Synchrony Marketing and Payment Applications Integration Guide for Shopify Merchants



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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	1erchant 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.

S	shopify	Q Search		Ctrl K	٠	RG
•	Home Orders 1	Use this p 2 of 5 tas	bersonalized guide to get your store up and running. ks complete			
• • •	Products Customers Content Finances	In the last These p Products	14 days roducts were viewed most often that get more views are more likely to be purchased.			
\$ \$	Bill Pay Analytics Marketing Discounts	Product	Classic Electric Guitar in Scarlet Red Metallic		Jun 28- 5 vi	–Jul 11 iews
Sales	channels >		iSUP Combo, Gray/Blue		4 vi	iews
		一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一一	Grill 1300		3 vi	iews

3. Click Apps and sales channels.

a	chanifu	O court	Dabit Komer	c
\$ <u>3</u>	Settings			×
	📜 Checkout			^
	Customer accounts	Billing information	Edit	
	Shipping and delivery			
	Taxes and duties	Business address United States		
	Q Locations			
	🕼 Gift cards	Store currency		
	Markets	The currency your products are sold in. For your payout currency, go to payments settings.		
	Apps and sales channels	Store currency		
	Domains	US dollars (USD)	Change formatting	
	⅔ Customer events			
	🖾 Brand	Time zone and units of measurement		
	Notifications	Used to calculate product prices, shipping weights, and order times.		
	Custom data			

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

A shanifu	O. coult	Code Code Code Code Code Code Code Code
鐐 Settings		×
Synchrony EShop synchrony-eshop myshopify.com	Apps and sales channels	Develop apps Shopify App Store
🖀 Store details	Installed	
风 Billing	apps and sales channels	Sort by Last accessed 🗘
 Users and permissions Payments 	Conline Store	
Checkout		
Shipping and delivery		
Taxes and duties	Learn	more about <u>apps</u>

5. Click Add app.

s app store Q Search a	pps, guides, and more	Apps by category ~	Log in Sign up
Details for this app might be incomplete or missing because the det	eloper needs to update their informat	tion.	
Synchrony Marketing Messaging	Synchrony Markeling Synchrony Mysical Boy Synchrony Synchrony Mysical Boy Synchrony Synchro Synchrony Synchro Synchrony Synchro Synchron	Nak angkag Sanat (19) sand anil ani ang ang dada ta pantan.	ample and
Free Rating (0.0) Reviews Developer	Account Setting all Codestals baccount © Induce baccount © Induce Reduction Dayse by Difference is	Spin to Hospitchig Spin to Hospitchig	
Add app	Digen ky Wager o Cer Sendow Digen ky 201 Nemer te Digen ky Wager o Cer	Spirite Inspirite Spirite Inspirite Kit Spirite Inspirite	
View demo store >	-		

The Install page is displayed.

6. Click Install app.

🛐 shopify	Q Search	Ctrl K	Ļ
Synchrony Production 💌	Install	Cancel Install agta	
A Home			
Corders Products Customers Content Finances III Analytics Marketing	Synchron by Synchrony	Marketing Messaging	
Discounts Sales channels		This app needs to Access store information Edit store information	
🍄 Settings	You're agreeir installing.	to share personal information with this app. View the <u>developer's privacy policy</u> before	

The configuration page is displayed.

shopify	Q Search	Ctrl K	RK RK
Customers	Synchrony Marketing Messaging		
🔄 Content			
Finances	Environment Production Sandbox		
III Analytics	Production		
G Marketing			
Ø Discounts	Unifi SYF Partner Id	Unifi Widget Config	
		ALL	:
iales channels >		NONE	
	Unifi Widget Cart	ALL	
Apps >		CART	
Synchrony Market 4	Sandhay	h	
Settings	Sandbox		
Synchrony Promotions	Unifi SYF Partner Id	Unifi Widget Config	
		ALL	\$
Settings	Unifi Widget in Cart	Unifi Widget in PDP	

7. 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.
- 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 <u>https://apps.shopify.com/syf</u>.
- 3. Click Add app.

app store	Q Search apps, guides, and more	Apps by category ~	Log in Sign up
Synchrony		-	
Free	_		
Rating (0.0) Reviews Develope 会会会会 O Synchro	or ony	D .2.4	Froting management
Add app			
View demo store >			

4. Click Install app.

Synchrony by Synchrony					
	ŝ		d'		
	Synchrony E	Shop	Synchrony		
		This app needs t			
	⊘ Access store in	formation 🗍	Edit store information	r	
You're agreeing t	o share personal inform	nation with this app.	View the <u>developer's p</u>	rivacy policy	before

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.

chrony STG		
synchrony [*]	Synchrony Un	ifi ment platform that makes accepting financial (SVF)
	issued credit cards ea	sy and intuitive for customers.
ontact your Synchrony relations	hip manager to change	your offers.
ccount Setting		
API Credentials	Candhay	
Draduation	Sandbox	
Production		
Sandbox		
Unifi SYF Partner Id		
Gateway Settings		
Address Passed To Gateway		Capture Payment Only When Order Is Fulfilled
Billing Address	÷	No
Custom Checkout Page		
Yes	¢	
Save		
(@	Synchrony Payment	Gateway AppVersion: 1.0.7

- 6. Click **Save**. The configuration settings are saved.
- 7. Go to the Shopify Admin Dashboard > **Payments** section.

🗱 Settings		×
Synchrony Production	Payments	
 Store details Plan Billing 	Development stores can only process test payments Activate the test payment provider, or set your payment provider to test stores.	mode. Learn more about <u>testing in development</u>
Users and permissions	shopify payments	Payment capture
Checkout	Let your customers pay their way with Shopify Payments	Automatic The customer's payment method is
Shipping and delivery Taxes and duties	Competitive credit card rates Better checkout conversion with Shop Pay	authorized and charged automatically. Manage

8. Click Add payment methods.

Settings				
F Policies			Activate PayPal	
	Provider PayPal	Status	Transaction Fee 0%	
	a		Activate Amazon Pay	
)	Provider Amazon Pay	Status	Transaction Fee 0%	
	Add pamment method	IS		
	Manual payment met	hods		

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

Settings		
Synchrony Production www.shopsyf.com	← Add payment methods	
📅 Store details	Search by payment methods Search by provider	
Billing	Q Syn	
Users and permissions	I	
Payments	Junior Synchrony	Other
Checkout		

10. Click Activate for Synchrony Financing.

*	Settings		\times
	Synchrony Production	← Add payment methods	
)	Store details Plan Billing Users and permissions	Search by payment methods Search by provider Synchrony X Search by payment methods	0
	Payments	4 providers offer this payment method.	
	Customer accounts Shipping and delivery Taxos and dution	Synchrony Financing Activate Transaction Fee 0%	

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.

\$	Settings			×
	9 u	Users and permissions	You are connected to Synchrony Financing as PI53421676. Activate your account to start	
	🖻 P	Payments	accepung payments.	
) n (Checkout	Contact Synchrony Financing Manage	
	. (Customer accounts		
	S e	Shipping and delivery	Sinchrony	
,	Т	Taxes and duties	Synchrony	
	Q 1	Locations		
	* 0	Gift cards	Test mode	
	⊕ N	Markets	Test your Synchrony Financing setup by simulating successful and failed transactions.	
		Apps and sales channels	Enable test mode	
	€ □	Domains		
	% (Customer events	Uninstall Synchrony Financing Activate Synchrony Financing	9

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.

MarketingDiscounts	Your online store is in development. To let visitors access your store, give them the passe	vord. Learn more Se	ee store password
Sales channels > Contine Store Themes	Updated copy of Updated copy of Dawn Current theme Last saved: Jun 6 at 12:51 pm PDT Dawn version 10:00 available ~		Customize
Blog posts Pages		Preview	í
Navigation Preferences	Theme library These themes are only visible to you. You can switch to another theme by publishing it to your	Rename Duplicate	Add theme $$
Apps >	Updated copy of Dawn Last saved: Jun 1 at 9:57 am PDT • Dawn version 10.0.0 available ~	Download theme file Edit code Edit default theme content	Customize
https://admin.shopify.com/store/syf-business-den	mo/themes Dide		•

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

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

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**.

Sales channels >	O Your online store is in development. To let visitors access your store, give them the password. Learn more	See store password
Themes Blog posts Pages Navigation	Updated copy of Updated copy of Dawn Current theme Last saved: Jun 6 at 12:51 pm PDT • Dawn version 10:0.0 available ~	Customize
Preferences	Theme library These themes are only visible to you. You can switch to another theme by publishing it to your store.	Add theme v

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.

6 E	xit	• Live ····	Default product	× 08	모 5 순 Sav
8	Default product	Product informati	syf-bu	usiness-demo	Q
+0	PREVIEW Cham Pioneer DJ DJM A9 4-Channel Profe C C Price Synchrony Unifi C Custom liquid C Variant picker	Q syl		Pioneer 4-Chann Professi Mixer	DJ DJM A9 iel onal DJ
	C) Quantity selector	SKU Inventory status		\$2,699.00 USD \$	1,500.00 USD Sale
	C) Share Add block Related products Add section	Synchrony Unifi SYNCHRONY_MA Browse apps built for (themas View apps	RKETING_PRF	Quantity - 1 +	

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.

🗿 shopify		Q Search	Ctrl K		
A Home	Î				
Grders	1		☐ 1 order to fulfill	>	
Products					
2 Customers					
🔛 Content			Improve your conversion rate	^	
finances			Increase the percentage of visitors who purchase something from your online store.		
Bill Pay			0 of 4 tasks complete 🔹	_	
II Analytics					
R Marketing			Speed up checkout with Shop Pay		
Discounts			If checking out takes longer than 30 seconds, half of all shoppers quit. Let your customers check out quickly with a one-step		
Sales channels	>		payment solution. Learn more		
Online Store			Activate Shop Pay		
ånne	>		(**) Give a huv X get V discount		
Settings			in the a bay A, get 1 discount		

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

Chanifu O Saint	CHIV.	00 0
翰 Settings		
Customer accounts	Billing information	Edit
Shipping and delivery		
💩 Taxes and duties	Business address United States	
Q Locations		
C3 Gift cards	Store currency	
Markets	The currency your products are sold in. For your payout currency, go to payments settings.	
## Apps and sales channels	Chara curranau	
Domains	US dollars (USD)	ormatting
Customer events		

3. Click ... menu and click Uninstall.

Ch shanib	O Coarch	Ch V	C Dobit
रक्ष Settings			
	Synchrony EShop synchrony-eshop.myshopify.com	Apps and sales channels Develop apps	Shopify App Store
	Store details		
	ai Plan	Installed	
	😫 Billing	3 anns and sales channels	hy Last accessed 0
	Levers and permissions		by Last accessed V
	🗇 Payments	Synchrony Marketing STG	
	📜 Checkout	Online Store	Open app
	Customer accounts		View details
	Shipping and delivery	Synchrony STG	Uninstall
	💩 Taxes and duties	Learn more about apps	

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

Uninstall Synchrony Marketing STG?	×
You won't be able to view or access features for this app anymore. Discour will also be deleted.	nts that use this app
Reason for uninstalling (optional)	
Not using app now	Ŷ
Share any feedback privately with the app developer	
	0/250
Canc	el Uninstall

How to disable Synchrony Payment option?

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

l Settings		
Synchrony EShop synchrony-eshop.myshopify.com	Payments	
 Store details Plan Billing Users and permissions Payments 	Only account owners can edit this information You don't have permissions to change payment settings. Please contact owner Moh Development stores can only process test payments Activate the test payment provider, or set your payment provider to test mode. Lea stores.	nanraj S. rn more about <u>testing in development</u>
 Checkout Customer accounts Shipping and delivery Taxes and duties Locations 	Shopify payments Let your customers pay their way with Shopify Payments Competitive credit card rates	Payment capture method Automatic at checkout Authorize and capture payment when an order is placed.

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

P		Activate PayPal
Provider	Status	Transaction Fee
PayPal	Inactive	0%
a Provider Amazon Pay	Status	Transaction Fee 0%
J wyndrony		Manage
Provider	Status	Transaction Fee
Synchrony Financing STG	Test Mode	0%

5. Click Deactivate Synchrony Financing PRF.

Account status You are connected to Synchrony Financing PRF and are able to accept payments.	
You are connected to Synchrony Financing PRF and are able to accept payments.	
Contact Synchrony Financing PRF Mar	age
Test mode	
lest your synchrony Financing PKF setup by simulating successful and failed transact	ons.