Shopping Platform Integration for Accounting Software
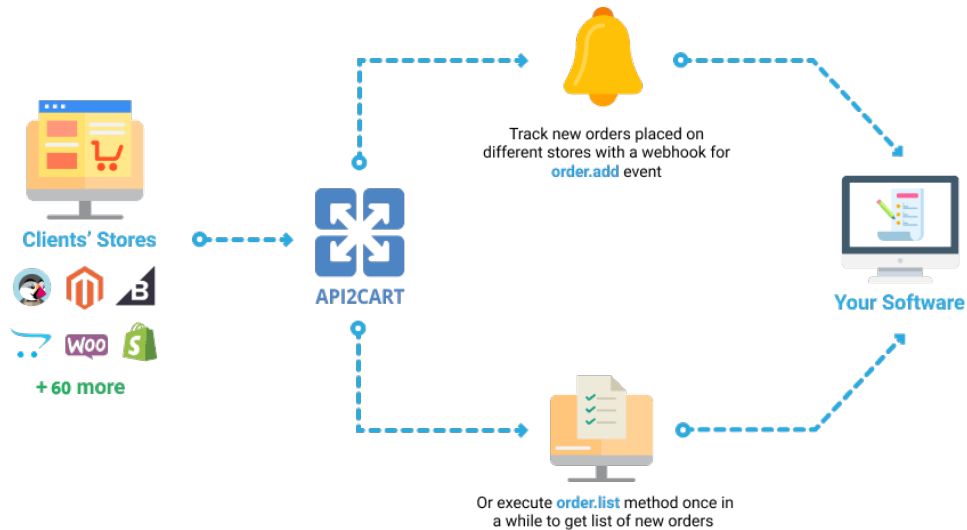
Unified approach

USE CASES

Order Synchronization

Get a list of all orders from your clients' online stores easily
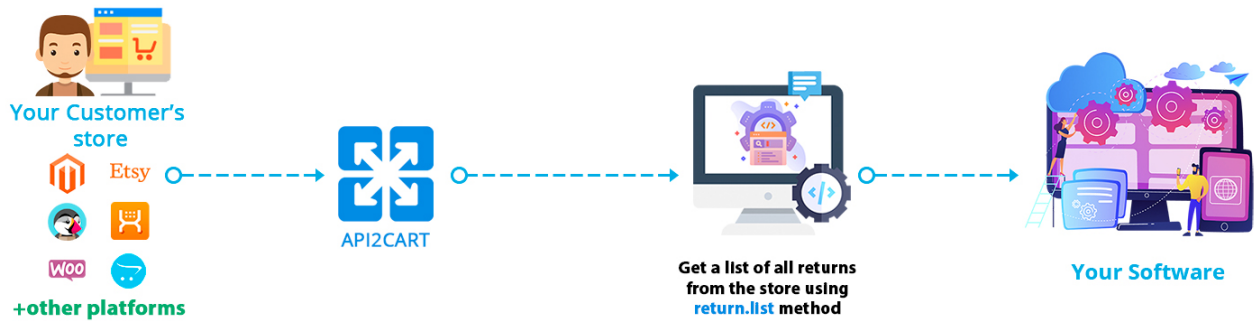
1. Track new orders via webhook for order.add event or using order.list method
2. Update order status via order.update method

Return management

Get info about returns from online stores.

1. Retrieve info about returns using return.list and return.status.list method
2. Update order status via order.update method

Your Customer's store

Etsy

+other platforms

API2CART

Get a list of all returns from the store using return.list method

Your Software

Retrieve financial transactions info

Easily retrieve payment details for completed orders.

1. Retrieve list of order transaction via *order.transaction.list* method

2. Access full order financial data including totals, taxes, discounts, and payment
method details through the *order.info* method
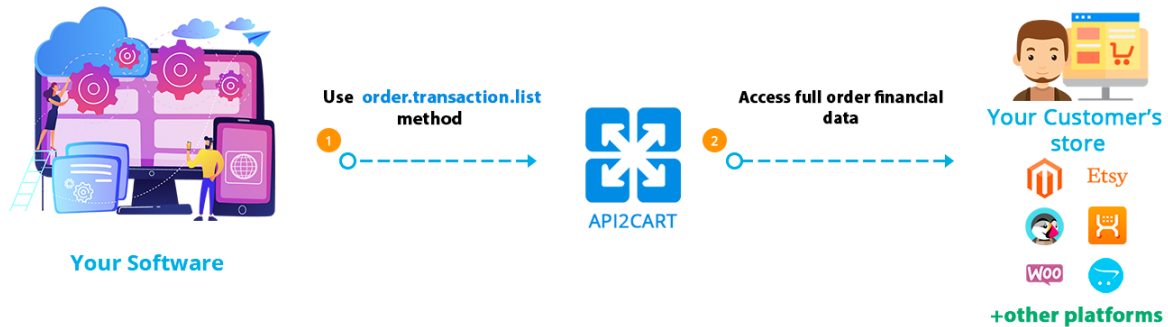
Customer Data Synchronization

1. Retrieve detailed customer profiles using the customer.list and customer.info methods
2. Get a list of customers and their orders by using order.list and order.info, which include customer IDs and full buyer data.
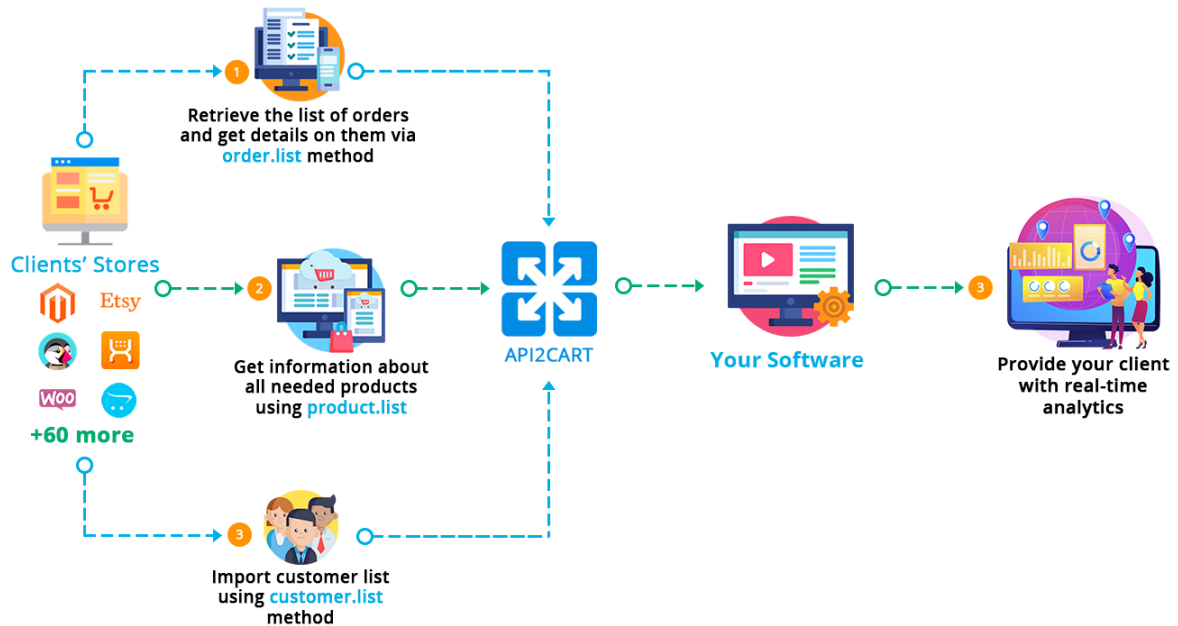
Automate Sales Reporting

Generate unified financial reports by aggregating data from multiple stores.

1. Get a list of orders and all key metrics including totals, taxes, shipping, and discounts via the order.list and order.info methods.
2. Use order.transaction.list to track and classify payments, fees, and refunds.

Your Customer's store

Etsy

+60 more

API2CART

1 Get a list of orders and all key metrics via the order.list and order.info methods

Your Software

2 Use order.transaction.list to track and classify payments, fees, and refunds
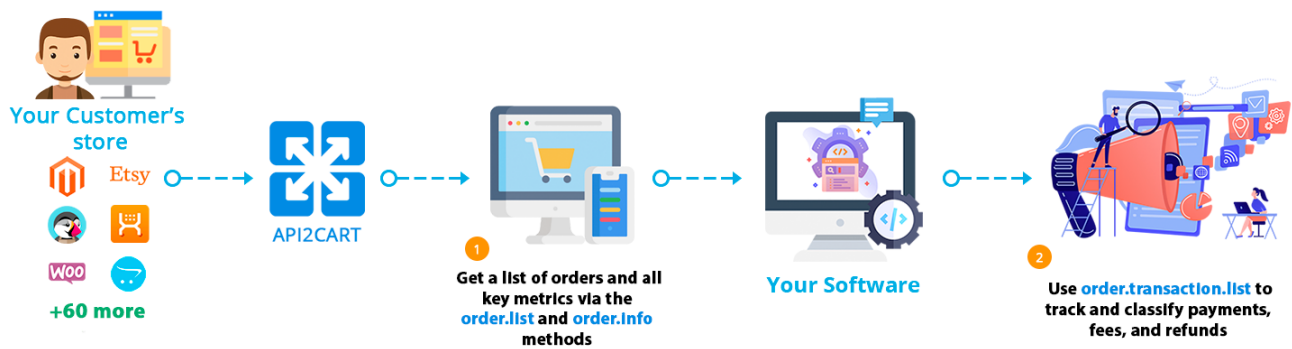
Why Accounting Software Need Integration with Shopping Platforms?

Accounting software has become one of the key tools for keeping eCommerce finances accurate, compliant, and decision-ready. Its role will only grow as businesses push for faster month-end close, clean audit trails, and better cash-flow visibility. The main advantage of such solutions is that they let companies manage invoices, taxes, payouts, refunds, inventory valuation, and reconciliation in one place.

Basically, accounting software connects all the financial touchpoints that happen after a customer clicks "buy." From capturing orders and line items with taxes and discounts to posting refunds and chargebacks, matching marketplace/PSP payouts, and updating stock movements, it ensures the books reflect reality. This creates trust with stakeholders and gives teams the confidence to scale.

However, developing a strong accounting platform is not easy. The core challenge lies in getting timely and accurate data directly from stores and marketplaces: order details and line items, taxes and fees, shipping and discounts, refunds and returns, settlements and payouts, and inventory changes. Without integration with shopping platforms, the software cannot provide the seamless flow of information that is essential for correct revenue recognition, COGS, and compliance.

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

> • integrate with 60+ eCommerce platforms and marketplaces at once;
> • access info on products, orders, customers, payments, etc;
> • implement customer segmentation

The quality of accounting 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 Accounting Software

API2Cart has rich capabilities for accounting 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.

Track Orders in Real Time

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 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 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.

Update order statuses via order.update method.

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.

Get financial transactions info

Accurate, real-time transaction data keeps accounting and reconciliation correct across all sales channels.

Use order.transaction.list method to get a list of order transactions.

Access full order financial data including totals, taxes, discounts, and payment method details through the order.info method.

Customer Data Synchronization

Keeping customer data accurate and unified across all systems is critical.

Use customer.list and customer.info methods to retrieve detailed customer information.

Get a list of info on customers and their orders by using order.list and order.info.

Analytics and reporting

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

order.list
order.info
order.transaction.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 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 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