API2CART
unified shopping cart data interface

Shopping Cart Integration for Pricing Software
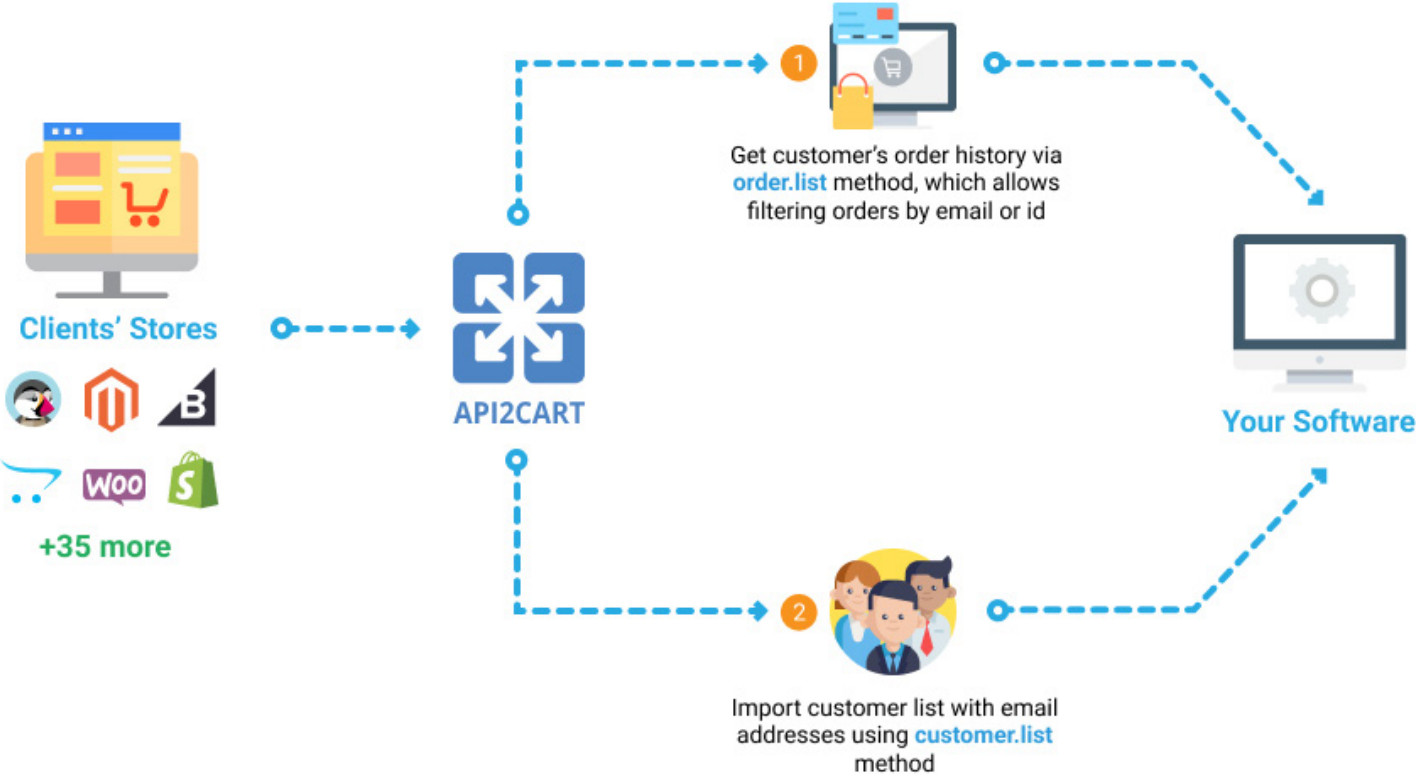
Unified approach

USE CASES

Update prices across sales channels

With API2Cart it's easy to create a single source of pricing truth for retailers selling multi-channel
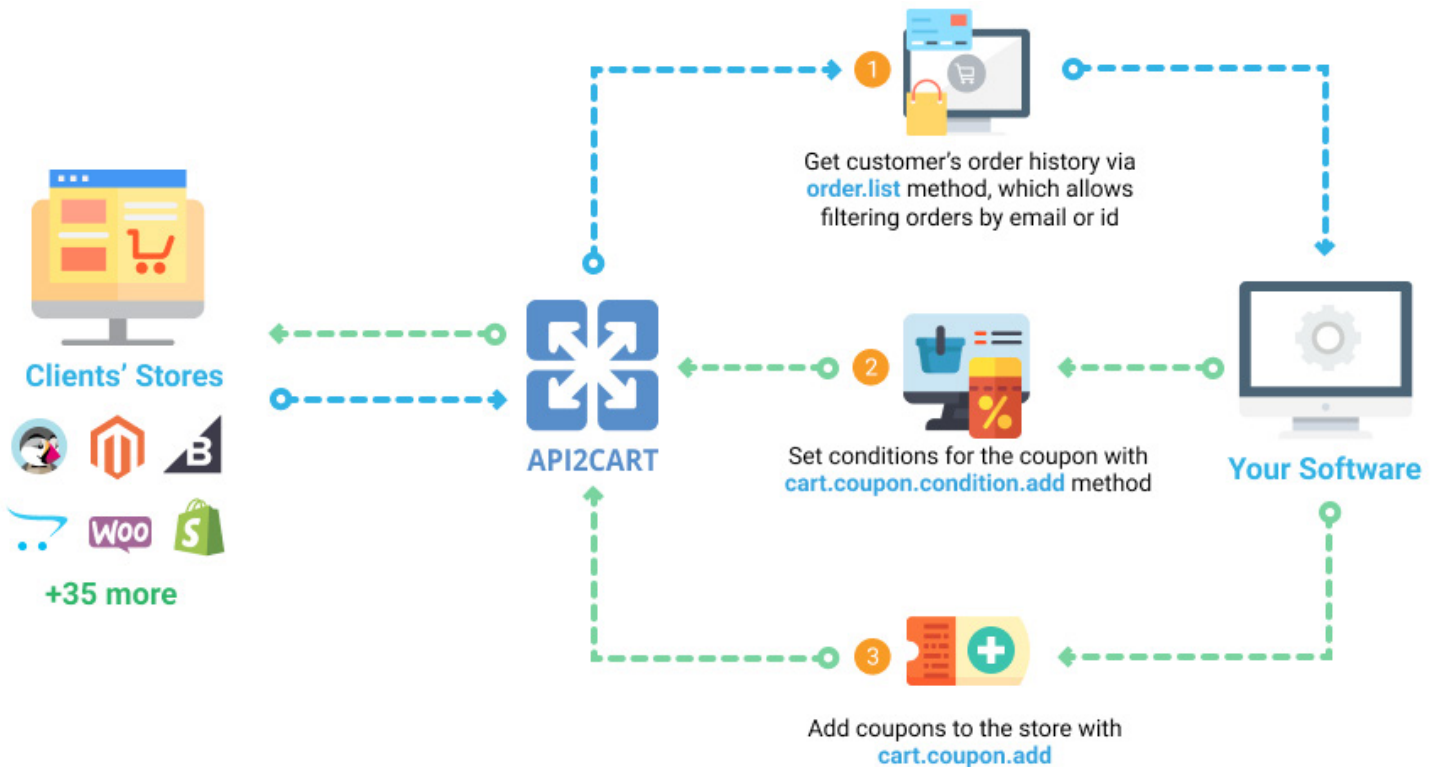
Analyse order history

Analyse order history to develop effective pricing strategies

Clients' Stores

+35 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

Create coupons

API2Cart provides method for creating customized
coupons based on a number of conditions

Clients' Stores

+35 more

API2CART

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

2. Set conditions for the coupon with
cart.coupon.condition.add method

3. Add coupons to the store with
cart.coupon.add

Your Software

Why Prising Software needs Integration with Shopping Platforms?

Repricing implies dealing with prices, including those of competitors, so building a smart price optimization tool is always a headache. There is a number of features and processes to organize like updating prices, product tracking, standard and custom reporting, generating coupons, etc. That's tons of tech work to do that also involves integrations with shopping carts and marketplaces.

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 pricing software owner, merchant's e-shop is a valuable asset because that is where the information on prices, currencies, products, customers, etc. is stored.

Pricing software depends on integration with shopping carts to automate most of its operations. To be capable of price recalculating, comparing and optimizing, it accesses the seller's e-store database and retrieves product listings and details like pricing, attributes and categories (the latter come in handy when price comparison in a specific product group is requested).

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

- sync prices across sales channels
- retrieve products lists along with prices, images, descriptions, etc.
- access order history
- create coupons based on a number of conditions
- import contacts from stores and build segmented lists
- generate smart reports

Quality of pricing 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 Pricing Software

API2Cart has rich capabilities for pricing software. We provide the whole scope of functionality to get and manage all needed info on prices, products, orders, shipments, customers, etc. Let's dig deeper into the methods for working store info.

Sync prices across all sales channels

We have everything needed for accessing and managing prices and other product details on shopping carts and marketplaces.

- **product.update**
Update prices and other product info using product.update method.

- **product.list**
Use product.list method to get list of products along with all related info and images. You can retrive names, prices, attributes, categories, etc. Filter products by create/modification date, ids, etc.

- **product.currency.add**
Add product currencies with product.currency.add method and get list of currencies for product via product.currency.list method.

- **product.child_item.list**
Find and get lists 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.list method, which allows filtering orders by email or id.

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