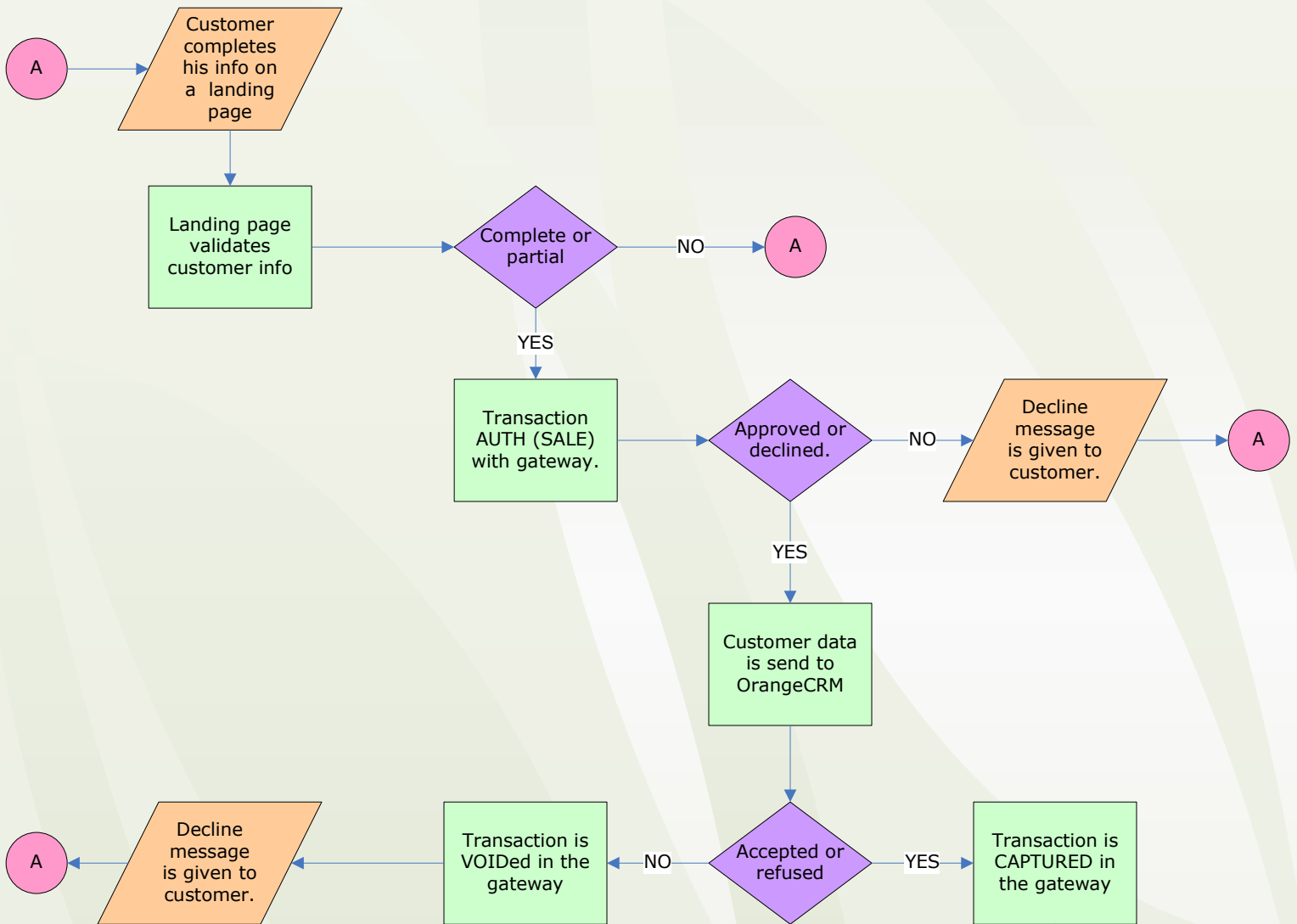


## Landing page workflow



1. Customer fills out his information on the landing page(s).
2. Customer data is validated by the landing page for accuracy and completeness.
3. The landing page attempts to process the transaction with the gateway. This is either a SALE or an AUTH.
4. If the gateway approves the transaction then the landing page attempts to post the customer to OrangeCRM. If the transaction was declined the landing page notifies the customer and take the necessary action.
5. If OrangeCRM refuses the customer the landing page notifies the customer and take the necessary action and if the transaction was a SALE in step #3 then a VOID is sent to the gateway. If the customer is accepted by OrangeCRM and an AUTH was processed in step #3, then the landing page processes a CAPTURE with the gateway.
6. Completed transaction data is now sent to OrangeCRM so CSRs can refund it if necessary.
7. The "thank you" page is displayed and a pixel is fired to the affiliate if required.