API2CART

unified shopping cart data interface

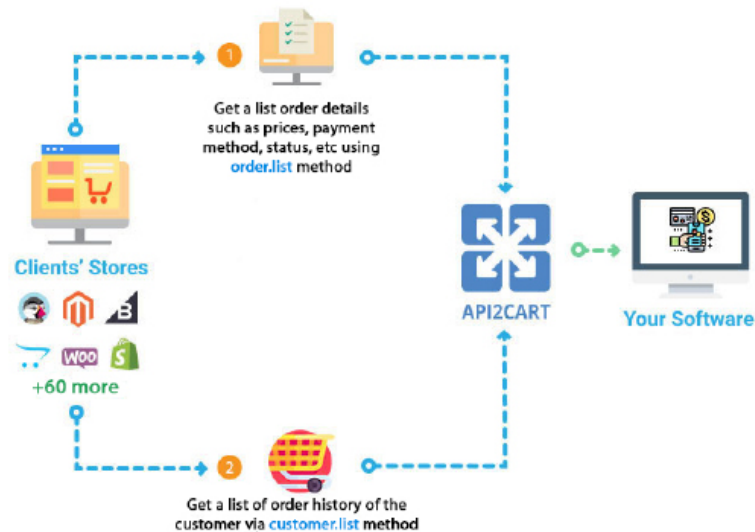# Shopping Platform Integration for Chargeback Apps
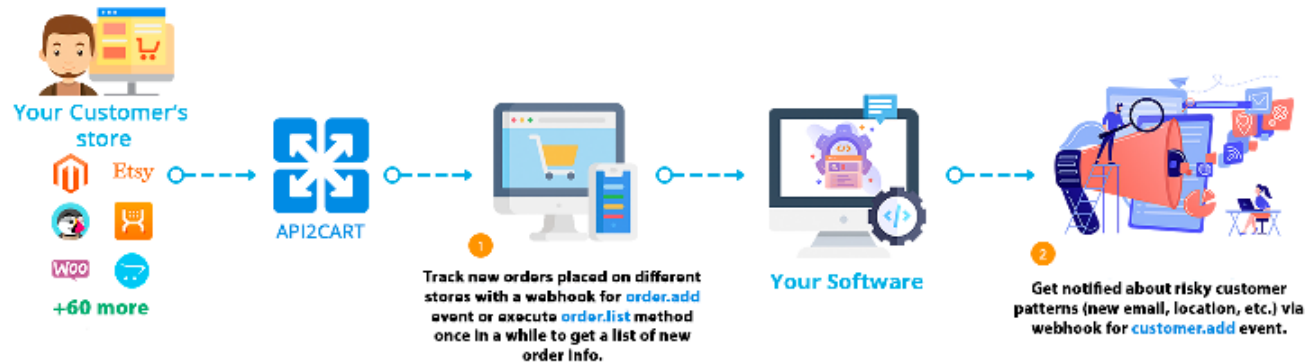
Unified approach

USE CASES

Detect and Investigate Risky Transactions

To verify if a chargeback is legitimate or fraudulent, your app needs to access all data tied to a transaction.

Automate Monitoring with Webhooks

React in real-time to new orders or status changes—this is crucial for early fraud detection.

Your Customer's store

Magento, Etsy, WooCommerce +60 more

API2CART

① Track new orders placed on different stores with a webhook for order.add event or execute order.list method once in a while to get a list of new order info.

Your Software

② Get notified about risky customer patterns (new email, location, etc.) via webhook for customer.add event.

Why Do Chargeback Apps Need Integration with Shopping Platforms?

Chargeback apps have become one of the key tools for protecting online businesses from revenue loss and fraud. Their role in eCommerce will continue to grow as merchants face more disputes and higher operational costs connected with payment processing. The main advantage of such solutions is that they allow companies to detect risky transactions early, handle disputes automatically, and maintain healthy chargeback ratios to avoid penalties from payment providers.

To achieve this, chargeback apps need deep integration with shopping platforms. Through integration, they can access real-time order details, transaction history, customer data, and product information. This allows the app to match disputed payments with actual order records, generate compelling evidence to win disputes, and apply fraud-prevention checks before the chargeback even happens. Without this integration, chargeback tools would lack the context they need to effectively protect merchants.

By connecting directly with platforms like Shopify, Magento, WooCommerce, or BigCommerce, chargeback apps become a seamless layer of defense against fraud and disputes. This doesn't only save time and money for online sellers but also helps them focus on growth instead of administrative tasks.

However, building a strong chargeback app isn't easy. The core challenge is getting timely, accurate, and comparable data from many platforms—and keeping it in sync.

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 chargeback apps provider, retailers' online stores are a valuable asset because that is where your system gets the information needed to perform its functions. The quality of your software depends on the level and quality of its integration with these platforms.

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

- integrate with 60+ eCommerce platforms and marketplaces at once;
- import data on orders, products, and customers from multiple platforms into your system;
- provide real-time fraud detection and prevention alerts;
- automate the creation of dispute responses;
- analyze dispute rates by product or channel.

The quality of chargeback apps 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 API. Having dealt with hundreds of integrations, our team has learned the pain points that various eCommerce 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, or any other shopping cart or marketplace that we support.**

API2Cart Methods for Chargeback Apps

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

Import orders

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

Get the product info

Using product.list you can get the list of products from the store with all the details.

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
- customer.list
- product.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 challenge:

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