 Message:</td>
<td>The text that you enter in this field will appear in your on-line store during checkout when your customer enters their credit card information. Merchants usually use this field to describe the purpose of the CVV2 field.</td>
</tr>
</tbody>
</table>
| Transaction Type: | **Automatic Capture:** If you select this option, Authorize and Capture occur when the user clicks the Submit button in the Payments page in your on-line store.  
**Authorise Only, Capture Later:** Authorization occurs when the user clicks the Submit button in the Payments page in your on-line store. To capture funds you must edit the order in Miva Merchant admin and click on the Capture button.  
Note that these settings also affect you when you manually create an order. For example:  
1. Set the Transaction Type to **Automatic Capture**.  
2. Manually create an order.  
3. Edit the order and click the Authorize button. In the Authorize dialog box, select a payment type associated with PayPal Payments Advanced and click OK.  
In the Edit Order screen, you can see that the Capture button is greyed out and the funds were automatically captured after authorization. |
| Store Entire CC Number | If you select this option the customer's entire credit card number is attached to the order. If you do not select this option, only the last four digits of the customer's credit card number are attached to the order. (You can view the credit card information by editing the order). |
Available Payment Methods: The payment methods that you choose here will show up in the payments drop-down list during checkout.

Require CVV2 in Administrative Interface: This option only affects you when you are manually creating an order through the Miva Merchant admin interface. If you enable this option, you must enter a CVV2 number in the Authorize dialog box when you create or edit the order. If you do not enable this option, the Authorize dialog box will still have a CVV2 field, but you can ignore it.

Payment > Intuit Merchant Services Tab

Intuit Merchant Services (previously known as QuickBook Merchant Services) is a real-time gateway, similar to Authorize.Net. You must have a merchant account set up with Intuit before you can use Intuit Merchant Services in your store.

<table>
<thead>
<tr>
<th>Intuit API Endpoint URL:</th>
<th>This field is pre-set with the path to the Intuit API. You will probably never need to change it.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connection Ticket:</td>
<td>The Connection Ticket is a credential that you get when you set up your Intuit merchant account. It looks something like this: SGM-FUR-26-f6LzmXod3wdT_5MSeFCSH</td>
</tr>
<tr>
<td>Apply for an IPS merchant account or generate a connection ticket</td>
<td>If you do not already have an Intuit merchant account, you can click on this link to visit the page to apply for one. You must have a merchant account set up with Intuit before you can use Intuit Merchant Services in your store.</td>
</tr>
<tr>
<td>CVV2 Message:</td>
<td>The text that you enter in this field will appear in your on-line store during checkout when your customer enters their credit card information. Merchants usually use this field to describe the purpose of the CVV2 field.</td>
</tr>
</tbody>
</table>
| Transaction Type:      | **Authorize Only, Capture Later**: Authorization occurs when the user clicks the Submit button in the Payments page in your on-line store. To capture funds you must edit the order in Miva Merchant admin and click on the Capture button.  
**Automatic Capture**: Authorization and Capture happen right away.  
Note that these settings also affect you when you manually create an order. For example:  
1. Set the Charge Method to **Sale (Automatic Capture)**.  
2. Manually create an order.  
3. Edit the order and click the **Authorize** button. In the Authorize dialog box, select a payment type associated with PayPal Payments Advanced and click **OK**.  
In the Edit Order screen, you can see that the Capture button is greyed out and the funds were automatically captured after authorization. |
| Store Entire CC         | If you select this option, the customer's entire credit card number is attached to the order. If you do not select this option, only the last four digits of the |
## Payment > PayPal Express Checkout and/or Payments Pro Tab

Use this module to enable any of the following PayPal services:

- **PayPal Express Checkout**: This is the simplest PayPal payment method. You only need to have a standard PayPal account. Orders are *Authorized* and *Captured* immediately. You cannot do refunds or voids. PayPal Express supports *in-context checkout*.

- **Express Checkout with API Credentials**: Also requires only a standard PayPal account. This option permits refunds and voids, and can be configured for immediate or delayed capture. With delayed capture the funds are authorized when the customer completes the order, but you have to manually capture the funds when you edit an order.

- **PayPal Payments Pro**: To use this option you must set up a PayPal Payments Pro account (a merchant account) with PayPal, which requires an additional monthly fee.
  - Includes PayPal Express Checkout.
  - Supports refunds and voids.
  - Can be configured for immediate or delayed capture.
  - Gives your on-line store direct access to credit card transactions. When your customers go through checkout, they will see the PayPal Express Checkout option, but will also see options for Visa, MasterCard, Discover, and American Express.

### Template Changes for PayPal Express Checkout

PayPal Express Checkout in Miva Merchant changed in PR8 Update 11.

- If you did not use PayPal Express Checkout before PR8 Update 11, you don't have to do anything. All the changes that you need are included in PR8 Update 11.

- If you *were* using PayPal Express Checkout in your store before PR8 Update 11, you have to make the template changes in the PR8 Update 11 Template Changes.

### To Configure PayPal Express Checkout

Before you can complete the instructions in this section, you must have a "standard" free account with PayPal.

1. Go to **Menu > Payment > Add/Remove Modules > Available Modules tab.**
2 Click the Install button under PayPal Express Checkout and/or Payments Pro.

3 In the PayPal Express Checkout and/or Payments Pro API Credentials tab:
   3.1. Set the Operation Mode to **Production**.
   3.2. Select your **Currency**.
   3.3. Select the **E-mail address to receive PayPal Payment** radio button. Enter the email address associated with your PayPal account.

4 Click **Update**.

5 Select the **Payment Settings > PayPal Express Checkout Tab** and make any required changes.

6 Click **Update**.

**To Configure PayPal Express Checkout with API Credentials**

Before you can complete the instructions in this section, you must:

- Have a "standard" free account with PayPal.
- Your PayPal account must be upgraded to use API access.

1 Go to **Menu** > Payment > Add/Remove Modules > Available Modules tab.

2 Click the Install button under PayPal Express Checkout and/or Payments Pro.
3 In the PayPal Express Checkout and/or Payments Pro API Credentials tab:
   3.1. Set the Operation Mode to Production.
   3.2. Select your Currency.
   3.3. Select the API Credentials for payments and post-checkout operations radio button.
   3.4. Set the Account Type to Express Checkout.
   3.5. Set the API Username, API Password, API Authentication Method, and API Signature / Certificate. Please see Payment Settings > PayPal Express Checkout and/or Payments Pro API Credentials Tab.

4 Click Update.

5 Select the Payment Settings > PayPal Express Checkout Tab and make any required changes.

6 Click Update.

To Configure PayPal Payments Pro

Before you can complete the instructions in this section, you must go to PayPal.com and setup a Payments Pro account. This is a merchant account that requires an additional monthly fee.

1 Go to > Payment > Add/Remove Modules > Available Modules tab.

2 Click the Install button under PayPal Express Checkout and/or Payments Pro.

3 In the PayPal Express Checkout and/or Payments Pro API Credentials tab:
   3.1. Set the Operation Mode to Production.
   3.2. Select your Currency.
   3.3. Select the API Credentials for payments and post-checkout operations radio button.
   3.4. Set the Account Type to PayPal Payments Pro.
   3.5. Set the API Username, API Password, API Authentication Method, and API Signature / Certificate. Please see Payment Settings > PayPal Express Checkout and/or Payments Pro API Credentials Tab.

4 Click Update.

5 Select the Payment Settings > PayPal Express Checkout Tab and make any required changes.

6 Click Update.

7 Select the Payment Settings > PayPal Payments Pro Tab and make any required changes.

8 Click Update.

Payment Settings > PayPal Express Checkout and/or Payments Pro API Credentials Tab
| Operation Mode: | **Production:** Select this mode if you are ready to use one of the PayPal methods in your store.  
**Sandbox:** Generally you would only select this mode if you are a developer and you want to test one or more of the PayPal payment methods. Before you can use sandbox mode, you must go to developer.paypal.com and sign up for a Sandbox account. |
| Currency | Select the currency for payments that you receive. Usually this matches the currency you have set for your store (see Edit Store > Settings > Currency Formatting drop-down list.) |
| E-mail address to receive PayPal Payment: | Select this option if you want to enable only **PayPal Express Checkout**. Enter the email address associated with your PayPal account. |
| Account Type: | **Express Checkout:** Select this option if you want to use Express Checkout with API Credentials.  
**PayPal Payments Pro:** Select this option if you want to use PayPal Payments Pro. |
| API Username: | The API credentials, username, password, authentication method, and signature/certificate are used by PayPal to authenticate your online store and your shopping carts. You create these credentials when you either:  
- Update your standard PayPal account for API Access.  
- Create a PayPal Payments Pro account. |
| API Password: | See API Username. |
| API Authentication Method: | Select **Signature** unless PayPal has specifically instructed you otherwise. This is the method that PayPal uses to authenticate your store's shopping cart to prevent someone spoofing or otherwise tampering with a cart or payment. |
| API Signature / Certificate: | See API Username. |

### Payment Settings > PayPal Express Checkout Tab

| Transaction Mode: | **Immediate Sale:** Select this option to have capture occur immediately. Note that this field is greyed out and selected by default if you selected "E-mail address to receive PayPal Payment radio button" in the "PayPal Express Checkout and/or Payments Pro API Credentials" tab.  
**Authorization with Delayed Capture:** If you select this option, authorization will happen immediately, but the funds will not be captured until you manually edit the order in the Miva Merchant admin and click the **Capture** button. |
Note that these settings also affect you when you manually create an order. For example:

1. Set the Transaction Mode to **Immediate Sale**.
2. Manually create an order.
3. Edit the order and click the **Authorize** button. In the Authorize dialog box, select a payment type associated with PayPal Payments Advanced and click **OK**.

In the Edit Order screen, you can see that the Capture button is greyed out and the funds were automatically captured after authorization.

**Enable In Context Checkout**

PayPal's in-context checkout is similar to the in-line checkout used by Amazon Payments. If you enable this feature, customers can log into their PayPal accounts and make shipping and payment selections without leaving your store. If you do not enable this feature, the customer is redirected to a PayPal web page to login and select shipping and payment. Tracking tools, such as Google Analytics, cannot track your customers when they are on a PayPal page.

PayPal's in-context checkout is a little different from Amazon's.

When you use the PayPal in-context feature:

- The customer does not leave your store during authorization or checkout.
- The customer logs into their PayPal account with a popup window that appears on top your store page.
- Information is taken from the customer’s PayPal account, placed into a standard Miva Merchant page (OCST, in the example above) and can be edited.

When you use the Amazon Payments in-line feature:

- The customer does not leave your store during authorization or checkout.
- Your store page has a "widget" (a type of control) built into it. These page widgets let your customer log into their Amazon account and select shipping and payment information.
- Information is taken from the customer's Amazon account, placed in a custom Miva
<table>
<thead>
<tr>
<th>Display PayPal Credit Button</th>
<th>PayPal Credit is a credit product from PayPal. If you enable this feature, a PayPal Credit Button will appear in the Basket Contents screen (BASK) as a payment option. &lt;br&gt; <img src="image_url" alt="PayPal Credit" /> &lt;br&gt; The PayPal Credit feature currently does not support in-context verification or in-context authorization. If the customer selects PayPal Credit, they: &lt;br&gt; 1. Are redirected to a PayPal page where they login to their PayPal account. &lt;br&gt; 2. Make their shipping and payment selections. &lt;br&gt; 3. Return to your store to complete checkout.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Customer's PayPal Shipping Address for Miva Merchant Orders</td>
<td>Select this option if you want to use the customer's PayPal shipping address as the destination address.</td>
</tr>
<tr>
<td>Send Order Details</td>
<td>If you select this option, all items, quantities and prices in the order are sent to PayPal. If you do not select this option, only the order total is sent to PayPal.</td>
</tr>
<tr>
<td>Order Description:</td>
<td>Whatever you enter in this field will show up in the customer's PayPal account as a note for the transaction.</td>
</tr>
<tr>
<td>Order Review Message:</td>
<td>When the customer returns to your on-line store after paying with PayPal, they see a confirmation page right before the invoice page, which will show whatever text you enter in this field. &lt;br&gt; Until the customer clicks the OK button in the confirmation page in your on-line store, they haven't authorized payment. The &quot;authorization&quot; in the customer's PayPal account just authorizes your on-line store to complete a transaction with the customers PayPal account. It doesn't authorize the fund transfer.</td>
</tr>
<tr>
<td>Locale:</td>
<td>Select the country where your account with PayPal was created. If you were in the United States when you created your PayPal account, select &quot;United States&quot;.</td>
</tr>
<tr>
<td>Page Style:</td>
<td>This field and the fields below give you some minor control over the PayPal login screen that the customer will first see if they select PayPal Express as the payment method. Whatever page style template you selected in your merchant's PayPal account, you should enter here.</td>
</tr>
<tr>
<td>Header Image URL:</td>
<td>Enter a server path to an image, or use the upload button to upload an image to your store server. The image that you reference here will show up at the top of the PayPal login screen when your customer chooses to pay with PayPal. The max image size is 750x90 pixels.</td>
</tr>
<tr>
<td>Header Border Color:</td>
<td>Enter a 6 digit hex number. That color will be used as the header border color in the PayPal login screen when your customer chooses to pay with PayPal.</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Header Background Color:</td>
<td>Enter a 6 digit hex number. That color will be used as the header background color in the PayPal login screen when your customer chooses to pay with PayPal.</td>
</tr>
<tr>
<td>Page Background Color:</td>
<td>Enter a 6 digit hex number. That color will be used as the page background color in the PayPal login screen when your customer chooses to pay with PayPal.</td>
</tr>
</tbody>
</table>

**PayPal Express In-context Checkout**

If you enable the PayPal Express in-context checkout, the checkout screens in your store will look slightly different to the customer.

In the Basket Contents screen (BASK), the customer clicks the "Checkout with PayPal" button.
While they are still in the Basket Contents screen (BASK), the customer enters their PayPal credentials in a popup window and clicks the Log In button.

Another popup window opens in front of the Basket Contents screen. The customer makes their "ship to" and "pay with" selections and clicks the Continue button.
The customer returns to the Order Details screen (OCST) in your store. The Ship To information that the customer selected from their PayPal account is populated into this screen and can be edited. The customer clicks the Continue button when they are done.
The payment information that the customer selected from their PayPal account is populated into the Shipping/Payment screen (OSel). The customer can edit the information and clicks the Continue button when they are done.

The customer sees the standard Payment Information confirmation screen (OPAY). The customer clicks the Continue button to confirm that the order is correct.
The customer sees your invoice screen (INVC).

**PayPal Express Credit**

PayPal Credit in Miva Merchant currently does not support in-context checkout.
The customer goes to the Basket Contents page (BASK) and clicks the PayPal Credit Button.
The customer leaves your store and goes to a PayPal page. If the customer already has PayPal Credit set up in their PayPal account (as in this case) they are asked to enter their credentials. If the customer does not have a PayPal Credit account, they are taken to a page to apply for one.
At a PayPal page, the customer selects their billing and payment options and clicks the Continue button.
The customer returns to the Order Details screen (OCST) in your store. The Ship To information that the customer selected from their PayPal account is populated into this screen and can be edited. The customer clicks the Continue button when they are done.
The payment information that the customer selected from their PayPal account is populated into the Shipping/Payment screen (OSEL). The customer can edit the information and clicks the Continue button when they are done.
The customer sees the standard Payment Information confirmation screen (OPAY). The customer clicks the Continue button to confirm that the order is correct.

The customer sees your invoice screen (INVC).
**Payment Settings > PayPal Payments Pro Tab**

<table>
<thead>
<tr>
<th>Send Order Details:</th>
<th>If you select this option, all items, quantities and item prices in the order are sent to PayPal. If you do not select this option, only the order total is sent to PayPal.</th>
</tr>
</thead>
</table>
| Transaction Mode:   | **Immediate Sale**: Select this option to have authorization and capture occur immediately. Note that this field is greyed out and selected by default if you selected "E-mail address to receive PayPal Payment radio button" in the "PayPal Express Checkout and/or Payments Pro API Credentials" tab.  
**Authorization with Delayed Capture**: If you select this option, authorization will happen immediately, but the funds will not be captured until you manually edit the order in the Miva Merchant admin and click the Capture button. 
Note that these settings also affect you when you manually create an order. For example:  
1. Set the Transaction Mode to **Immediate Sale**.  
2. Manually create an order.  
3. Edit the order and click the **Authorize** button. In the Authorize dialog box, select a payment type associated with PayPal Payments Advanced and click **OK**. 
In the Edit Order screen, you can see that the Capture button is greyed out and the funds were automatically captured after authorization. |
| Available Payment Methods: | Select the payment methods that you want to offer your customers during checkout. |
| Require CVV2 in Administrative Interface: | This option only affects you when you are manually creating an order through the Miva Merchant admin interface. If you enable this option, you must enter a CVV2 number in the Authorize dialog box when you create or edit the order. If you do not enable this option, the Authorize dialog box will still have a CVV2 field, but you can ignore it. |
| Order Description: | Whatever you enter in this field will show up in the customer’s PayPal account as a note for the transaction. |

**Payment > PayPal Payments Advanced and/or Payflow Gateway Tab**

Use this module to configure one of three PayPal products:

- **PayPal Payments Advanced**: PayPal Payments Advanced combines a merchant account (with a monthly fee) and a gateway in one product. Unlike PayPal Payments Pro, with this method you cannot store the customer’s credit card information along with their order.
This product uses a "hosted checkout" which places an iFrame in your checkout pages. From the customer's perspective they are entering their credit card information in your on-line store, however, the information is being sent directly to PayPal. As of this writing (08/01/12), this method makes PayPal responsible for compliance with the Payment Card Industry standards for secure transactions. Please note that this is subject to change.

- **Payflow Link**: Payflow Link is a payment gateway that does not include a merchant account. Like PayPal Payments Advanced, with this method PayPal is currently responsible for PCI compliance with transaction security.
- **Payflow Pro**: Like Payflow Link, this method is a gateway only. Unlike the other two methods it does not add an iFrame to your checkout pages for credit card transactions. The credit card transaction takes place within your on-line store.

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Includes a Merchant Account (with Monthly Fee)</th>
<th>Adds an iFrame to Your Checkout Pages</th>
<th>Includes a Gateway</th>
</tr>
</thead>
<tbody>
<tr>
<td>PayPal Payments Advanced</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Payflow Link</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Payflow Pro</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Payment Solution:** Select the PayPal product you are using. If you haven't already signed up for one of the products, you can click on a **Sign Up** link to go to PayPal's website.

**Host:** The URL that Miva Merchant uses to make transaction requests. This field is auto-populated and you should never need to change it.

**Partner:** The partner is the seller or reseller that gives you access to the payment gateway. When you create your PayPal account you will be told the partner information. It will generally be either PayPal or Miva Merchant.

**Merchant Login:** When you sign up for a PayPal product you get a single merchant login and one or more user logins. The merchant login is like the "master" login for your account. There is only one merchant login and password. However, you can also create as many user logins as you wish. For example, you might use your company name as your merchant login and then create user logins for different employees in your company.

**User:** The user account name that you want to use.

**Password:** The password for your merchant login.

**Transaction Timeout:** Defaults to 30 seconds. When your on-line store sends a request to a gateway (authorize/refund/void/capture), Miva Merchant starts a timer. If Miva Merchant doesn't get a response from the gateway before the transaction timeout, both Miva Merchant and the gateway cancel the
<table>
<thead>
<tr>
<th><strong>CVV2 Message:</strong></th>
<th>Only applies if you are using Payflow Pro. The text that you enter in this field will appear in your on-line store during checkout when your customer enters their credit card information. Merchants usually use this field to describe the purpose of the CVV2 field.</th>
</tr>
</thead>
</table>
| **Charge Method:** | **Sale (Automatic Capture):** If you select this option, authorize and capture will occur when the user clicks the Submit button in the Payments page in your on-line store.  
**PreAuth (Authorize Only, Capture Later):** Authorization occurs when the user clicks the Submit button in the Payments page in your on-line store. To capture funds you must either:  
  - Edit the order in Miva Merchant admin and click on the **Capture** button.  
  - Log into your PayPal account and manually capture the funds.  
Note that these settings also affect you when you manually create an order. For example:  
1. Set the Charge Method to **Sale (Automatic Capture)**.  
2. Manually create an order.  
3. Edit the order and click the **Authorize** button. In the Authorize dialog box, select a payment type associated with PayPal Payments Advanced and click **OK**.  
4. In the Edit Order screen, you can see that the Capture button is greyled out and the funds were automatically captured after authorization. |
| **Store Entire Credit Card Number:** | • If you are using Payflow Pro, and you select this option, the customer's entire credit card number is attached to the order. (You can view the credit card information by editing the order).  
• If you are using Payflow Pro and you don't select this option, only the last four digits of the customer's credit card are attached to the order.  
• If you are using Payflow Link or Payflow Pro, the last four digits of the customer's credit card are always attached to the order, regardless of whether you check this box or not. |
| **Available Payment Methods:** | If you are using Payflow Pro, the payment methods that you choose here will show up in the payments drop-down list during checkout. If you are using Payflow Link or Payflow Pro, the drop down list will show whatever you select here, but the iFrame will only accept American Express, Discover, MasterCard and Visa. |
| **Require CVV2 in Administrative Interface:** | This option only affects you when you are manually creating an order through the Miva Merchant admin interface. If you enable this option, you must enter a CVV2 number in the Authorize dialog box when you create or edit the order. If you do not enable this option, the Authorize dialog box will still have a CVV2 field, but you can ignore it. |
### Payment > PayPal Payments Standard Tab

PayPal Payments Standard, also called PayPal Instant Payment Notification, is PayPal's oldest product.

- Setup is easy and requires only an email address.
- Does not support voids, refunds, or delayed capture.
- No monthly fees.
- Does not require a merchant account.

If the customer selects this payment method in your store, they are taken to the PayPal site and can pay with any method they have configured in their account. Please note that you should not enable both Payments Standard and PayPal Express Checkout. There's very little difference between the two products, and if you enable both, the text "PayPal" will appear twice in the Pay With drop-down list.

<table>
<thead>
<tr>
<th>Business Email:</th>
<th>Your PayPal email address.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PayPal URL:</td>
<td>The URL that Miva Merchant uses to make transaction requests. This field is auto-populated and you should never need to change it.</td>
</tr>
<tr>
<td>Currency:</td>
<td>Select the currency for payments that you receive. Usually this matches the currency you have set for your store (see Edit Store &gt; Settings &gt; Currency Formatting drop-down list.)</td>
</tr>
<tr>
<td>Prompt Shoppers for Shipping Address (on PayPal side):</td>
<td>If you enable this option, when the customer reaches the PayPal website they will be prompted to confirm the shipping address that they have on file with PayPal. The most secure method you can use to guarantee the customer's shipping address is to enable this option and the next option &quot;Use Customer's PayPal Shipping Address&quot;. You've asked the customer to confirm their shipping address, and you are guaranteeing that your on-line store will ship to that address.</td>
</tr>
<tr>
<td>Use Customer's PayPal Shipping Address for Miva Merchant Orders</td>
<td>If you enable this option, the address that the customer has on file with PayPal will be used as their shipping address. See above.</td>
</tr>
<tr>
<td>Message:</td>
<td>The message that you enter in this field will appear in the OPAY (Payment Information) page in your on-line store. Merchants usually use this field to explain to the customer that, when the customer clicks the Submit button in the Payment Information page, they will be taken to the PayPal website to complete payment. When they've finished paying, they will automatically return to the INVC (Invoice) page in your on-line store.</td>
</tr>
<tr>
<td>Instructions</td>
<td>These instructions describe how to configure your PayPal Payments Standard account so that an order is correctly created in your Miva Merchant store. If you don't configure your PayPal account correctly, you will receive payment from your customer, but the order might not be created in your on-line store, or it might not be created correctly. You will receive payment, but you might not have enough information to fulfill the order.</td>
</tr>
</tbody>
</table>
Payment > Add/Remove Modules Tab

To Add Payment Modules
1. Go to the Menu > Payment > Add/Remove Modules tab.
2. Select the Available Modules section.
3. Click on the Install button for the payment module that you want to add.

To Remove Payment Modules
1. Go to the Menu > Payment > Add/Remove Modules tab.
2. Select the Installed Modules section.
3. Click on the Remove button for the payment module that you want to remove.

Order Fulfillment

Order Fulfillment > Template Based Emails Tab
Template based emails are emails that you can send automatically or manually to a customer.
- **Automatically**: You can configure template based emails so that a customer receives the email when some event occurs. For example, when you mark an order as shipped in the admin interface, you can automatically have an email sent to the customer letting them know that their order has shipped. See [To Configure Template Based Emails to be Sent Automatically](#).
- **Manually**: You can also configure template based emails so that you can send them manually. This has tremendous utility for areas of your business, such as customer service. For example, let's say that you sell a lot of products that come with instruction manuals. You could make all of your assembly documents into email templates. If a customer contacts you and asks for a copy of a certain set of instructions, you could email the instructions at the click of a button. See [To Configure Template Based Emails to be Sent Manually](#).

You can create your own template based emails from scratch, but Miva Merchant includes several that you can use right away. You can also edit the existing template based emails.

To Edit a Template Based Email
There are two kinds of editing you can perform on a template email:
- **You can edit the email "properties"**. The email properties are a set of fields that let you control the From, To, and Subject fields of the email, and other things like what event(s) will trigger the email to be sent.
- **You can edit the email template code**. When you edit the email template code you can change the text of the email, add custom logo's, etc.
To Edit Email Properties

1. Go to \Menu > Order Fulfillment > Template Based Emails tab.
2. Double-click on one of the email templates.

3. Edit the fields in the Edit Email dialog box.

<table>
<thead>
<tr>
<th>Code:</th>
<th>BACKORDER_NOTICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Backorder Notice</td>
</tr>
<tr>
<td>From:</td>
<td>&amp;mystore:email;</td>
</tr>
<tr>
<td>Reply To:</td>
<td>&amp;mystore:email;</td>
</tr>
<tr>
<td>To:</td>
<td>&amp;mystore:bill@email;</td>
</tr>
<tr>
<td>CC:</td>
<td></td>
</tr>
<tr>
<td>BCC:</td>
<td></td>
</tr>
<tr>
<td>Subject:</td>
<td>Backorder Notice</td>
</tr>
<tr>
<td>Mime Type:</td>
<td>text/html; charset= &amp;mystore:charset</td>
</tr>
<tr>
<td>Visible For:</td>
<td>Customers, Orders</td>
</tr>
<tr>
<td>Sending:</td>
<td>MANUAL</td>
</tr>
<tr>
<td>Send When Order:</td>
<td>Placed, Backordered</td>
</tr>
<tr>
<td>Send When Return:</td>
<td>Authorized, Received</td>
</tr>
<tr>
<td>Send When Shipment:</td>
<td>Created, Shipped</td>
</tr>
<tr>
<td>Send When Customer:</td>
<td>Created, Send Base64 Encoded</td>
</tr>
</tbody>
</table>

**Code:**
- Uniquely identifies an email template in the database.

**Name:**
- Descriptive name for the email template. The Name of the email template is displayed in the admin interface.
| Mime Type | Most customers will never need to edit this field. You could change the Mime Type to configure the email that is sent, for example to:  
- Allow only text in the email.  
- Force the email to be formatted in HTML.  
- Change the character set used in the email. |
| Visible For: | In many cases, customer emails are sent automatically when triggered by an event. For example, if you check the Send When Order > Placed checkbox in the Add Email dialog box, your customer automatically receives an email when their order is placed.  
However, you can also use the Visible For feature to configure your email so that it can be sent manually.  
- **Customers**: If you check this box, you will be able to send this email manually when you edit a customer account. See To Create a Customer Account.  
- **Orders**: If you check this box, you will be able to send this email manually when you edit an order. See Order Processing > edit an order > Order Emails link. |
| Sending |  
- **Automatic**: Select Automatic and one or more of the trigger conditions to have this email automatically sent when that event occurs. For example, if you want this email to be automatically sent when an item is on backorder:  
  - Select Sending > Automatic.  
  - Click the Backordered checkbox.  

| Sending: | Automatic  
| Send When Order: |  
| | Placed  
| | Backordered  

- **Manual**: If you select this option you must also select one of the Visible For options above. In this case, you don't want the email to be sent automatically when some event occurs. By selecting one of the Visible For options, you'll be able to send this email manually when you edit a customer record, and/or edit an order.  
Manual emails are a very powerful feature and can be used in different ways. For example, let's say that you sell a number of products that require assembly: bookcases, display shelves, bed frames, etc. You include assembly instructions in every order, but if a customer loses their instructions, you want to be able to send them a replacement document quickly. In this case you could put each set of assembly instructions into a separate email template. If a customer loses the assembly instructions, your service rep can edit the order (or the customer's record), find the email template that has the assembly instructions, and manually send that email template to the customer. |
**But see also** Example: Different Combinations of the Sending and Visible For Fields.

| Send Base64 Encoded | This is not an event trigger. If you check this box, this email will be sent using Base64 encoding. |

**Example: Different Combinations of the Sending and Visible For Fields**

You can use the Sending and Visible For fields in the Add/Edit Email dialog box to create different send options:

<table>
<thead>
<tr>
<th>Manual Only</th>
<th>Manual and Automatic</th>
<th>Automatic Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>![checkboxes](Manual Only)</td>
<td>![checkboxes](Manual and Automatic)</td>
<td>![checkboxes](Automatic Only)</td>
</tr>
<tr>
<td>![visible_for](Manual Only)</td>
<td>![visible_for](Manual and Automatic)</td>
<td>![visible_for](Automatic Only)</td>
</tr>
<tr>
<td>![send_when_order](Manual Only)</td>
<td>![send_when_order](Manual and Automatic)</td>
<td>![send_when_order](Automatic Only)</td>
</tr>
<tr>
<td>![send_when_return](Manual Only)</td>
<td>![send_when_return](Manual and Automatic)</td>
<td>![send_when_return](Automatic Only)</td>
</tr>
<tr>
<td>![send_when_shipment](Manual Only)</td>
<td>![send_when_shipment](Manual and Automatic)</td>
<td>![send_when_shipment](Automatic Only)</td>
</tr>
<tr>
<td>![send_when_customer](Manual Only)</td>
<td>![send_when_customer](Manual and Automatic)</td>
<td>![send_when_customer](Automatic Only)</td>
</tr>
</tbody>
</table>

Note that checking "Placed" here is only an example. The same would be true if you check any event trigger.

**To Edit Email Template Code**

1. Go to Menu > Order Fulfillment > Template Based Emails tab.
2. Select a template based email, then click Edit Template.
3. Every template based email has its own Page. In our example, we edited the template for Backorder Notice, so the system took us to "Edit Page: Backorder Notice". If you know the Page name that is associated with a template based email, you could also edit the template code by going to:

- Menu > User Interface > Pages tab > Edit a page (Backorder Notice) > Page tab.

Either way, you’ll now be able to edit the template code for the email.

To Configure Template Based Emails to be Sent Automatically

1. Go to Menu > Order Fulfillment > Template Based Emails tab.
2. Click on the slider icon to enable the template based email.
3 Now double-click on the template based email to open the Edit Email dialog box.

4 In the Sending field, select Automatic, then click on one or more of the event trigger checkboxes. In this example, the customer will receive an email when an item is marked as back ordered in the admin interface (edit order).

5 Save your changes in the Edit Email dialog box.

See also Example: Different Combinations of the Sending and Visible For Fields.

To Configure Template Based Emails to be Sent Manually

1 Go to > Order Fulfillment > Template Based Emails tab.

2 Click on the slider icon to enable the template based email.

3 Now double-click on the template based email to open the Edit Email dialog box.

4 In the Visible For field, check the Customers and/or the Orders checkbox.

- If you check the Customers checkbox, you'll be able to send this email to customers while you edit a customer account record. See below.
- If you check the Orders checkbox, you'll be able to send this email to customers while you edit an order. See below.

5 Save your changes in the Edit Email dialog box.

See also Example: Different Combinations of the Sending and Visible For Fields.
To Send a Template Based Email Manually

**While Editing a Customer Account Record**

1. Make sure that you've followed the steps to configure the email to be sent manually.
2. Go to > Customers > Edit a customer account record > Template Based Emails tab.
3. In the Template Based Emails tab
   3.1. Click the checkbox next to the email(s) that you want to send to the customer. In our example, we’re going to send the Backorder Notice.
   3.2. Fill out at least the "Override To" field
   3.3. Click **Update**.

   ![Edit Customer: a_customer](image)

   **Fill out at least this field, then click Update.**

**While Editing an Order**

1. Make sure that you've followed the steps to configure the email to be sent manually.
2. Go to > Order Processing > Orders tab.
3. Edit an order.
4. In the Edit Order screen, click on the Order Emails link.
5. In the Order Emails dialog box, click the checkbox next to the email that you want to send and click **Send**.
To Create a New Template Based Email

1. Go to "Menu" > Order Fulfillment > Template Based Emails tab.
2. Click New Template Based Email [+].
3. Fill out the fields in the Add Email dialog box. See To Edit Email Properties.
4. When you are done, click Add.
5. To edit the body of your new template based email, see To Edit Email Template Code.

Order Fulfillment > Add/Remove Modules Tab

Order Fulfillment Modules are sections of code in Miva Merchant that are automatically run, usually when an order is created or changed. Template Based Emails are an example of an Order Fulfillment Module. For example, when a product is listed is backordered, you can have an email automatically sent to the customer.
To Add Order Fulfillment Modules

1. Go to the Order Fulfillment > Add/Remove Modules tab.
2. Select the Available Modules section.
3. Click on the Install button for the Order Fulfillment module that you want to add.

To Remove Order Fulfillment Modules

1. Go to the Order Fulfillment > Add/Remove Modules tab.
2. Select the Installed Modules section.
3. Click on the Remove button for the Order Fulfillment module that you want to remove.

Logging

Some modules have the ability to create their own log files, usually for troubleshooting. Use the Logging Settings screen to turn log file creation on or off for any module.

By default there are three modules in your Miva Merchant store that can create log files. However, if you purchase a third-party module it may also have a log file feature, and will show up in the Logging Settings screen.

Log files have the potential to use up a lot of space on your server. If you enable a log file, you might want to keep an eye on how much disk space it uses over time.

e-Urchin Log Tab

Urchin was purchased by Google and became Google Analytics. Urchin is no longer a supported product, although it still works. If you use Urchin, you have to enable the e-urchin log.

To Enable the e-Urchin Log

1. Go to the Logging > Add/Remove Modules tab.
2. Select the Available Modules tab section.
4. Fill out the fields in the e-Urchin Log tab:
   - Log File: the name of the log file you want to create.
   - Log Remote Hostnames: Enable this option if you want the log file to contain hostnames instead of IP addresses. This feature will generate a DNS query for every IP address seen by e-Urchin, and will consume more machine resources.
   - Log Format: select one of the Urchin log file formats, either elf or elf2.
5. Click Update when you are done with your changes.
Miva Merchant Access Log Tab

This is a general purpose log file to help troubleshoot your store. It can quickly capture a large amount of data and you should keep an eye on the size of the log file.

To Enable the Miva Merchant Access Log

1. Go to the **Menu > Logging > Add/Remove Modules** tab.
2. Select the Available Modules tab section.
4. Fill out the field in the Miva Merchant Access Log tab:
   - **Log File**: the name of the log file you want to create.
5. Click **Update** when you are done with your changes.

buySAFE 2.0

buySAFE is a product that allows your customers to add insurance to their orders. You should only enable the buySAFE log if you are asked to do so by their support staff. Enabling the buySAFE log does not create a new tab and their log file does not have any options.

To Enable the buySAFE Log

1. Go to the **Menu > Logging > Add/Remove Modules** tab.
2. Select the Available Modules tab section.
3. Under buySAFE 2.0, click **Install**.

System Extension Settings

Modules are "blocks" of code that perform specific functions in the Miva Merchant admin interface. If you write a module you can have it show up almost anywhere in the admin interface so that it can be enabled and configured. For example, logging modules control the creation of log files and show up in the Logging Settings screen.

The System Extension Settings screen is kind of a catch-all for modules that don’t belong anywhere else. There are three modules that show up in this screen by default, but if you install third-party modules they may also show up here.

PayPal Express Checkout and/or Payments Pro

Please see **Payment > PayPal Express Checkout and/or Payments Pro** for instructions on configuring this module.
PayPal Payments Advanced and/or Payflow Gateway

Please see Payment > PayPal Payments Advanced and/or Payflow Gateway for instructions on configuring this module.

buySAFE 2.0

buySAFE allows your customers to add insurance to their orders during checkout.

To Enable buySAFE 2.0

1. Go to the Menu > System Extensions > Add/Remove Modules tab.
2. Select the Available Modules tab section.
3. Under buySAFE 2.0, click Install.
4. Select the buySAFE tab.
   4.1. Check the "I accept the buySAFE End User License Agreement" checkbox.
   4.2. Click the register now button to go to the buySAFE website and create an account.
   4.3. Enable buySAFE Bonding. Adding buySAFE to your store requires changes to some template code.
      - If you have modified your store's template code, click on the documentation link to follow the instructions for manually adding the buySAFE template code.
      - If you have not made any changes to your store's template code, you can check the Enable the automatic template changes checkbox.
5. Enter the authentication data provided by buySAFE. You are given these credentials when you create your buySAFE account.
6. Generate and place buySAFE Seal / Specify store terms of sale: More information about these items is shown on-screen after you create your buySAFE account.
7. Click Update.

Utilities

Utilities > Image Management Tab

Click on the cascade arrow next to Utilities, then select Image Management.
The Image Management screen gives you some control over your product images.

When you upload a product image, you actually end up with three versions of that image:

- **Master image**: the original image that you uploaded.
- **Main image**: This is a copy of the master image that Miva Merchant creates and scales down so it can fit in the bounding boxes of the product page, search page, related product page, etc.
- **Thumbnail image**: Miva Merchant generates another, even smaller, version of the master image that can fit in a thumbnail bounding box.

The original image that you uploaded is the "master image" and the smaller versions that Miva Merchant generates are the resized or child images.

What Miva Merchant is actually doing is checking to see if your master image is:

- Too large to fit in the bounding box for additional thumbnails. If it is, the system creates a scaled down version to use as a thumbnail.
- Too large to fit in the bounding box of a Main Image. If it is, the system creates a scaled down version to use as a main image.

If your master image is small enough to fit in the bounding box of a thumbnail, the system would not generate any resized versions. It would use the same image for the master image (full-sized), main image (product page, etc.), and thumbnail images. See page 76 for an example of all three image sizes.

These buttons are only visible after you select at least one image.

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</tr>
</thead>
<tbody>
<tr>
<td>Delete Image</td>
<td>Permanently deletes all versions of this image from your store server: master image, main image, and thumbnail.</td>
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<tr>
<td>Delete Resized</td>
<td>Deletes the main image and thumbnail image, but leaves the master image. The resized images will be regenerated the next time that a customer reaches that product page. You can also delete resized images of a master image in the Details window (double-click on a master image name).</td>
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</tr>
<tr>
<td>Delete Unreferenced</td>
<td>Delete all master additional images, and their generated resized images,</td>
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</tr>
</tbody>
</table>
| Check for Updated Images | Delete all generated resized images where the date of the master image is newer than the date of the resized image.  
This feature might be useful if you initially upload master images using Miva Merchant, but you later updated the master images using FTP.  
If you use *The Image Picker Dialog Box* to upload a master image, resized versions of that image are generated the first time a customer reaches the product page. At a later time, if you used some other method, such as FTP, to update the master image, the master image timestamp would be newer than the timestamps of the generated images. If you click the "Check for Updated Images", Miva Merchant deletes the generated images if the master image is newer. New resized images will be generated the first time a customer reaches the product page with a master image. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Image Column</td>
<td>Click on a master image name to open a details window for that image.</td>
</tr>
</tbody>
</table>
| Reference Count Column  | "Reference Count" refers to the number of products that are associated with an image.  
Example: Use *The Image Picker Dialog Box* to upload an image of a coffee mug "coffee_mug_generic" and associate it with a coffee mug product. The ref count for the image is now 1. If we associate that same image to another coffee mug product, the ref count for the image is now 2. |

**The Image Detail Dialog Box**

The Image Detail dialog box gives you more information about master images and a little more granular control than you get in the Image Management tab.
In the Image Detail dialog box, you can:

- See more information about the master image.
- Delete the master image.
- Delete one or both of the resized images.

Double-click on a master image name to see details for that image, including any generated, resized images.
Utilities > Template Based Batch Reports Tab

By default, Miva Merchant has two template based batch reports:

- The **Printable Invoice** appears in the:
  - **Menu** > Order Processing > Orders tab > Run Batch Report dialog box
- The **Shipment Picklist** appears in the:
  - **Menu** > Order Processing > Shipments > Run Batch Report dialog box

You can also create your own batch reports for either managing orders or shipments.

To Enable the Default Reports

1. Go to **Menu** > Utilities > Add/Remove Modules tab.
2. Select the Available Modules section.
3. Under Template Based Batch Reports, click **Install**.
4. You can now run the default reports.

To Run the Default Reports

- **Printable Invoice**:
  1. Go to **Menu** > Order Processing > Orders tab.
  2. Select a batch, or select one or more orders.
  3. Click the **Batch Report** button.

- **Shipment Picklist**:
  1. Go to **Menu** > Order Processing > Shipments tab.
  2. Select a batch, or select one or more shipments.
  3. Click the **Batch Report** button.

To Edit a Template Based Batch Report

You should already have followed the steps to enable the default reports. There are two ways to edit the default reports (Shipment Picklist and Printable Invoice):

- **Method 1 - Utilities Screen**
  1. Go to **Menu** > Utilities > Template Based Batch Reports tab.
  2. Select one of the template based batch reports.
  3. Click the **Edit Template** button.
Method 2 - Pages Screen

1. Go to Menu > User Interface > Pages tab.
2. Edit one of the pages that is associated with a default report:
   - ORDER_INVOICE (Printable Invoice)
   - SHIPMENT_PICKLIST

To Create a New Template Based Batch Report

You should already have followed the steps to enable the default reports.
Creating a new template based batch report is a two-step process. First you create an empty report, which is easy; then you add the template code that will cause the report to gather and process the information that you want. This may require a significant knowledge of Miva Merchant template code.

1. Go to Utilities > Template Based Batch Reports tab.
2. In the Template Based Batch Reports tab, click the Add Report button.
3. In the Add Batch Report dialog box, enter:
   - **Type**: Select either Order or Shipping.
     - If you select Order, your report will appear under: Utilities > Order Processing > Orders tab > (Select an order) > (click Batch Report button)
     - If you select Shipping, your report will show up in the batch report dialog box under: Utilities > Order Processing > Shipments tab > (Select an order) > (click Batch Report button)
   - **Code**: The code uniquely identifies the report in the database.
   - **Name**: The name of the report will appear in the admin interface.
4. Click the Add button.

**To Delete a Template Based Batch Report**

1. Go to Utilities > Template Based Batch Reports tab.
2. Select the report that you want to delete.
3. Click the Delete button to permanently delete the report.

**Utilities > Custom Fields Tab**

Custom fields let you add your own fields to categories, products, customer records, etc. For example, you can add a custom product field, such as MSRP, and display that field on a product page. See page 607 for several examples.

**To Enable Custom Fields**

1. Go to Utilities > Add/Remove Modules tab.
2. Select the Available Modules section.
3. Under Custom Fields, click Install.

**To Create a New Custom Field**

1. Go to Utilities > Custom Fields tab.
2. Click New Custom Field  

3. Fill out the fields in the Add Custom Field dialog box.

4. Click Add.

Add Custom Field

<table>
<thead>
<tr>
<th>Type: Product Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code:</td>
</tr>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Field Type: Text Field</td>
</tr>
<tr>
<td>Group: &lt;Default&gt;</td>
</tr>
<tr>
<td>Additional Information:</td>
</tr>
</tbody>
</table>

- **Type**
  - Select the type of custom field that you want to create.
  - Product: Add custom fields to Product pages in your online store.
  - Category: Add custom fields to Category pages in your online store.
  - Customer: Add custom fields to the Store Settings > Customer Fields Tab.
  - Order: Add custom fields to the Order Processing > edit order screen.

- **Code**
  - The code uniquely identifies your custom field in the database.

- **Name**
  - The field name is displayed in the admin interface.

- **Field Type**
  - Use the field type to select a control or interface for the custom field. Most of these types are familiar and self-explanatory. You can create custom fields with text areas, radio buttons, checkboxes, etc. The one exception is a field type of "Image Upload", which is a bit different from the others. See Example: Adding a Custom Field with Image Upload.
  - Text Field
  - Text Area
  - Radio Button
### Group

Custom field groups let you organize your custom fields. See [Utilities > Custom Field Groups](#). The Group drop down list will show all of the custom field groups that you have created.

### Additional Information

Add "hover text" to custom fields that appear in the admin interface. You might use Additional Information to tell admin users what kind of information they should put in the custom field or how the custom field is used.

**Example:**

1. Create a custom field of type Order.
2. Go to > Order Processing > Orders tab.
3. Edit an order.
4. In the edit order screen, there will be a new link at the top: "Custom Fields".
5. Click on the Custom Fields link. A Custom Fields dialog box will open and show all of your "Order" type custom fields.
6. Move the mouse over a custom field name. The text that you entered in the Additional Information field will appear as hover text.
To Delete a Custom Field

1. Go to Utilities > Custom Fields tab.
2. In the Custom Fields tab, select a custom field.
3. Click Delete Custom Field(s).

Utilities > Custom Field Groups Tab

Custom Field Groups make it easier to organize and view your custom fields.
We've created a number of custom fields, but without groups, there's no easy way to sort or organize them.
We created two custom field groups: "Motherboard Spec Fields" and "Tower Cases", and assigned each field to a group. Now we can sort the custom fields by clicking on the Group column title.
To Create a Custom Field Group

1. Go to > Utilities > Custom Field Groups tab.
2. Click Add Group .
   - Enter a Code: the code uniquely identified the group in your store.
   - Enter a Name: the name is a more user friendly description of the group.
3. Click Save Group .

To Assign a Custom Field to a Group

1. Go to > Utilities > Custom Fields tab.
2. Edit a custom field.
3. In the Edit Custom Field dialog box, select your group from the Group list box, and click Save.

But since we assigned each custom field to a group, we can enter the name of a group in the search field and view only the fields in that group.
Example: Adding and Using a Custom Category Field

In this example we'll create a custom category field that allows us to display or hide categories in the category tree.

1. Go to Menu > Utilities > Custom Fields tab.

2. Create a custom field of type Category.

3. Edit the value of the custom field.
   3.1. Go to Menu > Catalog > Categories tab > (edit a Category) > Custom Fields tab.

4. When you edit a category now, you'll see that there is a new tab called "Custom Fields". In this new tab is the custom category field that you created.
Add category tree template code. In our example we'll use the custom field to control whether a category is displayed in the category tree. If the value of the custom field is "true", the category will be displayed in the on-line store.

5.1. Go to > User Interface > Settings tab > Category Tree Template tab.

5.2. Add the field. In the Custom Fields section, click on the field named "Display", then click the Select button. (To reduce overhead in the admin interface, only custom fields that have been selected can be referenced in the template code.)

5.3. Edit the template code. In the category tree template code we'll add code to scan the value of the "Display" field for each category. Categories where the Display field contains the string "true" will be shown in the category tree.

5.4. The new code we'll add to the template field is:

```mvt
<if expr="NOT ISNULL(l.settings:cattree_category:customfield_values:customfields:msrp)">
```

After you create a custom field of type "Category", you'll see a new tab "Custom Fields" when you edit a category. The new tab shows the custom field that you created.

For our example, we'll set the value of this field to "False".
When you've finished making your changes to the Category Tree Template tab, click the **Update** button.

**Example: Adding and Using a Custom Product Field**

This example shows how to create a custom product field and one example of how such a field can be used.

1. Go to **Utilities > Custom Fields** tab.
2. Create a custom field of type **Product**. We'll call ours "MSRP".

![Add Custom Field](image)

3. Edit the value of the custom field.
   3.1. Go to **Utilities > Catalog > Products** tab > (edit a product) > **Custom Fields** tab.

   When you edit a product now, you'll see that there is a new tab called "Custom Fields". In this new tab is the custom product field that you created.
Add the custom field to the product page. There are many different things you could do with a custom product field. As a simple example, we'll have our custom field show up in product pages in our on-line store.

4.1. Go to > User Interface > Pages tab > (edit page PROD) > Page tab > Product Display Layout section.

4.2. Click on the custom field ("MSRP" in our example), then click the Select button. (To reduce overhead in the admin interface, only custom fields that have been selected can be referenced in the template code.)

4.3. In the Page tab, click Update.

5. Now let's look at a product page in our on-line store:
In our example the custom product field automatically showed up in our on-line store because we had not modified our product page template code. If you have modified your product page template code, you must:

1. Select the custom field in the Menu > User Interface > Pages tab > (edit page PROD) > Page tab > Product Display Layout section.
2. In the Product Display Layout section, click on the Advanced Mode link to view the Product Display Template code.
3. Manually add the code that will display the custom field.

Example: Adding a Custom Field with Image Upload

In this example we’ll show how to use the Image Upload field type to add content to your store pages that customers can download.

1. Make sure that the file type that you want to use is supported by the admin interface. For example, if you want to add a PDF to a store page that your customers can download:
   1.1. Go to Menu > Domain Settings > Domain Details tab > Upload Settings section.
   1.2. In the Upload Settings section, add "PDF" to the Image Extension Types field.
2. Create a custom field group called "Manuals".

3. Create a custom field called "User Manual 01" with a Field Type of "Upload Image".

4. Edit a product.
   4.1. There is now a tab called "Manuals", created by our custom field group.
   4.2. The Manuals tab contains our custom field: "User Manual 01"
5. In the Manuals tab, click on the **Upload** button to upload your document to your server. If you wanted to attach a PDF to a large number of products, you could upload the PDF once, and then add the server file path of the PDF to a product import spreadsheet (see Data Management > Import/Export Tab).

6. Go to **Menu** > User Interface > Pages tab > (edit page PROD) > Page tab > Product Display Layout section.

7. Add the custom field to the page.
   7.1. Click on the custom field.
   7.2. Click **Select**.
   7.3. Click **Update**.
8 Modify the template code to reference the custom field.
8.1 If you haven't already, click on the Advanced Mode link so that you can see the template code.
8.2 Look for the template code:
   &mvt:product:customfield_values:customfields:user_manual_01;
   and change it to:
   <a href="&mvt:product:customfield_values:customfields:user_manual_01;">User Manual</a>

9 Click Update.

10 If we go to our online store and select the product page for the Basic Tower Kit, we'll see that our user manual shows up as a hyperlink. If the customer clicks on the link, their browser will either open the PDF in a new browser window, or ask the user to save the PDF, depending on how their browser is configured.

Example: Custom Basket Fields

There are times when you might want to capture information while a customer is shopping in your store and save that information to your store database. For example, you might want to capture the customer's IP address and save it with the order record. In releases before PR8 Update 9, you could capture the information, but to save it to the database you had to use a third party module.

PR8 Update 9 added 16 new read/write template functions that let you attach information that you've captured to different types of records. You can use these functions to save and display a wide variety of data:

- Agent string fields
- The customer's IP address
- The referrer page
- Any information about the customer's basket, items, costs, etc.
In this example, we'll show how to put a drop-down list on the OSEL page (Checkout: Shipping/Payment Selection) and save the customer's selection to the basket record.

- **Write_Basket**: creates a custom basket field and writes a value to it.
- **Read_Basket**: reads the value from a custom basket field.

Normally, the custom fields that you attach to a basket record are lost when the basket is deleted. However, there is a way to "convert" the information and permanently save it in the database with the customer's order. Baskets are deleted when:

- They expire. See [Basket Timeout](#).
- The customer completes the checkout process.

1. **Make sure that you have enabled custom fields.** See [To Enable Custom Fields](#).

   Custom fields are added to a page with the "customfields" item. The customfields item is already enabled on every default page in your store (every page in an "out of the box" store). If you want to use custom fields on a new page that you've created, you have to add the customfields item manually. See [Editing Items](#).

2. **Go to > User Interface > Pages tab > (edit page OSEL) > Page tab > Details section.**

   We'll add some code to create a drop-down list box on the OSEL. Our code goes right above the "</form>" tag.

   ```html
   <select id="add1" name="add1">
     <option value="" selected="">Choose an option</option>
     <option value="Google">Google</option>
     <option value="Bing">Bing</option>
     <option value="Online Ad">Online Ad</option>
     <option value="Referral">Referral</option>
   </select>
   ``

3. **Click Update to save your changes.**
Here’s how the template code looks in our store:

4. Shipping/Payment Selection (OSEL)

5. The template code that we added displays a drop-down list on the OSEL page. Now we'll capture the customer's selection from the drop-down list, and display it on the next checkout page, OPAY (Checkout: Payment Information).

5.1. Go to > User Interface > Pages tab > (edit page OPAY) > Page tab > Header and Footer section.

5.2. Add the code shown in the figure below.
The call to **Write_Basket** creates a new custom basket field called "hear-about-us" and gives it the value of "g.add1". We used the "add1" variable to store the customer's selection from the drop-down list box in the previous step. The call to Write_Basket saves the value of g.add1 for as long as the basket persists.

The call to **Read_Basket** reads the value in the variable in 'hear-about-us' and prints it to the screen using &mvt:customfields.

When the customer gets to the Invoice screen (INVC), the basket record is converted to an order record. The basket record, along with any custom basket fields, are deleted. However, if you create custom order fields that have the same names as your custom basket fields, the values in the custom basket fields are written to the custom order fields with the same name, and will be saved with the order record. You can then view the custom fields by editing the record.
Utilities > Google Analytics Settings Tab

About Google Analytics

Google Analytics tracks visitor activity in your on-line store. It can tell you what pages in your store people have visited, what products customers have purchased, etc. The basic process of working with Google Analytics is:

1. Create a Google Analytics account. Go to www.google.com/analytics and click the Create an Account button.

2. Install Google Analytics in the admin interface. It’s essentially a chunk of JavaScript code that Miva Merchant installs in your store. Once the code is installed, it will track visitor activities in your on-line store.

3. When you want to see what customers have been doing in your store, you log into your Google Analytics account to view the tracking data.
To Install Google Analytics in Your Store

Follow these steps after you have created your Google Analytics account.

1. Go to Utilities > Add/Remove Modules tab > Available Modules section.
2. Click on the Install button for Google Analytics.
   As soon as you install Google Analytics, you’ll see two new tabs:
   - Utilities > Google Analytics Settings
   - Utilities > Google Analytics Tracking Code
3. Select the Google Analytics Settings tab.

<table>
<thead>
<tr>
<th>Google Analytics ID:</th>
<th>This is your Tracking ID that is created when you set up your Google Analytics account. It has the form: &quot;UA-x x x x x ... - x&quot;.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domain:</td>
<td>This field is prepopulated with the domain of your Miva Merchant store. You would almost never need to change the domain field.</td>
</tr>
<tr>
<td>Mode:</td>
<td>The JavaScript that Google uses to perform analytics has evolved over the years to add more and more features. You currently (03/20/15) have three choices for the analytics code. What you select here, however, must match the type of analytics code that you selected when you set up your Google Analytics account.</td>
</tr>
</tbody>
</table>
|                     | • **Universal** (analytics.js)  
                      | See: https://support.google.com/analytics/answer/2790010?hl=en  
                      | Note that, as of Version 9.0003, Universal mode supports conversion tracking.  
                      | See: https://support.google.com/adwords/answer/1722054?hl=en  
                      | • **Universal Enhanced Ecommerce** (analytics.js)  
                      | See: https://support.google.com/analytics/answer/6014841  
                      | • **Classic** (ga.js): This is the "original" analytics code that was available in previous releases of Miva Merchant. |

4. Google Analytics ID: this is your Google Analytics account ID. It has the form: "UA-x x x x ... - x".
5. Click the Update button.
6. Select the Google Analytics Tracking Code tab.
   **Make sure you have the Point + Click Mode selected.**

<table>
<thead>
<tr>
<th>IP Anonymization:</th>
<th>When you use Google analytics, the code sends customer data from your store to your analytics account. If you enable this option, the last octet of the customer's IP address is set to zeroes before it is sent.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Force SSL:</td>
<td>• If this option is off:</td>
</tr>
</tbody>
</table>

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- If the customer is on a page in your store that uses SSL, the connection to Google analytics uses SSL.
- If the customer is on a page in your store that does not use SSL, the connection to Google analytics does not use SSL.
- If you enable this option, the connection to Google analytics always uses SSL.

Enhanced Link Attribution:
If you selected enhanced link attribution in your Google Analytics account, you must also enable it here.
But see also:
https://support.google.com/analytics/answer/2558867?hl=en
for more information.

Display Advertising Support:
If you are using Google display ads, enabling this feature gives you more information about those ads. You view the ad information in your Google Analytics account, but it must be enabled in your Miva Merchant store so that the data will be collected.
But see also:
http://www.google.com/ads/displaynetwork/
Policy requirements for Display Advertising
https://support.google.com/analytics/answer/2700409?hl=en

Cross Domain Auto Linking:
You will only see this field if you set > Utilities > Google Analytics Settings tab > Mode field to either "Universal" or "Universal Enhanced".
Normally, Google analytics cannot track a customer once the customer leaves your store domain. If you want Google analytics to track customers across multiple domains:
1. Install the Google analytics JavaScript on each domain.
2. Check the Cross Domain Auto Linking checkbox.
3. Enter a comma separated list of domains in the text field.

Domain Tracking:
Google analytics gives you the option of tracking analytic data across domains and subdomains. You have to list your domains and subdomains in your Google analytics account. For example, let's say you have the following domains and subdomains:
- MyStore1.com (one of your domains)
- dev.MyStore1.com (a subdomain where you do store development)
- MyStore2.com (another domain)
Once you configure your Google analytics account, you can use the domain tracking field to select the tracking data you want Miva Merchant to send to Google.
- Single top-level domain (includes subdomains): I only have one domain. Send tracking data for that domain and include tracking data for any subdomains.
- Multiple top-level domains (no subdomains): Send tracking data for all of my domains, but no subdomains.

Temporarily Disable Tracking (retains all configuration)

If you need to temporarily turn off Google Analytics tracking in your store, click this checkbox, then click the **Update** button. This disables all Google Analytics tracking in your store, but retains your settings so you can easily turn the feature back on again.

Advanced mode:

The easiest way to install Google Analytics in your store is to select from the options listed above, and click the Update button. The admin interface will automatically install the JavaScript in your store. However, you can use the Advanced Mode to manually install the Google Analytics JavaScript. You might want to do this if Google has released a new version of their code and it isn't officially supported by Miva Merchant yet.

1. Copy the JavaScript from the Google Analytics page. (You have to find out from Google where the code is located on their site.)
2. In the Google Analytics Tracking Code tab, click the Advanced Mode link.
3. Replace any existing code in the Main Template field with code that you copied from the Google page.
4. Click the **Update** button.

Click the **Update** button.

At this point Miva Merchant will automatically install the Google Analytics JavaScript code. Unless you are an advanced user, you don't need to do anything more.

Select the Google Analytics Classic Ecommerce Code tab. Most users will never need to change anything on this tab.

The JavaScript for Google Analytics has two main parts:

- A "basic" section of JavaScript code that tracks visitors and visitor movement in your store.
- An ecommerce section of JavaScript code that tracks purchases in your store.

Just by setting up your Google Analytics account you get the "basic" JavaScript code, but in the Profile Settings section of your Google Analytics account you can choose to track ecommerce.

When you click on the Update button at the bottom of the Google Analytics Tracking Code tab, Miva Merchant will install the correct JavaScript in your store. You don't need to do anything else.

The Ecommerce Tracking Template field on the Google Analytics Classic Ecommerce Code tab shows you the Google ecommerce JavaScript code. This code is only installed on your invoice (INVC) page. Advanced users might modify this code if they were testing a new version of some Google Analytics JavaScript, but most users won't need to change anything on this tab.
Utilities > Google Analytics Tracking Code Tab

Please see above.

Utilities > Google Analytics Classic Ecommerce Code Tab

See above.

In previous versions of Miva Merchant, this tab was called "Google Analytics Ecommerce Code". This tab only appears if you select "Classic (ga.js)" in the:

Menu > Utilities > Google Analytics Settings tab > Mode field.

Utilities > Shipping Estimate

The shipping estimate feature allows customers to get shipping estimates for their current basket, or for individual products, without having to start the checkout process. You can add this feature to any page in your store, but it’s usually added to the Product (PROD) and Basket (BASK) pages.

To Enable the Shipping Estimate Feature

1. Add the module.
   1.1. Go to Menu > Utilities > Add/Remove Modules tab.
   1.2. In the Available Modules section, click on the Install button under Shipping Estimate.

2. Modify your template code.
   Most store owners add the Shipping Estimate feature to the Basket page (BASK), or the Product page (PROD).
   2.1. Go to Menu > User Interface > Pages tab > Edit page BASK or PROD > Page tab > Template field.
   2.2. If you are editing the BASK page:
       We need to add a line of template code that will determine where the Shipping Estimate link will show up in our on-line store page. In our example, we’ll modify the template code so that the Shipping Estimate link shows up below the PayPal button.
       2.2.1. Search for the line in the template field that contains the string "PaypalExButton".
           <div id="basket-content" class="editable"><mvt:item name="PaypalErrorMsg"/><mvt:item name="basket" /><br /><mvt:item name="PaypalExButton"/></div>
       2.2.2. Below the line for the PayPal button, add this code:
           <mvt:item name="shipestimate"/>
       2.2.3. Click Update.
   2.3. If you are editing the PROD page:
2.3.1. Search for the line:
   <mvt:item name="product_display" />
2.3.2. Replace it with:
   <mvt:item name="product_display" /> <mvt:item name="shipestimate" />
2.3.3. Click Update.

3 Assign the Shipping Estimate Item.
   3.1. Go to User Interface > Items tab.
   3.2. Search for the item: shipestimate
       Note that we are not looking for the item: shipestimate_rates
   3.3. Edit the item shipestimate and select the Pages tab.
   3.4. Assign shipestimate to page BASK or PROD (or both).

<table>
<thead>
<tr>
<th>-Assigned</th>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BASK</td>
<td>Basket Contents</td>
</tr>
<tr>
<td></td>
<td>PROD</td>
<td>Product Display</td>
</tr>
</tbody>
</table>

To Configure Shipping Estimate

Assuming that you added the Shipping Estimate feature to either page BASK or page PROD:
Go to User Interface > Pages tab > Edit page BASK or PROD > Shipping Estimate tab.

<table>
<thead>
<tr>
<th>Mode:</th>
<th>Set this field to <strong>Entire Basket</strong> if you are editing the Basket (BASK) page. Set this field to <strong>Single Product</strong> if you are editing the Product (PROD) page.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Fields:</td>
<td>Whatever fields you select here will appear in the Shipping Estimate popup in your on-line store.</td>
</tr>
</tbody>
</table>
### Results Display:
- If you choose "Open in a New Window", when the customer clicks on the Calculate Shipping button a new browser window will open and display the shipping estimates.
- If you choose "Place in Element", when the customer clicks on the Calculate Shipping button the shipping estimates will display in the current window.

### Results Page:
If you set Results Display to "Open in a New Window", use this field to select the page that you want to use to display the shipping estimates.

For example, if you set Results Page to SERT (Shipping Estimate Rates), when the customer clicks on the Calculate Shipping button, a new browser window will open and display the Shipping Estimate Rates page along with the shipping estimates.

### Shipping Countries:
If you want a list of countries to appear in the Calculate Shipping dialog box:
1. In Address Fields, select the Shipping Country checkbox.
2. In the Shipping Countries field, select the list of countries you want to appear in the Country drop-down list.

### Notes:
**Versions:**
- Please see Appendix 2: Common Fields in the Admin Interface.

**Recall:**

**Clear:**

**History:**

**Advanced Mode:**
- Click on the advanced mode to display the template code field that controls the Shipping Estimate popup.
Utilities > Add/Remove Modules Tab

To Add Utilities Modules
1. Go to Utilities > Add/Remove Modules tab.
2. Select the Available Modules section.
3. Click on the Install button for the Utilities module that you want to add.

To Remove Utilities Modules
1. Go to the Utilities > Add/Remove Modules tab.
2. Select the Installed Modules section.
3. Click on the Remove button for the Utilities module that you want to remove.

Domain Settings

Domain Settings > Domain Details Tab

Domain Settings > Domain Details Tab > Information Section

| Domain Name: | The domain name where your store will be hosted. It is usually set up when your first store is created and rarely changes after that. You can have multiple stores under the same domain. If you change your domain, Miva Merchant usually makes the change for you. |
| IP Address: | The IP address of your store on the server. |
| License #: | The license number that was entered when the store was created. |
| Partner: | The partner is whoever you purchased your store from. In some cases this is Miva Merchant, but there are also distributors who sell stores. |
| Version: | The Miva Merchant software version that is currently installed. |
| Licensed Concurrent Users: | This is a static field that tells you how many concurrent licenses you have. In Miva Merchant Version 9, you can create as many admin accounts as you wish, but the number of admin users who can login at the same time is limited by the number of licenses that you've purchased. |

Admin Sessions: | A static label that tells you how many admin users are currently logged in. See also Domain Settings > Administrative Sessions.

Reset Session Statistics: | The Admin Sessions field tells you how many admin users are currently logged in, and the largest number of admin users that have ever been logged into your store at the same time. For example, you might see an Admin Sessions field that looks like this:
There is currently 1 session for 1 user (1 active). Most active was 3 on 03/06/2015.
If you reset the session statistics, the Admin Sessions field would look like this:
There is currently 1 session for 1 user (1 active). Most active was 1 on 03/16/2015.

Domain Settings > Domain Details Tab > Registration Section
The fields in this tab are usually filled out when your first store is created.

Domain Settings > Domain Details Tab > Site Configuration Section
Notes for the Site Configuration tab:
- The settings in this tab are for advanced users. It's important that you understand the use of these settings before you make any changes.
- In PR8 Update 9, cookie settings were moved to their own tab. See Domain Settings > Domain Details tab > Cookie Settings section.
- In PR8 Update 9, mail settings were moved to their own tab. See Global Settings > Domain Settings > Mail Settings Tab

| Non-secure URL to Miva Merchant | The http URL to your on-line store. |
| Secure URL to Miva Merchant | Normally this is the same as the non-secure URL to Miva Merchant, but using https. However, it can be different if you are using a shared SSL certificate. |
| Include Session Parameters in Miva Merchant URLs: | In general it should not be necessary to change this setting. This setting only affects the use of a session ID as an URL parameter and only applies if you are using longlinks. If you are using short links, your store will ignore the "include session parameters" settings. |
| | **Never:** the session ID will never be included as an URL parameter. |
| | **When transitioning between Secure and Non-Secure URLs:** Non-secure pages generate unencrypted cookies that contain a
session id. When you move to a secure page, the session ID is passed as an URL parameter and is copied to an encrypted cookie because PCI compliance requires that secure pages have separate cookies.

- **Always**: the session ID always appears as an URL parameter.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure URL to Administration</td>
<td>The https URL to the Miva Merchant admin program.</td>
</tr>
<tr>
<td>Root Directory for Graphics</td>
<td>The directory on the server that contains all graphics and graphics subdirectories.</td>
</tr>
<tr>
<td>Secure Root Directory for Graphics</td>
<td>Same purpose as the &quot;non-secure&quot; root directory for graphics, but applied to your secure store path.</td>
</tr>
<tr>
<td>Base URL for Graphics</td>
<td>The URL that points to the root directory for graphics.</td>
</tr>
<tr>
<td>Secure Base URL for Graphics</td>
<td>Same as the Base URL for Graphics, but used by your secure store, if you have one.</td>
</tr>
<tr>
<td>Root Directory for Modules</td>
<td>Sets the relative directory for modules.</td>
</tr>
<tr>
<td>Secure Root Directory for Modules</td>
<td>Same purpose as the &quot;non-secure&quot; root directory for modules, but applied to your secure store path.</td>
</tr>
<tr>
<td>Use Strict Validation for Codes</td>
<td>When checked, requires that you enter only alphanumeric characters, the underscore (_), and hyphen (-) for the Login and all codes in Miva Merchant, such as the product code, category code, etc. Strict Validation is recommended and is the default. <strong>Caution</strong>: If you clear the Use Strict Validation for Codes check box, Miva Merchant will allow other characters. However, symbols and punctuation should generally be avoided, and some symbols (such as the %, &amp;, and #) are never allowed for a code. If, after being off, Strict Validation is turned on again, codes which had been valid will become invalid.</td>
</tr>
</tbody>
</table>
| Preferred Ciphers | The Preferred Cipher list is a comma separated list of OpenSSL cipher strings. When Miva Merchant needs to encrypt something in the database, it looks in this field and selects a cryptographic algorithm.  
- The default list for newly installed stores is: aes-256-cbc,aes-128-cbc,bf-cbc  
- When a store is upgraded to PR8 Update7, the list is initially blank. The software will use a cipher that is compatible with all versions of the Miva Merchant software.  
- Only "cbc" mode ciphers are used for order encryption as of PR8 Update7, so they have to have "cbc" in the string somewhere:  
  - aes-256-cbc is AES256  
  - aes-128-cbc is AES128  
  - bf-cbc is 128-bit Blowfish (used by releases before PR8) |
JavaScript

The admin interface uses about 80 JavaScript files. These files do not affect your on-line store, but are only used to support features in the admin interface. This field gives you options for organizing the files that can make the admin interface faster.

- **Separate**: Leave the JavaScript in separate files.
- **Combined**: Combine all of the JavaScript into a single file. Instead of loading a bunch of JavaScript files, the admin interface only has to load one.
- **Combined and Minified**: Combining and "mini-fying" theoretically further improves load time by removing all white space in the file. The admin interface only has to load one huge line of JavaScript.

**Domain Settings > Domain Details Tab > Password Settings Section**

These settings affect accounts for Miva Merchant administrators who are using the admin interface. The default settings meet PCI compliance. See also: [To Set Password Security for Customer Accounts](#).

Most of the settings in this section are obvious. A few that are not obvious are documented below.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable TOTP (Google Authenticator) Two-Factor Authentication</td>
<td>Check this box to enable two factor authentication in the admin interface. See <a href="#">Two Factor Authentication in Miva Merchant</a>.</td>
</tr>
<tr>
<td>TOTP Time Step:</td>
<td>The frequency with which the QR code authenticator application on your cell phone will generate an authorization code. <strong>NOTE</strong>: If you are using Google Authenticator on your cell phone, you must leave this field at the default setting (30).</td>
</tr>
<tr>
<td>TOTP Start:</td>
<td>Defaults to &quot;0&quot;, which is the Unix epoch time: January 1st 1970 at midnight. See: <a href="http://en.wikipedia.org/wiki/Unix_time">http://en.wikipedia.org/wiki/Unix_time</a> <strong>NOTE</strong>: If you are using Google Authenticator on your cell phone, you must leave this field at the default setting (0).</td>
</tr>
<tr>
<td>TOTP Window:</td>
<td>The number of recently generated authentication codes that you can enter to log into the admin interface. Defaults to 1 (one before and one after the current authentication code). If you leave this field set at 1, you could use any of three authentication codes to log into the admin interface: - The authentication code you are currently viewing on your cell phone.</td>
</tr>
</tbody>
</table>
Two Factor Authentication in Miva Merchant

Two factor authentication is often used when you supply your credentials to gain access to a site or service. When you login to the Miva Merchant admin interface, you have to enter your username and password (your "first factor" authentication). With two factor authentication, you not only have to enter your username and password, but you typically would have to use some other device or channel to get access. For example, in addition to your username and password, you might have to enter a special authorization code that you get from your cell phone.

The idea behind two factor authentication is that, if someone tries to gain access to your account, they not only need your username and password, but they would need your cell phone as well.

Using Miva Merchant two factor authentication is optional, but it provides another layer of security for your admin user accounts. Miva Merchant second factor authentication does not apply to customer accounts in your on-line store.

To Use Miva Merchant Two Factor Authentication:

1. Install Google Authenticator, or another QR code authenticator on your cell phone.
   See: https://support.google.com/accounts/answer/1066447?hl=en
2. Go to Menu > Domain Settings > Domain Details tab > Password Settings section.
3. Check the Enable TOTP checkbox. (TOTP stands for "time based one time password").
4. Go to Menu > Users. Edit a user.
5 In the Edit User screen, click **Manage Two-Factor Authentication**.

![Edit User: test](image)

6 In the Two-Factor Authentication dialog box, click **Enable**. Miva Merchant will generate a "QR code" which is basically a two-dimensional barcode.
Start the QR code authenticator application (like Google Authenticator) that you installed on your cell phone.

Take a picture of the Miva Merchant QR code with your cell phone.

Open a browser and go to your Miva Merchant admin URL. In addition to your username and password, you'll see that there is a new field for an authentication code.
9.1. Enter your username and password as you normally would.

9.2. Use the QR code authenticator on your cell phone to generate an authentication code. Enter this code in the Authentication Code field.

9.3. Click Sign In.

Notes on Miva Merchant Two Factor Authentication

- This type of two factor authentication is time based.
  - It assumes that the system time on your store server, and the system time on your cell phone are both correct. If the time on either your server or your cell phone is not correct, it can cause two factor authentication to fail and you wouldn't be able to log into the admin interface.
  - By default, the authentication codes are only valid for 60 seconds.
  - If your authentication code expires, you can generate another one.
  - When you click on the Enable TOTP checkbox (Menu > Domain Settings > Domain Details tab > Password Settings section), you are enabling two factor authentication for the admin interface of the current store. However:
    - Every admin user who wants to use two factor authentication must download a QR code authenticator to their cell phone.
    - You must generate a separate QR code for each admin user that wants to use two factor authentication.
    - Every admin user who wants to use two factor authentication has to take a picture of the QR code that was generated for their admin account.
  - Once you enable TOTP in the admin interface, all admin users will see the Authentication Code field when they login. However, if one of your admin users is not set up for two factor authentication, they can ignore the Authentication Code field. They can login just by entering their username and password as usual.
### Domain Settings > Domain Details Tab > Timeouts Section

| **Shopping Interface Cookie Expiration** | Determines how long the session cookie is valid. The default is set to one year. Your cookie should always be set to a value higher than your Basket Timeout, otherwise a shopper could appear to lose a live basket. |
| **Shopping Interface Secure Cookie Expiration** | If the customer is on a non-SSL page in your store, Miva Merchant generates a non-secure session cookie. If the customer is on an SSL page in your on-line store, Miva Merchant generates a secure session cookie. This field determines how long the secure session cookie is valid. The default is set to one year. Your cookie should always be set to a value higher than your Basket Timeout, otherwise a shopper could appear to lose a live basket. |
| **Administration Session Timeout** | PCI compliance requires that the admin session timeout be 15 minutes or less. When the timeout occurs, admin users will be automatically returned to the login screen. |
| **Administration Session Failed Login Lockout Time** | The lockout time occurs when an admin user exceeds the max number of login attempts. PCI compliance requires a lockout time of 30 minutes or longer. |
| **Administration Session Failed Login Attempts Allowed** | Sets the max number of login attempts for the Miva Merchant admin interface. The requirement for PCI compliance is 6 login attempts or less. |
| **Failed Login Delay** | Enter a value, in milliseconds, that an admin user must wait after entering an incorrect username or password. For example, if you enter 5000 milliseconds here, an admin user has to wait five seconds after entering an incorrect username or password before they can try again. |

### Domain Settings > Domain Details Tab > Upload Settings Section

| **Image Extension Types:** | The Image Extensions Types are a simple security check for file uploads that are done through the admin interface. You can put any file extensions in this box. When someone tries to upload a file to your store through the admin interface, the system checks the extension of that file against the list of extensions in this box. If it isn't on the list of allowed file extensions, the upload will fail. |
| **JPEG Image Quality:** | Use this field to control the quality of jpg images that you upload. Reducing the image quality, even from 100% to 95%, can significantly reduce the image size. |
| | • This field has no effect on any other format, such as .gif. |
| | • This field has no effect over the "older" types of images, such as Legacy Images. |
This field only affects images that you uploaded as Additional Images or imported using Image Types.

Domain Settings > Domain Details Tab > Mail Settings Section

In releases before PR8 Update 9, store owners had two choices for using a mail server:

- Use a mail server on the same machine that hosted their store.
- Use an external mail server, such as SendGrid, Google Apps, or your company's exchange server, with no credentials. Miva Merchant could only connect to an external mail server if there was an account on the mail server that did not require a username or password.

Beginning in PR8 Update 9, you can continue to use the mail server on your store's machine, but you can also connect to an external mail server account that requires a username and password.

Miva Merchant will also detect and support the following SMTP authentication standards on an external mail server:

- PLAIN
- LOGIN
- DIGEST-MD5
- CRAM-MD5

<table>
<thead>
<tr>
<th>Mail Server</th>
<th>The address of your Web host's mail server that sends out e-mail. This is not an e-mail address. You can get this address from your hosting company. In some cases the host provides this information in a FAQ page. If you cannot find the information on the website, contact the hosting company directly.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encryption</td>
<td>The Encryption field is only used if you are connecting to an external mail server.</td>
</tr>
<tr>
<td></td>
<td>- Plaintext: Credentials and emails are sent to the mail server in plain text.</td>
</tr>
<tr>
<td></td>
<td>- STARTTLS: Select this option to have credentials and emails encrypted if your mail server uses STARTTLS.</td>
</tr>
<tr>
<td></td>
<td>- SSL: Select this option to have credentials and emails encrypted if your mail server uses SSL.</td>
</tr>
<tr>
<td></td>
<td>- Port: the connection port on your mail server.</td>
</tr>
<tr>
<td>Mail User</td>
<td>If you are connecting to an external mail server, enter the account username here.</td>
</tr>
<tr>
<td>Mail Password</td>
<td>If you are connecting to an external mail server, enter the account password here.</td>
</tr>
<tr>
<td>Add Angle Brackets to Email Addresses</td>
<td>Some hosts require that angle brackets enclose the e-mail address. For example, <a href="mailto:documentation@miva.com">documentation@miva.com</a> would be entered as <a href="mailto:documentation@miva.com">documentation@miva.com</a>. Contact your hosting company to find</td>
</tr>
</tbody>
</table>
Mail Method

Some web hosts use an optional commerce library method to send e-mail. If yours does, they will either set this up for you, or will tell you what to enter here. In general, leave this field blank.

**Domain Settings > Domain Details Tab > Cookie Settings Section**

These settings should only be modified by advanced users.

<table>
<thead>
<tr>
<th>Non-secure Miva Merchant Cookie &quot;domain&quot; / Non-secure Miva Merchant Cookie &quot;path&quot;</th>
<th>Essentially, the cookie domain and cookie path give you some control over when a browser sends a cookie back to a web server. If you specify a cookie domain and path, the browser will only send the cookie back to the web server when the user requests a page in that domain and path. See: <a href="http://en.wikipedia.org/wiki/HTTP_cookie#Domain_and_Path">http://en.wikipedia.org/wiki/HTTP_cookie#Domain_and_Path</a> for examples.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-secure Miva Merchant Cookie Output:</td>
<td>Depending on your service provider and the type of payments that you accept, your store may be examined routinely by a PCI scanner. A PCI scanner checks your on-line store for a number of potential issues, to make sure that your store is PCI compliant. One issue that PCI scanners look for is to see if secure (HTTPS) pages in your store are setting cookies that have the &quot;secure flag&quot; set. See: <a href="http://en.wikipedia.org/wiki/HTTP_cookie">http://en.wikipedia.org/wiki/HTTP_cookie</a> for basic information about cookies and secure cookies. If the scanner sees that you have a secure page which is setting a cookie without the secure flag, it may trigger a PCI compliance error. The settings in this section give you some control over how your store pages can set cookies.</td>
</tr>
<tr>
<td></td>
<td><strong>Set only on HTTP connections, without secure flag</strong>: If the customer is on a secure page in your store, they will only receive a cookie if it has the secure flag set. This is the default and the safest option. It is also the condition that PCI scanners check for, so if you keep this option, you will never get a secure flag error from a PCI Scanner. This option assumes that you are using the Miva Merchant default SSL page settings. See <a href="#">Appendix 5: Default HTTP/HTTPS Pages</a> for more information.</td>
</tr>
<tr>
<td></td>
<td><strong>Set on both HTTP and HTTPS connections, without secure flag</strong>: This option will allow secure and non-secure pages to set cookies without the secure flag. It is the least safe option and the one most likely to generate an error from a PCI scanner. Some Miva Merchant store owners have selected this option to correct a rare situation. If your store has a custom mixture of...</td>
</tr>
</tbody>
</table>
secure and non-secure pages, and a customer starts on a secure page and visits a non-secure page before checking out, it’s possible that the basket could appear empty because Miva Merchant has lost the session ID associated with the basket. If you select this option the customer’s basket (and cookie) should be ok, but you may trigger a false positive from the PCI scanner.

- **Set only on HTTPS connections, with secure flag**: Choose this option if you have modified your store so that every page uses SSL. Every cookie will have the secure flag set.

  ![Warning Icon]

  If you select this option and you do not use SSL on all of your store pages, customers will not be able to go through checkout.

| Secure Miva Merchant Cookie "domain" / Secure Miva Merchant Cookie "path" | The same as the "non-secure" settings, but applied to your secure store. |

**Domain Settings > Domain Details Tab > Upgrade Settings Section**

Set the frequency that you would like to check for software upgrades.

| Upgrade Stream: | It is rarely necessary to change this setting. Periodically, Miva Merchant offers a public beta release of the Miva Merchant software. If you want to participate in the beta, you change your Upgrade Stream to beta.

When the beta becomes available, you click on the "Eligible for Updates" box and the beta will be downloaded to your store server. It is common for store owners to have a "development" store on their server, and a "production" store. Customers who are interested in the beta software download it to their development site, where it will not interfere with their production store. Please contact Miva Merchant customer support if you are not sure how to do this. |
| Check for Upgrades: | Set the frequency that you would like to check for software upgrades. |
| Review Installed Updates: | Lists all of the updates that have been applied to your store’s current production version. The list is erased each time you install a new production release. |

**Domain Settings > Countries Tab**

This is the master list of all the countries that can appear in the checkout and shipping pages in any of your stores. You can create store specific country lists by editing the `Menu` > *Store Settings* >
Countries Tab. If you remove a country from the Domain Settings master list, that country is not available in any store in your mall, and customers cannot select that country when they checkout.

Domain Settings > Shipment Tracking Links Tab

As soon as you mark an order as shipped (see Create Shipment) you can also add a tracking number and a carrier to the order.

By default Miva Merchant provides tracking links for FedEx, UPS, and USPS. When you mark the item as shipped, your customer will receive an automated email with the tracking number. The tracking number is a hyperlink that the customer can click on and go to the tracking page at the carrier's website.
To Add Tracking Links to Other Carriers

1. Go to `Domain Settings > Shipment Tracking Links tab.`

2. Click `Add Shipment Tracking Link`.
   2.1. In the Type box, enter the carrier's name.
   2.2. In the URL box, enter the URL to the carrier's tracking page (with all of the carrier's required parameters) and use the token `%tracknum%` in place of an actual tracking number. You can get this URL from the carrier.
Domain Settings > PA-DSS Checklist Tab

PA-DSS stands for "Payment Application Data Security Standard". This tab lists the features that Miva Merchant is required to provide to comply with the PCI (Payment Card Industry) security standards. Please note that this is not a complete checklist for PCI compliance. For example, PCI has requirements for hardware firewalls that Miva Merchant software cannot test for and does not provide. The checklist on this page only contains the PCI requirements that Miva Merchant is responsible for under PA-DSS.

To view the Miva Merchant AOV (Attestation of Validation):


In order to maintain your PCI –DSS compliance, you must use Miva Merchant 5.5 Production Release 7 (fully patched), or later, AND follow the Miva Merchant PA-DSS Product Installation Guide when you configure your Miva Merchant online store. You can download the PA-DSS Product Installation Guide here:


Larger merchants may be required by their merchant account provider to pass a PCI audit that is performed by a Qualified Security Assessor who is PCI certified.

Domain Settings > Administrative Sessions Tab

The Administrative Sessions tab, new in V9, gives you information about the admin users who are currently logged in.

Domain Settings > Store Selection Layout Tab

If you have multiple stores, there is a "store selection" page that lists all of your stores as hyperlinks. You can direct customers to this page and your customers can click on the store that they want to visit. You can customize this page and essentially use it as a graphical interface to your mall.

Customers can view the store selection page at:

http://<your_on-line_store_domain>/mm5/merchant.mvc
### Domain Settings > Store Selection Layout tab > Store Selection Display

<table>
<thead>
<tr>
<th>Stores/Line:</th>
<th>The number of store hyperlinks to put on the same line. In the sample page above, Stores/Line is set to &quot;1&quot;, one hyperlink per line. If you changed this value to &quot;2&quot;, the hyperlinks &quot;Store1 Store2&quot; would appear on the same line.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header:</td>
<td>Use the Header box to add text and other content to the mall page.</td>
</tr>
</tbody>
</table>

### Domain Settings > Store Selection Layout tab > Store Selection Colors

This tab is used to change the color of various items (background, fonts, etc.) that appear in the store selector page. You can either enter the hexadecimal representation of a color or click on the color picker icon to select a color directly. Click the Update button when you are done making changes.

### Domain Settings > Store Selection Layout tab > Store Selection Fonts

This tab is used to change the fonts that appear in the store selector page. Click the **Update** button when you are done making changes.

<table>
<thead>
<tr>
<th>Face:</th>
<th>Controls the html font tags on the store selector screen.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size:</td>
<td>This is an html font tag setting that controls the size of text in your store selector page.</td>
</tr>
</tbody>
</table>

### Domain Settings > Store Selection Layout tab > Store Selection Images

<table>
<thead>
<tr>
<th>Body Background:</th>
<th>The image that you select or upload will appear as the background for the store selector page.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navigation Bar Logo:</td>
<td>Not used in Miva Merchant Version 9 and above.</td>
</tr>
<tr>
<td>Navigation Bar &quot;Select Store&quot;:</td>
<td>Not used in Miva Merchant Version 9 and above.</td>
</tr>
</tbody>
</table>
URI Management

Miva Merchant URLs - A Brief History

As far as Miva Merchant and this document are concerned, an URL is the address that you enter in a browser to visit a web page. There is an ongoing debate as to whether you should call these addresses URLs (Universal Resource Locator) or URIs (Universal Resource Indicator), but for this product and reference guide, URL and URI both refer to the same thing: the web addresses that let your customers find your on-line store and store pages.

If you have some time and some coffee, please see:
https://en.wikipedia.org/wiki/URL

PR7

In older releases of Miva Merchant, PR7 and before, your Miva Merchant store had to use "long" URLs. For example, to reach a product page in your store, a customer would have entered something like this:

http://HSeldon.mivamerchantdev.com/mm5/merchant.mvc?Screen=PROD
&Product_Code=hawaiian_shirt&Store_Code=sample_store

These URLs were what search engines like Google indexed, and what your customers saw as they navigated through your store. Version 9 still supports long URLs.

See: Menu > URI Management > Settings tab > Runtime section > Link Source list box.

PR8

In PR8 Miva Merchant introduced "short links". In the background, Miva Merchant would (and still does) create the long URLs, but you could show search engines and customers a product page URL that looked like this:

http://HSeldon.mivamerchantdev.com/product/hawaiian_shirt.html

Short links had a few advantages:
- They were a little easier to read, and manually type in, if you had to.
- You could use the admin interface to customize them a little. For example, you didn't have to use the word "product" in your product page URLs. You could change "product" to anything that you wanted.

PR8 style short links are still supported in Version 9, only now they are called Legacy SEO Settings.

See: Menu > URI Management > Settings tab > Runtime section > Link Source list box.
See: Menu > URI Management > Legacy SEO Settings tab.
Version 9

In Version 9, you'll see the term "URI Management", which refers to two different things.

- URI Management is a heading in the Menu button that has a number of tabs.
- URI Management also refers to a new and completely different style of URL. The main difference is that the Version 9 URI Management URLs are a kind of "URL alias". You can make your Version 9 URLs look like almost anything that you want.

URI Management > Settings Tab

URI Management > Settings Tab > Runtime Section

<table>
<thead>
<tr>
<th>Link Source:</th>
<th>See also Changing Your Link Source.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Use the Link Source list box to select the style of URLs you want to use for your store. See also Miva Merchant URLs - A Brief History.</td>
</tr>
</tbody>
</table>

- **Long URLs:** These are the original style of URLs that Miva Merchant used in PR7 and earlier. If you select this URL style, your customers will see and navigate your store using URLs like this:

- **Legacy SEO Short Link:** This style of URL was introduced in Miva Merchant PR8.
  If you select this URL style, your customers will see and navigate your store using URLs like this:
  - In PR8 this URL style was called "short links" and was in the Domain Settings > SEO Settings tab.
  - In Version 9, this URL style is called "Legacy SEO Short Link" and is still supported. See URI Management > Legacy SEO Settings Tab.

- **URI Management:** In Version 9, the term "URI Management" is a heading in the Menu button that includes several tabs (Settings, Legacy SEO Settings, etc.) but URI Management also refers to a new type of Miva Merchant URL.
  The URI Management style URL is almost completely customizable. You can make the URL that the customer sees look like almost anything you want, and you "map" that URL to a location in your store. See URI Management > URIs tab.
By default, a product page URL would look like this:
http://MyStore.mivamerchantdev.com/hawaiian-shirt.html

<table>
<thead>
<tr>
<th>URL Prefix:</th>
<th>Usually this field contains your domain and defines the protocol. It is rarely necessary to change this field.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure URL Prefix:</td>
<td>If your domain is using a secure certificate, enter the https domain in this field.</td>
</tr>
</tbody>
</table>

**URI Management > Settings Tab > Page URIs Section**

Page URIs are created for any store page other than product and category pages. For example, ABUS (About Us) and SFNT (Storefront) would have URLs created by the settings in this section.

<table>
<thead>
<tr>
<th>Page URI Template:</th>
<th>One reason that the URI Management style URL is so customizable is that this style of URL is generated using Miva Merchant template code. The Page URI Template field contains the default code for pages in your on-line store that are not category or product pages (such as &quot;About Us&quot;). You can modify this code, which will be applied globally to your store, but you can also edit individual URLs in the URI Management &gt; URIs tab.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate URIs For New Pages:</td>
<td>Both the Generate and Delete checkboxes are only used if you selected URI Management in the Link Source field. These two checkboxes control whether the URIs in the URI Management &gt; URIs tab are auto-created and deleted when you create and delete pages.</td>
</tr>
<tr>
<td>Delete URIs For Deleted Pages:</td>
<td>See above.</td>
</tr>
<tr>
<td>Update Page URIs:</td>
<td>If you did something that would change the &quot;construction&quot; of a URI Management style URL, such as changing the URI template code, these settings let you control whether you want to update all of the existing URIs to reflect those changes. Note that changing your URIs can affect your SEO rankings.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Never</strong>: Your existing URIs would not change, but your new URIs would reflect your changes.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Add a Non-Canonical URI</strong>:</td>
</tr>
<tr>
<td></td>
<td>• <strong>Normal</strong>: The existing URIs are not changed and are still canonical. A duplicate set of URIs is created and these are marked as non-canonical.</td>
</tr>
<tr>
<td></td>
<td>• <strong>30x Redirect</strong>: The existing URIs are not changed and are still canonical. New URIs will be created that re-direct to the canonical URIs.</td>
</tr>
</tbody>
</table>
**URI Management > Settings Tab > Category URIs Section**

The settings in this section affect URLs that are created for your category pages. However, the settings themselves work the same way as the settings in the Page URIs section.

**URI Management > Settings Tab > Product URIs Section**

The settings in this section affect URLs that are created for your product pages. However, the settings themselves work the same way as the settings in the Page URIs section.

**Changing Your Link Source**

Follow the instructions below if you want to change the type of URLs used in your store.

See also:
- [Miva Merchant URLs - A Brief History](#)
- [Link Source](#)

If you are moving from Long URLs or SEO Legacy Short Links to the new URI Management style URLs, you may want to create redirects for your existing URLs so that you don't lose the SEO "weighting" for your old URLs. You may not need to create redirects if your store is new, or if your SEO ranks are low. Please contact professional services if you have questions about whether redirects are needed. You can also post questions and concerns to the Miva forums.

**From Long URLs to Legacy SEO Settings**

Follow these steps if you are currently using Long URLs and you want to switch to Legacy SEO Settings style URLs.

1. Go to `>` URI Management > Settings tab > Runtime section.
   1.1. Change the Link Source to Legacy SEO Settings and click **Update**.
2. Go to `>` URI Management > Legacy SEO Settings tab.
   2.1. Optional: check the **Enable SEO-Friendly Store Front** checkbox.
2.2. Required: check the *Enable Short Links* checkbox.

2.3. Click **Update**.

3. Go to **Menu** > URI Management > .htaccess tab. Click **Update**.

**From Long URLs to URI Management Style URLs**

Follow these steps if you are currently using Long URLs and you want to switch to URI Management style URLs.

1. Go to **Menu** > URI Management > Settings tab > Runtime section.
   1.1. Change the Link Source to URI Management.
   1.2. Take a look at the settings for Page URIs, Category URIs and Product URIs and make sure they are set to work the way that you wish and expect.
   1.3. Click **Update**.

2. Go to **Menu** > URI Management > Legacy SEO Settings tab. Verify that the following checkboxes are unchecked.
   2.1. *Enable SEO-Friendly Store Front* checkbox.
   2.2. *Enable Short Links* checkbox.
   2.3. Click **Update** if you make any changes.

3. Go to **Menu** > URI Management > .htaccess tab. Click **Update**.

4. Go to **Menu** > URI Management > URIs tab. Click **Generate**.

**From Legacy SEO Settings to Long URLs**

Follow these steps if you are currently using Legacy SEO Settings style URLs and you want to switch to Long URLs.

1. Go to **Menu** > URI Management > Settings tab > Runtime section.
   1.1. Change the Link Source to Long URLs and click **Update**.

2. Go to **Menu** > URI Management > Legacy SEO Settings tab. Verify that the following checkboxes are unchecked.
   2.1. *Enable SEO-Friendly Store Front* checkbox.
   2.2. *Enable Short Links* checkbox.
   2.3. Click **Update** if you make any changes.

3. Go to **Menu** > URI Management > .htaccess tab. Click **Delete**.

**From URI Management Style URLs to Long URLs**

Follow these steps if you are currently using URI Management style URLs and you want to switch to Long URLs.
1 Go to > URI Management > Settings tab > Runtime section.
   1.1. Change the Link Source to Long URLs and click Update.

2 Go to > URI Management > Legacy SEO Settings tab. Verify that the following checkboxes are unchecked.
   2.1. Enable SEO-Friendly Store Front checkbox.
   2.2. Enable Short Links checkbox.
   2.3. Click Update if you make any changes.

3 Go to > URI Management > .htaccess tab. Click Delete.

**From Legacy SEO Settings to URI Management Style URLs**

Follow these steps if you are currently using Legacy SEO Settings URLs and you want to switch to URI Management style URLs.

1 Go to > URI Management > Settings tab > Runtime section.
   1.1. Change the Link Source to URI Management.
   1.2. Take a look at the settings for Page URIs, Category URIs and Product URIs and make sure they are set to work the way that you wish and expect.
   1.3. Click Update.

2 Go to > URI Management > Legacy SEO Settings tab. Verify that the following checkboxes are unchecked.
   2.1. Enable SEO-Friendly Store Front checkbox.
   2.2. Enable Short Links checkbox.
   2.3. Click Update if you make any changes.

3 Go to > URI Management > .htaccess tab. Click Update.

4 Go to > URI Management > URIs tab. Click Generate.

**From URI Management Style URLs to Legacy SEO Settings**

Follow these steps if you are currently using URI Management Style URLs and you want to switch to Legacy SEO Settings style URLs.

1 Go to > URI Management > Settings tab > Runtime section.
   1.1. Change the Link Source to Legacy SEO Settings and click Update.

2 Go to > URI Management > Legacy SEO Settings tab.
   2.1. Optional: check the Enable SEO-Friendly Store Front checkbox.
   2.2. Required: check the Enable Short Links checkbox.
   2.3. Click Update.
3. Go to **Menu** > **URI Management** > .htaccess tab. Click **Update**.

**URI Management > Legacy SEO Settings Tab**

**URI Management > Legacy SEO Settings Tab > SEO-Friendly Store Front Section**

| Enable SEO-Friendly Store Front: | If you don't check this box, when people browse to your store domain, Miva Merchant will try to load your index.html page. If you don't have an index.html page, the customer usually sees a page not found error. If you enable this checkbox, when customers browse to your store domain, Miva Merchant will ignore your index.html, even if you have one, and will automatically load your page SFNT (store front). |

**URI Management > Legacy SEO Settings Tab > Short Links Section**

| Enable Short Links: | If enabled, you can create shorter URL paths for your on-line store. With short links disabled, your store URL looks like this:
http://mystore.coolcommerce.net/mm5/merchant.mvc?Store_code=test_store&Screen=STSL
With short links enabled, your store URL looks like this:
http://mystore.coolcommerce.net |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Always include store code in URL:</td>
<td>If you have multiple stores in your mall and you are using the &quot;Enable short links&quot; feature, you must also enable this option. If this option is turned off, the shorts links will fail because they will not refer to a unique store. You can ignore this setting if you only have one store in your mall or if you are not using short links.</td>
</tr>
<tr>
<td>Include Product Page Identifier in Breadcrumb Links</td>
<td>There are third party modules that allow you to create breadcrumb links for your on-line store. If this option is enabled, product page identifiers will be included when the breadcrumb URLs are generated. You can ignore this option if you are using the <strong>Smart Breadcrumbs</strong> that were added in PR8 Update 4.</td>
</tr>
</tbody>
</table>
### URL delimiter:

Allows you to change the URL delimiter in your store URLs.

**Example:** Product page with the URL delimiter set to `/`

http://sample_store.coolcommerce.net/test_store/clothing/shirt01.html

**Example:** Product page with the URL delimiter set to a hyphen "-"

http://sample_store.coolcommerce.net/test_store-clothing-shirt01.html

### Prefix:

Allows you to add your own keywords as prefixes to almost every page in your store, so that search engines can scan those words. Controlling keywords that appear in your URLs can affect your placement in a search engine result list.

Example: create a custom prefix

<table>
<thead>
<tr>
<th>Prefix:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>Custom:</td>
<td><code>my_prefix</code></td>
</tr>
</tbody>
</table>

and a product page URL will look like this:

http://sample_store.coolcommerce.net/my_prefix/test_store/t-shirt01.html

### Suffix:

The suffix field allows you to change the URL suffix that appears in almost every page in your store.

Example: create a custom suffix:

<table>
<thead>
<tr>
<th>Suffix:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
</tr>
<tr>
<td>html</td>
<td></td>
</tr>
<tr>
<td>Custom:</td>
<td><code>my_suffix</code></td>
</tr>
</tbody>
</table>

and a category page URL looks like this:

http://sample_store.coolcommerce.net/test_store/my_category/clothing.my_suffix
<table>
<thead>
<tr>
<th>Product page identifier:</th>
<th>Allows you to add your own keywords to product pages in your store URLs, so that search engines can scan those words. Controlling keywords that appear in your URLs can affect your placement in a search engine result list. Example: create a product page identifier</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product Page Identifier: ◙ product&lt;br&gt; ◙ PROD&lt;br&gt; ◙ Custom: my_identifier</td>
</tr>
<tr>
<td></td>
<td>and a product page URL will look like this: <a href="http://sample_store.coolcommerce.net/test_store/my_identifier/t-shirt01.html">http://sample_store.coolcommerce.net/test_store/my_identifier/t-shirt01.html</a></td>
</tr>
<tr>
<td>Category Page Identifier:</td>
<td>Allows you to add your own keywords to category pages in your store URLs, so that search engines can scan those words. Controlling keywords that appear in your URLs can affect your placement in a search engine result list. Example: create a category page identifier</td>
</tr>
<tr>
<td></td>
<td>Category Page Identifier: ◙ category&lt;br&gt; ◙ CTGY&lt;br&gt; ◙ Custom: my_identifier</td>
</tr>
<tr>
<td></td>
<td>and a category page URL will look like this: <a href="http://sample_store.coolcommerce.net/test_store/my_identifier/shirts.html">http://sample_store.coolcommerce.net/test_store/my_identifier/shirts.html</a></td>
</tr>
</tbody>
</table>

**URI Management > URIs tab**

The URIs tab is only used if you set the Link Source to "URI Management".

In Version 9, the term "URI Management" is a heading in the button, but it also refers to a new style of URLs. URI Management style URLs are similar to legacy SEO short links, but they are much more configurable:

- URI Management style URLs are generated by template code that you can modify. See URI Management > Settings Tab.
- You can use the URIs tab to create new, completely customized URLs and "map" the URL to almost anything in your store. A URI Management style URL is like an alias that refers to a page in your store.

but see also: Changing Your Link Source.

**Generate button**

Use the Generate Button when you want to create or update your URI Management style URLs.
Generating URIs will use the current URI templates to create new URIs for each of the items selected below.

Existing URIs will be handled according to the current update settings for each item.

<table>
<thead>
<tr>
<th>Store:</th>
<th>Sample Store</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>URLs to Generate:</strong></td>
<td>All Screens, All Pages, All Categories, All Products</td>
</tr>
</tbody>
</table>

**Behavior:**
- Generate URIs Only When None Exist
- Add a Non-Canonical URI: Normal
- Replace Existing Canonical URI: Leave Old Canonical

Depending on the number of URIs to be generated, this process may take a long time.

---

<table>
<thead>
<tr>
<th>What it Says in the Generate URIs Dialog Box</th>
<th>What That Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generating URIs will use the current URI templates to create new URIs for each of the items selected.</td>
<td>This dialog box uses the template code on the URI Management &gt; Settings Tab to create your URLs.</td>
</tr>
</tbody>
</table>
| Existing URIs will be handled according to the current update settings for each item. | The URI Management > Settings tab has policy settings that control what URLs are updated and when. For example:  
  - Generate URIs For New Pages  
  - Delete URIs For Deleted Pages  
  - Update Page URIs  
However, the Generate URIs dialog box has its own policy settings under the labels:  
**URIs to Generate** and **Behavior**.  
The Generate URIs dialog box ignores the policy settings in the Settings tab. |

| Store | The store where you are going to create the URIs. |
### URIs to Generate:

- **All Screens**: When Miva Merchant refers to a "screen" in this dialog box, it means a "pseudo-page". Pseudo-pages are displayed in your on-line store, but there is no corresponding page for it in the admin interface.

  An example is the OINF page. It is used to start the checkout process, but it does not have its own page in the admin interface. The OINF page has logic built-in that directs the customer to either the OCST Page (Customer Information Page) if they are logged in or the ORDL Page (Order Login Page) if they are not logged in.

  If you select this option, URLs will be generated for the "pseudo-pages" in your on-line store.

- **All Pages**: Generate URLs for any page in your on-line store that has a corresponding page in the admin interface, except for category and product pages.

- **All Categories**: Generate URLs for all category pages in your on-line store.

- **All Products**: Generate URLs for all product pages in your on-line store.

### Behavior

- **Generate URIs Only When None Exist**:

- **Add a Non-Canonical URI**:
  - **Normal**: The existing URIs are not changed and are still canonical. A duplicate set of URIs is created and these are marked as non-canonical.
  - **30x Redirect**: The existing URIs are not changed and are still canonical. New URIs will be created that re-direct to the canonical URIs.

- **Replace Existing Canonical URI**:
  - **Leave Old Canonical**: Creates a new URI which becomes the new canonical URI. The existing canonical URI is marked as normal (non-canonical).
  - **Delete Old Canonical**: The existing URI is deleted. New URIs are created and are marked as canonical.
  - **30x Redirect**: New URIs are created and marked as canonical. The existing URI is changed to a 30x redirect to the new URI.

### Redirect Button

The Redirect button is only visible if you select a URI in the URIs tab. You can use it to manually convert an existing URI into a redirect.
Redirect

<table>
<thead>
<tr>
<th>Redirect To:</th>
<th>Page drop-down box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redirect Type:</td>
<td>Move URI drop-down box</td>
</tr>
<tr>
<td>Store:</td>
<td>Sample Store drop-down box</td>
</tr>
</tbody>
</table>

**Redirect To:**

- **Screens:** See [pseudo-page](#).
- **Page:** Generate URLs for any page in your on-line store that has a corresponding page in the admin interface, except for category and product pages.
- **Category:** Generate URLs for all category pages in your on-line store.
- **All Products:** Generate URLs for all product pages in your on-line store.

**Redirect type:**

- **Move URI:** This option is like an edit. The htaccess file is not changed and the SEO "weighting" of the URI is not lost. Essentially you are just editing an existing URI.
- **30x Redirect:** The URI that the customer enters remains the same, but you can change the page that loads.

**Store**

The store where you are going to create the URIs.

---

**Add URI Button**

In most cases you would use the **Generate button** to create a group of URIs, but you can use the Add URI button to add them one at a time.
Enter a string for the URI. There are few restrictions for what this string can look like.

The store where you want to create the URI.

Select the screen (pseudo-page), page, category, or product that you want to load with your URI.

- **Normal**: The URI that you are creating will be marked as non-canonical.
- **Canonical**: The URI that you are creating will be marked as canonical.
- **30x Redirect**: The URI that you are creating will be marked as a re-direct.

The .htaccess file is a web server configuration file. It lives on your server machine and can be used for quite a few different things, including your store URLs. Miva Merchant occasionally needs to write to your .htaccess file. Historically, however, people would also manually edit the .htaccess file, and that's where the trouble started. Sometimes, the Miva Merchant software would over-write a change that you had manually made to the file. Sometimes people would edit or delete changes that the Miva Merchant software had made, and in either case, your store wouldn't behave as expected.

To make life a little easier, Miva Merchant added the .htaccess tab in Version 9.0004. This tab is basically an interface to your store's .htaccess file for managing URLs. One of the changes in Version 9.0004 is that Miva Merchant now writes URL information to clearly labeled "blocks" in the .htaccess file.

You can continue to manually edit your .htaccess file, as long as you don't make changes within the Miva Merchant blocks.

If you set your **Link Source** to:

- **Long URLs**: Miva Merchant won't write anything to your .htaccess file.
• **Legacy SEO Short Links:** The Miva Merchant code block looks like this:

```
### Begin - Inserted by Miva Merchant
DirectoryIndex /mm5/merchant.mvc
RewriteEngine On
RewriteRule ^mm5/admin.mvc? - [QSA,L]
RewriteCond %{REQUEST_FILENAME} !-s
RewriteCond %{REQUEST_FILENAME} !-s
RewriteRule ^category/([^/]+).html$ /mm5/merchant.mvc?Screen=CTGY&Category_code=$1 [QSA,L]
RewriteCond %{REQUEST_FILENAME} !-s
RewriteRule ^([^/]+)/([^/]+).html$ /mm5/merchant.mvc?Screen=PROD&Category_code=$1&Product_code=$2 [QSA,L]
RewriteCond %{REQUEST_FILENAME} !-s
RewriteRule ^([^/]+).html$ /mm5/merchant.mvc?Screen=$1 [QSA,L]
### End - Inserted by Miva Merchant
```

• **URI Management:** The Miva Merchant code block looks like this:

```
### Begin - Miva Merchant URI Management: Direct all non-file URIs to Miva Merchant
RewriteEngine on
RewriteCond %{REQUEST_FILENAME} !-s
RewriteCond %{REQUEST_URI} !^/mm5/.*$
RewriteRule ^([^/]+)/([^/]+).html$ /mm5/merchant.mvc?Screen=PROD&Category_code=$1&Product_code=$2 [QSA,L]
RewriteCond %{REQUEST_FILENAME} !-s
RewriteRule ^([^/]+).html$ /mm5/uri.mvc?Screen=$1 [QSA,L]
### End - Miva Merchant URI Management
```

Please also see:
- *Miva Merchant URLs - A Brief History*
- *Link Source*
- *Changing Your Link Source*

**Update Button / Delete Button**

In most cases you use the Update and Delete buttons when you change your link source. See *Changing Your Link Source*.

- The Update button deletes the contents of a Miva Merchant .htaccess block and re-writes it.
• The Delete button deletes the contents of a Miva Merchant .htaccess block, including the Miva Merchant block delimiters.

Recall Button

In Version 9.0004, Miva Merchant added a kind of backup and restore function for your .htaccess file. Every time you click the Update or Delete buttons in the .htaccess tab, Miva Merchant:

1. Makes a copy of the current .htaccess file and timestamps it.
2. Makes your changes to the current htaccess file.

To Restore a Previous Copy of Your .htaccess File

1. Go to Menu > URI Management > .htaccess tab.
2. In the Recall panel, click "Select One".
3. Select a file from the list of backed up .htaccess files.
4. Click Recall.
Modules

Modules are blocks of code that add features to your store. You can use the Modules screen to add modules that you’ve downloaded from Miva Merchant or a third-party developer. Some modules are available for a fee, others are available as a free download.

To Add a Module to Your Store

When you download a module (either free or purchased) it is generally packaged in a .zip file. The zip file will usually have an instructions document that tells you how to install and configure the module. These instructions can be quite different from module to module, but the general process is as follows:

1. Go to Modules.
2. Click Add Module.
3. In the Add Module screen, click Upload.
4. In the Upload File dialog box, click Browse. Navigate to where the module file is stored on your local machine, then click Upload.
   The module file will have a "mvc" extension.
5. In the Add Module screen, click Add+.
6. The software may take a few minutes to process the upload. When the upload has finished processing, click Update.
7. After you click the Update button, you should see a new tab called "Information". Select the Information tab and make sure that the Active checkbox is checked.

8. Check the installation instructions that were included with the module and follow any remaining steps.

Edit Module: MailChimp - Newsletter Signup

<table>
<thead>
<tr>
<th>Code:</th>
<th>mailchimp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>MailChimp - Newsletter Signup</td>
</tr>
<tr>
<td>Provider:</td>
<td>Miva Merchant</td>
</tr>
<tr>
<td>Supported API Version:</td>
<td>5.00</td>
</tr>
<tr>
<td>Version:</td>
<td>5.5007</td>
</tr>
<tr>
<td>Usage Count (Number of Stores):</td>
<td>0</td>
</tr>
<tr>
<td>Module Features:</td>
<td>component, data_store, fulfill, util, vis_util</td>
</tr>
<tr>
<td></td>
<td>✓ Active</td>
</tr>
</tbody>
</table>
To Remove a Module from Your Store

The steps to completely remove a module from your store vary quite a bit from module to module. Generally you have to look inside the zip file that the module was package in for the instructions. If the module did not come with instructions on how to remove it, you can either contact the manufacturer who created the module, or call Miva Merchant support.

Users

Miva Merchant has three types of admin users: Administrators, Managers, and "ordinary" admin users. Please note that these users exist in the admin interface and are not related to customer accounts in your on-line store. To create customer accounts, see Customers.

- Administrators have access to all admin features in all of your stores. You can make someone an administrator when you create or edit a user.
- Managers have access to all admin features in the store where they are the manager. To set the store manager, see Store Settings > Store Details Tab > Identification Section.
- For "ordinary" admin users:
  1. Create a user that is not an Administrator or Manager.
  2. Create a Group with certain access rights. See Store Settings > User Groups Tab.
  3. Assign the user you created to the Group. When this user logs into the admin interface, they can only access the parts of the admin interface that their Group permits.

To Create a New User

1. Go to Menu > Users.
2. Click Add User .
3. In the Add User screen:
   - **User Name/Password:** Enter the user name and password that the admin user will enter to log into the admin interface. The required length and complexity for admin passwords is set at Menu > Domain Settings > Domain Details tab > Password Settings section.
   - **License:** In Miva Merchant Version 9.0003 and later, there are several types of admin licenses. Please see Admin User Licensing in Version 9.
   - **Administrator:** Check the Administrator checkbox if you want this user to have all rights in all stores. If you want this user to be a store manager, do not check the Administrator box.
   - **User May Create Additional Users:** Check this box if you want this user to be able to create new accounts. Note that users who are not administrators or managers cannot create accounts with administrator rights. If you create a user who is not an administrator or manager, they will be able to create new accounts, but not with administrator rights.
   - **Force Password Change at Next Login:** If you select this option, the admin will have to change their password the first time that they login.
   - **Account Expires on:** Optionally choose whether this account will expire.
4 Click **+Add**.

5 Select the **Settings** tab.

- **Items per Page**: In previous versions of Miva Merchant, PR8 and below, this setting controlled the number of records that would appear on a page in the admin interface; for example, the number of products shown in the Products tab. Miva Merchant Version 9 and above will almost always use Pagination or Infinite Scroll (see List Pagination, below), which do not make use of this setting.

- **List Load Count**: The List Load Count setting only has an effect if you set List Pagination (see below) to "Always Use Infinite Scroll". If you are using infinite scroll pagination, the software has to load more records in the background as you scroll down the page. The List Load Count settings tells the system how many records it should load at a time.

- **List Pagination**: See figure below. This field affects any screen in the admin interface where you see a list of records, for example, your products page, categories page, orders, etc. Generally, pagination is preferred on mobile devices with smaller screens.
  - **Automatic**: If you choose Automatic, the system will try to auto-detect the kind of device you are using to connect to the admin interface. If the system thinks you are using a mobile device (tablet, cell phone, etc.) it will set the list display to pagination. If the system thinks you are using a desktop computer, it will set the list display to infinite scroll.
  - **Always Use Pagination**: Choose this option to force screens to always display in pagination mode.
  - **Always Use Infinite Scroll**: Choose this option to force screens to always display in infinite scroll mode.
Display Hover Effect on Batch Edit Lists: This option turns on or off "row highlighting". It applies to any screen that displays a list. If this option is enabled, and you move the cursor over a row, the row will be highlighted.

Wrap Text in Product Description: See Description.

Use "Low Resolution Navigation Mode" below: This is another feature that makes the admin interface easier to use on mobile devices that have smaller screens. By default, this field is set to 570 pixels. If the system detects that your browser is less than 570 pixels tall, it will automatically modify some of the navigation elements in the admin interface.

Infinite scroll mode: scroll through the list by moving the scroll bar up and down.

Pagination mode: scroll through the list (products in this example) by clicking on the Page Forward/Page Back buttons.
The system detects that the height of the browser window is 570 pixels or greater, and displays the screen in "normal" navigation mode.
6  Click **Update**.

7  Select the **Preferences** tab.

   This is a very seldom used screen. It shows an internal reference to every customization that you’ve made to the admin interface display in your account. For example, if you had gone to **Catalog > Products** tab, and changed the displayed width of the Code column, you would see something like this:

<table>
<thead>
<tr>
<th>Store</th>
<th>Preference Name</th>
<th>Preference Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store1</td>
<td>CTLG.PRDS.mm9_batchlist_productlist.columns.code.width</td>
<td>236</td>
</tr>
</tbody>
</table>

   which indicates that you changed the width of the Code column in your Products page to be 236 pixels wide. There is not much reason to use the Preferences tab, although if you had made a number of changes to your display and you wanted to return those changes to default settings, you could:

   - Double-click on a Preference Value to edit it.
   - Select a preference record and click **Delete User Preference**.

### Request Support

See [Support](#).
View Store

If you select View Store a new tab will open in your browser and display your on-line store.
Section 2: Appendices

Appendix 1: Best Practices for Managing Credit Card Data

A portion of the PCI-DSS (Payment Card Industry Data Security Standard) relates to encrypting your payment data. In most cases you are required to meet these standards, although they are also considered best practices:

- **Enable encryption in your store.** After you enable encryption, payment information on new orders will be encrypted.
- **Encrypt existing payment information.** If you have existing orders with unencrypted payment information, you have to encrypt the payment information on those orders.
- **Delete payment information from orders.** PCI has several requirements for when you should delete payment information:
  - It is never acceptable to keep unencrypted credit card numbers in your database, even temporarily.
  - You should not keep credit card data longer than you need to. For example, the PCI standards let you keep credit card information to cover your return policy, or if you sell custom products that may be paid for in installments. However, you should delete credit card information when you no longer need it to process or refund an order.
  - Under no circumstances should you store payment information in your database for more than 1 year.
  - You may never store the entire stripe data (which includes the CVV code) even if it’s encrypted.

Changes to Encryption in Miva Merchant Version 9.0005

To improve security, the following payment modules in Miva Merchant 9.0005 will only store the last 4 digits of credit card numbers unless encryption is enabled.

- Authorize.Net Payment Services v3.1
- CHASE Paymentech Orbital Gateway
- First Data Global Gateway
- CyberSource
- Intuit Merchant Services
- PayPal Payments Advanced in Payflow Pro mode

If you enable encryption, you can configure the Payment Module to store the entire credit card number. You'll be able to view the encrypted credit card numbers by entering your **passphrase**.
Example - Using Authorize.Net Without and With Encryption

1. We'll install the Authorize.Net module and configure it to store the entire credit card number. At the moment, we are not using encryption.

![Payment Settings](image)

- **Login ID:** 3463
- **Transaction Key:**
- **Confirm Transaction Key:**
- **Authorize.Net URL:** https://test.authorize.net
- **MD5 Hash Security Code:** 3463
- **Duplicate Window Duration:** 120 seconds
- **CVV2 Message:** (This is a 3 or 4 digit number displayed)
- **Charge Method:**
  - Online (Automatic Capture)
  - Offline (Authorize Only, Capture Later)
  - Use Secure Source Validation
  - **Store Entire C.C. Number (Requires Encryption)**
  - Test Mode
A customer buys something in our store using their American Express card.

We configured the Payment Module to save the entire credit card number, but since we aren't using encryption right now, only the last 4 digits are saved. Even after we enable encryption we won't be able to view the entire credit card number, since it wasn't written to the store database.

Now we'll enable encryption (see To Enable Encryption in Your Store).

A second customer buys a product in our store using their American Express card.
Encryption is enabled and the Payment Module is set up to store the entire credit card number. The credit card number doesn't automatically display when we view the order, but we can see the entire number by clicking on the padlock icon and entering our passphrase.

Notes

- Updating your store to Version 9.0005:
  - You may want to delay upgrading to Miva Merchant 9.0005 until you have verified that you have no processes or integrations that rely on unencrypted card numbers.

- Credit Card Payment with Simple Validation:
  - In Miva Merchant 9.0005, the Credit Card Payment with Simple Validation module will not process payment unless encryption is enabled.
  - In a new 9.0005 store, the Credit Card with Simple Validation module will not appear on the list of available modules, unless encryption is already enabled.
  - The 9.0005 upgrade will not install if Credit Card with Simple Validation is installed and there is no valid encryption key.

The Encryption Key Wizard

You can do all of your encryption tasks in the admin interface with a special utility called the Encryption Key Wizard. The main purpose of the Encryption Key Wizard is to

- Enable order encryption in your store by creating an encryption key.
- Create new encryption keys. PCI standards require you to create a new encryption key every 365 days.
- Remove payment information from orders (Archiving).

Note that the screens in the Encryption Key Wizard will be slightly different, depending on whether you have existing orders with credit card data in them.

<table>
<thead>
<tr>
<th>You don't have an encryption key.</th>
<th>You don't have an encryption key.</th>
</tr>
</thead>
<tbody>
<tr>
<td>You have an encryption key, but you don't have any orders with credit card data.</td>
<td>You have an encryption key, and you have at least one order with credit card data.</td>
</tr>
</tbody>
</table>

The wizard will only prompt you to create a new encryption key.

The wizard will prompt you to create a new encryption key and then allow you to:

- Migrate orders (encrypt them), and/or
- Archive orders (strip payment info)
About Encrypting Payment Information

Edit an order. Order encryption is not enabled.

Edit an order. Order encryption is enabled.
• Only the payment information is encrypted, not the entire order.
• You can view encrypted payment information in the clear as long as you have the encryption key passphrase to decrypt the order. It is impossible to decrypt the data without your passphrase.
• You cannot remove encryption from existing orders. Although you can edit an order and temporarily view the payment information in the clear, once you encrypt payment information in an order, the encryption is permanent.
• Miva Merchant encryption works by having you create an encryption key. The encryption key is a long alphanumeric string that the software uses as a seed for the encryption algorithm. It’s important that you have a copy of your encryption key stored somewhere securely. If you forget what your encryption key is, you won’t be able to complete several tasks in Miva Merchant. Only you will know your encryption key and if you lose it or forget it, it can’t be recovered, even by Miva Merchant staff.
• The PCI standards require you to create a new encryption key every 365 days.

About Deleting Payment Information

• In Miva Merchant, deleting payment information is called Archiving. Archiving doesn’t remove orders from your store database. The only purpose of archiving is to strip payment information from orders.
• You can remove payment from orders in batch or from one order at a time. But once you remove payment information from an order it is permanently deleted.

Enabling Encryption in Your Store

You enable encryption in your store by creating an encryption key. As soon as you create the key, credit card data on new orders will be encrypted. You create the key with the Encryption Key Wizard. Follow the steps in this section if you want to enable encryption in your store, and you do not have existing orders with credit card information.

But see also Processing Existing Orders with the Encryption Key Wizard.

Notes

• In this section we’ve simplified the screens to make them easier to read.
• It’s important that you make a note of your encryption key passphrase and store it in a secure location. If you lose your passphrase, it cannot be recovered. You will either have to:
  • Remove payment information from all of the orders whose credit card information was encrypted (archiving), or
  • Leave the orders with encrypted credit card information in your database. You won’t be able to view the credit card information when you edit an order.

To Enable Encryption in Your Store

1  Go to Menu > Store Settings > Encryption Keys tab.

© Copyright 2005-2016, Miva Inc. All Rights Reserved.  Publication Date: 07/31/2016 Miva Merchant Version 9.0006
2. In the Encryption Keys tab, click the **Add Encryption Key** button.

Click Next.

**Encryption Key Prompt:** Encryption Key created on 11/12/2013

Enter a Prompt (a descriptive name) for the encryption key and click Next.
The passphrase must:
- Be at least 16 characters long.
- Contain at least 1 non-numeric character, such as a punctuation mark.
- Contain at least 1 letter or number.
- Not be the same as the Prompt.

Enter your passphrase and click Next.

Click Next to confirm creation of the key.

Click Close. Your key has been created. Encryption is now enabled in your store.
To Delete an Encryption Key

You cannot delete an encryption key if there are any orders with credit card information that were encrypted with that key. It’s easy to find out if any orders are encrypted with the current key:

1. Go to > Store Settings > Encryption Keys tab.
2. In the Encryption Keys tab, look at the Reference Count column. This is the number of orders that have been encrypted with the current key.
3. Click on the encryption key to edit it.

   +Encryption Prompt
   Encryption Key created on 10/25/2014

4. In the Edit Encryption Key screen, select the Orders tab. This tab will show you the order number of all the orders whose credit card information was encrypted with the current key. Before you can delete an encryption key, you must either delete these orders, or archive them, which removes the credit card information. There are several ways to do this, but you can archive and delete orders from the > Order Processing > Orders tab.

5. After you have deleted all of the orders that were encrypted with the current key, go back to the > Store Settings > Encryption Keys tab. You’ll see that the Reference Count for the encryption key is now 0.

The Reference Count column tells you how many orders have been encrypted with a key.
6 To delete the encryption key, select it and click the Trash button.

7 Encryption is now turned off in your store. Credit card information on new orders will not be encrypted.

**Processing Existing Orders with the Encryption Key Wizard**

Follow the steps in this section if you want to enable encryption in your store, and you have existing orders with credit card information. You'll be able to:

1 **Create a new encryption key.** Creating an encryption key enables order encryption in your store.

2 **Migrate orders.** Migrating means encrypting the payment information in existing orders with the newly created encryption key. Only the payment information is encrypted. The rest of the order is unchanged.

   and/or

3 **Archive orders.** Archiving means deleting payment information from existing orders. The order stays in your database. Only the payment information is deleted.

**To Process Existing Orders with the Encryption Key Wizard**

1 Go to > Store Settings > Encryption Keys tab.

2 In the Encryption Keys tab, click the Add Encryption Key button . The Encryption Key Wizard will start.
Click Next.

Enter a Prompt (a descriptive name) for the encryption key and click Next.

The passphrase must:
- Be at least 16 characters long.
- Contain at least 1 non-numeric character, such as a punctuation mark.
- Contain at least 1 letter or number.
- Not be the same as the Prompt.

Enter your passphrase and click Next.
In this screen you can migrate orders, archive orders, or both:

**Migrate All:**
Encrypt all payment information in all existing orders.

**Archive Shipped:**
Remove payment information from orders marked as shipped.
Encrypt payment information in all other orders.

**Archive All:** Remove payment information from all existing orders.

**Archive Older Than:**
Remove payment information in orders placed before the date that you select.
Encrypt payment information in all other orders.

Select an option and click Next.

**Encryption Key Prompt:** Encryption Key created on 11/13/2013
**Passphrase:** Not shown
**Existing Orders:** Migrate All

Click Next to confirm.
Click Close. Your encryption key has been created. The migrate/archive options that you selected have been made.

Regular Archiving in the Manage Orders Screen

The Encryption Key Wizard is usually used only once annually to enable encryption or update the encryption key in your store. If you’d like to archive payment data more often than when you change your encryption key, you should use Order Processing.

To Archive an Order

In this section we’ll show you how to search for orders that are older than a given date and archive all of them.

1. Go to Menu > Order Processing > Orders tab.
2. In the Orders tab select Date Range, Exact Dates, and enter From and To dates covering one year.

3. Select all of the orders, then click Archive.
4 A message box will appear asking you to confirm the deletion of payment information. Click OK.
In version 9.0005 and later you have the option of deleting payment information, shipping labels, or both.

![Archive dialog]

5 Payment information has been removed from the orders that you selected.

![before and after archiving]

**To View Encrypted Credit Card Information**

If the credit card information on an order has been encrypted, you can't view the credit card data unless you know the encryption key passphrase. There are several ways to view encrypted credit card information.
In the Order Encryption Screen

1. Go to > Store Settings > Encryption Keys tab.
2. In the Encryption Keys tab, edit an encryption key.
3. In the Edit Encryption Key screen, select the Orders tab.
4. In the Orders tab, edit an order.
5. In the Edit Order screen, click on the padlock icon at the top of the Payment display.

6. A dialog box will open and ask you to enter the passphrase.
   After you enter the passphrase that was used to create the encryption key and click **Continue**, you'll be able to view the credit card data.

In the Orders Screen

1. Go to > Order Processing > Orders tab.
2. In the Orders tab, edit an order that has credit card information that was encrypted with the current key.
3. In the Edit Order screen, click on the padlock icon. Enter the passphrase and click the **Continue** button. The Edit Order screen will refresh and will openly display the credit card information.

In Legacy Order Processing

1. In the Universal Search field, enter "legacy", then select Legacy Order Processing from the results. Note that Legacy Order Processing can only be reached from the Universal Search field. You can't find it in the **Menu** button.

2. In the Order Processing main screen, edit an order that has encrypted credit card information.
3. In the Edit Order screen, enter the passphrase and click Update.
4. After you enter the passphrase that was used to create the encryption key, you’ll be able to select any of the order tabs.
Appendix 2: Common Fields in the Admin Interface

This section lists a number of fields that you can find in many screens of the Miva Merchant Admin Interface.

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notes:</td>
<td>Use the Notes field to identify versions of a file, such as a template or a store page. See Versions.</td>
</tr>
</tbody>
</table>
| Versions:  | Allows you to create multiple copies of a file, and to switch between them. To create a new version of a file:  
  1. Make any change to the file. You may also want to use the Notes field to describe the changes you are making, for example "New Logo".  
  2. Click the Update button. Your new version will be listed in the Versions drop-down list. |
| Recall:    | If you have created multiple versions of a file, you can use the Recall button to select a Version.  
  1. Select the version of the file you want to use from the Versions drop-down list.  
  2. Click the Recall button.  
  3. Click the Update button. |
| Clear History: | Click the Clear History button to delete all versions of the file except the original. |
| Color Selector: | Use the Color Selector control to insert hexadecimal color references into your file.  
  1. Click the mouse cursor anywhere in the template text where you want to insert a hex color reference.  
  2. Click on the Color Selector icon.  
  3. In the Color Selector dialog box, click the mouse on the color that you want, then click Insert. A hexadecimal reference to the color that you selected will be inserted into the text of your template. |
| Custom Fields: | Custom fields show up in many screens of the Miva Merchant admin interface. You can see custom fields, usually on template pages, when you edit your store, edit pages, products, categories, etc. Custom fields include: |
| • META Tags  
| • Category Headers and Category Footers  
| • Image Types  
| • Shipping options that you enable  

The different types of custom fields are used for different purposes, for example, META Tags can be used to help search engines like Google find products in your store. When you see a list of custom fields next to a field containing template code, for example in the Edit Store > Category Tree Template tab, checking the box next to a custom field makes that custom field “available” to the template code. If you wanted to reference a custom field in the template code, you check the box next to the custom field, click the **Update** button, and then you can add code to the template to refer to the custom field. This is done to improve speed and efficiency. Only the custom fields that you enable are loaded into memory and made available to the template code.
Appendix 3: Comparing Weight Based Shipping Modules

Miva Merchant has three weight based shipping modules. See Shipping.

### Base + Weight Shipping
- Create as many shipping methods as you want, "Economy under 5 pounds", "Economy 5 - 9.99 pounds", etc.
- Each shipping method has 1 weight range.
- The total shipping charge is: 
  \[(\text{weight of order} \times \text{shipping charge per unit weight}) + \text{base charge}\],

**Example:**
- Create a Base + Weight shipping method:

<table>
<thead>
<tr>
<th>Shipping Method</th>
<th>Base Charge</th>
<th>Amount / Weight Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy under 5 pounds</td>
<td>6.00</td>
<td>2.00</td>
</tr>
</tbody>
</table>

- The customer's order weighs 3 pounds. The shipping charge is: 
  \[(3 \text{ lbs} \times 2.00/\text{lb}) + 5.00 = 11.00\]

### Minimum or Weight Shipping
- Create as many shipping methods as you want, "Economy under 5 pounds", "Economy 5 - 9.99 pounds", etc.
- Each shipping method has 1 weight range.
- The total shipping charge is: 
  \[(\text{weight of order} \times \text{shipping charge per unit weight}) \text{ or minimum charge, whichever is greater}\].

**Example:**
- Create a Minimum or Weight shipping method:

<table>
<thead>
<tr>
<th>Shipping Method</th>
<th>Amount / Weight Unit</th>
<th>Minimum Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy under 5 pounds</td>
<td>2.00</td>
<td>10.00</td>
</tr>
</tbody>
</table>

- The customer's order weighs 3 pounds. The shipping charge is: 
  \[(3 \text{ lbs} \times 2.00/\text{lb}) \text{ OR } (10.00 \text{ minimum}) = 10.00\]

### Weight Table Shipping
In Weight Table Based Shipping you create a set of ranges based on the weight of the customer's total order. Each weight range can have a different shipping charge. For example:
Appendix 4: Hosting Your Store

In most cases it is easier and more reliable to have your store hosted by Miva Merchant.

- We have in-house expertise on installing, configuring and maintaining stores.
- We know exactly what hardware and software works best for Miva Merchant stores and we already have those resources available and ready to go.

It's been our experience that customers experience MANY fewer problems when they let us host and install their store. However, for the intrepid spirit, there are two other options:

- You can host your store on your own server, but hire us to install and configure your store. See: 
  http://www.mivamerchant.com/products/MIVA-SUPPT_VM_INSTALL
  http://www.mivamerchant.com/products/MIVA-SUPPT_MERC_INSTALL
- You can host your store on your own server, and do the installation and configuration yourself.

General Requirements and Process for Hosting Your Store

If you are going to host your own store you should contact Miva Merchant support for detailed instructions, but here's an overview of what is involved:

- **Hardware**: You need at least one server where you have root access. The hardware specs of the server and speed of the internet connection must be appropriate for the amount of traffic that you expect your store to receive.
- **Operating system**: We strongly recommended Linux or FreeBSD. Windows is supported but not recommended. If you use Windows you must have a server version that will support IIS 6 or older.
- **Database**: We strongly recommended MySQL, which is required for PCI compliance. In the past, other databases have been supported, but beginning in PR9, MySQL will be required for new stores.
- **Application Server**: For Linux and FreeBSD you must have Apache/OpenSSL. On a Windows server you must use IIS 6 and OpenSSL.
- **Install and configure Empresa**: Empresa is a virtual environment from Miva Merchant. Empresa also installs CGI on top of Apache.
- **Verify your environment**: Miva Merchant has a script called diag6 that will examine your server for readiness.
- **Install Miva Merchant**: Download the Miva Merchant store package. Run the setup script to install and add your license key.
Appendix 5: Default HTTP/HTTPS Pages

The table below shows the way that pages in your store use SSL by default. You can change any page in your store to use or not use SSL, but this is way your pages are configured when Miva Merchant is initially installed.

- Page names shown in bold use SSL by default.
- Page names shown in italics do not use SSL by default.
- Page names shown in bold and italic use SSL only if the referring page uses SSL.

For example, if a customer is on a secure page in your on-line store (such as INVC) and goes a page shown in bold/italic pages (such as NTFD), the Not Found page would use HTTPS. If the customer was on a non-secure page in your on-line store and went to NTFD, the Not Found page would use HTTP. The referrer page must be in your on-line store. If the referrer page was outside of your store, say a Google result list, it would have no effect on the security of your store pages.

<table>
<thead>
<tr>
<th>Page Code</th>
<th>Page Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABUS</td>
<td>About Us</td>
</tr>
<tr>
<td>ACAD</td>
<td>Customer Create</td>
</tr>
<tr>
<td>ACED</td>
<td>Customer Edit</td>
</tr>
<tr>
<td>ACLN</td>
<td>Customer Account</td>
</tr>
<tr>
<td>ACRT</td>
<td>Customer Password Reset</td>
</tr>
<tr>
<td>AFAD</td>
<td>Affiliate Create</td>
</tr>
<tr>
<td>AFCL</td>
<td>Affiliate Login</td>
</tr>
<tr>
<td>AFED</td>
<td>Affiliate Edit</td>
</tr>
<tr>
<td>BASK</td>
<td>Basket Contents</td>
</tr>
<tr>
<td>BSKE</td>
<td>Checkout: Basket Empty</td>
</tr>
<tr>
<td>CEML</td>
<td>Change Email Address</td>
</tr>
<tr>
<td>CPWD</td>
<td>Change Password</td>
</tr>
<tr>
<td>CTGY</td>
<td>Category Display</td>
</tr>
<tr>
<td>CTUS</td>
<td>Contact Us</td>
</tr>
<tr>
<td>FAQS</td>
<td>FAQs</td>
</tr>
<tr>
<td>FPWD</td>
<td>Forgot Password</td>
</tr>
<tr>
<td>INVC</td>
<td>Invoice</td>
</tr>
<tr>
<td>LOGN</td>
<td>Customer Login</td>
</tr>
<tr>
<td>MNTN</td>
<td>Maintenance Mode</td>
</tr>
<tr>
<td>NTFD</td>
<td>Not Found</td>
</tr>
<tr>
<td>OCST</td>
<td>Checkout: Customer Information</td>
</tr>
<tr>
<td>OMIN</td>
<td>Checkout: Minimum Purchase Required</td>
</tr>
<tr>
<td>OPAY</td>
<td>Checkout: Payment Information</td>
</tr>
<tr>
<td>OPRC</td>
<td>Order Already Processed</td>
</tr>
<tr>
<td>ORDH</td>
<td>Order History List</td>
</tr>
<tr>
<td>ORDL</td>
<td>Order: Customer Login</td>
</tr>
<tr>
<td>ORDS</td>
<td>Order Status</td>
</tr>
<tr>
<td>ORHL</td>
<td>Lookup Order History</td>
</tr>
<tr>
<td>OSEL</td>
<td>Checkout: Shipping/Payment Selection</td>
</tr>
</tbody>
</table>
Appendix 6: ZPL Printer Configuration

MacOS Configuration

If you are using a MacOS with the ZPL printer, you must setup a raw printer queue before you can print.

1. Make sure that the ZPL printer is connected to your computer and is powered on.
2. Open a terminal window and run:
   
   `lpinfo -v`

   You will see the port that is being used by your ZPL printer. Please make a note of this port.

3. Open a browser window on your Macintosh and go to this address:
   
   `http://localhost:631`

4. If you are prompted to enable the CUPS Web Portal, enter the same username and password that you use to logon to your Macintosh.
5. Select the Administration tab and click Add Printer.
6. Enter any name for the ZPL printer and the port that you found by running the lpinfo command.
7. Press the Continue button.
8. Select Raw for Make and press Continue.
9. Make sure that Raw Queue is selected for Model and click the Add Printer button.
Your ZPL printer is now configured and will appear in the Miva Merchant printer drop-down list. More detailed instructions with screenshots may be found in the JZebra Raw Printer setup instructions.

Appendix 7: Inventory Management

In Miva Merchant, inventory management refers to a set of tasks that are completed in different parts of the admin interface. This section gives you a bird's-eye view of these tasks:

- Inventory Tracking
- Basket Inventory
- Inventory Messages

Each of these tasks is optional. You don't have to use the Miva Merchant inventory management features at all. You can use inventory management without the basket inventory feature. You can use the basket inventory without customizing your inventory messages.

Inventory Tracking

Inventory tracking lets Miva Merchant do inventory math for you. After you enable inventory tracking, you set the initial level of your stock. If a customer adds an item to their basket, the inventory count for that item automatically drops by 1. If the customer purchases the item, the inventory count will stay reduced by 1. If the customer removes the item from their basket, or abandons their basket, the inventory count for the item increases by 1. You can enable inventory tracking for products with or without Attributes.

See also Menu > Store Settings > Store Details tab > Settings section > Basket Timeout field.
To Enable Inventory Tracking for Products with Attributes

1. Enable inventory tracking at the store level.
   Enabling inventory tracking at the store level does two things. First, it enables the feature in your store, and second, it adds a new tab called "Inventory" that you'll see when you edit a product.
   1.1. Go to Menu > Catalog > Inventory tab.
   1.2. Check the Track Inventory checkbox. You may also want to enable these other checkboxes:
       - Track Low Stock Level
       - Track Out of Stock Level
       - Hide Out of Stock Products

2. Enable inventory tracking at the attribute level.
   2.1. Go to Menu > Catalog > Products.
2.2. Edit a product and select the Attributes tab. If the "I" column for the attribute has a checkmark, inventory tracking is enabled.

<table>
<thead>
<tr>
<th>Code</th>
<th>Prompt</th>
<th>Image</th>
<th>Type</th>
<th>Price</th>
<th>Cost</th>
<th>Weight</th>
<th>D</th>
<th>R</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>Size</td>
<td>Radio Buttons</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>small</td>
<td>Small</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>medium</td>
<td>Medium</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>color</td>
<td>Color</td>
<td>Radio Buttons</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>blue</td>
<td>Blue</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>white</td>
<td>White</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If the attribute was added as an Attribute Template, you have to edit the attribute template and check the Inventory checkbox.

3 Generate **Variants** if you haven't already done so.

4 **Set the inventory level for each variant**. A variant, for example a t-shirt in size small and color blue, is a product, so you have to tell the system how many you have on hand.

4.1. Go to **Catalog > Products > Edit Product > Inventory Variants tab.**
4.2. Click on the **Edit Inventory** button. In the **Edit Inventory** dialog box, tell the system what inventory you have for each variant.
To Enable Inventory Tracking for Products with No Attributes

1. Enable inventory tracking at the store level.  
   See [Enable inventory tracking at the store level](#).

2. Enable inventory tracking at the product level and set the inventory level.
   2.1. Go to [Menu > Catalog > Products](#).
   2.2. Edit a product and select the Inventory tab.
       - Check the Track Product checkbox.
       - Enter the initial inventory you have in the "Increase Stock By" field. For example, if you currently have 100 vases on-hand, set this field to 100.

Basket Inventory

Basket Inventory keeps track of how many products your customers currently have in baskets. Before you can use Basket Inventory, you must be tracking inventory at the store level and at the product level. See:

- [Enable inventory tracking at the store level](#)
- [To Enable Inventory Tracking for Products with Attributes](#)
- [To Enable Inventory Tracking for Products with No Attributes](#)

To Install the Basket Inventory Module

1. Go to [Menu > Utilities > Add/Remove Modules tab > Available Modules section](#).
2. In the Basket Inventory box, click **Install**.

To Use Basket Inventory

1. After you enable inventory tracking at the store level, you'll see a new tab called "Inventory" when you edit a product.
   Go to [Menu > Catalog > Products tab > edit product > Inventory tab](#).
2 The Basket Inventory module adds a small box on the right side of the Inventory tab. It shows you the Current Stock, Stock in Baskets, and Total Overall Stock.

Inventory Messages

Inventory messages appear next to products on different pages in your store and give customers information about product availability. For example, you can have the text "In Stock" or "Out of Stock" appear next to a product.

- For every inventory message you can have a short and long version of the message.
- You can create default inventory messages at the store level or product specific inventory messages at the product level.

The general process of using inventory messages is:

1 **Enable inventory tracking** at both the store and product level, or the store and attribute level for products with attributes. See above. You must use inventory tracking to use inventory messages.
2  **Set inventory levels** on your products (tell the software how many you have of each product on hand). See above.

3  **Create default inventory messages** (Optional). These are store-wide default inventory messages that will apply to all of your products. You can create store-wide default inventory messages. See [Catalog > Edit Product > Inventory Tab > Inventory Settings](#) section.

4  **Create product specific inventory messages** (Optional). If you create inventory messages for a specific product, they will take precedence over the default inventory messages. To create product specific inventory messages, see [Catalog > Products > Edit Product > Inventory tab](#).

5  **Set the inventory message to be Long or Short** on various store pages. Each of the tabs below has a drop-down list control that allows you to choose a long or short inventory message for that page.

   - **Category pages**: CTGY > Category Product List Layout > Inventory Level Message field. Customers see this page in your store when they click on a Category.
   - **Product List**: PLST > Product List Layout Tab > Inventory Level Message field. This is the page that is displayed in your store when customers click on the All Products button.
   - **Product pages, product has attributes**: PROD > Attribute Machine > Inventory Message field. This page is displayed in your store when customers click on a product.
   - **Product pages, product does not have attributes**: PROD > Product Display Layout > Inventory Level Message field. This page is displayed in your store when customers click on a product.
   - **Product pages, related product list**: PROD > Related Product List Layout Tab > Inventory Level Message field. This page is displayed in your store when customers click on a product and you have added related products in the Edit Product > Related Products Tab.
   - **Search**: Search Results Layout Tab > Inventory Level Message field. This is the page that is displayed when customers enter text in the search text box and click the Search button.

<table>
<thead>
<tr>
<th>Message</th>
<th>What the Message Means</th>
<th>Page in Your Store Where Customers Can See this Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Stock</td>
<td>Stock on hand - quantity in baskets &gt; Low Stock Level.</td>
<td>CTGY (Category Display) PLST (Product List) PROD (Product Display) SRCH (Search)</td>
</tr>
<tr>
<td></td>
<td>The low stock level can be set for your store (Inventory link in leftnav) or for individual products (Edit Product &gt; Inventory tab).</td>
<td></td>
</tr>
<tr>
<td>Low Stock</td>
<td>Stock on hand - quantity in baskets &lt; Low Stock Level.</td>
<td>PROD (Product Display) CTGY (Category Display) SRCH (Search) PLST (Product List)</td>
</tr>
<tr>
<td>Out of Stock</td>
<td>Stock on hand - quantity in customer baskets = 0</td>
<td>PROD (Product Display) CTGY (Category Display)</td>
</tr>
</tbody>
</table>
Limited Stock | The customer has tried to purchase a quantity greater than your current inventory. For example, you have 5 vases of a certain type and the customer tries to purchase quantity 6 of that vase.

BASK (Basket Contents)

Appendix 8: The Sales Tax Calculation Field

The Sales Tax Calculation field in the Menu > Store Settings > Store Details tab > Settings section has a significant effect on both the admin interface and your on-line store. Selecting a value from the Sales Tax Calculation drop-down list:

1. Adds one or more tabs to the Store Settings tab list. The new tab(s) will vary depending on what you selected as the Sales Tax Calculation.

2. Adds one or more tabs to the Edit Product tab list.

3. Will change the taxes that customers see during the checkout process.
The table below shows the changes that occur depending on what value you select in the Sales Tax Calculation Selection drop-down list.

<table>
<thead>
<tr>
<th>Sales Tax Calculation Selection</th>
<th>Creates a New Tab or Section in Store Settings Called:</th>
<th>Creates a New Section Under Edit Product &gt; Product Tab Called:</th>
<th>Example of What the Customer Sees in the Payment Information Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canadian VAT</td>
<td>Store Settings &gt; Store Details tab &gt; Canadian VAT GST</td>
<td>Canadian VAT</td>
<td>GST Tax: $0.04</td>
</tr>
<tr>
<td>European VAT</td>
<td>Store Settings &gt; VAT Rates tab</td>
<td>Store Settings &gt; VAT Countries tab</td>
<td>VAT</td>
</tr>
</tbody>
</table>
Shopper Selected Sales Tax
Store Settings > Store Details tab > Shopper Selected Sales Tax Prompt
N/A
Customers select one of the tax rates that you create when they are at the Order Details screen:

<table>
<thead>
<tr>
<th>Tax Rate</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax rate #1</td>
<td>$2.79</td>
</tr>
<tr>
<td>Tax rate #2</td>
<td></td>
</tr>
<tr>
<td>Tax rate #3</td>
<td></td>
</tr>
</tbody>
</table>

State Based Sales Tax
Store Settings > Store Details tab > State Based Sales Tax
N/A

Generic VAT
Store Settings > Store Details tab > VAT Options
VAT

| Sales Tax | $2.16 |

### Appendix 9: Account Credit and Gift Certificates

In version 9.0003, Miva Merchant added Account Credit and gift certificates. Account Credit, sometimes called “Credit Balance”, and gift certificates, work the same way in Miva Merchant as they do in a brick-and-mortar store. For example:

- **Adjust credit balance**: A customer returns an item. The store owner can credit the customer's account for the purchase amount.

- **Gift certificate**: You create a gift certificate in your store. A customer purchases the gift certificate, which is really just a special code. The customer signs into their account, enters the gift certificate code, and now has a credit for that amount.

In both cases the customer has a credit in their account. When this customer goes through checkout, the system will let them pay for all or part of the order with their credit.

<table>
<thead>
<tr>
<th>Account Credit (Credit Balance)</th>
<th>Gift Certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Credit is added to a customer's account by an admin.</td>
<td>Gift certificate codes can be:</td>
</tr>
<tr>
<td></td>
<td>• Generated by an admin and given to customers.</td>
</tr>
<tr>
<td></td>
<td>• Created as a standalone product in your store and purchased by customers.</td>
</tr>
<tr>
<td></td>
<td>• &quot;Attached&quot; to a regular product, so when the customer buys a hat, they also get a gift certificate.</td>
</tr>
<tr>
<td>Account Credit shows up in a customer's account right away.</td>
<td>The credit from a gift certificate doesn't show up in a customer's account until the customer signs into their account and enters the gift certificate code (redeeming).</td>
</tr>
</tbody>
</table>
Account Credit can be positive or negative. Say that one of your employees issued a Account Credit for $30.00, but the amount should have been $25.00. You could delete the original Account Credit from the customer's account and create a new credit for $25.00. But you could also leave the first credit in place, and issue a second "credit" in the amount of "-$5.00". You can add negative credits to a customer's account.

Gift certificates always have a positive value.

To Install Account Credit/Gift Certificates in Your Store

1. Make all changes to your store listed in the Template Changes for Miva Merchant 9.0003 section (see Template Changes for Version 9).

2. Install the Customer Credit module (new in version 9.0003).
   2.1. Go to Menu > Payment > Add/Remove Modules.
   2.2. In the Available Modules section, click Install under Customer Credit.

3. Edit page OPAY (Checkout Payment Information).
   3.1. Select the Items tab.
   3.2. Search for these items: paymentmethods and splitpayment. You must install these items if they are not already installed.

To Give Customers Account Credit (Adjust Credit Balance)

1. Go to Menu > Customers > edit a customer account > Account Credit tab.

2. In the Account Credit tab, click Add Credit.

3. Fill out the fields in the Adjust Credit Balance dialog box:

   Adjust Credit Balance

   **Amount:** 25

   **Description:** Credit for returned merchandise

   **Transaction Reference:** Order 1995

   [Cancel] [Save]
- **Amount**: the amount of credit you want to add to this customer's account. Note that the amount can be a positive or a negative number.
- **Description**: You can use the Description field to explain the reason for the credit adjustment.
- **Transaction Reference**: If there is a transaction associated with the adjustment, you could enter a reference number in this field.

4. Click **Save**.

5. In the Account Credit tab, the Current Credit Balance will reflect the change that you made.

<table>
<thead>
<tr>
<th>User</th>
<th>Order #</th>
<th>Transaction Reference</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
<td>7777-7777</td>
<td>Gift Certificate Code: 7777-7777</td>
<td>$5.00</td>
</tr>
<tr>
<td>N/A</td>
<td>1085</td>
<td></td>
<td>Payment for order #1085</td>
<td>($5.00)</td>
</tr>
<tr>
<td>test</td>
<td>N/A</td>
<td>Order 1085</td>
<td>Credit for returned merchandise</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

Numbers without parentheses are positive numbers (account credits). Numbers shown in parentheses are negative numbers (account debits).

**To Check a Customer's Account Balance**

A customer's account balance consists of their credit balance (Account Credit), and the gift certificates that they've redeemed.

The customer's account balance shows up in two places:
- Admin interface: **Menu > Customers > Edit a customer > Account Credit tab.**

Keep in mind that Account Credit shows up as soon as you add it to a customer's account. Gift certificates will only show up in the customer's account balance after they are redeemed.

But see also **Menu > Marketing > Gift Certificates tab**, which doesn't show Account Credit, but shows every gift certificate that has been created or purchased in your store, even if the gift certificate has not been redeemed.
Gift Certificates

There are several ways to distribute gift certificates:

- **Admin generates gift certificate codes.** You can generate as many gift certificate codes as you want in the admin interface, and use different methods to give them away. For example, you could manually email these gift certificate codes to customers; you could even print the gift certificate codes out and send them to customers by snail mail.

- **The gift certificate is attached to an ordinary product.** In this case you edit an existing product, a t-shirt for example. When the customer buys the t-shirt, the system will automatically send the customer a gift certificate code. It's similar to giving the customer a discount for purchasing that product. When the customer redeems the gift certificate code, it becomes a credit in their account. Customers can use their account credit to make purchases in your store.

You can also give customers a discount by using Price Groups, but Price Groups and gift certificates have different effects.

- **$5 discount with a Price Group:** the customer buys a $20 shirt and pays $15 for it at checkout.
- **$5 discount with a gift certificate:** the customer buys a $20 shirt, pays $20 for it at checkout, and receives a $5 gift certificate code that they can use next time in your store.

- **The gift certificate is the product (standalone gift certificate).** This is similar to the situation in a brick-and-mortar store where a customer comes in, buys a gift certificate, and walks out with a piece of paper that can be redeemed at your store later on. In this case you create a product, which you might call "Gift Certificate - $5.00". After the customer purchases the gift certificate, the system will send the customer a gift certificate code. When the customer redeems the gift certificate code, it becomes a credit in their account. Customers can use their account credit to make purchases in your store.

To Generate Gift Certificate Codes

1. Go to **Menu > Marketing > Gift Certificates** tab.

2. In the Gift Certificates tab, click **Generate Gift Certificates**.

   ![Generate Gift Certificates](image)

   - **Amount:** Enter the dollar value you want each gift certificate code to have. If you enter "5" in this field, the customer will get a $5.00 credit in their account after they redeem this code.

   - **# of gift certificates:** Enter the number of unique gift certificate codes that you want the system to create.

3. Click **Generate**.
Now when we look in the Gift Certificates tab, we see that the system has created the number of unique gift certificate codes that we wanted, with the value we selected.

<table>
<thead>
<tr>
<th>Code</th>
<th>Order #</th>
<th>Product</th>
<th>Amount</th>
<th>Created On</th>
</tr>
</thead>
<tbody>
<tr>
<td>M08V-XBTT-GVWF-24ME</td>
<td>N/A</td>
<td>N/A</td>
<td>5.00</td>
<td>5/28/2015, 6:53:31 PM</td>
</tr>
<tr>
<td>AUH-DC5G-86AH-5T9R</td>
<td>N/A</td>
<td>N/A</td>
<td>5.00</td>
<td>5/28/2015, 6:53:31 PM</td>
</tr>
<tr>
<td>B9T8-EA9A-TDG3-ATJP</td>
<td>N/A</td>
<td>N/A</td>
<td>5.00</td>
<td>5/28/2015, 6:53:31 PM</td>
</tr>
</tbody>
</table>

To Attach a Gift Certificate to an Ordinary Product

In this example, we've already created a product, a Hawaiian hat, and we'll attach a gift certificate to it. When a customer buys the hat, they will automatically receive a gift certificate code.

1. Edit the existing product:
   Go to Menu > Catalog > Products > edit product.

2. Select the Gift Certificate Sales tab.

   ![Edit Product: Gift Certificate - 5 Dollars](image)
- **Generate a Gift Certificate When This Product is Purchased**: If you check this box the system will automatically send the customer a gift code in an email after the purchase. If you do not check this box, no gift code will be created or sent to the customer.

- **Gift Certificate Amount**:
  - **Product Sale Price**: The gift code will have whatever value you entered in the Product tab > Details section > Price field.
  - **Fixed Amount**: The gift code will have the value that you enter in this field.

- **Send Notification Email To**: When the customer purchases this item, an email containing the gift code is sent to the address that you select.

- **Shopper Entered Attribute / Gift Description Attribute**: These fields are used when your customer wants to send a gift certificate to someone else.
  - If you do not use these fields, the gift certificate code will still show up on the invoice, which is sent to the customer who makes the purchase.
  - If you use these fields, the customer enters a recipient’s email address when they add the gift certificate to their basket. After checkout, the customer receives an invoice that shows the gift certificate code. The recipient gets a special email with the gift certificate code, and a link to your store so that they can redeem the code. The recipient must have an account in your store before they can redeem the code.

See [To Send a Gift Certificate to a Third Party](#).

3 Click **Update**.

### To Send a Gift Certificate to a Third Party

In this section we’ll demonstrate how to use the **Shopper Entered Attribute / Gift Description Attribute** fields in the:

```
<Menu> > Catalog > Products > edit product. > Gift Certificate Sales tab
```

These fields are optional when you create a gift certificate. You use these fields if you want to let your customer buy a gift certificate, but have the code sent to a third party.

1 Create a gift certificate, either attached to a product, or standalone. In our example, we’ve already created a standalone gift certificate product called “Gift Certificate - 5 Dollars”.

2 Go to **<Menu> > Catalog > Products > edit product “Gift Certificate - 5 Dollars”**.

3 Select the Attributes tab.

4 In the Attributes tab, we’ll create and save two attributes.

<table>
<thead>
<tr>
<th>Code</th>
<th>Prompt</th>
<th>Image</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>GC_Email</td>
<td>Gift Certificate Recipient Email</td>
<td></td>
<td>Text Field</td>
</tr>
<tr>
<td>GC_Desc</td>
<td>Gift Certificate Description</td>
<td>image</td>
<td>Text Field</td>
</tr>
</tbody>
</table>
• You can name these attributes anything you want. You’ll see later on why we chose these names.
• Make both attributes type Text Field or Text Area.
• Copy and paste the code of each attribute into a text file. The attribute codes that we created are: GC_Email, and GC_Desc.

5 Select the Gift Certificates Sales tab.

5.1. Check the box next to Shopper Entered Attribute. In the text field, enter one of your attribute codes. It doesn’t really matter which code you use. But since the Shopper Entered Attribute field is always used for the recipient’s email address, we made life simple and created an attribute code called "GC_Email". The important thing is that the attribute codes that you created match exactly what you enter in this screen.

5.2. In the Gift Description Attribute field, enter the second attribute code that you created. The Gift Description Attribute field is used to let the customer send some message or greeting to the recipient, so we created an attribute code called "GC_Desc".

5.3. Click Update to save your changes.

Now let’s look at how this changes the customer experience:

1. The customer signs into our store and goes to the product page for the Five Dollar Gift Certificate.
Now our product page has two new fields. The customer can enter the email address of the recipient, and some kind of message or greeting.

2. Checkout is the same as always for our customer, except that the gift certificate information appears on the checkout pages. As usual, the customer will be emailed a copy of the invoice.
A special email is sent to the recipient’s email address. It contains the gift certificate code, and a link to our store. The customer can click on the link and redeem the gift certificate code. Note that the recipient must have a store account before they can redeem the code.
To Create a Gift Certificate as a Product (Standalone Gift Certificate)

In this example, we'll create a gift certificate that appears in our on-line store as a product by itself.

1. Go to Menu > Catalog > Products.
2. Click Add Product.

Add Product

<table>
<thead>
<tr>
<th>Product Code:</th>
<th>gift_certificate_5_dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Name:</td>
<td>Gift Certificate - 5 Dollars</td>
</tr>
<tr>
<td>SKU:</td>
<td>050</td>
</tr>
<tr>
<td>Category Code:</td>
<td>gift_certificates</td>
</tr>
<tr>
<td>Canonical Category Code:</td>
<td>LOOK UP</td>
</tr>
<tr>
<td>Alternate Display Page:</td>
<td>LOOK UP</td>
</tr>
<tr>
<td>Price:</td>
<td>5</td>
</tr>
<tr>
<td>Cost:</td>
<td>5</td>
</tr>
<tr>
<td>Weight:</td>
<td>0.00</td>
</tr>
</tbody>
</table>

3. Click + Add.

4. Select the Gift Certificate Sales tab. See above for information about the fields in this tab.

5. When you finish filling out the fields in the Gift Certificates Sales tab, click Update. The gift certificate now appears in our store as a standalone product.
When you create a gift certificate that is a product (standalone gift certificate), make sure you have free shipping available. The gift certificate is just a special code that is sent to the customer by email, so there is no need for a shipping charge.

**To Create Free Shipping for a Standalone Gift Certificate**

If you create a standalone gift certificate, you also want to make sure that you have free shipping. There are several ways to create free shipping for your standalone gift certificates, but one fairly easy way to use a Price Group (Shipping Discount, Discounted Products Only).

1. Go to **Menu** > Marketing > Price Groups tab, and click Add Price Group **+**.
2 When you finish editing the settings in the Add Price Group dialog box, click **Save**.

3 In the Price Groups tab, select the Price Group that you just created and click **Discounted Products**.
In the Discounted Products dialog box, select one of your gift certificates, then click Close. We can use the same Price Group to make sure that all of our standalone gift certificates get free shipping.

Customer Experience - Buy a Standalone Gift Certificate

In this example:
- The customer already has an account in our store.
- We created a $5 standalone gift certificate
- We have two shipping methods enabled: UPS Ground and UPS Next Day Air®, and a Price Group that will create free shipping for our standalone gift certificate. Because of the way that we created our Price Group, it will show up as a shipping option during checkout called "Gift Certificate - Free".

We'll look at three situations:
- The customer buys an ordinary product and nothing else.
- The customer buys a standalone gift certificate and nothing else.
- The customer buys an ordinary product and a standalone gift certificate.

1 The customer browses through your store, adds products to their basket, and clicks the Checkout button.
2. The shipping options in the Shipping/Payment Selection screen will change depending on what the customer has in their basket.

Most of the Order Details screen is the same, no matter what the customer has in their basket.
This customer ordered an ordinary product. They'll see the two shipping methods we enabled: UPS Next Day Air and UPS Ground.

We configured our Price Group to ship UPS Ground for free if the customer buys a standalone gift certificate, and the system knows this is the only item in their basket. The string "Gift Certificate - Free" was set up in the Price Group.

Here's the fun part. This customer is buying an ordinary item and a standalone gift certificate. They can choose a shipping method, but the system will only apply shipping charges to the hat, and not to the standalone gift certificate.

### 3 Payment Information
### Payment Information

**Ship To:**

Name: a customer  
Phone Number: 555-555-5555  
Address: 1234 Chestnut St.  
San Francisco, CA 92777

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Hat</td>
<td>1</td>
<td>$10.00</td>
<td>$10.00</td>
</tr>
<tr>
<td><strong>Shipping UPS Ground</strong></td>
<td></td>
<td></td>
<td><strong>$10.24</strong></td>
</tr>
<tr>
<td><strong>Sales Tax</strong></td>
<td></td>
<td></td>
<td><strong>$0.00</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$20.24</strong></td>
</tr>
</tbody>
</table>

**Ordinary item only**

### Payment Information

**Ship To:**

Name: a customer  
Phone Number: 555-555-5555  
Address: 1234 Chestnut St.  
San Francisco, CA 92777

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gift Certificate - 5 Dollars</td>
<td>1</td>
<td>$5.00</td>
<td>$5.00</td>
</tr>
<tr>
<td><strong>Gift Certificate Shipping</strong></td>
<td></td>
<td></td>
<td><strong>$0.00</strong></td>
</tr>
<tr>
<td><strong>Sales Tax</strong></td>
<td></td>
<td></td>
<td><strong>$0.00</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$5.00</strong></td>
</tr>
</tbody>
</table>

**Standalone gift certificate only**

### Payment Information

**Ship To:**

Name: a customer  
Phone Number: 555-555-5555  
Address: 1234 Chestnut St.  
San Francisco, CA 92777

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gift Certificate - 5 Dollars</td>
<td>1</td>
<td>$5.00</td>
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</tr>
<tr>
<td>Hawaiian Hat</td>
<td>1</td>
<td>$10.00</td>
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</tr>
<tr>
<td><strong>Shipping UPS Ground</strong></td>
<td></td>
<td></td>
<td><strong>$10.24</strong></td>
</tr>
<tr>
<td><strong>Sales Tax</strong></td>
<td></td>
<td></td>
<td><strong>$0.00</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$25.24</strong></td>
</tr>
</tbody>
</table>

**Ordinary item and standalone gift certificate**
Ordinary item only.

The customer pays for the shipping method that they selected.

Ordinary item and standalone gift certificate.

The customer must pay a shipping charge for the hat (UPS Ground) but the system won’t apply the shipping charge to the standalone gift certificate.
Customer Experience - Redeem a Gift Certificate

Even after the customer has received the gift certificate code in the mail, they still have to redeem the code before it will show up as a credit in their account.

- Customers must have a store account, and be signed in, before they can redeem gift certificate codes.
- After the customer redeems their gift certificate code, the credit will show up in two places:
  - Admin interface: > Customers > Edit a customer > Account Credit tab.

The gift certificate code only shows up in these locations after the customer redeems the gift certificate. However, you can also look in:

Menu > Marketing > Gift Certificates tab.

This tab shows you every gift certificate that's been created in your store, even if it hasn't been redeemed.

1 The customer receives a gift certificate code in an email. The email will be slightly different, depending on whether the customer purchased the gift certificate for themselves, or bought it for someone else (see To Send a Gift Certificate to a Third Party).

2 The customer opens a browser window, browses to your on-line store, and signs in.

3 In the Customer Account screen, the customer clicks on Redeem Gift Certificate.
In the Redeem Gift Certificate screen, the customer enters the gift certificate code and clicks **Redeem**.

The system updates the Redeem Gift Certificate screen to show that the gift certificate has been applied as a credit to the customer’s account. The updated screen also shows the customer’s current balance, which includes both Account Credit created by an admin and redeemed gift certificates.
Customer Experience - Use an Account Credit (Split Payment)

In this example, our customer has already redeemed a gift certificate for $5.00, and they now have an account credit for that amount. The customer is going to make a split payment for their next order: they'll pay for part of their order using their account credit, and pay for the remainder of the order with a standard payment method.

1. The customer goes to your on-line store and signs in to their account.
2. The customer adds an ordinary store item to their shopping basket and starts checkout.
3. The Order Details screen is the same as always.

![Order Details Table]

4. Things are a bit different when the customer gets to the Shipping/Payment selection screen. All of your typical payment methods are available. But the system recognizes that this customer has an account balance (from either a Account Credit or gift certificate), and makes the balance available as a payment method.
   - If the customer doesn't want to use their account credit right now, they should select any of the other typical payment methods.
   - If the customer wants to use their account credit, even if it isn't enough to pay for the whole order, they should select **Apply Credit Balance**.
In our example, the customer wants to use their account credit to pay for part of the order. The customer selects Apply Credit Balance and clicks Continue.

The customer can also choose to use only a part of their available balance.
After the customer clicks **Continue** in the Payment Information screen, the system presents another Payment Information screen. This is required for a split payment.

- In the first Payment Information screen the customer applies all or part of their Account Credit.
- In the second Payment Information screen, the customer selects a typical payment method to pay for the balance of the order.

### Payment Information

#### Ship To:

**Name:** a customer  
**Address:** 1234 Chestnut St.  
San Francisco, CA 92777

#### Bill To:

**Name:** a customer  
**Address:** 1234 Chestnut St.  
San Francisco, CA 92777

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaiian Hat</td>
<td>1</td>
<td>$10.00</td>
<td>$10.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Shipping:</strong> UPS Ground:</td>
<td><strong>$10.24</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Sales Tax:</strong></td>
<td><strong>$0.00</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total:</strong></td>
<td><strong>$20.24</strong></td>
</tr>
</tbody>
</table>

PENDING PAYMENT: CUSTOMER CREDIT: $(5.00)

**Total Remaining:** $15.24

#### Payment Method: American Express

First Name on Card:  
Last Name on Card:  
Card Number:  
Expiration Date:  

**Continue**
Appendix 10: Digital Downloads

Digital downloads, added in Miva Merchant 9.0005, make it easier for you to sell products that your customers can download from your store, such as PDFs, images, music, video files, etc. Digital products are almost the same as any other product; they can have product images, prices, descriptions, even Variants. The main differences between a digital product and a product like a hat or t-shirt are:

- When a customer buys a digital product in your store, they receive an URL that they can use to download the product immediately.
- Usually you would set up free shipping for your digital products. See To Create Free Shipping for a Standalone Gift Certificate for an example of using a Price Group to offer free shipping.
- You must store your digital products on your Miva Merchant server, or on an external server called a CDN (Content Delivery Network).
- Digital products are automatically marked as shipped as soon as the customer completes checkout.
There is a potential issue if you sell digital products and you allow off-line payment methods, such as checks. When a customer buys a digital product from your store, they receive a link to download the product as soon as they complete checkout. If you allow the customer to pay by check, it might be several days before you realize that the customer simply entered a fake check number during checkout. However, the customer would already have the product. For this reason, you may want to disable off-line payment methods for your digital products.

See also:
- *Types of Payment*
- *To Disable Off-Line Payment Methods for Digital Products*

### To Use Digital Downloads

The general process of using digital downloads is:

1. **Install the Digital Downloads module.** Technically, you only need to install this module if you are going to import or export your digital product data.
   
   See *To Install the Digital Downloads Module*.

2. **Set up a CDN** (optional). See:
   
   *To Set Up a CDN*
   
   *To Connect Your Miva Merchant Store to Your CDN*

   When you start using Digital Downloads, you can store your digital content in two places:

   2.1. You can store your digital products on a cloud server called a Content Delivery Network. As of 01/31/16, the only CDN that Miva Merchant supports is Amazon S3 (Simple Storage Service). To use S3 you have to sign up for it with Amazon first, and then connect to your CDN from the admin interface.

   2.2. You can store your digital products on your Miva Merchant server. Miva Merchant calls this "local" storage, and you can use it without any special setup.

3. **Configure your store settings for Digital Downloads.**
   
   See *To Set Global Defaults for Your Store’s Digital Downloads*.

4. **Create your digital products.** See:
   
   *To Add Digital Products One at a Time*
   
   *Error! Reference source not found.*

5. **Disable off-line payment methods** (optional, but recommended).
   
   See *To Disable Off-Line Payment Methods for Digital Products*.

6. **Set up free shipping** (optional).
See To Create Free Shipping for a Standalone Gift Certificate for an example.

See also: Customer Experience - Buying a Digital Product.

To Install the Digital Downloads Module

Basic support for digital products is installed in your 9.005 store by default. You only need to install this module if you want to import and export your digital product data.

1. Go to Utilities > Add/Remove Modules > Available Modules section.
2. In the box "Product Digital Download Custom Fields", click Install.

To Set Up a CDN

A CDN (Content Delivery Network) is a cloud server where you can store your digital content. As of 01/31/16, the only CDN that Miva Merchant supports is Amazon S3 (Simple Storage Service). To use Amazon S3, you need an Amazon AWS (Amazon Web Services) account. Please see:

http://docs.aws.amazon.com/AmazonS3/latest/gsg/GetStartedWithS3.html

for an overview of using Amazon S3.

If you don't want to use a CDN, you can store your digital content on your Miva Merchant server. You can add digital products to your store server one at a time, or in a bulk import.

You can also use a CDN and your store server. Some of your digital products can go on your CDN and you can put others on your Miva Merchant store server. However, when you create digital products in your Miva Merchant store, you have to tell the system where the product is located.

To Connect Your Miva Merchant Store to Your CDN

You only need to follow these steps if you have set up a CDN.

1. Go to Store Settings > Digital Downloads CDNs tab.
2. Click Add CDN.
Name: This is a name for the link to your CDN. The name is only displayed in the admin interface.

CDN: Select the CDN provider that you are using.

Access Key: You will get an access key and secret key when you create your Amazon S3 CDN.

To Set Global Defaults for Your Store's Digital Downloads

1. Go to > Store Settings > Digital Downloads Settings tab.

2. Set the Max Downloads: This field controls the number of times a digital product can be downloaded. Note that this setting can over-ridden at the product level (edit product > Digital Downloads Settings tab).

   When your customer buys a digital product, they will receive a special email that has a download link. If you set Max Downloads to 1, the customer can only download the product one time.

3. Set the Link Expiration: Miva Merchant has an internal timer that determines how long the download link can be used. For example, if you set the Link Expiration to 5, the customer must download the product within 5 days of completing checkout.

4. When you are finished making changes, click Update.

   If a download URL becomes inactive, for any reason, you can always manually create a new download URL for your customer and mail the URL to them. See To Manually Create a Download URL.
To See What Digital Products Have Been Downloaded

To see all downloads for a single product:
- Go to > Catalog > Products tab > edit product > Digital Downloads tab

To see all downloads for all of your digital products:
- Go to > Catalog > Products tab > Digital Downloads tab

To Manually Create a Download URL

If a customer is having trouble downloading a product, or a download link has become invalid for some reason, you can manually create a download link and email it to the customer.

1. Go to > Catalog > Products tab > edit product > Digital Downloads tab.
2. Click Add Digital Download.
3. In the Add Digital Download Link dialog box, use your product settings for Max Downloads and Link Expiration or enter new values, then click Add.

<table>
<thead>
<tr>
<th>Date</th>
<th>Total Downloads</th>
<th>Link Expiration Date</th>
<th>Max Downloads</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/24/2016</td>
<td>0</td>
<td>Never</td>
<td>Unlimited</td>
<td>32b2df49128cba13e087fcb51fe7a683</td>
</tr>
</tbody>
</table>

4. In the Digital Downloads tab, you'll see that the system has created a new download link. Double-click on the new link to open the Edit Digital Download Link dialog box.
5. In the Edit Digital Download Link dialog box, copy the URL and email it to your customer. The customer can enter the URL in their browser and download the product.

**To Add Digital Products One at a Time**

1. Go to **Menu** > Catalog > Products tab. In the Products tab click Add Product 📦.
2 Fill out the fields in the Add Product > Product tab and click **+Add**.

3 Select the edit product > Digital Download Settings tab.
In the Digital Download Settings tab, select the Settings section.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate a Digital Download Code When This Product is Purchased</td>
<td>You must check this option to support Digital Downloads. If you don't check this box, the system will not generate download URLs for your digital products.</td>
</tr>
<tr>
<td>Max Downloads:</td>
<td>The number of times the customer is allowed to download their purchase.</td>
</tr>
<tr>
<td></td>
<td>You can accept the global setting for this option (see To Set Global Defaults for Your Store's Digital Downloads) or override the global setting for this product.</td>
</tr>
</tbody>
</table>
### Link Expiration:

The number of days (starting from completion of checkout) that the download link will remain valid.

You can accept the global setting for this option or override the global setting for this product.

But see also: [To Manually Create a Download URL](#).

### Delivery Method:

- **Local**: Choose this option if you are storing the digital file for this product on your Miva Merchant server.

- If you have created a link between your Miva Merchant store and a CDN, the name of that link will appear in the Delivery Method list box. See [To Connect Your Miva Merchant Store to Your CDN](#).

  Select the name of your CDN link if you are going to store the digital file for this product on your CDN.

3.2. If you are storing the digital file for this product on your Miva Merchant server, select the Local File section.

### Downloaded File Name:

Technically, you don’t need to enter anything in this field, although you can edit this field after you upload your digital product.

This field is part of a Miva Merchant process that gives your digital products a little extra security.

When you upload a digital product to your store server (see Upload, below), Miva assigns the digital file a random alphanumeric string. For example, if you are going to sell music in your store, the digital file that you upload might be "polka_polka.mp3". The system automatically puts the real file name in the Downloaded File Name field, but also assigns that file the string "3353576bc6d4e265f90ee9735d1c3edeb".

### Local File Settings

- **Downloaded File Name**: polka_polka.mp3

- **Local File Path**: `/mm25.00/digitaldownloads/00000001/uploads/3353576bc6d4e265f90ee9735d1c3edeb`
The customer will never see the real filename until they complete the download process. If someone hacked into your store server, they would only see the alphanumeric string instead of the real filenames.

The Invoice screen (INVC) and the Order Confirmation email do not show the real filename. The special email that the customer gets has a download link that looks something like this:

http://sample.mivamerchant.com/mm5/download.mvc?Store_Code=sample_store&DigitalDownload=3353576bc6d4e265f90ee9735d1c3ed

After the customer completes the download process, the file that appears on their computer will be whatever is in the Downloaded File Name field.

Local File Path: Upload button:

To upload a digital file to your store server, click the Upload button. Click the Browse button to find the file on your local machine, then click Open.

- The system will copy the file to your store server, and show you the path to the file in the Local File Path field.
- The real name of the file will be automatically entered in the Downloaded File Name field.
- For security, the system will assign a random alphanumeric string to the filename, which is what the customer will see during checkout and the download process.

3.3. If you are storing the digital file for this product on your CDN, select the Amazon CDN section.

![Amazon CDN Settings](image)

3.3.1. You should already have uploaded your content to your Amazon S3 account. See: http://docs.aws.amazon.com/AmazonS3/latest/gsg/GetStartedWithS3.html
3.3.2. In the admin interface, enter the **Bucket Name** where you put your digital content. A Bucket is an Amazon storage location similar to a folder.

Double-click on a Bucket to see the contents. Right-click on an object and select properties to see more information about the object.

3.3.3. In the admin interface, enter the **File Path**. The file path is the file name of the digital content. Amazon calls this the "object name". In our example, our File Path would be "polka_polka.mp3".

3.3.4. In the admin interface, enter the **Region**. Amazon AWS lets you use resources in different geo-physical regions. You can see the region where your Bucket was created by looking at the Bucket Properties in your AWS account.
But see also: http://docs.aws.amazon.com/general/latest/gr/rande.html

4 When you have finished making changes in the Digital Download Settings tab, click **Update**.

**To Disable Off-Line Payment Methods for Digital Products**

This is really an example of how to restrict payment methods at the product level with the fields in:

`edit product > Product tab > Payment Rules section.

We're going to use the fields in the Payment Rules section to prevent customers from using an off-line payment method when they buy a digital product. However, you could follow the same steps to restrict payment methods for any of your products.

In this example, we've already created a digital product: an mp3 file.

1. Go to **Menu** > Catalog > Products tab > edit product > Product tab > Payment Rules section.

![Edit Product: Song - Polka Polka!](image)

| Details
| Payment Rules

- **Limit Payment Methods**
- **Permitted Payment Methods**:
  - [ ] Check Payment: Check
  - [ ] Credit Card Payment with Simple Validation: American Express
  - [ ] Credit Card Payment with Simple Validation: MasterCard
  - [x] PayPal Express Checkout and/for Payments Pro: PayPal

1.1. Check the **Limit Payment Methods** checkbox.

1.2. Under **Permitted Payment Methods**, we will select only those payment methods that are **not** off-line. Checks, COD, and credit card with simple validation are examples of off-line payments.

When our customer purchases this item and goes through checkout, they will only see the payment methods that we have permitted. For our song mp3, we are only going to allow customers to pay with PayPal.

2 When you have finished making changes, click **Update**.
If you need to disable payment methods for a large number of digital products, you could use the export/import process. When you use Export Products to Flat File, make sure that you select the Payment Rules Fields.

See also *To Use "Exclude This Method Unless Permitted by Products".*

**Customer Experience - Buying a Digital Product**

In our example, we've already uploaded an mp3 file to our store as a digital product, and created a Price Group to allow free shipping. (See *To Create Free Shipping for a Standalone Gift Certificate* for an example.)

1. The customer opens a browser, navigates to our store and signs into their account.
2. The customer adds the song file to their basket and starts checkout. In our example, this customer is only purchasing the song file.

![Shopping Basket](image_url)
3 In the Shipping/Payment Selection screen (OSEL):
   - The Price Group that we created for free shipping shows up in the Ship Via list box.
   - For better security, we removed off-line payment methods for our digital products. In our example, the customer can only select Visa from the Pay With list box.

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Item Price</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Song - Polka Polka!</td>
<td>1</td>
<td>$2.00</td>
<td>$2.00</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td></td>
<td><strong>$2.00</strong></td>
</tr>
</tbody>
</table>

### Shipping/Payment Selection

<table>
<thead>
<tr>
<th>Ship To:</th>
<th>Bill To:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name:</strong> a customer</td>
<td><strong>Name:</strong> a customer</td>
</tr>
<tr>
<td><strong>Email Address:</strong> <a href="mailto:customer@test.com">customer@test.com</a></td>
<td><strong>Email Address:</strong> <a href="mailto:customer@test.com">customer@test.com</a></td>
</tr>
<tr>
<td><strong>Phone Number:</strong> 555-555-5555</td>
<td><strong>Phone Number:</strong> 555-555-5555</td>
</tr>
<tr>
<td><strong>Address:</strong> 123 W. Chestnut St. San Francisco, CA 90091</td>
<td><strong>Address:</strong> 123 W. Chestnut St. San Francisco, CA 90091</td>
</tr>
</tbody>
</table>

**Ship Via:** Free Shipping for Digital Downloads ($0.00)

**Pay With:** Visa

4 In the Invoice screen (INVC):
   - The customer can see that they aren't being charged for shipping.
   - The customer sees the name of the song, which we put in the product name field (song - Polka Polka!). But instead of seeing the real filename that they are downloading, for example, "polka_polka.mp3", they see:
     - **digitaldownload:** 50c76f1c82dc4

This is a security measure. The customer never sees the real filename until they've completed the download process. See Downloaded File Name for more details.

The customer will usually receive a copy of the invoice in the Order Confirmation email.
5 The customer immediately receives a special email that contains a download link.

- Even if the customer examines the download link (by right-clicking on it and selecting Copy Link Location) they would only see something like this:

http://sample.mivamerchant.com/mm5/download.mvc?Store_Code=sample_store&DigitalDownload=50c76f1c82dc4

- The customer can click on the download link and download the file to their local machine.
From: Sample Store Owner
Subject: Your Sample Store Digital Download
To: Me
Date: Sat, 23 Jan 2016 19:46:55 -0800

Sample Store
123 My Street
San Diego, CA 92127
US

Max Downloads: Unlimited
Link Expiration: Never
To download your digital file, [click here]

Feel free to [contact us via email] or at 123-56-1234 for assistance downloading your digital file.

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You have chosen to open:

- [polka_polka.mp3](polka_polka.mp3)
  - which is an mp3 file (2700 KB)

What should Firefox do with this file?

- [Open with](#) [Browse...](#)
- [Save File](#)

[OK] [Cancel]