

Shopping Platform Integration for Augmented Reality Solutions

Unified approach



USE CASES

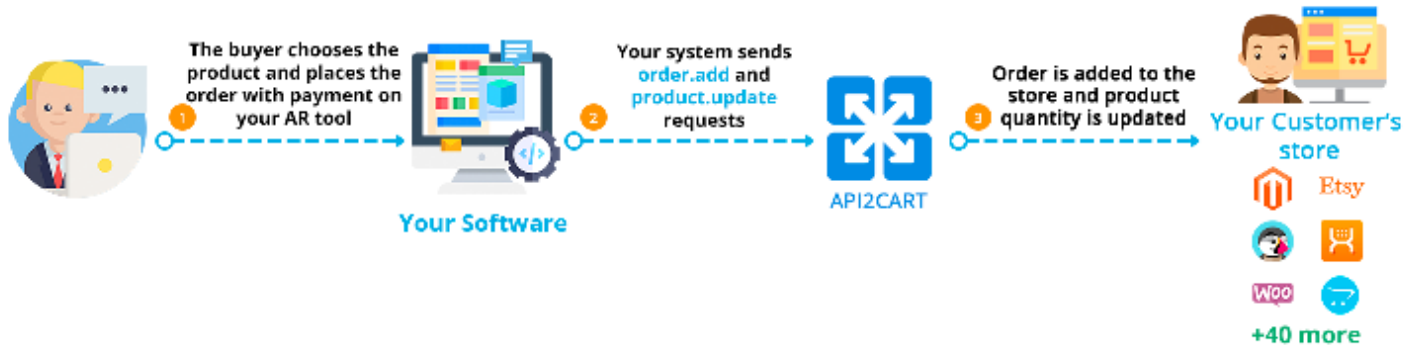
1. Show products and categories in AR apps

Get a list of products from stores with all the necessary info to demonstrate them in augmented reality applications.



2. Create orders

Create orders and sync inventory automatically on all sales channels.



3. Track new products' info

Keep your product info up-to-date on AR tools.



Why AR Solutions Need Integration with Shopping Platforms?

Augmented reality technology has quickly conquered the market and its role will become even more prominent and popular over the coming years. The major benefit of AR solutions is that they offer the possibility to implement a touch-and-feel element to e-shopping.

Basically, augmented reality provides a direct or indirect real-time view of a consumer's immediate surroundings changed or improved by computer-generated information such as sound, video, graphics, or GPS data. With AR technology, customers can use real-life spaces and even their bodies and faces to check out if such things as furniture, clothing, etc. suit them.

However, creating augmented reality platforms is a complicated process as multiple connections need to be made. The main difficulty of AR commerce software is retrieving data from the web stores. This problem leads to the need for integration with shopping platforms.

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 carts come out.

How Shopping Cart Integration Builds a Critical Link in the Chain

For you, as an AR solution provider, retailers' online stores are a valuable asset because that is where your system gets information on products, product categories, orders, etc., to run its functions.

On the level of code and transactions, info from stores powers the majority of features and internal processes that every Augmented Reality eCommerce software covers. In particular, integration with customer stores via API2Cart enables to do the following:

- ▶ integrate with 40+ eCommerce platforms and marketplaces at once;
- ▶ retrieve products lists along with prices, images, descriptions, attributes, variants, categories, etc.;
- ▶ synchronize inventory on all storefronts to show accurate items quantity;
- ▶ create the orders automatically

The quality of AR solutions depends on their 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 Cart and Marketplace API. Having dealt with hundreds of integrations, our team has learned the pain points that various web and mobile 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, 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 AR Solutions

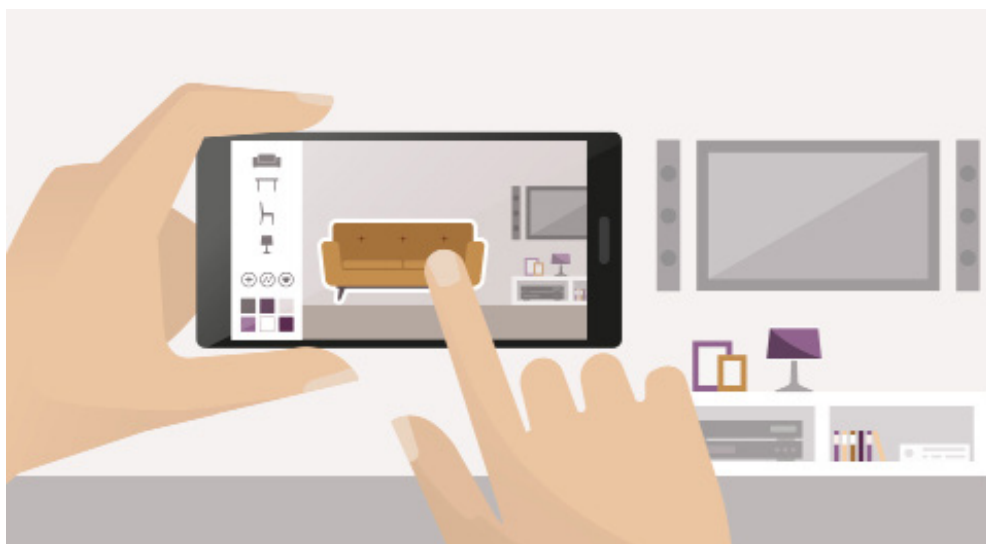
API2Cart has rich capabilities for Augmented Reality software. We provide the whole scope of functionality to get and manage all needed info on products, categories, orders, etc. Let's dig deeper into the methods which help to perform the integration.

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, descriptions, dimensions, prices, quantities, etc. With the help of this method, you can present your client's products in the AR app.



- [product.info](#)

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

- [product.update](#)

Easily update product details 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 orders on the AR apps

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

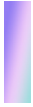
Let your clients monitor the buyers' behavior and product preferences in real-time.

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

[order.list](#)

[product.list](#)

[customer.list](#)



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 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 learned 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 eCommerce 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.
Leave us a message or schedule a quick call to clarify things in the
fastest way possible.**

CONTACT US

SCHEDULE A CALL