

Quick Start for Value-Added Services

For resellers

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EXAMPLES: FRED'S .NET eNom® OBJECTS*
GREG'S eNom® PHP OBJECTS*
ACME™ eNom® OBJECTS*

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Introduction to value-added services

Value-added services (VASs) are the features that put a domain name to work—everything from Web site hosting to email to identity protection.

We offer the greatest variety of value-added services in the industry. They are fully integrated into our system: Once you're set up to sell domain names, it's a small step to offer the services to go with them.

This guide helps you do exactly that—it helps you add services to your existing API-based domain-selling Web site.

Why sell services?

Easy question. There are plenty of reasons to sell services:

- They're a benefit to your customers.
- They're a profit center for you. Value-added services offer you more pricing flexibility than the highly competitive market for domain names alone.
- Many of our services are unique to us, or ours is the best version of that service.
- Once a customer starts using our wide range of services, they're less likely to transfer away.
- We've done the development work and built the control panels—all you have to do is sell the services and build the pages that allow your customers to access them.

Services in this guide

The services covered in this guide are:

- [ID Protect](#) (WhoIs privacy protection)
- [SSL Certificates](#)
- [TRUSTe Privacy Policy](#)
- [RichContent](#)

- [Business Listing](#)
- [POP Email](#)
- [Web Site Creator](#) (do-it-yourself Web site wizard)
- [Web Hosting](#)
- [RatePoint](#)
- [DNS Hosting](#)
- [goMobi](#)

Audience for this guide

This guide is written for domain resellers who have built a domain-selling Web site that uses the **Purchase** and/or **PurchaseServices** commands from our API, and that is set up to conduct monetary transactions. If you're not yet at this level of experience, see the reseller pages of our Web site for tips on getting started.

This guide describes the value-added services you can offer, and contains streamlined instructions for selling them using the real-time **PurchaseServices** command from our API. It also lists the API commands you are most likely to use for managing and renewing each service.

If you use the AddToCart command or our scripts

Resellers who use the **AddToCart** command to sell domain names can also use that command to sell services. Doing so allows you to continue to submit a customer's entire purchase as a single order, [and allows you to use our credit card processing services including our elite fraud protection service.](#)

Resellers who use our ASP or PHP scripts can continue to do so. We will add services to these scripts over time.

Help with implementation

Our technical support staff is here to help! Contact them with questions about adding value-added services to your product line. Check our Web site for contact information.



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Overview of selling VASs

Adding a new VAS to your Web site typically includes four steps:

1. Log on to your reseller account and set pricing.
2. In your domain-selling Web site, add the ability to sell the service using the **PurchaseServices** command.
3. You don't have to build the UI to manage them—you just build a link to the unbranded control panel for that service.
4. For services that are sold on a registration basis, you'll build the ability to renew them. For services sold on a subscription basis with an automatic billing cycle, you'll build the ability to cancel them.

Step 1—Set pricing

Setting your retail pricing for a new services is so easy you may have already done it.

To set prices:

1. Log on to your reseller account.
2. Click **Settings**.
3. Click to the tabs to display retail prices for services.
4. Set prices and click **save changes**. You can set prices for all services now, and build each service into your retail site on your own schedule.

Step 2—Sell using the PurchaseServices command

This guide focuses on the purchase method that most of our resellers use: real-time purchases.

We've created one command, **PurchaseServices**, for real-time purchases of all VASs. Like the **Purchase** command, **PurchaseServices** is processed immediately rather than going through our order processing queue.

PurchaseServices allows credit card purchase of some but not all products. The purchase mechanisms permitted for each product are listed in the table below.

Product	Debit account balance?	Our credit card processing?
ID Protect	Yes	Yes
SSL certificates	Yes	No
TRUSTe Privacy Policy	Yes	Yes
RichContent	Yes	No
Business Listing	Yes	Yes
POP Email	Yes	No
Web Site Creator	Yes	No
Web hosting	Yes	No
RatePoint	Yes	No
DNS hosting	Yes	Yes
goMobi	Yes	No

Step 3—Manage the service

For most services, we have built an unbranded control panel that allows a user to configure and use the service. All you need to do in your own Web site is list the services a customer has purchased, and build a link to the control panels. We take care of the rest.

The next chapter includes the API commands you'll work with, and the URL for the control panel for each service.

Step 4—Renew or cancel

In general, services sold on a yearly basis are renewed, and services sold on a monthly basis continue to be active until a customer cancels them.

Use the **RenewServices** command to renew yearly services. This is the real-time renewal command that complements the **PurchaseServices** command.

Many services have auto-renewal flags. The commands for setting auto-renew flags are listed under each product in the next chapter.

For monthly services, build in the ability to cancel them using the cancellation commands listed for each service.



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Implementing the PurchaseServices command

This chapter is your nuts-and-bolts guide to each of the products currently supported by the **PurchaseServices** command. It describes each product, and gives streamlined instructions for how to implement it. You can pick and choose among the products—implement one or all, at any time, in any order.

The following products are supported by the PurchaseServices command:

- [ID Protect](#)
- [SSL Certificates](#)
- [VeriSign Trust Seal](#)
- [RichContent](#)
- [Business Listing](#)
- [POP Email](#)
- [Web Site Creator](#)
- [Web Hosting](#)
- [DNS Hosting](#)
- [goMobi](#)

ID Protect

Description

Registry regulations require that valid contact information be provided for every domain name, and stored in the publicly accessible Whois database. Without identity protection, your customers' contact information is available to anyone, any time.

ID Protect satisfies Registry requirements, without exposing individuals' contact information, by offering a forwarding service. Your customers can be contacted by land mail or email sent to the Whois Privacy Protection Service (WPPS); WPPS forwards the mail to the customer.

WPPS not only protects your customers from identity theft, but also from spam. Several times a year, WPPS generates a new Whois email address for each protected domain, and email sent to previous Whois addresses is bounced. As a result, your customer's real mailbox receives less spam.

For example, Whois shows **gmvjcxkxh@whoisprivacyprotect.com** as your customer's email address, and emails sent to that address automatically forward to your customer's "real" mailbox. A month later, after a harvester has acquired the ID Protect email address and sold it on the open market, a spammer tries sending advertisements, but they bounce because WPPS has assigned your customer a new email address. All this happens with no effort on your part.

ID Protect has no effect on the ownership of or rights to a domain name. Your customers still have complete control of their domain names.

Eligibility

ID Protect can be applied to most domain names, but registry rules prohibit the masking of .us, .ca, .uk, .de, .eu, and some other country-code TLDs.

To use our ID Protect product, the domain name must be registered with us or use our DNS hosting, and must use our name servers.

Selling ID Protect with the PurchaseServices command

To sell ID Protect using the **PurchaseServices** command, use the following input parameters:

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	For ID Protect, Service=WPPS	15
SLD	Required for WPPS	Second-level domain name (for example, enom in enom.com).	63
TLD	Required for WPPS	Top-level domain name (extension).	15
NumYears	Optional for WPPS ; default is 1	Number of years to subscribe to ID Protect. Permitted values are 1 to 10 .	2
RenewName	Optional for WPPS ; default is 0	Use RenewName=1 to automatically renew ID Protect 30 days before it expires	1

Param name	Obligation	Definition	Max size
EmailNotify	Optional; default is 0	Permitted values are 0 and 1 . 1 sends you an email confirmation when a customer makes a purchase using this command.	1
ResponseType	Optional; default is Text	Format of response. Permitted values are Text (default), HTML , or XML .	4

Credit card processing for ID Protect

Our credit card processing is available for ID Protect. If you have signed a credit card processing agreement with us and wish to use our credit card processing instead of deducting from your account balance, include the following parameters in addition to those in the table above:

Param name	Obligation	Definition	Max size
UseCreditCard	Optional overall, but Required for resellers who have a credit card processing agreement with us AND want to use our CC processing to charge this transaction to the credit card included in this query string. Default is no . Available for WPPS .	Permitted values are yes and no . The credit card supplied in this query string is charged <i>only</i> if UseCreditCard=yes . If this param is omitted, or if the value supplied is anything other than yes , the account balance rather than the credit card is debited for this transaction. This is true even if the query string includes all the required credit card information.	3
EndUserIP	Required for our credit card processing	End user's IP address. This is used in fraud checking, as part of our order processing service. Use format <i>NNN.NNN.NNN.NNN</i> .	15
ChargeAmount	Required for our CC processing	Amount to charge this credit card. Required format is <i>DD.cc</i>	6
CardType	Required for our CC processing	Credit card type. Permitted values are Visa , Mastercard , AmEx , Discover	20
CreditCardNumber	Required for our CC processing	Credit card number	128
CreditCardExpMonth	Required for our CC processing	Expiration month of the credit card, in format <i>MM</i>	2
CreditCardExpYear	Required for our CC processing	Expiration year of the credit card, in format <i>YYYY</i>	4
CVV2	Required for our CC processing, if printed on the card	Credit card verification value	4
CCName	Required for our CC processing	Cardholder's name	60
CCAddress	Required for our CC processing	Credit card billing street address	60
CCCity	Optional for our CC processing	Credit card billing city	60
CCStateProvince	Optional for our CC processing	Credit card billing state or province	40

Param name	Obligation	Definition	Max size
CCCountry	Required for our CC processing	Credit card billing country. Two-character country code is a permitted format	40
CCZip	Required for our CC processing	Credit card billing postal code	60
CCPhone	Optional for our CC processing	Credit card billing phone. Required format is +CountryCode.PhoneNumber , where <i>CountryCode</i> and <i>PhoneNumber</i> use only numeric characters and the + is URL-encoded as a plus sign (%2B).	20

Managing and renewing ID Protect

Once you're set up to sell ID Protect, the following commands help you manage and renew it:

ServiceSelect
EnableServices
DisableServices
GetDomainInfo
GetWPPSInfo
UpdateCusPreferences
GetCusPreferences
SetRenew
RenewServices

SSL Certificates

Description

Secure Sockets Layer certificates—SSL certs—encrypt data to assure you and your customers that any information they provide can't be intercepted by a third party. Our certs range in price and in the amount of authentication that you submit before they go online. They can be applied to any domain name—they're not restricted to domains registered or hosted with us.

We offer the following Domain Validation certificates. These certificates validate the relationship between the cert and the domain:

- Comodo Essential
- Comodo Instant
- Comodo Essential Wildcard
- Comodo Premium Wildcard
- GeoTrust QuickSSL
- GeoTrust QuickSSL Premium
- RapidSSL

At a medium level of verification, the Certification Authority confirms the relationship between the organization name on the certificate and the business registration or D-U-N-S number. We offer the following Organization Validation certificates:

- GeoTrust True Business ID
- GeoTrust True Business ID Wildcard
- VeriSign Secure Site
- VeriSign Secure Site Pro

Finally, we offer Extended Validation (EV) certificates that undergo extra manual verification of both the domain and the business that purchases the certificate. These certs offer your customers, and their customers, the highest level of security. In browser address bars, this is the cert type that causes the bar to display green giving users a strong visual cue as to the site's security:

- Comodo EV
- Comodo EV SGC
- GeoTrust True Business ID with EV
- VeriSign Secure Site EV
- VeriSign Secure Site Pro EV

Eligibility

SSL certificates can be applied to any domain name; the domain name does not need to be registered or hosted with us.

Selling SSL certificates with the PurchaseServices command

To sell SSL certificates using the **PurchaseServices** command, use the following input parameters:

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Service to purchase. Permitted values for certs are: Certificate-Comodo-Essential Certificate-Comodo-Instant Certificate-Comodo-Essential-Wildcard Certificate-Comodo-Premium-Wildcard Certificate-Comodo-EV Certificate-Comodo-EV-SGC Certificate-GeoTrust-QuickSSL Certificate-GeoTrust-QuickSSL-Premium Certificate-GeoTrust-TrueBizID Certificate-GeoTrust-TrueBizID-Wildcard Certificate-GeoTrust-TrueBizID-EV Certificate-RapidSSL-RapidSSL Certificate-VeriSign-Secure-Site Certificate-VeriSign-Secure-Site-Pro Certificate-VeriSign-Secure-Site-EV Certificate-VeriSign-Secure-Site-Pro-EV	15
NumYears	Optional for certs; default is 1	Number of years to purchase this SSL certificate. Permitted values are 1 to the following maxima: 5 Comodo Essential 5 Comodo Instant 3 Comodo Essential Wildcard 5 Comodo Premium Wildcard 2 Comodo EV 2 Comodo EV SGC 5 GeoTrust QuickSSL 6 GeoTrust QuickSSL Premium 5 GeoTrust True BusinessID 5 GeoTrust True BusinessID Wildcard 2 GeoTrust True BusinessID with EV 5 RapidSSL 5 VeriSign Secure Site 5 VeriSign Secure Site Pro 2 VeriSign Secure Site with EV 2 VeriSign Secure Site Pro with EV	2
ResponseType	Optional in all cases	Format of response. Permitted values are Text (default), HTML , or XML .	4

The PurchaseServices command does not offer the ability to sell SSL certificates using our credit card processing.

Managing and renewing SSL certificates

Once you're set up to sell SSL certificates, the following commands help you manage and renew them:

CertGetCerts
CertConfigureCert
CertParseCSR
CertGetApproverEmail
CertPurchaseCert
CertModifyOrder
CertGetCertDetail
GetCerts

To create a Certificate Signing Request (CSR), send your customers to the following URLs. Be sure to alert your customers that EV certificates require a 2048-bit CSR:

Comodo certificates:

<https://support.comodo.com/index.php>

Search on "CSR"

GeoTrust certificates:

<http://www.geotrust.com/support/generate-csr/index.html>

RapidSSL:

<http://www.rapidssl.com/ssl-certificate-support/generate-csr/index.htm>

VeriSign certificates:

<https://knowledge.verisign.com/support/ssl-certificates-support/index?page=content&id=AR235&actp=LIST>

For certificate installation instructions, you can send your customers to our white-labeled installation instructions:

<http://securebusinessservices.com/help/ssl-certificate-install.asp>

TRUSTe Privacy Policy

Description

We offer two variations on TRUSTe's hosted privacy policy service, Privacy Policy and Privacy Policy with Seal. Both are geared toward small to medium businesses.

TRUSTe Privacy Policy is a highly cost-effective solution for small businesses that need to display a privacy policy in their Web site. It offers customers an easy-to-use wizard to generate a privacy policy, and easy-to-place code snippet to deliver the hosted privacy policy to their Web site.

Privacy Policy with Seal combines TRUSTe's Privacy Policy service with a scan and certification process for your customer's Web site. Your customer generates a privacy policy, and TRUSTe scans their Web site's source code to certify that their Web site's source code matches the privacy practices they have specified in their privacy policy. Once the Web site is certified, TRUSTe delivers code snippets for both the privacy policy and the TRUSTe Seal.

Eligibility

TRUSTe Privacy Policy and Privacy Policy with Seal can be applied to any domain name. The domain name does not need to be registered or hosted with us.

Selling TRUSTe Privacy Policy with the PurchaseServices command

To sell SSL certificates using the **PurchaseServices** command, use the following input parameters:

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Service to purchase. Permitted values for TRUSTe are: TRUSTePrivacyPolicy and TRUSTePrivacyPolicySeal	23
NumYears	Optional; default is 1	Number of years to subscribe to TRUSTe Privacy Policy or TRUSTe Privacy Policy with Seal. Permitted values are 1, 2, or 3	1
EmailNotify	Optional; default is 0	Permitted values are 0 and 1 . 1 sends you an email confirmation when a customer makes a purchase using this command.	1
ResponseType	Optional in all cases	Format of response. Permitted values are Text (default), HTML , or XML .	4

Credit card processing for TRUSTe Privacy Policy

Our credit card processing is available for TRUSTe Privacy Policy. If you have signed a credit card processing agreement with us and wish to use our credit card processing instead of deducting from your account balance, include the following parameters in addition to those in the table above:

Param name	Obligation	Definition	Max size
UseCreditCard	Optional overall, but Required for resellers who have a credit card processing agreement with us AND want to use our CC processing to charge this transaction to the credit card included in this query string. Default is no . Available for TRUSTe products.	Permitted values are yes and no . The credit card supplied in this query string is charged <i>only</i> if UseCreditCard=yes . If this param is omitted, or if the value supplied is anything other than yes , the account balance rather than the credit card is debited for this transaction. This is true even if the query string includes all the required credit card information.	3
EndUserIP	Required for our credit card processing	End user's IP address. This is used in fraud checking, as part of our order processing service. Use format <i>NNN.NNN.NNN.NNN</i> .	15
ChargeAmount	Required for our CC processing	Amount to charge this credit card. Required format is <i>DD.cc</i>	6
CardType	Required for our CC processing	Credit card type. Permitted values are Visa, Mastercard, AmEx, Discover	20
CreditCardNumber	Required for our CC processing	Credit card number	128
CreditCardExpMonth	Required for our CC processing	Expiration month of the credit card, in format <i>MM</i>	2
CreditCardExpYear	Required for our CC processing	Expiration year of the credit card, in format <i>YYYY</i>	4
CVV2	Required for our CC processing, if printed on the card	Credit card verification value	4
CCName	Required for our CC processing	Cardholder's name	60
CCAddress	Required for our CC processing	Credit card billing street address	60
CCCity	Optional for our CC processing	Credit card billing city	60
CCStateProvince	Optional for our CC processing	Credit card billing state or province	40
CCCountry	Required for our CC processing	Credit card billing country. Two-character country code is a permitted format	40

Param name	Obligation	Definition	Max size
CCZip	Required for our CC processing	Credit card billing postal code	60
CCPhone	Optional for our CC processing	Credit card billing phone. Required format is +CountryCode.PhoneNumber , where <i>CountryCode</i> and <i>PhoneNumber</i> use only numeric characters and the + is URL-encoded as a plus sign (%2B).	20

Managing TRUSTe Privacy Policy

Once you sell TRUSTe products, the following API commands help you manage aspects of TRUSTe products that are handled by our system: lists of subscriptions, and details for each subscription (domain name, email address, optional password, and auto renew flag):

PP_CancelSubscription
PP_CheckUpgrade
PP_GetCancelReasons
PP_GetControlPanelLoginURL
PP_GetStatuses
PP_GetSubscriptionDetails
PP_GetSubscriptions
PP_ReactivateSubscription
PP_UpdateSubscriptionDetails
PP_ValidatePassword

Configuration and generation of a privacy policy, and retrieval of code snippets for the privacy policy and Seal, are handled by TRUSTe on their control panel. We offer you three means of access to the TRUSTe control panel:

- The **PP_GetControlPanelLoginURL** retrieves a URL to the TRUSTe control panel, with a five-minute login token.
- Customers can log into **trustemanager.com** using the domain name and password that were set using **PP_UpdateSubscriptionDetails**.
- You can create **your own login page** that uses **PP_ValidatePassword** to check a customer's domain name and password, and then uses **PP_GetControlPanelLoginURL** to link to the TRUSTe control panel.

VeriSign Trust Seal

Description

The VeriSign Trust Seal assures Internet users that your web site is safe.

The Trust Seal provides assurance at a broader scale and in a different setting than SSL certificates. It appears in search engine results in enabled browsers, and appears on every page of your web site. It announces—before search engine users even visit your web site—that VeriSign has verified your business and that your web site has passed a daily malware scan.

If your web site uses an SSL certificate to transmit sensitive information securely, it benefits from the added assurance that the Trust Seal provides on every page and in search results.

If your web site does not need an SSL certificate, it still benefits from the Trust Seal by showing search engine users and site visitors that it represents a reputable business.

Eligibility

The VeriSign Trust Seal can be applied to any web site, whether or not the domain name is registered or hosted with us.

If a customer configures the Trust Seal with an administrator contact designated as an individual rather than an organization, the administrator's address must be in the United States.

Input parameters for the VeriSign Trust Seal

To sell the VeriSign Trust Seal using the **PurchaseServices** command and the account balance, use the input parameters in the following table. The VeriSign Trust Seal does not support our credit card processing.

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Service to purchase. Permitted values for the VeriSign Trust Seal: Seal-VeriSign-Trust-Seal	15
NumYears	Required	Number of years to subscribe to the VeriSign Trust Seal. Permitted values are 1 , 2 , and 3 .	1
ResponseType	Optional in all cases	Format of response. Permitted values are Text (default), HTML , or XML .	4

Managing the VeriSign Trust Seal

Once you're set up to sell the VeriSign Trust Seal, the following commands help you manage it:

RC_AutoRenew
RC_Configure
RC_GetAccountDetail
RC_GetAccounts

RichContent

Description

RichContent is an elegant, widget-driven content solution. Simply tell RichContent your Web address, paste one or two widgets into your Web site, and tell the widgets whether you want them to provide content based on keywords or on the content of your Web page. The setup process takes just a few minutes, and delivers content that's delivered fresh every time a user visits the page.

Our library contains millions of premium rights-cleared articles. With different content every visit, your users will return to your site more often and stay longer. And the compatibility is great: users can add RichContent to any publishing system that supports JavaScript in the rendered HTML. This includes WordPress, Joomla, Blogger, and many others.

Eligibility

RichContent is our exclusive product, but can be used with any domains and Web hosting. The only restrictions are that the user must be a legal resident of the United States or a business entity organized under US law.

Selling RichContent with the PurchaseServices command

To sell RichContent using the **PurchaseServices** command and the account balance, use the input parameters in the following table. RichContent does not support our credit card processing.

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Permitted values for RichContent are: RichContent RichContentFreeTrial	15
EmailAddress	Either EmailAddress or PublisherID is Required	Email address of the RichContent customer. An email address can be used for multiple RichContent subscriptions in the same domain name account, but can only be used for a free trial once.	150
PublisherID	Either EmailAddress or PublisherID is Required	Identification number for this email address in our records of RichContent subscriptions. To retrieve this number use the RC_GetSubscriptions command. Permitted values are integers	10
SourceDomain	Optional for RichContent and RichContentFreeTrial	Domain name, with host records, to associate with this RichContent subscription. Permitted format is <i>host.sld.tld</i>	272
Quantity	Optional; default is 1	Billing period, in months. For RichContent , permitted values are 1, 3, 6, or 12. For RichContentFreeTrial , the permitted value is 1 , and the subscription automatically converts to monthly billing after the one-month free trial	2

Param name	Obligation	Definition	Max size
EmailNotify	Optional; default is 0	Permitted values are 0 and 1 . 1 sends you an email confirmation when a customer makes a purchase using this command.	3
EndUserIP	Required	End user's IP address. This is used in fraud checking, as part of our order processing service. Use format <i>NNN.NNN.NNN.NNN</i> .	15
ResponseType	Optional in all cases	Format of response. Permitted values are Text (default), HTML , or XML .	4

Managing and renewing RichContent

Once you're set up to sell RichContent, the following commands help you manage it:

RC_CancelSubscription
RC_FreeTrialCheck
RC_GetLoginToken
RC_GetSubscriptionDetails
RC_GetSubscriptions
RC_RebillSubscription
RC_ResetPassword
RC_SetBillingCycle
RC_SetPassword
RC_SetSubscriptionDomain
RC_SetSubscriptionName

In your own Web site, use our API to sell, list, and perform basic configuration of RichContent subscriptions. To implement RichContent, your customers retrieve widgets from the RichContent control panel, RichContentWidgets.com. You can use the **RC_GetLoginToken** command to power a link from your Web site to the RichContent control panel.

Business Listing

Description

Business Listing allows your customers to add marketing content around their Whois information and display it in the WhoisBusinessListings.com directory. It supplements the usual bare-bones Whois output with a wide variety of information, from product descriptions and business hours to current promotions and even a map of their location.

Listing their businesses in WhoisBusinessListings.com helps your customers increase their search engine rankings by adding inbound links and associating search terms with their Web sites.

Business Listing collateral is available on our Marketing Collateral page:

<http://www.enom.com/resellers/collateral.asp?>

Eligibility

Business Listing is available for .com, .net, and .tv domain names.

Business Listing is available only for domain names registered with us.

Selling Business Listing with the PurchaseServices command

To sell Business Listing using the **PurchaseServices** command and the account balance, use the input parameters in the following table. To use our credit card processing, use the two following tables.

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Permitted value for Business Listing is BusListing	15
SLD	Required for BusListing	Second-level domain name (for example, enom in enom.com).	63
TLD	Required for BusListing	Top-level domain name (extension). Permitted values for BusListing are com , net , and tv .	15
NumYears	Optional for BusListing ; default is 1	Number of years to subscribe to Business Listing. Permitted values are 1 to 10 .	2
RenewName	Optional for BusListing ; default is 0	Use RenewName=1 to automatically renew Business Listing 30 days before it expires	1
EmailNotify	Optional; default is 0	Permitted values are 0 and 1 . 1 sends you an email confirmation when a customer makes a purchase using this command.	3
ResponseType	Optional in all cases	Format of response. Permitted values are Text (default), HTML , or XML .	4

Credit card processing for Business Listing

Our credit card processing is available for Business Listing. If you have signed a credit card processing agreement with us and wish to use our credit card processing instead of deducting from your account balance, include the following parameters in addition to those in the table above.

Param name	Obligation	Definition	Max size
UseCreditCard	Optional overall, but Required for resellers who have a credit card processing agreement with us AND want to use our CC processing to charge this transaction to the credit card included in this query string. Default is no . Available for WPPS .	Permitted values are yes and no . The credit card supplied in this query string is charged <i>only</i> if UseCreditCard=yes . If this param is omitted, or if the value supplied is anything other than yes , the account balance rather than the credit card is debited for this transaction. This is true even if the query string includes all the required credit card information.	3
EndUserIP	Required for our credit card processing	End user's IP address. This is used in fraud checking, as part of our order processing service. Use format <i>NNN.NNN.NNN.NNN</i> .	15
ChargeAmount	Required for our CC processing	Amount to charge this credit card. Required format is <i>DD.cc</i>	6
CardType	Required for our CC processing	Credit card type. Permitted values are Visa, Mastercard, AmEx, Discover	20
CreditCardNumber	Required for our CC processing	Credit card number	128
CreditCardExpMonth	Required for our CC processing	Expiration month of the credit card, in format <i>MM</i>	2
CreditCardExpYear	Required for our CC processing	Expiration year of the credit card, in format <i>YYYY</i>	4
CVV2	Required for our CC processing, if printed on the card	Credit card verification value	4
CCName	Required for our CC processing	Cardholder's name	60
CCAddress	Required for our CC processing	Credit card billing street address	60
CCCity	Optional for our CC processing	Credit card billing city	60
CCStateProvince	Optional for our CC processing	Credit card billing state or province	40
CCCountry	Required for our CC processing	Credit card billing country. Two-character country code is a permitted format	40
CCZip	Required for our CC processing	Credit card billing postal code	60
CCPhone	Optional for our CC processing	Credit card billing phone. Required format is <i>+CountryCode.PhoneNumber</i> , where <i>CountryCode</i> and <i>PhoneNumber</i> use only numeric characters and the + is URL-encoded as a plus sign (%2B).	20

Managing and renewing Business Listing

Once you're set up to sell Business Listing, the following commands help you manage and renew it:

- AddToCart**
- AdvancedDomainSearch**
- GetAllDomains**
- GetDomainInfo**
- InsertNewOrder**
- RPT_GetReport**
- UpdateCusServices**
- WBLConfigure**
- WBLGetCategories**
- WBLGetFields**
- WBLGetStatus**

POP Email

Description

We offer Web-based POP Email. The basics:

- POP Email is sold by the pak.
- Each pak includes 10 email addresses.
- Each pak is associated with a single domain name.
- Each email address comes with 1GB of storage.
- Extra storage is available: each unit of extra storage provides 512MB for each email address in the pak.

Eligibility

POP Email is available for domain names that are registered with us or use our DNS Hosting.

Selling POP Email with the PurchaseServices command

To sell POP Email using the **PurchaseServices** command, use the following input parameters:

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Type of service to purchase. For POP Email, Service=POP3 .	15
NumYears	Optional for POP3 ; default is 1	Number of years to subscribe to this service. Permitted value is 1 .	1
SLD	Required for POP3	Second-level domain name (for example, enom in enom.com).	63
TLD	Required for POP3	Top-level domain name (extension).	15
Quantity	Required for POP3	For POP3 , number of 10-address POP paks.	10
EmailNotify	Optional; default is 0	Permitted values are 0 and 1 . 1 sends you an email confirmation when a customer makes a purchase using this command.	3
ResponseType	Optional; default is Text	Format of response. Permitted values are Text (default), HTML , or XML .	4

POP Email does not support our credit card processing.

Managing and renewing POP Email

Once you're set up to sell POP Email, the following commands help you manage and renew it:

SetUpPOP3User
ModifyPOP3
SetPOPForwarding
GetPOPForwarding
SetHosts
GetMailHosts
DeletePOP3
DeletePOPPak
ServiceSelect
GetDomainInfo
GetPOPExpirations
GetCusPreferences
UpdateCusPreferences
SetRenew
SetPakRenew
RenewServices

To use their POP Email, your customers log on to our unbranded control panel:

<http://webmail.User'sDomainName.tld>

For example, if your customer's domain name is resellerdocs.com, they would pick up their email at:

<http://webmail.resellerdocs.com>

Web Site Creator

Description

Web Site Creator (WSC) is our do-it-yourself Web site solution. The WSC wizard allows you to build and maintain one Web site. We offer three levels of the product:

Features	WSC Basic	WSC Full	WSC E-Commerce
Number of pages	6	Unlimited	Unlimited
Email boxes	10	10	10
Web site templates	30	100	200
Flash intro	Yes	Yes	Yes
Visitor counter	Yes	Yes	Yes
Feedback form	Yes	Yes	Yes
Guestbook	Yes	Yes	Yes
Web ticker	No	Yes	Yes
Poll and online voting	No	Yes	Yes
Map generator	No	Yes	Yes
Forums	No	Unlimited	Unlimited
Photo albums	No	3 albums 100 pictures per album 5 album templates	5 albums 100 pictures per album 5 album templates
Route planner	No	No	Up to 100 per month
Online storefront	No	No	Up to 500 products
Shopping cart with PayPal	No	No	Yes
Database module	No	No	Yes

Eligibility

To use WSC, a domain name must be registered here or use our DNS Hosting.

Selling WSC with the PurchaseServices command

To sell WSC using the **PurchaseServices** command, use the following input parameters:

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Type of service to purchase. For WSC, use Service=LWSCBasic, LWSCFull, or LWSCECom .	15
SLD	Required for LWSCBasic, LWSCFull, and LWSCECom	Second-level domain name (for example, enom in enom.com). For LWSC* , this is the domain WSC will be associated with.	63

Param name	Obligation	Definition	Max size
TLD	Required for LWSCBasic , LWSCFull , and LWSCCom	Top-level domain name (extension). For LWSC* , this is the domain WSC will be associated with.	15
EmailNotify	Optional; default is 0	Permitted values are 0 and 1 . 1 sends you an email notification when a customer makes a purchase using this command.	3
ResponseType	Optional; default is Text	Format of response. Permitted values are Text (default), HTML , or XML .	4

WSC does not support our credit card processing.

Managing and renewing WSC

Once you're set up to sell WSC, the following commands help you manage it:

WSC_GetAccountInfo
WSC_GetAllPackages
WSC_GetPricing
WSC_Update_Ops
CancelHostAccount

WSC uses a separate, unbranded control panel for a user's day-to-day activities. All you need to do in your Web site is set up the sales and some basic management functionality, including a link that takes your customer to the WSC wizard, logged on to their WSC account. This URL is supplied by the **WSC_GetAccountInfo** command.

Your customers can also access their WSC wizard through our Access site:

<http://access.enom.com/>.

Web Hosting

Description

We are one of the premier Windows-based Web hosting companies. We support the following programs and languages:

- ASP
- ASP.NET
- Java applets
- SQL Server 2000
- Access
- FrontPage Server Extensions
- Flash
- Shockwave

Our Web Hosting allows you to offer the following standard features:

- Up to 100 Web sites per Web hosting account
- Unlimited host headers (such as “sales” in sales.example.com)
- Instant administration: our Web hosting control panel allows users to administer the domain names and host records associated with their Web hosting account. Our real-time DNS management propagates the changes instantly.
- Monitoring of storage and bandwidth usage
- 24 / 7 FTP access

Our Web Hosting functionality allows you to use our default packages, or configure custom Web hosting packages for your particular market. You assign a per-unit price to the components, and decide how many units of each component to offer in each package. In each package, you can offer:

- Up to 400GB of Web storage
- Up to 3000GB of bandwidth
- Up to 300 Web mail boxes, each with 100MB of storage
- Up to 7500MB of SQL database storage

Eligibility

Our Web Hosting is available for all domain names. They do not need to be registered here or use our DNS hosting; they do not even need to be a TLD that we support. All that's needed to connect a domain name with our Web Hosting is to point the domain name's host records to our Web Hosting server, and to associate the domain name with the Web Hosting account.

Selling Web hosting using our shopping cart

If you use our shopping cart, here's an example of how to add Web hosting:

```
http://resellertest.enom.com/interface.asp?command=AddToCart&uid=resellid&pw=resellpw&
ProductType=webhosting&package=Gold&hostid=WebHost&hostpw=WebHostPW&overageoption=3&
domain=resellerdocs.com&sethostrecords=yes&ResponseType=XML
```

Selling Web hosting with the PurchaseServices command

To sell Web hosting using the **PurchaseServices** command, use the following input parameters:

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Type of service to purchase. For Web hosting, use Service=WebHosting .	15
SLD	Optional for WebHosting	Second-level domain name (for example, enom in enom.com). For WebHosting , this is the domain the Web hosting package will be associated with.	63
TLD	Optional for WebHosting	Top-level domain name (extension). For WebHosting , this is the domain the Web hosting package will be associated with.	15
HostAccount	Required for WebHosting	Name for this Web hosting account. Permitted values are 6 to 14 characters in length, begin with a letter, and the remaining characters are alphanumeric.	14
HostPassword	Required for WebHosting	Password for this Web hosting account; must be alphanumeric and 6 to 14 characters in length.	14
FullName	Required for WebHosting	First and last name of the contact person for this Web hosting account, for example, John Doe	44
HostAccountEmail	Optional for WebHosting	Email address for communications from us regarding this Web hosting account, for example, john.doe@resellerdocs.com	78
Package	Required for WebHosting	Package name. To retrieve currently defined packages, use the WebHostGetPackages command in the Web hosting API catalog.	11
OverageOption	Required for WebHosting	Your instructions for how we should handle bandwidth overages, measured on a per-month basis. Permitted values are: <ul style="list-style-type: none"> 1 Upgrade to the next bandwidth package 2 Charge on a per-GB basis on my next monthly bill 3 Disable the account until the beginning of the next monthly billing cycle 	1
EmailNotify	Optional; default is 0	Permitted values are 0 and 1 . 1 sends you an email confirmation when a customer makes a purchase using this command.	3
ResponseType	Optional in all cases	Format of response. Permitted values are Text (default), HTML , or XML .	4

Web hosting does not support our credit card processing.

Managing and renewing Web hosting

Once you're set up to sell Web hosting, the following commands help you manage it:

CreateHostAccount
WebHostGetCartItem
WebHostGetResellerPackages
GetHostAccount
GetHostAccounts
GetAllHostAccounts
WebHostUpdatePassword
WebHostGetOverages
WebHostGetOverageOptions
WebHostSetOverageOptions
CancelHostAccount

Like many of our products, Web hosting uses a separate, unbranded control panel for a user's day-to-day activities. All you need to do in your Web site is set up the sales and some basic management functionality. We take care of the rest. To launch the Web hosting control panel, go to:

<http://webhosting.number1domain.com/Login.asp?page=default.aspx>

RatePoint

The concept behind RatePoint is simple: if you provide a place for customers to give you feedback, it lets them know you care what they think. They're more likely to express their satisfaction, and you have a means to learn of problems early and solve them promptly.

RatePoint can be used with any domain and any Web hosting.

Input parameters for RatePoint

The table below lists input parameters for RatePoint.

Build the query string using this syntax:

http://resellertest.enom.com/interface.asp?command=nameofcommand&uid=yourloginid&pw=yourpassword¶mname=paramvalue&nextparamname=nextparamvalue

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Type of service to purchase. For RatePoint, permitted values are: RatePoint-Standard RatePoint-Plus RatePoint-Enterprise RatePoint-Enterprise-Plus RatePoint-FreeTrial	15
FirstName	Required	First (given) name of the RatePoint subscriber	60
LastName	Required	Last (family) name of the RatePoint subscriber	60
EmailAddress	Required	Email address of the RatePoint customer. We permit only one free trial per email address. Customers who subscribe to multiple RatePoint accounts must use different email addresses for each account. If an email address was used for a RatePoint account in the past and your customer wants to use it for a new account (any type except the free trial), contact RatePoint directly to clear it from their system so your customer can reuse it.	128
Quantity	Optional; default is 1	Number of months in billing cycle. Permitted values are 1 or 12 for paid subscriptions, and 1 for RatePoint-FreeTrial (the free trial automatically converts to a 1-month billing after the 30-day trial period)	3
EmailNotify	Optional; default is 0	Permitted values are 0 and 1. 1 sends you an email confirmation when a customer makes a purchase using this command.	3
ResponseType	Optional in all cases	Format of response. Permitted values are Text (default), HTML , or XML .	4

RatePoint does not support our credit card processing.

Managing and renewing RatePoint

Once you're set up to sell RatePoint, the following commands help you manage it:

RP_ValidateEmail
RP_GetAccounts
RP_GetAccountDetail
RP_UpdateAccountName
RP_GetUpgradeOptions
RP_GetUpgradePrice
RP_UpgradeAccount
RP_RebillAccount
RP_CancelAccount

RatePoint uses a third party control panel, linked from the **LaunchURL** parameter in the **RP_GetAccountDetail** command.

DNS Hosting

With DNS Hosting, a customer can use our services even if their domain name is registered elsewhere. For some customers, this functionality represents a good alternative to transferring the domain name.

Selling DNS Hosting using our shopping cart

If you use our shopping cart, here's an example of how to add DNS Hosting:

<http://resellertest.enom.com/interface.asp?command=addtocart&uid=resellid&pw=resellpw&sld=resellerdocs&tld=com&producttype=host&responsetype=xml>

Selling DNS Hosting with the PurchaseServices command

To sell DNS Hosting using the **PurchaseServices** command, use the following input parameters:

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Type of service to purchase. For DNS Hosting, use Service=DNSHosting .	15
NumYears	Required for DNSHosting	Number of years to subscribe to this service. Permitted values are 1 to 10 .	2
SLD	Required for DNSHosting	Second-level domain name (for example, enom in enom.com).	63
TLD	Required for DNSHosting	Top-level domain name (extension).	15
DomainPassword	Optional for DNSHosting	Set a password on the domain name	60
RenewName	Optional for DNSHosting	Set = 1 to auto-renew the name	1
RegistrantLastName	Required for DNSHosting	Registrant last name	60
RegistrantAddress1	Required for DNSHosting	First line of Registrant address	60
RegistrantPostalCode	Required for DNSHosting	Registrant postal code	16
RegistrantEmailAddress	Required for DNSHosting	Registrant email address	128
EmailNotify	Optional; default is 0	Permitted values are 0 and 1 . 1 sends you an email confirmation when a customer makes a purchase using this command.	3
ResponseType	Optional; default is Text	Format of response. Permitted values are Text (default), HTML , or XML .	4

Credit card processing for DNS Hosting

Our credit card processing is available for DNS Hosting. If you have signed a credit card processing agreement with us and wish to use our credit card processing instead of deducting from your account balance, include the following parameters in addition to those in the table above:

Param name	Obligation	Definition	Max size
UseCreditCard	Optional overall, but Required for resellers who have a credit card processing agreement with us AND want to use our CC processing to charge this transaction to the credit card included in this query string. Default is no . Available for WPPS .	Permitted values are yes and no . The credit card supplied in this query string is charged <i>only</i> if UseCreditCard=yes . If this param is omitted, or if the value supplied is anything other than yes , the account balance rather than the credit card is debited for this transaction. This is true even if the query string includes all the required credit card information.	3
EndUserIP	Required for our credit card processing	End user's IP address. This is used in fraud checking, as part of our order processing service. Use format <i>NNN.NNN.NNN.NNN</i> .	15
ChargeAmount	Required for our CC processing	Amount to charge this credit card. Required format is <i>DD.cc</i>	6
CardType	Required for our CC processing	Credit card type. Permitted values are Visa, Mastercard, AmEx, Discover	20
CreditCardNumber	Required for our CC processing	Credit card number	128
CreditCardExpMonth	Required for our CC processing	Expiration month of the credit card, in format <i>MM</i>	2
CreditCardExpYear	Required for our CC processing	Expiration year of the credit card, in format <i>YYYY</i>	4
CVV2	Required for our CC processing, if printed on the card	Credit card verification value	4
CCName	Required for our CC processing	Cardholder's name	60
CCAddress	Required for our CC processing	Credit card billing street address	60
CCCity	Optional for our CC processing	Credit card billing city	60
CCStateProvince	Optional for our CC processing	Credit card billing state or province	40
CCCountry	Required for our CC processing	Credit card billing country. Two-character country code is a permitted format	40
CCZip	Required for our CC processing	Credit card billing postal code	60
CCPhone	Optional for our CC processing	Credit card billing phone. Required format is <i>+CountryCode.PhoneNumber</i> , where <i>CountryCode</i> and <i>PhoneNumber</i> use only numeric characters and the + is URL-encoded as a plus sign (%2B).	20

Managing and renewing DNS Hosting

Once you're set up to sell DNS Hosting, the following API commands help you manage and renew it:

ExtendDomainDNS

SetPassword

ValidatePassword

SetRenew

GetDomains

GetRegistrationStatus

DeleteHostedDomain

goMobi

goMobi presents Web site content in a compact format suitable for even the smallest mobile devices. goMobi can power a stand-alone mobile Web address, or a goMobi customer can embed a script in their full-format Web site that reformats the content for mobile devices:

- If the goMobi customer implements goMobi as a separate mobile Web address from their full-format (“source”) Web site, the mobile domain name must either be registered with us or must use our DNS Hosting. Their source domain can be registered anywhere and their source Web site can be hosted anywhere.
- If the customer uses the same domain name for both the source domain and the mobile domain—that is, they use the embedded script option—the source domain must be registered with us or use our DNS Hosting. Their Web site can be hosted anywhere.

Selling goMobi with the PurchaseServices command

To sell goMobi using the **PurchaseServices** command, use the following input parameters:

Param name	Obligation	Definition	Max size
UID	Required	Account login ID	20
PW	Required	Account password	20
Service	Required	Type of service to purchase. For goMobi, permitted values are: goMobi goMobiFreeTrial	15
Quantity	Required	Billing cycle for goMobi. Permitted values: 1 Monthly billing 12 Yearly billing	2
EmailNotify	Optional; default is 0	Permitted values are 0 and 1 . 1 sends you an email confirmation when a customer makes a purchase using this command.	3
ResponseType	Optional in all cases	Format of response. Permitted values are Text (default), HTML , or XML .	4

goMobi does not support our credit card processing.

Managing and renewing goMobi

Once you're set up to sell goMobi, the following commands help you manage it:

[GM_CancelSubscription](#)

[GM_CheckDomain](#)

[GM_GetCancelReasons](#)

[GM_GetControlPanelLoginURL](#)

[GM_GetRedirectScript](#)

[GM_GetStatuses](#)

[GM_GetSubscriptionDetails](#)

[GM_GetSubscriptions](#)

[GM_ReactivateSubscription](#)

[GM_RenewSubscription](#)

[GM_UpdateBillingCycle](#)

[GM_UpdateSubscriptionDetails](#)