Shopping Cart Integration for Marketing Automation Software

Unified approach

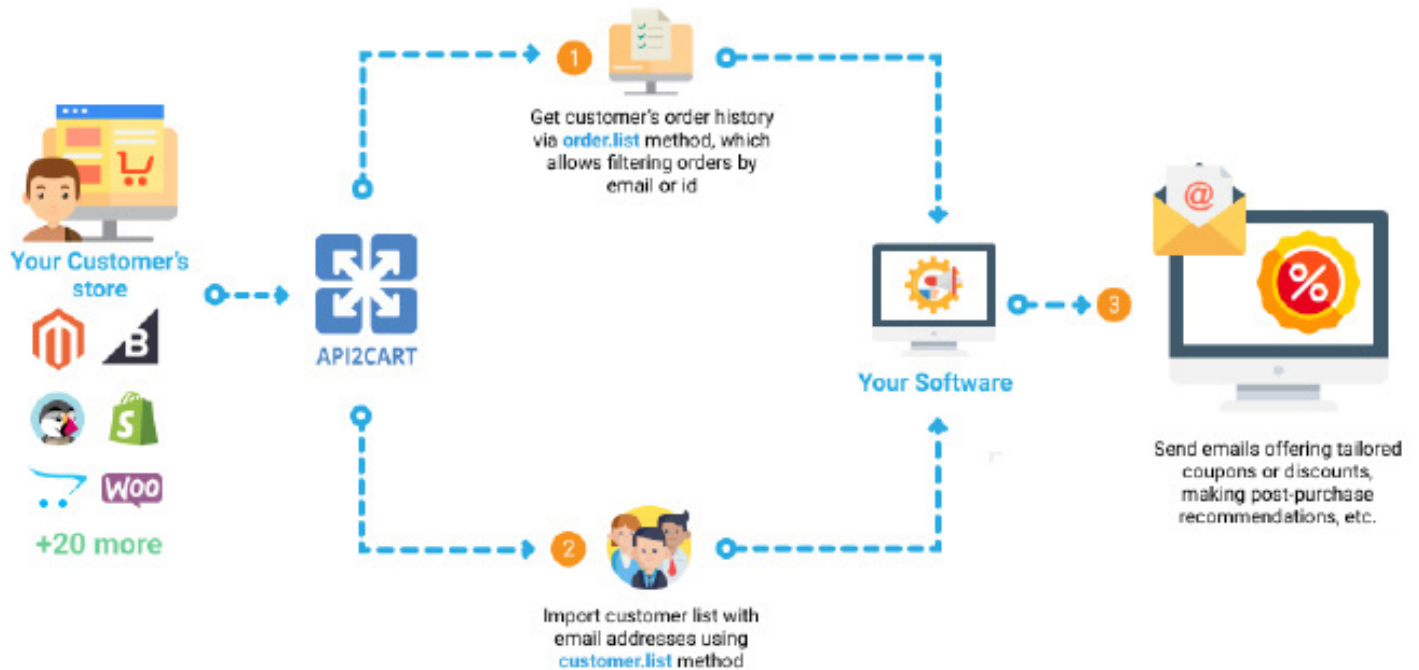# USE CASES

Send emails featuring new items, discounts and special offers
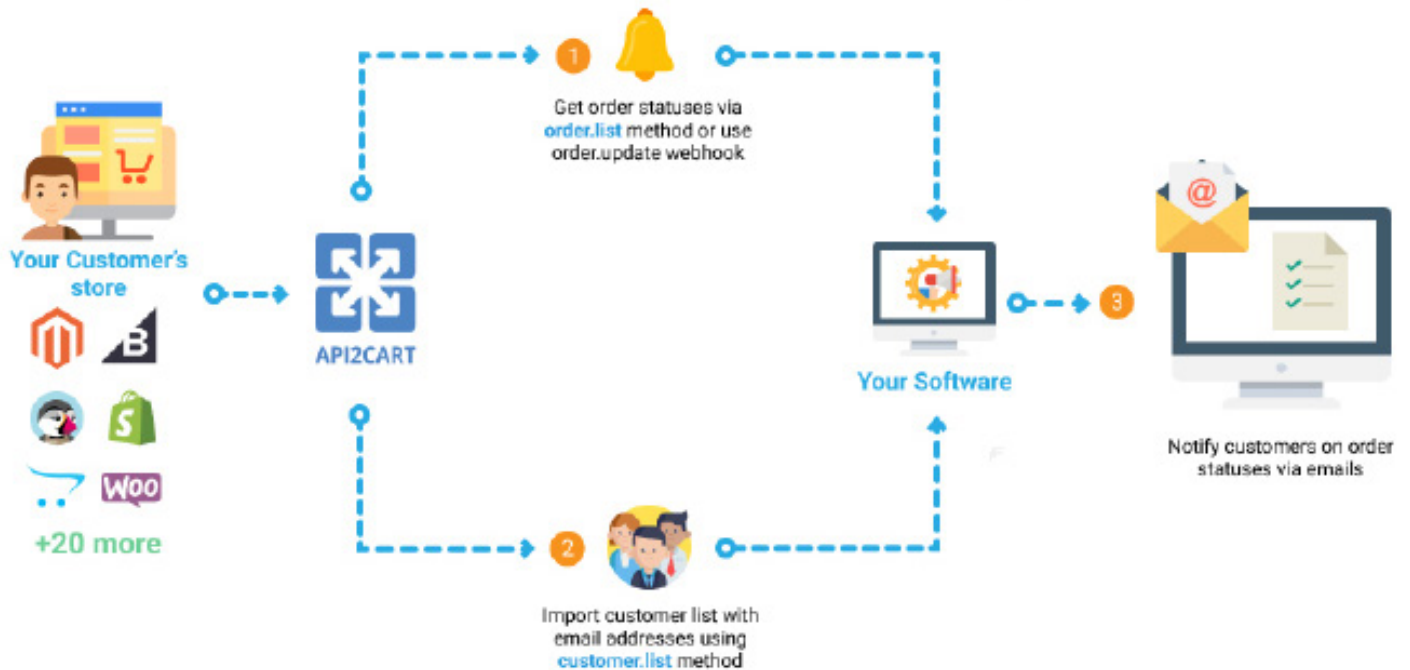
With API2Cart it's easy to promote new products

Your Customer's store

Magento, BigCommerce, PrestaShop, Shopify, CS-Cart, WooCommerce

+20 more

API2CART

1 — Get list of new products using product.list method or use webhook for product.add event

2 — Import customer list with email addresses using customer.list method

3 — Import subscribers lists using subscriber.list method

Your Software

4 — Send emails to customers and subscribers featuring new products

Analyse order history

Analyse order history for effective post-purchase communication

Your Customer's store

+20 more

API2CART

1 Get customer's order history via order.list method, which allows filtering orders by email or id

2 Import customer list with email addresses using customer.list method

Your Software

3 Send emails offering tailored coupons or discounts, making post-purchase recommendations, etc.

Notify customers on order statuses

Alert end customers automatically when order statuses change

Get order statuses via
order.list method or use
order.update webhook

Your Customer's store

+20 more

API2CART

Your Software

Notify customers on order statuses via emails

Import customer list with email addresses using customer.list method

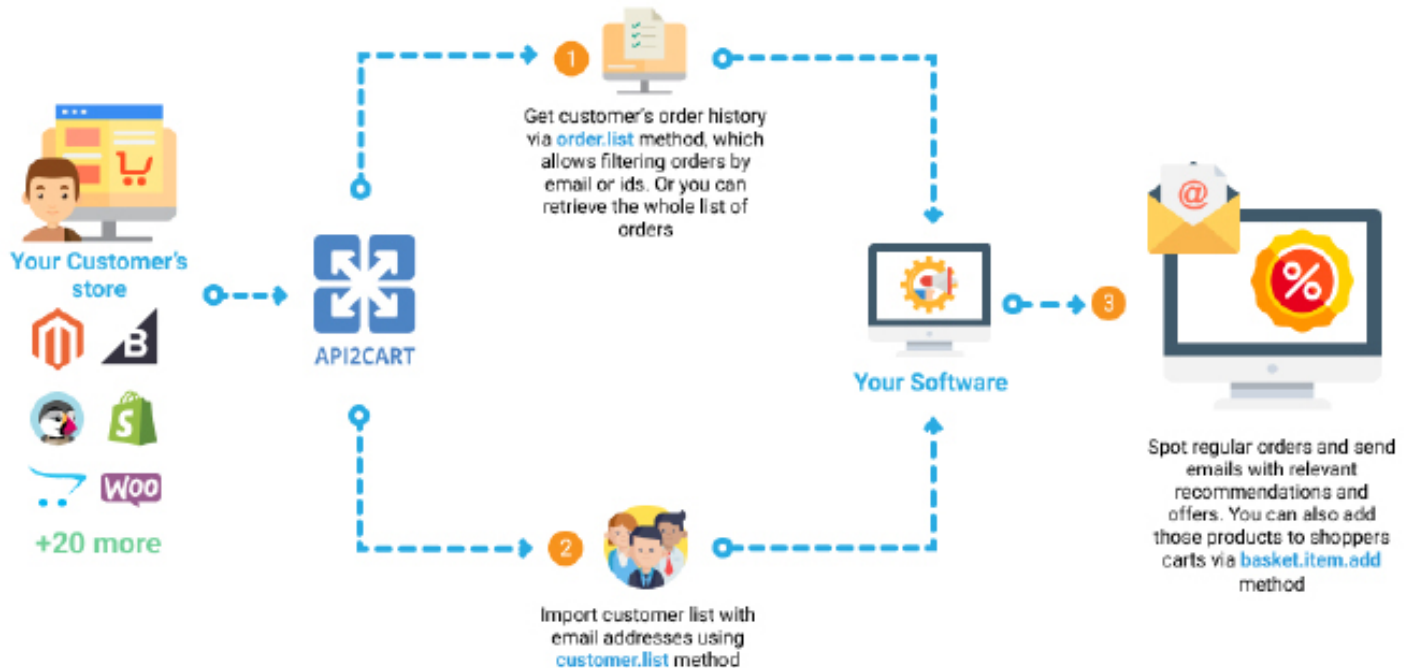# Recover Abandoned Carts

Send automatic emails to recover lost ecommerce sales
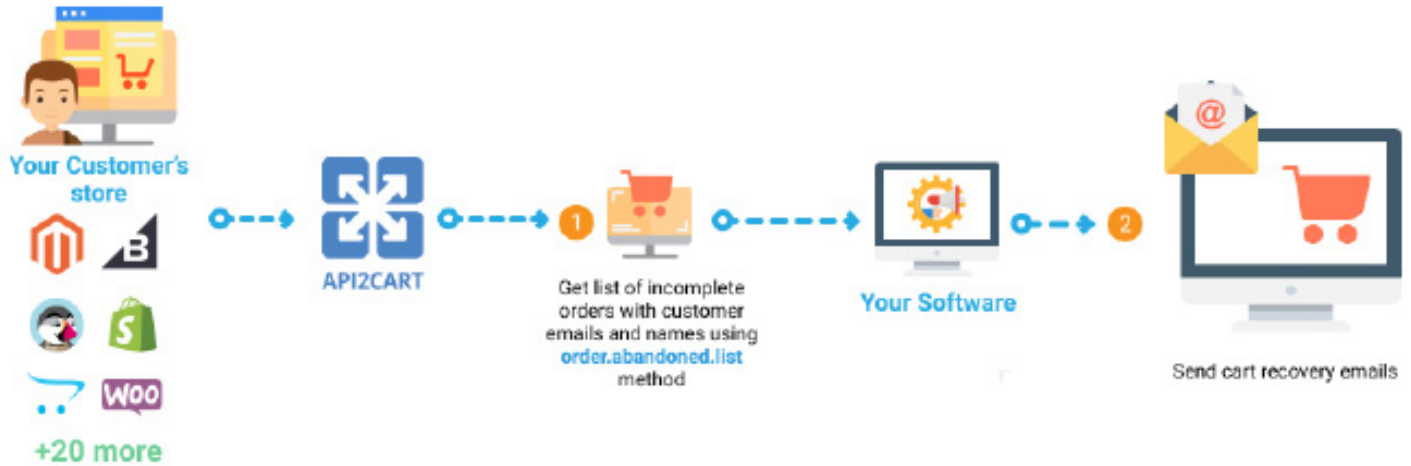
Work with product reviews

Using reviews from happy customers is a powerful way for
retailers to influence people to buy

Your Customer's store

API2CART

1 Get reviews on products with review statuses and customer emails via product.review.list method

Your Software

2 Add review widgets to your website or include them in emails

+20 more

Spot regular purchases

Analyse order history to spot regular purchases, so that you can remind customers to restock or tempt them with special offers on similar items they might be interested in

Your Customer's store

+20 more

API2CART

1 Get customer's order history via order.list method, which allows filtering orders by email or ids. Or you can retrieve the whole list of orders

2 Import customer list with email addresses using customer.list method

Your Software

3 Spot regular orders and send emails with relevant recommendations and offers. You can also add those products to shoppers carts via basket.item.add method

Why Marketing Automation Software needs Integration with Shopping Platforms?

Marketing automation software help retailers win back customer attention, recover cart abandonment, boost sales with coupons or special offers, and keep customers updated on order statuses. **Marketing automation software greatly depends on integration with shopping carts**, as carrying out its key functions requires access to data on products and orders, customer contacts, coupons, etc., which are stored in stores' databases.

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 carts 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 35 e-commerce 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 a marketing automation software provider, merchant's e-shop is a valuable asset because that is where the information on products, orders, customers, etc. is stored.

Marketing automation software depends on integration with shopping carts to automate most of ecommerce-related operations. Info from stores powers the majority of internal processes marketing automation software runs.

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

- retrieve products lists along with prices images, descriptions, attributes, variants, categories, etc.
- send emails featuring new items, discounts and special prices
- notify on order statuses
- import contacts from stores and build segmented lists
- spot and track cart abandoners, website visitors, and successful purchases
- generate smart e-mail statistics

Quality of marketing automation software depends on its level and quality of integration with shopping carts. 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 best way to integrate safely is to invest into a well-coined connection via API2Cart Unified Shopping Cart and Marketplace API. 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 seamlessly communicate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping cart or marketplace that we support**.

API2Cart Methods for Marketing Automation Software

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

Get all needed Product Info

We have everything needed for accessing and managing product info on multiple shopping carts and marketplaces.

- product.list
Use product.list method to get 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.variant.info
Get details on product variants via product.variant.info method.

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

Access order history

Get customer's order history via **order.find** method, which allows filtering orders by email or id.

Track new orders

There are two ways to learn about new orders on 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 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 order.list method once in a while to get list of products to be imported to your system. Filter orders by create time with *created_from* and *created_to* parameters.

Get order statuses

With API2Cart it is easy for your software to send automatic emails notifying buyers on order statuses.

Get order statuses via **order.list** method or use **order.update** webhook, which is triggered every time the order gets updated (including it's status changes). Thus, getting the database, your system can send customers notification emails on order status changes.

Manage customer info

Retrieve all customers details you need via **customer.info** and **customer.list** methods.

Get abandoned orders

Get list of incomplete orders along with customer emails and names using **order.abandoned.list** method.

Key Challenges of In-house Integration (Multiply by the Number of Integrations)

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