

TOP 10 BUSINESS CASES YOU CAN SOLVE WITH API2CART



The importance of shopping cart integration

For eCommerce software providers, retailers' online stores and marketplaces are a valuable asset because that is where the information on products, orders, shipments, customers and baskets, etc is stored.

That is why seamless integration with various shopping carts and marketplaces is essential for any eCommerce software. It provides the possibility to work with all kinds of data with no difficulties.

Integration means tying your application with a third party, so should something go wrong and an information loss or distortion occurs, and a 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.

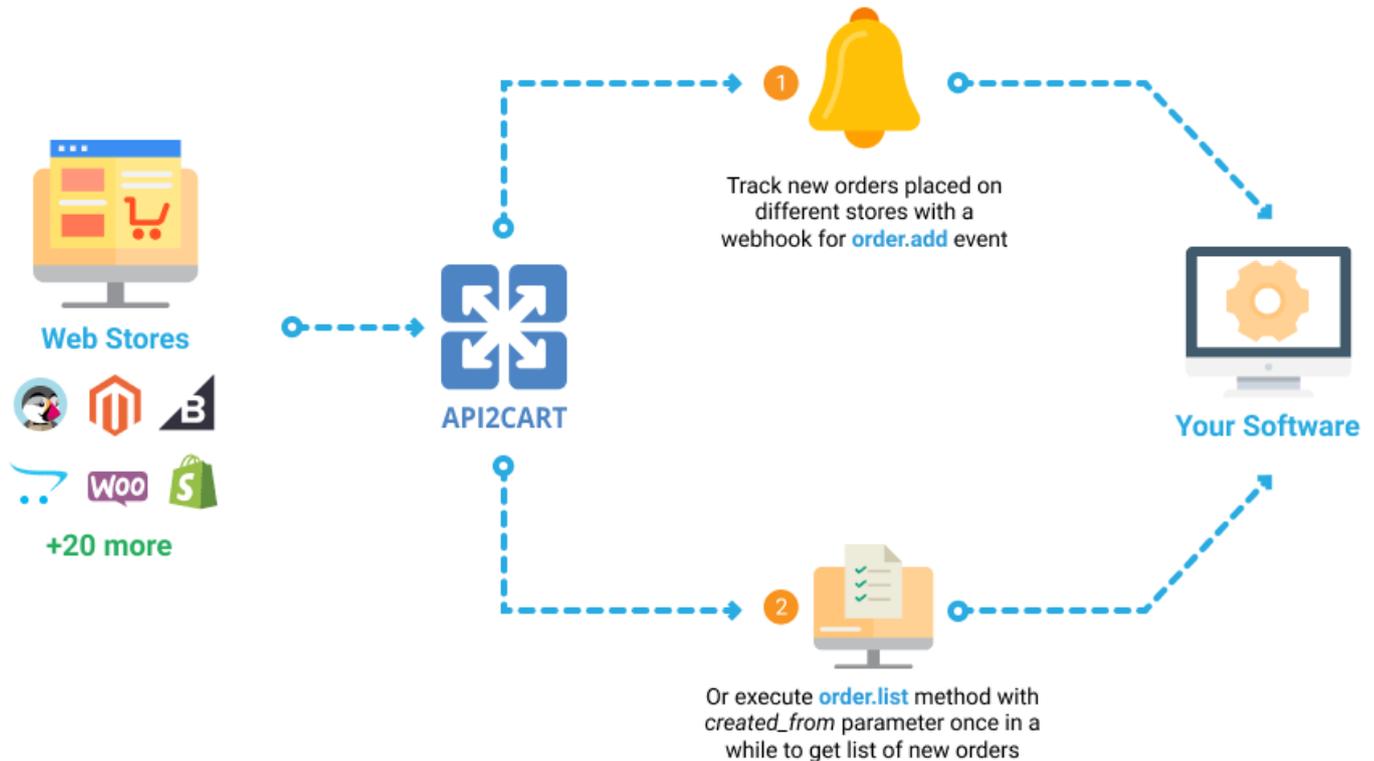
The best way to integrate safely and easily is to invest in a well-coined connection via API2Cart Unified Shopping Cart and Marketplace API. Having dealt with hundreds of integrations, our team has learned the pain points that various web and mobile applications face. With these in mind, **we crafted 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.

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.

Popular Use Cases

1. Import orders from multiple sales sources

With API2Cart it is easy to import customer orders from multiple stores, sites, and marketplaces into your platform.



2. Sync inventory across all sales channels

Keeping inventory data accurate and in sync across all selling channels is vital for online store owners.

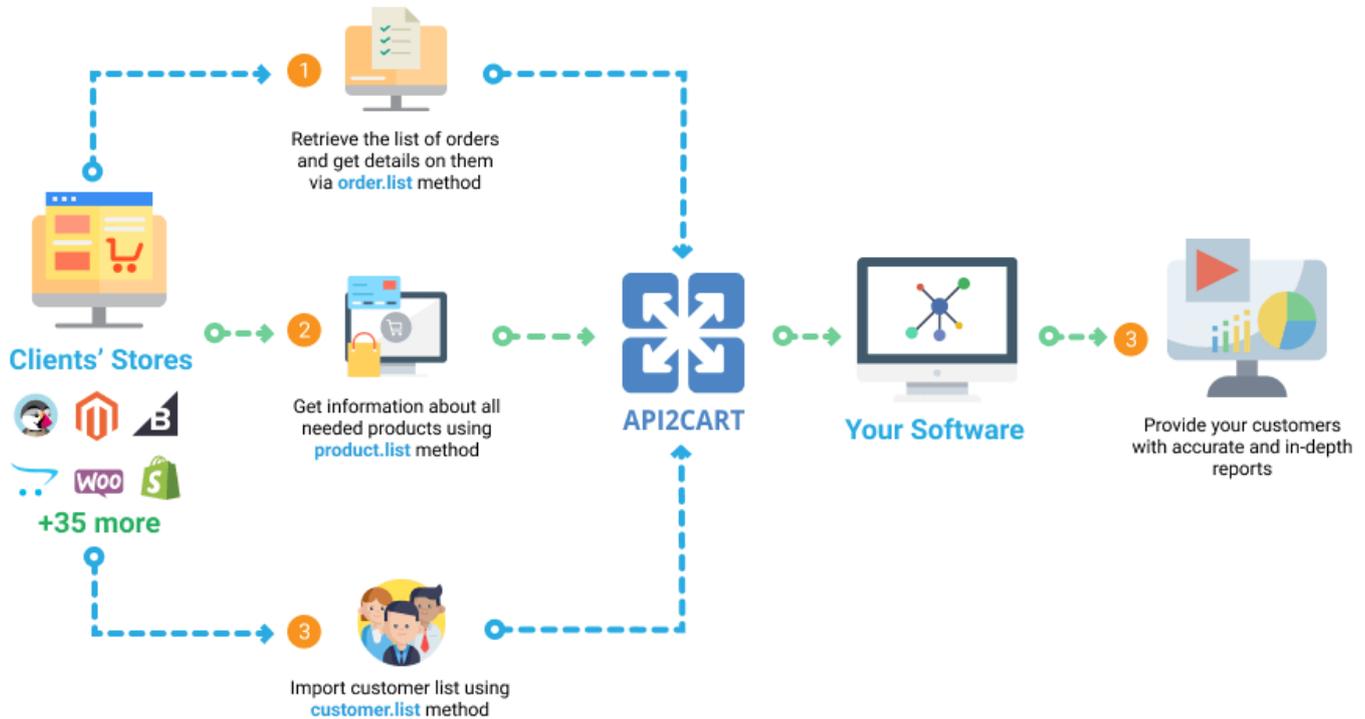


3. Create shipments and update order statuses automatically



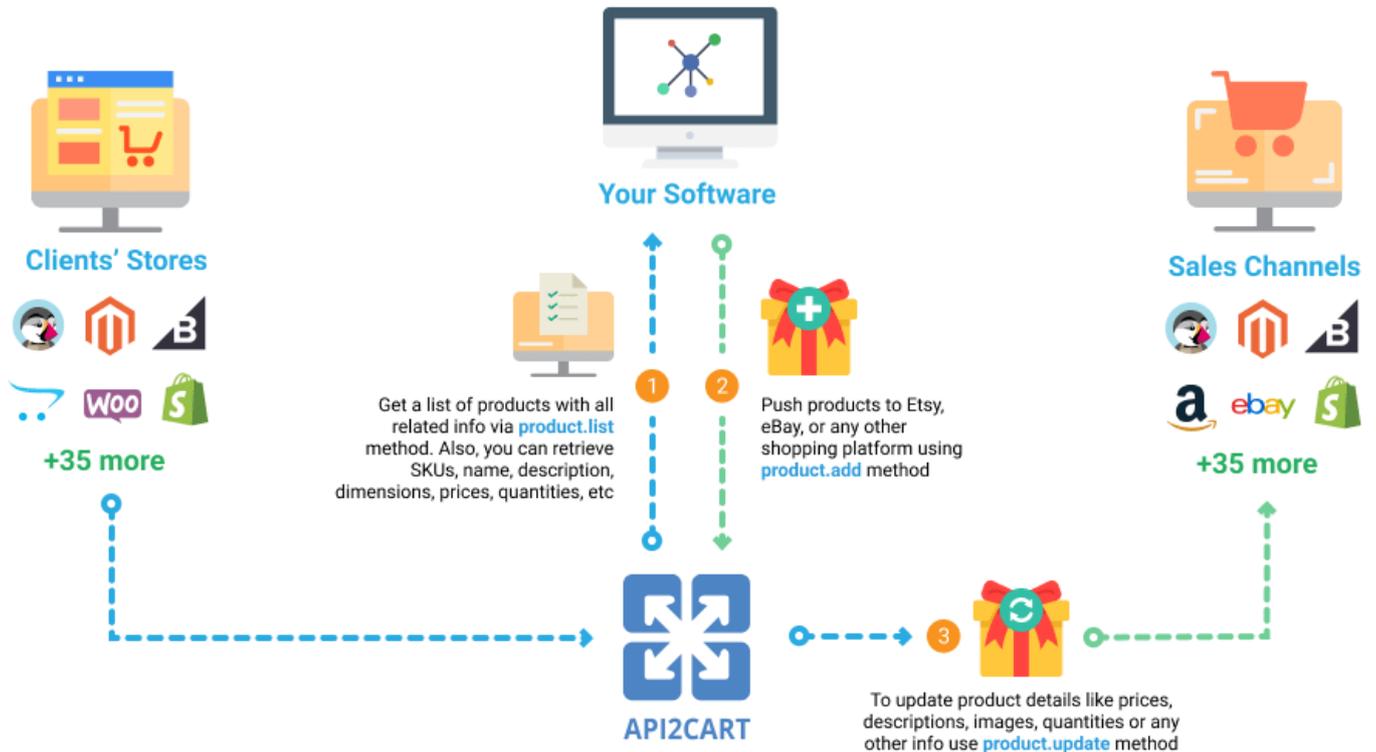
4. Make reports to track the situation on each sales channel

Provide real-time insights into the performance on each sales channel through analytics and reports.



5. Create product listings on multiple platforms

Easily create and manage eBay, Amazon and Etsy product listings. Automatically upload products with images, titles, descriptions, categories, etc. to multiple shopping carts and marketplaces



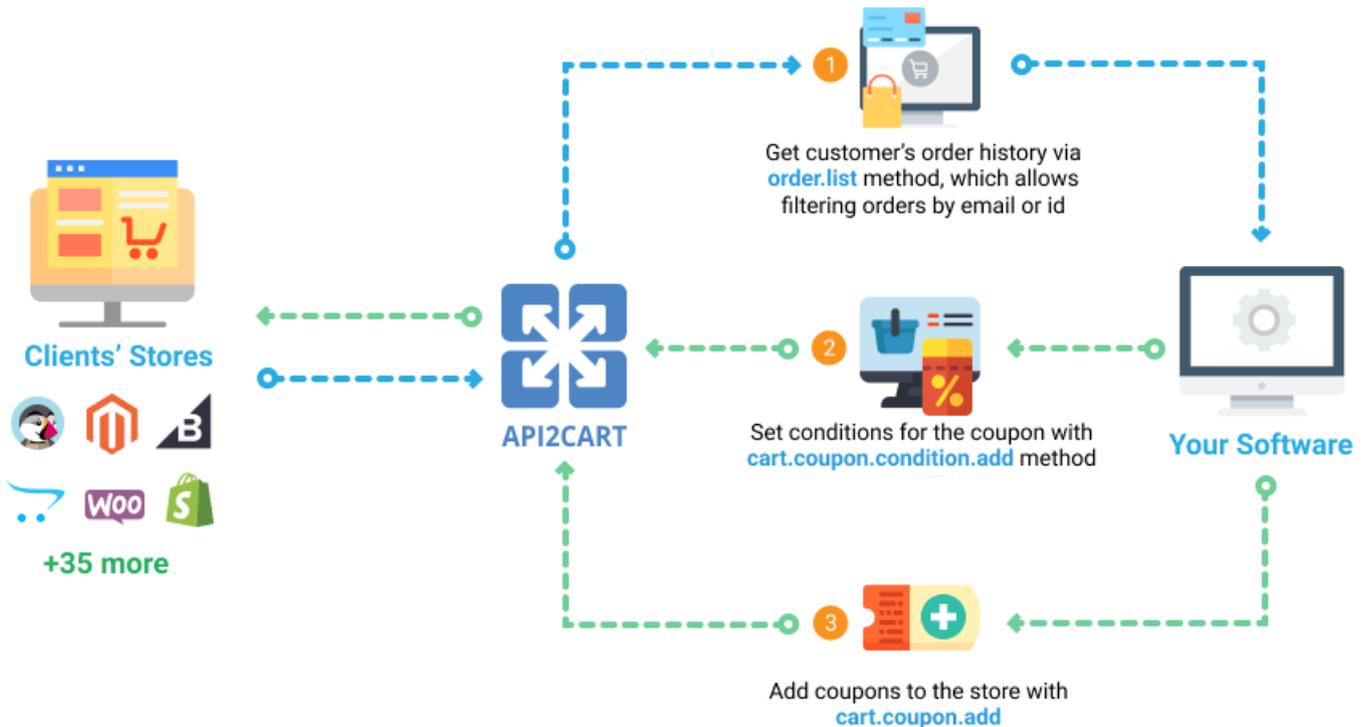
6. Update prices across all sales channels

With API2Cart it's easy to create a single source of pricing truth for retailers selling on multiple sales channels.



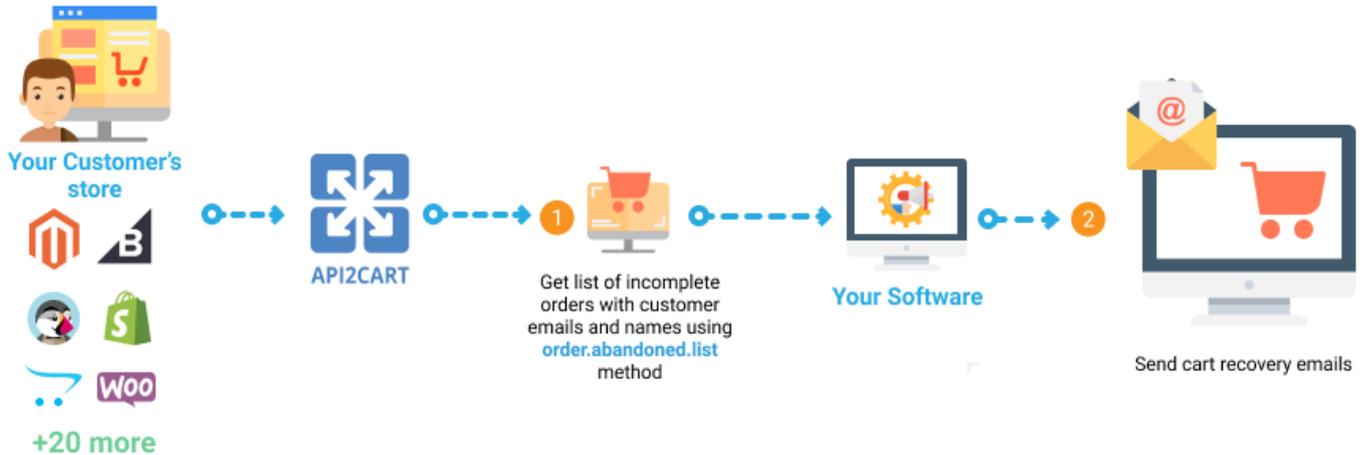
7. Create coupons

API2Cart provides a method for creating customized coupons based on a number of conditions.



8. Recover abandoned carts

Send automatic emails to recover lost ecommerce sales.



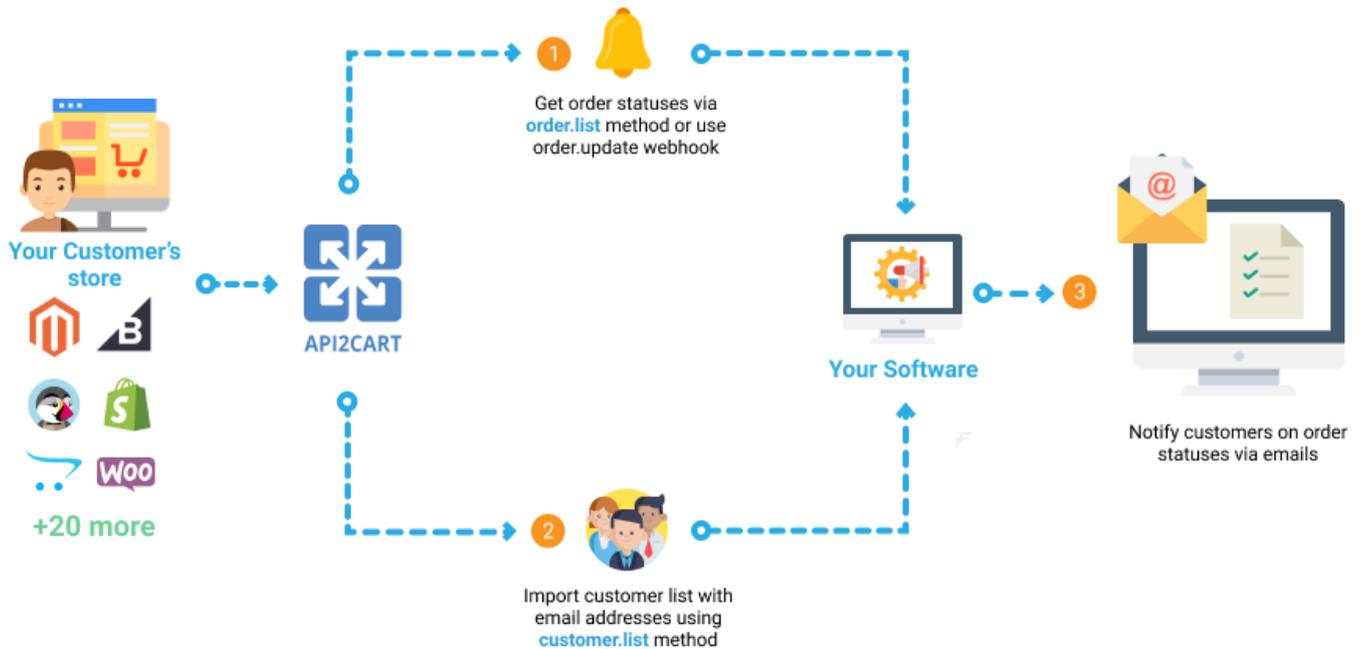
9. Send emails featuring new items, discounts and special offers

With API2Cart it's easy to promote new products.



10. Notify customers on order statuses

Alert end customers automatically when order statuses change.



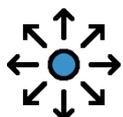
Why API2Cart

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



1. Become a more encompassing system faster

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



2. 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 other thousands of users ready to use your service. Retrieve, add, delete, update, and synchronize store data from all or any of the 40+ supported shopping carts easily.



3. Minimize Total Ownership Cost (TCO)

You connect to dozens of platforms via one integration. You save a lot of money and time because each integration with eCommerce platform requires from 4 to 8 weeks of developers' work whose average monthly salary ranges from \$2000 to \$6000.



4. Forget about the updating issues

Concentrate on what matters for your business. Integrate once with API2Cart and never worry about maintaining separate connections with shopping carts. We take care of platform updates, adding new eCommerce platforms and supported methods. It means that you have no need to make any changes every time a new version of a cart appears.



5. Use 24/7 customer support

You get 24/7 support by email, chat or phone from our technical specialists that will help you to resolve all issues connected with shopping cart integration.



6. Use 30-days free trial period

Before implementing the service into your business infrastructure you can use it for 30-days free. It will give you the possibility to see how it works and helps your application to integrate with shopping carts with no risks.

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

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[SCHEDULE A CALL](#)