

Shopping Cart Integration for eCommerce Localization & Translation Software

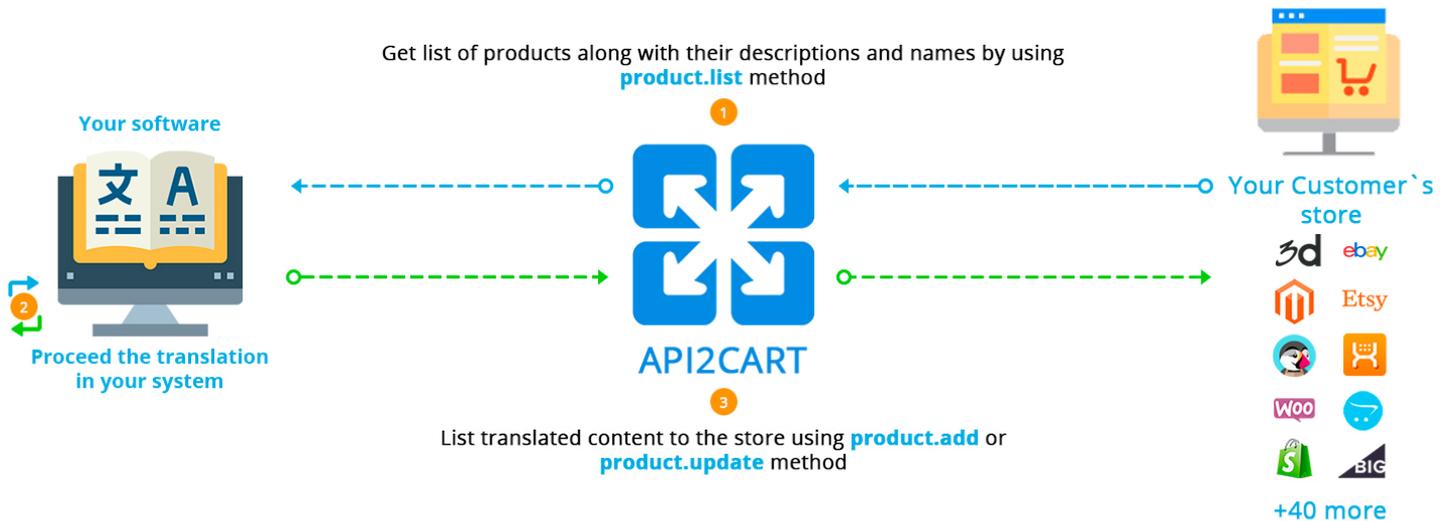
Unified approach



USE CASES

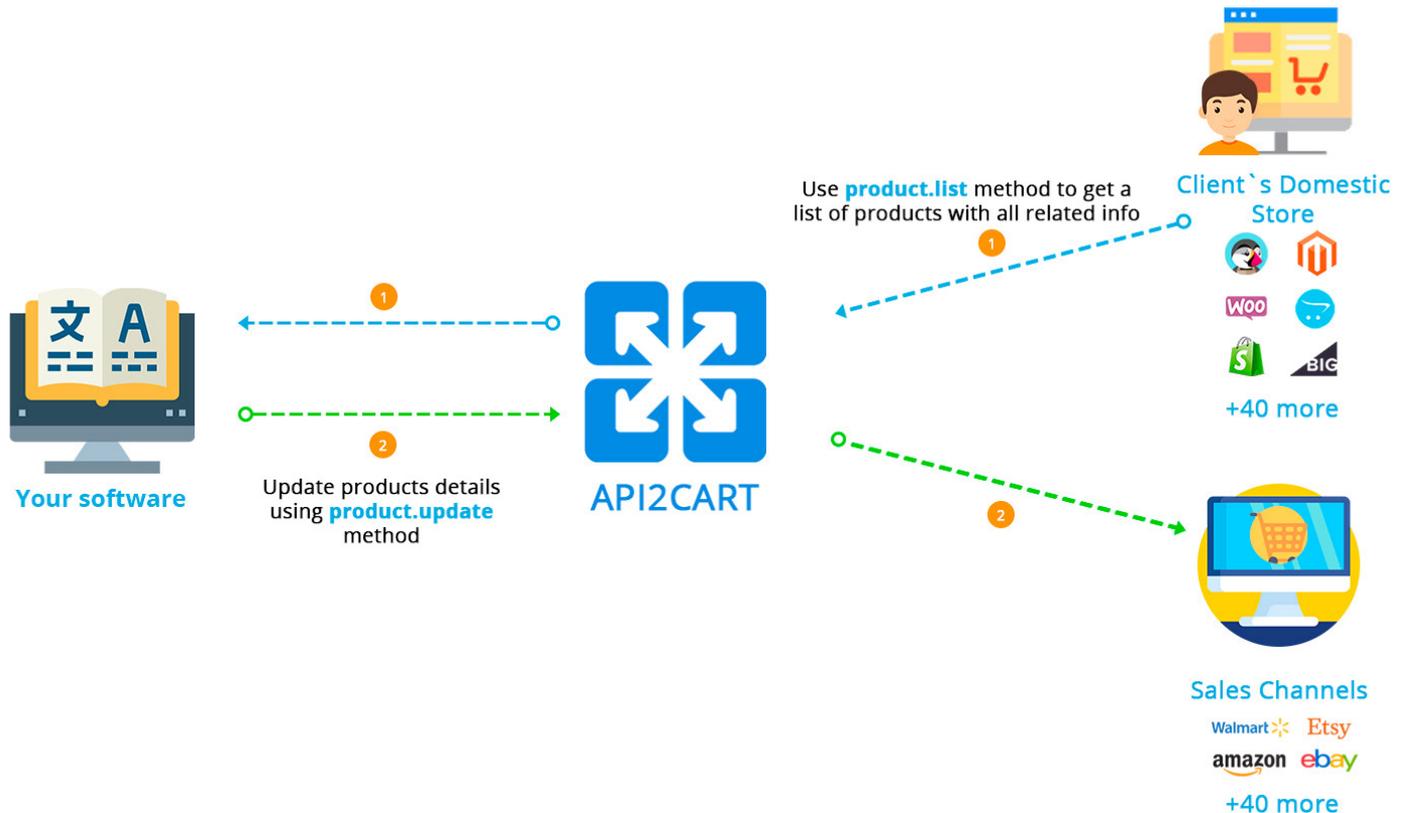
Translate marketplace listings

Translate and localize your clients' items and automatically list them on various marketplaces

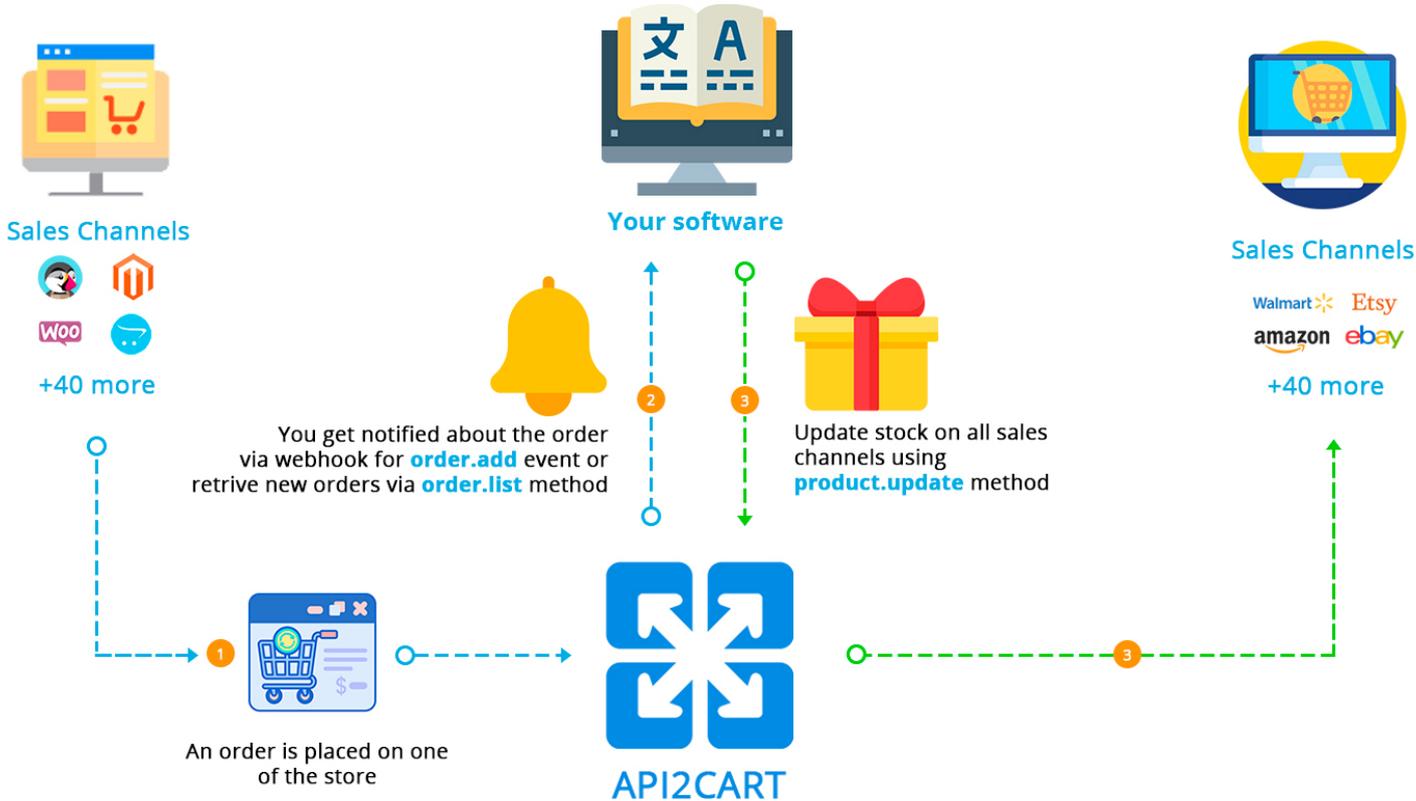


Update international listings

Allow your clients to update their international listings based on any changes they make on

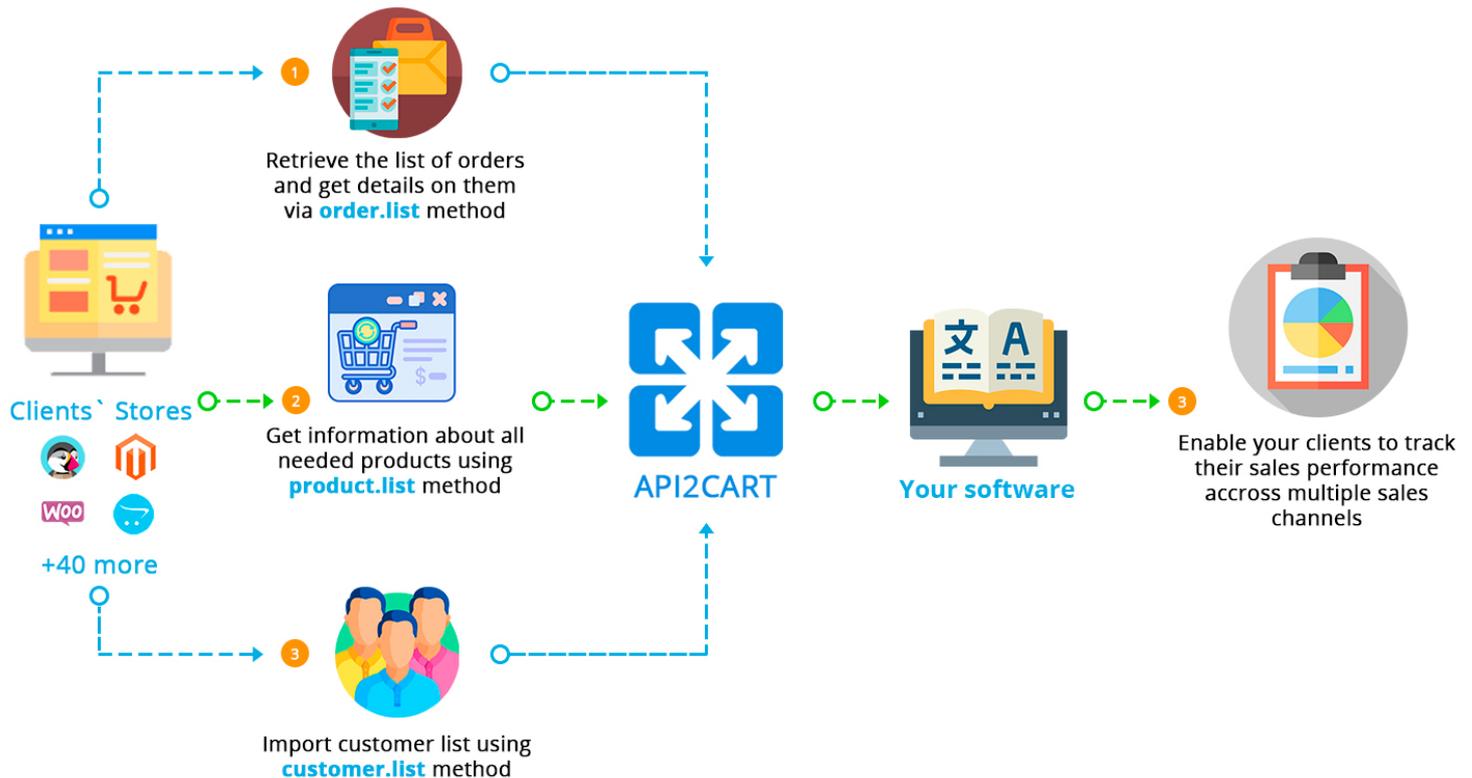


Synchronize stock across various international sales channels



Make up-to-date reports

Let your customers to monitor their sales performance across various sales channels



Why eCommerce Localization software needs integration with shopping platforms?

Localization is basically translating online store and adapting it to the local culture, which is the key step to successfully enter a foreign market. It includes translating and adapting every single piece of content: product names, descriptions, categories, graphics, currencies, time, date etc. When building localization software, you need to ensure it can accurately retrieve, process, and add this information. This involves developing dozens of connections, including those with shopping platforms that merchants run their stores on.

No matter how terrifying this sounds, integrations are unavoidable. What is avoidable, however, is more integrations and the problems they entail.

API2Cart makes integration with multiple shopping carts and marketplaces so much easier, faster and cheaper. Also, API2Cart takes care of further multi-platform maintenance. You integrate with the API once, get connected to more than 40+ eCommerce platforms, and don't worry about upgrading your code every time new versions of carts come out.

How shopping cart integration builds a critical link in the chain

For you, as a localization software provider, merchant's e-shop is a valuable asset because that is where the information to be further localized is stored.

Localization software depends on integration with shopping carts to automate most of translating operations. Info from stores powers the majority of internal processes localization software runs.

In particular, integration with customer stores via API2Cart enables the software to do the following:

- retrieve products lists along with prices images, descriptions, attributes, variants, categories, etc.
- translate marketplace listings on eBay, Etsy, Amazon
- add and update translated product info on webstores
- get store info like name, timezone, language, currency, country etc.
- automate, schedule, and customize tasks to run only for specific stores
- organize the data in detailed reports

Quality of eCommerce localization software depends on its level and quality of integration with shopping carts. Integration means tying your application with a third party, so should something go wrong and an information loss or distortion occurs, and the whole lot of integrated processes will go on the blink. The consequence of this will be, that first your customers, and then you, will suffer losses.

The best way to integrate safely is to invest into a well-coined connection via API2Cart Unified Shopping Cart and Marketplace API. Having dealt with hundreds of integrations, our team have learned the pain points that various web and mobile applications face. With these in mind, **we crafted our unified API that lets your product seamlessly communicate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping cart or marketplace that we support.** Plus, API2Cart APIs make it equally easy to integrate shopping carts with both web and mobile applications.

API2Cart Methods for Localization Software

API2Cart has rich capabilities for eCommerce translation & localization software. We provide the whole scope of functionality to get and manage all needed info on products, orders, shipments, customers, stock levels, etc. Let's dig deeper into the methods which help to perform the integration.

Manage Product Listings

We have everything needed for creating and managing product listing on multiple shopping carts and marketplaces.

- [product.list](#)

Use [product.list](#) method to get list of products along with all related info and images. You can retrieve SKUs, name, description, dimensions, prices, quantities, etc. Filter products by create/modification date, ids, etc.

- [product.add](#)

Use [product.add](#) to push products to stores on Amazon, eBay, or any shopping platform we support. You can delete products as well with [product.delete](#).

- [product.update](#)

Easily edit product details like prices, descriptions, images, or any other info on stores.

- [product.variant.info](#)

Get details on product variants via [product.variant.info](#) method.

- [product.child_item.list](#)

Find and get list of child items of products via [product.child_item.list](#) and [product.child_item.find](#) methods.

Work with Categories

API2Cart provides ability to work with categories in a number of ways. In particular, we have the following methods:

[category.add](#)

[category.assign](#)

[category.image.update](#)

[category.delete](#)

[category.unassign](#)

[category.image.delete](#)

[category.update](#)

[category.image.add](#)

Work with Currencies

[product.tax.add](#)

[product.currency.add](#)

[product.currency.list](#)

Inventory Control

Sync product quantities across all channels

Access to accurate inventory data is vital for avoiding errors in shipping operations. Double check product availability by using [product.info](#) method, which returns items' quantity in stock.

Once the order is placed on any of sales channels your system can automatically update stock level of product using [product.update](#) method.

Import orders

There are two ways to learn about new orders on stores.

- ▶ Webhook for [order.add](#) event

First is setting the webhooks for [order.add](#) event to get notified every time the new order is placed. Using webhooks is much more beneficial way in comparison to polling an API, as it decreases the server load, saves api requests, and provides more up-to-date info.

- ▶ [Order.list](#) method

Another option for tracking new orders is executing [order.list](#) method once in a while to get list of products to be imported to your system. Filter orders by create time with *created_from* and *created_to* parameters.

Add shipment statuses

Automatically insert shipment tracking url or update tracking info into the ecommerce store by using [order.shipment.tracking.add](#) to seamlessly notify end customers.

Create shipments and add tracking numbers to orders with help of [order.shipment.update](#) and [order.shipment.add](#) methods.

Update order statuses via [order.update](#) method.

Manage customer info

Retrieve all customers details you need via [customer.info](#) and [customer.list](#) methods.

Key Challenges of in-house integration (multiply by the number of integrations)

The integration steps mentioned above imply software vendors looking to integrate with shopping carts and other related systems will have to deal with the following challenges:

1. Time.

On average, an integration takes 4-12 weeks to develop. In this time the responsible developer will learn the platform logic and architecture, put effort into reducing the friction between the product and the system, and very likely find themselves off base a couple of times.

2. Expenses.

Be ready to pay a set sum of a few thousands of dollars plus maybe extra if the need for additional development occurs. After the integration is complete and iterated to success, it will need developer work and attention because new versions will appear and this will mean upgrades to make. Plus, your clients might request modifications and custom enhancements.

3. Human resources.

Each integration is both tons of work to do and a separate thorn in the side that never goes away after the work is done, that someone has to deal with. For better and more reliable results, you will want the someone to be dependable and expert, and that is not easy to find and hard to allocate if they are a part of your product team.

How API2Cart helps

Having dealt with hundreds of integrations, our team have learnt the pain points that various web and mobile applications face. With these in mind, we crafted our unified API that lets your product communicate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping cart or marketplace that we support.

Speaking the language of benefits, API2Cart offers you to do the following:

▶ **Enhance your functionality faster**

Our unified API eliminates the need to develop separate integration for each platform. Integrate once, get the data required from the platforms needed.

▶ **Expand your market share dramatically**

Win more clients by having access to data from stores built on the shopping cart they use. Each integration means another thousands of users need you.

▶ **Reduce cost, save time**

You connect to dozens of platforms via one integration. It's months of expensive development work avoided.

▶ **Save resources**

Concentrate on what matters for your business. We take care of platform updates.

Speaking the language of tech, API2Cart lets you do the following:

1. Integrate your product with more than 40+ eCommerce platforms via one API
2. Add stores to join the 50k+ stores successfully connected by other clients of ours
3. Avoid the need to maintain each connection separately
4. Synchronize data from stores with your product real time via webhooks enabled
5. Escape mapping headaches

**Let us know if you have any questions.
We'll be happy to discuss them in any form you like.**

[CONTACT US](#)

[SCHEDULE A CALL](#)