

Introduction

This tutorial will show you how you can take advantage of the JVZoo Network and their Payments & Affiliates system, while integrating with your DELAVO so you can easily **collect** the buyers information, **protect** your products access and **deliver** your products through a standard DELAVO Delivery Page to which you can still **add** whatever you could normally add to a DELAVO "thank you" page - even access to membership/s, digital downloads, points, instructions, etc.

For the sake of our examples, a real case study is used of a Product/Package already setup in our DELAVO for an active subscription based membership offer in JVZoo through which we grant customers with access to a membership and also create an account to a third-party script (Brotherhoods.)

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Inside DELAVO: Add the JVZoo secret key

Login to your JVZoo account and click on "My account" from the navigation menu in the Seller's dashboard - or simply click on this link: <https://www.jvzoo.com/myaccount>

Scroll down the page and you will find your "JVZIPN Secret Key."

Then login to your DELAVO, select Profile/Merchant settings and insert the JVZoo secret key (1).

Write down the URL underneath (2) because you will need it when setting up your product in JVZoo.

Be sure to save the changes (3).

The screenshot shows a web form titled "Integration settings". It contains the following elements:

- A text input field labeled "JVZoo secret key [?]" with a blue circle containing the number "1" next to it.
- A text input field labeled "IPN URL to setup in JVZoo:" containing the text "http://v/jvzooipn.cgi". A blue circle containing the number "2" is next to the end of the URL.
- A "Save" button with a blue circle containing the number "3" next to it.
- A red arrow points from the "JVZoo secret key" field to the "IPN URL" field.

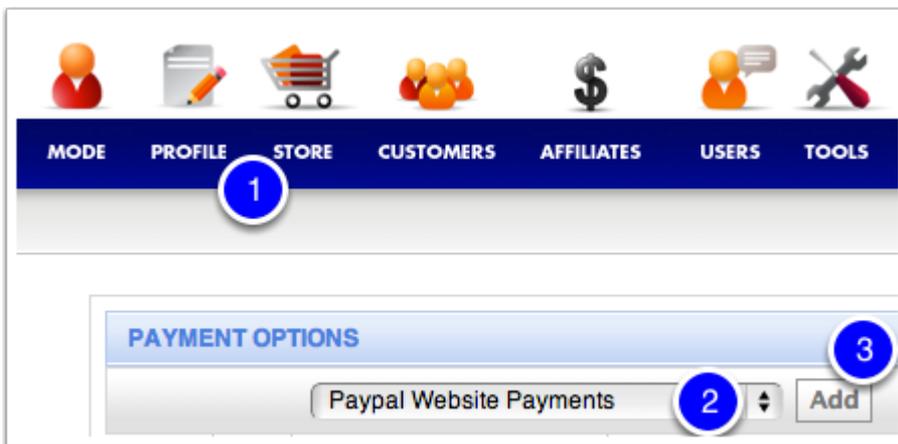
Inside DELAVO: Add a payment option

The addition of the payment option operates like a filter in DELAVO's internal mechanics. Through the final set up DELAVO will be eventually getting "signals" both from JVZoo & Paypal, for example when the order is placed, when the subscription is cancelled, etc. The addition of the JVZoo-specific payment option and its selection inside the Product's record in DELAVO will just "flag" the product in DELAVO's database and tell DELAVO to consider the product when it's standing by a signal by JVZoo/Paypal.

Adding a JVZoo-specific Payment option is easy:

Select Profile/Payment Options (1,) then select "Paypal Website Payments" (2) from the drop down menu and click on the "Add" (3) button.

Continue with the next step.



Inside DELAVO: Adding your Paypal address

You can insert any title in "Title" (1), then add your Paypal email address in "Settings" (2) and be sure to check the box "Accept forwarded IPNs" - and save the changes.

EDITING PAYMENT OPTION

[Save](#) [Delete](#) [Return without changes](#)

Type Paypal Website Payments

*** Title** (1)

Settings Paypal merchant e-mail (2)

Accept forwarded IPNs [?] (3)

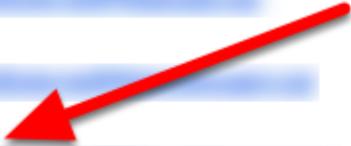
External IPN
IPN Forwarding URL [?]: <http://use-sell.com/2/action/>
WSO Key Generation URL [?]: <http://use-sell.com/2/>
JVZoo Key Generation URL [?]: <http://use-sell.com/2/>

How to [How to set up](#)

Subscription mode External subscriptions (managed by the payment site) [?]

(4) [Save](#) [Delete](#) [Return without changes](#)

no need to use any of these links but this is the one you noted already - which you will use when setting up a product in JVZoo



Inside DELAVO: Add a Product

Below you will find the setup of the real membership at www.TurboSyndicate.com which is a Paypal subscription based access. This is exactly how the Product has been setup in our DELAVO. The blurred sections have not been used at all.

What you need to remember: what you will type in the Product's "Title" (1) must be the **the EXACT SAME title** you will use BOTH as the Package's title inside DELAVO (see the next step) and ALSO as the product's title inside JVZoo.

As you can see a recurring payment plan has been setup (2), the JVZoo-specific Payment Option has been selected (3) and for the delivery we used Instructions (4) and two membership attached (5). The first membership adds an account to our Brotherhoods' system and the second membership is used as a "flag" inside DELAVO; for example in the future we can broadcast a message to members of that specific membership. Since DELAVO deactivates memberships automatically upon the cancellation/expiration/refund of the Paypal subscription using an active membership as a "flag" inside DELAVO allows you to contact the right customers.

Save the changes when done. (6)

[Click here to view the full screenshot.](#)

In specific about the Delivery section

As you will see in the next pages in this tutorial, the customer will eventually reach a DELAVO "thank you" page. As it happens with any product inside DELAVO we can deliver almost any and all options offered inside the Product's "Digital delivery" section with a couple exceptions only.

Hence we can deliver Instructions (1), **digital downloads** (3), **access** to memberships (4), Privileges (5), Questionnaires (6), accounts in 3rd party scripts (7), coupons (8), we can add points to the customer's DELAVO account (9) and also add Insignia to the customer.

In regard to One Time Offers (2) we can do indeed present an OTO in the thank you page BUT you are suggested NOT to use DELAVO's OTO/s if you offer commissions via JVZoo for the main Product, because since JVZoo is used for payments & commissios, you should better use ONLY JVZoo's order links and buttons. In simple words, **you won't want your JVZoo affiliates to miss the commission of the OTO's product that is driven by DELAVO.**

What you can do instead is to create another Product/Package in DELAVO for the OTO and create another product inside JVZoo, hence controlling the OTO via JVZoo and directing the customers after the sale to the OTO's sales letter - where you'd have placed the OTO's JVZoo order button too. *More on this can be found below where we explain how to edit the product inside JVZoo.*

The screenshot shows the 'Digital delivery' configuration page. At the top, there is a text editor for 'Thank you for your order!' instructions, with a callout '1' pointing to the text area. Below this are several rows of options, each with a callout number: 'One Time Offer(s)' (2), 'Download(s)' (3) with a sub-option for 'Link(s) expire in 48 hour(s)', 'Brandible PDF(s)', 'Membership(s)' (4) with two URL examples, 'Privilege(s)' (5), 'Affiliate Program(s)', 'Questionnaires' (6), 'Account in 3rd-party script(s)' (7), 'Coupons' (8), 'Points' (9), 'Subscribe to a Follow-up list', 'Subscribe to a Lesson series', and 'Insignia' (10).

Inside DELAVO: Add a Package

Once you create the Product inside DELAVO you just need to create a Package and give THE EXACT SAME TITLE as the Product's title (1) and then save the changes.

[Click here to view the full screenshot.](#)



In specific about Package's autoresponders

As you may have noticed already you may not attach a "Follow-up series" or a "Lesson series" in the Product's digital delivery. For the same reason you may not use the "Aweber integration" inside the Package in DELAVO. Why is that?

Because since the order is placed via JVZoo and JVZoo allows you to use an autoresponder, there is no need to use any autoresponding DELAVO functionality at all.

More on this can be found below where we explain how to edit the product inside JVZoo.

Inside JVZoo: Adding a product

Below you can find the real setup we used for that specific Product/Package in our JVZoo account.

Once you are ready to accept sales you select the "Allow Sales" radio button. You can display your product in JVZoo's marketplace (2) and in that case fill in the info required in the "JVZOO MARKETPLACE" section (13). However you are STRONGLY suggested NOT to include the product in JVZoo's marketplace until it has already created a sufficient amount of sales. You won't want to discourage affiliates by offering a product in the marketplace with 0 or less than 10 orders.

Since the purpose of this tutorial is not to teach you in details how to create a product in JVZoo we'll not stand on the self explanatory options, like the Currency for example.

You need to add a price and make sure to match the price you used inside DELAVO too, not for any other reasons but for matching the logistics between your JVZoo account and your DELAVO's data. Even if you use, say, a \$0 price inside your DELAVO JVZoo will use the price added inside its record (4) and NOT the price you added inside your DELAVO's Product.

Similarly the commission is controlled by JVZoo's record (5). If it's a subscription then you need to also check the "Subscription or Multiple payments" next to the commission's field so your JVZoo affiliates will be credited with the future payments too.

The subscription setup inside JVZoo (6) needs to MATCH WITH the setup inside DELAVO. JVZoo does not offer "never ending unless cancelled" Paypal subscription and for that reason if you want to offer access to a membership for as long the Paypal subscription is active you need to limit the months to 36 in "Number of payments" exactly as we did in the DELAVO Product's record.

You then define the support URL (7) and the URL of your sales letter (8) (9) which is where you will add the JVZoo order button.

As you may also know you can control where the customer goes AFTER the successful payment in Paypal (10). Now pay attention to this: The JVZoo customer can always reach the "delivery information" in his/her JVZoo account by visiting the JVZoo's customer portal at <https://customer.jvzoo.com/portal/purchases>. For that reason you can direct customers to any page you want after the order (10). That page's URL (10) can be an OTO and you can add a "No thanks" link near the end of that page.

Again for honoring your affiliates' efforts you will need to create another product in JVZoo for the OTO and add the OTO's order button in the OTO's sales letter whose URL should be inserted as a "thank you" page (10) in the main JVZoo product. Consequently you need to tell your affiliates to apply for both products inside JVZoo (main product + OTO) so when/if your customer orders the OTO the main's offer affiliate should get the credit for the OTO too.

You may also define the "Guarantee" period (11) and deal with the mode of the affiliate applications (12).

The need NOT to use any autorespondering function in DELAVO is justified by the autorespondering functionality offered by JVZoo (14). The drawback of course is that you will not be able to send the DELAVO username & password via the autoresponder defined in JVZoo's product (14) however you

can add instructions in your DELAVO's Product which will guide your customers how to retrieve their login codes - as we did it in the real example above.

The core integration between your DELAVO and JVZoo takes place in the "EXTERNAL PROGRAM INTEGRATION" section. There you need to add the specific DELAVO URL (15) as given inside the Payment Option's record in your DELAVO (see screenshot above.)

Make sure to check the radio button "Use JVZIPN Output as Key Generation" (15) - that will eventually display your DELAVO thank you page URL to the JVZoo customer inside his/her customer portal (see below.)

Lastly copy the URL you will find in "Method #3 PayPal IPN Forwarding" (16) because you will need to add that URL inside your Paypal IPN section.

[Click here to view the full screenshot.](#)

BASIC INFORMATION

Allow Sales: YES NO **1** Show in Marketplace: YES NO **2**

Launch Date and Time: 2012-12-13 02:58 PM EST

Note: Your product will not be visible in the Marketplace until this time.

Product Name: Turbo Syndicate **3**

Currency: U.S. Dollar

Product price (Max Price if Dimesale, Payments if recurring): 4.97 **4**

Commission payout percentage: 50 **5** Subscription or Multiple Payments

Payment Period: Every 1 Months

Number of Payments: 36 **6**

Commission Payout on 1st Payment: 50 %

All others pay at 'Commission Percentage Payout' above.

Offer Trial? NO Yes

And/Or Support URL: <http://www.turbohelpdesk.com> **7**

Landing Page / Sales Funnel / Squeeze Page / Pre-launch: <http://turbosyndicate.net> **8**

Send all traffic to Sales Page after launch date/time: YES NO

Sales Page: Externally hosted page JVZoo Instant Sales Page

Sales Page URL: <http://turbosyndicate.net/> **9**

Delivery Method: Protected Download Thank You Page

Pass parameters to Download Page. [Learn how to protect your page.](#)

Thank You / Download Page: **10**

Return Period: 30 days **11**

Make My Product Eligible For Product Of The Day

Affiliate Approval: Manual Approval **12**

Affiliate Terms / Requirements / Questions: (HTML enabled)

Notes to Affiliates (HTML enabled)

`cimg border=0 alt=Read before applying src=http://myaccountlogin.net/images/JVZoo-affiliate-notice</code>`

SAVE PRODUCT Archive Product YES NO

ADVANCED FEATURES

JVZOO MARKETPLACE **13**

Description for Buyers: Turbo Syndicate is an insider group where you can find the PEOPLE you need to trust for your future ventures in 2013 and beyond.

Primary Category: Internet Marketing / E **14**

Additional Category (optional): Please Select One...

Additional Category (optional): Please Select One...

Keywords (up to 5 keywords separated by commas): syndicate,turbo syndicate,Delavera

INTEGRATE AUTORESPONDER

Autoresponder: GetResponse « Recom **14**

GetResponse API Key:

GetResponse List Name / Campaign Name:

EXTERNAL PROGRAM INTEGRATION

Choose one of the method's below.

Recommended: Method #1 (BETA) Documentation **15**

JVZPN URL: <http://use-sell.com/2/action/>

Use JVZPN Output as Key Generation: YES NO

JVZPN Special Integration: General Integration (most co) **16**

Instructions on [Wielki](#) integration.

Method #3 PayPal IPN Forwarding (Does NOT work for recurring!)
IPN integration is handled slightly different in the JVZoo.com system because of PayPal.
#1) Set the following url as your default URL to send your IPN notifications for your PayPal account. [Click here for instructions](#)
<http://www.jvzoo.com/ipn.php?uid=2413> **16**

#2) IPN Forwarding URL:

Use IPN Forwarding as Key Generation too: YES NO

In specific about the "Thank you" page

As you may know by now JVZoo offers two delivery methods:

- a protected download
- a thank you page

So when customers pay for your product via Paypal then they return to JVZoo to access their purchase by clicking on the "ACCESS YOUR PURCHASE" button that exists in each purchase's record.

If you check the "Protected Download" as a delivery method you will then be prompted by JVZoo to upload a file. And when customers click on the "ACCESS YOUR PURCHASE" button to download their purchase they will be delivered with that file.

Correspondingly if you check the "Thank You Page" as a delivery method then when customers click on the "ACCESS YOUR PURCHASE" button to download their purchase they will be delivered to the URL you will define in JVZoo (10 in the image below).

By using DELAVO your customers will see the URL of DELAVO's Thank you page - an example is displayed below ("What customer sees: Inside JVZoo")

However, you need to CHOOSE a "Delivery Method" in JVZoo's section too, since it's required by JVZoo's system.

Hence you have two options:

1. Either deliver a text file, or a PDF file or a zip file
2. OR insert the URL to a page on your server.

In both cases you can get the advantage of that "additional" resource in what ever way you want. For example, you can even deliver a PDF file with an upsell or an additional bonus. Or you can direct people to any page you want either be it an upsell or a page with instructions, or what ever.

You can even create a standard page like this one <http://delavo.com/wiki/?p=345> so to inform your customers how can they reach all of their purchases via your DELAVO system.



The image shows a configuration box for the "Delivery Method". It contains two radio buttons: "Protected Download" (unselected) and "Thank You Page" (selected). Below these is a checkbox labeled "Pass parameters to Download Page. [Learn how to protect your page.](#)". Underneath is a text input field labeled "Thank You / Download Page" with a blue circular callout containing the number "10" pointing to the field.

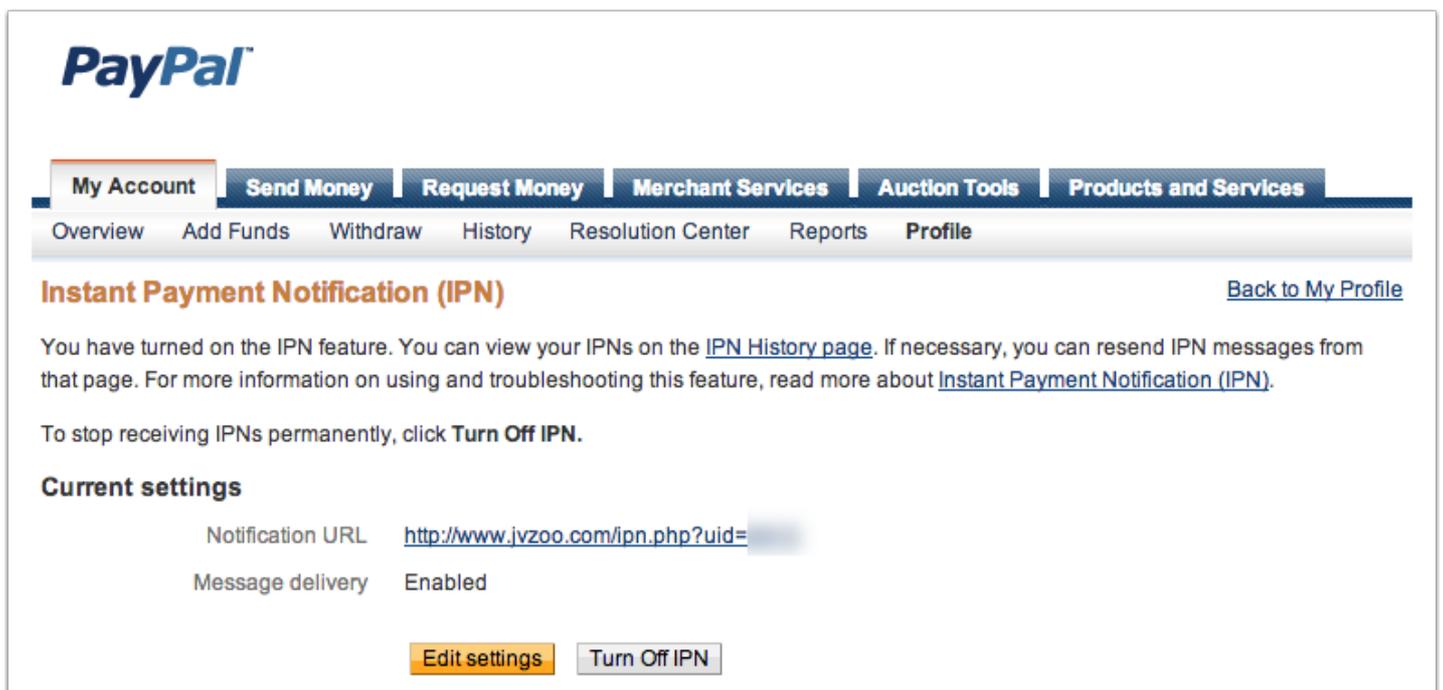
Inside PayPal: IPN

Choose Profile/Instant Payment Notification (IPN) and add the URL you got from JVZoo.

This action should be performed ONCE and it will count for all products set up in your JVZoo account.

By doing so you just instruct Paypal to notify JVZoo's system for any orders placed and/or refunds and in return JVZoo will notify DELAVO too.

NOTE: If you have already inserted the URL of your DELAVO as IPN's Notification URL you can replace it with the JVZoo's URL without a problem at all.



The screenshot shows the PayPal 'My Account' page with the 'Profile' tab selected. The main heading is 'Instant Payment Notification (IPN)' with a 'Back to My Profile' link. Below this, there is explanatory text about the IPN feature and a link to the IPN History page. A section titled 'Current settings' shows the 'Notification URL' as 'http://www.jvzoo.com/ipn.php?uid=' followed by a blurred ID, and 'Message delivery' as 'Enabled'. At the bottom of the settings section are two buttons: 'Edit settings' and 'Turn Off IPN'.

What customer sees: Inside JVZoo

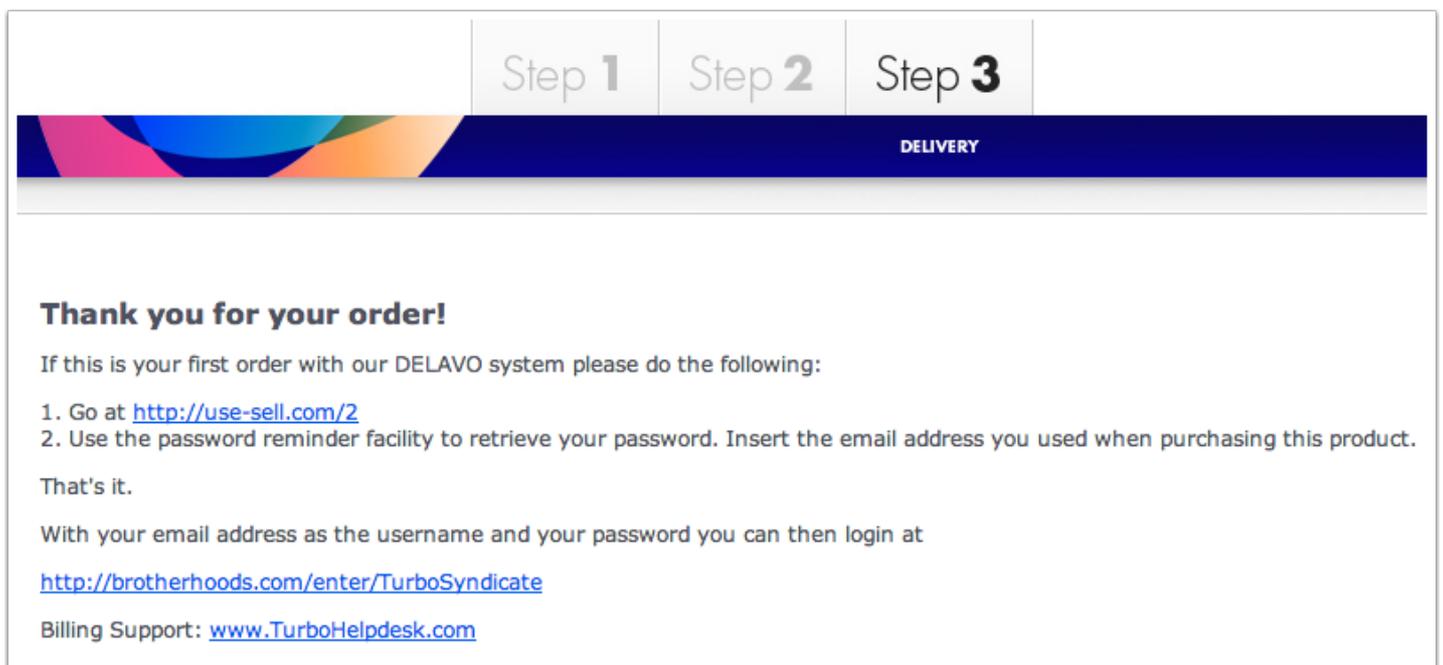
As said a JVZoo customer can always reach his/her customer portal where s/he can check the "Access Your Purchase" section inside each purchase's record. The successful setup of our DELAVO - JVZoo - Paypal will result to the display of the DELAVO's "thank you" page URL inside the purchase's record as displayed in the screenshot below.

Access Your Purchase	
Product Name:	Turbo Syndicate
For Support:	http://www.turbohelpdesk.com
Special Instructions:	<p>Below you will find special instructions and/or access codes for your purchase from the seller.</p> <p>If you have questions, contact the seller here:</p> <p>http://www.turbohelpdesk.com</p> <p>http://use-sell.com/2</p>
Your Purchase:	ACCESS YOUR PURCHASE

What customer sees: Inside DELAVO

When the customer clicks on the DELAVO's "thank you" page URL inside the JVZoo purchase's record s/he is then directed to DELAVO for the delivery of what we have included in the Product's delivery section inside DELAVO.

FOR ADVANCED USERS: As you can see in the screenshot below we display ONLY the text included in the "Instructions" inside the DELAVO Product's record. We did that by customizing the "thank you" page in the corresponding Package inside DELAVO so to display only the "Instructions" and not any membership's URLs. If you do not edit that template then the URLs of the memberships will also be displayed along with the username and password of the customer - depending how you setup the display in the memberships' records inside DELAVO.



Step 1 Step 2 Step 3

DELIVERY

Thank you for your order!

If this is your first order with our DELAVO system please do the following:

1. Go at <http://use-sell.com/2>
2. Use the password reminder facility to retrieve your password. Insert the email address you used when purchasing this product.

That's it.

With your email address as the username and your password you can then login at <http://brotherhoods.com/enter/TurboSyndicate>

Billing Support: www.TurboHelpdesk.com

Questions?

The purpose of this specific tutorial is to FULLY clarify the DELAVO functionality we dealt with. If you still have questions or something is not clear then you can help us to make this tutorial better. Just go at <http://turbocommunity.com> and post your questions, suggestions, ideas. etc.