API2CART
unified shopping cart data interface

WHITE PAPER

# Marketplace Integration for Your Business

Everything you need to know







Marketplaces you can integrate with through one API2Cart integration

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api2cart.com

WHITE PAPER

# Marketplace Integration for Your Business

Running B2B eCommerce software for online merchants is always challenging, because the industry keeps evolving. More solutions are offered to a growing number of online sellers, and the potential clientele of B2B software becomes more diverse.

To meet the needs of more clients, eCommerce software has to work with the marketplaces those merchants use to sell their goods. Marketplaces now drive a large share of online retail, and a merchant who sells on Amazon, eBay or TikTok Shop expects your software to handle those orders and listings too.

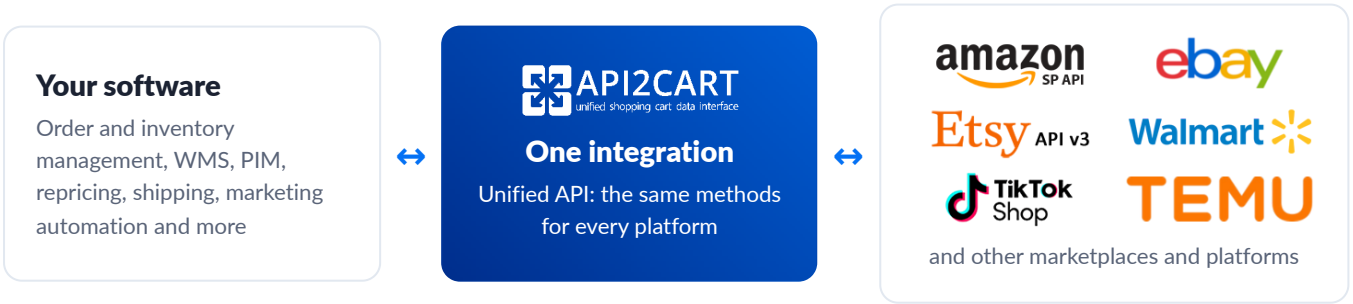
This white paper explains to B2B eCommerce software vendors why marketplace integration matters and how to build it. You will find the following topics covered:

- What marketplaces are and why to integrate with them
- What software and industries benefit most from marketplace integration
- Which marketplaces to integrate with and why
- What data and API methods are available for each marketplace
- What it takes to integrate, and how it works through a unified API
- How real software vendors benefited from marketplace integration

**80+**
shopping platforms and marketplaces available through API2Cart

**100+**
API methods to work with products, orders, categories, shipments and more

**14 days**
of free trial to test the API with your own or demo stores



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CHAPTER 1

# Marketplaces

## What They Are

An online marketplace is an eCommerce website where many independent sellers list and sell their products through one storefront, while the marketplace operator runs the platform, the traffic and often the payments. Online marketplaces are one of the main channels of multichannel eCommerce: a merchant can launch sales on a marketplace quickly and sell there alongside their own online store.

## Why to Integrate with Them

Being connected to marketplaces is beneficial and often vital for B2B eCommerce software. To help merchants organize and automate their online business, services such as inventory and order management, marketing automation, repricing, shipping management and others need access to their clients' store data: products, prices, stock levels, orders and shipments.

Software gets this data through each marketplace's own API. Without marketplace integration, your software cannot see the orders your clients receive on marketplaces or update their listings there, so it covers only part of their business.

### Marketplace data your software works with

- Products and variants
- Prices and stock levels
- Categories
- Orders and statuses
- Shipments and tracking
- Returns

**62%**
of global retail eCommerce sales in 2024 came from online marketplaces.
Source: Euromonitor International

**60%+**
of sales in Amazon's store are made by independent selling partners.
Source: Amazon

**In short**

The more marketplaces your software supports, the more merchants can use it for their whole business, not only for their own web store.

CHAPTER 2

# What Businesses Marketplace Integration Works Best For

The list of software that needs marketplace data is long. Below are the use cases that have proven to benefit from being connected to multiple marketplaces, on the example of our customers. Each one lists the API2Cart methods such software usually relies on.



### Marketing Automation Software

Marketing automation tools help merchants promote new items, discounts and special prices, and measure how campaigns turn into sales. To do that, they need product and order data from every channel a merchant sells on, marketplaces included.

Key methods: `product.list` `order.list`

Marketplace integration for marketing automation software →



### Multi-Channel Commerce Solutions

Multichannel software lets merchants coordinate inventory, order fulfillment, shipping and product listings across all sales channels from one place. It gets products, orders, shipments and inventory levels from each marketplace and pushes updates back to every channel.

Key methods: `product.list` `product.update` `order.list` `order.shipment.add`

Marketplace integration for multi-channel commerce solutions →



### PIM Systems

Product information management systems create product catalogs and send product data to marketplace listings. They need to read and write products, variants and categories in every store a merchant runs.

Key methods: `product.list` `product.add` `product.update` `category.list`

Marketplace integration for PIM solutions →



### Social Commerce Solutions

Social commerce services help merchants sell through social channels. They need to get and synchronize products, categories and prices to reflect them on social pages. API2Cart also connects to social marketplaces directly: Facebook Marketplace and TikTok Shop.

Key methods: `product.list` `category.list` `product.update`

Marketplace integration for social commerce solutions →



### Repricing and Price Optimization Software

Repricing systems monitor rival offers and show how they change over time, helping merchants set the most competitive price. Because merchants list their goods on various marketplaces, the software has to read product prices and attributes there and update prices back.

Key methods: `product.list` `product.update`

Marketplace integration for repricing software →



### Inventory and Order Management Systems

As a retail business grows, ordering, storing and restocking become more complicated and expensive. Order and inventory management software keeps stock levels in sync across channels and processes all orders in one place, so it needs products, orders and tracking numbers from every store.

Key methods: `order.list` `order.info` `product.update` `order.shipment.add`

Marketplace integration for order and inventory software →



### Warehouse Management Systems

WMS solutions organize receiving, picking, packing and storing. They import marketplace orders, update stock after each movement and send shipment details back to the marketplace.

Key methods: `order.list` `product.update` `order.shipment.add`

Marketplace integration for WMS solutions →



### Dropshipping Automation Software

Dropshipping software gathers information on products, orders and inventory levels, organizes it into data feeds and keeps suppliers' and merchants' storefronts up to date. It depends on access to order and product data in every store, marketplaces included.

Key methods: `product.list` `product.update` `order.list` `order.shipment.add`

Marketplace integration for dropshipping software →



### Shipping Management Software

Shipping software imports orders from multiple sales channels, creates shipping labels in its own system and then sends tracking numbers back to the marketplace, updating order statuses where the marketplace allows it.

Key methods: `order.list` `order.shipment.add` `order.update`

Marketplace integration for shipping management software →

### And This Is Not the Limit!

These use cases are only a part of the businesses that benefit from marketplace integration. Method availability differs by marketplace: see the coverage table on page 9 and all use cases at api2cart.com/use-cases.

CHAPTER 3

# What Marketplaces to Integrate With and Why

As a business person, you want your investment to bring profit, and marketplace integration is no exception. It costs time and money, so the marketplaces you choose to connect determine the outcome. Start with the marketplaces your clients already sell on. Four big names usually come first: **Amazon, eBay, Etsy and Walmart**.

## Amazon Integration

**More than 60% of sales** in Amazon's store are made by independent selling partners.
Source: Amazon

Amazon is the first choice for many software vendors. API2Cart connects to it through Amazon's Selling Partner API (SP-API).

Through API2Cart you can list, add, update and delete products and variants, including batch methods; read categories and orders; add shipments; read returns; and subscribe to webhooks.

Amazon SP API integration →

## eBay Integration

**136 million active buyers** and about **2.6 billion live listings**, as of June 30, 2026. Source: eBay

Founded in 1995, eBay remains one of the most popular marketplaces in the world. Its sellers range from large retailers to niche shops, and an eBay integration lets your software serve all of them.

Through API2Cart you can list, add and update products, variants and images; read categories; read and update orders; add and read shipments; and subscribe to webhooks.

eBay integration →

> Marketplace integration is a win-win for all parties involved. You grow your business and gain access to a larger pool of customers, while your customers save time managing their eCommerce business and see all their information in one place.

## Etsy Integration

**5.6 million active sellers** at the end of 2025. Source: Etsy

Etsy focuses on handmade, vintage and creative goods. Its sellers need software for listings, orders and shipping just like any other merchant. API2Cart works with Etsy API v3.

Through API2Cart you can list, add, update and delete products, manage variants and images; read categories; read and update orders; add and read shipments; and subscribe to webhooks.

Etsy integration →

## Walmart Integration

Walmart Marketplace crossed **200,000 active sellers** in 2025. Source: Marketplace Pulse

Walmart Marketplace is one of the main competitors of Amazon and eBay. Supporting it lets your software serve sellers who list their products in one of the largest retail ecosystems.

Through API2Cart you can list, add, update and delete products, update prices and stock; read categories and orders; and add and read shipments.

Walmart integration →

## More Marketplaces, the Same API

The same unified API also connects your software to these marketplaces. The methods are the same; the data available on each marketplace is shown in Chapter 4.

TikTok Shop · Temu · Shopee · Lazada · Mercado Libre

OTTO · Bol · Flipkart · BrickLink · Facebook Marketplace

CHAPTER 4

# Marketplace Coverage at a Glance

What your software can do with each marketplace through API2Cart. A tick means the related API methods are supported for that marketplace.

| Marketplace | Products: read | Products: add, update | Price and stock update | Categories | Orders: read | Orders: update | Shipments: read | Shipments: add | Returns | Webhooks |
|---|---|---|---|---|---|---|---|---|---|---|
| Amazon | ✓ | ✓ | ✓ | ✓ | ✓ | – | – | ✓ | ✓ | ✓ |
| eBay | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ |
| Etsy | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ |
| Walmart | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | – | – |
| TikTok Shop | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | – |
| Temu | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | – | – | – |
| Shopee | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | – | – | – |
| Lazada | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | – | – |
| Mercado Libre | ✓ | ✓ | ✓ | ✓ | ✓ | – | – | – | – | – |
| OTTO | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | – | – |
| Bol | ✓ | ✓ | ✓ | – | ✓ | ✓ | ✓ | ✓ | ✓ | – |
| Flipkart | – | – | – | – | ✓ | – | ✓ | – | – | – |
| BrickLink | ✓ | ✓ | ✓ | ✓ | – | – | – | – | – | – |
| Facebook Marketplace | ✓ | ✓ | ✓ | ✓ | – | – | – | – | – | – |

Products: read `product.list`

Products: add, update `product.add` `product.update`

Price and stock update `product.update` with `price`, `quantity`

Categories `category.list`

Webhooks `webhook.create`

Orders: read `order.list`

Orders: update `order.update`

Shipments: read `order.shipment.list` or `order.shipment.info`

Shipments: add `order.shipment.add`

Returns `return.list`

Based on the API methods API2Cart supports for each platform as of October 2026. Parameters and fields differ by marketplace. The up-to-date list is on the Supported API Methods page, and every method is described in the API documentation.

CHAPTER 5

# What It Takes to Integrate

## API as a Key to Marketplace Data

To let eCommerce applications use store data, marketplaces expose their APIs. In turn, software vendors need to integrate with these APIs to get access to their clients' data.

APIs act as an intermediary between your system and the marketplace. That is why marketplace integration is a necessary step to obtain the store information you need. APIs let you retrieve and manage that data, extend the functionality of your service and offer new features attractive to more clients worldwide.

## What an Integration Costs

Integration means writing code, so you need developers with enough expertise to do it thoroughly. A badly written integration may cost you thousands of extra requests a day and slow data exchange, not to mention incorrect data and dissatisfied clients.

Good work takes time, especially if you want your system to connect to more than one marketplace: each one has its own API, authorization flow and data structure. Count not only the expenses of developing an integration but also those of maintaining and updating it afterwards.

Calculate the cost of marketplace integration →

## Challenges to Overcome

- ✓ Finding developers who can build secure, seamless and cost-effective integrations
- ✓ Time spent on the long process of integration development and its further maintenance
- ✓ Thousands of dollars paid to developers for writing, maintaining and updating multiple integrations

**One integration instead of many**

A unified API takes these challenges off your team: you integrate once and work with every supported marketplace and shopping platform through the same methods. The next chapter shows how it works.

**Direct integrations**

- — A separate integration for each marketplace
- — A different API, authorization flow and data format to learn every time
- — Updates whenever a marketplace changes its API

**Integration through API2Cart**

- ✓ One integration for 80+ platforms and marketplaces
- ✓ The same methods and response structure for all of them
- ✓ API2Cart maintains the connections for you

CHAPTER 6

# How Marketplace Integration Works with API2Cart

1. **Get your API key**

   Start a free 14-day trial. Your account receives an API key, a 32-character string that identifies your application. All requests go over HTTPS to `https://api.api2cart.com/v1.1/`.

2. **Connect your clients' marketplace stores**

   Add a store in the API2Cart dashboard or with the `account.cart.add` method. Each connected store receives its own store key.

3. **Request data with the same methods for every marketplace**

   Call `product.list`, `order.list`, `category.list` and other methods. Pass the API key and the store key in the `x-api-key` and `x-store-key` headers.

4. **Send updates back and stay in sync**

   Update prices and stock with `product.update`, add tracking numbers with `order.shipment.add`, and subscribe to store events with `webhook.create` where the marketplace supports webhooks (Amazon, eBay, Etsy), or request recent changes with the `created_from` and `modified_from` filters.

EXAMPLE: GET ORDERS FROM A CONNECTED AMAZON STORE

```
curl --request GET \
  --url 'https://api.api2cart.com/v1.1/order.list.json?count=10&created_from=2026-10-01%2000:00:00' \
  --header 'x-api-key: YOUR_API_KEY' \
  --header 'x-store-key: YOUR_STORE_KEY'
```

RESPONSE (SHORTENED)

```
{
  "return_code": 0,
  "return_message": "",
  "pagination": { "previous": null, "next": "NEXT_PAGE_CURSOR" },
  "result": {
    "orders_count": 10,
    "order": [
      {
        "id": "...",
        "order_id": "...",
        "status": { "id": "...", "name": "..." },
        "totals": { "total": 59.9, "subtotal": 49.9, "shipping": 10, "tax": 0, "discount": 0 }
      }
    ]
  }
}
```

`return_code` 0 means success. Up to 250 orders per request (`count`); pass `pagination.next` as the `page_cursor` parameter to get the next page. Every method, parameter and response field is described in the API documentation.

CHAPTER 7

# Successful Marketplace Integration Examples

Marketplace integration has proven to be beneficial for many businesses. A few real-life examples are described below.

## Veeqo

**70+** platforms through one integration | **100,000+** sellers | Shipping and inventory SaaS

Veeqo is a shipping and inventory management platform built for multichannel sellers. Acquired by Amazon in 2021, it scaled to support more than 100,000 sellers. To synchronize stock levels and process orders across all of its clients' sales channels, Veeqo needed accurate, real-time data from the platforms and marketplaces they sell on.

Instead of building and maintaining a separate connector for each platform, Veeqo used API2Cart as a unified integration layer. One integration gave it products, orders and inventory levels from the stores of its clients, while the team focused on shipping and inventory features.

Read the Veeqo success story →

## DataFeedWatch

**30+** shopping carts connected | Data feed management

DataFeedWatch creates and optimizes data feeds for different shopping channels and analyzes campaign performance, helping merchants exclude unprofitable products. Feed creation requires access to the client's store data, which is later organized into feeds.

The integration through API2Cart lets DataFeedWatch gather data on products, categories and prices from the platforms its clients use and send detailed feeds to the shopping channels needed. With API2Cart, it connected to 30+ shopping carts.

Read the DataFeedWatch success story →

More success stories

CHAPTER 8

# API2Cart as a Reliable Marketplace Integration Option

API2Cart is a unified API that connects your B2B eCommerce software to 80+ shopping platforms and marketplaces. You perform one integration instead of many and save time, money and effort.

The service supports the most popular marketplaces and shopping platforms, including Amazon, eBay, Etsy, Walmart, TikTok Shop, Temu, Shopee, Magento, Shopify, WooCommerce, PrestaShop, OpenCart, BigCommerce and others.



### 100+ API methods

Read and manage products, orders, customers, categories, shipments and more in your clients' stores, with the same methods on every platform.



### Secure access

Requests go over HTTPS and are authorized with your 32-character API key and, for store data, the key of the connected store.



### Documentation and SDKs

Interactive API documentation with request examples, and SDKs for a faster start.



### Webhooks

Get notified about store events instead of polling, where the platform supports it. How webhooks work



### No connections to maintain

API2Cart maintains the integrations with platforms and marketplaces, so you do not need to maintain each connection yourself.



### Support 24/7

API2Cart provides full tech support 24/7 by email, phone, or chat.

**Start your free 14-day trial**

Connect demo stores or your clients' stores and see the data you can work with.

Start free trial | Book a demo

Supported marketplaces and platforms | API Documentation | Supported API Methods

# Connect and Work with 80+ Marketplaces and Shopping Platforms through One Integration!

Make a step towards your business enhancement today! Integrate with multiple marketplaces and shopping platforms in the shortest time possible and get our guidance and full tech support that will help you succeed.


WEBSITE https://api2cart.com/

EMAIL manager@api2cart.com

PHONE 1-800-224-0976 (USA&Canada Toll-Free)


Start free trial | See how API2Cart works | Schedule a call | Contact us

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TEMU · Shopee · Lazada · mercado libre · OTTO

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