

Customize checkout experience

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AXEPTA payment page Overview

When the user arrives on the payment part of the merchant site, he will first have to select the payment method with which he wishes to pay.

To do this, the merchant can choose the **Axepta BNP Paribas payment page** with several display options for the selection of payment methods.

	BNP Paribas payment page		
Payment method display options	Display 1 View card payment only	Display 2 Highlighting the card and providing a drop-down menu that offers alternative payment methods .	Display 3 Display of the Logos of all payment methods that the merchant wishes to offer.
Endpoint	PaySSL.aspx	PaymentPage.aspx <i>For card payment with alternative payment methods, display 3 is set by default. Contact BNP Paribas Support to activate display 2.</i>	Default view
Customization	<ul style="list-style-type: none">• Customizable fields, also called CustomFields (details on the <i>cart</i>, details on the <i>buyer...</i>) & Logo• Dynamic parameters (languages, template...)• Creation of a customized template		



Merchant payment page

If the merchant wants to create and host his own payment page, he can use the so-called 'Silent Post' [Merchant Credit Card Form - Silent Order Post \(PayNow.aspx\)](#) integration and the [endpoints of the payment methods](#) he wishes to offer.

The BNP Paribas payment page

Checkout page languages

The BNP Paribas standard payment page is available in several languages : French, English, German, Spanish, Portuguese, Italian, Dutch ... The full list is available in the table below (dynamic parameters).

The default language of the payment page corresponds to the one previously used by the user on the merchant's site. However, the user has the possibility to change the language, once arrived on the payment page thanks to a drop-down menu, at the top right of it.

Payment method selection page

The Axepta Online solution offers 3 page display options for selecting payment methods:

1. A page offering payment by card only
2. A page offering the card and alternative payment methods with a focus on card payment
3. A page offering the card and alternative payment methods

Payment by cards only

This payment page is suitable for merchants who only wish to offer cards to their users (CB, Visa, MasterCard, Amex ...).

To make a card payment via the payment solution form, use the URL below:

<https://paymentpage.axepta.bnpparibas/payssl.aspx? ...>

The general parameters for building the card payment request via the form on the payment page are documented in the card payment guide.

The screenshot displays the Axepta BNP Paribas payment interface. At the top, the Axepta BNP Paribas logo is on the left, and a language selection dropdown (Français) is on the right. The main content area is divided into two columns. The left column, titled 'VOTRE COMMANDE', shows order details: '2018_1234', 'VOTRE PANIER' (Sport Shoes, size 45), 'VOS COORDONNÉES' (CustomField5), 'ADRESSE DE LIVRAISON' (CustomField6), and 'HEADER' (Custom Text). Below this, the 'MONTANT TOTAL' is displayed as '50 EUR'. At the bottom left of this column is a link: 'Annuler votre panier et revenir à la boutique'. The right column is titled 'Veuillez saisir votre numéro de carte:' and contains a card payment form. The form includes fields for 'Numéro de carte', 'Mois exp', 'Année exp', 'CVV', and 'Nom sur la carte'. Above these fields are logos for various payment methods: CB, Visa, MasterCard, Discover, and American Express. Below the form fields, there is a security notice: 'Transaction sécurisée par AXEPTA BNP PARIBAS'. A large 'Payer maintenant' button is positioned below the security notice. At the bottom of the right column, there are logos for 'certification PCI DSS', 'Verified by VISA', and 'Mastercard SecureCode'.

Highlighted card payment

This page is enriched with a drop-down menu offering alternative payment methods (PayPal, IDEAL, Sofort, Wechat ...) for a merchant who wants to highlight the card but opens other possibilities for his users.

The URL for this page is:

<https://paymentpage.axepta.bnpparibas/paymentPage.aspx?...>

1. When the buyer chooses to pay by card, the payment request will be automatically directed to the card payment URL (payssl.aspx).
2. When the buyer chooses another payment method from the drop-down list, he will be redirected to the page specific to the chosen payment method (refer to the manual of each available payment method).

VOTRE COMMANDE
2018_1234

VOTRE PANIER
Sport Shoes, size 45

VOS COORDONNÉES
CustomField5







ADRESSE DE LIVRAISON
CustomField6


HEADER
Custom Text

MONTANT TOTAL
50 EUR




← Annuler votre panier et revenir à la boutique

Veillez saisir votre numéro de carte:

Transaction sécurisée par 

Payer maintenant

OU CHOISIR UN AUTRE MOYEN DE PAIEMENT:

moyen de paiement:

To activate this display, the merchant must contact BNP Paribas Support:

- Phone: 0 800 25 62 25
- Mail: bnpparibas@computop.com

Payment by cards and alternative payment methods

This page offers the logos of all available payment methods: the merchant does not put forward any payment method and leaves the total choice to its users.

This page allows you to display the logos of the different payment methods, to make a payment via this payment page, use the URL below:

<https://paymentpage.axepta.bnpparibas/paymentPage.aspx?...>

The user will be automatically directed to the URL specific to the payment method he has chosen.



By default, this checkout page appears to the merchant. To rearrange the order of the payment methods displayed, simply configure them in the desired order in the template - [Create a custom template](#).

What are the checkout page integration options ?

Option	Redirection	iFrame	Lightbox/Pop-up	Mobile device
Overviews				
Assets	<ul style="list-style-type: none"> Easiest integration Little development on the merchant's side 	<ul style="list-style-type: none"> The buyer remains on the merchant site: known and trusted environment The payment funnel is fluid and cart abandonment is rare. 	<ul style="list-style-type: none"> The buyer finds himself on a payment page that is superimposed on the merchant site which will capture his attention. 	<ul style="list-style-type: none"> Customer journey fully integrated into the mobile application developed by the merchant according to the chosen payment method.
To note	<ul style="list-style-type: none"> from the merchant site to the payment page => exit of the purchase funnel 	<ul style="list-style-type: none"> If a visitor refreshes the page of the site, the payment data is erased and the payment journey is to start again from the beginning. 	<ul style="list-style-type: none"> Some browsers can block pop-ups 	<ul style="list-style-type: none"> Payment can be made via a browser.

The choice to display the payment page as a redirection, pop-up or iFrame is up to the merchant.

Redirect payment page

This option consists of redirecting the buyer to the secure payment page. This is a simple and secure option.

The page is responsive and can be customized to the colors and image of the site which blurs the breaking effect. The addition of the site logo, colors and fonts give the buyer the impression of staying on the same environment.

It is also possible to completely customize the design of the payment page: [Implementation of a Custom Template](#)

iFrame payment page

This option allows the buyer to stay on a known and trusted environment. The payment funnel is fluid and cart abandonment is rarer. This course still has some disadvantages that must be taken into account before integrating the iFrame mode on its site. Indeed, unlike redirection, if a visitor refreshes the page of the site, the payment data is deleted. The payment process has to start again from the beginning.

The documentation for integrating the iFrame payment page is available here: [Setting up the iFrame](#)

Pop-up payment page

This option, also called "lightbox", refers to a secondary window that appears in front of the main navigation window. The buyer does not have the impression of leaving the merchant's site and finds himself on a superimposed page. This will be automatically closed once the payment has been made.

Mobile device payment page

This option offers a fully integrated path perfectly adapted to the smartphone/tablet environment. The payment solution is compatible with iOS and Android environments

How do I customize the payment page?

Customizable Fields & Logo - CustomFields

When the merchant decides to use the standard BNP Paribas page, he can insert his own logo and customize up to 9 specific fields called dynamic or customizable fields.

By default, BNP Paribas proposes to use them to value the following data:

	Key	Format	CND	Description
1	CustomField1	ans..50	O	Amount and currency of the transaction
2	CustomField2	ans..50	O	Order's number
3	CustomField3	ans..50	O	Merchant's logo URL of the logo (recommended size is 200x100 pixels)
4	CustomField4	ans..50	O	Order's description
5	CustomField5	ans..50	O	Buyer's information
6	CustomField6	ans..50	O	Shipping information
7	CustomField7	ans..50	O	Delivery information
8	CustomField8	ans..50	O	Name of a new field added by the merchant
9	CustomField9	ans..50	O	Value of a new field added by the merchant


CustomFields allow you to display text with **line wrapping**. In this case, it is necessary to add the **"|"** character in the contents of the **customField** to indicate the line break.

✔ Some characters such as "%" or "&" are reserved characters, which means that they must be escaped / encoded using the encoded URI method if they are part of the content to be displayed in a customField.

- Encoding : `encodeURIComponent("http://test.com?CustomField9=Remise de 20%")`
- Result : `http://test.com?CustomField9=Remise%20de%2020%25`

When the merchant customizes this checkout page, the customizable fields are located on the left side of the page:

LOGO

 **AXEPTA**
BNP PARIBAS

Sélectionner votre langue: Français

VOTRE COMMANDE
2018_1234

VOTRE PANIER
Sport Shoes, size 45








VOS COORDONNÉES
CustomField5



ADRESSE DE LIVRAISON
CustomField6


HEADER
Custom Text



MONTANT TOTAL
50 EUR

Veuillez saisir votre numéro de carte:










 Transaction sécurisée par 

Payer maintenant

 certification PCI DSS

 **Verified by VISA**





 **Mastercard SecureCode**


[← Annuler votre panier et revenir à la boutique](#)


Nb. CustomFieldsX fields must be in **plain text** in the query and must not be encrypted inside the DATA field (otherwise, they will not be interpreted correctly)

[illegible]




Veuillez saisir votre numéro de carte:



Transaction sécurisée par 

Payer 76,90 €

 certification PCI DSS
 


[← Annuler et revenir sur le site](#)

It is possible to display text at customfields containing a line break. To do this, use the following characters to define a line break on the payment request: "
"

We can see the result on the customField4 which represents the details of the cart, as an example.

VOTRE COMMANDE
ABCDEF123

VOTRE PANIER
Paire de chaussures, pointure 42
Tshirt blanc, Taille M
Tshirt rouge, Taille S





VOS COORDONNÉES
Mr X


ADRESSE DE LIVRAISON
Paris


MONTANT TOTAL
198€

[← Annuler et revenir sur le site](#)




Veuillez saisir votre numéro de carte:



Transaction sécurisée par 

Payer

 certification PCI DSS
 




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Dynamic parameters (languages, template...)

Other parameters are made available to the merchant and can be transmitted unencrypted:

Champs	Format	CND	Utilisation	Détails
CCTemplate	ans..20	O	Template used for the card payment form	The name of the XSLT file that contains your own layout for the card form. This is only used if the buyer selects a card and then clicks on the "Next" button.
Language	a2 (enum)	O	Language used for the checkout page	<p>Language code for the merchant's checkout page</p> <ul style="list-style-type: none"> • en : English • de : Deutsch • it : Italiano • fr : Français • pt : Português • es : Español • nl : Nederlands • se : svenska • dk : dansk • no : norsk • fi : Finlad • cz : esky • pl : Polskie • sk : Slovensky • hu : Magyar • sl : Slovenšina • ro : Român • gr : • tr : Türk • hr : Hrvatski <p>If not mentioned, the default language is French.</p>
PayTypes	ans..256	O	List of payment methods to display in the Hosted Payment Page (HPP) .	<p>Use this setting to select which payment methods to display.</p> <p>Possible values can be taken from the PayType column of the payment methods table (See Parameter value definitions at the bottom of the page).</p> <p>Example:... &PayTypes=CC EDD Alipay</p>
SDDTemplate	ans..20	O	Template used for the direct debit payment form	The name of the XSLT file that contains your own layout for the direct debit form. This is only used if the buyer selects the direct debit as the payment method and then clicks on the "Next" button.
Template	ans..20	O	<p>Template used to display the page</p> <p>Can be used for the Hosted Payment Page (HPP) or the card payment form (PaySSL)</p>	<p>The name of the XSLT file that contains your own layout for the payment method selection page.</p> <p>If the merchant does not submit any value, the default template of the checkout page will be displayed.</p>
URLBack	ans..256	O	URL that will be called when clicking on the 'Cancel' button on the payment page	URL for the "Back" button. If you do not submit this setting, the button will not appear either.

Setting parameter values

"PayTypes" parameter

Please find the different payment methods available and the values to be entered in the "Paytypes" parameter.

Payment method	« Paytypes » parameter value
Card	See the list of card brands below
Prélèvement automatique	EDD
PayPal	PayPal
iDEAL (PPRO)	iDEAL
Klarna Sofort	Sofort
giropay	giropay
paydirekt	paydirekt
Alipay	Alipay
Bancontact	BanconPP

Transfert bancaire	BankTranPP
eNETS	ENETSPP
Finland Online Bank Transfer	FinOBTPP
Multibanco	MultibanPP
My Bank	MyBankPP
MyClear FPX	MyClearPP
Przelewy 24	P24PP
POLi	POLiPP
PostFinance	POSTFINPP
Paysafecard	PSCPP
QIWI	QIWIPP
RHB Bank	RHBBankPP
TrustPay	TrustPayPP
Barzahlen	Barzahlen
Boleto Bancario	BoletoPP
EPS	EPS
Paydirekt	Paydirekt
WeChat	WechatPP
Instanea	Instanea

Card Brand

You will find below the exact value for **PayTypes** parameters:

Brand	Parameter value « CCBRAND »
American Express	AMEX
CB card	Cartes Bancaires
Maestro card	Maestro
MasterCard card	MasterCard
VISA card	VISA

Custom payment page template

The documentation to help you set up a custom template for the payment page is available on the following link: [Customize checkout experience](#)