

# Shopping Cart Integration for Finance Services

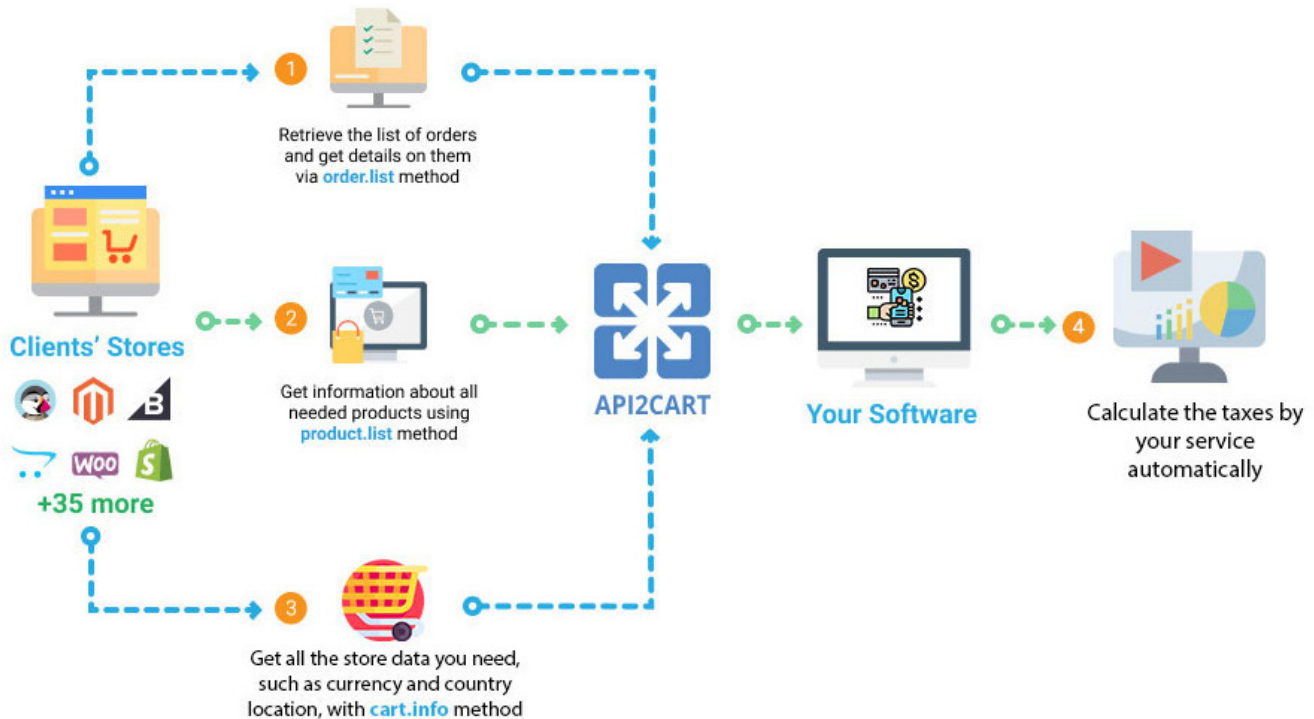
Unified approach



# USE CASES

## 1. Import data from any sales channel for tax calculation

With API2Cart it is easy to import the data on orders and products from multiple shopping platforms, retrieve all the necessary cart info needed for providing the features related to the calculation of taxes.

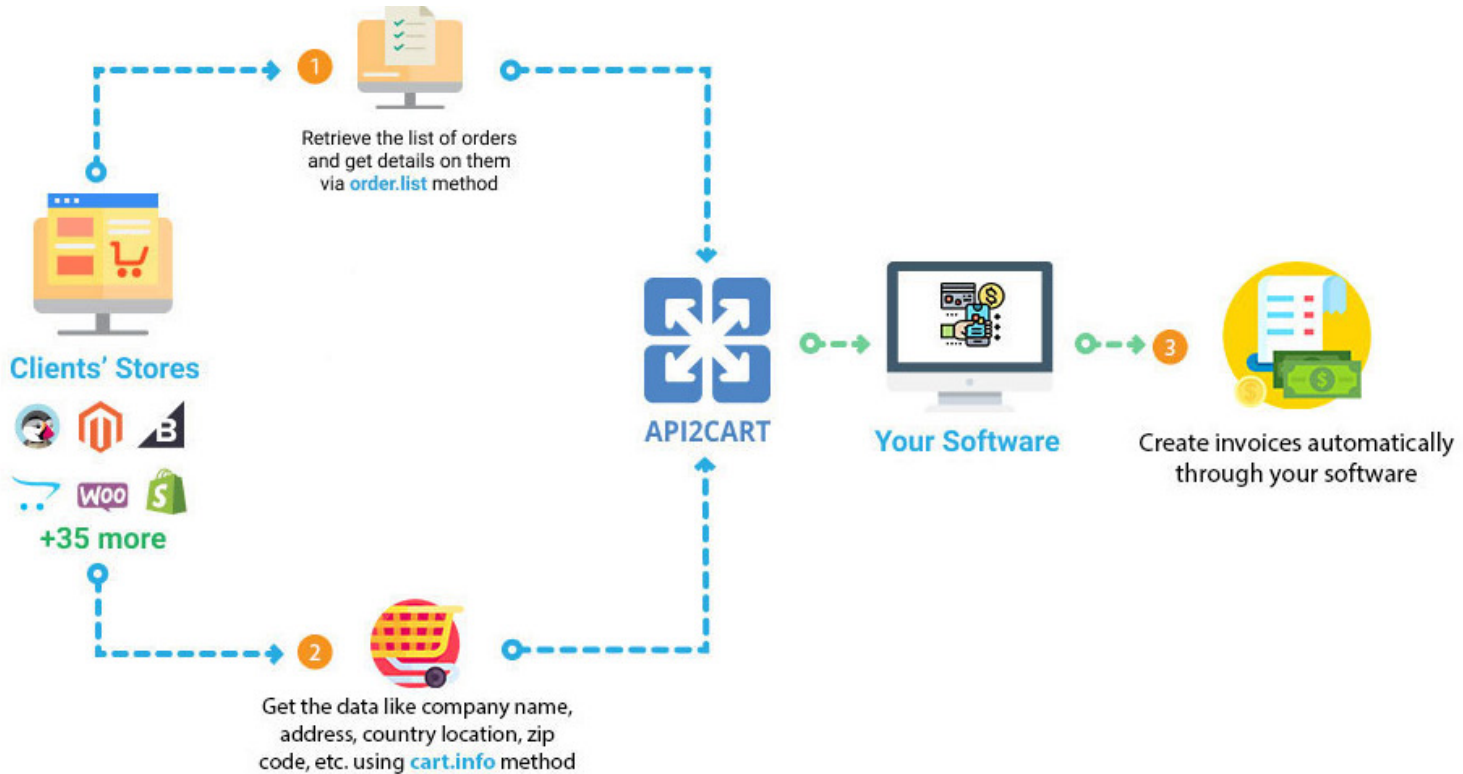


## 2. Analyse order history and understand client performance

With API2Cart, it is possible to analyze e-store owners' business activity, the amount and total income from the processed orders, and make them specific investment proposals.



### 3. Create invoices based on the retrieved information from e-merchants' sales channels



## Why Do Finance Services Need Integration with Shopping Platforms?

Financial services like accounting software, tax management solutions, investing and analytics systems, invoice and billing software that operate in the eCommerce sphere allow retail businesses to control their financial operations better and effectively automate them.

Carrying out its key functions requires the ability to access and process the data on product quantities and prices, order details, cart info and other actionable data which is stored on different eCommerce platforms. Thus, **seamless integration with shopping platforms and marketplaces is of paramount importance for such systems.**

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 cart solutions 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 carts come out.

# How shopping cart integration builds a critical link in the chain

For you, as an eCommerce finance service 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 finance solution for e-retailers covers. In particular, integration with customer stores via API2Cart enables such services to do the following:

- import the data on orders, products, etc., from multiple platforms to your system;
- analyze e-store owners' business activity;
- create invoices;
- provide tax calculation.

**Quality of eCommerce finance service depends on its level and quality of integration with shopping platforms.** Integration means tying your system 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 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 eCommerce software and 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, Amazon, eBay, or any other shopping cart 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 Finance Services

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

## Import orders

With API2Cart it is easy to gather orders from multiple stores, sites and marketplaces.

There are two ways to learn about orders in stores.

- 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 a list of products to be imported to your system. Filter orders by create time with [created\\_from](#) and [created\\_to](#) parameters.

## Get the product info

Using [product.list](#) you can get the list of products from the store with all the details.

## Retrieve cart details

Get all the store data you need, such as currency, company address, country location, zip code, with [cart.info](#) method.

## **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 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 has learned the pain points that various eCommerce software and 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 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. Leave us a message or schedule a quick call to clarify things in the fastest way possible.**

[CONTACT US](#)

[SCHEDULE A CALL](#)