

# Shopping platform integration for AI Tool for eCommerce

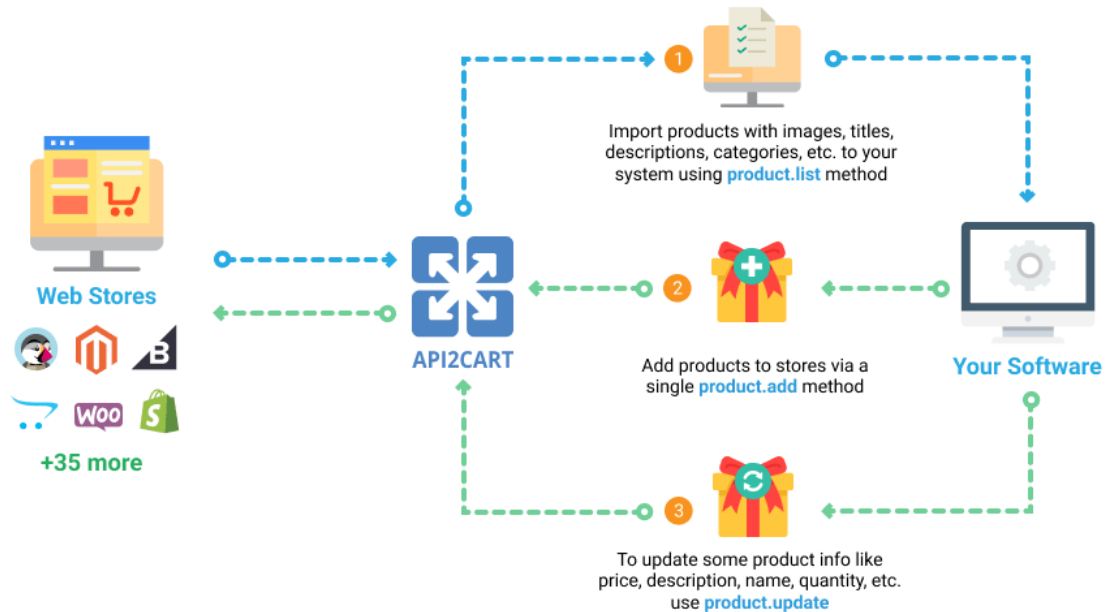
Unified approach



# USE CASES

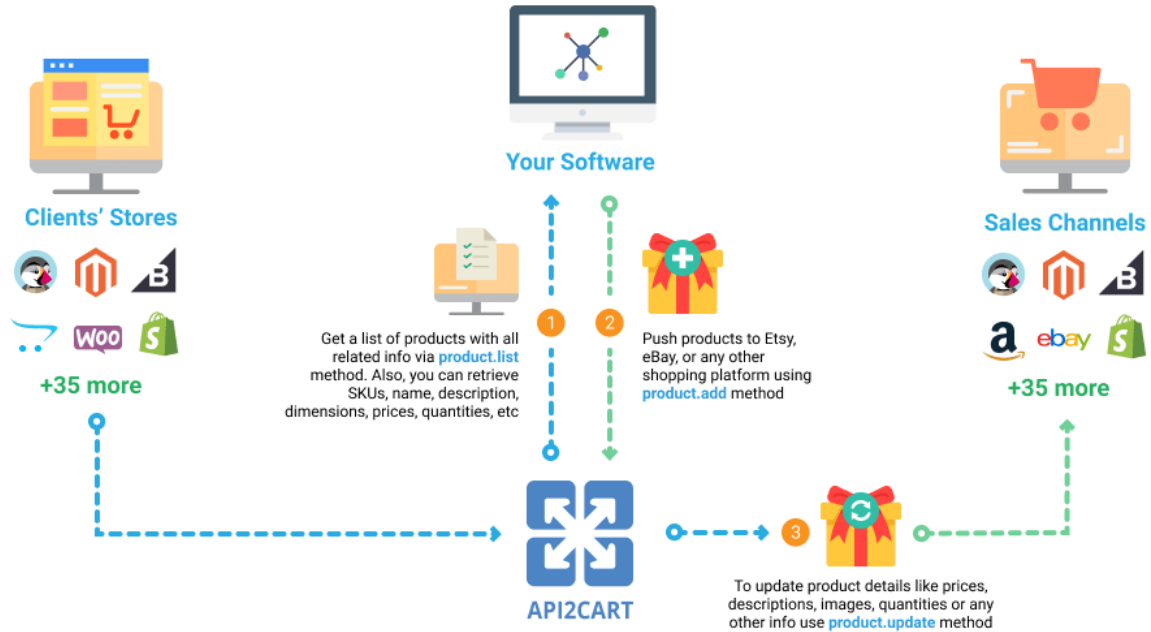
## Get access to and manage e-store products on different platforms

Allow e-retailers to use your AI tool to publish their products on their favorite eCommerce platforms with one click



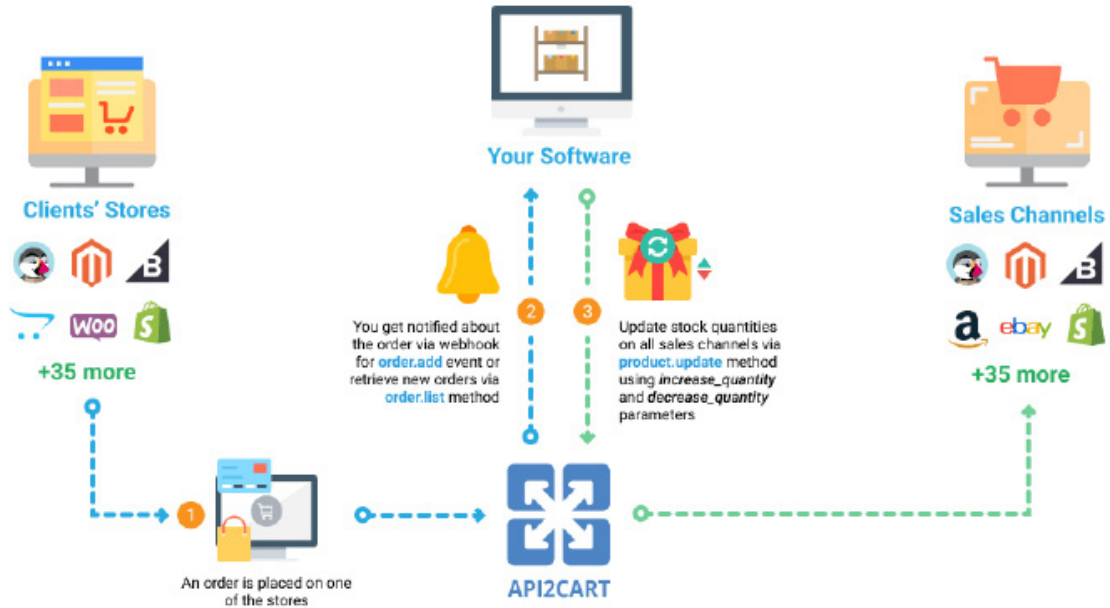
# Update products on various platforms easily

Create and update product details like prices, descriptions, images, tags, etc., automatically via your AI tool by using API2Cart API methods



# Get access and work with order data automatically

Get all the needed order information from your clients' e-stores and help them fulfill the orders in real-time automatically via your AI tool by using API2Cart API methods



## Why do AI tools for eCommerce need integration with shopping platforms and marketplaces?

AI tools for eCommerce need integration with shopping platforms and marketplaces to access and utilize extensive data crucial for their operations. Integrations allow these AI tools to tap into real-time data streams concerning inventory levels, product details, customer behaviors, and sales metrics. This data is essential for the AI algorithms to function effectively, enabling features like automated inventory management, personalized product recommendations, and effective order fulfillment. Without direct integration, AI tools would lack the necessary information to provide accurate insights and optimized solutions for eCommerce businesses.

AI tools can automate numerous tasks, such as order processing, customer support, and marketing campaigns, by connecting directly with platforms like Shopify, Magento, or Amazon.

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 platforms and marketplaces easier, faster, and cheaper. It also takes care of further multi-platform maintenance. You integrate with the API once, get connected to more than 40 eCommerce platforms and marketplaces, and don't worry about upgrading your code every time new platforms come out.



# How shopping platform integration builds a critical link in the chain

For you, as an AI tool provider, merchants' e-shops are valuable assets because your system needs information on orders, products, customers, etc., to run its functions.

AI solutions for eCommerce depend on integration with shopping platforms and marketplaces to help online merchants make their businesses more successful and profitable. Info from stores powers the majority of features and processes that every AI tool covers.

In particular, integration with customer online stores via API2Cart enables AI solutions to do the following:

- integrate with multiple shopping platforms and marketplaces at once
- get data related to orders, products, and categories from stores based on different platforms

**The quality of AI eCommerce depends on its level and quality of integration with shopping platforms.** Integration means tying your system with a third party, so should something go wrong and an information loss or distortion occurs, a whole lot of integrated processes will go in 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 Platform and Marketplace API.** Having dealt with hundreds of integrations, our team has learned the pain points that various software 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, Amazon, eBay, or any other shopping platform or marketplace that we support.** Plus, API2Cart API makes it equally easy to integrate shopping platforms with both web and mobile applications.

# API2Cart Methods for AI Tools for eCommerce

API2Cart has rich capabilities for AI tools operating in the eCommerce sphere. We provide the whole scope of functionality to get and manage all needed information on orders, products, etc. Let's dig deeper into the methods that help to perform the integration.

## Get the order data

With API2Cart, it is easy to gather orders from multiple stores, sites, and marketplaces.

There are two ways to learn about new orders on stores.

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

First, set the webhooks for the [order.add](#) an event to get notified every time a new order is placed. Using webhooks is much more beneficial than polling an API, as it decreases the server load, saves API requests, and provides more up-to-date information.

- [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.

## Work with products

Double-check product availability by using [product.info](#) method, which returns items' quantity in stock.

Once an order is placed on any of your sales channels, your system can automatically update the stock level of the product using the [product.update](#) method.

Also, you can add new products to the store automatically with the help of [product.add](#) method.

## Work with categories

API2Cart provides the ability to work with categories in a number of ways. In particular, we have the following methods:

- [category.add](#), [category.delete](#), [category.update](#)
- [category.assign](#), [category.unassign](#)
- [category.image.add](#), [category.image.delete](#)

## **Key Challenges of In-house Integration (multiply by the number of connections)**

Developing every new connection takes resources and entails further engagement. The integration with shopping platforms, marketplaces, and other related systems involves dealing with the following challenges:

### **1. Time.**

On average, an integration takes 4-12 weeks to develop. During this time, the responsible developer will learn the platform logic and architecture, work to reduce 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 additional development is needed. After the integration is complete and iterated to success, it will need developer work and attention because new versions will appear, which will mean upgrades. 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 AI tools for eCommerce can face. With these in mind, we crafted our unified API that lets your solution communicate with clients' e-stores, be they based on Shopify, Magento, WooCommerce, Amazon, eBay, or any other shopping platform 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. Months of expensive development work were 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 40 shopping platforms via one API
2. Add stores to join the 100k+ 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.**

**BOOK A FREE DEMO**