

# Shopping platform integration for Ad Management Tools

Unified approach



# USE CASES

## Allow your clients to set up and manage Google search and shopping ads

Get the list of products from your clients' e-stores with all the details via API2Cart and help your clients to promote their products successfully



# Analyse e-store clients' data

Use API2Cart to retrieve the list of customers from the online stores and provide your clients with the ability to advertise their e-store products to the right target audience or retarget existing customers using your software



## Collect the data about abandoned carts

Use API2Cart to collect all the needed data that allow your clients to use your software to set up ad campaigns to remind their potential customers about the items they left in the cart in their stores



## Track conversions

Use API2Cart to insert a tag at the customers' site (HTML tag) for a tool to implement conversion tags from Google and Facebook



Your Software

1

Use `cart.script.add` method

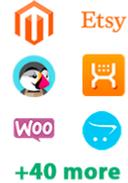


2

Insert JavaScript code, which will add the needed HTML Tag on a customer store



Your Customer's store



## Why add management tools need integration with shopping platforms?

With the growing popularity of eCommerce, there has been an increase in demand for effective eCommerce Ad Management tools. These tools are designed to help businesses manage their online advertising campaigns more efficiently and effectively. From creating ads, tracking performance, and optimizing ad budgets, these tools offer a range of features that can help businesses maximize their return on investment.

**Ad management solutions greatly depend on integration with shopping platforms**, as carrying out key functions requires access to order, customer, and product information 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 integrating multiple shopping platforms and marketplaces 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 an ad management software provider, merchants' e-shops are a valuable asset because that is where your system gets information on orders, customers, and products to run their functions.

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

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

- Get the list of products with all the details to help e-merchants to promote their products successfully via different advertising channels;
- Retrieve the list of customers from the e-stores to provide e-merchants with the ability to advertise their e-store products to the right target audience or retarget existing customers;
- Collect the data about abandoned carts;
- Track website conversions;

**The quality of eCommerce ad management software depends on its level and quality of integration with shopping platforms.** Integration means tying your software 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.** Our team has dealt with hundreds of integrations and learned the pain points various web and mobile applications face. With these in mind, **we crafted our unified API that lets your product seamlessly communicate with clients' stores based on Shopify, Magento, WooCommerce, or any other shopping platform or marketplace we support.**

# API2Cart API Methods for Ad Management Software

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

## Get all the needed info about e-store products

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

Get the list of products from your clients' e-stores with all the details via API2Cart **product.list** method and help your clients to promote their products successfully through different ad channels.

## Analyse e-store clients' data

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

Help online merchants segment their customers to create targeted and higher-converting campaigns.

Use **customer.list** method and provide your clients with the ability to advertise their e-store products to the right target audience or retarget existing customers.

## Get the data about abandoned carts

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

We have everything needed to access the data connected with cart abandoners.

Get the list of incomplete orders along with customer personal data using **order.abandoned.list** method.

## Track conversions

### - [cart.script.add method](#)

Use API2Cart **cart.script.add** method to insert a tag at the customers' site (HTML tag) for a tool to implement conversion tags from Google and Facebook.

## **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 eCommerce ad management 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, or any other shopping platform 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, and 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, and 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.**

[CONTACT US](#)

[SCHEDULE A CALL](#)