



## **PayPal Autoresponder & Follow Up Integration**

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Following up with customers after they purchase is a critical part of the sales process. This communication helps foster trust and loyalty from people who have already purchased from you.

The Paypal email parser has been developed to provide AWeber users with an automated way to add customers to their AWeber account after they purchase.

This can be used to:

- ▶ Send post purchase email to customers
- ▶ Send out purchased information products automatically
- ▶ Up-sell your customers using email
- ▶ Send customer newsletters, etc

# Step by step instructions for integrating AWeber with Paypal

## 1. Add Your Autoresponder Email Address To Your PayPal Account

When you add an email address to your PayPal account, they require that you confirm it's a real address where you can receive messages. Detailed instructions for doing so are below.

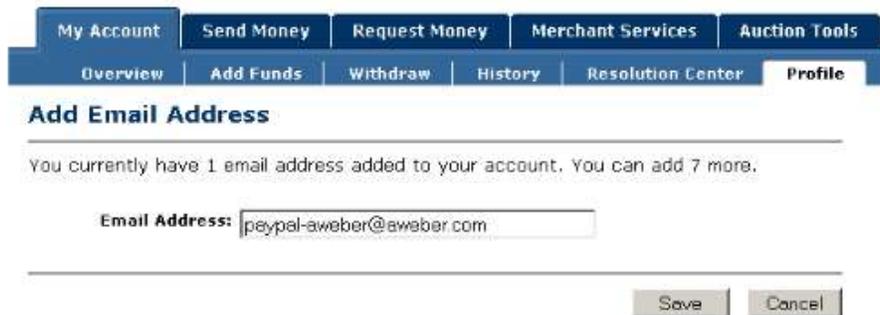
- ▶ Login to your Paypal account: [www.paypal.com](http://www.paypal.com)
- ▶ Click on Profile



- ▶ Under Account Information click on Email



- ▶ Click on the Add button



- ▶ Insert your AWeber email address and click Save. This will send the confirmation email to your autoresponder

**My Account** | **Send Money** | **Request Money** | **Merchant Services** | **Auction Tools**

Overview | Add Funds | Withdraw | History | Resolution Center | **Profile**

### Email

[Back to Profile Summary](#)

You have added a new email address to your account. A confirmation email has been sent to that address. Please confirm this new email address by clicking on the link in the email.

Select Email Address	Status
paypal-aweber@aweber.com (Unconfirmed)	Primary

Make Primary | Confirm | Remove | Add

- ▶ Login to your AWeber account
- ▶ Click on the Leads tab at the top of the page

aweber communications | Live Chat Online

Select List: paypal-aweber@aweber.com | Go | [Create & Manage Lists](#)

Home | List Settings | Messages | **Leads** | Reports | Admin | Help | Logout

Customer Control Panel

- ▶ Click on Display in the middle of the page to display current subscribers. They will appear at the bottom of the page

Home | List Settings | Messages | **Leads** | Reports | Admin | Help | Logout

Search Leads | Web Form Generator | Add Lead | Import Leads | Unsubscribe | Block Address | Suppression File

Search Leads - Advanced

#### Search Leads Advanced:

Search, display, or export leads and subscribers from this list. To create a stored search view, first search your leads, then follow the instructions displayed with the search results. [Learn more about stored views.](#)

Display a Stored View: All Leads | Delete View | Display View

OR

Search Through Leads: | **Display**

- ▶ Find the email address: service@paypal.com

**Search Results:**

Displaying leads 1-1 of 1 total. [\[Map this report\]](#)

To save this view, name it and click "Save View":

Stop	Category	Mes	Name	Email (Click for more info)	Added	Emailed	Stopped	Erase
<input type="checkbox"/>				<a href="#">service@paypal.com</a>	11-15-06	11-15-06		<input type="checkbox"/>

- ▶ Click on the service@paypal.com email address. This will take you to the detailed entry for that address
- ▶ Next to the "Verification Email" title, click the link that reads "Click to See"

**Edit Lead**

<b>Name:</b>	
<b>E-mail Address:</b>	service@paypal.com
<b>Ad Tracking:</b>	
<b>Last Message Delivered:</b>	Unverified
<b>Date Added:</b>	
<b>Date Last Mesg:</b>	
<b>Stopped:</b>	
<b>Date Stopped:</b>	
<b>Miscellaneous:</b>	
<b>Add Method:</b>	Emailed autoresponder address.
<b>Add Notes:</b>	66.211.168.231
<b>Add URL:</b>	
<b>Verified:</b>	Unverified
<b>Verification Date:</b>	
<b>Verification Notes:</b>	
<b>Verification Email:</b>	<a href="#">Click to see</a>

[Return to Manage Leads.](#)

► In this email find the confirmation link sent by Paypal

**Edit Lead**

<b>Name:</b>	
<b>E-mail Address:</b>	service@paypal.com
<b>Ad Tracking:</b>	
<b>Last Message Delivered:</b>	Unverified
<b>Date Added:</b>	
<b>Date Last Mesg:</b>	
<b>Stopped:</b>	
<b>Date Stopped:</b>	
<b>Miscellaneous:</b>	
<b>Add Method:</b>	Emailed autoresponder address.
<b>Add Notes:</b>	66.211.168.231
<b>Add URL:</b>	
<b>Verified:</b>	Unverified
<b>Verification Date:</b>	
<b>Verification Notes:</b>	

[Click to see](#)

From: "" <service@paypal.com>  
Subject: AWeber paypal-aweber: You've Added an Additional Email Address

## Below is a forwarded email from your AWeber  
## account paypal-aweber. It is the original email that the  
## lead emailed to paypal-aweber@aweber.com

Dear

You've added an additional email address to your PayPal account. To =  
confirm the additional email address and confirm ownership of this email =  
address, you'll need to click on the following link and enter your password:

<https://www.paypal.com/us/ece/cn=3D15102124422463880063&em=3Dpaypal%2daweber%40aweber%2ecom>

To make sure you can use your PayPal account the next time you make a =  
purchase, all you need to do is confirm your email address today.

- ▶ Copy this link and paste it into Notepad or another plain text editing program. The link needs to be corrected before you go to it to confirm your address

Make the following changes to the link:

- ▶ The link runs onto two lines. Remove the break so that it is all on one line
- ▶ After the first two = signs the next two characters are 3D. Remove them from the link

The end of the link should be your autoresponder address (in this case, paypal-aweber@aweber.com). Replace any characters that don't belong with the appropriate ones so that your autoresponder address is shown (including the @ and . symbols) at the end of the link

So in this case, instead of

<https://www.paypal.com/us/ece/cn=3D15102124422463880063&em=3Dpaypal%2dawebe=r%40aweber%2ecom>

the correct link is:

<https://www.paypal.com/us/ece/cn=15102124422463880063&em=paypal-aweber@aweber.com>

- ▶ Now, paste the link into your browser
- ▶ Enter your PayPal password on this page and click confirm



The screenshot shows the PayPal website interface. At the top left is the PayPal logo. At the top right are links for 'Log In' and 'Help'. Below the logo is a navigation bar with the steps: 'Choose Account Type' → 'Enter Information' → 'Confirm' → 'Done'. The main heading is 'Enter Password'. Below the heading is a message: 'Please enter your PayPal password to confirm your email address.' There is a text input field for the password, followed by a link 'Forget your password?'. Below the input field is a small yellow box with the text 'NEW! For your security'. At the bottom right of the form is a 'Confirm' button.

You have now added your autoresponder address to your PayPal account.

## 2. Turn on the PayPal Email Parser

- ▶ In your AWeber account, click the “List Settings” tab then the “Email Parser” link



- ▶ Find the rule titled “Payment Processor: PayPal Orders”
- ▶ Mark the checkbox under the “Active?” column and click Activate/Deactivate

Defined Rulesets					
Description	Trigger Regex	Match On	# Rules	Active?	Delete
<a href="#">Authorize.Net Auto-Receipt</a>	From:[^\n]+Authorize.Net\,Auto-Receipt	Headers	5	<input type="checkbox"/>	
<a href="#">Automotive: AutoUSA</a>	Subject:[^\n]+AutoUSA Internet Referral	Headers	7	<input type="checkbox"/>	
<a href="#">Automotive: Autotrader Leads</a>	From:[^\n]+dealerleads\@autotrader\.	Headers	6	<input type="checkbox"/>	
<a href="#">Automotive: CSAA Vehicle Purchasing Service</a>	From:[^\n]+automotive\@aaaemail\.	Headers	7	<input type="checkbox"/>	
<a href="#">Automotive: Cars.com Leads</a>	From:[^\n]+SalesLeads\@cars\.	Headers	10	<input type="checkbox"/>	
<a href="#">Automotive: Costco Auto Program</a>	From:[^\n]+leads\@costcoauto\.	Headers	7	<input type="checkbox"/>	
<a href="#">Automotive: GMC Leads</a>	From:[^\n]+@gmleads.com	Headers	5	<input type="checkbox"/>	
<a href="#">Membergate</a>	Subject:[^\n]+Subscribe Member - Membergate	Headers	2	<input type="checkbox"/>	
<a href="#">Nanacast</a>	From:[^\n]+aweber\@nanacast\.	Headers	2	<input type="checkbox"/>	
<a href="#">PayDotCom: Direct Sale</a>	Subject:[^\n]+New PayDotCom.com Sale Receipt(?:[^\n]*\.(affiliate sale\.)	Headers	12	<input type="checkbox"/>	
<a href="#">PayDotCom: Sale From Affiliate</a>	Subject:[^\n]+New PayDotCom.com Sale Receipt[^\n]*\.(affiliate sale\.)	Headers	2	<input type="checkbox"/>	
<a href="#">Payment Processor: 1Shoppingcart.com Orders</a>	http://\V/www\.	Body	6	<input type="checkbox"/>	
<a href="#">Payment Processor: Clickbank Orders</a>	[P][R][O][O][M]:[^\n]+invoice\@clickbank\.	Headers	2	<input type="checkbox"/>	
<a href="#">Payment Processor: Paypal Australia Orders</a>	From:[^\n]+service\@paypal.com\.	Headers	2	<input type="checkbox"/>	
<a href="#">Payment Processor: Paypal Orders</a>	PayPal Email ID	Body	2	<input checked="" type="checkbox"/>	
<a href="#">Payment Processor: Regsoft.com Orders</a>	From:[^\n]+registrations@regsoft.com	Headers	2	<input type="checkbox"/>	
<a href="#">Payment Processors: StormPay Payments</a>	Subject:[^\n]+StormPay Money (Waiting Received)	Headers	1	<input type="checkbox"/>	
<a href="#">Podcastswitchboard</a>	From:[^\n]+aweber\@podcastswitchboard\.	Headers	2	<input type="checkbox"/>	
<a href="#">Real Estate: NextTag Mortgage Leads</a>	From:[^\n]+services\@nexttag\.	Headers	26	<input type="checkbox"/>	

[Activate/Deactivate](#)

You have now enabled the PayPal parser, so that when an email is sent from PayPal to your autoresponder, the buyer's information is placed into your list.

### 3. Create PayPal “Buy Now” Button

Now, create a “Buy Now” button in your PayPal account, and set it to send the payment notification email to your AWeber autoresponder.

- ▶ In your PayPal account, click “Merchant Services”



- ▶ Scroll to the end of the page and click “Buy Now Buttons”



- ▶ Click the “Get Started!” Link on the left side of the page
- ▶ Fill out your product information and scroll to the end of the page
- ▶ At the end of the page, click the “Add More Options” button



- ▶ On the next page, scroll to the section titled “Choose an email address to receive payment”

- ▶ Select your AWeber autoresponder address from the dropdown menu and click “Create Button Now”

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### Choose an email address to receive payment (optional)

I would like to receive payments at the following email address:

Email Address:

- ▶ Now, copy the HTML provided for your “Buy Now” button, edit your website and place the button onto the appropriate page/s

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### Add a button to your website

#### Copy your custom HTML code

Copy the code below just like you would normal text.

**Note:** If you are using button encryption, an email link will not be generated. To turn button encryption off and create an email link, click your browser's **Back** button, click the **No** radio button to turn off button encryption, and then click **Create Button Now**.

<b>Encrypted HTML code for Websites:</b> (Copy and paste this HTML code onto your website)	<pre>&lt;form action="https://www.paypal.com/cgi-l method="post"&gt; &lt;input type="hidden" name="cmd" value="_s-xclick"&gt; &lt;input type="image"</pre>
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Now, when your customers click on that “Buy Now” button and purchase your product, they will be added to your AWeber list!

## **Need Help?**

If you have any questions about this, or anything else about your account, please contact our customer support team. We have real, live people ready to assist you.

Hours:

Monday – Friday, 7AM – 7PM Eastern time

Saturday, 9AM – 5PM Eastern time

Phone:

Toll Free: 1-800-531-5065 or +1 215-322-2408

Email:

[help@aweber.com](mailto:help@aweber.com)

<http://www.aweber.com/support.htm>

Live text chat:

Anywhere on the AWeber site – just click the “Live Support” icon!