

# Shopping platform integration for Data Feed Management Solution

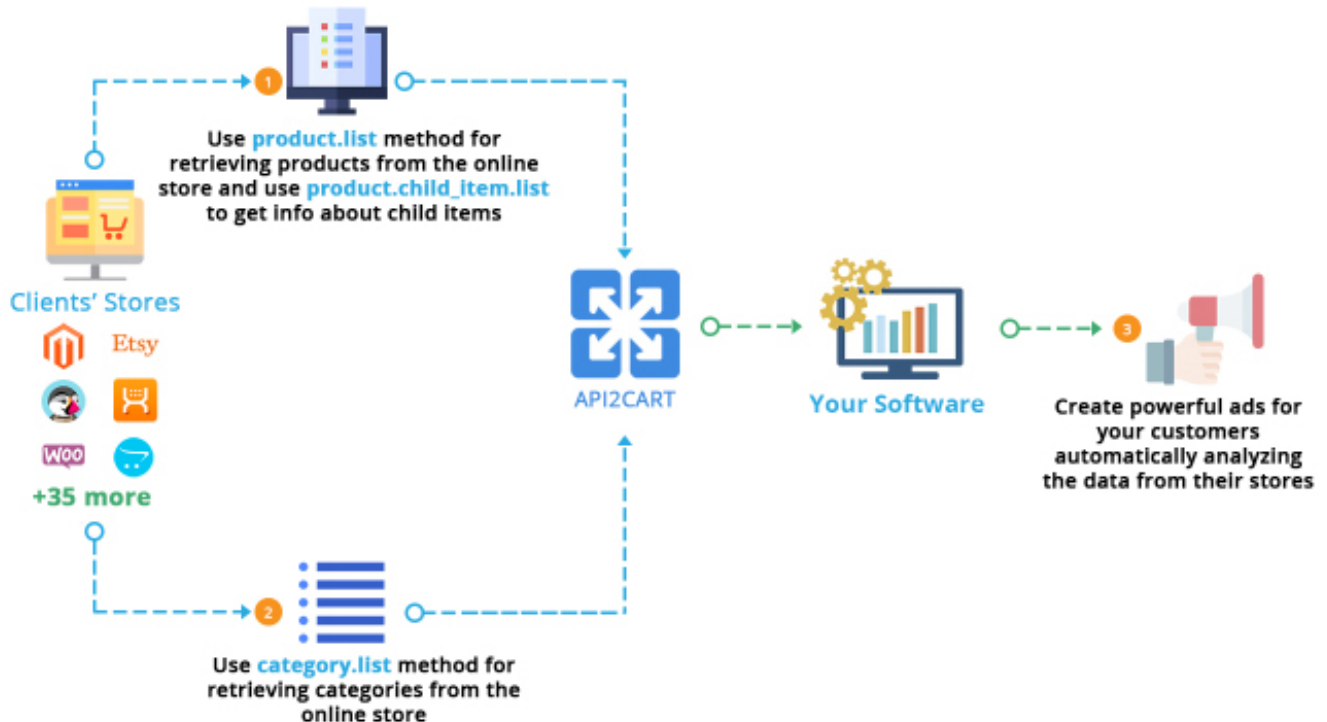
Unified approach



# USE CASES

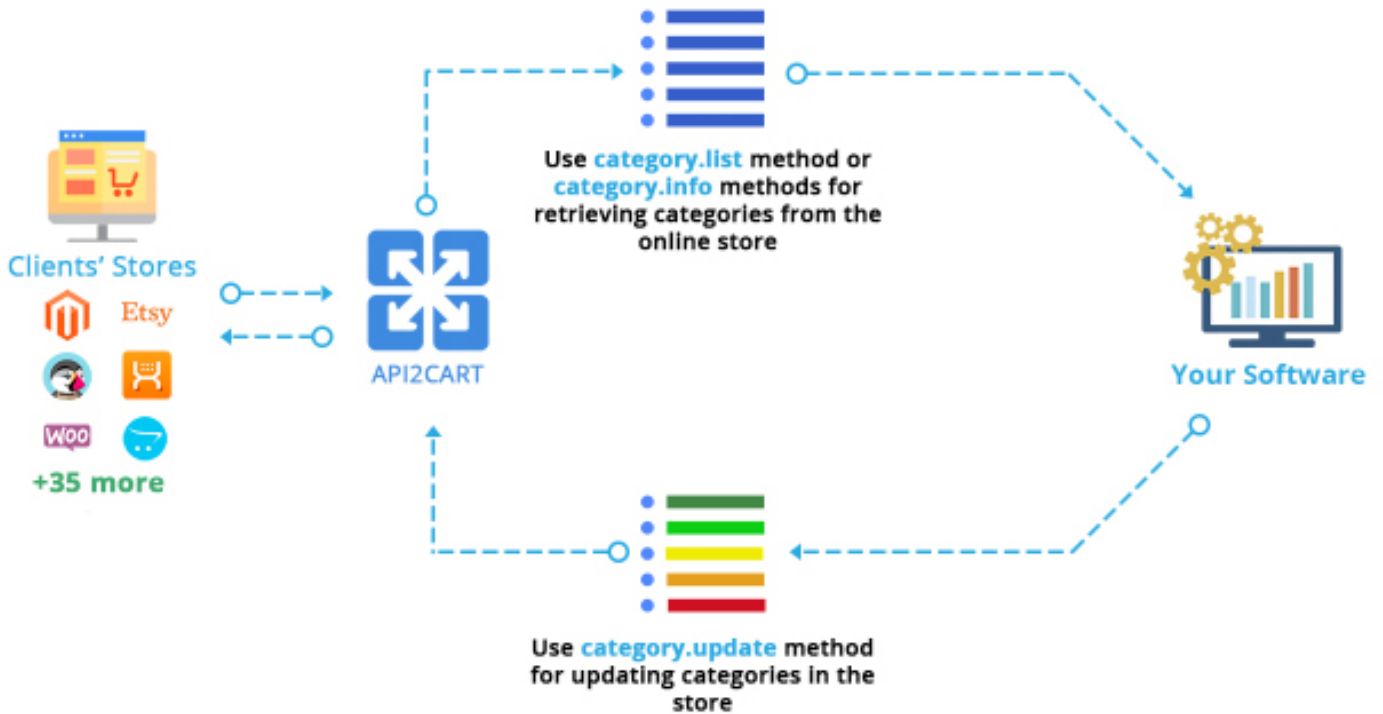
## Create engaging Ad Campaigns

Help your customers to create powerful ads and automatically generate ad groups with unique keywords per each product (sourced from the product title or other attributes)



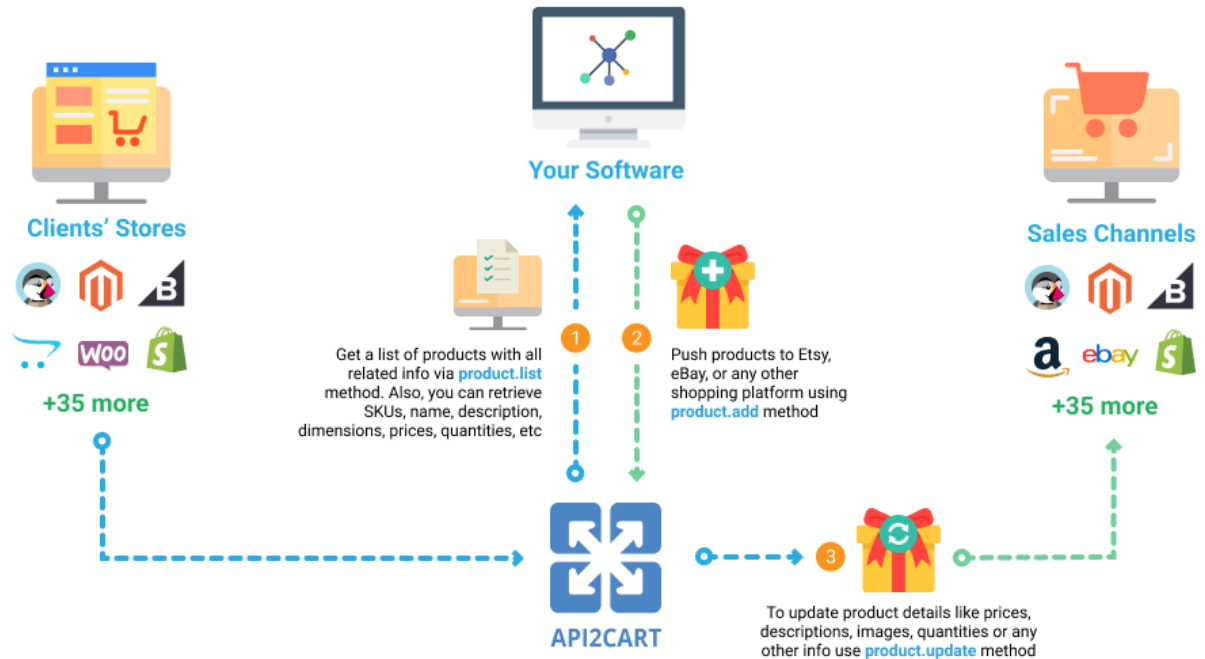
# Manage product categories

Work with product categories efficiently. Retrieve, add, update, delete, and assign them according to your clients' needs



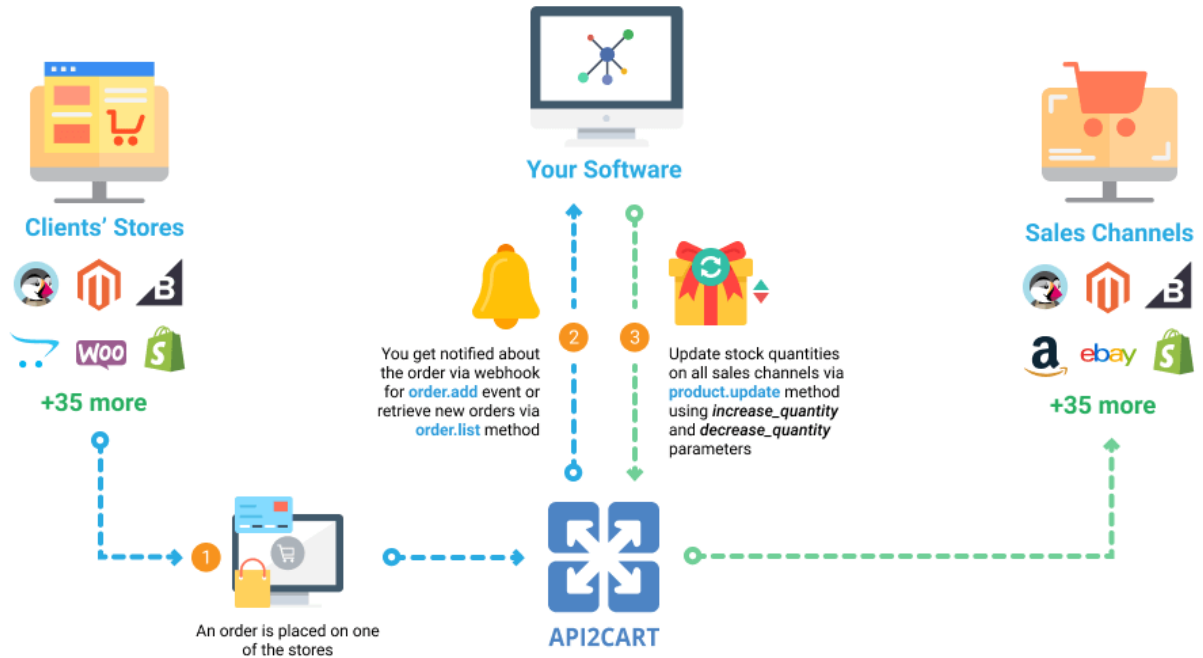
# Build marketplace listings

Easily create and manage eBay, Amazon and Etsy product listings. Automatically upload products with images, titles, descriptions, categories, etc. to multiple shopping platforms and marketplaces - no manual file imports



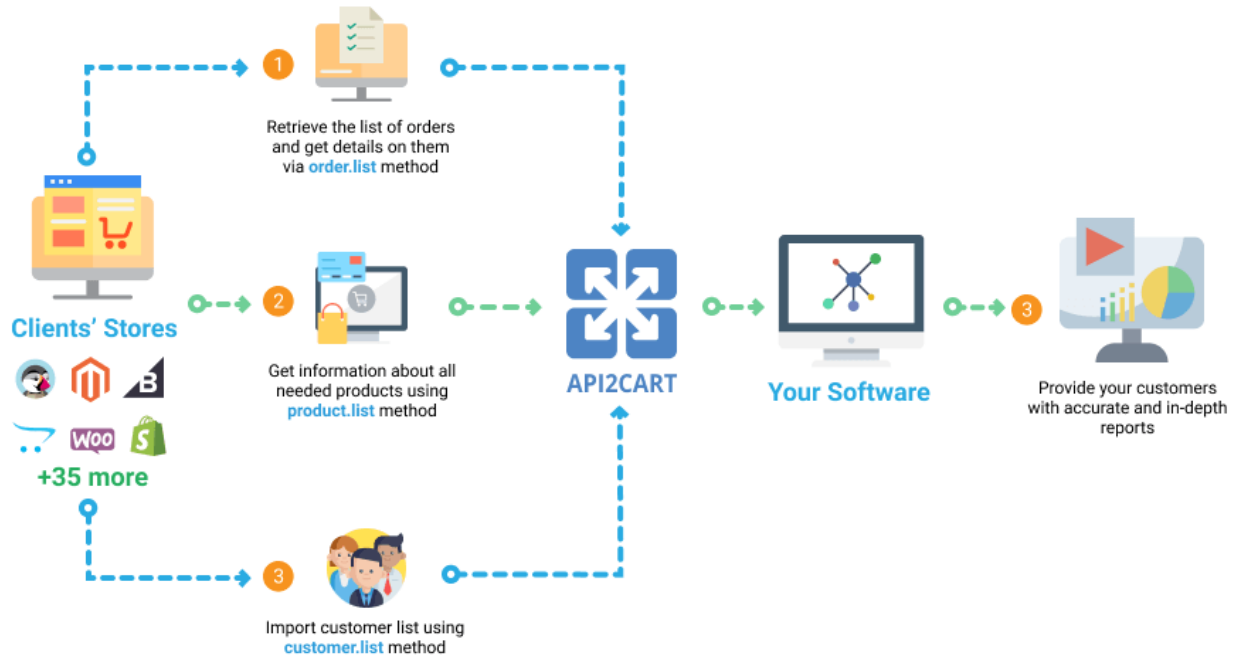
# Synchronize the orders

Synchronize the orders across multiple shopping platforms and marketplaces automatically



# Make up-to-date reports

Let your customers to monitor the performance on each sales channel through analytics and reports



## Why do data feed management solutions need integration with shopping platforms?

Data feed management software help e-merchants to take optimal control of their online presence. They allow sellers to manage product information effectively and update sales data across multiple channels. Also, data feed management solutions are responsible for publishing product listings online, taking better control over the product listings, visualizing their profitability, and help to improve e-merchants' return on investment.

**Data feed management solutions greatly depend on integration with shopping platforms and marketplaces**, as carrying out key functions requires an ability to access info about products, customers, orders, etc. 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 data feed management software provider, merchants' e-shops are a valuable asset because that is where your system gets information on products, product categories, and attributes, orders, etc., to run its functions.

Data feed management solutions depend on integration with shopping platforms and marketplaces to help online merchants to make their businesses more successful and profitable. Info from stores powers the majority of features and processes that every data feed management software covers.

In particular, integration with customer stores via API2Cart enables data feed management software to do the following:

- integrate with multiple shopping platforms and marketplaces at once
- create an effective ad campaigns for your customers
- retrieve, add, delete and modify product categories
- easily build and manage marketplace listings
- analyze the order data and synchronize the orders across multiple sales channels
- organize the data in detailed reports

**Quality of data feed management 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 has learned the pain points that various software 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 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 Data Feed Management Software

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

## Manage product information

We have everything needed for creating, managing and synchronizing product listings across multiple shopping carts and marketplaces:

### - [product.list](#)

Use `product.list` method to get a list of products along with all related info and images. You can retrieve SKUs, name, description, dimensions, prices, quantities, etc. Filter products by create/ modification date, ids, etc.

### - [product.add](#)

Use `product.add` to push products to stores on Amazon, eBay, or any shopping platform we support. You can delete products as well with [product.delete](#).

### - [product.update](#)

Easily update product details like prices, descriptions, images, or any other info on stores.

### - [product.child\\_item.list](#)

Find and get lists of child items of products via `product.child_item.list` and `product.child_item.find` methods.

## Get the order data

With API2Cart it is easy for your software to gather orders from different stores. There are two ways to learn about new 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 the [order.list](#) method once in a while to get a list of products to be imported to your system. Filter orders by creating time with `created_from` and `created_to` parameters.

## Manage product categories

With API2Cart, your software can easily retrieve, add, update, delete product categories from different shopping platforms and marketplaces and assign them according to your clients' needs.

### - [category.list method](#)

Use this method to receive a list of categories from the online store.

### - [category.add method](#)

Using it, you can add categories to the store. You can also delete the categories using [category.delete](#) method.

### - [category.update method](#)

With its help it is possible to update categories in the store.

### - [category.assign method](#)

Using this method, you can assign categories to the products.

## Make reports

Let your customers monitor the performance on each sales channel through analytics and reports.

Use the following methods to retrieve the information on stock levels and customers:

[order.list](#)

[customer.list](#)

[product.list](#)

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

The integration steps mentioned above imply software vendors looking to integrate with shopping carts and other related systems will have to deal 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 learnt the pain points that various web and mobile 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 30 shopping carts 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](#)