Dynamic Pricing
Client Integration
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Introduction
The following documentation will guide you in using SegPay's Dynamic Pricing feature. With this feature, a client has the ability to setup a dynamic price point in the SegPay system. Then, with a specially constructed join link, a client can pass in the amount to be charged to a consumer as well as description of the charge. In addition, there is a security feature built into the string to allow the Segpay system to ensure that the customer is not modifying the amount the string at any time.

The rest of this documentation will detail the steps needed to setup a dynamic price point, how to construct the join link needed and how handle the transaction after it is processed.

Setup
To start using this feature, you will need to contact your SegPay Sales Director or a Segpay Tech Support Representative. If you are not already approved for this type of pricing, they will take care of this for you. As a part of the approval process, the minimum and maximum pricing will be setup. Once the price point has been setup, the associated package will be setup. Dynamic price points cannot be mixed with other price point types such as One Time or Recurring as well as currency.

Join Link Construction
The join links will be package specific as with any other payment page. This means that they will be associated to a specific website. You will need one package for each currency you want to use. An example of this link is shown below:

EXAMPLE JOIN LINK
http://secure2.segpay.com/billing/poset.cgi?x-eticketid=110530:3773&amount=19.95&dynamictrans=gX3ShP2NARVWRDtv95vWwymKqcY=&dynamicdesc=DYNAMIC+PRICE+POINT+TEST+EUR+ALL+Zeros

Variable Definitions
ETICKETID: This can be acquired in the PACKAGE screen from the merchant setup area of my.segpay.com. This can also be provided by a SegPay Tech Support Representative.

AMOUNT: This is the amount that you want the consumer to be charged for that particular transaction. The currency will be handled at the price point setup so it will not need to be specified in the string itself.

DYNAMICDESC: This is the description for the transaction that will help indicate what the customer purchased. This is an important item as it will be displayed in the email receipt as well as our customer service application so that the customer service representatives can assist the customers. This string needs to be URL ENCODED. EXAMPLE: Video+Bundle+for+2+Movies+Movie1+and+Movie2

DYNAMICTRANS: This is the security portion of the Join link that will do a validation of the amount and the dynamic description. It can be constructed using either JAVAScript or a PHP script. The security check ensures that a customer cannot simply change the amount to a lower amount at the time of the transaction.
In addition to the above required variables, all other system and user defined variables can still be appended to the join link. For more information about passing and returning variables, please see the documentation at [http://segpay.com/documents/2.0/PassingAndReturningVariables.pdf](http://segpay.com/documents/2.0/PassingAndReturningVariables.pdf)

**DynamicTrans Variable**
This variable is constructed using encryption and involves the amount that is being sent over to SegPay for processing. This can be done using either a PHP or JAVA script. Please contact SegPay Tech Support in order to get a sample of either or both script versions. Additional details on the exact string construction are contained within the code samples.

**Postback and Reporting**
Postbacks and Reporting will not need to be changed to work with dynamic pricing. The main thing to note with postbacks is that it will be highly important that you include the variable, ‘price’, within your postback. Since each transaction will be a different price, the only way for your system to identify what was charged to the consumer is to use this field. The initial and recurring amounts will not be indicative of the price for the transaction. If you are using these particular variables, they will be populated in the postback but will indicate the minimum and maximum dynamic amounts allowed, respectively.