

Digital Delivery Agent Users Manual

ClickBank Version

V 1.0

Features:

- Easy to install
- Protection from digital theft
- Hides download file storage location
- Tamper proof authorization code generation
- Expire times for links
- Automates ClickBank Download Delivery Process
- Electronic Digital Delivery Confirmation Enabled (EDDCS.com)
- Template system to integrate into your site design
- Download page generation
- Email link distribution
- Unlimited products

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1. IonCube Encryption

IonCube is an industry standard encryption technology that protects the intellectual property of PHP software code from tampering. To use electronic digital delivery confirmation from eddcs.com for your download products, you must have ionCube available on your web-hosting server. Most web hosts already have the ionCube loaders integrated with their Zend engine, but if you are using your own dedicated server, or your host does not have an ionCube enabled web server, it is very simple to install.

To verify if ionCube is already available on your server, and/or to determine which runtime loader you need:

1. Upload the contents of the /ioncube directory to your web server.
2. In the /ioncube directory of this distribution, run the “ioncube-loader-helper.php” program in your web browser:
 - a. <http://www.yoursite.com/ioncube/ioncube-loader-helper.php>
3. This program will detect if ionCube is already installed on your web server, and if not, will tell you which runtime loader you need to get from www.ioncube.com and place into this /ioncube directory.
4. **Note:** The /ioncube directory must be installed directly below the installation directory that the digital delivery agent software is located on your server (as it is located in the distribution zip file).

2. Configuration – Digital Delivery Agent

2.1. General Configuration

Directories

templates

The templates directory is located within the installation directory of the Delivery Agent software and contains your customizable templates as described later in this document.

Variables

Configuration of the Digital Delivery Agent software is made in the **dl_config.php** file. The following variables need to be modified to fit your installation needs:

\$web_url = "http://your/path/to/your/installation/";

The \$web_url variable is the full path to the installation directory of the Digital Delivery Agent software. Check with your ISP if you are not sure what your full path should be. Be sure to include the slash "/" at the end of the directory path. Many hosts use /YourAccountName/public_html/ as the path to the root of a web site.

\$use_eddc = 1;

EDDCS.com provides Delivery Confirmation services for digital products. This is a valuable tool to help fight charge backs from payment processing companies if a fraudulent customer claims they did not receive their download from you. The \$use_edcc configuration setting tells the Digital Delivery Agent software that you will be using the EDDCS.com Delivery Confirmation service for delivering your software products. Set to zero (0) if you are not using this service, set to one (1) if you are. If you configure the software to use EDDCS, you must also setup the EDDCS configuration as described later in this document.

\$private_key = "your_secret_key";

The \$private_key variable is your internal private key that is used to verify that sales come from ClickBank. Set this to anything you want, just be sure that it matches the private key you are using in your ClickBank account, and place it between the quotes.

\$expires = 3;

The \$expires variable is used to set the number of days that your download links will expire. It is highly recommended to set this to prevent customers from sharing your products with others.

2.1. Template Configuration

The following templates defined in the **dl_config.php** file are used to display customized content to your customers. Variable placeholders are used in these template files to display detailed information to your customers. These placeholders are discussed later in this document. For now, we are simply defining where these template files are located for your installation.

\$download_template = "templates/download_template.html";

The \$download_template variable defines where the download page is located in relation to the \$web_url setting described above. To increase security of your system installation, it is recommended that you change the default directory from templates to something less generic, and to rename the template files. For clarity, the directory is located beneath the installation directory defined in \$web_url.

\$email_template = "templates/email_template.html";

The \$email_template variable defines where the download email message template is located. As described above, you may want to change the default name and location of this file.

\$invalid_template = "templates/invalid_template.html";

The \$invalid_template variable defines where the “Invalid Download Link” error message template is located. As described above, you may want to change the default name and location of this file.

\$expired_template = "templates/expired_template.html";

The \$expired_template variable defines where the “Expired Download Link” error message template is located. As described above, you may want to change the default name and location of this file.

\$error_template = "templates/error_template.html";

The \$error_template variable defines where the “Invalid Order” error message template is located. As described above, you may want to change the default name and location of this file.

2.2. Email Configuration

The Digital Delivery Agent software can be configured to send download links via email in addition to providing a download page to your customers. This is beneficial if a customer has a problem with their system during the download process, closes their browser prior to downloading, or any number of other unpredictable problems that can occur.

`$send_dl_email = 1;`

The `$send_dl_email` variable is used to enable or disable the sending of email download links. A value of zero (0) will disable sending download links to your customer's email address. A value of one (1) will enable this feature. The email message content is defined in the file you set with the `$email_template` variable discussed above.

`$send_email_copies = 1;`

The `$send_email_copies` variable is used to enable or disable the sending of copies of every download email sent to the email address defined below in the `$email_address` variable. If you have `$send_dl_email` set to disable sending download links via email, this setting is ignored, and no email messages will be sent.

`$email_name = "My Company";`

This is the user-friendly text of your email address. Your name, your company name, etc.

`$email_address = "myemail@mysite.com";`

The `$email_address` variable is the email address that emails will be sent from on your system. This is the address that will be used by customers replying to download link email messages, and where copies of the download link will be sent to if enabled.

`$email_subject = "Download Link";`

The `$email_subject` variable is the subject line that will be used in your download link email messages.

3. Configuration – Electronic Digital Delivery Service (optional)

3.1. General Configuration

The following describes the settings for the optional Electronic Digital Delivery Confirmation System offered by EDDCS.com.

Digital merchants are at a disadvantage from those that sell physical merchandise. Merchants of physical items obtain delivery confirmation from their delivery carriers that are used as evidence to fight “item not received” claims from fraudulent customers. Digital merchants have been subjected to charge back fees, and forced to refund orders for false item not received claims, simply because they can’t provide third party proof that their digital items were delivered. EDDCS is a patent pending delivery method focused on preventing fraud that provides third party delivery and delivery confirmation for digital items on the Internet. More information on this service is available at www.eddcs.com.

define ("ACCOUNT", "1234");

EDDCS account number provided by EDDCS.

define ("PASSKEY", "123456789012345678901234567890");

EDDCS pass key provided by EDDCS.

define ("QUEUE", "1");

EDDCS update queue – Set to zero (0) to disable, one (1) to enable.

define ("QUEUE_FILE", "/full/path/to/file/eddc_queue.txt");

Full path and filename to EDDCS queue file. Must be world writeable (chmod 777). It is recommended for security purposes to place this file outside of your web sites document root and rename it to something different than the default.

define ("LOGGING", "1");

Enable logging of the download process of the EDDCS delivery agent API software. Set to zero (0) to disable, one (1) to enable.

define ("LOG_FILE", "/full/path/to/file/eddc_log.txt");

Full path and filename to the EDDCS log file. Must be world writeable (chmod 777). It is recommended for security purposes to place this file outside of your web sites document root and rename it to something different than the default.

4. Templates

The following template files allow you to customize the look and feel of the download software to match your web site. The files contain HTML and are used by the Digital Delivery Agent software to display your download links, and errors that may occur with your download links. These files and their locations are defined in the **dl_config.php** file using the **\$download_template**, **\$email_template**, **\$expired_template**, **\$error_template**, and **\$invalid_template** variables that have been previously discussed in this document.

Template files (names may be different if you modify your configuration):

- download_template.html
- email_template.html
- expired_template.html
- invalid_template.html
- error_template.html

The following placeholders keys are available for use in the **download_template.html**, and **email_template.html** template files:

[link]

The download link generated from a customer's purchase.

[desc]

The description of the product purchased.

[expires]

The number of days in which the download link will expire.

[IP]

The IP number of the customer's system. **Only available for use in the download_template.html file.**

[DC]

The delivery confirmation number from EDDCS.com if EDDCS is enabled in your configuration.

Note: These placeholder tags are case-sensitive, and must be contained in square brackets with no space between the text and the brackets.

The **expired_template.html** file is used to display an error message to your visitor that the download link they are using has expired. You can use this to display what the customer should do if this event should happen.

The **invalid_template.html** file is used to display an error to your customer that they are using an invalid download link. This occurs if a download link has been modified. You can use this to display a custom message to the visitor.

The **error_template.html** file is used to display a message to your customers explaining that an error occurred with an order. Basically, this only occurs when the data passed from ClickBank does not match the data with your `$private_key`. This is a red flag indicating fraudulent activity in which someone attempted to directly access the "thank_you_page.php" file without going through ClickBank.

5. Defining Products

The products you have available for download are defined in the **products.php** file located in your installation directory. To define a product, you need to assign an item ID number, the location of the file on your server, and a description of the file to display to your customers.

The format of this file is as follows:

```
$products[item_id_number] = "/full/path/to/file/filename.zip,Description"
```

The **item_id_number** is the unique "item" number of the product that you setup in ClickBank.

The **full path and filename** is the location of the file to deliver for the given item_id_number.

The **description** is the text you display to your customers on the download page and in the download email describing the product they have purchased.

Note: The full path/filename, description and price are separated by a comma (,) and both must be between the double quote characters (" "). Each line must end with a semicolon (;).

An example of the default products.php file:

```
$products[1] = "/home/mypath/myfiles/file1.zip,Product Description 1";  
$products[2] = "/home/mypath/myfiles/file2.zip,Product Description 2";
```

You can define as many products as you need in this file.

6. Creating ClickBank Pitch Pages

To offer products for sale through ClickBank, you need to perform the following steps:

1. Create your products in ClickBank.
2. Create pitch pages (web pages) that you host on your web site that contain a click-able link to ClickBank for your customers to make a purchase.
3. Have each product you created in ClickBank have a “*Thank you page*” associated with it. The thank you page must be located on your web site, and is where your customers will return to receive the item they purchased from you.

To create products in ClickBank, login to your ClickBank account, and follow the steps outlined by Clickbank.

To create pitch pages to sell your items, an example HTML file that contains the basic technical requirements are included with the distribution of this software in a file named “*pitch_page.html*”. The key element in the pitch page (other than describing your product) is to make sure that the link that takes your customers to ClickBank to make a purchase is setup with the correct values. Here is how your link should look:

`http://ITEM.VENDOR.pay.clickbank.net`

ITEM is the unique item ID number that is setup in ClickBank. This is the same number that you use in the product definition file “*products.php*” to deliver the correct product to your customers.

VENDOR is your ClickBank login id.

As an example, if you are creating a link to purchase item #1 that is setup in ClickBank, and your login id is “sam”, the link would look like this:

`http://1.sam.pay.clickbank.net`

Placing your link on your page with a standard anchor:

```
<a href="http://ITEM.VENDOR.pay.clickbank.net">Buy Now</a>
```

Placing your link on your page using form buttons:

```
<form action="http://ITEM.VENDOR.pay.clickbank.net">  
<input type="submit" value="Buy Now">  
</form>
```

7. Configuring ClickBank Products

To deliver your products after a customer purchases through ClickBank, you need to tell ClickBank where on your web site to send your customers to obtain their download. This is done in the “*Thank you page*” field for the products that you have defined in your ClickBank account. In the “*Thank you page*” field in your ClickBank account, for each of your items, enter the following:

`http://www.yoursite.com/clickbank_install_path/thank_you_page.php`

Replace the “yoursite” text above with your domain name, and the path to where you installed the Digital Download Agent for ClickBank.

Now, when a customer makes a purchase from ClickBank, they will be sent to the Digital Download Agent “*thank_you_page.php*” file, which will present a download link for the product you have defined in the “*products.php*” file that matches the “*item*” number defined in ClickBank.

Testing your installation:

Once you have configured the Digital Download Agent software, defined your products in the “*products.php*” file, created a pitch page with a link to purchase your product through ClickBank, and defined all of your ClickBank items to return to the “*thank_you_page.php*” program after a purchase is made, you need to test your installation.

Testing steps:

1. Place the product into test mode (a checkbox is available in the items edit page on ClickBank – the same location that you defined the “thank you page”).
2. Using your web browser, visit your pitch page.
3. Click on the “*buy*” link on your pitch page (see section 6 of this manual).
4. Enter the details for your order onto the ClickBank payment page.
5. Click on the Complete Order button.

If everything is correctly setup, you will return to your web site with a download link for the product you are testing. If you have enabled the *\$send_dl_email* option, you will also receive download link emails for the test purchase.

Note: Be sure to uncheck the test mode box, and save the change on your ClickBank product when you have finished your testing. Otherwise, anyone who clicks on your buy button will get your product for free.