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MARKETPLACE INTEGRATION FOR YOUR BUSINESS

Everything you need to know

Marketplace Integration for Your Business

Running a B2B eCommerce software for e-merchants is always challenging because the industry is evolving at a steady pace. A richer abundance of solutions is offered to a growing number of online sellers, which results in the potential clientele of B2Bs becoming more diverse.

Thus, to be able to meet the needs of a larger number of clients, such solutions develop the integration with multiple marketplaces that are used by e-merchants for the promotion of their goods.

This white paper is aimed to inform B2B eCommercesoftware vendors about the benefits of the integration of their solutions with multiple marketplaces. You will find the following subtopics covered:

- What are marketplaces and why to integrate with them
- What industries it works best for
- Which marketplaces to integrate with and why
- What it takes to integrate with them
- How real software vendors benefited from marketplace integration

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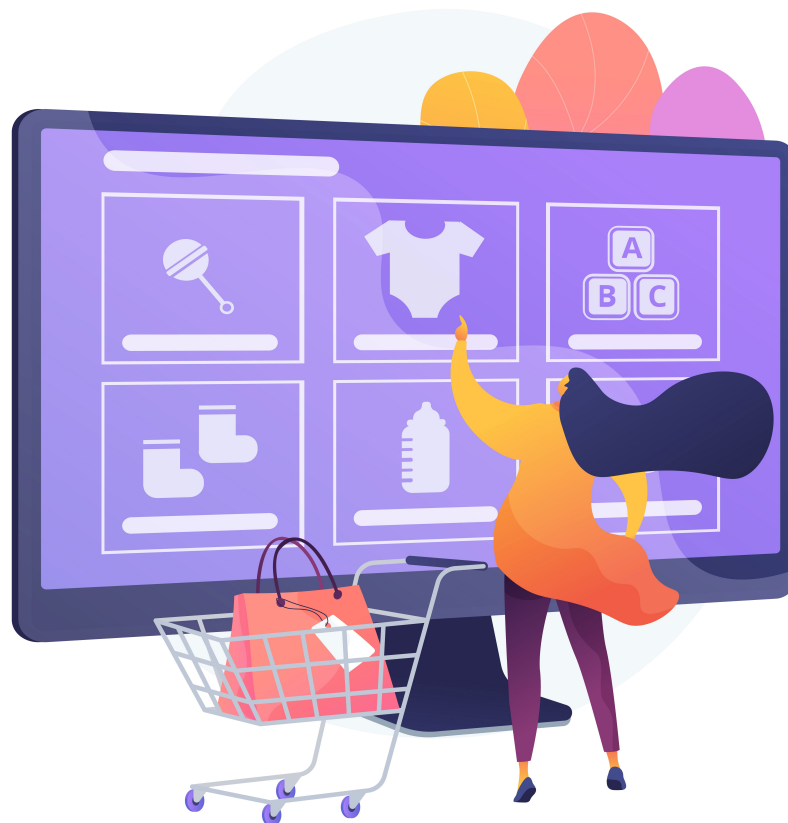unified shopping cart data interface

Marketplaces

What They Are

An online marketplace is a type of eCommerce website where multiple third parties provide the product or service information. Online marketplaces are one of the kinds of multichannel eCommerce and can be a great way to streamline the production process.

Why to Integrate with Them

Being connected to marketplaces is beneficial and often vital for B2B eCommerce software systems and enterprises of different kinds. To be able to help e-merchants organize and automate their online businesses, such services as inventory and order management, marketing automation, repricing, shipping management and others need to access their clients' stores databases. And this is impossible without marketplace integration.

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What Businesses Marketplace Integration Works Best For

The list of industries that need marketplace integration is very long. Below you will find business use cases that have proven to benefit from being connected to multiple marketplaces on the example of our customers.

Marketing Automation

Marketing automation software help retailers win back customer attention, recover cart abandonment, boost sales with coupons or special offers, and keep customers updated on order statuses.

Marketing automation software greatly depends on integration with marketplaces, as carrying out its key functions requires access to data on products and orders, customer contacts, coupons, etc., which is presented in stores' databases listed on multiple marketplaces.

Info from e-stores powers the majority of internal processes marketing automation software runs. Without the integration with marketplaces, such systems cannot send emails featuring new items, discounts and special prices to online stores' customers, notify them on order statuses, track cart abandoners and generate smart email statistics.

Marketplace Integration for Marketing Automation Software

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Multi-Channel Commerce Solutions

Multichannel software empowers merchants to provide a unified and consistent customer experience across multiple online sales channels. In particular, it allows to coordinate and control various business processes from inventory management and order fulfillment, to shipping management and synchronizing product listings from one centralized place.

Seamless integration with marketplaces is of paramount importance for such systems. It enables them to get info on products, orders, shipments, inventory levels, etc., organize it into data feeds, and update across all e-marchants' sales channels.

Marketplace Integration for Multi-Channel Commerce Solutions

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PIM Systems

Product information management systems are responsible for managing and automating the operations connected to sending the product info to various marketplace listings, retrieving and updating customer information, creating product catalogs, etc.

The providing of such functionality by PIM solutions requires access to the data on products that is stored in the websites listed on various marketplaces.

Marketplace Integration for PIM Solutions

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Social Commerce Solutions

Selling products online works more effectively when supported by social commerce. Though being highly requested social commerce services cannot help online merchants without being able to access their store databases. Simply because this is required to get and synchronize products, categories, prices, and other information to reflect them on social pages.

Instead of developing separate unique integration modules for different marketplaces used by their clients, they often seek unified ways to integrate with all of them at once. This way, they save a considerable amount of precious time and human resources.

Marketplace Integration for Social Commerce Solutions

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Repricing and Price Optimization Software

Repricing and price optimization systems are widely used by online merchants that want to win on the eCommerce market. Shoppers are interested in purchasing best-quality items for the most reasonable prices.

To attract potential clients looking for appealing prices e-retail businesses use repricing and price optimization systems. They monitor rival offers and show how they change over time to help merchants set the most optimal price in order to be more competitive in the market.

In view of the fact that merchants have their stores listed on various marketplaces, gathering data on product prices, categories, and features requires being integrated with them.

Marketplace Integration for Repricing Software

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Inventory, Order and Warehouse Management Systems

These 3 types of B2B services are in the peak of demand due to the bloom of eCommerce. A growing number of retail businesses evolve into bigger ones and eventually face the need to use additional software to make order management more flawless and effective.

Higher sales require a larger inventory, and this means that ordering, sorting, storing and stock re-filling becomes more complicated and expensive. Here the systems mentioned in the subtitle come in handy.

For all the operations offered by such services to be fulfilled, they need to have access to the databases of their clients' e-stores to get data on products, categories, customers, orders and tracking numbers. etc.

Retrieving, synchronizing, and using this information is impossible without smoothly developed marketplace integration.

Marketplace Integration for Order and Inventory Software

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Marketplace Integration for WMS Solutions

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Dropshipping Automation Software

Dropshipping software functions are basically powered by connectivity with online stores. It gathers information on products, orders, categories, and inventory levels, organizes it into data feeds, transfers feeds to dropshipping systems, makes updates on all distributors' storefronts, etc.

Dropshipping software greatly depends on integration with marketplaces, as carrying out key functions requires an ability to access and sync order, customer and product info from different online stores.

Marketplace Integration for Dropshipping Software

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Shipping Management Software

Shipping is definitely a challenging aspect for any eCommerce business. Besides picking, packing, and transportation, it includes many other operations like order fulfillment, shipment tracking, managing stock levels, updating order statuses.

Shipping software greatly depends on integration with various marketplaces because it makes it possible for them to import orders from multiple sales channels, update tracking info and order statuses, create shipping labels, organize the data in detailed reports.

Marketplace Integration for Shipping Management Software

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And This Is Not the Limit!
The industries presented in this chapter are only a drop in the ocean of the businesses that could benefit from API integration with eCommerce platforms.
Jump to the next chapter to read about what platforms to integrate with and why.

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What Marketplaces to Integrate With and Why

As a business person, you want your investment to bring profits, and it is the same with marketplace integration. It will anyway cost you time and money, but which marketplaces you chose to connect may determine the outcome. In this chapter, we are going to reveal three potentially profitable integration decision scenarios for your business.

When it comes to marketplaces that you should focus on when seeking eCommerce integrations, four big names pop up: **Amazon, Etsy, eBay, and Walmart**. Each one of these giant marketplaces has its vast reach and are used by millions of sellers worldwide, reaching billions of people on the whole earth.

Amazon Integration

Amazon is probably the most popular marketplace in the world. Over 2 million e-merchants have chosen it for selling their products. Amazon is widely used in the USA, United Kingdom, Japan, Germany, Canada, Australia, Netherlands and France.

When it comes to development of the integration with Amazon, there are a lot of benefits that eCommerce software providers can enjoy. First of all, integrating your solution with Amazon enables you to easily retrieve all the data from e-stores listed on it related to categories, products, customers, orders, etc.

Secondly, the reliable connection with Amazon allows you to provide your software functionality to all the e-merchants that use it. It means that you will be able to increase your customer base extremely quickly.

Also, Amazon integration allows you to expand your market share and become very successful in the eCommerce markets of different countries.

Etsy Integration

Etsy is a large eCommerce marketplace founded back in 2005 in New York. On this platform, sellers can create their own sites and sell their handmade goods. Etsy enables users to organize their products into various lists and collections.

People from all over the globe viewed Etsy as an antidote to corporate branding and global mass production. However, the more this marketplace grew, the more it diversified.

According to Statista, more than 2 million sellers from 234 countries sell their goods through this marketplace. That is why the development of integration with Etsy can help B2B eCommerce software companies as yours dramatically increase market share and expand the pool of customers. Connection with Etsy allows you to provide high-end software services to millions of e-merchants who use this marketplace.

eBay Integration

eBay is the marketplace where the e-merchants from all over the world sell their products online. eBay became one of the most significant eCommerce leaders and is now highly popular in different countries. eBay has more than 1 billion active product listings.

eBay has a huge popularity among the online sellers who are located in the United States, United Kingdom, China, Germany, and Australia.

If you want to make your eCommerce software more successful, the development of the integration with eBay is a must-have for you. It may bring you a lot of possibilities including new clients and an increase in your profits.

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Walmart Integration

Walmart marketplace is a platform for e-merchants that allows them to list and sell their products. It is one of the main competitors of eBay and Amazon.

Walmart has more than 140,000 active e-stores around the globe. It is highly popular in the USA, India, United Kingdom, Brazil, Germany, and Italy.

The development of integration with Walmart marketplace can bring a lot of advantages for eCommerce software solution providers. It includes shipping management, order and inventory management, dropshipping automation, marketing automation, pricing software providers, etc.

Developing a connection with this marketplace allows you to dramatically expand the number of your prospective clients who are Walmart e-stores' owners. Also, it can increase your profits and business opportunities by several times.

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

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What It Takes to Integrate

API as a Key to Marketplaces Databases

To let eCommerce applications and software solutions use e-store data, most marketplaces expose their APIs. In their turn, businesses need to integrate with the APIs to get access to the store data mentioned.

APIs act as an intermediary between your system and the marketplaces databases. That is why marketplace integration is a necessary step to obtaining access to the client's store information needed.

APIs make it possible for you, as a business person, to retrieve and manipulate the necessary store data from marketplace databases. They not only extend the functionality of your service but also expand business horizons by letting you run new features attractive to more clients worldwide.

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What an Integration Costs

Integration means having to deal with code, so you will have to find developers with sufficient expertise to write it thoroughly. A badly written integration may cost you thousands of extra requests a day and slow data interaction, not to mention incorrect or inaccurate data returned and dissatisfied clients as a 'bonus'.

Good work will take a long while, especially if you want your system to get connected to more than one marketplace. And now think about the expenses. Not only those you will meet in the process of integration development, but also those related to the further maintenance of the ready and ongoing integration.

Calculating the Cost of Marketplace Integration

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Challenges to Overcome

All the issues described in the previous paragraph can be made into a list to make the issues that integrations entail clearly defined. The following challenges are meant:

- Finding a developer to elaborate a secure, seamless, and cost-efiective integrations
- Time expenditures due to the long process of integration development and its further maintenance
- Thousands of dollars that needed to be paid for the developers for writing multiple integrations, maintaining and updating them

Successful Marketplace Integration Implementation Examples

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

Veeqo

Veeqo is an inventory and order management solution. To be able to synchronize stock levels across all the client's sales channels, the company needed to get access to the databases of the platforms that their clients have their e-store built on.

Integration with marketplaces and shopping platforms enabled Veeqo to get info on products, orders and inventory levels from them. Once an item is sold out, the store owner does not have to worry about updating the number of products available because it is done automatically. The clients of the company can also avoid overselling by setting their minimum stock level and the quantity to reorder at that level.

DataFeedWatch

DataFeedWatch is a solution that creates and optimizes data feeds for different shopping channels and analyzes the performance of campaigns thus helping to exclude unprofitable products. Feed creation requires access to client's store data that is later to be organized into feeds.
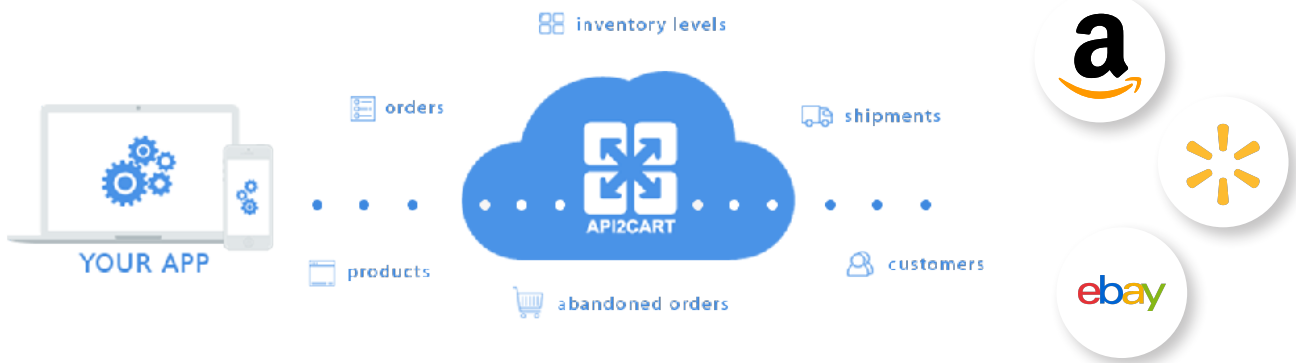
The integration with marketplaces and shopping platforms made it possible for DataFeedWatch to gather data on products, categories, and prices from the platforms its clients have their stores based on and send detailed feeds to the shopping channels needed.

More success stories

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API2Cart as a Reliable Marketplace Integration Option

API2Cart is a service that makes it possible to connect your B2B eCommerce software solution to 40+ shopping platforms and marketplaces via a unified API. With only one integration performed instead of multiple ones, you both save time, money and effort

The service supports integration with the most popular marketplaces and shopping platforms including Amazon, eBay, Walmart, Etsy, eBay, Magento, Shopify, PrestaShop, WooCommerce, OpenCart, WooCommerce and others.

The tech team adds new versions of the platforms as they come out, and continues working on expanding the range of supported platforms. See the full list of integrations available by clicking on the button below.

SUPPORTED MARKETPLACES AND PLATFORMS

API2Cart offers 100+ API methods to let you operate and manipulate marketplaces and shopping platforms store data as you need it for your business. It ensures secure data transfer with the help of SSL certificate and 32~symbol API key. To make your integration process easier, the service provides detailed API documentation with code samples and interactive examples. Plus, full tech support will help you solve any issues 24/7.

API Documentation   **Supported API Methods**

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Connect and Work with 40+ 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 term possible and get our guidance and full tech support that will help you succeed.

SEE HOW AP2CART WORKS   **SCHEDULE A CALL**

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