



Rapid Action Profits (Pro)

Token Quick Reference

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IMPORTANT NOTICE :

The zip file containing the scripts and/or HTML template pages is not to be uploaded to your web server! Doing so invites theft of the software from your site and you become a party to the theft of copyrighted material.

Instead, un-compress the files onto your own local hard drive and upload the individual files/folders as described in the RAP Pro Installation Guide.

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Token (shortcode) Variables

Many of the values defined in your product setup and data gathered while a visitor is on your page can be dynamically inserted into your web pages by including the following tokens into your page templates.

As you customize the templates provided for your pages, you'll encounter many of these variables already in place as examples of how to use them.

<i>Insert Token</i>	<i>Purpose:</i>
General Usage	
[pagecontent]	Used only in theme.html files for each module, to indicate where the body of each template page is to be inserted within the theme.
[ownername]	Used to indicate where, within a template file, the owner/business name is to be inserted into the page.
[paypal]	The Paypal email address of the current payee, (i.e. site owner/affiliate), or of the customer.
[paypalID]	The Paypal Merchant Account ID of the current payee, (i.e. site owner/affiliate), or of the customer.
Sales And Delivery Module	
[orderbutton]	For use on your sales page template, this token causes the insertion of the tpl/orderbutton.html template, or the tpl/comp_form.html template (if the price is zero).
[receiptnotificaton]	Used only in theme.html files to force insertion of the receiptnotify.html template file into the sales page of subsequent upsell offers.
[exitoverlay]	Used only in theme.html files to force insertion of the exitoverlay.html template file into the sales page when there is a downsell offer defined.
[downsell_link]	Used in the exitoverlay.html template to insert the link to the downsell offer.
[declineoffer]	Used in the salespage.html template to indicate where the RAP Pro system is to insert the declineoffer.html template when the offer is an upsell.
[domain]	Domain name of the site.
[reseller]	Folder where affiliate/reseller area is located. Use to dynamically generate a link. (i.e. Reseller Area)
[ipaddress]	Site visitor's IP address.
[adminemail]	Site administrator's email address.
[supportlink]	URL for placement in a hyperlink to your support address.

<i>Insert Token</i>	<i>Purpose:</i>
[productid]	The unique database ID for the current product.
[productfolder]	The folder name (relative to your web root) of the current product.
[itemname]	The name of the current product.
[itemnumber]	The Paypal identifier of the current product.
[itemprice]	The selling price of the current product.
[itemdesc]	The description of the current product.
[commissionrate]	The standard commission rate of the current product.
[commission2rate]	The 2 nd tier commission rate of the current product (if you elect to run a 2-tier program).
[jvcommissionrate]	The commission rate paid to JV partners for sales of the current product.
[jvcommission2rate]	The 2 nd tier commission rate paid to JV partners for sales of the current product (if you select to run a 2-tier program).
[jvsecret]	The secret code that you will provide to potential JV partners. They will need this code in order to sign up as a partner.
[expiretime]	The number of hours from the time of purchase that a download link will be valid.
[maxsales]	The maximum number of the current product to be sold before the site visitor will be shown the “Sold Out” page in lieu of the sales page
[itemsremaining]	The number (quantity) of the current product remaining to be sold before the limit (maximum number) has been sold.
[couponcode]	The discount coupon code used by the current visitor.
[customerfirstname]	The customer’s first name.
[customerlastname]	The customer’s last name.
[customeremail]	The customer’s email address.
[deliveryaddress]	The customer’s physical mailing address, if supplied during order confirmation.
[address_street]	The customer’s street address.
[address_city]	The customer’s address city.
[address_state]	The customer’s address state.
[address_country_code]	The customer’s country code.
[address_zip]	The customer’s zip/postal code.
[transactionID]	The Paypal transaction ID for purchase, payment, or refund transaction.
[subscriptiontext]	Used to convert subscription terms (recurring costs per time window, for how many payments, etc.) into words and insert them into the confirm.html template.
[deliveryemail]	Used in the confirm.html template to request buyer’s primary contact email address for download delivery, etc.

Insert Token	Purpose:
[buyeraddress]	Creates an input form for the buyer’s physical mailing address (if option is set in admin). Primary usage is in the confirm.html template.
[purchasedate]	The date of a purchase transaction.
[affiliatesignup]	Used to automatically insert an affiliate sign up form into a template. (See the download.html template for an example)
[autooptin]	Automatically opts your new customer into your buyers’ list if optin form has been defined in Admin module.
[whitelist]	Use to insert a link to your whitelist instructions page (see template receiptnotify.html for an example of usage).
[keygenerate]	A unique key generated for a customer purchase (i.e. a license key).

Membership Module

[membermenu]	Used only in membership theme.html file to indicate where the menu is to be inserted within the theme.
[membershipname]	The name of the current membership (typically used as the heading for a members area.
[tagline]	The tagline for the current membership (may be used as a subheading for a members area).
[memberfirstname]	The first name of the logged in member.
[if mbrloggedin]	Creates conditional where following template code will be included ONLY if a member is logged in.
[endif mbrloggedin]	Terminates mbrloggedin conditional so that following template code will be included regardless of the logged in status.
[if not_mbrloggedin]	Creates conditional where following template code will be included ONLY if a member is NOT logged in.
[endif not_mbrloggedin]	Terminates not_mbrloggedin conditional so that following template code will be included regardless of the logged in status.

Affiliate/Reseller Module

[reseller]	Folder location (relative to the root folder of your domain) of the reseller/affiliate area
[resellermenu]	Used only in the reseller area theme.html file to indicate where the menu is to be inserted within the theme.
[resellername]	Used to dynamically insert the concatenated first and last names of the current (i.e. logged in) affiliate/reseller.

<i>Insert Token</i>	<i>Purpose:</i>
[resellerjoined]	Date that the current (i.e. logged in) affiliate/reseller joined the reseller program.
[if affloggedin]	Creates conditional where following template code will be included ONLY if an affiliate is logged in.
[endif affloggedin]	Terminates affloggedin conditional so that following template code will be included regardless of the logged in status.
[if not_affloggedin]	Creates conditional where following template code will be included ONLY if an affiliate is NOT logged in.
[endif not_affloggedin]	Terminates not_affloggedin conditional so that following template code will be included regardless of the logged in status.

Help Desk Module

[ticketid]	Unique identifier for the current ticket.
[createdon]	Creation date/timestamp for the current ticket.
[subject]	Subject line of the current ticket.
[ticket_name]	Name of person submitting current ticket.
[ticket_email]	Email address of person submitting current ticket.
[ticket_status]	The current status of a ticket.
[ticket_history]	A thread of back and forth responses between the ticket submitter and the Help Desk staff, in reverse chronological sequence.
[captcha_secret]	Generated secret value for the captcha field on the ticket entry form.
[faqpriority]	Drop down selection list of ticket priorities.
[categorylist]	Drop down selection list of ticket categories.
[faqschrslt]	Variable length list of FAQs that satisfy a given search request.