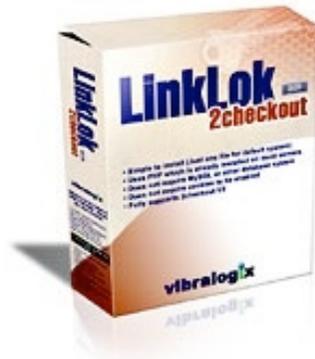


LinkLok 2CO™



Linklok 2CO Manual

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Contents

Chapter 1 Introduction	5
What is Linklok 2CO?	5
How does it work.....	6
Chapter 2 Installing Linklok	7
Setting up the admin variables	7
Adding your product details	8
Uploading to your server	10
Setting your 2CO account to use Linklok.....	10
Testing Linklok	12
Going Live.....	12
What's next?	13
Chapter 3 Customizing Linklok	14
Customizing the Linklok email	14
Email Subject	17
Customizing the download page.....	18
Customizing Linklok error messages	19
Copy of client email	19
Order notification email	19
Client confirmation email	20
Chapter 4 Manual Order Form	21
Manual order form	21
Chapter 5 Increasing Security	23
Improving security of the download page	23
Delay orders using free email addresses	23
Forcing valid email addresses only	24
Delay orders paid by check.....	25
Other tips	25
Chapter 6 Advanced Features	27
Using an external product file	28
Products with multiple files	29
Download notification email	30
Product notification email.....	30
Using Linklok with Amazon S3.....	31
Product specific templates	33
Securing links with IP locking.....	34
Product specific values	35
Product value from list (serial numbers)	36
User defined function	37
Software Passport	38
Template Segments	40
Multiple copies of download products.....	42
Fixed expiry times	42
Integrating with Sitelok.....	43
iDevAffiliate support	46

Shareasale support	47
Jam Affiliate support	48
Support for other affiliate programs	49
SMS order alerts	50
Kunaki Integration	51
AWeber Integration	53
AutoResponse Plus integration	56
Get Response integration	58
Clicklocker Integration	59
Storing orders in a MySQL table	60
Retrieving product details from MySQL	61
Display page during download	63
AcroLok protected PDF files	64
Calling a URL when products are ordered	65
PDF Honeypot support	66
Chapter 7 Support	67

Chapter 1 Introduction

What is Linklok 2CO?

As you probably know 2checkout.com 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 2checkout.com. Here are some of the features.

- Simple to install (Just one file for default system)
- Uses PHP which is installed on most servers
- Does not require MySQL or other database system
- Does not require cookies to be enabled
- Will create secure links for product download only if called from 2checkout.com
- Links can be set to expire after fixed time period and optionally IP address locked
- 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)
- Uses MD5 security
- Stops theft using the demo=Y weakness
- Supports Paypal checkout in 2CO
- Sends email to purchaser with secure download links (text or html format)
- Built in or user defined templates for email sent to purchaser, download links page and error pages. Product specific templates can also be defined.
- Manual order feature
- Can delay high risk or eCheck orders for verification.
- Supports download resume and download managers
- Supports Amazon S3
- Download links can point to html and PHP pages as well as actual 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 Acrollok, Clicklocker or Software Passport (armadillo).
- Support for Kunaki allowing automatic shipping of CD's and DVD's
- Template segments can be defined for each product
- Physical products also supported
- Integrates with Sitelok (our members area script)
- Supports iDevAffiliate, Shareasale and other affiliate systems
- Optional SMS alerts when orders arrive
- If required can log orders to a MySQL table
- AWeber, ARP and GetResponse Integration

How does it work

Each of your digital products is added to 2checkout.com as usual and the global return URL is set to point to the linklok.php script. When a user purchases your product they enter their credit card details on 2checkout.com and if accepted are then sent to the Linklok script. The script verifies that it is being called from 2checkout.com using their MD5 encoded secret word setting and then creates a page of download links to your full products. These links do not contain the actual location of the download file on your server but a secure hash that is used by Linklok to supply the file. The purchaser is also sent an email containing the links as well. 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. They can even be locked to the IP address of the purchaser if you wish making sharing of the links pointless. When the purchaser clicks one of the links the Linklok script will verify its authenticity and then allow the download.

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

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.

If you have problems opening .php files then you can rename it with .txt as long as you remember to set it back to .php before uploading.

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 linklok.php in a text editor such as notepad (use TextEdit on a Mac) and find near the top of the script the following lines.

```
// Setup admin and security variables
$linklokURL = "http://www.yoursite.com/linklok.php";
$SellerID = "12345";
$SellerCompany = "Your Company";
$SellerEmail = "sales@yoursite.com";
$SellerURL = "http://www.yoursite.com";
$SecretWord = "apple";
$linkKey = "orange23";
$DemoMode = "N";
$CopyEmail="";
$ManualPassword="letmein";
```

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

\$SellerID This is your 2CO account number.

\$SellerCompany Your company name as it will appear in the default email.

\$SellerEmail	Your sales email address that will be used in emails. Ideally this email address should be on the same domain as your site.
\$SellerURL	This is your website URL that will be used displayed in the default email.
\$SecretWord	Set this to any secret word containing 16 or less characters. We advise to use all lowercase characters.
\$LinkKey	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.
\$DemoMode	Setting this variable to “Y” allows you to make demo sales by adding demo=Y to your buy buttons. Leave this set to “Y” until setup is complete. When you go live you can set it to N to stop cheats adding demo=Y to your buttons.
\$CopyEmail	The address you want to receive copies of the download emails sent to clients. You can have several email addresses separated by commas if you wish. If you don't to get copies just set to "".
\$ManualPassword	The password used to enter the manual order form. The default password is letmein but you should of course change this.

You can ignore any other settings for now as they are not normally needed for a default installation. They will be explained later in the manual anyway.

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.

If you have not done so already you need to create your products in 2CO admin in the usual way. Make a note of the numeric Product ID assigned by 2CO for each of your digital products as these will be required later.

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 cannot be found by any search engine, robot or hacker. If you feel you need further security you can create this folder outside of the site root if your hosting company allows this although this really isn't necessary. For now lets just use a folder in the root of your site with an obscure name such as [dsgjhruyrhgfetg](#).

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

```
$Products[]="1,Description,dsgjhruyrhgfetg/prod1.zip,0,1440";
```

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

1

This is the 2CO id assigned to the product. You can find this in 2CO admin by clicking Products. The numbr is listed in the 2CO ID column in the list of products.

Description

This is the description of the product.

dsgjhruyrhgfetg/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 and will increase bandwidth use. 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. Don't forget some servers are case sensitive so type the folder and filename correctly. Linklok also supports Amazon S3 which will be described later.

0

Just leave this set to 0. It is here 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.

Uploading to your server

Now that you have setup Linklok with one of your products we can upload the required files to your server. You can use a FTP program or your hosting control panel for this.

- 1) Upload [linklok.php](#) to the root of your site (where your homepage is). On many servers this will be inside the folder called public_html.
- 2) Create the folder where your download files will be stored. In our example this was called [dsgjhruyrhgfetg](#) and should be in the root of your site also.
- 3) Upload your product file to the folder you just created.

No special permissions are required for PHP files so the defaults should be fine.

Setting your 2CO account to use Linklok

There are a number of settings we need to make in your 2CO account so that it can use Linklok.

Login to your 2CO account and click the [Account](#) tab. Now click the [Site Management](#) tab to display some settings.

Demo Setting

2CO allow two methods to make test sales. The first sets your account in demo mode so that all orders are handles as tests only. The second allows you to add a parameter to your button to place it in test mode. For now we recommend enabling the [Parameter](#) method.

Demo Setting

<input type="radio"/> On:	Using this setting, all sales will be treated as demo regardless of any parameter value.
<input type="radio"/> Off:	Using this setting, all sales will be treated as live regardless of any parameter value.
<input checked="" type="radio"/> Parameter:	Using this setting, a demo parameter that is sent to the purchase routine will control the demo setting.

Direct Return

Scroll down to the [Direct Return](#) setting. [Set this to Given links back to my website](#) as follows.

Direct Return

After completing an order, buyers should be:

- Given links back to my website
- Direct Return (Your URL)
- Header Redirect (Your URL)

Linklok also supports the use of the Header Redirect method as well. If you use Header Redirect we strongly recommend setting up the \$OrderList setting as described in chapter 5.

We don't recommend using the Direct Return method when using Linklok.

Secret Word

Just below this Direct Return setting you will find the Secret Word. Enter the word that you set in [\\$SecretWord](#) in linklok.php. This should be 16 characters or less and match exactly.

Secret Word

There is a 16 character limit on the [Secret Word](#)

URLs

Scroll down a little further to find the URL settings. Enter the full URL to linklok.php on your site in the Approved URL setting.

Approved URL

Input a url for your customers to be sent to on a successful purchase.

[Approved URL](#)

Example: <https://www.yoursite.com/yourscript.php>

Testing Linklok

Everything is now setup and we will now make some test sales to check everything works as expected.

To make a demo order you must ensure that the following is set in linklok.php

```
$DemoMode="Y";
```

This was the default setting when you uploaded linklok.php so it should be ok.

To set your buy button in demo mode add the following line to the form

```
<input type='hidden' name='demo' value='Y'>
```

so that your button looks something like this.

```
<form action='https://www.2checkout.com/2co/buyer/purchase' method='post'>
<div>
<input type='hidden' name='sid' value='12345'>
<input type='hidden' name='quantity' value='1'>
<input type='hidden' name='product_id' value='1'>
<input name='submit' type='submit' value='Buy from 2CO' >
<input type='hidden' name='demo' value='Y'>
</div>
</form>
```

Now you can make orders using that button without being charged.

Going Live

After testing your setup you can set Linklok in live mode. To do this make sure that the `$DemoMode` settings is as follows in linklok.php

```
$DemoMode="N";
```

and remember to upload linklok.php to your server again. You should also remove the demo field from your buy button as well.

In your 2CO account you can safely leave the Demo Setting set to Parameter as Linklok will not deliver downloads when `$DemoMode` is set to N anyway.

What's next?

Hopefully at this point you have a working default installation of Linklok. If not then don't panic! Double check all your settings and refer to the FAQ on our site which may have the answer. You can of course also contact us as we are here to help. We advise you to log in to the support area of our site using the login details provided when you purchased so that we know who you are when contacting us. This will also provide access to upgrades etc.

The next chapter of the manual will show how to customize the various features of Linklok but we do recommend ensuring the default installation works first though.

Chapter 3 Customizing Linklok

Linklok allows you to completely customize both the download page and the email that clients see when they purchase from you so that it matches your site exactly.

Customizing 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).

You will find various examples of templates in the support area on our site.

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 such as 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 example 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.

<code>!!!description_1!!!</code>	Description of the product ordered
<code>!!!filename_1!!!</code>	Filename of the product
<code>!!!link_1!!!</code>	The secure URL of the product
<code>!!!size_1!!!</code>	The download size in a friendly format such as 11 KB or 1.23 MB
<code>!!!expires_1!!!</code>	Expiry time in friendly format or blank if no expiry. (e.g. 24 hours or 2 days etc)
<code>!!!product_1!!!</code>	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.

!!!orderno!!!	2CO transaction ID
!!!email!!!	Customers email address
!!!name!!!	Full name of purchaser
!!!first_name!!!	First name of purchaser
!!!last_name!!!	First name of purchaser
!!!address_street!!!	Address
!!!address_city!!!	City
!!!address_state!!!	State
!!!address_zip!!!	Zip or postcode
!!!address_country!!!	Country
!!!telephone!!!	Telephone number
!!!total!!!	Total amount
!!!date!!!	Date of order
!!!user1!!!	Data entered into first optional field
!!!user2!!!	Data entered into second optional field
!!!user3!!!	Data entered into third optional field
!!!user4!!!	Data entered into fourth optional field
!!!ipaddr!!!	IP address of purchaser. The IP will only be correct if you have Direct Return disabled in 2CO. If enabled the IP address will be that of 2CO the called in this case.

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.

!!!item_number!!!	Item number or id
!!!quantity!!!	Quantity of item
!!!item_name!!!	Description of item
!!!description!!!	Description of item
!!!itemposition!!!	1 for the first item 2 for the second etc

Unfortunately 2CO do not provide pricing information for each product.

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.

!!!description(id)!!!	Description of product
!!!filename(id)!!!	Filename of product
!!!size(id)!!!	Size of download
!!!link(id)!!!	Secure download link
!!!expires(id)!!!	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 ordered that are not known by Linklok (not having a product definition) 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.

Defining the email template

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

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

This example assumes your template is named `emailtemp.htm` and that you uploaded it to the same place as `linklok.php`. If you place the template in the folder where your download files are then you would use

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

Customizing the download page

Normally Linklok will display a predefined default download page when the buyer returns to your site after paying. Instead of the default page you can create a custom html page (you can also use a PHP page if you wish) that will be used instead. Within this page 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 `linklok.php`.

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

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

This example assumes your template is named `download.htm` and that you uploaded it to the same place as `linklok.php`. If you place the template in the folder where your download files are then you would use

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

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

Customizing 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 favorite editor and insert `!!!message!!!` in the appropriate place. Once you are happy with your template upload it to the same place as `linklok.php` on your server. Set the variable `$ErrorTemplate` in `linklok.php` to point to this page. e.g.

```
$ErrorTemplate="errorpage.htm";
```

Error messages are displayed for example if a download link is used that has expired or has been tampered with.

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. For example

```
$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 2CO 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 `linklok.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 2CO. 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 linklok.php (anywhere near the other settings) to enable this feature.

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

Chapter 4 Manual Order Form

Manual order form

There maybe 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. You could even setup files in Linklok that you don't actually sell but wish to email to users while still keeping the links secure. The manual order form can be used in these cases.

To display the manual order form open your browser and got to:-

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

You will need to enter the password you set in [\\$ManualPassword](#).

Linklok Manual Order Entry

Item 1

Item 2

Item 3

Item 4

Item 5

Item 6

Item 7

Item 8

Item 9

Item 10

Override Expiry OR

IP address

Name

Email address

Leave blank to display links only

Chapter 4 Manual Order Form

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 Increasing Security

For many applications the default installation of Linklok will be sufficiently secure. However there are several things you can do to increase security.

Improving security of the download page

The call from 2CO to the download page makes use of an MD5 hash to ensure that the download page cannot be accessed without first paying. In most cases this is sufficiently secure. However there is a small risk that can allow an existing purchaser to use data from the calling page to return to the download page at a later date. To stop this completely you can enable this feature of Linklok.

Once enabled Linklok will store the order number of each transaction completed and block access to the download page for any orders that have already been previously completed.

Here is how to setup this feature.

Copy the supplied file `orderlist.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 `$OrderList` in `linklok.php` to the local path to the `orderlist.txt` file. e.g.

```
$OrderList="dsgjhruyrhgfetg/orderlist.txt";
```

Delay orders using free email addresses

A large percentage of orders placed using a stolen credit card number use free email addresses to hide the identity of the user placing the order. Linklok can help to control this by checking the supplied email address against a list of common free email address types such as yahoo.com or hotmail.com etc.

If this feature is enabled, whenever a purchaser uses a free email

address (known by Linklok) instead of getting the download links page and download links email he will see a message warning him that the order will be handled manually. He is also reminded that 2checkout.com warned about this on the order form. Linklok will send you, the vendor, an email reporting this and suggesting you verify this order manually. The email contains a link that you can click when you are satisfied that the order is genuine that will automatically email the download links to the purchaser.

To enable this feature find the following line in linklok.php and change it to be true.

```
$DelayFreeEmail = true;  
$FreeEmail[] = "@yahoo.";   
$FreeEmail[] = "@hotmail.";
```

You can add or change the list of free email address services using entries such as:-

```
$FreeEmail[] = "@yahoo.";
```

This will delay any order using an email address containing '@yahoo.' This would catch yahoo.com, yahoo.co.uk etc.

Instead of Linklok's predefined warning page you can create a customised template if you wish. You should explain in this page that the order will be delayed while the order is verified. Of course the exact wording will depend on your companies policy. You can make use of the template variables described for the download page template. Of course there is little point adding the download links to the warning, although you can if you wish!

To define a warning page template set the following variable in the script.

```
$WarningTemplate="template.htm";
```

Forcing valid email addresses only

Instead of displaying a download links page you could choose to just email the download links. This forces the user to enter a real email address to be able to receive your product. If you combine this with the feature to delay orders from free email address described previously then you will reduce the number of dubious orders significantly.

To do this you will need to setup your own download links page template as described in the Customise Linklok chapter. Don't use any variable placeholders for the links but instead display a message like "The download links for your purchase have been emailed to you".

Delay orders paid by check

2checkout allows payment by check but this can be more risky than with a credit card. By default Linklok will provide the download links for orders paid by check. However you can set Linklok to instead display a warning that the order will be delayed while the check is processed. You will receive an email informing you of the order and containing a link that can be used to complete the order when the check clears or you are happy that the check is good. This works in a similar way to the feature that delays orders placed from free type email addresses.

To delay orders paid using check you need to use the following setting:-

```
$DelayChecks = "Y";
```

According to 2CO's documentation this should also delay orders that are flagged as high risk but in practice they do not seem to flag such orders. Hopefully 2CO will implement this in the future.

Instead of Linklok's predefined warning page you can create a customised template if you wish. You should explain in this page that the order will be delayed while the order is verified. Of course the exact wording will depend on your companies policy. You can make use of the template variables described for the download page template. Of course there is little point adding the download links to the warning, although you can if you wish!

To define a warning page template set the following variable in the script.

```
$CheckWarningTemplate="template.htm";
```

Other tips

Don't forget that even several months after receiving an order the credit card holder can realise that they did not place the order. When this happens they will call the credit card company and they will chargeback the full amount from you and add a fee of around \$30. This is not 2checkout.com doing this but Visa, Mastercard or Amex etc. This is appalling and makes

you wonder what the credit card companies do for their percentage but that is the unethical way they work.

The way to reduce the number of chargebacks is to do everything you can to confirm that the card holder did place the order himself. Linklok will help you by flagging free email addresses and forcing real email addresses to be used but you should still try to make contact with the card holder perhaps by telephone. Always look for the tell tale signs of fraudulent orders such as:-

Use of mobile phone number. These are often not traceable and therefore a favourite with hackers.

Use of free or strange looking email addresses. For example cardthief@yahoo.com. You might laugh now but it has happened before.

Card holder address is in one country but the email address is from another country. e.g. peter@yahoo.com.au but the address is in the US.

Orders that contain a strange combination of orders. You will get a feel for what is normal.

Orders where all the text is in lowercase or uppercase characters.

If 2checkout.com send you an email suggesting that an order is dubious take it seriously as they are very often right.

If after making some checks you feel that something is strange we suggest that you issue a full refund yourself as quickly as possible. This should stop a future chargeback which will cost you an extra \$30 on top of your lost revenues.

Chapter 6 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 sixth section in the product definition as in this example (split on several lines because of space).

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

Notice that in this sixth 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.

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.
```

You will notice that there is a price field listed which is not normally used within the script. Just set this to the price such as 9.95 etc. This is required just so that the file format is compatible with other versions of Linklok. Here is an example:-

```
1,Description of product 1,9.95,dsgjhruyrhgfetg/prod1.zip,0,1440  
2,Description of product 2,19.95,dsgjhruyrhgfetg/prod2.zip,0,1440  
3,Description of product 3,17.50,dsgjhruyrhgfetg/prod3.zip,0,1440
```

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,dsgjhruyrhgfetg/file1.zip,0,1440";  
$Products[]="2,Product 2,dsgjhruyrhgfetg/file2.zip,0,1440";  
$Products[]="3,Product 3,dsgjhruyrhgfetg/file3.zip,0,1440";  
$Products[]="4,Bundle,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. If you only sell the bundle product then you only need to register that product with 2CO. The product id's for the individual files can be anything as long as it is unique and doesn't match another product registered in 2CO.

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).

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, email address, item number, item description, filename, IP address, time of download and expiry time of the link.

Product notification email

If you would like an email notification sent out when certain products are ordered the you can enable this feature. This is useful when you sell products for other publishers and you want them to be notified of the sale.

To enable this add this setting to the extra sixth section of the product definition to specify the email address to notify for that product.

```
...,PRODUCTNOTIFYEMAIL=notify@theirsite.com";
```

You must also create an email template to use for these notifications and set it in the following which you should add near your other settings in linklok.php.

```
$ProductNotifyTemplate="template.htm";
```

Using Linklok with Amazon S3

Amazon S3 is a scaleable storage system for storing files for delivery. Linklok allows secure access to files stored on S3 thus freeing up your server from storage and bandwidth requirements. S3 is the ideal way to deliver large files (up to 5GB) efficiently and cheaply. Using S3 with Linklok will not use bandwidth on your server when downloading unlike a remoter location using <http://>. Therefore S3 is the recommended way to deliver large files if you can't handle them locally on your own server.

For more information about S3 or to open an account please visit <http://aws.amazon.com/s3/>

There are a number of easy to use products enabling you to upload files and access your S3 account like a folder on your PC. We can recommend the free S3Fox addon for Firefox from <http://www.s3fox.net>.

To setup a download path to use S3 then use a special path like this:-

[s3|accesskeyid|secretaccesskey|bucketname|filename](#)

Notice this path uses the pipe character | to split the various parts.

s3	This tells Linklok that this is an S3 path.
accesskeyid	This is the access key id provided by S3 when you open an account.
secretaccesskey	This is the secret access key provided by S3 when you open an account. You must not reveal this key.
bucketname	This is the unique bucket name where you have stored the files. S3 requires all buckets to be lowercase only.
filename	The filename to access.

Please note that when you upload files to S3 you should use a content type (MIME type) of [application/octet-stream](#) to ensure that the file is downloaded and not just displayed in the browser.

We recommend that you set your bucket to private access only for security. This way only Linklok can access the files.

When a link is clicked that uses S3 Linklok is first called to perform checks on the link as usual. If all is well then it generates a secure S3 download

link to the file and redirects the browser. The S3 link generated has a short 5 minute expiry time so if it is captured it will not be of much use to anyone.

Using folders in S3

There is no concept of folders in S3 but some S3 file managers like S3fox emulate folders by naming keys (files) like folder/filename.zip. Linklok can use this same idea as well. If you wish to define the folder name in the File Location then set it like this

[s3|accesskeyid|secretaccesskey|bucketname|folder/](#)

If you prefer to include the folder name in the link itself then use

[folder/filename.zip](#)

We recommend using lowercase characters only for the folder name.

Product specific templates

This feature allows you to override the global templates set in \$DownloadTemplate and \$EmailTemplate for specific products. To do this add the following to the extra sixth section of the product definition.

To override the download template add the following setting:-

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

To override the email template add the following setting:-

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

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

```
...,EMAILTEMP=NONE";
```

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.

Securing links with IP locking

For most applications the default download links with an expiry time are probably secure enough. However Linklok does allow you to lock links to the purchasers IP address if necessary. Please note that IP locking will only work if you disable the Direct Return setting in 2CO admin (this is the default anyway). If you enable it then 2CO will be making the call to Linklok instead of the client so Linklok will not know the users IP address.

The IP locking used is controlled by the setting of \$IPlock. A value of 0 disables this feature. 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. If you don't need IP locking set this to 0.

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 sixth section of the product definition.

...,IPLOCK=3";

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.

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 sixth 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!!!**

Product username and password

You can set a product specific username and password in the extra sixth 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.

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 sixth section of the product definition as follows:-

```
...,SERIAL_NO_LIST=dsgjhruyrhgftg/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. In fact anything that can be inserted into a line of the text file.

When using this feature we recommend that you also setup the OrderList feature described in chapter 5. This stops the return page being visited more than once.

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 sixth section of the product definition:-

...,[USER_FUNCTION=value](#)";

Near the end of linklok.php you will find a function called:-

[function userfunction\(\\$data,\\$user1,\\$user2,\\$user3,\\$user4\)](#)

You can customize 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 first optional parameter that is sent in the user1 field of the buy button.
- [\\$user2](#) This is the second optional parameter that is sent in the user2 field of the buy button.
- [\\$user3](#) This is the third optional parameter that is sent in the user3 field of the buy button.
- [\\$user4](#) This is the fourth optional parameter that is sent in the user4 field of the buy button.

You can also use [\\$card_holder_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 Realms 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 sixth 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 apologize 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 card holders name as supplied by 2CO and will assume that hardware locking is not used. However you can override these values by using variables in your buy button as follows:-

```
<input type="hidden" name="user1" value="fingerprint value">  
<input type="hidden" name="user2" value="license name value">
```

If you are not using the PC fingerprint set user1 to "0".

One nice feature with Software Passport is that you can set the 2CO buy button directly into your application so that your applications buy button can take the buyer directly to 2CO and automatically insert the hardware fingerprint. Here is an example link would be entered for the website URL in Software Passport.

https://www.2checkout.com/2co/buyer/purchase?sid=12345&quantity=1&product_id=2&user1=%fingerprint%

(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 linklok.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;
```

When using this feature we recommend that you also setup the OrderList feature described in chapter 5. This stops the return page being visited more than once.

Template Segments

This powerful feature allows you to add customized 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 sixth 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. **\$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. These template variables 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 (saved as downseg.txt)

can be download by clicking here !!!!filename!!!! (!!!!size!!!!). Link expires in !!!expires!!!!.

Segment for physical product (saved 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-->
```

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 sixth 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 linklok.php.

```
if (!isset($_REQUEST['auth'])) && (!isset($_REQUEST['authe'])))  
    require("slpw/sitelokapi.php");  
$SitelokEmailNew="";  
$SitelokEmailNewAdmin="";  
$SitelokEmailUpdate="";  
$SitelokEmailUpdateAdmin="";
```

Make sure that the require uses a relative path to the slpw folder where you installed Sitelok.

Normally when users are added or updated in Sitelok via Linklok you can display the Sitelok login details within the Linklok email and return page templates. However there maybe times that you wish to have Sitelok send out emails itself using Sitelok email templates. In this case you can set the following to the names of the email template to send in each case. The template should exist in the slpw/email folder. For most cases you can leave them set to "" though.

`$SitelokEmailNew` Email template to send to the user when a Sitelok account is created.

`$SitelokEmailNewAdmin` Email template to send to the Sitelok admin when a new user account is created.

`$SitelokEmailUpdate` Email template to send to the user when a Sitelok account is updated.

`$SitelokEmailUpdateAdmin` Email template to send to the Sitelok admin when a new user account is updated.

Step 2

Now you need to tell Linklok which usergroup (members area) a user should be added to when they purchase the product. If you simply want to add all users to the same group then add these settings to linklok.php

```
SitelokDefaultGroup="GROUPNAME";  
SitelokDefaultExpiry=365;
```

This would add all users to the GROUPNAME usergroup for 365 days. You can set the expiry to 0 for no expiry.

You can also add users to usergroups 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 the 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.

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!!!

You can find an example template in the support area on our website.

Storing other buyer details in custom fields

By default a user will be added to Sitelok using their email address as a username, a random password (unless the account already exists) and their full name. You can also store other details in custom fields if you wish by defining the 2CO callback variable to associate with each field. For example if you wish to store the buyers telephone in custom1 and zip code in custom 2 you would add this setting to linklok.php

```
$SitelokCustom[1]="phone";  
$SitelokCustom[2]="zip";
```

Note that these custom settings are only added when an account is created. They are not updated when an account already exists. This enables the user to change their details as they wish in their Sitelok user profile.

The following are a list of the 2CO callback variables most commonly used.

order_number	Order number
street_address	Street address line 1
street_address2	Street address line 2
city	Address city
state	Address state
zip	Address zip
country	Address country
phone	Telephone number

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.idevaffiliate.com>

Step 1

To enable iDevAffiliate support add the following setting to linklok.php near your 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 as follows:-

```
$exchange=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 linklok.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 as follows:-

```
$exchange=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 linklok.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 as follows:-

```
$exchange=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 affiliate system.

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

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

```
$exchange=0.57;
```

SMS order alerts

You can optionally be alerted by an SMS text message when an order is received by Linklok Paypal. 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/redis.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 linklok.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 SMS=YES to the extra sixth section of the relevant products.

Kunaki Integration

Kunaki (<http://www.kunaki.com>) offer an automated process to create CD's and DVD's (data, video or audio) complete with cases and custom printed inserts that can be shipped worldwide. There are no setup charges or minimum orders and you can upload your files and artwork to create products ready to be shipped in just a few minutes. Linklok can call Kunaki's XML system to automate the production and shipping. This way not only can Linklok handle your download delivery but also automatically ship your physical media too.

Enable Kunaki support

Before setting up Kunaki support we recommend making sure that Linklok works for delivery of download links first.

To enable Kunaki support in Linklok add the following lines to linklok.php anywhere near your other settings.

```
$kunaki_username="username";  
$kunaki_password="password";  
$kunaki_shippingmethod=0;  
$kunaki_mode="Live";
```

Set the username and password for your Kunaki account as required.

The `$kunaki_shippingmethod` should be 0 to always use the cheapest shipping method offered by Kunaki. Set it to 1 to always use the most expensive. For most sites 0 is fine.

The `$kunaki_mode` setting should be left as "Live" normally. There is a "Test" setting offered by Kunaki but it doesn't seem show orders in their admin so is not of much help here.

Define products to ship via Kunaki

Any product defined in Linklok can also be set to deliver a Kunaki product. To do this you need to add the following to the extra sixth section of the product definition

```
KUNAKI_ID=productid
```

where productid is the Kunaki product id. So for example

```
$Products[]="1,Album,dsgjhruyrhgfetg/disc.zip,0,1440,KUNAKI_ID=PX00FGYJ";
```

This would deliver the file disc.zip normally as a download and also ship the Kunaki product PX00FGYJ directly to the client. Kunaki will deliver and charge for the quantity ordered by the client.

Testing Kunaki Orders

The only easy way to test the Kunaki system is to make sure your account balance is 0 and then make some live orders. You will then see the orders listed in the Kunaki admin and you can check they are as expected and then delete them. Be careful though because if you do have a credit balance then any test orders will be shipped out immediately and cannot be cancelled. We cannot be responsible for orders shipped out in error. Linklok won't ship Kunaki products when using the manual order form or testform.

Important

We strongly recommend enabling the `$OrderList` setting as described on page 23 when using Kunaki. This stops repeat orders being sent if Linklok is called multiple times by refreshing the thankyou page for example.

AWeber Integration

AWeber is a popular email marketing service. Linklok can now automatically add your clients to your AWeber mailing list. The user will of course still receive a confirmation email from AWeber to complete the process to comply with spam regulations. Linklok supports either a global mailing list where all clients are added or product specific mailing lists.

AWeber email parser setup

Before Linklok can submit users to AWeber you need to enable email parsing in your AWeber account. This tells AWeber to read the email it receives from Linklok and to strip out the data to store in each field. To set this up follow these steps.

- 1) Sign in to your AWeber admin panel
- 2) Hover over the **MY Lists** menu and click **Email Parser** in the drop down menu.
- 3) Ensure the list you want to use is selected in the **Current List** drop selector.
- 4) Scroll down to **Custom Parsers** and click **add new**.
- 5) Enter the fields so that the form looks exactly like this

Description:	Linklok 2CO	
Trigger Rule:	Subject:[^\n]+Subscribe Member - Linklok 2CO	Match On: Headers
Decode HTML Entities?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Rule 1:	\n[> s]*email:[]+(.+?)\n	Match: Body Store In: Email
Rule 2:	\n[> s]*name:[]+(.+?)\n	Match: Body Store In: Name
Rule 3:		Match: Body Store In: Email
Rule 4:		Match: Body Store In: Email
Rule 5:		Match: Body Store In: Email
Rule 6:		Match: Body Store In: Email
		<input type="checkbox"/> Enable parser for all lists in this account

As this image may not be very clear here is the text that you can copy and paste in to each field.

Trigger Rule (match on headers)

Subject:[^\n]+Subscribe Member - Linklok 2CO

Rule 1

\n[>\s]*email:[]+(.+) \n

Rule 2

\n[>\s]*name:[]+(.+) \n

6) Scroll down and click **Save**.

The above will enable Linklok to subscribe a user using their name and email address. If you wish to store other fields collected from 2CO into AWeber custom fields then you can add further Rules like this.

\n[>\s]*fieldname:[]+(.+) \n

Replace fieldname with one of the following:-

ordernumber
merchantorder
address_street
address_street2
address_city
address_state
address_zip
address_country
shipping_name
shipping_company
shipping_street
shipping_city
shipping_state
shipping_zip
shipping_country
telephone
ip
item_number
item_name

Enable AWeber in Linklok for all orders

To have all clients added to the same mailing list in AWeber add the following setting near your other settings in linklok.php

```
$AWeberList="yourlistname@aweber.com";
```

Make sure yourlistname is set to the name of your list.

Enable AWeber for specific products in Linklok

Instead of enabling AWeber for all clients using one list you can add client to specific lists when they purchase certain products. To do this just add the following to the extra sixth section of the product definition.

```
AWEBER=yourlistname@aweber.com
```

so for example

```
$Products[]="1,Description,dsgjhruyrhgfetg/prod1.zip,0,1440,  
AWEBER=yourlistname@aweber.com";
```

The above should be all on one line.

AutoResponse Plus integration

AutoResponse Plus (ARP) is a self hosted mailing list and auto responder system. Linklok can automatically add your clients to ARP when they order either globally or for specific products.

Enable ARP for all orders

To have all clients added to ARP when they order you need to add these two settings to linklok.php near your other settings.

```
$arpURL="http://www.yoursite.com/cgi-bin/arp3/arp3-formcapture.pl";  
$arpID="2";
```

`$arpURL` should of course point to your site. `$arpID` should be set to the autoresponderID for the required list. To get this ID

- Go into your AutoResponse Plus system and view the autoresponder list
- Move your mouse over the options in the 'actions' column and look at the URL in the status bar
- The ID number is shown as id= in the URL

Enable ARP for specific products

Instead of enabling ARP for all clients using one list you can add clients to specific lists when they purchase certain products. To do this add this setting in linklok.php near your other settings

```
$arpURL="http://www.yoursite.com/cgi-bin/arp3/arp3-formcapture.pl";
```

and add the following to the extra sixth section of the product definition.

```
ARP=2
```

so for example

```
$Products[]="id1,Description,dsgjhruyrhgfetg/prod1.zip,0,1440,ARP=2";
```

You can also pass custom variables into ARP. To do this add them as follows

```
ARP=2?CUSTOM_test1=123&CUSTOM_test2=456
```

Chapter 6 Advanced Features

You can use some template variables in the custom values as well as follows.

[ARP=2?CUSTOM_prodid=!!!item_number!!!CUSTOM_date=!!!date!!!](#)

Only the General Order template variables and !!!item_number!!! and !!!item_name!!! can be used (not download links etc).

Get Response integration

Get Response is a popular email marketing service. Linklok can automatically add your clients to a global or product specific GetResponse campaign. The user will of course still receive a confirmation email from GetResponse to complete the process to comply with spam regulations.

Enable Get Response

To enable Get Response follow these steps

1) Add these two settings to linklok.php near your other settings.

```
$getresponseapikey = '4f4378595430d79da5e1089c54683426';  
require_once("jsonRPCClient.php");
```

Replace the api key with your own key provided by Get Response.

2) Download [jsonRPCClient.php](#) from our support area and upload it to the same place as linklok.php

You can now decide whether to add users to one global campaign or product specific campaigns (or both if you wish).

Add all users to one global campaign

To have all clients added to a campaign when they order you need to add this setting to linklok.php near your other settings.

```
$getresponsecampaign="campaignname";
```

setting `campaignname` accordingly.

Add users to product specific campaigns

To add users to product specific campaigns add `GETRESPONSE=campaignname` to the extra seventh section of the product definition. For example

```
$Products[]="id1,Description,dsgjhruyrhgfetg/prod1.zip,  
0,1440,GETRESPONSE=clients";
```

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 sixth 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 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.

When using this feature we recommend that you also setup the 'Stop bookmarking or refreshing the download page' feature described earlier. This stops the return page being visited more than once.

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

The \$DefaultCurrency setting should be set to the 3 character currency code that your 2CO account uses. e.g. USD, GBP, EUR etc.

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 \$OrderList feature then you can set this as follows once the orders table is working.

```
$OrderList="mysql";
```

This removes the need to use the orderlist.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";  
$DefaultCurrency="USD";
```

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";
```

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

If this is not set then USD is assumed anyway.

Expiry

```
$DefaultExpiry=1440;
```

Extra

This is the extra sixth 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 to start it.

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 the 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.

!!!email!!!
!!!acrolok!!!

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 earlier in this manual.

PDF Honeypot support

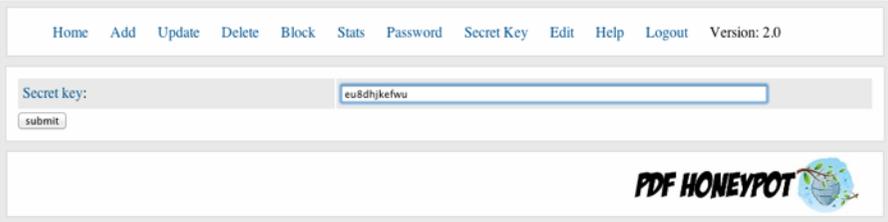
PDF Honeypot is a third party script for securing PDF files by adding the buyers email address to each page of the file. This is great way to stop the buyer sharing the PDF online. Linklok can automatically call PDF Honeypot for specific products which will then generate and download the unique PDF. For more information please visit

<http://pdfhoneypot.com/>

Before using the system please make sure you have installed and have working both Linklok and PDF Honeypot.

Step 1

Set a secret key in PDF Honeypot. Just click Secret Key in the admin and set any key you wish. You must keep it secret.



The screenshot shows the PDF Honeypot admin interface. At the top, there is a navigation menu with links: Home, Add, Update, Delete, Block, Stats, Password, Secret Key, Edit, Help, Logout, and Version: 2.0. Below the menu is a form for setting the secret key. The label 'Secret key:' is followed by a text input field containing the value 'eu8dhjkefwu'. A 'submit' button is located below the input field. At the bottom right of the interface, there is a logo for 'PDF HONEYPOT' featuring a globe.

Step 2

Add these two settings near your other settings in linklokipn.php

```
$pdfhpurl="http://www.yoursite.com/pdfhp";  
$pdfhpsecret="secretkey";
```

Step 3

In the product definitions Set the filename of the product to the name you set for the file in PDF Honeypot. and add the following to to the extra sixth section.

```
....,PDFHONEYPOT=1
```

so for example

```
$Products[]="1,eBook,ebook.pdf,0,1440,PDFHONEYPOT=1";
```

Chapter 7 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 contact us.

Support and updates for Linklok 2CO 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/>