

Synchrony Marketing and Payment Applications Integration Guide for Shopify Merchants



CHANGING WHAT'S POSSIBLE

Contents

Introduction	3
About This Document	3
Intended Audience.....	3
Terms and Definitions	3
Technical Support	4
Integrating Synchrony Marketing Messaging App.....	4
Integrating Synchrony Payment App	8
Promotions.....	12
Troubleshooting.....	12
Product Price Variance Issue.....	13
UniFi Widget Alignment Issue.....	13
Frequently Asked Questions (FAQs)	14
What are the supported themes?.....	14
How to uninstall Synchrony App?	14
How to disable Synchrony Payment option?	17

Introduction

Synchrony provides the following two applications for use in your Shopify site:

- Synchrony Marketing and Messaging app
- Synchrony Payment app

The Synchrony Marketing and Messaging app is a plain widget used to display the Synchrony Financing related advertisements and promotional financing offers on all product pages. For example, display the advertisement on a particular laptop page that says Synchrony can provide 6 months promo option for your purchase. This application displays the available promotional offerings based on the price ranges and terms selected by the merchant. It also displays the lowest available price per month for each item.

When the consumer clicks through to learn more, the details of available offers will be presented. Depending upon the merchant's available offerings, consumers will be presented with one or more offers, the details of those offers, and the opportunity to prequalify for the offer in a Synchrony modal. After completing the prequalification flow, if qualified, the consumer will be presented with their offer(s) and can complete their application and move on to making a purchase or can close the modal and return to the original product page.

The Synchrony Payment application provides an option to use Synchrony Financing at checkout. For consumers, who applied and were approved at the Product Page, can select Pay with Synchrony at checkout and complete their purchase. Consumers can also complete the Prequalification flow at checkout and complete their purchase.

Consumers with an existing Synchrony Credit Card on the merchant's program, can select Pay with Synchrony, complete an account number lookup process, and use their account. Merchants will use their Shopify console to process the payment as part of their normal order flow. Shipping the product will capture the order payment details, and initiate funding for the order. Funding is completed within two business days once order is shipped.

About This Document

This document provides the steps to integrate the Synchrony Shopify applications into an enrolled merchant's eCommerce site.

Intended Audience

This document is intended for the merchant and/or merchant development team to install-the Synchrony Marketing and Payment Gateway applications, and to successfully use the applications for consumers to apply for and pay with Synchrony at checkout.

Terms and Definitions

Term	Definition
Merchant	Merchant enrolled with Synchrony to provide financing and payment options.
Merchant ID	A unique 16-digit identification number assigned to a merchant.
Partner ID	A unique 10 alphanumeric code assigned to the partner.

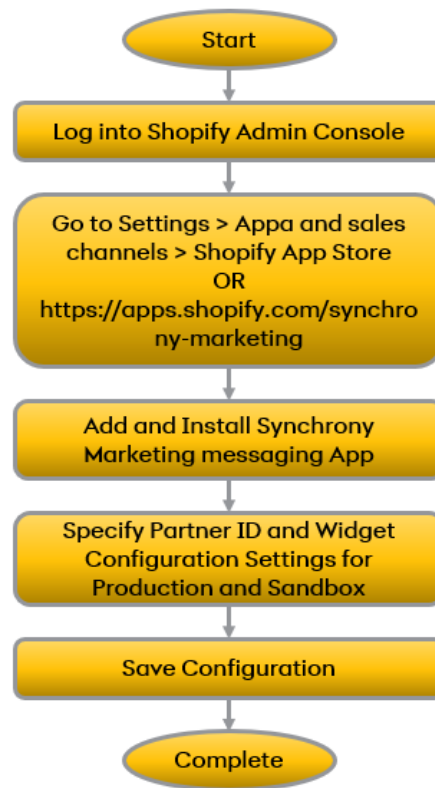
Term	Definition
PDP	Product Display Page
Widget	An element of a graphical user interface that displays information or provides a specific way for a user to interact with the operating system (OS) or an application.
Authorization	The purchase was approved by Synchrony, and the merchant can prepare the merchandise for shipping.
Captured	After the order is placed and approved by Synchrony Financing and when the order is shipped, the order is captured, and this begins the funding process, so the merchant gets paid.

Technical Support

For technical support related to the Synchrony Messaging or Payment applications, send an email to eCommerce@syf.com.

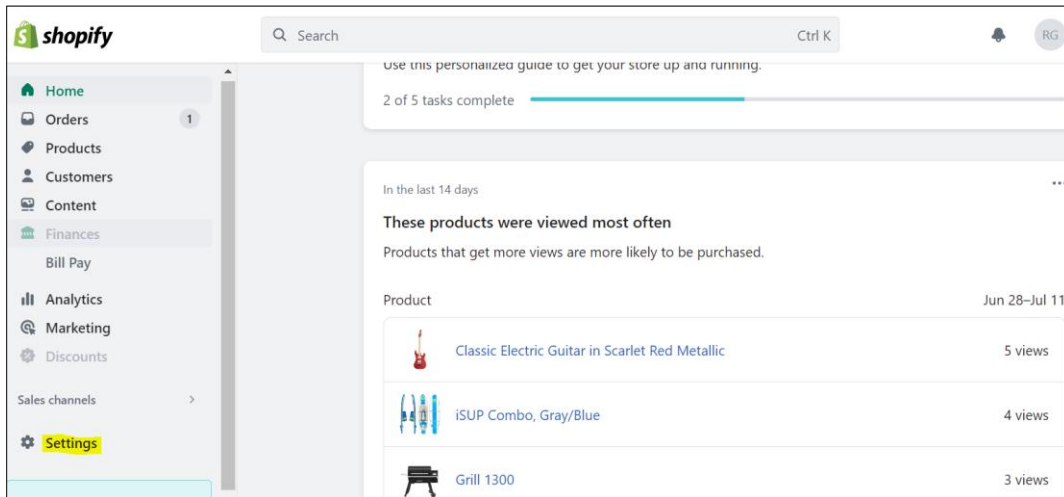
Integrating Synchrony Marketing Messaging App

The high-level steps to integrate the Synchrony Marketing Messaging App are as shown.

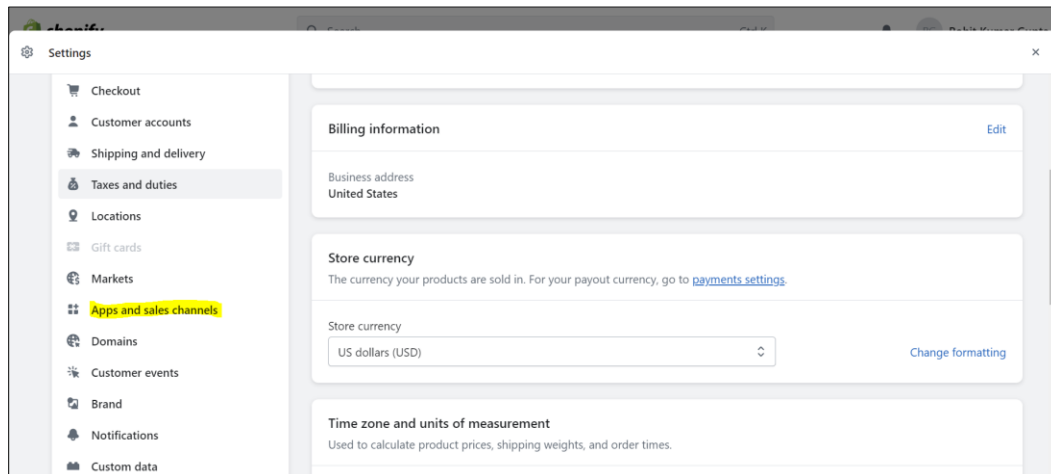


To integrate the Marketing Messaging App: [Watch video instruction](#)

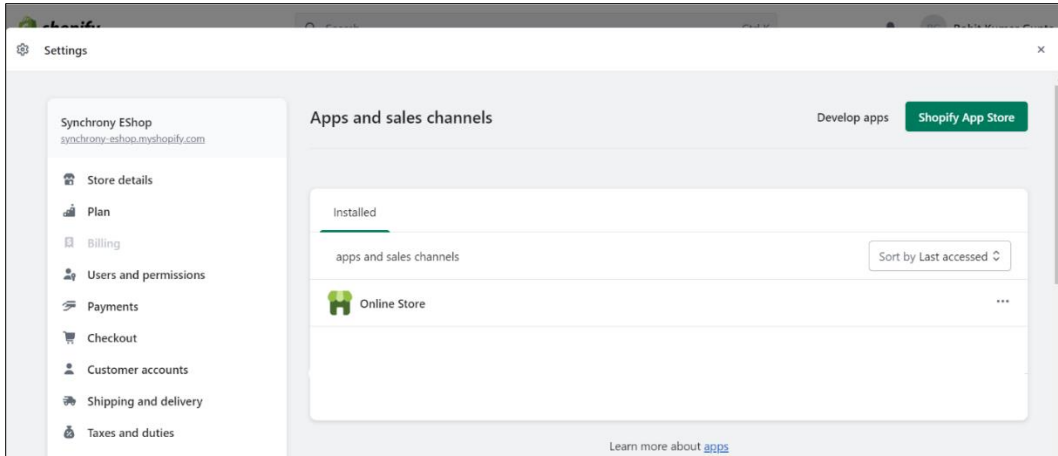
1. Log into your Shopify Admin Console.
2. Click **Settings**.



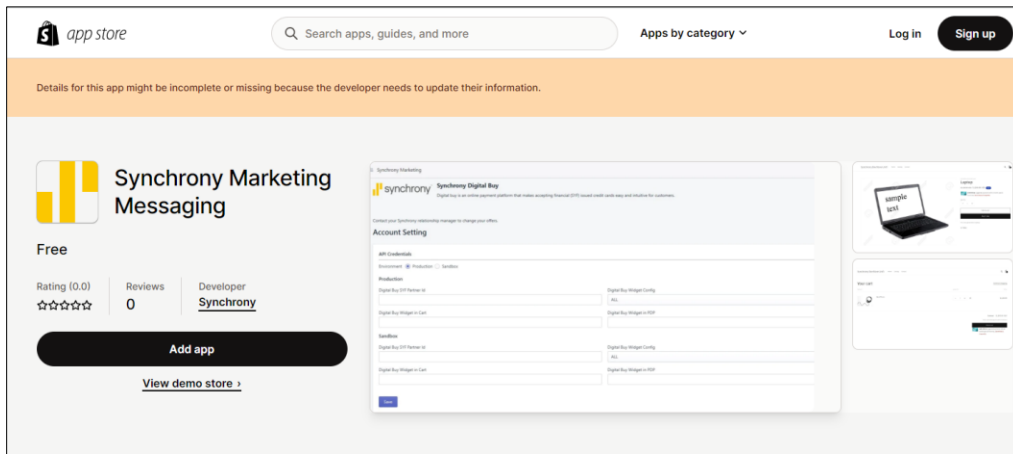
3. Click **Apps and sales channels**.



4. Click **Shopify App Store** or go to <https://apps.shopify.com/synchrony-marketing>.

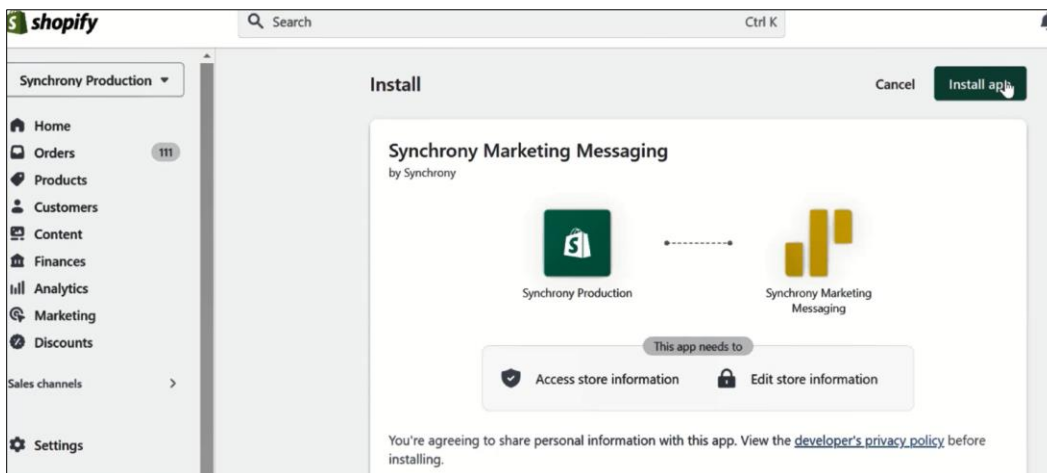


5. Click **Add app**.



The Install page is displayed.

6. Click **Install app**.



The configuration page is displayed.

7. In **Account Settings** section > **API credentials**, specify the following for **Production** and **Sandbox**:

The screenshot shows the Shopify Admin interface for the Synchrony Marketing Messaging app. The left sidebar contains navigation menus for Customers, Content, Finances, Analytics, Marketing, Discounts, Sales channels, Apps, and Synchrony Market... The main content area is titled 'Synchrony Marketing Messaging' and has a search bar. Below the title, there are radio buttons for 'Production' (selected) and 'Sandbox'. The 'Production' section contains four fields: 'Unifi SYF Partner Id' (text input), 'Unifi Widget Config' (dropdown menu with options: ALL, NONE, ALL, PDP, CART), 'Unifi Widget Cart' (text input), and 'Unifi Widget in PDP' (text input). The 'Sandbox' section contains four fields: 'Unifi SYF Partner Id' (text input), 'Unifi Widget Config' (dropdown menu with option: ALL), 'Unifi Widget in Cart' (text input), and 'Unifi Widget in PDP' (text input).

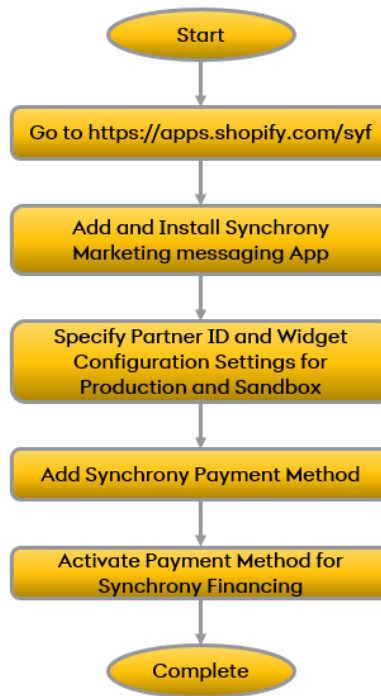
- **Unifi SYF Partner ID:** Enter the partner ID provided by the Synchrony Integration team.
- **Unifi Widget Config:**
 - **All** - Display Unifi Widget on both PDP (Product Display Page) and Cart page.
 - **PDP** – Display Unifi Widget only on the Product Display Page.
 - **CART**- Display Unifi Widget only on Checkout or Cart page.
- **Unifi Widget Cart:** Enter element ID or class name to display the widget next to element on Checkout/Cart page.
- **Unifi Widget in PDP:** Enter element ID or class name to display the widget next to element on Product Display Page.

Notes:

- The last three parameters are the style sheet IDs, or the actual IDs grabbed from the merchant website.
 - **Partner ID** is same for **Production** and **Sandbox**. However, internally the URLs are different.
8. Click **Save**. The configuration settings are saved.

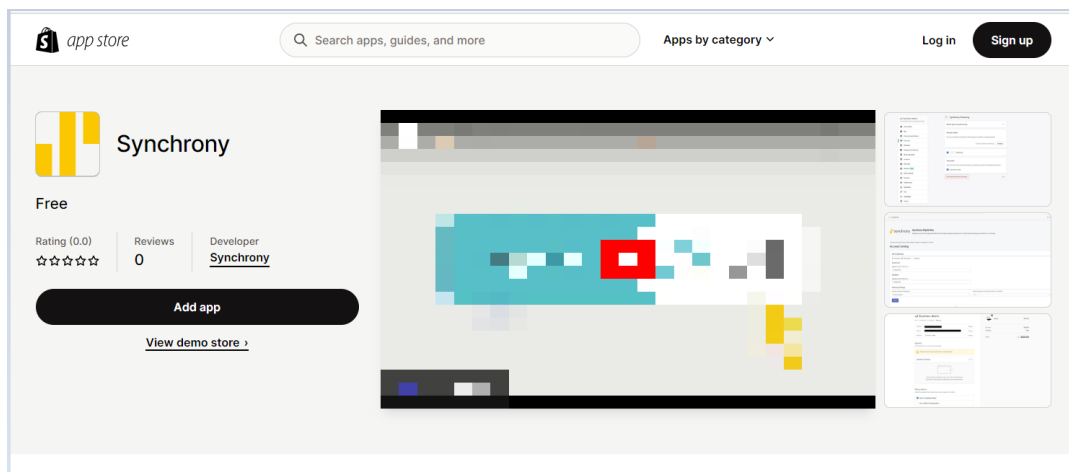
Integrating Synchrony Payment App

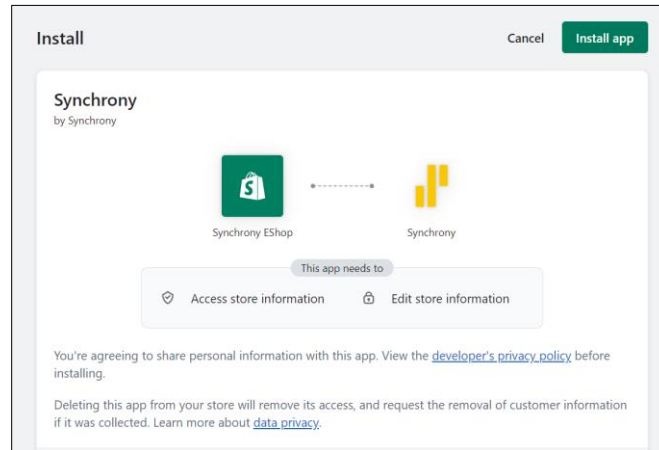
The high-level steps to integrate the Synchrony Payment App is as shown.



To integrate the payment app:

1. Log into your Shopify Admin console.
2. Go to <https://apps.shopify.com/syf>.
3. Click **Add app**.



4. Click **Install app**.

The configuration page is displayed.

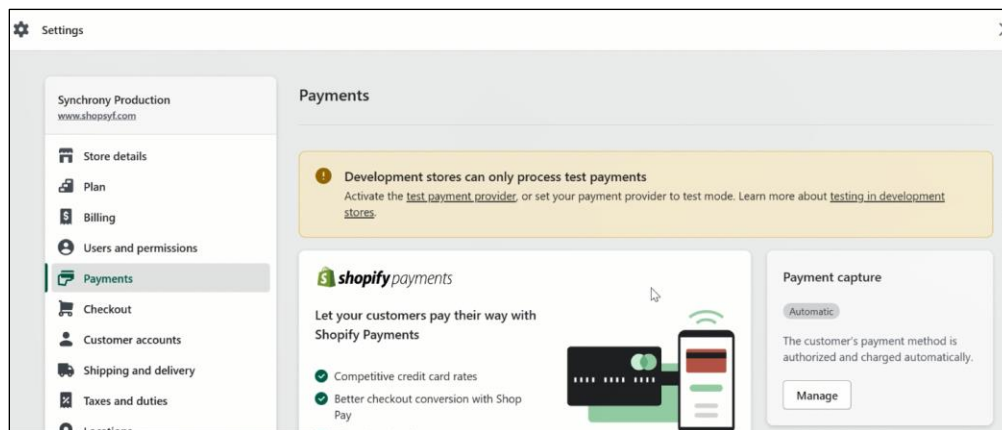
5. In **Account Settings** section > **API credentials**, specify the following for **Production** and **Sandbox**:

- **Unifi SYF Partner ID:** Enter the partner ID provided by the Synchrony Integration team.
- **Gateway Settings:**
 - **Address Passed to Gateway:** Select Billing Address.
 - **Capture Payment Only When Order is Fulfilled:** Select **No**.
 - **Custom Checkout Page:** Select **Yes**.

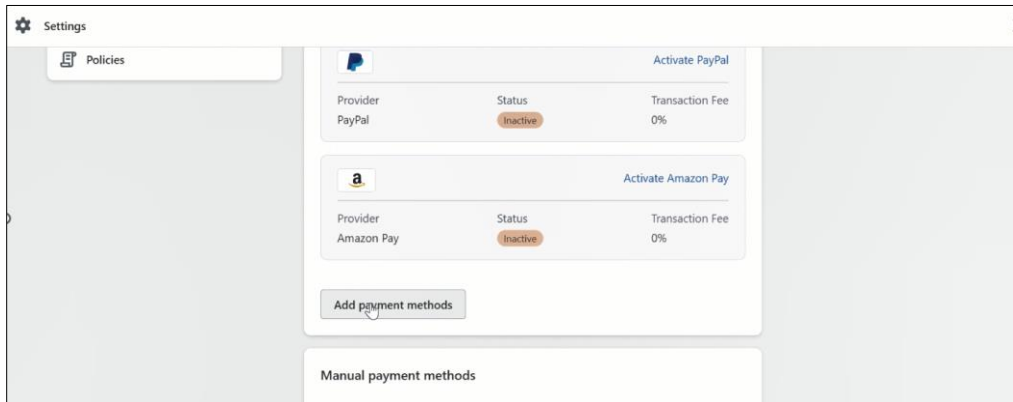
Partner ID is same for **Production** and **Sandbox**. However, internally the URLs are different.

6. Click **Save**. The configuration settings are saved.

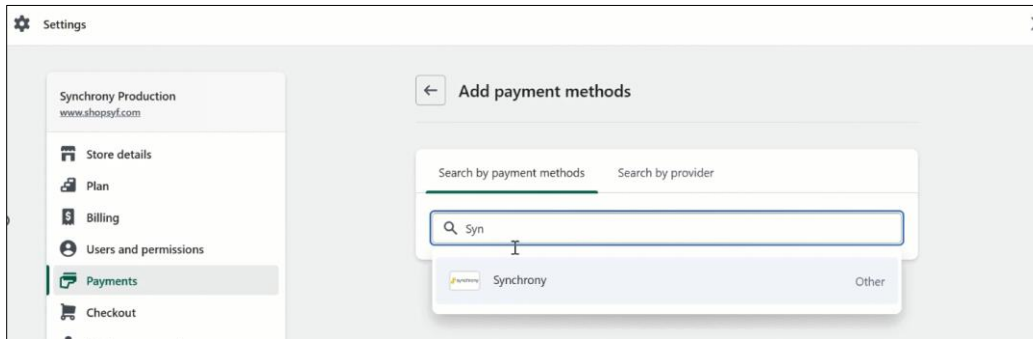
7. Go to the Shopify Admin Dashboard > **Payments** section.



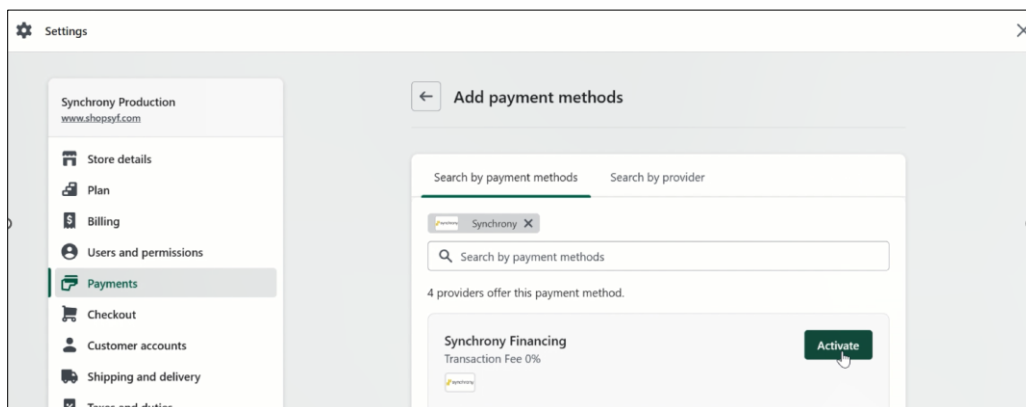
8. Click **Add payment methods**.



9. Search for the payment method called **Synchrony**.



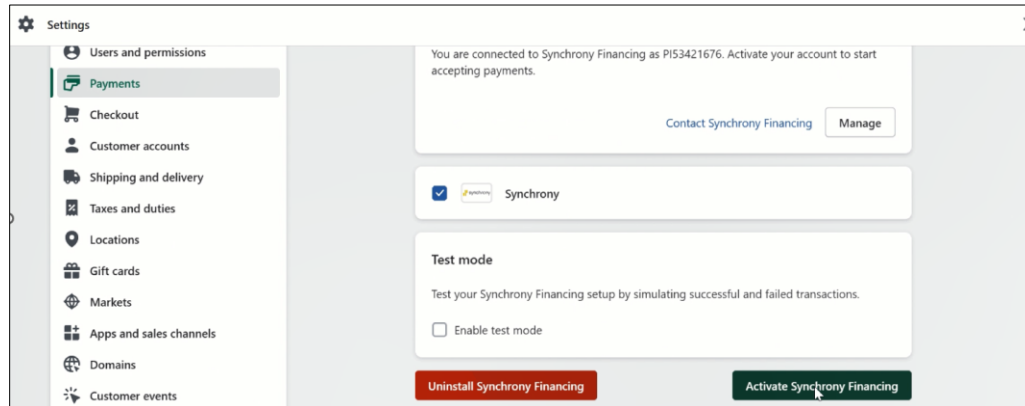
10. Click **Activate for Synchrony Financing**.



The following message is displayed:

“You are connected to Synchrony Financing as <Partner ID>. Activate your account to start accepting payments.”

11. Click **Activate Synchrony Financing**.



The message “Synchrony Financing activated” is displayed.

Once you activate, the Synchrony Financing options will be available during checkout on the merchant website.

Promotions

Promotions are financing offers, such as 6 months deferred interest. Each promotion has a cost, which is expressed as the Merchant Discount Rate. This Merchant Discount Rate is subtracted from the funded amount of the purchase, and this amount represents the cost of financing provided by Synchrony. Merchants cannot pass on the cost of financing to consumers. Available promotions are determined by Synchrony.

The Merchant Discount Rate is determined by the Product Solution selected during enrolment. If you would like to discuss other Product Solution sets, please contact Synchrony at 800-333-1082 or email us at eCommerce@syf.com

Troubleshooting

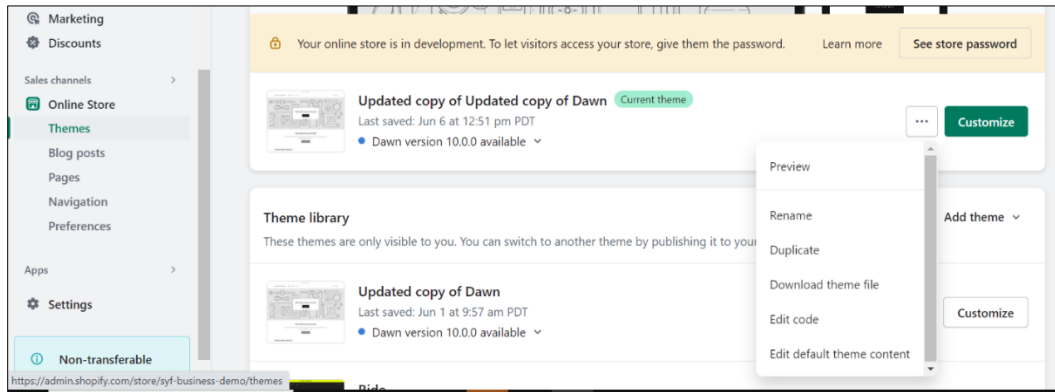
This section provides the resolution for the following issues:

- Product Price Variance Issue
- UniFi Widget Alignment Issue

Product Price Variance Issue

This issue occurs only for the product which has price variance. To resolve this issue:

1. Login to Shopify Admin console.
2. Click **Online Store > Themes**, and then click the ... menu.



3. Click **Edit Code**.
4. Search for the **syf-modal.script** file.
5. Uncomment Line 345 and 347. First parameter will be provided by solution team, which must be passed in the method call.

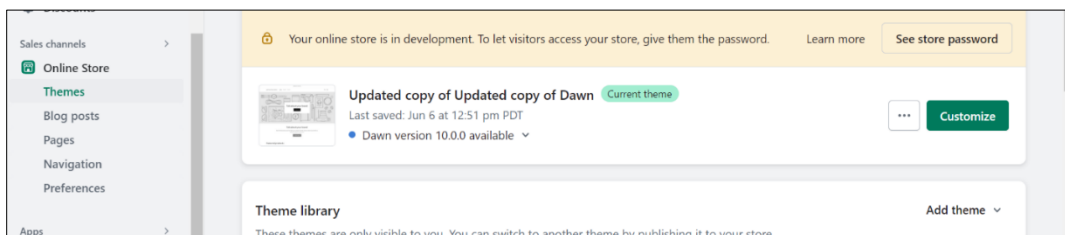
```

342
343         // For Dynamic Price Updates - PDP
344         // updatePrice(MutationObserverId,PDPpriceElementId/SubTotalElementId,syfPriceId)
345         //updateWidget('', '#product-content', 'PDP');
346         // For Dynamic Price Updates - CART
347         //updateWidget('', '#product-content', 'CART');
348     </script>
    
```

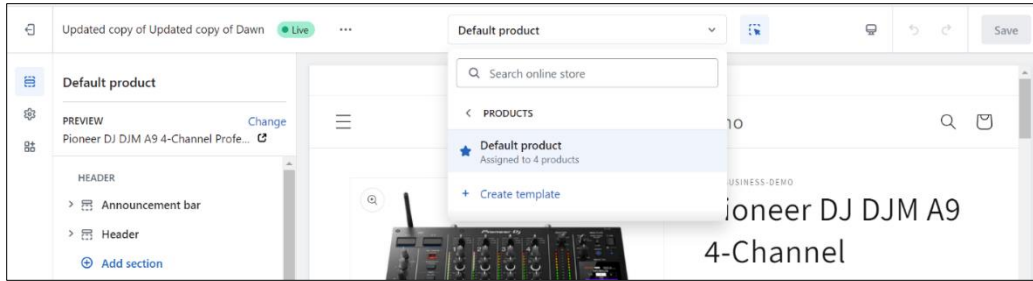
UniFi Widget Alignment Issue

Check whether App-block is supported or not. If it is supported, it can be customized. To do this:

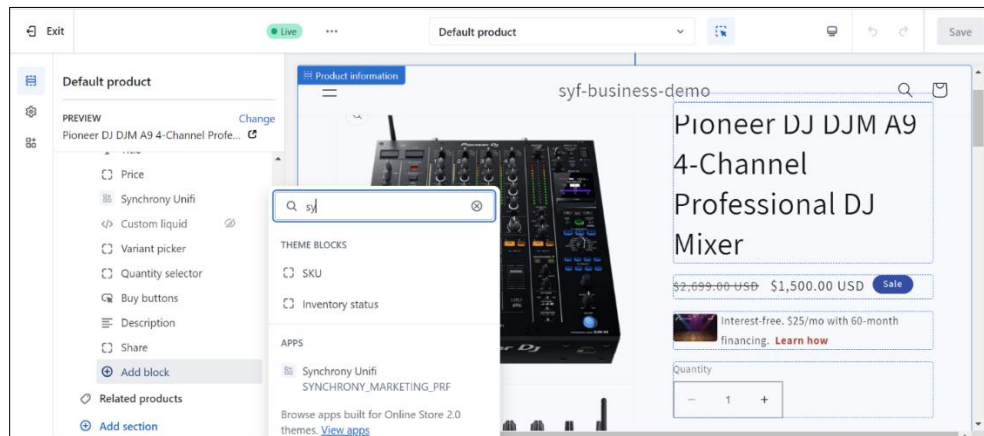
1. Login to the Shopify Admin console.
2. Click **Online store > Themes**, and then click **Customize**.



3. Search for default product page.



4. Click **Add Block** and search for **Synchrony**. Select the block to add. Widget block can be moved as fit to the page.



Frequently Asked Questions (FAQs)

This section provides information for the following FAQs:

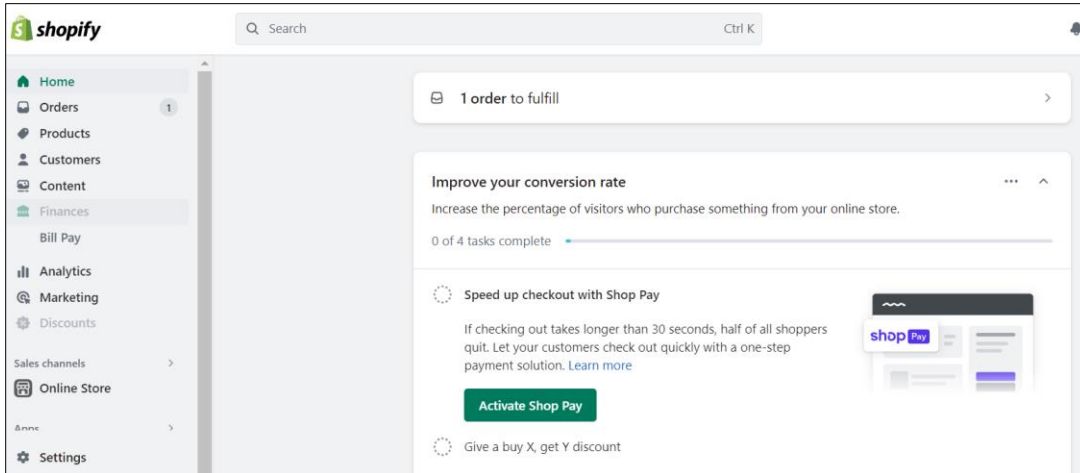
- What are the supported themes?
- How to uninstall Synchrony App?
- How to disable Synchrony Payment option?

What are the supported themes?

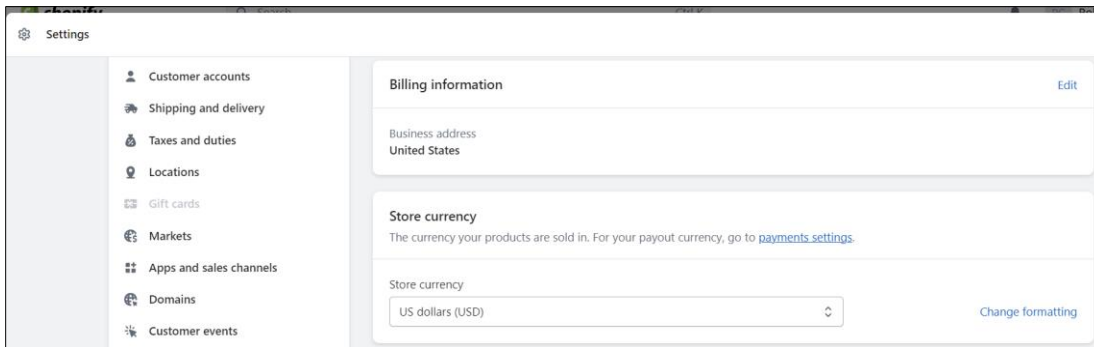
Most of the popular themes available in the store are supported. Some of the themes required minor changes.

How to uninstall Synchrony App?

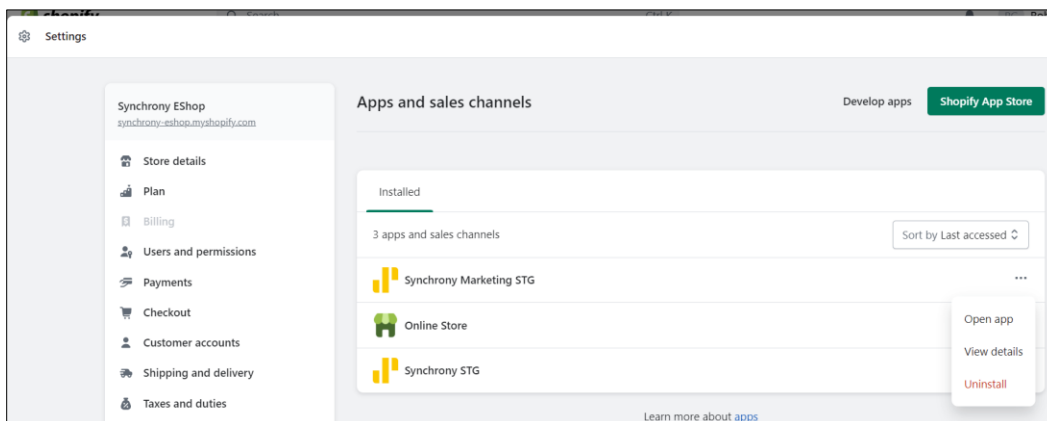
1. Login to Shopify admin console.



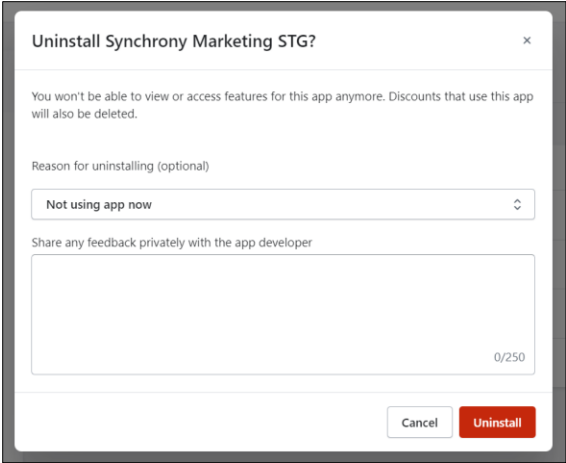
2. Go to **Settings** and click **Apps and Sales Channels**.



3. Click ... menu and click **Uninstall**.

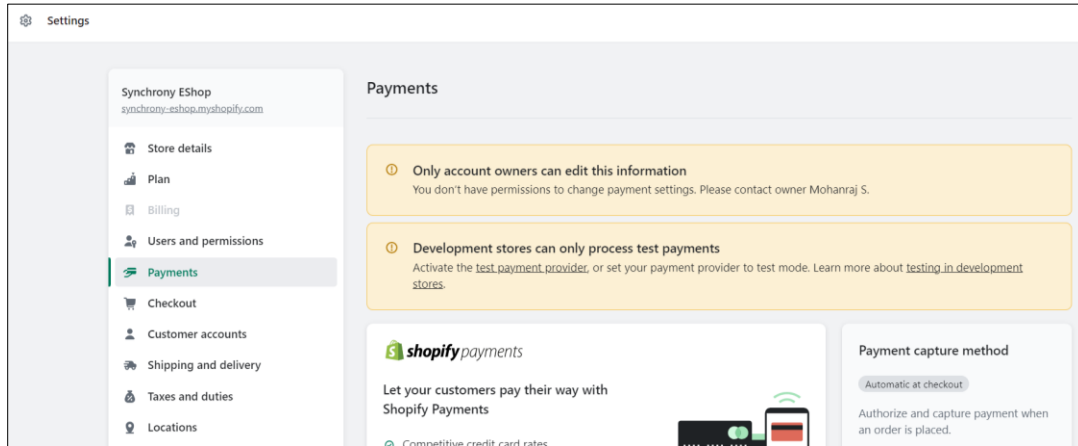


4. Select the reason for uninstatl, provide any feedback, and click **Uninstall**.

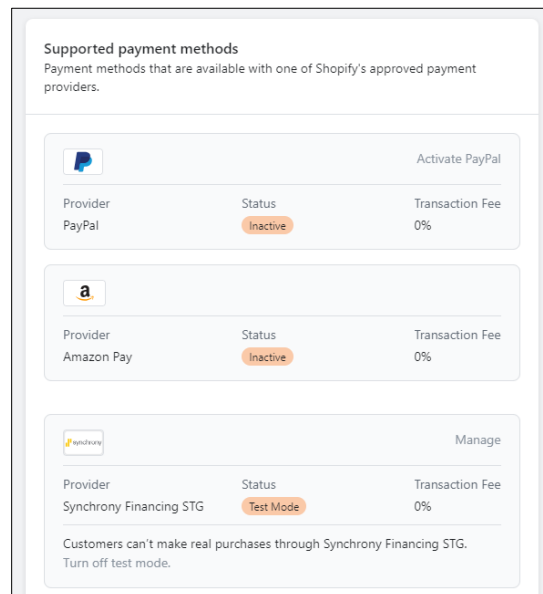


How to disable Synchrony Payment option?

1. Login to Shopify admin console.
2. Go to **Settings > Payments**.



3. Scroll down to **Supported payment method** section.
4. Click on the **Manage** link.



5. Click **Deactivate Synchrony Financing PRF**.

