

Integration Cookbook

BlueSnap[®]

BlueSnap Integration Cookbook

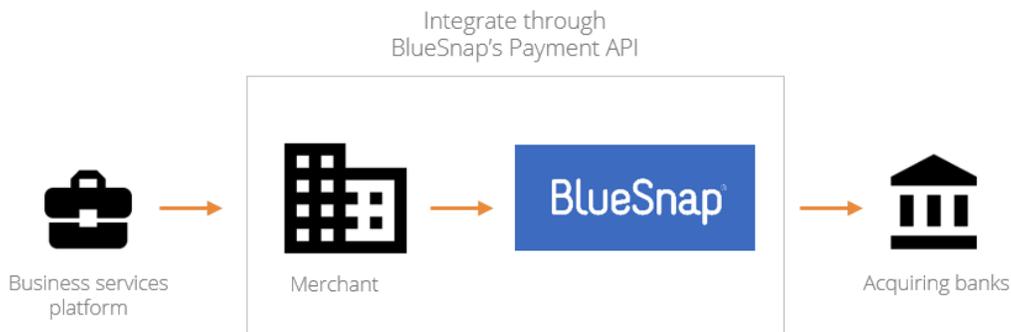
BlueSnap's Powered Buy Platform enables you to process payments while achieving higher conversions and benefitting from built-in fraud protection. We are a truly global payment gateway, connected to a global network of acquiring banks, and with support for 100 local currencies. Our flexible processing engine routes transactions to the best banks to ensure maximum payment success.

Your payment processing is tied closely with other business processes, like order tracking, customer management, invoicing, reporting, and more. You can streamline your business processes and maximize conversions by connecting your existing business service platforms with BlueSnap.

Overview

BlueSnap offers many out-of-the-box integrations – from shopping carts like WooCommerce, to subscription platforms like Zuora. However, sometimes you may need to connect with an additional third-party platform for which BlueSnap does not yet provide a preconfigured integration, such as Salesforce or NetSuite. For example, you may track orders via Salesforce or another CRM and then push the customer information to BlueSnap once it is time to process the payment to solidify the sale or renewal.

The graphic below shows the relationship between you, your third-party platform, BlueSnap, and the acquiring banks once you have configured the integration.



You connect to your CRM or other business solutions provider, send the payments for processing through BlueSnap's Powered Buy Platform, and then we handle the complex interactions with acquiring and issuing banks that are required in order to get payments processed.

BlueSnap offers a variety of flexible integration options, but in most cases the Payment API is the ideal integration method, as it offers powerful functionality but it is easy to implement.

The main components of the integration are:

- Pulling data from your business services platform
- Processing payments
- Obtaining event data via IPNs (Webhooks)
- Reporting

1. Pull Data from Your Business Services Platform

The first step in the integration is to pull the relevant data from your business services platform. Typically, that data will include the shopper's information, description of product and/or service and billing details, such as price & currency.

2. Process Payments

Once you have pulled the relevant shopper and order details, you are ready to process the payment through BlueSnap.

API Requests

When you integrate using BlueSnap's Payment API, you simply send the required transaction information in an API request to BlueSnap. The API supports credit/debit cards and PayPal.

You can perform the authorization and capture in a single step, or you can separate them into two steps, for example if the payment is for physical goods that must be shipped before the funds can be captured.

You can also easily process batch transactions and perform refunds.

Example Request

The following example is an [Auth Capture](#) request to the BlueSnap Payment API. The client, Judy Student, has purchased a subscription for one online course, at a price of \$75.

The content of the request to process the initial subscription payment for Judy Student would look similar to this:

```
<card-transaction>
  <card-transaction-type>AUTH_CAPTURE</card-transaction-type>
  <recurring-transaction>RECURRING</recurring-transaction>
  <amount>75.00</amount>
  <currency>USD</currency>
  <card-holder-info>
    <first-name>Judy</first-name>
    <last-name>Student</last-name>
  </card-holder-info>
  <credit-card>
    <card-number>4111111111111111</card-number>
    <security-code>111</security-code>
    <expiration-month>01</expiration-month>
    <expiration-year>2020</expiration-year>
  </credit-card>
</card-transaction>
```

Optionally, you could also include your own transaction ID, metadata, additional information for fraud checks, and more.

API Responses

The Payment API sends an immediate response to each request, with details about the transaction and its status. It will also send error details if an issue occurs.

Example Response

If the example request above is successful, the API sends a response with content similar to this:

```
<card-transaction>
  <card-transaction-type>AUTH_CAPTURE</card-transaction-type>
  <transaction-id>12345678</transaction-id>
  <recurring-transaction>RECURRING</recurring-transaction>
  <amount>75.00</amount>
  <currency>USD</currency>
  <card-holder-info>
    <first-name>Judy</first-name>
    <last-name>Student</last-name>
  </card-holder-info>
  <credit-card>
    <card-last-four-digits>1111</card-last-four-digits>
    <card-type>VISA</card-type>
    <card-sub-type>CREDIT</card-sub-type>
  </credit-card>
  <processing-info>
    <processing-status>success</processing-status>
    <cvv-response-code>MA</cvv-response-code>
    <avs-response-code-zip>M</avs-response-code-zip>
    <avs-response-code-address>M</avs-response-code-address>
    <avs-response-code-name>U</avs-response-code-name>
  </processing-info>
</card-transaction>
```

The response includes an ID for the transaction, which you can use to track the transaction in your internal systems. It also provides information about the processing status and the results of the CVV and AVS fraud checks. You may want to send this information back to your business services platform, so that it is tracked in a single location.

More information about the Payment API is available on [BlueSnap's Developer Hub](#).

3. Obtaining Event Data with IPNs

Instant Payment Notifications (IPNs), also known as webhooks, provide you with real-time information about transaction events like authorizations, captures, refunds and more. Whenever one of these events occurs, we'll automatically send an IPN as an HTTP POST request to a unique URL on your designated server. The IPN includes details about the event, such as the price, currency, shipping address details, payment method, and customer/shopper information.

You can then use the information in the IPN to take actions like:

- Ensuring your accounting records are updated when a payment is made
- Updating your customer database when a subscription renewal is processed

Example IPNs

Charge: If a payment is successful, BlueSnap will send a Charge IPN. For an example of a Charge IPN, showing the content of the POST request, [go here](#).

Cancel: If a subscription is cancelled, BlueSnap will send a Cancel IPN. You can then take action to send the customer an email notification about the cancellation. For an example of a Cancel IPN, showing the content of the POST request, [go here](#).

For more information about IPNs, see our [Help & Support Center](#).

4. Reporting

BlueSnap's reporting and analytics capabilities enable you to dive into the data that drives your business, and get insights to help boost conversions.

Payment Conversion Reporting

Our payment conversion reports provide in-depth analysis into authorization results so that you can optimize conversion rates and increase sales. Any conversion report can be run for one-time or recurring charges, allowing you to focus on each segment of your business lines as needed.

Sales Intelligence

You can accurately track the lifecycle of your customer base with in-depth sales and revenue reports. Multicurrency reports enable you to track sales and product performance across different geographies, and aggregate sales data from multiple currencies into a base currency.

Currencies: Time Periods:

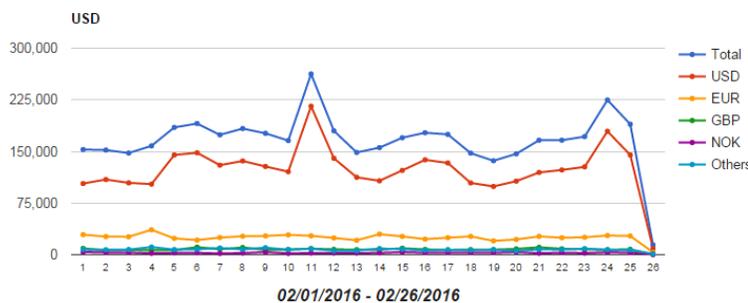
Data is delayed by approximately 3 hours.

Gross Sales

All Authorization Currencies

\$4,316,094.17 Total Gross Sales	52,471 Transaction Count	\$82.26 Average Ticket	404 Chargeback Count	0.77% Chargeback Rate
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Download



Getting Started

You may wish to begin by looking at [BlueSnap's Developer Hub](#), where you can review and test the API calls to get a better sense of the Payment API and what it offers. Detailed information about BlueSnap's Powered Buy Platform is also available in our [Help & Support Center](#).

When you're ready, reach back out to the BlueSnap sales team in order to get invited to the BlueSnap sandbox to establish your account and your API credentials. Once you have your account and credentials, you will be able to access the BlueSnap Merchant Console, where you can configure API settings, view order history, and obtain reports.

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