

# **Linklok<sup>TM</sup>**

## **Paypal IPN version**



# Linklok™ Manual (Paypal version)

Copyright 2003-2008 Vibralogix. All rights reserved.

This document is provided by Vibralogix for informational purposes only to licensed users of the Linklok product and is provided on an 'as is' basis without any warranties expressed or implied.

Other names are trademarks or registered trademarks of the respective holders. Microsoft is a registered trademark and Windows, Windows 95, Windows 98, Windows ME, Windows NT, Windows 2000, Windows XP and their respective logos are registered trademarks of the Microsoft Corporation.

Information in this document is subject to change without notice and does not represent a commitment on the part of Vibralogix. The software described in this document is provided under a license agreement. The software may be used only in accordance with the terms of that license agreement. It is against the law to copy or use the software except as specifically allowed in the license.

It is the users responsibility to ensure the suitability of Linklok before using it. In no circumstances will Vibralogix be responsible for any loss or damage of data or programs as a result of using Linklok. Your use of Linklok implies acceptance of these terms.



# Contents

<b>Chapter 1 Introduction</b>	<b>1</b>
What is Linklok for Paypal IPN	1
How does it work?	2
<b>Chapter 2 Installing Linklok</b>	<b>3</b>
Installing Linklok	3
eBay and auction Items	6
Testing Linklok	7
Enable IPN on Paypal	9
Enable the download page	10
Detecting processed transactions	12
Going live	13
<b>Chapter 3 Customising Linklok</b>	<b>14</b>
Customising the Linklok email	14
Customising the download page	19
Customising Linklok error messages	19
Copy of client email	20
Order notification email	20
Client confirmation email	20
Delay eCheck transactions	21
<b>Chapter 4 Manual Orders</b>	<b>22</b>
Manual order form	22
<b>Chapter 5 Advanced Features</b>	<b>24</b>
Using an external product file	24
Products with multiple files	25
Locking links to buyers IP	25
Download notification email	27
Product specific templates	28
Product specific values	28
Product value from list (serial numbers)	29
User defined function	30
Software Passport	31
Template Segments	33
Products without definitions	35
Multiple copies of download products	35
Fixed expiry times	36
Integrating with SiteLok	36
iDevAffiliate support	38
Shareasale support	39
Jam Affiliate support	40
Support for other affiliate programs	41
SMS order alerts	42
IPN follow on (pass thru)	42
Clicklocker Integration	43
Storing orders in a MySQL table	44
Retrieving product details from MySQL	45
Display page during download	46
Using the Paypal sandbox	47
AcroLok protected PDF files	47
Calling a URL when products are ordered	48
<b>Chapter 6 Support</b>	<b>49</b>



---

# Chapter 1 Introduction

## What is Linklok for Paypal IPN

As you probably know Paypal provides an easy to setup service for receiving payments for your products worldwide. One problem faced by many developers however is how to provide a secure way to deliver digital goods after a successful transaction. The Linklok system provides the solution and is custom written for use with Paypal. Here are some of the features.

- Simple to install (Just one file for default system)
  - Up and running in 5 minutes
  - Uses PHP which is already installed on most servers
  - Does **not** require MySQL or other database system (but can work with them)
  - Does **not** require cookies to be enabled
  - Sends email to purchaser with secure download links
  - Can display download page immediately after transaction
  - Will create secure links for product download only if called from Paypal
  - Links can be set to expire after fixed time period
  - Links can be IP address locked (requires change to buy button).
  - Nobody ever knows the actual server location of the download files - not even the purchaser!
  - Supports unlimited products
  - Supports multiple products in one order
  - Supports multiple files per product (product combos)
  - Supports multiple currencies
  - Works with eBay auction items
  - Handles eChecks. Can provide download links immediately or delay them until payment clears
  - Uses MD5 security and Paypal's IPN system
  - Built in or user defined templates for download page and email sent to purchaser. Product specific templates can also be defined
  - Supports html and text based email
  - Also allows links to be sent manually if required
  - Supports download resume and download managers
  - Download links can point to html and PHP pages as well as download links
  - Can email product specific serial number from a list with links
  - Can generate software unlock keys using either a user provided algorithm or by using Clicklocker or Software Passport (armadillo).
  - Template segments can be defined for each product
  - Physical products are also supported
  - Integrates with Sitelok (our members area script)
  - Supports iDevAffiliate, Shareasale, JAM and other affiliate systems
  - Optional SMS alerts when orders arrive
  - If required can log orders to a MySQL table
-

## How does it work?

Paypal allows you to place buttons or links on your website for each of your products. The buttons can either take the purchaser directly to the checkout where he makes the payment or alternatively adds the product to the Paypal shopping cart allowing further purchases to be made. Either way after payment is completed Paypal can be configured to call a special Instant Payment Notification (IPN) URL to report the products that have been ordered and whether payment was completed. Linklok acts as this IPN handler.

When Linklok is called it first authenticates the call to ensure that it was indeed sent from Paypal and has not been tampered with in anyway. Then Linklok will create secure links for each of the products ordered (at least those that you allow to be downloaded) and email them to the purchaser. If required Linklok can also be the return (or thank you) page that the user is sent to after a transaction and in this case display the download links in the browser as well as sending them by email

Linklok links do not contain the actual location of the download file on your server but a secure MD5 hash that is used by Linklok to supply the file. Using this system there is no way anybody can download the files without going through the payment process. The links can be set to expire after a preset number of minutes or days if required. When the purchaser clicks one of the links the Linklok script will verify its authenticity and then allow the download. Download links can even optionally be locked to the IP address of the purchaser (requires an additional setting in the buy button).

Advanced features allow you to send serial numbers, software unlock codes or other information with your links. Product specific templates and template segments allow you to decide exactly what is displayed for each product in the download page and in the email.

---

## Chapter 2 Installing Linklok

### Installing Linklok

In this chapter we will guide you through a simple default installation that will get you up and running as quickly as possible. Once Linklok is working you can read the further chapters in the manual that will explain how to customise and tweak things to work exactly how you want.

Don't worry if you know nothing about PHP scripts as this is not important. As long as you can use a text editor such as notepad and know how to upload to your site you will be fine.

#### Setting up the admin variables

First we will add some details about your company and products. This is done simply by modifying some variables near the top of the script. Open linklokipn.php in a text editor such as notepad and find near the top of the script the following lines.

```
// Setup admin and security variables
$LinklokURL="http://www.yoursite.com/linklokipn.php";
$PaypalEmail="paypal@yoursite.com";
$SellerCompany="Your Company";
$SellerEmail="sales@yoursite.com";
$SellerURL="www.yoursite.com";
$LinkKey="orange23";
$PDTtoken="";
$Test="Y";
```

**\$LinklokURL** Should be set to the full URL where you will in install linklokipn.php. This can be anywhere on your site but we strongly recommend placing It in the root.

**\$PaypalEmail** This is your **primary** email address that is registered with Paypal.

**\$SellerCompany** Your company name as it will appear in emails.

---

<code>\$SellerEmail</code>	Your sales email address that will be used in emails. Ideally this email address should be on the same domain as your site.
<code>\$SellerURL</code>	This is your website URL that will be used in default emails.
<code>\$LinkKey</code>	Should be set to a unique encryption key that is used to create secure download links. Any random word will do but you must keep this value secret.
<code>\$PDTtoken</code>	This will be discussed later
<code>\$Test</code>	Setting this variable to "Y" allows you to make test sales using our <code>testorder.htm</code> page. This is important because Paypal does not provide an easy way to make test sales. Leave this set to "Y" until setup is complete.
<code>\$ManualPassword</code>	The password used to enter the manual order form. The default password is <code>letmein</code> but you should of course change this.

### **Adding your product details**

Now we need to setup some details about each of the digital products that you sell and wish to add to Linklok.

Linklok can access your product download files stored anywhere on your site and even on remote servers. However for ease of management we suggest creating a directory (folder) where you can keep all of your files in one place. This folder can be within your site and as long as it has an obscure name that cannot be guessed and you do not link to any files inside the folder it will not be found by any search engine, robot or hacker. If you wish to have further security you can create this folder outside of the site root if your server allows it. For now lets just setup a folder in the root of your site with an obscure name such as `dsgjhruyrhgfetg`. You can use your FTP or hosting control panel to create this folder. Upload one of your product files that you sell to this folder that we can use as a test.

---

Now we will define the product in linklokipn.php. Each product you sell will have a line in the script (optionally you can use an external text file or MySQL table which we will describe later) that looks like this.

```
$Products[]="id1,Description,USD=29.95,dsgjhruyrhgftg/prod1.zip,0,1440";
```

As you can see this product definition has a number of entries separated by commas as follows.

### id1

This is the unique product id and contain any alphanumeric characters. This is the value should be set in the Paypal buy button item\_number field for this product so that Linklok knows which product needs to be delivered.

### Description

This is the description of the product. This can be the same as you have set in the buy button item\_name field but does not have to be. If you are selling this product as an eBay auction item then this description must be exactly the same as the auction title. We will discuss auction sales later in the manual.

### USD=29.95

This is the price of the product. Linklok needs to know the price so that it can detect if somebody modified your buy button to try to cheat you. If you sell your products in mutiple currencies then you should set the price for each currency as follows (notice how each currency is separated by a colon)

```
USD=29.95:GBP=17.95:EUR=26.95
```

Linklok verifies that the total amount paid is at least as high as the total of all downloadable products ordered to stop cheating. If you are selling the product as an auction item on eBay then make sure the price set is the lowest price you will accept (perhaps the reserver price).

### dsgjhruyrhgftg/prod1.zip

This is the path to the product file. In our example it points to the file in the folder we created earlier. This can be a relative path, an absolute path or a URL. It is best to use a URL only if the file is

---

stored on a remote server as URL's cannot support download resume. One great thing with Linklok is that you can move the location of the files at any time without breaking any download links you have already sent to clients.

0

This is the size of the file. Linklok can normally determine the file size automatically so just leave this set to 0. It is here really just for backward compatibility with older versions of Linklok

1440

This is the number of minutes that you would like links for this product to be valid for. This can be any value from 1 minute to several years. If you don't want the link to expire set it to 0. Expiry times are measured from the time when the link is created.

That has now defined our product for Linklok. You can later add further products by creating a new line for each one in the same way.

## eBay and auction Items

Linklok supports auction sales from eBay. If you do not sell via eBay you can skip this section.

eBay products need to be defined as previously described. Linklok and can match products for delivery in two ways.

### Auction title

Normally Linklok matches the auction title with the product description to determine the file to deliver. This is useful because it lets you have multiple auction entries that are all handled by one product definition in Linklok. Just make sure that your product description in Linklok matches exactly with the auction title you used. Set the product id to any unique id as Linklok uses this internally. Also make sure the price defined is the minimum you will accept (perhaps the reserve price). If you sell the same product normally as well you can have another product entry with the Paypal item\_number and the full retail price.

You can make use of the wildcard character (^) at the start and/or end of your product description to match differing auction titles. e.g.

---

If your auction title is “The best embroidery pattern of a train (new)” you could define the description as

[^embroidery pattern of a train^](#)

## Auction Id

If you prefer to match the product using the auction id then set this as the products id (item\_number). The description can then be set as required. Don't forget that the auction id is normally only used for one transaction. make sure the price defined is the minimum you will accept (perhaps the reserve price). If you sell the same product normally as well you can have another product entry with the Paypal item\_number and the full retail price.

## Testing Linklok

Before we setup your Paypal account for live orders we will test Linklok to ensure that the download links generated work ok. Save linklokipn.php and upload it to your site making sure it is located at the location set in \$LinklokURL. Also upload the linklokipnret.php file to the same place. We have created a simple test page called testorder.htm which is included in the zip file.

### Linklok Paypal IPN test page

Full URL to linklokipn.php	<input type="text" value="http://www.yoursite.com/linklokipn.php"/>
Your Paypal email address	<input type="text" value="paypal@yoursite.com"/>
Item Number to order	<input type="text" value="3"/>
Quantity	<input type="text" value="1"/>
Total amount to pay	<input type="text" value="29.95"/> (No currency symbol)
Currency	<input type="text" value="USD"/>
Email address	<input type="text" value="me@hotmail.com"/> (To receive link)
<input type="button" value="Test IPN"/>	

This page allows you to send linklokipn.php fake IPN calls so that you can check that your products are delivered correctly.

To perform the test orders ensure that `$Test` is set to "Y" in linklokipn.php and then load testorder.htm in your browser. You can do this by double clicking it directly on your PC as it does not need to be uploaded to your server.

Fill in the form fields making sure that each value is correct. The item number must match the item id set in the product definition (id1 in our example). When you click the Submit button it will call linklokipn.php simulating an IPN call from Paypal and you should then receive the download email.

If you do not receive the email or if the download link in the email fails then double check all of your settings. A few servers may need some non standard settings so if you still have problems check out the FAQ in the support area or contact us for help.

The above will test the IPN part of Linklok that emails the download links. To test the download page that users see when returning to your site after a transaction use linklokipnret.php as the URL instead. For example:-

<http://www.yoursite.com/linklokipnret.php> (in testorder.htm)

When you test the download page you will not receive the email as well as this is simulating the two separate calls that Paypal will make.

When you are satisfied that everything is working correctly set the `$Test` setting in linklokipn.php to "N" (or anything other than "Y") and upload it again to your server.

You can also use the manual order form feature (described later) to help test Linklok.

### **The Paypal Buy button**

Linklok has been designed to work with the standard Paypal single item buy button and also the add to cart button. The html code for these can be created using the button wizard within Paypal's admin system. You must make sure that you define the item ID (item\_number) and that it matches the product listed in the script

---

(id1 in our example). You can use either your primary Paypal account email or a secondary account email in the buy button. However make sure that the email address set in the script is your primary one. We suggest that you make the button non encrypted at least while testing so that you can easily make changes. Linklok stops cheats so there is in fact no real advantage to using encrypted buttons anyway.

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_xclick">
<input type="hidden" name="business" value="paypal@yoursite.com">
<input type="hidden" name="item_name" value="Product Description">
<input type="hidden" name="item_number" value="id1">
<input type="hidden" name="amount" value="29.95">
<input type="hidden" name="no_note" value="1">
<input type="hidden" name="currency_code" value="USD">
<input type="image" src="https://www.paypal.com/en_US/i/btn/x-click-but23.gif">
</form>
```

## Enable IPN on Paypal

We need to enable Paypal to use Linklok as it's IPN handler after each transaction. IPN will call Linklok after each transaction and this will trigger the download email to be sent to your client. To do this login to your Paypal account and then click the Profile Tab. Now click Instant Payment Notification Preferences and select Edit. You will see the following:-

**PayPal** [Log Out](#) | [Help](#)

My Account | Send Money | Request Money | Shop | Sell

Overview | Add Funds | Withdraw | History | Profile

### Instant Payment Notification Preferences

[Instant Payment Notification \(IPN\)](#)

Instant Payment Notification integrates PayPal payment notification and authentication with your website's back-end operations. Check this box to activate Instant Payment Notification, and enter the URL at which you will receive the payment notifications below. This URL should be a URL which you own and at which you receive HTML posts.

**Note:** Before activating Instant Payment Notification, please [read the instructions](#) to ensure that you can support the notification and authentication system.

Save

Enter the full URL where you uploaded linklokipn.php and click the Save button.

If you need to use IPN to call other scripts as well as Linklok then see the Advanced Features chapter for methods to solve this.

You may find it useful to receive copies of the download emails sent to clients. To enable this feature just set the \$CopyEmail setting in the script. e.g.

```
$CopyEmail="you@yoursite.com";
```

You can have copies sent to several email addresses if you wish by separating them with commas.

## Enable the download page

After your client makes payment it is a good idea to return them to a download or thankyou page on your site. This gives the client immediate access to their purchase and also means they are not relying on the email that is also sent with the purchase details. Emails can go missing or get filtered as spam etc.

Linklok Paypal supports both Auto Return and the older style POST return. We strongly recommend Auto Return as this will automatically return the client to your site after purchase.

### Auto Return

To enable Auto Return in Paypal login and go to Profile-Website payment Preferences. Enable Auto Return and enter the full URL to [linklokipnret.php](http://linklokipnret.php) on your server. For example:-

```
http://www.yoursite.com/linklokipnret.php
```

Also on the same Paypal page enable Payment Data Transfer (PDT). See overleaf for how the settings should look.

---

## Website Payment Preferences

[Back to Profile Summary](#)

### Auto Return for Website Payments

Auto Return for Website Payments brings your buyers back to your website immediately after payment completion. Auto Return applies to PayPal Website Payments, including Buy Now, Donations, Subscriptions and Shopping Cart. [Learn More](#)

Auto Return:  On  
 Off

**Return URL:** Enter the URL that will be used to redirect your customers upon payment completion. This URL must meet the guidelines detailed below. [Learn More](#)

Return URL:

**Return URL Requirements:** The following items are required in order to set up Auto Return.

- In accordance with the User Agreement, you must provide written information on the page displayed by the Return URL that will help the buyer understand that the payment has been made and that the transaction has been completed.
- You must provide written information on the page displayed by the Return URL that explains that payment transaction details will be emailed to the buyer.
- Example: Thank you for your payment. Your transaction has been completed, and a receipt for your purchase has been emailed to you. You may log into your account at [www.paypal.com/uk](http://www.paypal.com/uk) to view details of this transaction.

---

### Payment Data Transfer (optional)

Payment Data Transfer allows you to receive notification of successful payments as they are made. The use of Payment Data Transfer depends on your [system configuration](#) and your Return URL. Please note that to use Payment Data Transfer, you **must** turn on Auto Return.

Payment Data Transfer:  On  
 Off

Click the Save button to enable Auto Return and PDT. After saving Paypal will display your unique PDT token which will be a random string of characters something like this.

**RurxwtGltururuRRUghLYy9585fd63465YDDexhchd**

Copy and paste this value and enter in to the setting of \$PDTtoken in linklokipn.php. e.g.

```
$PDTtoken="RurxwtGltururuRRUghLYy9585fd63465YDDexhchd";
```

Upload linklokipn.php again to your server.

---

## POST return

We strongly recommend using Auto Return as it automatically returns clients to your site after purchase. However if you are using Paypal with other systems that require Auto Return to be disabled Linklok can also be used with the older POST return. To use this ensure that in Paypal - Profile - Website Payment Preferences that both Auto Return and Payment Data Transfer are disabled. In your buy button ensure that you have the following two entries.

```
<input type="hidden" name="return" value="http://www.yoursite.com/linklokipnret.php">  
<input type="hidden" name="rm" value="2">
```

You have now completed the installation of Linklok and setup of Paypal. If all is setup correctly, automatically handle any orders your receive.

The next chapter will describe how you can customise the various features of Linklok such as the download page and emails. We recommend making sure everything works as expected with a default installation first though. It is not crucial to setup this feature but recommended.

## Detecting processed transactions

Linklok gets called via Paypal's IPN system and also when your client returns to your website after a purchase. Linklok will authenticate orders by confirming the payment details with Paypal in both cases. However to stop someone reusing an old payment transaction token you can enable a feature to detect when an order has already processed to stop it being processed again. This is particularly important if you are generating serial numbers etc for each order. Here is how to setup this feature.

Copy the supplied file txnid.txt to the secure download directory you created for your products.

Using an FTP or telnet program set the access permissions for this file (not the directory) to be read and write for all users. This is not a security problem as the directory is not known by anybody. Do not set execution permission though. Set the variable `$Txnid` in linklokipn.php to the local path to the txnid.txt file. e.g.

---

```
$Txnid="dsgjhruyrhgfetg/txnid.txt";
```

It is not crucial to setup this feature but recommended.

## Going live

You have now completed the installation of Linklok and it should, if all is setup correctly, automatically handle any orders you receive. We strongly advise you to test the live installation by making some real transactions. Unfortunately Paypal does not provide any easy method for making test sales. In fact they suggest that you open a second personal account (you are allowed to have one premier or business account and one personal account) and use that to place orders with your main account. You can then refund the payments made within 30 days. You will not be charged anything for this. Paypal do provide what they call the sandbox which allows you to setup and test Paypal accounts but this can be quite complex. If you wish to use Linklok with a sandbox Paypal account please add the following setting to linklokipn.php near the other settings.

```
$UseSandbox=1;
```

The next chapter will describe how you can customise the various features of Linklok such as the download page and emails. We recommend making sure everything works as expected with a default installation first though.

---

## Chapter 3 Customising Linklok

Linklok allows you to completely customise both the download page and the email that clients see when they purchase from you.

### Customising the Linklok email

After a purchase is made Linklok will send a default email to the client containing links to the product or products ordered. For most users this predefined email is probably satisfactory. However you can override it by supplying an email template containing variable placeholders where Linklok will insert real data.

The email template can be a simple text message or an elaborately designed html message. Simply create a html file (recommended) or text file as required and wherever you want Linklok to add data use the appropriate variable placeholder from those listed below (also valid for the download page template as well).

Linklok also allows you to define product specific templates which will be explained in the Advanced Features chapter.

#### Download product variables

These are the variables that you need to use to place the secure download links, product description etc in the email.

!!!description!!!	Description of the product ordered
!!!filename!!!	Filename of the product
!!!link!!!	The secure URL of the product
!!!size!!!	The download size in a friendly format (e.g. 11 KB or 1.23 MB)
!!!expires!!!	Expiry time in friendly format or blank if no expiry. (e.g. 24 hours or 2 days etc)
!!!product!!!	Complete product details including size and link etc.
!!!segment!!!	Inserts a product specific segment of text or html (see Advanced Features chapter).

These variables would display the details for the first digital product ordered. Because you won't necessarily know how many products

---

an order may contain the best way to handle them is to define a section of your template that will be repeated for each product ordered. To do this just create the text or html code that should be repeated and place `<!--eachproductstart-->` at the start of the section and `<!--eachproductend-->` at the end. Using this method you could for example define an html table that has a row created for each product. The following html would create a table displaying each download files description and hyperlinked filename.

```
<table>
<!--eachproductstart-->
<tr>
<td>!!!description!!!</td>
<td><a href="!!!link!!!">!!!filename!!!</a></td>
</tr>
<!--eachproductend-->
</table>
```

Although not often required instead of using a repeated section of code for each product you can specify an actual product ordered using the following variables.

!!!description_1!!!	Description of the product ordered
!!!filename_1!!!	Filename of the product
!!!link_1!!!	The secure URL of the product
!!!size_1!!!	The download size in a friendly format (e.g. 11 KB or 1.23 MB)
!!!expires_1!!!	Expiry time in friendly format or blank if no expiry. (e.g. 24 hours or 2 days etc)
!!!product_1!!!	Complete product details including size and link etc.

The `_1` in the place holders refers to the first digital product ordered. As Linklok supports multiple items per order you can also use these variables with `_2`, `_3` etc to represent the second and third items ordered etc. If you use for example the place holders for three items but only two are ordered then the third will be left blank. We strongly recommend if you sell multiple items per order to use the repeated section described previously instead though.

## General order variables

These variables contain non product specific data such as the clients name and transaction id etc

!!!invoice!!!	Any invoice number you passed to Paypal.
!!!merchant_order_id!!!	Any invoice number you passed to Paypal.
!!!memo!!!	Any memo entered by the client.
!!!mc_gross!!!	Total amount paid.
!!!total!!!	Total amount paid.
!!!mc_currency!!!	Currency (e.g. USD, GBP etc).
!!!txn_id!!!	Paypal transaction ID.
!!!order_number!!!	Paypal transaction ID.
!!!first_name!!!	Customers first name.
!!!last_name!!!	Customers last name.
!!!payer_business_name!!!	Business name if provided
!!!name!!!	Displays clients full name or business
!!!payer_email!!!	Customers email address
!!!email!!!	Customers email address
!!!payer_id!!!	Customer ID.
!!!address_name!!!	Name to use with address.
!!!address_street!!!	Address if provided.
!!!address_city!!!	City if provided.
!!!address_state!!!	State if provided.
!!!address_zip!!!	Zip or postcode if provided.
!!!address_country!!!	Country if provided.
!!!address_country_code!!!	Two letter country code
!!!date!!!	Date in 22 May 2005 format
!!!payment_date!!!	Paypal transaction date
!!!tax!!!	Tax amount
!!!fee!!!	Fee paid for transaction
!!!settle_amount!!!	Amount received in merchant account
!!!settle_currency!!!	Currency of settlement
!!!option_name1!!!	Option name from order (if used)
!!!option_selection1!!!	Option value for order (if used)
!!!option_name2!!!	Option name from order (if used)
!!!option_selection2!!!	Option value from order (if used)
!!!custom!!!	Custom value from button (if used)
!!!num_cart_items!!!	Number of items in Paypal cart
!!!auction_buyer_id!!!	Auction buyer id (auction sales only)
!!!auction_closing_date!!!	Auction closing date (auction sales)
!!!payer_status!!!	Status of payers Paypal account
!!!address_status!!!	Status of payers address
!!!ipaddr!!!	Buyers IP. (only if IP locking enabled)

## Ordered items variables

These variables can be used to display details about all items ordered including items that are not downloadable. This is useful if you want to create an invoice or receipt and are often used in the optional order notification or confirmation emails (see later in this chapter chapter). These variables work within a block that gets repeated for each item ordered. To do this just create the text or html code that should be repeated and place `<!--eachitemstart-->` at the start of the section and `<!--eachitemend-->` at the end. Within this section you can use the following variables:-

<code>!!!item_number!!!</code>	Item number or id
<code>!!!quantity!!!</code>	Quantity of item
<code>!!!item_name!!!</code>	Description of item
<code>!!!description!!!</code>	Description of item
<code>!!!itemprice!!!</code>	Item price
<code>!!!itemtotal!!!</code>	Total amount for this item
<code>!!!itemposition!!!</code>	1 for the first item 2 for the second etc

## Variables to access products not ordered

There may be times when you want to include a link to a product that has not been ordered, perhaps as a free offer etc. To do this use these variables.

<code>!!!description(id)!!!</code>	Description of product
<code>!!!filename(id)!!!</code>	Filename of product
<code>!!!size(id)!!!</code>	Size of download
<code>!!!link(id)!!!</code>	Secure download link
<code>!!!expires(id)!!!</code>	Expiry time of link

In each of the above id should be replaced by the product id (item\_number) of the product required. e.g.

`!!!link(id1)!!!`

## Unknown or physical products

It is possible to define a section of the template that is only displayed if any products are ordered that are not known by Linklok

---

such as physical products for example. Just surround the text or html section that should only be displayed in this case as follows:-

```
<!--unknownstart-->  
Some of the items you have ordered are not downloadable so will  
be shipped to you by Federal Express.  
<!--unknownend-->
```

Also in a similar way you can ensure that the download section of your template is only visible if products are ordered that Linklok has handled. To do this use `<!--knownstart-->` and `<!--knownend-->` to surround that section.

There are other methods to handle physical products such as using segments (see the Advanced Features chapter) but this is the easiest.

### **Email subject**

If you are using a text based email template (.txt extension) then the first line of the file will be the email subject. If you are using an html email template (.htm or .html) then the page title will be used as the email subject.

You must also set the variable `$HTMLEmail` as required. If set to "Y" then emails will be sent in html format. If the template is in text format (.txt) then `!!!product!!!` Links will be converted to html. This has the advantage that the long secure links are not seen directly and are less likely to be split onto two lines by the email client. We advise you to use html format emails.

### **Define the email template**

Once you are happy with your template you should upload it to your server and set the following variable to point to it.

```
$EmailTemplate="emailtemp.htm";
```

---

## Customising the download page

Linklok will display a predefined download page after a transaction if `linklokipnret.php` is set as the return page on a Paypal Buy button like this:-

```
<input type="hidden" name="return" value="http://www.yoursite.com/linklokipnret.php">
<input type="hidden" name="rm" value="2">
```

Instead of the predefined page you can create a custom template in html format that will be used instead. Within this template you can use the same variable placeholders as described for the email template to personalise the page and display product download links etc. You should ensure that any links to other pages or graphics within this page are absolute URL's or relative to the location where you installed `linklokipn.php`.

Set the `$DownloadTemplate` variable to point to your page template. e.g.

```
$DownloadTemplate="download.htm";
```

You can also use a PHP template page if you wish.

Linklok also allows you to define product specific templates which will be explained in the Advanced Features chapter.

## Customising Linklok error messages

If an error or problem occurs Linklok will display a default error page. To override this page you can create your own html page to match the rest of your site and insert into it a variable placeholder that will be replaced with the error message at run time. To do this simply create your page in your favourite editor and insert `!!!message!!!` in the appropriate place. Once you are happy with your template upload it to any location on your server. Set the variable `$ErrorTemplate` in `linklokipn.php` to point to this page on your server. e.g. `$ErrorTemplate="errorpage.htm";`

Error messages are displayed for example if the purchaser pays insufficient funds or a download link has expired.

---

## Copy of client email

You may find it useful to receive copies of the download emails sent to clients. To enable this feature just set the `$CopyEmail` setting in the script. e.g.

```
$CopyEmail="you@yoursite.com";
```

You can have copies sent to several email addresses if you wish by separating them with commas.

## Order notification email

Linklok can send you, the vendor, an email each time an order is received by Paypal. This is similar to the email that Paypal sends but has the advantage that it can be formatted to your own requirements and can be sent to any email address you wish. To use this feature create an email template as described earlier using any of the template variables, including those used in the `<!--eachitemstart-->` loop. You can't however use the variables that refer specifically to downloadable products that are used in the `<!--eachproductstart-->` loop.

Once you have created and uploaded the template add the following two variables to `linklokipn.php` (anywhere near the other settings) to enable this feature.

```
$NotifyTemplate="notifytemp.htm";  
$NotifyEmail="you@yoursite.com";
```

The `$NotifyEmail` setting can have multiple email addresses separated by commas if you wish several people to be notified.

## Client confirmation email

Linklok can send the client an email when an order is received by Paypal. This is useful if you need to send clients a full invoice or receipt and you wish to have this separate from the main email sent by Linklok. To use this feature create an email template as described earlier using any of the template variables, including those used in the `<!--eachitemstart-->` loop. You can't however use the

---

variables that refer specifically to downloadable products that are used in the `<!--eachproductstart-->` loop.

Once you have created and uploaded the template add the following variable to `linklokipn.php` (anywhere near the other settings) to enable this feature.

```
$ConfirmTemplate="confirmtemp.htm";
```

## Delay eCheck transactions

Linklok allows you to handle transactions paid by eCheck either in the same way as normal payments or by delaying delivery. If you delay delivery then Linklok will automatically deliver the links to the clients email address when the eCheck clears your account. This is usually around 4 working days later.

To handle eChecks normally make sure the setting is as follows:-

```
$DelayEchecks="N";
```

To delay them set as follows:-

```
$DelayEchecks="Y";
```

If you decide to delay delivery then you should create an email and return (download) page template to inform the client about this situation. To do this just create the templates as described previously and set the following settings in `linklokipn.php`.

```
$WarningTemplate = "emailtemplate.htm";  
$WarningTemplatePage= "pagetemplate.htm";
```

## Chapter 4 Manual Orders

### Manual order form

There may be times when you wish to send a client the download links manually. Perhaps when there is a problem with payment, the original email is not received or because you wish to allow evaluation before purchase. The Linklok manual order form can be used to send the download links manually in this case

To be able to use this feature you must set a password in the variable \$ManualPassword (default value is letmein). To send the links simply go to your browser and enter the URL to the linklokipn.php script adding ?orderform=1. e.g.

<http://www.yoursite/linklokipn.php?orderform=1>

After entering the password you will see the following form.

Item 1	<input type="text" value="Select Product"/>
Item 2	<input type="text" value="Select Product"/>
Item 3	<input type="text" value="Select Product"/>
Item 4	<input type="text" value="Select Product"/>
Item 5	<input type="text" value="Select Product"/>
Item 6	<input type="text" value="Select Product"/>
Item 7	<input type="text" value="Select Product"/>
Item 8	<input type="text" value="Select Product"/>
Item 9	<input type="text" value="Select Product"/>
Item 10	<input type="text" value="Select Product"/>
Override Expiry	<input type="text" value="Leave as default"/>
Email address	<input type="text"/>
<input type="button" value="Send Links"/>	

You can select up to 10 products to send links for. If you have less than 200 products defined you will be able to select products from drop down menus. If you have more than 200 products you will need to enter the product id manually. You can override the predefined expiry time if you wish. Enter the email address to send the links to and click the button.

Instead of actually sending an email you can instead just display the links by leaving the email field blank when you click the button. This way you can use the links in your own email if you prefer. Simply right click the link and select "Copy Shortcut".

---

## Chapter 5 Advanced Features

The settings described in the previous sections should allow you to setup your site as required in most cases. However we have added a number of advanced features that allow you to customise things further. Before using any of these advanced features we recommend that you setup and test a default installation first.

There are a number of settings that make use of an extra seventh section in the product definition as in this example (split on several lines because of space).

```
$Products[]="1,
Description,
USD=29.95,
dsgjhruyrhgfetg/prod1.zip,
0,
1440,
DOWNTEMP=downtemp.htm*EMAILTEMP=emailtemp.htm";
```

Notice that in this seventh section that you can have multiple options selected in which case you separate them with the \* character.

### Using an external product file

If you have many products or use several versions of Linklok it may be useful to define your products in an external file instead of within the script. You can also use a MySQL table as described later.

The external file should be comma delimited and can be created by most text editors and spreadsheets etc. The format must be as follows:-

```
item id,product description,price,path,size,expiry time
item id,product description,price,path,size,expiry time
item id,product description,price,path,size,expiry time
etc.
```

Basically the fields are the same as that used within the script but without the quotation marks.

---

In the script you should set the following variable to point to the product file:-

```
$ProductCSV="dsgjhruyrhgfetg/products.txt";
```

If you also have some products defined within the script they will automatically be included. If all of your products are defined within the external file then simply delete all of the \$Products[] lines in the script.

## Products with multiple files

If you have products that are made up of several files or perhaps are a bundle of other products (combos) then you should define each of the separate files as a product within the script. Then for the bundle instead of defining the download location simply list the item ID's of the files or products to include. e.g.

```
$Products[]="1,Product 1,USD=29.95,dsgjhruyrhgfetg/file1.zip,0,1440";  
$Products[]="2,Product 2,USD=29.95,dsgjhruyrhgfetg/file2.zip,0,1440";  
$Products[]="3,Product 3,USD=29.95,dsgjhruyrhgfetg/file3.zip,0,1440";  
$Products[]="4,Bundle,USD=49.95,1:2:3,0,1440";
```

In this example the bundle product will provide download links for three files (Id's 1,2 and 3). The three files can be products available in their own right or just for inclusion in the bundle.

Links for bundled files are treated exactly like separate products in the email and download templates. We recommend using the repeat loop method to display product information with templates if you have products with multiple files (see the section about creating email and download templates).

## Locking links to buyers IP

Linklok can optionally lock download links to the buyers IP address in addition to having a timed expiry ensuring that they cannot be shared even before expiry. As Paypal does not provide the IP address of the buyer and IPN is called by Paypal rather than the buyers browser we need to have the buyers IP address passed through with the buy button. In the zip file you will find a file called lkcustom.php that can be added to your page to insert this informa-

---

tion to the buy buttons custom field. The IP address is hashed to ensure it cannot be modified. Open up lkcustom.php and set the `$LinkKey` value to the same value you used in linklokipn.php and then upload it to your server.

### Modifying your buy button

Open up the page containing your buy button and add the following line to it (anywhere before your button will do).

```
<?php include "lkcustom.php"; ?>
```

If lkcustom.php is not in the same folder as the page then use a relative path as required.

Make sure your buy button is not encrypted. If it is you will need to recreate it unencrypted. Linklok stops the price being changed any way so there is no advantage to using an encrypted button.

If you use a form based button then add this line to the button(s):-

```
<input type="hidden" name="custom" value="<?php print $custom; ?>">
```

If you use a buy link instead add this to the link(s)

```
&custom=<?php print $custom; ?>
```

Now save your page again using the .php extension. If your page has the .htm or .html extension then just rename it with .php which will have no other effect.

### Enabling IP locking

Now that you have modified the buy button you need to enable Linklok to use the IP information by adding the following setting near the other settings in linklokipn.php.

```
$IPlock=3;
```

A value of 1 will match just the first section of the IP address, 2 the first two sections, 3 the first three sections and 4 requires a complete IP address match. As some ISP's use IP address pooling

---

we suggest setting this to 3 so that the last part of the IP can change without problem. A value of 0 disables this feature. It is also possible to have this value defined for each product allowing some products links to be IP locked and others not. To do this just add the following setting to the extra seventh section of the product definition.

```
..,IPLOCK=3";
```

If you make use of IP locking you must ensure that all of your buttons have had the custom field added as previously described.

Although the custom value in the buy button cannot be tampered with it could actually be removed completely. If you add the following setting to linklokipn.php then Linklok will not allow orders that do not pass in the IP address in the buy button. (Don't add this while testing with testorder.htm though).

```
$RequireCustom=1;
```

Once you have enabled IP locking the manual order form will also have extra fields enabling you to IP lock links that you send manually as well assuming that you know the recipients IP address. It should be noted that some users (such as AOL users) may have IP addresses that change radically between each access so they may have problems using IP locked links. However we have found in practice that checking the first 3 sections of the IP address is usually ok. Security is always a compromise between usability and access control.

## Download notification email

If you wish to be notified each time a download link is used add the following setting to the script.

```
$NotifyDownloadEmail="notify@yoursite.com";
```

This setting will cause an email to be sent to you each time a download link is used. The email will let you know the original Paypal order number, item number, item description, filename, IP address, time of download and expiry time of the link.

---

## Product specific templates

This feature allows you to override the global templates set in \$DownloadTemplate and \$EmailTemplate for specific products.

To override the download template add the following setting:-  
DOWNTEMP=path or URL of template

e.g.

```
...,DOWNTEMP=downtemp.htm";
```

To override the email template add the following setting:-

EMAILTEMP=path or URL of template

e.g.

```
...,EMAILTEMP=emailtemp.htm";
```

You can stop an email be sent at all by setting EMAILTEMP to NONE if you wish.

You should note that if a client purchases several products that have templates defined then Linklok determines which template to use as follows. If each product ordered has the same template then that is used. If any product has a different template then Linklok will instead use the global template set in the script.

## Product specific values

You can have one of several product specific values entered into the download or email templates. This is useful if you want to provide a note or username etc for a product.

### Product note

You can set a product specific note in the extra seventh section of the product definition as follows:-

```
...,NOTE=product specific note";
```

---

This can be displayed in the email or download template using the variable **!!!note!!!** within a product loop.

### Product username and password

You can set a product specific username and password in the extra seventh section of the product definition as follows:-

```
...,USERNAME=username*PASSWORD=password";
```

These can be inserted in to the email or download templates using the variables **!!!username!!!** and **!!!password!!!** within a product loop. These settings can be useful if you wish to provide access to a support area for example. Note that Linklok simply passes these values to the user and does not provide any password protected areas etc. The values are the same for all purchasers of the product. An alternative way to provide usernames and passwords is described in the next section.

**!!!note!!!, !!!username!!! and !!!password!!!** can only be used within the product loop part of the template.

### Product value from list (serial numbers)

As well as providing a product specific value Linklok can also provide a value taken from a list that is unique for each product ordered. This is useful if you want to provide a unique serial number or password to each purchaser of the product.

First of all you need to create a text file containing one value per line in the order you wish them to be issued. Upload this text file to your server (perhaps to your secure product folder) and ensure that the file has read and write access. Now you need to tell Linklok where this file is by adding a setting to the extra seventh section of the product definition as follows:-

```
...,SERIAL_NO_LIST=dsgjhruyrhgfetg/list.txt";
```

The value returned can be inserted in to the email template using the variable **!!!serialnumber!!!**. Please note that if you add this variable to both the email and download template then two serial numbers will be issued. This can be solved if you use the MySQL order table described later. When you only have 5 entries left in the list Linklok will send you an email warning you to upload a new list.

---

As well as being useful for serial numbers you can use this system to provide unique usernames and passwords or unlock codes for your product.

## User defined function

If you wish to provide a value such as a software unlock code to the buyer that can be generated using PHP code then you can use this feature. You can either create the PHP code yourself or contact us for help.

To get this function called for a product add this setting to the extra seventh section of the product definition:-

```
...,USER_FUNCTION=value";
```

Near the end of linklokipn.php you will find a function called:-  
`function userfunction($data,$user1,$user2,$user3,$user4)`

You can customise this function as required so that it returns the required string value. The parameters that come in to the function are as follows:-

`$data` The value entered in the product definition. This can tell your code which product you are working with.

`$user1` This is the on0 value from your buy button.

`$user2` This is the os0 value from your buy button.

`$user3` This is the on1 value from your buy button.

`$user4` This is the os1 value from your buy button.

You can also use `$custom`, `$first_name`, `$last_name` and `$payer_business_name` within your code. If you wish to be able to enter these value in the manual order form then add the following setting to the script near the other settings.

```
$AdvancedForm=1;
```

---

The value returned can be inserted in to the email and download template using the variable `!!!userfunction!!!`. Please note that if you add this variable to both the email and download template then the function will be called twice. This can be solved if you use the MySQL order table described later in which case the first returned value will be reused.

## Software Passport

Software Passport (also known as Armadillo) is a commercial software protection system that can be used to lock any Windows based exe file. Linklok can generate unlock codes for use with programs protected by this system. Software Passport was designed for use with (and owned by) the payment processor Digital River but now thanks to Linklok you also have the option to use Paypal. Please note that you will need to purchase from Silicon Raums their KeyMaker PHP script to use this feature. This script was provided by them free of charge in the past but they haven now decided to charge for this.

So that Linklok can generate unlock keys it needs to know which key level you are using and also the encryption key used. For example if you have protected your program with a level of 13 and a key of 185dt846dgu3tu5t then you would add the following to the extra seventh section of the product definition.

```
...,SOFTWARE_PASSPORT=13185dt846dgu3tu5t";
```

Notice that the first two characters of the string indicate the key level used. This key level is not indicated directly in the Software Passport application but can be determined as follows. Unsigned keys are level -1. For signed keys subtract 1 from the signature level in SoftwarePassport/Armadillo, then add 0 for V2 keys, or 10 for V3 keys, or 20 for ShortV3 keys.

For example a level 4 V3 key would be level 13 for our purposes. We strongly recommend that you do not use V3 short keys (level 20 or above) as these can take over 30 seconds to generate in PHP.

We apologise that this is a little complex but this is required by the key generator functions supplied by Software Passport and is out of our control.

---

When creating unlock codes Software Passport also needs to know the license name to use and optionally a PC hardware fingerprint. By default Linklok will use the first\_name and last\_name as supplied by Paypal. If these are not available it will use payer\_business\_name. It will also assume that hardware locking is not used. However you can override these values by using the Paypal option variables in your buy button as follows:-

```
<input type="hidden" name="on0" value="Fingerprint">
<input type="hidden" name="os0" value="fingerprint value">
<input type="hidden" name="on1" value="License Name">
<input type="hidden" name="os1" value="license name value">
```

If you are not using the PC fingerprint set os0 to "0".

One nice feature with Software Passport is that you can set the Paypal buy button directly into your application so that your applications buy button can take the buyer directly to Paypal and automatically insert the hardware fingerprint. Here is an example link that would be entered for the website URL in Software Passport.

```
https://www.paypal.com/xclick/
business=paypal@yoursite.com&on0=Fingerprint&os0=%fingerprint%
&amount=9.95&item_number=1&item_name=description&currency_code=USD
```

(The above is split on several lines because of space limitations)

Linklok does not include a copy of Software Passport's PHP functions (currently called KeyMakerV214.php) which you will need to purchase from Silicon realms. To enable Linklok to use it simply upload KeyMakerV214.php to the same folder where you have linklokipn.php and add the following setting near the other settings.

```
include"KeyMakerV214.php";
```

The values return by the unlock key generator can be inserted into email and download templates using the variables **!!!softwarepassportname!!!** and **!!!softwarepassportkey!!!**. Please note that if you add these variables to both the email and download templates then two different keys will be generated. Both are valid but will be different. This can be solved if you use the MySQL order table described later.

---

If you wish to be able to enter the license name and hardware fingerprint in the manual order form then add the following setting to the script near the other settings.

```
$AdvancedForm=1;
```

## Template Segments

This powerful feature allows you to add customised sections to your email and download templates for each product (or for just some). A segment can also be added if items are ordered that Linklok knows nothing about such as physical products. These segments can be considered like text or html snippets that will be inserted within the product loop of the template. You can use any of the other template variables within these segments.

To use this feature write the text or html you would like to have for the product, save it to a file and upload it to your server.

In the extra seventh section of the product definition add the following setting:-

```
...,DSEGMENT=prod1seg.txt";
```

**DSEGMENT** defines a download template segment and **ESEGMENT** defines an email template segment.

This segment will be inserted into the product loop of the template using the variable **!!!segment!!!**. You can combine this with the other product variables or instead add the other product variables to each product segment.

As well as the product specific segments there are four global segments that you can define directly in the script.

**\$Dsegment** points to a default segment file that will be inserted in the download template if no product specific segment is defined.

**\$Esegment** points to a default segment file that will be inserted in the email template if no product specific segment is defined.

**\$UnknownDsegment** points to a segment file that will be inserted by the variable **!!!unknownsegment!!!** in the download template if

---

one or more products have been ordered that Linklok does not have a definition for. This could be physical products for example. This variable should be used outside of the product loop.

`$UnknownEsegment` points to a segment file that will be inserted by the variable `!!!unknownsegment!!!` in the email template if one or more products have been ordered that Linklok does not have a definition for. This could be physical products for example. This variable should be used outside of the product loop.

There are many uses for the template segment system but here is an example of using segments to handle physical products.

### Example use of segments

One method to handle physical products is to actually define them in the script as you would do for downloadable products but instead of entering a download path just enter NA. Now that you have defined non downloadable products as well it would make no sense to simply use the product variables in a product loop in the template as some of the links would not be valid. Instead create two or more separate segments to handle downloadable and physical products and assign them to each product as appropriate.

Segment for download product (saves as downseg.txt)

can be download by clicking here `<a href="!!!link!!!">!!!filename!!!</a>` (!!!size!!!). Link expires in `!!!expires!!!`.

Segment for physical product (save as shipseg.txt)

will be shipped by US Mail First Class. Please allow 1 week for delivery.

Product definition for download products

`...,DSEGMENT=downseg.txt*ESEGMENT=downseg.txt";`

Product definition for physical products

`...,DSEGMENT=shipseg.txt*ESEGMENT=shipseg.txt";`

Now in the email and download templates you would have the following which would display either the download information or shipping information.

---

```
<!--eachproductstart-->  
!!!description!!! !!!segment!!!<br><br>  
<!--eachproductend-->
```

## Products without definitions

For some sites that have thousands of products (perhaps a photo library) it may not be practical to define each product in Linklok or the external file. To solve this you can setup a default download folder, minimum price and description which will be used if a product is ordered and not found in the defined products. To set this up add the following settings to the script.

```
$DefaultLocation="dsgjhruyrhgfetg/";  
$DefaultPrice="USD=10.00";  
$DefaultExpiry="1440";  
$DefaultExtra="";
```

Set the Paypal item\_number in the buy button to the filename required and the item\_name to the description. e.g.

```
<input type="hidden" name="item_number" value="sample.zip">  
<input type="hidden" name="item_name" value="Sample">
```

Make sure the price set in `$DefaultPrice` is the lowest price for any of the products sold this way.

## Multiple copies of download products

Normally Linklok only needs to generate one download link per product no matter the quantity ordered as each link points to the same file anyway. In some circumstances you may wish for Linklok to create a link and associated serial numbers or unlock keys based on the quantity ordered. You can enable this on an individual product basis by adding a setting to the extra seventh section of the product definition as follows:-

```
...,MULTIPLE=YES";
```

---

## Fixed expiry times

If you wish to have a download to expire at a certain fixed time rather than after a certain number of minutes then define it as a 12 digit expiry time in the following format:-

`yyyymmddhhmm`

So for example to have an expiry time of August 1st 2005 at 23:59 you would set the expiry time as follows:-

`200508012359`

In the templates you can display the actual expiry date and time instead of the remaining time by using the following variables.

`!!!expiresat!!!`

`!!!expiresat_1!!!`

`!!!expiresat(id)!!!`

## Integrating with Sitelok

Sitelok is a script that can manage multiple members only areas on your site. For further details about Sitelok you can visit

<http://www.vibralogix.com/sitelokpw>.

Linklok can automatically create and update Sitelok user accounts as required. For example if you sell a software product and would like to automatically create a username and password for the user to access your support area then Linklok can process this and insert the username and password into the email. Each product can have its own members area, expiry time and login page.

Before trying to integrate Linklok and Sitelok we strongly recommend that you make sure that both scripts function correctly by themselves first. This will make testing much easier.

### Step 1

To enable Sitelok support in Linklok you first need to add the following settings to `linklokpn.php`.

---

```
require("slpw/sitelokapi.php");  
$SitelokEmail="";  
$SitelokEmailAdmin="useradded.txt";
```

Make sure that the require points to the slpw folder where you installed Sitelok.

**\$SitelokEmail** If you wish for Sitelok to send an email to the user then enter the email template name. No path is required as it is assumed the template is in the Sitelok email folder. As you can insert the username and password in the normal Linklok email this is often not required so just leave it set to "".

**\$SitelokEmailAdmin** If you require Sitelok to send an email to the Sitelok admin user when a user is added or modified then set the email template name here. If not leave it set to "".

## Step 2

Now you need to tell Linklok which usergroup (members area) a user should be added to when they purchase the product. This is done on a per product basis by adding some settings to the extra seventh section of the product definition as follows:-

```
...,SLGROUP=GOLD*SLEXPIRES=365*SLLOGIN=http://  
www.vibralogix.com/linklok/support.php";
```

The above example would add any user that purchases the product to the GOLD members area for 1 year. You can set SLEXPIRES to 0 to allow unlimited time. The SLLOGIN setting is optional and points to the login page for this user group. When a user is added his Paypal email address is used as the username as this ensures that returning clients can be recognised. The name entered will be the clients full name or company name if known.

## Step 3

The final step is to setup the email and download template to display the Sitelok login details. As Sitelok allows users to be members of multiple user groups it only needs to generate one username and password for the user no matter how many groups

---

they join. To display the username and password just use the following template variables.

```
!!!sitelokusername!!!  
!!!sitelokpassword!!!
```

If you have defined a product specific login page using SLLOGIN then this can be displayed within the product loop structure using the following template variable:-

```
!!!siteloklogin!!!
```

## iDevAffiliate support

iDevAffiliate is the leading self managed affiliate software. Linklok can automatically call iDevAffiliate after a sale ensuring that your affiliates get their sales commission. For further details about iDevAffiliate please visit their website at:-

<http://www.idevdirect.com>

### Step 1

To enable iDevAffiliate support add the following setting to linklokipn.php near the other settings.

```
$idevaffiliate="http://www.yoursite.com/idevaffiliate/sale.php";
```

You will need to adjust this to point to sale.php on your server.

### Step 2

If you are using the built in predefined download page then you are done. If you use a custom download page template then you need to add the following template variable in a suitable place in the page. This is where Linklok insert the hidden graphic that triggers the iDevAffiliate script.

```
!!!idevaffiliate!!!
```

If you sell in currencies other than that of your iDevAffiliate installation you can set the exchange rate(s) as follows:-

```
$exchange['USD']=1;
```

---

```
$exchange['GBP']=0.57;
```

## Shareasale support

Shareasale is a popular affiliate management service that requires no software to be installed on your server. Linklok can automatically call shareasale.com after a sale ensuring that your affiliates get their sales commission. For further details about Shareasale please visit their website at:-

<http://www.shareasale.com>

### Step 1

To enable Shareasale support add the following setting to linklokipn.php near the other settings.

```
$Shareasale="1234"
```

You will need to replace the 1234 with your own Shareasale merchant id.

### Step 2

If you are using the built in predefined download page then you are done. If you use a custom download page template then you need to add the following template variable in a suitable place in the page. This is where Linklok insert the hidden graphic that calls Shareasale.

```
!!!shareasale!!!
```

If you sell in currencies other than that of your Shareasale account you can set the exchange rate(s) as follows:-

```
$exchange['USD']=1;  
$exchange['GBP']=0.57;
```

## Jam Affiliate support

Jam Affiliate is a great affiliate management system which is free for up to 250 affiliates. Linklok can automatically call Jam Affiliate after a sale ensuring that your affiliates get their sales commission. For further details about Jam Affiliate please visit their website at:-

<http://jam.jrox.com/partners/id/1351>

### Step 1

To enable Jam Affiliate support add the following setting to linklokipn.php near the other settings.

```
$Jamaffiliate="http://www.domain.com/affiliates/sale.php";
```

You will need to adjust this to point to sale.php on your server.

### Step 2

If you are using the built in predefined download page then you are done. If you use a custom download page template then you need to add the following template variable in a suitable place in the page. This is where Linklok insert the hidden graphic that triggers the Jam Affiliate script.

```
!!!jamaffiliate!!!
```

If you sell in currencies other than that of your JamAffiliate installation you can set the exchange rate(s) as follows:-

```
$exchange['USD']=1;  
$exchange['GBP']=0.57;
```

---

## Support for other affiliate programs

Most affiliate systems make use of a hidden graphic on the thank you page displayed after a paid transaction. Linklok can work with most of these systems as follows:-

### Step 1

First of all you need to get the html required for the affiliate call. This will probably look something like this.

```

```

To convert this to be used in Linklok simply replace the position where the total amount of the sale should go with `!!!total!!!` and the the order number with `!!!order_number!!!`. Then replace any `"` with `\` (PHP needs a `\` before each `"` symbol). The set `$Affiliate` to this string. Here is the converted example:-

```
$Affiliate="<img src=\"http://www.affiliate.com/  
sale.php?amount=!!!total!!!&id=!!!order_number!!!\" width=1  
height=1>";
```

### Step 2

If you are using the built in predefined download page then you are done. If you use a custom download page template then you need to add the following template variable in a suitable place in the page. This is where Linklok insert the hidden graphic that calls the affiloate system.

```
!!!affiliate!!!
```

If you sell in currencies other than that of your affiliate system you can set the exchange rate(s) as follows:-

```
$exchange['USD']=1;  
$exchange['GBP']=0.57;
```

---

## SMS order alerts

You can optionally be alerted by an SMS text message when an order is received by cWhois Domain Cart. We have found that the service provided by Clickatell offers the best pricing, reliability and coverage supporting 569 networks in 183 countries.

First of all you need to open an API http account with them. Please use this link to do this.

<http://www.clickatell.com/central/campaigns/redirect.php?cid=2267>

Once you have an account you should have a username, password and API ID (must be for http protocol). Add the following lines to linklokipn.php to enable SMS alerts.

```
$Clickatell_api_id="123456";  
$Clickatell_user="username";  
$Clickatell_password="password";  
$Clickatell_to="4412345678";  
$Clickatell_mode="ALL";
```

The \$Clickatell\_to setting should be the alert phone number in full international format without any leading zero's or + signs.

The \$Clickatell\_mode setting can have the following settings.

ALL	This will alert you about all orders
PENDING	This will alert you to orders paid by eCheck
PRODUCT	This will alert you when certain products are ordered. In this case you need to add <b>SMS=YES</b> to the extra seventh section of the relevant products.

## IPN follow on (pass thru)

If you already have an existing IPN handler that you still wish to have called after you install Linklok then add the following setting to the script.

```
$IPNpassthru="http://www.yoursite.com/ipnhandler.php";
```

---

## Clicklocker Integration

Clicklocker is a third party subscription service that allows you to lock programs and PDF files so that an activation key is required before they can be used. This system allows you to control how your digital products are used and to protect your hard work from piracy and illegal sharing. For further details about Clicklocker please visit:-

<http://www.clicklocker.com/vibralogix>

Normally Clicklocker requires your clients to visit the Clicklocker site after purchasing your product where they enter their name and email address to receive an activation code that enables the product. Linklok streamlines this system automatically sending the clients details to Clicklocker and retrieving the generated activation code that can then be included within the email or download template. This all happens in the background so the client does not see or need to do anything and increases the security of the system. This also allows multiple Clicklocker secured products to be handled in one order.

To set this up first of all open an account with Clicklocker and follow their instructions to setup your product(s). You will be given a URL that you normally would use as a thank you page. In the extra seventh section of the relevant product definition add the URL as follows:-

...,CLICKLOCKER=<http://www.clicklocker.com/thankyou.php?aid=469&pid=1&code=496969>

Of course you need to replace the above URL with your own product URL. (the above is split on two lines for space reason only)

To display the activation code in your email or download template then simply insert **!!!clicklocker!!!**. Please note that if you add this variable to both the email and download templates then two different activation keys will be generated. Both are valid but will be different. This can be solved if you use the MySQL order table described later.

---

## Storing orders in a MySQL table

Linklok can write the details of each order received to a MySQL table. This can be useful to keep track of not only orders but the associated serial numbers, Sitelok usernames/passwords and other Linklok generated values. Please note that we do not currently provide tools to access or analyse this data. Most hosting companies provide tools such as phpMyAdmin which can do this.

Before setting up the table you will need to have an existing database setup and also a MYSQL user that has full access to it. Once you have this then go to our support area and download the createordertable.php file. Upload it to your server and execute it in your browser. Enter the database name and mysql user details requested. If all is well the orders table will be created.

To enable this in Linklok add the following settings near the others in the script.

```
$DbHostLinklok="localhost";  
$DbUserLinklok="mysqlusername";  
$DbPasswordLinklok="mysqlpassword";  
$DbNameLinklok="databasename";  
$DbTableNameOrders="orders";
```

We recommend that you make a test order using the manual order form to check that all is working as planned. You will notice that the table contains many details about the order and also has some fields that may be blank or unused at this time. This is to allow compatibility with other versions of Linklok.

Having the order table setup has several advantages if you use the serial number, user function, Software Passport or Clicklocker features because it ensures that the values sent in both the email and download templates are the same.

If you use the `$Txnid` feature to block repeated IPN calls then you can set this as follows once the orders table is working.

```
$Txnid="mysql";
```

This removes the need to use the txnid.txt file.

---

## Retrieving product details from MySQL

As well as allowing products to be defined within the script or an external file you can also have them defined in a MySQL table. This is particularly useful if you already have the products setup for other uses on your site. Please note that we do not currently provide tools to access this data. Most hosting companies provide tools such as phpMyAdmin which can do this.

If you already have a table setup then you can skip this paragraph. If you want to setup a table from scratch then you will need to have an existing database setup and also a MYSQL user that has full access to it. Once you have this then go to our support area and download the createproductstable.php file. Upload it to your server and execute it in your browser. Enter the database name and mysql user details requested. If all is well the products table will be created.

To enable this in Linklok add the following settings near the others in the script.

```
$DbHostLinklok="localhost";  
$DbUserLinklok="mysqlusername";  
$DbPasswordLinklok="mysqlpassword";  
$DbNameLinklok="databasename";  
$DbTableNameProducts="products";  
$DbProductsId="id";  
$DbProductsDescription="description";  
$DbProductsPrice="price";  
$DbProductsLocation="location";  
$DbProductsExpiry="expiry";  
$DbProductsExtra="extra";
```

The data contained in the fields should be the same as when defined within the script as described earlier. Only the fields id, description and location are required. The other fields can have default values set as required by adding extra settings as follows:-

### Price

```
$DefaultPrice="9.95";
```

or

```
$DefaultPrice="USD=9.95:GBP=6.95";
```

---

This is the minimum price that Linklok will accept for the products and doesn't need to be exact. If you use just a value you can also set the default currency as follows:-

```
$DefaultCurrency="USD";
```

If this is not set then USD is assumed anyway.

### **Expiry**

```
$DefaultExpiry=1440;
```

### **Extra**

This is the extra seventh field used by some of the more advanced features of Linklok.

```
$DefaultExtra="EMAILTEMP=temp.htm";
```

### **Location**

You can either store the full path to the download file in the table or just the filename. If you store just the filename you need to tell Linklok the path to the folder used with this setting.

```
$DefaultLocation="dsgjhruyrhgfetg/";
```

This actually gets added as a prefix to the filename stored in the table when the file is accessed.

We recommend that you test the products table by using the manual order form.

## **Display page during download**

When a download link is clicked in an email normally the browser is opened to handle this and a blank page is displayed. If you wish you can have a page displayed during download instead. To do this create the page to be displayed and upload it to the same folder where you have Linklok installed and add the following setting to enable this.

```
$DownloadBackground="page.htm";
```

There may be times when the automatic download will not begin (because of browser security restrictions etc) in which case you

---

can use the template variable `!!!link!!!` to include the link in the page. For example:-

Your download should begin automatically but if not please [click here](!!!link!!!) to start it.

## Using the Paypal sandbox

Paypal provide a sandbox system that allows you to create and test Paypal accounts in the same way that live ones are used. Although a little complex for most users the sandbox can be useful for testing. Linklok allows the use of the sandbox by adding the following settings to `linklokipn.php`.

```
$UseSandbox=1;
```

Set to 0 to disable the sandbox and use the normal Paypal system.

## AcroLok protected PDF files

AcroLok provides an easy way to distribute PDF files that are locked using the buyers email address and unlock key. Unlike the normal PDF password that is easily circumvented AcroLok protected documents use the free AcroLok reader to decrypt and display the document. eBook publishers can use the registered version of AcroLok to compile protected documents and then have Linklok automate the delivery of the eBook and generate the unlock key.

First of all use the registered version of AcroLok to create the encrypted .epdf file which you will distribute.

Then setup the product in Linklok for delivery as you would any other file adding the following to the product definition.

```
...,ACROLOK=123456
```

Replace the 123456 with the unique encryption key you used in AcroLok to encrypt the pdf file.

---

Finally use the following template variables in the email and / or download page templates to display the registered email address and unlock code the client requires to open the .epdf file in the AcroLok viewer.

!!!payer\_email!!!  
!!!acrolok!!!

The email address used for the registration is the clients Paypal email address which makes it less likely that the user will want to share this information with others.

For further information please visit <http://www.acrolok.com>.

## Calling a URL when products are ordered

There may be applications where you need to call a certain URL when specific products are ordered. For example the call could be to an auto responder or an unlock key generator. Linklok allows such calls to be made either displaying the returned data or ignoring the data. For example if you wish to call

<http://www.yoursite.com?data=123456&email=client@client.com>

then add the following to the product definition.

...,CALLURL=<http://www.yoursite.com?data=123&email=!!!email!!!>

To activate this call for the product you need to also place the [!!!callurl!!!](#) template variable in the email and / or download page templates being used.

If you wish to call a URL and display the returned data then add this following to the product definition.

...,CALLURLDATA=<http://www.yoursite.com?data=123&email=!!!email!!!>

To activate this call for the product you need to also place the [!!!callurldata!!!](#) template variable in the templates being used.

Within the URL you can use the general order variables (such as [!!!email!!!](#)) listed on page 16 of this manual.

---

## Chapter 6 Support

Hopefully if you have followed this manual carefully everything will be working fine. However sometimes things don't go quite so smoothly so if you have any questions or problems then please check the FAQ on the support page or email us.

Support and updates for Linklok Paypal are free of charge for one year after purchase. Shortly after purchase you should receive a username and password that provide you with access to the latest downloads, FAQ and other resources.

Support area: <http://www.vibralogix.com/support>

Email: [support@vibralogix.com](mailto:support@vibralogix.com)

---