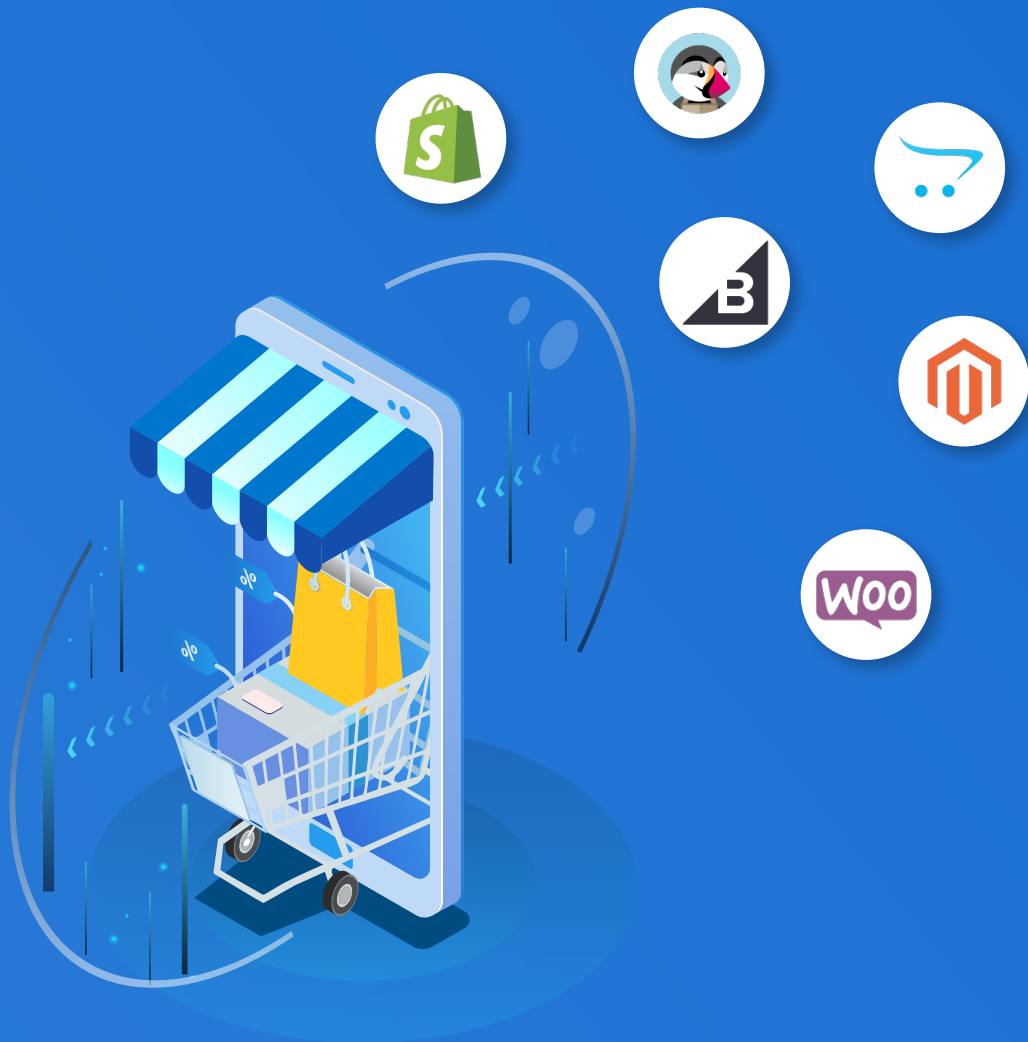# Shopping Platform Integration for Cart Abandonment Solution
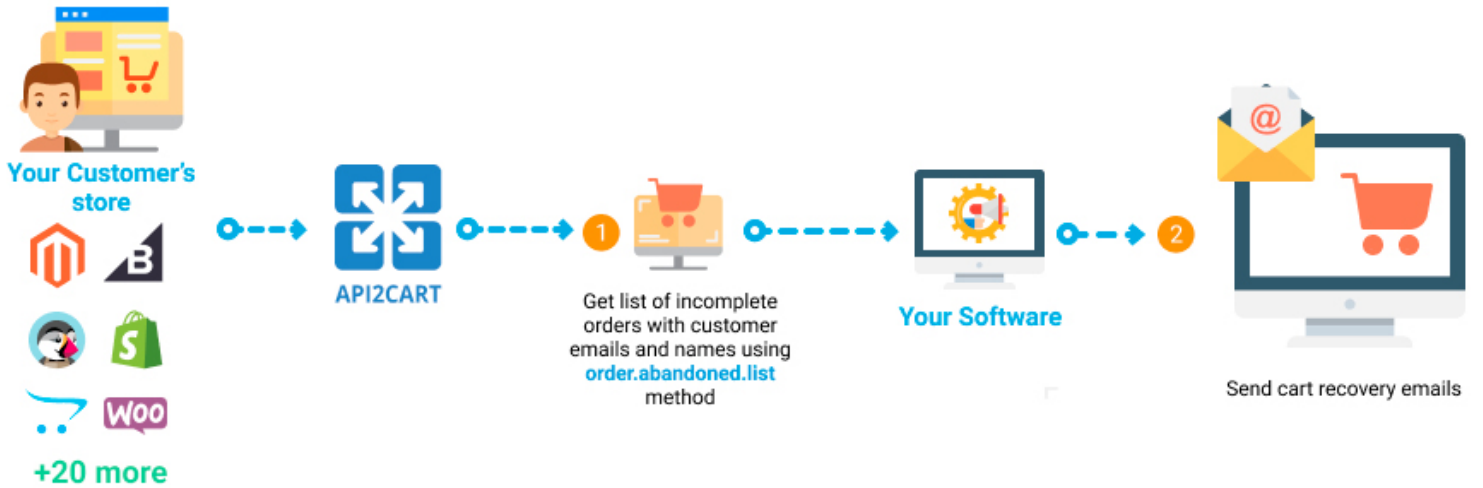
Unified approach

USE CASES

Send Cart Abandonment Emails

Remind the e-stores' visitors about their carts through personalized cart abandonment emails

Your Customer's store

+20 more

API2CART

① Get list of incomplete orders with customer emails and names using **order.abandoned.list** method

Your Software

② Send cart recovery emails

Send Emails Featuring Special Offers

Automatically sends a series of customizable emails to e-stores' customers with personalized recommendations, new products, special offers and discounts

Your Customer's store

+20 more

API2CART

1 Get list of new products using **product.list** method or use webhook for product.add event

2 Get shopping cart abandoners' emails using **order.abandoned.list** method

Your Software

3 Send emails with special offers to shopping cart abandoners

Make Precise Customer Segments

Create segments based on customer demographics, previous orders, gender, and more. It will help online merchants to create more targeted and higher converting campaigns

Your Customer's store

+20 more

API2CART

① Get detailed info about e-stores` customers using **customer.list** method

Your Software

② Make customer segments for higher cart recovery rates

Why cart abandonment solutions need integration with shopping platforms?

Cart abandonment software help online merchants to increase their order completion rate and increase their profits in time. These solutions are responsible for recovering abandoned carts with targeted email campaigns, building precise customer segments for higher cart recovery rates, providing detailed statistics to online sellers that help them to measure their cart abandonment rate.

Cart abandonment solutions greatly depend on integration with shopping platforms, as carrying out key functions requires an ability to access order, customer and product information from online stores.

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 platforms 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 platforms come out.

How shopping platform integration builds a critical link in the chain

For you, as a cart abandonment software provider, merchants' e-shops are a valuable asset because that is where your system gets information on orders, customers and products to run their functions.

Cart abandonment solutions depend on integration with shopping platforms to help online merchants to make their businesses more successful and profitable. Info from stores powers the majority of features and processes that every cart abandonment system covers.

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

- send abandoned cart emails
- make detailed customer segments
- create emails with personalized recommendations, new products, special offers and discounts
- organize the data in detailed reports

Quality of cart abandonment software depends on its level and quality of integration with shopping platforms. 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 Platform 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 platform or marketplace that we support.** Plus, API2Cart APIs make it equally easy to integrate shopping platforms with both web and mobile applications.

API2Cart Methods for Cart Abandonment Software

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

Get all needed info for abandoned cart recovery

We have everything needed for getting access to the data connected with cart abandoners.

Get list of incomplete orders along with customer emails and names using **order.abandoned. list** method.

Notify about new products

Send series of customizable emails to e-stores' customers with the information about new products, special offers and discounts. Let the online merchants reduce their cart abandonment rate and earn more money.

For, this purpose you can use **product.list** and **order.abandoned.list** methods.

Create up-to-date reports

Provide your customers with the ability to get the information about their cart abandonment rate and use it for their purposes. For this, you can also use **order.abandoned.list** method.

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

Developing every new connection takes resources and entails further engagement. The integration with shopping platforms, 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 learned the pain points that cart abandonment software face. With these in mind, we crafted our unified API that lets your solution communicate with clients' e-stores, be they based on Shopify, Magento, WooCommerce, or any other shopping platform 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 platform 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 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