

Shopping Cart Integration for Social Commerce Software

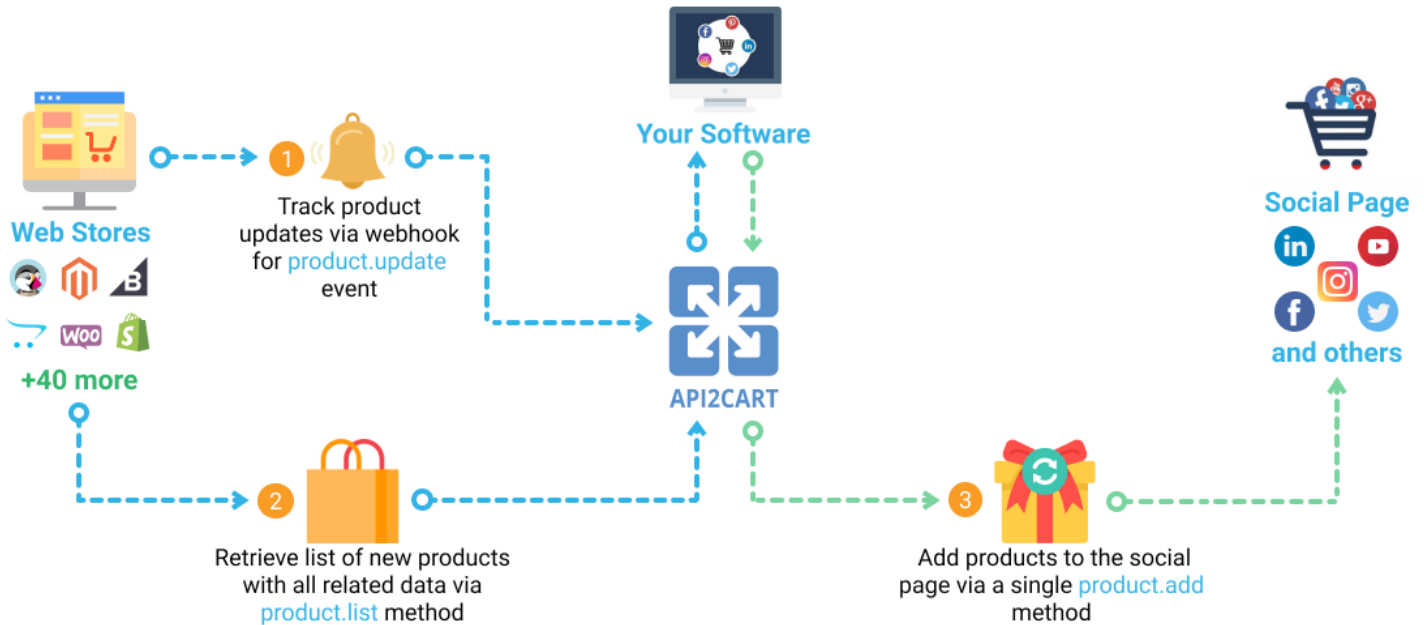
Unified approach



USE CASES

Sync product data

Seamlessly sync all product data with images, titles, descriptions, categories, etc. from the web store with social pages



Sync inventory levels

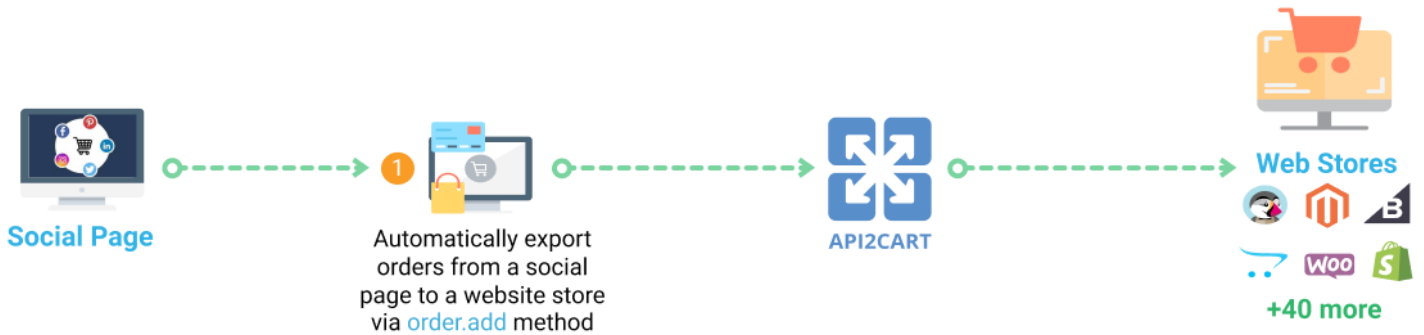
Keeping inventory data accurate and in sync is vital for online store owners



Track product updates

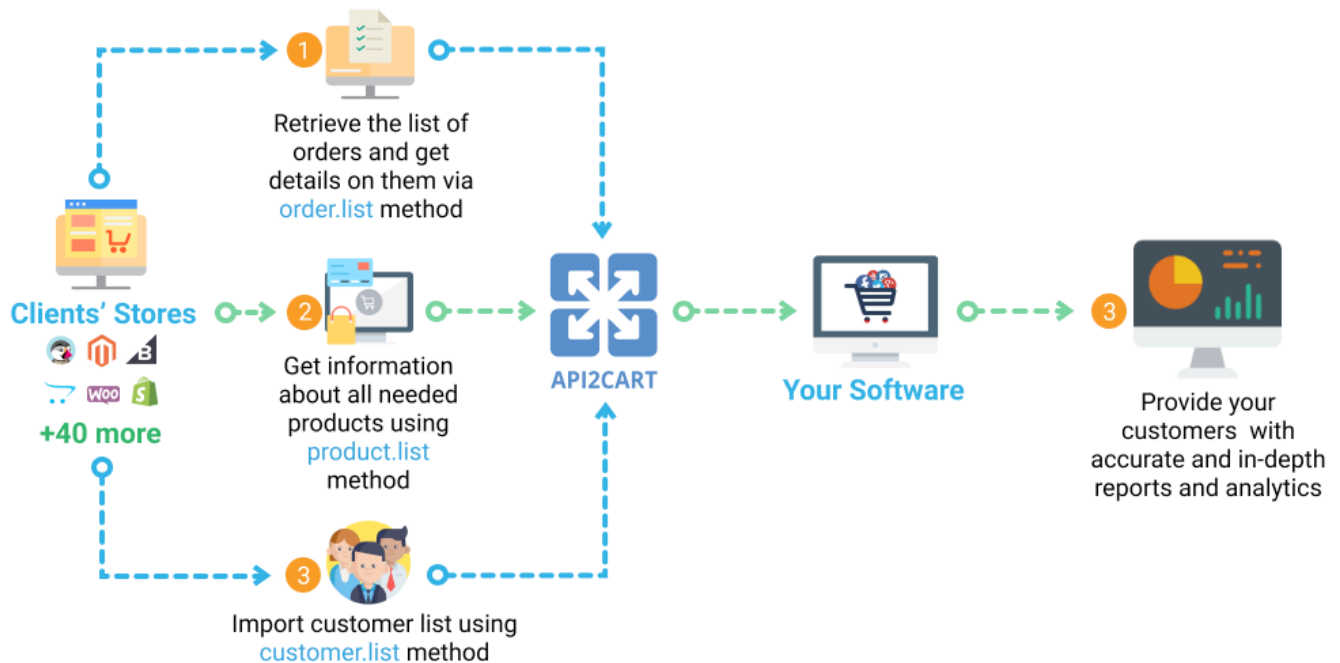


Sync orders



Provide analytics to predict customer purchase decision

Let your customers to monitor the performance on social pages through analytics and reports



Why Social Commerce System Needs Integration with Shopping Platforms?

Social commerce software providers offer the possibility to drive sales through social platforms, thus allowing merchants to provide a unified and consistent customer experience across multiple online sales channels. In simple terms, it provides a way of converting visitors into customers.

For that such systems have to connect to various platforms and be able to retrieve, add, update, delete, synchronize store data such as products, orders, categories, customers, shipments, inventory, etc.

No matter how daunting 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 e-commerce 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 social commerce provider, retailers' online stores and marketplaces are a valuable asset.

On the level of code and transactions, info from stores powers the majority of functions and internal processes social commerce software covers. In particular, integration with customer stores via API2Cart enables the software to do the following:

- integrate your software with 40+ shopping carts and marketplaces;
- retrieve product information from online stores and place it on social pages;
- synchronize new products and reflect changes into social page;
- sync orders in real time with webhooks

Quality of Social commerce 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 Social Commerce Software

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

Product info sync

Use **product.list** method to get list of products along with all related info and images. Track new products added via **webhook** for **product.add** event or call **product.list** method once in a while. Add products via a single **product.add** method.

Update product info like price, description, name, quantity, etc. using **product.update** method.

Sync inventory

Check and update product quantities

Access to accurate inventory data is vital for avoiding errors and overselling. Double check product availability by using **product.info** method which returns items' quantity in stock.

Update product quantity using **product.update** method.

Sync orders

With API2Cart it is easy for your software to gather orders from social pages.

There are two ways to learn about new orders:

- 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 a 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 new orders with [order.add](#) method.

Work with categories

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

[category.add](#)

[category.delete](#)

[category.update](#)

[category.image.add](#)

[category.image.update](#)

[category.image.delete](#)

[category.assign](#)

[category.unassign](#)

Make reports

Let your customers monitor and predict a buyer's purchase decisions through analytics and reports. Use the following methods to retrieve the information on stock and customers:

[order.list](#)

[customer.list](#)

[product.list](#)

Key Challenges of In-house Integration (Multiply by the Number of Integrations)

Developing every new connection takes resources and entails further engagement. The integration with shopping carts, marketplaces, and other related systems involves dealing 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 shopping carts 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.**

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