

# Shopping Platform Integration for Order Fulfillment Software

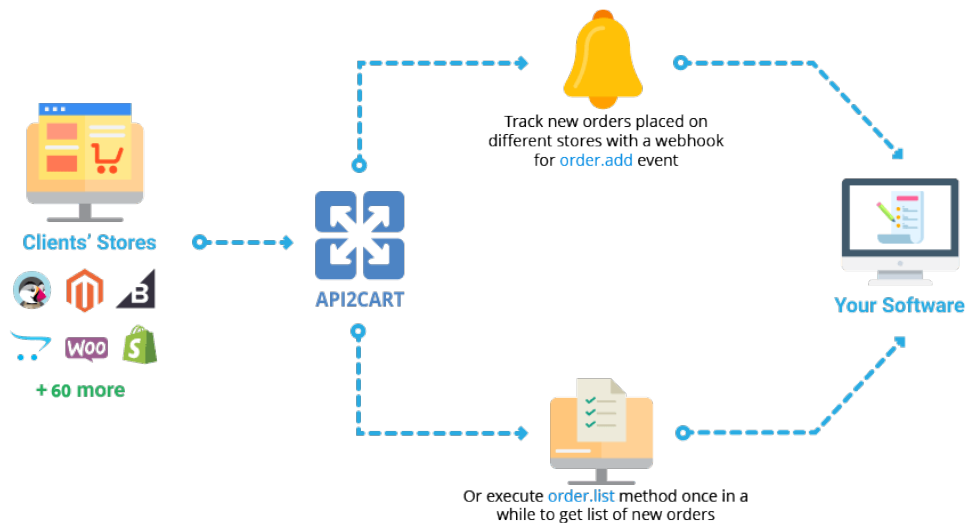
Unified approach



# USE CASES

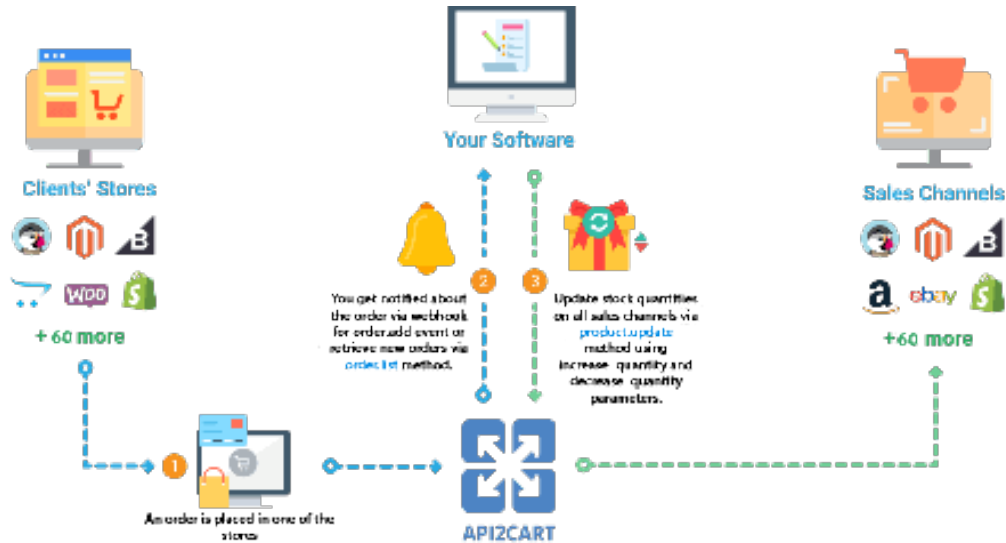
## Import orders from multiple sales channels

With API2Cart it is easy to get to know about new customer orders placed on different stores, sites and marketplaces.

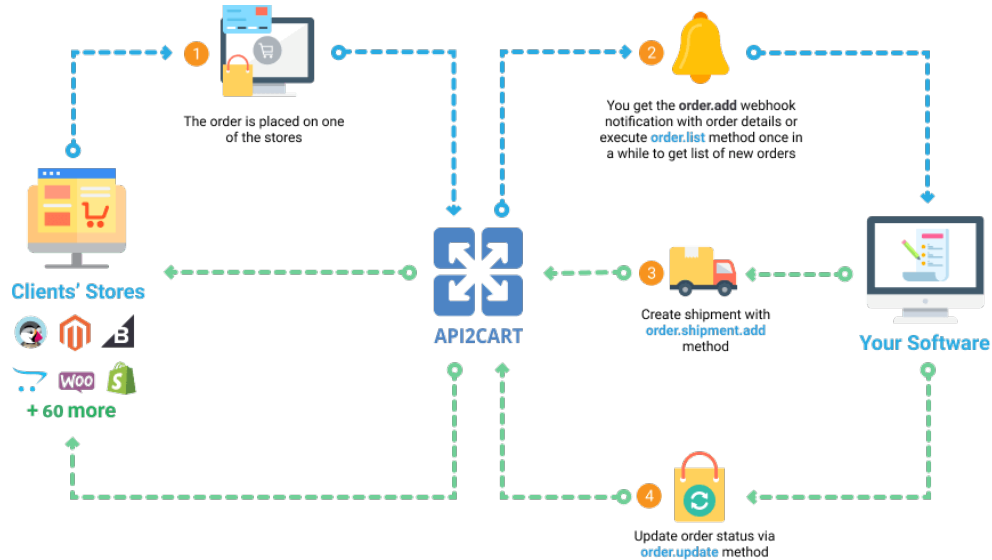


# Sync inventory management

Keeping inventory data accurate and in sync across all stores and marketplaces is vital for retail businesses.

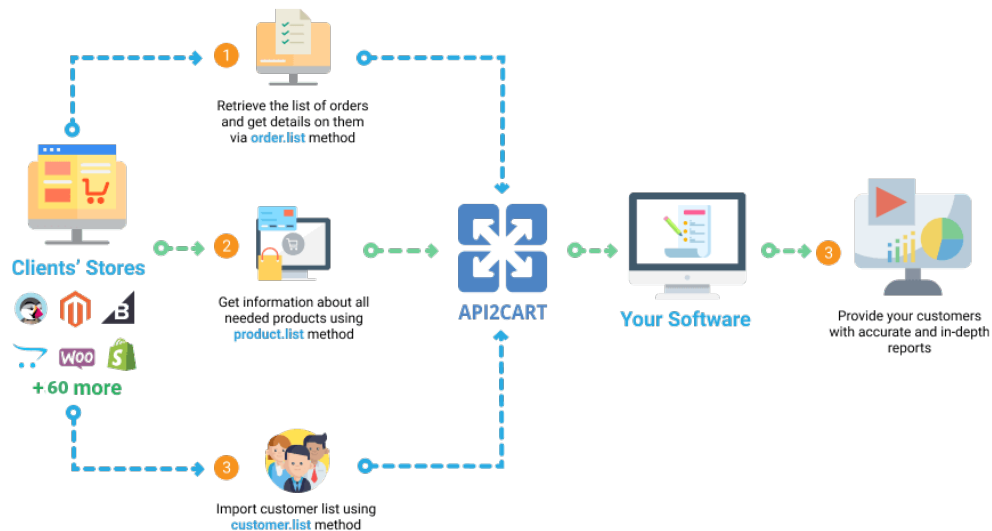


# Create shipments and update order statuses



# Make reports to track the situation on each sales channel

Let your customers get a full view of what's going on and how resources are being spent through analytics and reports.



## Why Order Fulfillment Software Need Integration with Shopping Platforms?

Order fulfillment software is essential for managing the entire process of receiving, processing, and shipping customer orders. Its role in eCommerce is growing as businesses look for ways to improve efficiency, reduce errors, and deliver a better customer experience. The main advantage of such software is its ability to automate and streamline the order fulfillment process.

Basically, order fulfillment software connects all the critical steps that happen after a customer places an order. From receiving real-time order data from shopping platforms to managing inventory, shipping, and customer notifications, it ensures a smooth and seamless experience from order placement to delivery. This creates trust with customers and helps businesses stay competitive by reducing delays and mistakes.

However, without integration with shopping platforms, order fulfillment software cannot function effectively. The core challenge lies in obtaining accurate and timely data from eCommerce stores and marketplaces: order details, product availability, shipping preferences, and payment information. Without this integration, businesses risk inefficient workflows, delays in processing orders, and poor customer experiences.

The reality is that integrations are unavoidable. What can be avoided, though, is building dozens of them separately and dealing with constant maintenance.

**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 60 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 order fulfillment software 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 order fulfillment software covers. In particular, integration with customer stores via API2Cart enables to do the following:

- integrate with 60+ eCommerce platforms and marketplaces at once;
- retrieve the data related to online store products and orders
- synchronize inventory on all storefronts to show accurate items quantity;
- get lists of orders, as well as order details;
- determine shipping details (e.g. names, addresses, tracking orders, and carriers);
- create the orders automatically
- provide real-time analytics to the clients

**The quality of order fulfillment software 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.**

# API2Cart Methods for Order Fulfillment Software

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

## Inventory control

Keeping inventory data accurate and in sync across all sales channels is vital for retail business.

You get notified about the order via webhook for [order.add](#) event or retrieve new orders via [order.list](#) method.

You can update stock quantities on all sales channels via [product.update](#) method using `increase_quantity` and `decrease_quantity` parameters.

## Import orders

With API2Cart it is easy for your software to gather orders from different stores. There are two ways to learn about new orders on stores.

- Webhook for [order.add](#) event

First is setting the webhooks for the [order.add](#) event to get notified every time the new order is placed. Using webhooks is a 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 the [order.list](#) method once in a while to get a list of products to be imported to your system. Filter orders by creating time with `created_from` and `created_to` parameters.

## Automate shipping

Automatically insert shipment tracking url or update tracking info into the eCommerce store by using [order.shipment.tracking.add](#) to seamlessly notify end customers.

Create shipments and add tracking numbers to orders with help of [order.shipment.update](#) and [order.shipment.add](#) methods.



Update order statuses via [order.update](#) method.

## Make reports

Let your customers to get a full view of what's going on and how resources are being spent through analytics and reports.

- [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 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 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, 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, 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 60 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