

Shopping Platform Integration for Video Commerce and Virtual Shopping Solutions

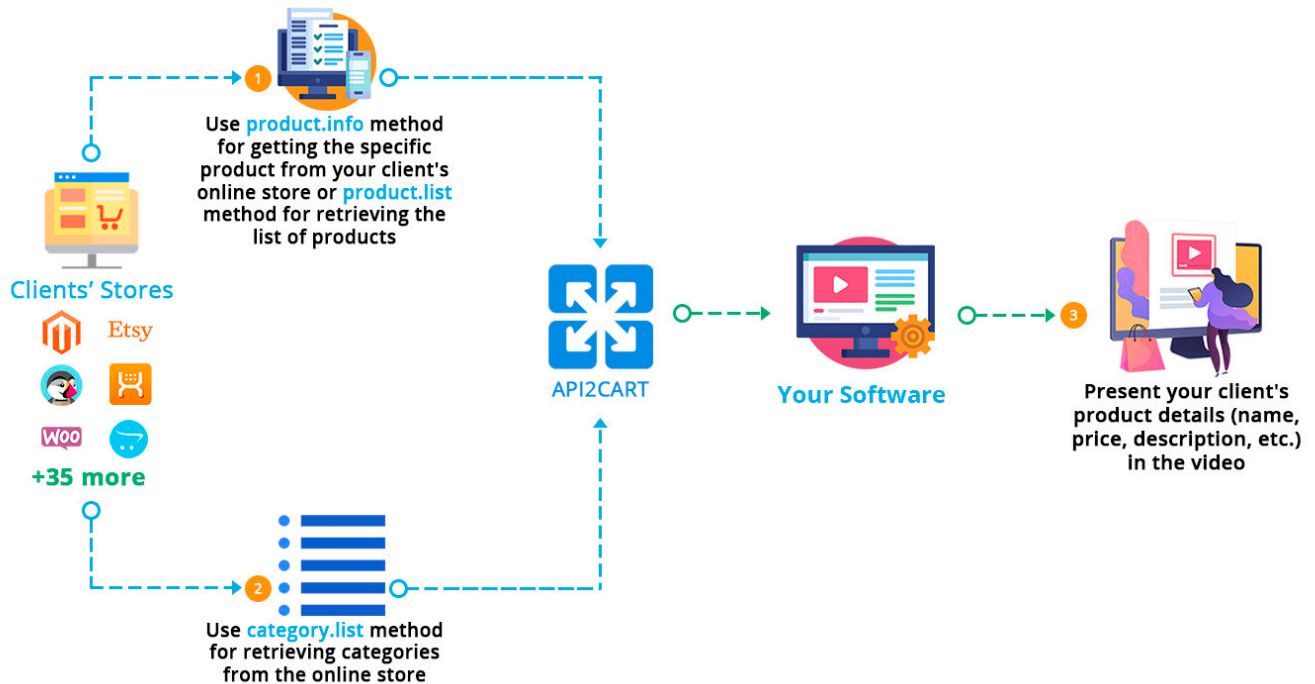
Unified approach



USE CASES

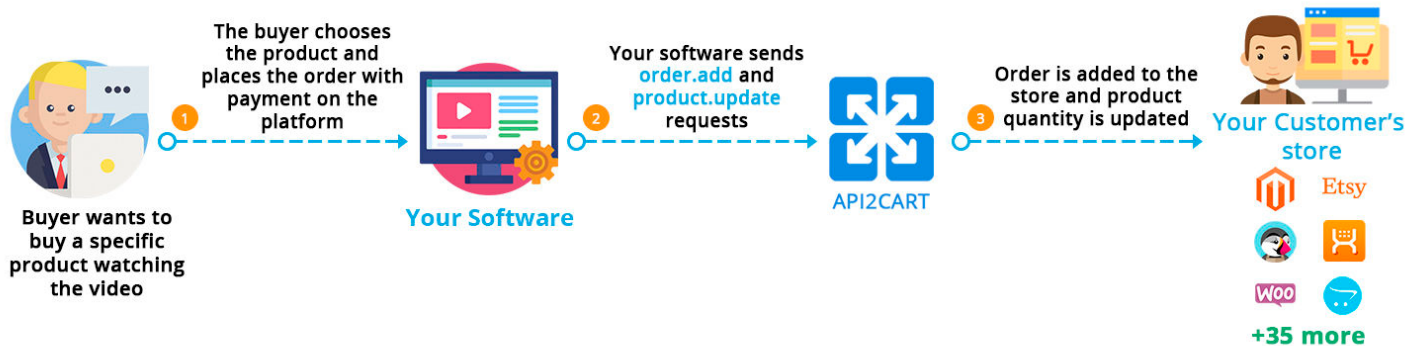
Present your client's product details in the live video

Get all the needed data about your client's online store products from shopping platforms like Magento, Shopify, etc. and present them in the live video



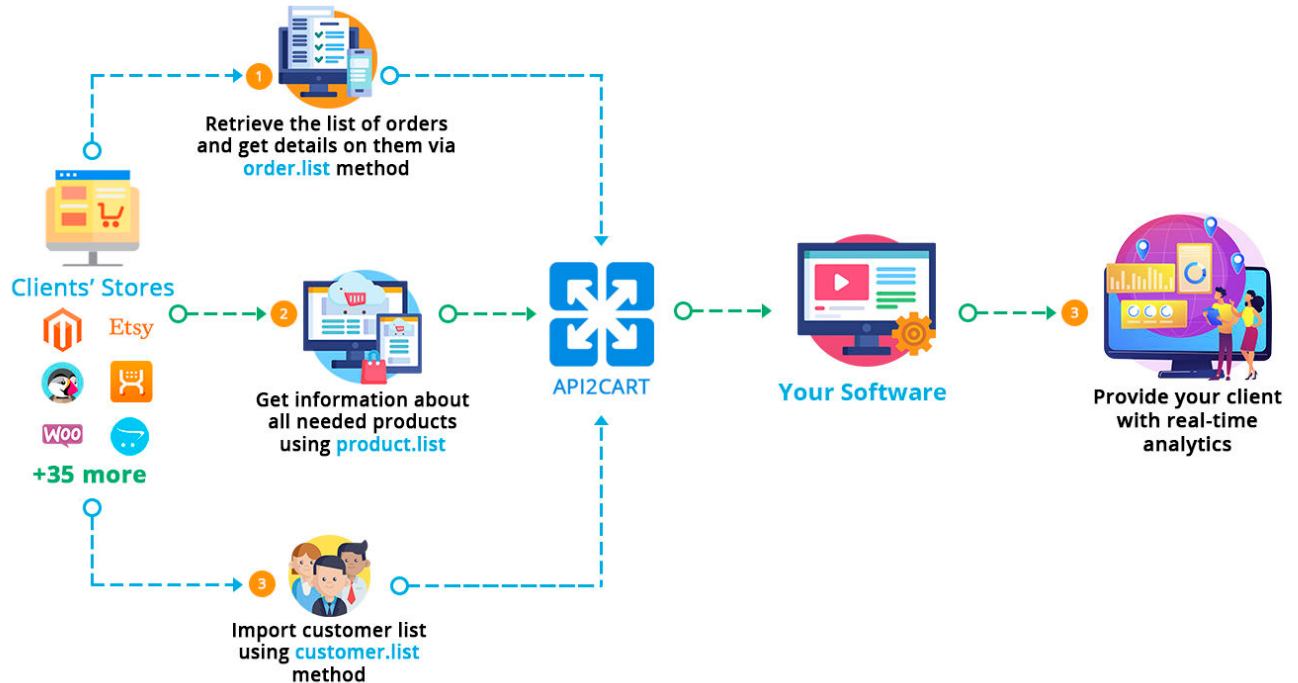
Create orders

Create the orders and update the product quantity automatically using API2Cart API methods



Provide real-time analytics to your clients

Let your clients analyze the preferences of their online store buyers in real-time



Why do video commerce platforms and live shopping solutions need integration with shopping platforms?

Video Commerce uses video content to promote and sell products on the Internet. Video Commerce platforms and live shopping solutions allow the clients to demonstrate or feature their products in the video and provide the links to the products directly from the video. With the help of such solutions, the buyers can purchase the product directly or are linked to the product page on the eCommerce store. So, a Video Commerce platform provides the technology wrapper around making e-retailers' video shoppable.

Video Commerce platforms and live shopping solutions greatly depend on integration with shopping platforms and marketplaces, as carrying out essential functions requires access to information about products, product categories, 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 API2Cart 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 Video Commerce platform provider, merchants' e-shops are a valuable asset because that is where your system gets information on products, product categories, orders, etc., to run its functions.

Video Commerce solutions depend on integration with shopping platforms and marketplaces to help online merchants to make their businesses more successful and profitable using video content. Info from stores powers the majority of features and processes that every Video Commerce platform covers.

In particular, integration with customer e-stores via API2Cart enables the Video Commerce platform to do the following:

- ▶ integrate with multiple shopping platforms and marketplaces at once
- ▶ retrieve the data related to online store products (name, size, quantity, description, price, etc.)
- ▶ create the orders automatically
- ▶ provide real-time analytics to the clients

The quality of the Video Commerce platform 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 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 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 API makes it equally easy to integrate shopping platforms with both web and mobile applications.

API2Cart Methods for Video Commerce and Live Shopping Solutions

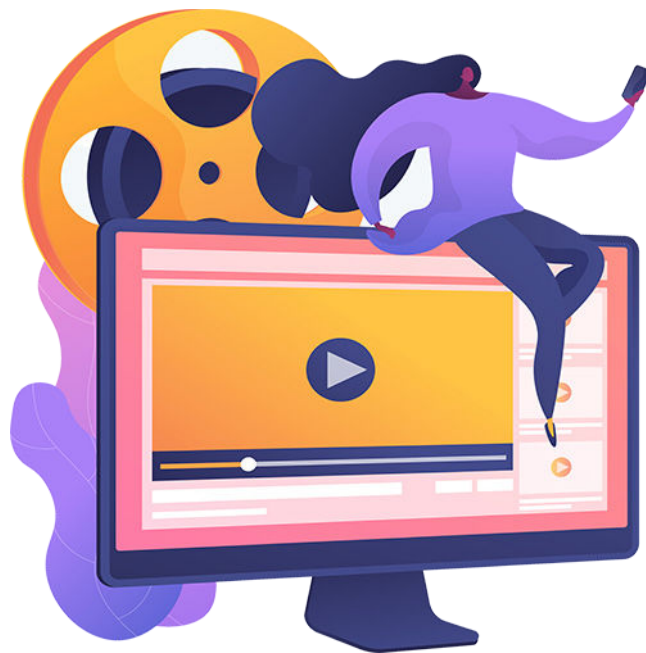
API2Cart has rich capabilities for Video Commerce platforms and live shopping solutions. We provide the whole scope of functionality to get and manage all needed info on products, orders, categories, etc. Let's dig deeper into the methods which help to perform the integration.

Manage product information

We have everything needed for getting and managing product data across multiple shopping platforms 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. With the help of this method, you can present your client's products in live video.



- [product.info](#)

Use product.info method to get all the needed info about the specific product.

- [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.

Create the orders from the video

With API2Cart it is easy for your solution to create orders automatically.

For that, you have to use [order.add](#) method that enables you to add a new order to the cart automatically.

Manage product categories

With API2Cart, your software can easily retrieve product categories from different shopping platforms and marketplaces.

► [category.list method](#)

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

Provide up-to-date analytics

Let your clients monitor the buyers' behavior and product preferences in real-time.

Use the following methods to retrieve the information on products, orders and customers:

[order.list](#)

[customer.list](#)

[product.list](#)



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 thousand 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 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 software 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 in 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.**

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