

Shopping Platform Integration for Post- Purchase Experience Software

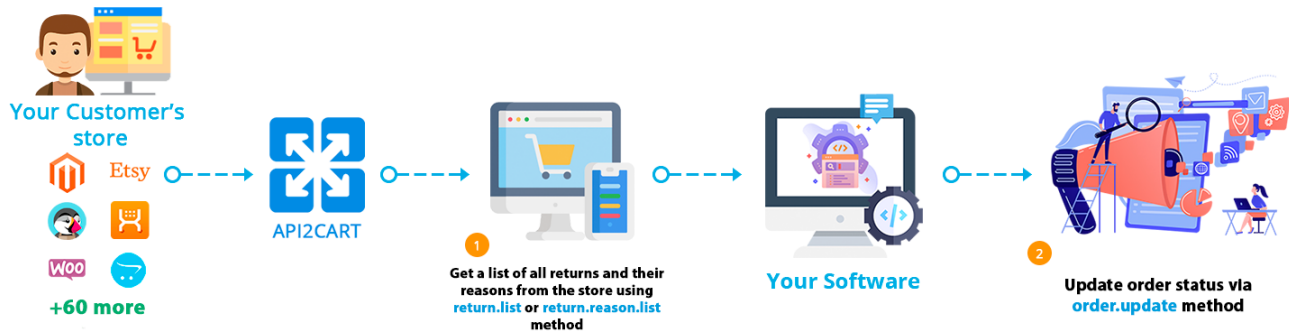
Unified approach



USE CASES

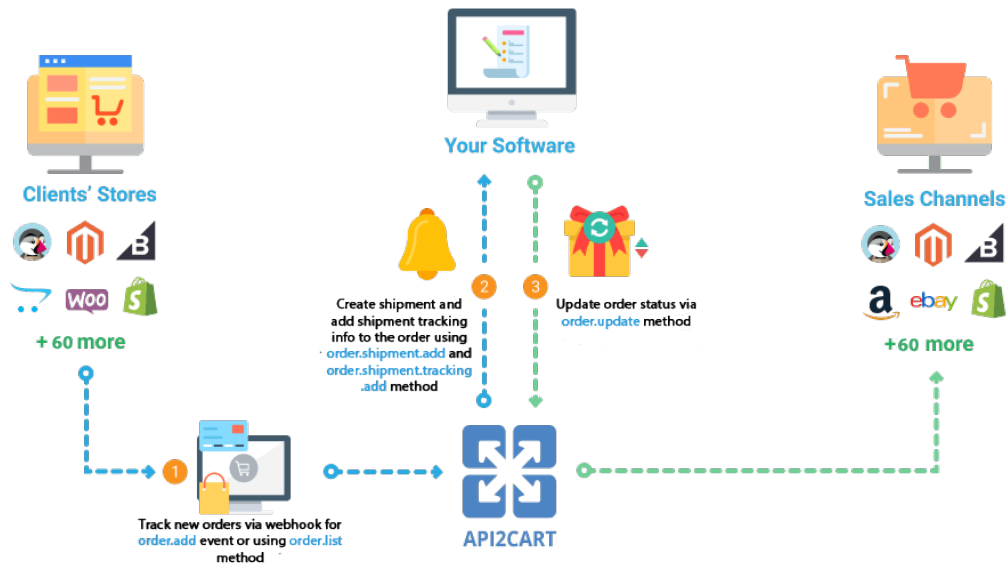
Returns and exchanges management

Get a list of all returns from your clients' online stores easily

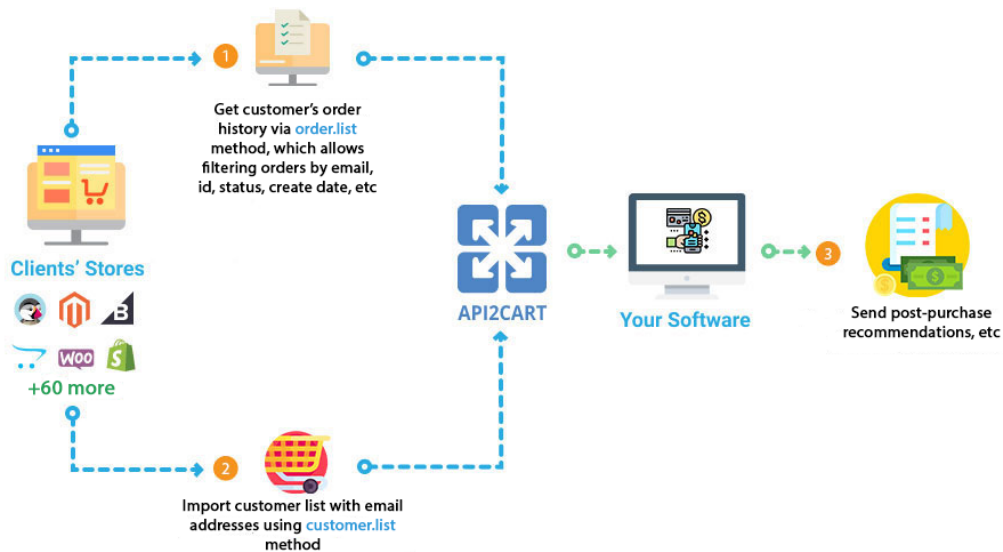


Order and Shipment Tracking

Keep end customers informed with real-time delivery updates.

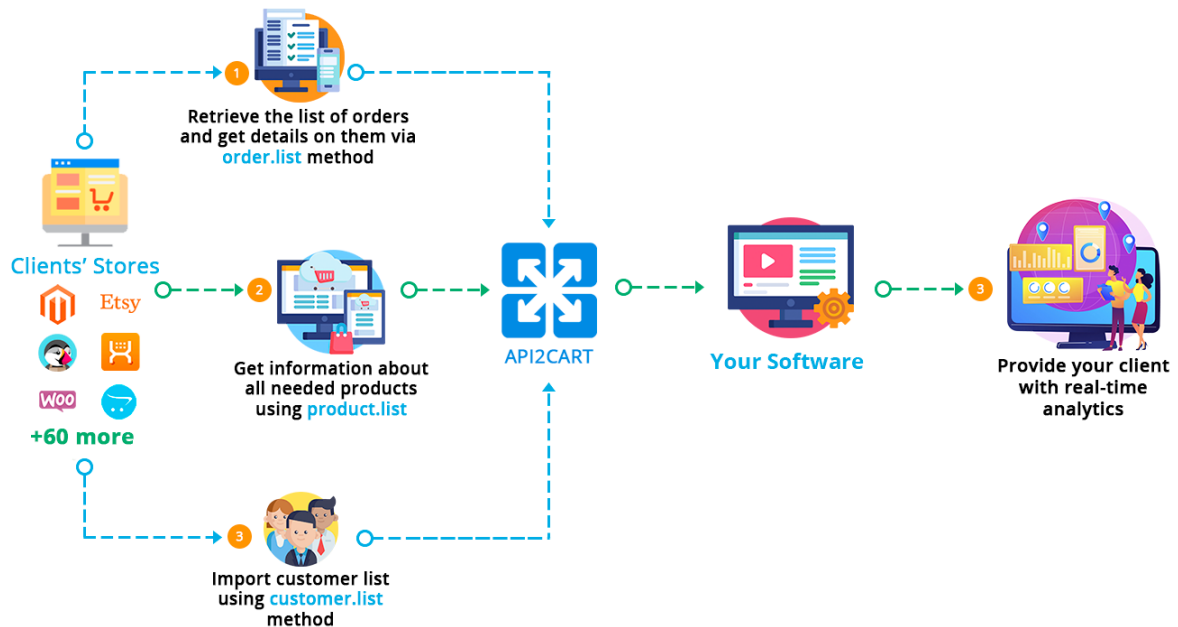


Build segments based on any combination of data



Analytics and reporting

Build reports on delivery performance, return trends, satisfaction levels, and repeat purchases to give merchants insights into post-purchase success.



Why Post-Purchase Experience Software Need Integration with Shopping Platforms?

Post-purchase experience software has become one of the key tools for keeping customers loyal and engaged after checkout. Its role in eCommerce will only grow as businesses try to improve satisfaction, boost repeat purchases, and reduce churn. The main advantage of such solutions is that they allow companies to manage delivery updates, returns, reviews, loyalty programs, and customer support in one place.

Basically, post-purchase software connects all the touchpoints that happen after a customer clicks “buy.” From tracking shipments and sending personalized notifications to collecting feedback and handling returns, it ensures buyers stay informed and satisfied. This creates trust and encourages them to shop again.

However, developing a strong post-purchase experience platform is not easy. The core challenge lies in getting timely and accurate data directly from online stores: order details, shipping information, product availability, and customer data. Without integration with shopping platforms, the software cannot provide the seamless flow of information that is essential for smooth operations.

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 a post-purchase 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 post-purchase software covers. In particular, integration with customer stores via API2Cart enables to do the following:

- integrate with 60+ eCommerce platforms and marketplaces at once;
- get and update info on products, orders, customers, shipment, etc;
- implement customer segmentation

The quality of post-purchase 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 Post-Purchase Software

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

Get a list of all returns

We have everything needed to get access to the data connected with online store clients' returns.

Get the list of all returns using [return.list](#) method.

Use [return.reason.list](#) method to get a list of all reasons for returns.

Track Orders and Shipments in Real Time

There are two ways to learn about new orders in 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.

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.

Provide up-to-date analytics

Let your clients monitor the buyers' behavior and product preferences in real-time.

Use the following methods to retrieve the information on products, orders, and customers:

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

Access order history

Get customer's order history via [order.list](#) method, which allows filtering orders by email or id.



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