Create Digital Products %

This article applies to:

If your company sells digital products (and you have our **E-Commerce Add-on**), like eBooks or audio downloads, you will need to create digital products in Keap. A digital product is specially designed to store the product file (under 10 MB), deliver a download link, and enforce download limitations. If you imported a product list, you will need to edit the records for the digital products to set up the delivery details.

You can add, view, and delete digital product files through individual product records or through the Digital Products area of the company file box.

- 1. Go to E-Commerce > Products in the main navigation menu
- 2. Click on the Add a Product button.

Reports 🗸	Settings
	Add a Product
	Actions ~ 50 ~ per page
	SKU Price Delete

- 3. Enter a Product Name. This name is displayed to your customers and on the product list inside of Keap.
- 4. Select Digital from the type drop-down and click on the Save button.

I INFO I	USA UNITADITI ACCON		\$0.00
Add a Prod	uct	×	
			\$30.00
Product Name:	Get More Distance on Your Drive		
Product Name.	69 characters left		\$89.99
Product Type:	Digital		\$55.00
			422100
		Save	\$30.00
			\$50.00

- 5. Enter the product information and Save the product.
- 6. Click on the Digital Files tab.

😿 Manage Product					
Product Inform	nation	Digital Files	Subscription Plans	Product Imag	
Product Name:	Get Mo	re Distance on Yo	our Drive		
Product Type:	Digital		•		
Short Description:					
			::		

7. Click on the **Add File** button.

👿 Manage Pr	oduct	
Product Information	Digital Files	Subscription Plans Pro
Add File		
File	Description	
		No result:

8. Select a file from the drop-down or click on the **Upload File** button.

Subscriptio	Manage Digi	×	t Inventory Links	
	Options			
	Use existing:	Add Distance to Your Drive.pdf	•	Remove
_	Upload new file:	Upload File		

9. Enter the digital file information

	File Name:	Add Distance to Your Drive
	File Description:	20 Tips from a PGA Pro that will add massive distance to your drive!
(0 fc (0 fc categories	Save	

- File Name: Enter the name of the product here. Customers will see the name in the product delivery email.
- File Description: Enter a brief internal description of the file context. This shows up in the summary page.
- 10. (Optional) Repeat the process to add more files for this product.

11. (Optional) License Keys: This feature allows you to insert an "inventory" of unique digital product keys.

Add Distan	ce to Your Drive	20 Tips from a PGA Pro that will a	
License Key:	123456,123457,123458		
	Add Keys		
Days Availab	le: 0	(0 for unlimited)	

Keys are most often used by software providers whose customers need to insert a key to "unlock" their product. You will use a merge field in an email to insert a unique license key for each customer. You must separate the product keys with commas. Copy and paste the keys into the license key field and then click on the **Add Keys** button.

Pro Tip! You can use the Product Inventory tracking feature to receive an alert when the key codes get low.

12. Set up download restrictions.

These restrictions help minimize unauthorized distribution of the digital product.

- Days Available: This option limits the download time frame to a specific number of days. If the customer waits to download the product, this time limit may prevent success. The default is 0, which means there is no time limit.
- **Download Limit**: This limits the number of times a customer can download the file. It tracks the number of clicks on the download link in the email (not successful downloads). The download link

expires when this limit is reached. The default is 0, which means there is no limit to the number of times the customer can download the file.

13. Set up the email delivery template by selecting an existing email template or click on the Add button to create a new email template.

Email Template:	Show templates in ALL categories			
	Digital Delivery - Add Distance t			
	Please select an option			
	Default Double Opt-in Email			
Manager	Default Template (For Broadcasts & Sequences)			
Message:	Digital Delivery - Add Distance to Your Drive			
	My Invoice			
	Plain Text Template (For Single E-Mails)			
	Sample Template			
Save & Search Delete				

- 14. Click into the body of the email where you would like to insert the product download link.
- 15. Click the Insert tab in the email builder

Email Builder	
Close Builder	
Format Format Image Table	Insert Snippets Snippets Merge Fields Ω Special chars Divider

16. Click on the Merge Field button

	Email E	Builder			
	Close B	uilder			
) (Format	Insert	Snippets	
ge Fields		х		🖒 Merge Fields	
ct Fields <mark>(</mark> most con	nmon)	>^	Divider	Ω Special chars	
ct Fields (custom)		>			
ct Fields (additiona	il)	>			Having trouble viewing

17. Click on Digital Products in the merge list and then click on the name of the digital product to insert the

digital product information into the email

Partner		>	ut laoreet dolore magna aliquam era tation ullamcorper suscipit lobortis n		
Referral Partne	er Fields	>	iriure dolor in hendrerit in vulputate v		
Referral Partne	er's Fields	>	facilisis at xero eros et accumsan e auque duis dolore te feugait nulla f		
Date		>	nihil imperdiet doming id guod mazi insitam: est usus legentis in ijs gui f		
Digital Product	¹⁵	⊕>-	legere me lius guod ii legunt saepiu mutationem consuetudium lectorum parum claram, anteposuerit litteraru decima. Eodem modo typi, gui nunc		
			If you no longer wish to receive our <u>Unsubscribe</u> Infusionsoft 2065 W Obispo Ave Su		

There are three merge fields for each digital product:

- Digital Product Link: The digital product link is required to download the file(s) for this product. The download link looks something like this: https://fusebox.infusiontest.com/product.html?code=842f30
- (Optional) Digital Product Code: The code is the number at the end of the download link. It is not required to download the digital product, but can be useful if you need to troubleshoot a customer's download issue. Your customer can give you the code, and you can add it to the link (above) to test the download on your end.
- (Optional) Digital Product Keys: Keys are most frequently used with a software product. The key is not required to download the digital product file, but may be required to unlock the software.
- 18. Finish editing the email and save the email body changes.

Scroll to the bottom of the email template and set the *Email Readiness* to **Yes**, then click on the **Save** button.

19. Click on the Save button to apply the digital product updates.