

# Shopping platform integration for Loyalty Program Software

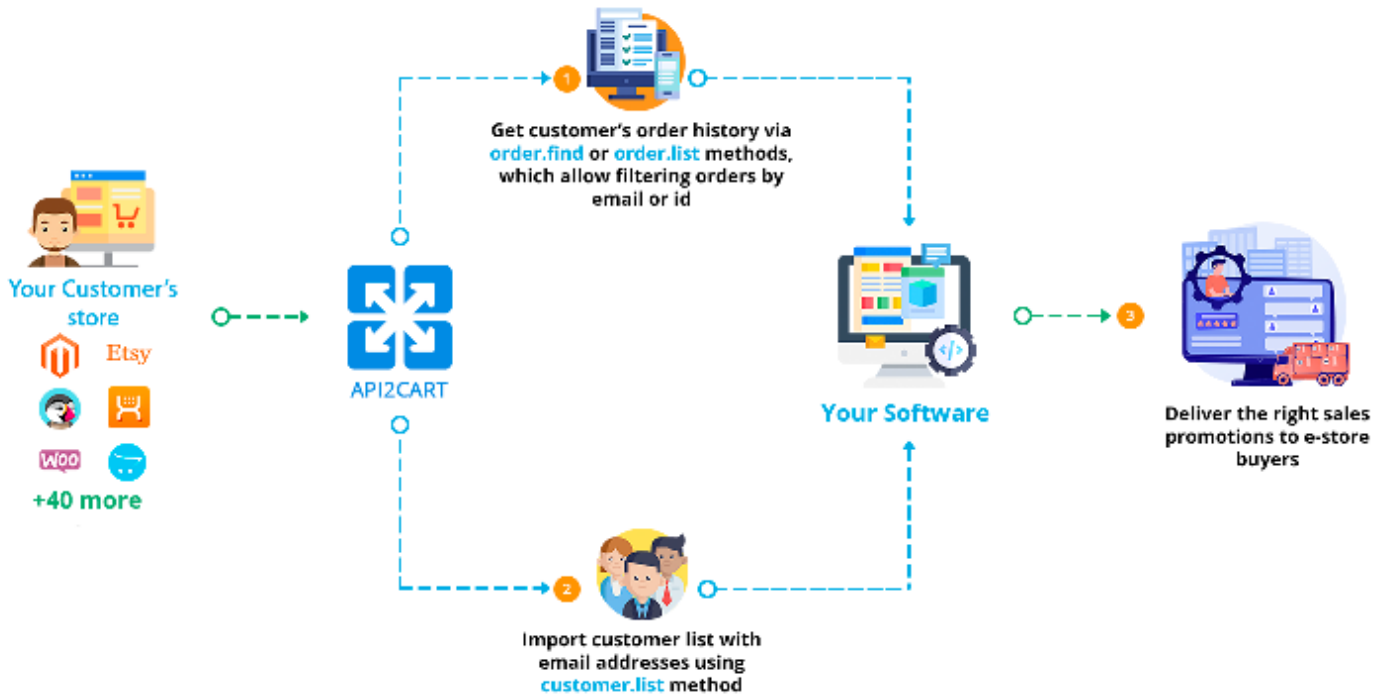
Unified approach



# USE CASES

## Deliver the right sales promotions to e-store buyers

Allow e-retailers to use your loyalty program software to reward their customers with customer-oriented deals that resonate with them and encourage spending



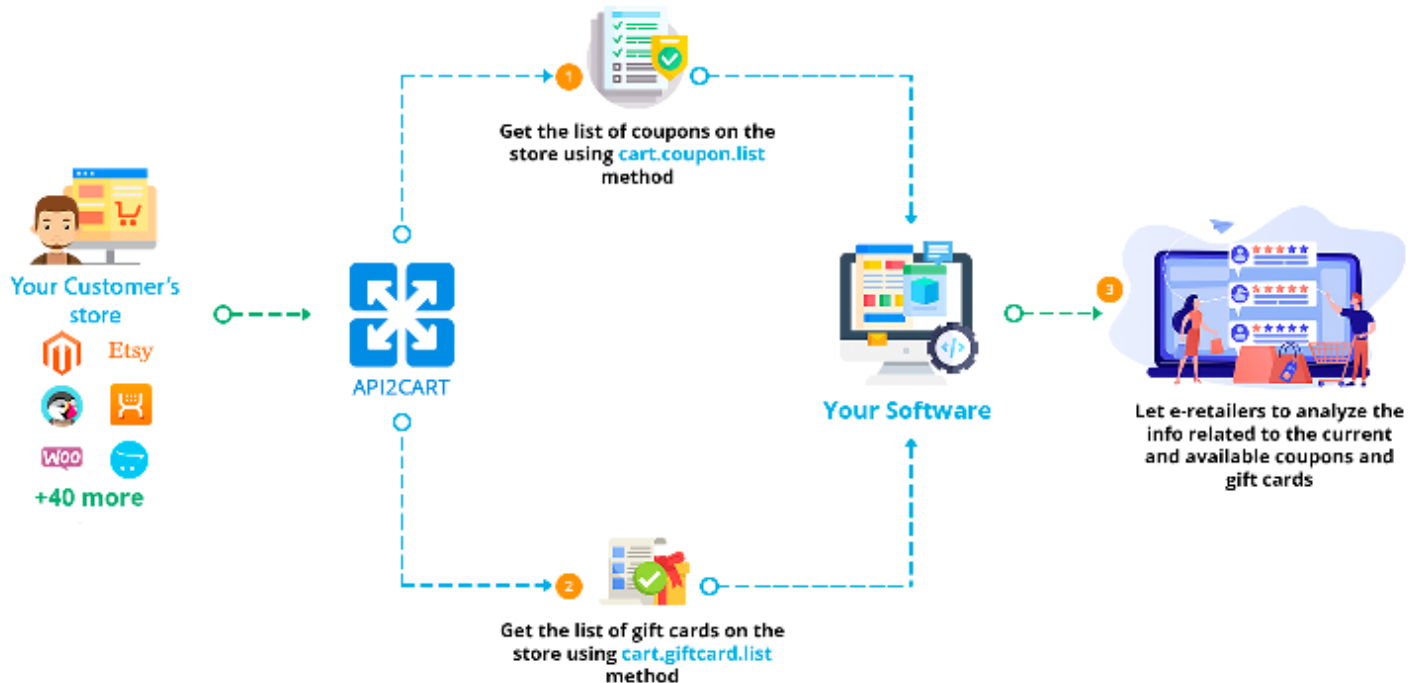
# Add coupons and gift cards to the e-store automatically

Get all the needed customer's information and add coupons or gift cards to the online store by using API2Cart API methods



# Provide the analytics on current and available coupons and gift cards

Retrieve the list of coupons and gift cards on the store and let the e-retailers analyze them



# Provide e-retailers with up-to-date analytics related to their promotion activities



# Let e-retailers manage their referral programs

Let e-retailers reward referrals after specific success criteria are met, such as first purchases, time, order values, or any other business-relevant criteria



## Why do loyalty and referral program software need integration with shopping platforms?

Loyalty and referral program software help e-merchants to make their sales promotions more successful and profitable. They allow the creation of targeted promotions with business-specific custom attributes, making personalized coupons and gift cards by targeting specific market segments, launching and managing effective referral programs, etc.

**Loyalty and referral program software greatly depend on integration with shopping platforms and marketplaces**, as carrying out key functions requires an ability to access info about 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 loyalty and referral program software provider, merchants' e-shops are a valuable asset because that is where your system gets information on orders, customers, etc., to run its functions.

Loyalty and referral program 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 loyalty and referral program software covers.

In particular, integration with customer online stores via API2Cart enables loyalty and referral program software to do the following:

- ▶ integrate with multiple shopping platforms and marketplaces at once
- ▶ deliver the right sales promotions to e-store clients
- ▶ add coupons and gift cards to the store
- ▶ launch and manage the effective referral programs
- ▶ organize the data in detailed reports

**The quality of loyalty and referral program software 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 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 API makes it equally easy to integrate shopping platforms with both web and mobile applications.



# API2Cart Methods for Loyalty and Referral Program Software

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

## Manage e-store customers' information

We provide the API method needed for getting all the details related to e-store customers:

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

Use customer.list method to retrieve customers' list from the store including the data on customer ID, email, name, phone number, location, gender, etc.

## Get the order data

With API2Cart it is easy for your software to gather order data from different stores. There are such API methods that allow you to get clients' order history:

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

Use order.list method to receive a list of orders from the online store. It allows you to get the data related to order ID, create date, status, etc.

### - [order.find method](#)

This method allows you to set all needed parameters to search orders that were made by customers.

## Manage coupons

With API2Cart, your software can easily add coupons to the store. To work with coupons you can use such API methods:

### - [cart.coupon.list](#)

This method makes it possible to get the list of coupons on the store.

### - [cart.coupon.add](#)

It allows adding coupons to the store.

### - [cart.coupon.condition.add](#)

## Work with gift cards

With API2Cart, your software can easily add gift cards to the store. To work with gift cards you can use such API methods:


- [cart.giftcard.list](#)

This method makes it possible to get the list of gift cards on the store.

- [cart.giftcard.add](#)

This method allows adding gift cards to the store.





## 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 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 has learned the pain points that loyalty and referral program software face. With these in mind, we crafted our unified API that lets your solution communicate with clients' e-stores, be they based on Shopify, Magento, WooCommerce, Amazon, eBay, or any other shopping platform 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 platform they use*. Each integration means another thousands of users need you.

▶ **Reduce cost, save time**

You connect to dozens of platforms via one integration. 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.**

CONTACT US

SCHEDULE A CALL