

# Adding a Downloadable Product to your Storefront

Important notes on downloadable products:

- All downloadable products MUST be less than 10 MBs

- Customers MUST create an account to purchase a subscription product

- A merchant account recommended when selling downloadable products

- When a customer purchases a downloadable file they will need to be on your store to download the file once the payment has been received. For this reason sending your customer to the PayPal website to pay for the product can make it difficult for the customer to navigate back to your website after they have finished paying for the product. If you do choose to use PayPal your customers will need to come back to your website and go to the Customer Service page. There they will see an option to Download Product Files.

1. [Creating a new Downloadable product](#)
2. [Updating a Downloadable File](#)
3. [How Downloadable Products work on your live store](#)
4. [Managing Purchases](#)

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x

▶ Home

▶ Store Design

▶ Store

▼ Product

List

Search

Add

Images

▶ Shared Attributes

▼ Categories

Add

List

Map

Low Inventory

Backordered

▶ Manufacturers

▶ Suppliers

Custom Fields

**Store Name Here : Open for business**

[Close store for maintenance](#)

**Quick Store Stats**

[Edit Display](#)

x

**Order Information**

[Orders Pending Authorization:](#) 3 \$15.00

[Orders ready for shipping:](#) 3 \$50.00

[Orders shipped today:](#) 0 \$0.00

**Customer Information**

[New customer orders:](#) 0

[New customer orders:](#) 6

**Product Information**

[Low inventory products:](#) 8

[Backordered products:](#) 0

Featured products: [Pretty Pink Pony Purse](#)

Featured categories: 0

[Best selling products](#)

Before you add a new product, let's start by creating a product category.



- ▶ Home
- ▶ Store Design
- ▶ Store
- ▼ Product
  - List
  - Search
  - Add
  - Images
  - ▶ Shared Attributes
  - ▼ Categories
    - Add
    - List
    - Map
    - Low Inventory
    - Backordered
  - ▶ Manufacturers
  - ▶ Suppliers
  - Custom Fields
  - ▶ eBay
- ▶ Marketing
- ▶ Order
- ▶ Shipping
- ▶ Customer
- ▶ Support
- Report

## Add Category

**Basic Information**

Category:\*

Description:

Photo: Existing: None ▼  
 No file chosen

Sort Priority:

Featured Category: ☐ Make this a featured category for my store

Members Only: ☐ Show exclusively in members only catalog

Default Category: ☐ Make this my default category for new products

Shopping Comparison Sites: ☐ Exclude category from Shopping Comparison Sites

**Templates**

Header Template: Default ▼

List Template: Default ▼

Footer Template: Default ▼

Here you can enter the name of the category.

Here you can change the category sort priority, which controls the order of categories on your live store. The category with the lowest sort priority number will be displayed first. If you leave the sort priority as 9999 the categories will be listed alphabetically.

Click Submit when you have finished set up the category. You will be able to come back and make changes later.

[Product](#) > [Categories](#) > [Add](#)

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x

Home

Store Design

Store

Product

- List
- Search
- Add**
- Images

Shared Attributes

Categories

- Add**
- List
- Map

Low Inventory

Backordered

Manufacturers

Suppliers

Custom Fields

eBay

Marketing

Order

Shipping

Customer

Support

Report

## Category Information

### Music

Basic Information

Description:

Featured Category:

No

Members Only:

No

Default Category:

No

Exclude from Shopping Comparison Sites:

No

Templates

Header Template:

List Template:

Footer Template:

Subcategories

Subcategories:

Update

Subcategories

Now that you have created a category, you can now add a product to your store.

[Product > Add](#)

**Add Product** [Use the Wizard Instead](#)

**Basic Information**

Product Name:\*

Categories:  [Assign Categories](#)

SKU/Item No:

ISBN:

MPN:

UPC:

OEM:

Condition:

Listing Template:

Product Detail Template:

Product Type:

Show in Store: ☒ Active

Featured Product: ☐ Make this a featured product for my store

Media: ☐ Product is a book, a movie or music

Subscription: ☐ Subscription product

Authorization: ☐ Special authorization required to purchase

Order Extensions: ☐ Gather order extensions during checkout

Template:

Here you can enter in name of the product.  
Help Tip: A good product name is descriptive and to the point.

These additional fields can be used to enter more specific information about a product.  
Note: Many of these fields maybe left blank.

Some shopping comparison sites categorize products based on if they are a book, movie or music.  
Note: This option does not affect how items are listed on your live store.

Once you have entered in the general information about a product you will be able to assign it to a category. For this example, let's place this product in the Music category.

**Assign Categories**

Select the categories to assign to your product, and then click **Save**.

**Available Categories**

- ☐ Candles
- ☒ Music
- ☐ Necklaces
- ☐ New
- ☐ Rubber Duckies
- ☐ Test Category

**Assigned Categories**

Step 1: Select the category or categories from the list of available categories.

Step 2: Click on the arrow to assign the product to the selected category.

Step 3: Remember to click Save.

[Save](#) [Cancel](#)

Description

Brief Description

The brief description displays on product search results pages.

Enter a short one or two sentence description of your product here. When a customer is looking at multiple products they will see a small image and the brief description of each product. You will want to keep this description short and to the point.

You also have the option to leave this field blank in which customers will just see the product name, price and a small thumbnail of the product.

Long Description

The long description displays on the product detail page.

Enter a detailed description of the product here. This is the description that customers will see when they are looking at this product only. Be sure to take some time to include all the important information about this product. This description is your opportunity to sell this product to potential customers.

Helpful tip: If you are selling items from a drop shipper, you will want to take some time to modify the product description to make it unique (this will help you stand out from other stores selling the same products).

Your detailed product description carries a lot of weight with the search engines. The information that you provide gives the search engines a detailed description of the specifics about this product. The detailed description is where search engines will look for keywords that describe this product. Successful online stores generally have product descriptions that are at least 50 to 100 words with keywords included in the description. While you don't need to write a short novel about your product, you do need to provide enough information to give the search engines and your customers a good idea of what your product is and its benefits.

Images

Display up to four images on your product detail page. The primary image also displays at a smaller size in product search results, and on the home page when featured or random products are shown.

Product Images

Primary Image

Drop selected image

Drop selected image

Drop selected image

Drop selected image

[Upload an image](#)

Search available images by name or tag:

Search

Available Images

1 images (page 1 of 1)

To assign an image to your product, drag an image from this area and drop it into your product images.

Next you will want to upload an image of your product.  
Note: You can have up to 4 images for each product.

Here you will be able to see all of the product images you have previously uploaded into Storefront. If you would like to use an existing image you can simple drag an image and drop it into the product image boxes above.

Note: The default resize options can be changed in Images > [Image Settings](#)

Storefront Downloadable Products Guide (updated for version 10.3.2)

Page 6

**Add Product Image**

Browse to an image or enter an image URL and then click **Save**.

**Recommendation:** A small, medium and large image will be created from the image that you upload. For optimal display, upload your product images at a size of 650 pixels or larger.

**Upload Image**

**Insert Image URL**

Example: `http://www.mystore.com/pics/image.gif`

**Title**

Example: Nike Air Max Torch 4

**Tags**

Example: Nike, Shoes, Running (separate tags with commas)

When you click on Browse you will be able to upload an image from your computer.

Once you have selected an image from your computer, you will be able to add an image title and tag.

When you are done adding a product, remember to click Save.

When you upload an image from your computer, Storefront will create three different version of the image. By default it will create a 100 pixel thumbnail that will be used when a customer is looking at multiple products, a 300 pixel medium size image that customers will see when looking at a single product, and a 650 pixel large zoom image. When a customer is looking at a single product on your store, they can click on the medium size image and the large image will open in a new window (also known as an image zoom).

When you are adding an image you will also have the ability to give the image a title and tags. The title is used to provide additional information about the image. An ideal image title is short, relevant and to the point. Depending on which browsers your customers use when they are viewing your store, they may be able to see this information so while this is a great place to include keywords about your product, customers should be able to read this information. Image tags are general keywords for this image. While setting up image tags is part of properly setting up a product, image tags are not nearly as important as the name of your product, product description and image title.

**Pricing Information**

Sell Price:\*

Retail Price:

Surcharge:

Invoice Text:

Sale Information: ☐ Exclude product from store promotions

Sales Tax: Taxable? ☒ Category:

**Shipping Information**

Shipping:  ☒ Exclude from shipping charges

Container:

Weight:  lb

Dimensions: Length:  in x Width:  in x Height:  in

Here you can enter the sell price, which is the price customers will pay for this product.

Here you can enter in the shipping information. If you are selling downloadable products in addition to products that need to be shipped, you can exclude this product from shipping charges.

If you are selling discounted items, you may choose to include a retail price, will provide customer an easy way to see how much they are saving by purchasing on your store. If you aren't seeing discounted items, then you will want to leave the retail price field blank because including a retail price will show customers they are saving \$0.

When using a surcharge for a product, customers viewing your live store will see the total cost of the product (ie: the sell price + any surcharge). This option gives you the ability to include information about any surcharges on the customer's invoice. Because customers will see the overall total cost when looking at a product, these feature isn't commonly used.

Inventory Information	
Quantity:	<input type="text" value="0"/>
Threshold:	<input type="text" value="0"/>
Unit of Measure:	<input type="text"/>
Cost:	<input type="text" value="\$0.00"/>
Supplier:	<input type="text" value="None"/>

If you want to have your Storefront keep track of your inventory, you will want to place the quantity in stock here. You will also need to enable inventory tacking under Store then Product Prefs.

For downloadable products, you will enter the inventory later once the file is attached to the product.

Attributes	
<input type="button" value="Add Attribute"/>	For a downloadable product, you MUST create an attribute. The downloadable file will be attached to this attribute after the product has been created.
10 attributes remaining.	

Attributes	
Format:	Shared Attributes <input type="text" value="None"/>
Note: Selecting a Shared Attribute will update any existing va	
Storefront Label	<input type="text" value="Format"/>
Selection Display Type	<input checked="" type="radio"/> Pull down menu <input type="radio"/> Radio button
Attribute Values	<input type="text" value="MP3"/>
Note: Separate values with commas	
<input type="button" value="Add Another Attribute"/>	Here you can enter the name of the product option. Generally for downloadable products, the storefront label is often format.
9 attributes remaining.	

Here you can enter the name of the product option. Generally for downloadable products, the storefront label is often format.

Here you can enter in the different product options. When you are setting up a downloadable product, it is common to only have one option. In this example, the new hit single is an MP3 file.

For a downloadable product, the product file will be attached to an attribute after the product has been created.

Options				
Product Services:	Svc	Gather?	Title	Fee
1:	<input type="checkbox"/>		<input type="text"/>	<input type="text" value="\$0.00"/>
2:	<input type="checkbox"/>		<input type="text"/>	<input type="text" value="\$0.00"/>

Custom Information	
Custom 1:	<input type="text"/>
Custom 2:	<input type="text"/>
Custom 3:	<input type="text"/>
Custom 4:	<input type="text"/>
Custom 5:	<input type="text"/>
Custom 6:	<input type="text"/>

Search Engine Tuning	
Meta Description:	<input type="text"/>
Search Engine Keywords:	<input type="text"/>

Product Services are used to collect additional information that customers can type into this field.

Generally product options aren't used for downloadable products.

Custom information is used when custom code has been added to your Storefront. In most cases these fields will be left blank.

Here you can enter a Meta description for this product.

Customers won't see any Meta information when they are looking at this product on your live store. Typically, search engines will display this text with the link to a particular product on your store. The blue link is generally the name of your product and the text underneath it is your Meta description. While it is helpful to include keywords in this short



description, the goal of a good Meta description is to be easily understood and encourage customers to click on the link to this product.

The screenshot shows a form titled "Google Product Search Feed". It contains three input fields: "Google Category:" with a text input, "Gender:" with a dropdown menu set to "None", and "Age Group:" with a dropdown menu set to "None". A note below the "Google Category:" field states: "Note: Make sure you enter the category as shown in the [Google Category Taxonomy](#). Example: Toys & Games > Puzzles > Jigsaw Puzzles". At the bottom of the form are four buttons: "Submit", "Reset", "Preview", and "Cancel".

Next if you are uploading your products to Google Shopping, you can include more detailed information that Google Shopping uses for items. If you are in the US, UK, Germany or France there are several categories of items that must include the Google Category. [Additional information on categorize your products](#)

Note: Any product belonging to the following Google categories must set the **Product > Google Product Search Feed > Google Category** value as shown below.

- Apparel & Accessories > Clothing
- Apparel & Accessories > Shoes (**Note:** Do not use Apparel & Accessories for clothing and shoes.)
- Media > Books
- Media > DVDs & Videos
- Media > Music
- Software > Video Game Software

Also remember that specifying a Google category does not replace the Product Type. The category that you place your product in is used for the product type for Google Shopping.

If you are selling Apparel & Accessories, you will also need to select the gender (Female, Male or Unisex) and Age Group (Adults or Kids) for this item.

Once you have finished creating your product, remember to click submit!

The screenshot shows the "Product Information" page for a product named "Fake Band- New Hit Single". The page has a sidebar on the left with navigation links: Home, Store Design, Store, Product (List, Search, Add, Images), Shared Attributes, and Categories (Add, List). The main content area shows the product name, "Product No. 20", and a row of buttons: "Update", "Copy", "Keywords", "Related", "Attributes", "Promotions", and "List on eBay". A red box highlights the "Attributes" button, and a red arrow points down to it from a text box that says: "Once you have finished creating the product, you can now attach the downloadable file." Below the buttons is a "Basic Information" section with a table:

Product Name:*	Fake Band- New Hit Single
Categories:	New Music

Home

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Home

Store Design

Store

Product
 

List

Search

Add

Images

Shared Attributes

Categories
 

Add

List

Map

Low Inventory

Backordered

Manufacturers

Suppliers

Custom Fields

eBay

Marketing

Order

Shipping

Customer

Support

Report

## Product Attributes

Fake Band- New Hit Single | SKU: | Price: \$1.99

### Current Attribute Inventory

SKU	Price	Qty
-----	-------	-----

### Add Attribute to Inventory



#### Basic Information

SKU:	<input type="text"/>
ISBN:	<input type="text"/>
MPN:	<input type="text"/>
UPC:	<input type="text"/>
Condition:	<div>New</div>
Format:	<div>All</div> <div>All</div> <div>MP3</div>

First, be sure to select the format type for the downloadable product.

#### Pricing Information

Price:	<input type="text" value="\$1.99"/>
Cost:	<input type="text" value="\$0.00"/>

Next if the price for this attribute is different, you can change the pricing information here.

#### Inventory Information

Quantity:	<input type="text" value="0"/>
Unit of Measure:	<input type="text"/>

Next if you have inventory enabled, you can enter the quantity in stock for this product. Generally for downloadable products inventory isn't tracked.

#### Shipping Information

Weight:	<input type="text" value="0.0"/>	lb
Length:	<input type="text" value="0.0"/>	in
Width:	<input type="text" value="0.0"/>	in
Height:	<input type="text" value="0.0"/>	in
Container:	<div>Self</div>	
Electronic Fulfillment:	<div>Choose File</div> <div>No file chosen</div>	

Click here to upload the downloadable file from your computer.

Apply

Cancel

Once you have attached product file, be sure to click Apply.

## Store Design



▶ Home

▶ Store Design

▶ Store

▼ Product

List

Search

Add

Images

▶ Shared Attributes

## Product Attributes

Fake Band- New Hit Single | SKU: | Price: \$1.99

### Current Attribute Inventory

	SKU	Price	Qty
1		\$1.99	0
	MP3		

### Add Attribute to Inventory

Once you have added your downloadable product, you will see a summary of the product you just created. If you need to make changes you can click on the blue number next to the SKU to edit this product attribute.

Once you have created your product, you can come back later and update the file that is downloaded. This comes in handy if the file has changed but you don't want to re-create that entire product.

Homestead Storefront

Store Administration

[Back to Account Settings](#) | [Upgrade Store](#) | **Store Status: Open**

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Home

Store Design

Store

Product

List

Search

Add

Images

Shared Attributes

Categories

Low Inventory

Backordered

Manufacturers

Suppliers

Store Name Here : Open for business

[Close store for maintenance](#)

Quick Store Stats

Edit Display

Organization: 2 \$80.95

Orders ready for shipping: 1 \$0.00

Orders shipped today: 0 \$0.00

Customer Information

New customer orders: 0

Total customers: 21

Top 20 customers

Product Information

Low inventory products: 17

First you will want to bring up your product list.

Once you bring up your product list, look for the product that you want to update. In this case, let's update the same downloadable product, Fake Band- New Hit Single.

Home

Store Design

Store

Product

List

Search

Add

Images

Shared Attributes

Categories

Low Inventory

Backordered

Manufacturers

Suppliers

Custom Fields

eBay

Marketing

Order

Shipping

Customer

Support

Product List

Help

Use this page to manage your Product inventory.

1 - 25 of 26 items found for All [Clear search](#)   [Advanced search](#)

Show: [All](#) | [Active](#) | [Inactive](#) View:

Add Product

Quick List to eBay

Assign Categories

Delete

Update Fields

Reset Fields

1 2 Next

<input type="checkbox"/>	Product Name	Active	Price	Quantity	SKU OEM	Options
<input type="checkbox"/>	<a href="#">2 Bundle 16 inch roses *</a>	<input checked="" type="checkbox"/>	\$50.00	<input type="text" value="0"/>		<div>Categ Attrib Promo</div> <div>Relate Keys eBay</div>
<input type="checkbox"/>	<a href="#">Access to Member's Only Area</a>	<input checked="" type="checkbox"/>	\$0.00			<div>Categ Attrib Promo</div> <div>Relate Keys</div>
<input type="checkbox"/>	<a href="#">Bishy monogram T-shirt</a>	<input checked="" type="checkbox"/>	\$24.99			<div>Categ Attrib Promo</div> <div>Relate Keys eBay</div>
<input type="checkbox"/>	<a href="#">Bishy's T-Shirt</a>	<input checked="" type="checkbox"/>	\$9.99	<input type="text" value="0"/>		<div>Categ Attrib Promo</div> <div>Relate Keys eBay</div>
<input type="checkbox"/>	<a href="#">Fake Band- New Hit Single</a>	<input checked="" type="checkbox"/>	\$1.99	<input type="text" value="0"/>		<div>Categ Attrib Promo</div> <div>Relate Keys eBay</div>

Once you find your product on the Product List, click on Attrib under the Options.

- Home
- Store Design
- Store
- Product
  - List
  - Search
  - Add
  - Images
  - Shared Attributes
  - Categories
  - Low Inventory
  - Backordered
  - Manufacturers
- Home
- Store Design
- Store
- Product
  - List
  - Search
  - Add
  - Images
  - Shared Attributes
  - Categories
  - Low Inventory
  - Backordered
  - Manufacturers
  - Suppliers
  - Custom Fields
  - eBay
- Marketing
- Order
- Shipping
- Customer
- Support
- Report

## Product Attributes

Fake Band- New Hit Single | SKU: | Price: \$1.99

Current Attribute Inventory

	SKU	Price	Qty
1		\$1.99	110000

Add Attribute to Inventory

Basic Information

SKU:

Once you have your product attribute up, you will want to click on the number next to the current attribute inventory that you want to update.

## Attribute Inventory Update

Fake Band- New Hit Single | SKU: | Price: \$1.99

Promotions

Basic Information

SKU:

ISBN:

MPN:

UPC:

Condition:

New

Format:

MP3

Pricing Information

Inventory Information

Shipping Information

Weight:

0.0

lb

Length:

0.0

in

Width:

0.0

in

Height:

0.0

in

Container:

Self

Electronic Fulfillment:

☐ Product will not be downloaded.
 

Current Download file: [Fake-hit-single.mp3](#)

Browse...

Submit

Cancel

Delete

First, be sure to select the format type for the downloadable product. This should already be selected unless the attribute has been deleted or the wording has changed.

Here you will see the file currently attached to the selected attribute. To change the file click on the browse button and upload a new file from your computer.

Once you have updated the file, click on Submit.

When you look at the product on your live store, you will see that there is an option for format.

*Example StoreFront*

[My Account](#)

- ▶ Sign In
- ▶ Register
- ▶ Account History
- ▶ Lost Password

[Shopping Cart](#)

- ▶ View Cart
- ▶ Checkout
- ▶ # of Item(s): 0
- ▶ Total: **\$0.00**

Home About Us Service Policies

Categories

- Ruber Duckies ▶
- Candles
- Music
- Necklaces
- New
- Test Category

### Fake Band- New Hit Single

Manufacturer: N/A  
SKU: N/A

Price: **\$1.99**  
This item is in stock

Please select options:  
Format: MP3

Quantity:  [Add To Cart](#)

If this product is strictly downloadable, then the attribute will be listed on your store.

Don't miss the hit new single by Fake Band as it rises to the top of the charts.  
[Return to Catalog](#)

When a customer purchases a downloadable product, they will not be able to checkout anonymously. Customers will need to create an account with your store to purchase a downloadable product so that your store can provide the customer's account with a single download of the product purchased.

Customers can access their download immediately after checkout.

*Example StoreFront*

[My Account](#)

- ▶ Sign Out
- ▶ Register
- ▶ Account History
- ▶ Lost Password

[Shopping Cart](#)

- ▶ View Cart
- ▶ Checkout
- ▶ # of Item(s): 0
- ▶ Total: **\$0.00**

Home About Us Service Policies

Categories

- Ruber Duckies ▶
- Candles
- Music
- Necklaces
- New
- Test Category

### Order Confirmation

Thanks for your order! We appreciate your business.

To download your purchased files, visit our Customer Service section, or click on [Download Product Files](#).

Please make note of your confirmation number:

You can review the status of your order at any time. Go to **Customer Service** and enter your confirmation number.

If you have any questions about your order, please send an e-mail to [info@sample-storefront.com](mailto:info@sample-storefront.com)

Home Advanced Search View Cart Checkout About Us Service Policies

Once the customer places the order, they will have a link to download their product on the order confirmation page. Customers can also access their download by going to the customer service page (which is usually listed as Service).



My Account
Sign Out
Register
Account History
Lost Password

Shopping Cart
View Cart
Checkout
# of Item(s): 0
Total: \$0.00

Home About Us Service Policies

Categories
Ruber Duckies >
Candles
Music
Necklaces
New
Test Category

### Customer Sign In

Please enter your e-mail address and password.


E-mail:

Password:

Customers will need to sign into their account to access their download.

When a customer clicks on download product files (by either click on download product files on their order confirmation page or from the customer service page), they will be asked to sign into their account.

Once the customer logs into their account they will see their download list. For downloadable products, if payment has been received the order will be marked as shipped. Customers can download the file by clicking the file name.



My Account
Sign Out
Register
Account History
Lost Password

Shopping Cart
View Cart
Checkout
# of Item(s): 0
Total: \$0.00

Home About Us Service Policies

Categories
Ruber Duckies >
Candles
Music
Necklaces
New
Test Category

### Download List

These are the files you have purchased. Click on the file you wish to download.

File	Order Date	No.	Product	Status
<b>fake-band.mp3</b>	4/28/11	121	Fake Band- New Hit Single	Shipped

Customers can download the product by clicking on the file name.

Customers will only be able to download the file once. You will be able to view if the customer has downloaded the product file in your Storefront Administrator.

When a customer orders a downloadable product, the order is automatically moved to orders shipped today. You can access the invoice details by clicking on orders shipped today.

Home

+

-

x

Home

Store Design

Store

Product

Marketing

Order

Shipping

Customer

Support

Report

## Store Name Here : Open for business

[Close store for maintenance](#)

Quick Store Stats

Edit Display

x

Order Information

[Orders Pending Authorization:](#) 3 \$15.00  
[Orders ready for shipping:](#) 2 \$50.00  
[Orders shipped today:](#)

Customer Information

[New customer orders:](#) 0  
[Total customers:](#) 7  
[Top 20 customers](#)

To view the invoice, click on orders shipped today.

When you click on orders shipped today, you will be taken to a list of orders that have been completed. Here you will be able to see the date the order was shipped, the invoice number, the customer's name, the order amount and the packing list.

Home

+

-

x

Home

Store Design

Store

Product

Marketing

Order

Shipping

Customer

Support

Report

## Completed Orders

Use this page to manage completed orders.

1 completed order

Customer or Ship to last name

Search

[Advanced search](#)

View: 25 per page

Ship Date	Invoice	Customer	Ship To	Amount	Packing List
4/28/11	121	Test	Test	\$1.99	<a href="#">PL</a>



To view the invoice details, click on the date shipped.

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x

Home

Store Design

Store

Product

Marketing

Order

Shipping

Customer

Support

Report

Invoice/Receipt

No. 121

BILL TO:

Test

US

SHIP TO:

Test

US

Order Date	Status	Ship Date	Payment By	Confirmation No.	Shipment Tracking
4/28/11	Shipped	4/28/11	Visa		

Store Name Here Items

Quantity	SKU	Description	Price	Total
1		Fake Band- New Hit Single (MP3)	\$1.99	\$1.99

Sub-Total

\$1.99

Shipping

\$0.00

Sales Tax

\$0.00

Store Credit (\$1.99)

TOTAL DUE

\$0.00

Credit Card Information

Visa:

Expiration Date:

[Printer-Friendly Version](#)

[Payment Processor Details](#)

[Add Message to Customer](#)

[Issue Credit](#)

[Credits Against This Invoice](#)

[View Invoice Downloads](#)

[Adjust Invoice Downloads](#)

[Adjust Shipper Details](#)

[Delete Invoice](#)

[Invoice Audit History](#)

Here you will be able to see what the customer ordered. If the customer paid for the order using a credit card directly on your store, you will be able to see the credit card information on file for that customer

Here you will be able to view more detailed information about the order including the payment processor details and the invoice downloads.  
  
The invoice downloads will allow you to see if the customer has downloaded the files purchased.

To view more detailed information about the download, click on view invoice downloads.

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x

Home

Store Design

Store

Product

Marketing

Order

Shipping

Customer

Support

Report

Downloads for Invoice # 121

Date	Invoice	Download File	IP Address	Success
4/28/11 8:06 AM	<a href="#">121</a>	fake-band.mp3		Succeeded

When you view downloads for a given invoice, you will be able to see the date and file that was downloaded. In addition you will be able to see your customer's IP Address and whether or not the file was successfully downloaded. An IP address is a unique string of numbers separated by periods that identifies each computer attached to the internet. It is important to understand that multiple computers in geographic region can share an IP Address.

If you need to provide your customer with an additional download of this product, you change the maximum number of downloads allowed for an invoice by clicking on Adjust Invoice Downloads on the Invoice Details.

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Home

Store Design

Store

Product

Marketing

Order

Shipping

Customer

Support

Report

Invoice/Receipt

No. 121

BILL TO:

SHIP TO:

Test

Test

US

US

Order Date	Status	Ship Date	Payment By	Confirmation No.	Shipment Tracking
4/28/11	Shipped	4/28/11	Visa		

Store Name Here Items

Quantity	SKU	Description	Price	Total
1		Fake Band- New Hit Single (MP3)	\$1.99	\$1.99

Sub-Total

Shipping

Sales Tax

Store Credit (\$1.99)

TOTAL DUE

\$1.99

\$0.00

\$0.00

\$0.00

Credit Card Information

Visa:

Expiration Date:

- [Printer-Friendly Version](#)
- [Payment Processor Details](#)
- [Add Message to Customer](#)
- [Issue Credit](#)
- [Credits Against This Invoice](#)
- [View Invoice Downloads](#)
- [Adjust Invoice Downloads](#)
- [Adjust Shipper Details](#)
- [Delete Invoice](#)
- [Invoice Audit History](#)

If you need to provide this customer with additional downloads of a product they purchased, you can adjust the total number of downloads, by clicking on Adjust Invoice Downloads.

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x

Home

Store Design

Store

Product

Marketing

Order

Shipping

Customer

Support

Report

Adjust Downloads for Invoice # 121

Invoice	File Name	Successful Downloads	Failed Downloads	Max Downloads Allowed
121	fake-band.mp3	1	0	<div><div>1</div><div>Change</div></div>

Here you will be able to view the total number of successful and failed downloads. You can enter a new max downloads allowed and click change. Your customer will now be able to log back into their account and re-download the product.