Shopping Platform Integration for Gifting Platform
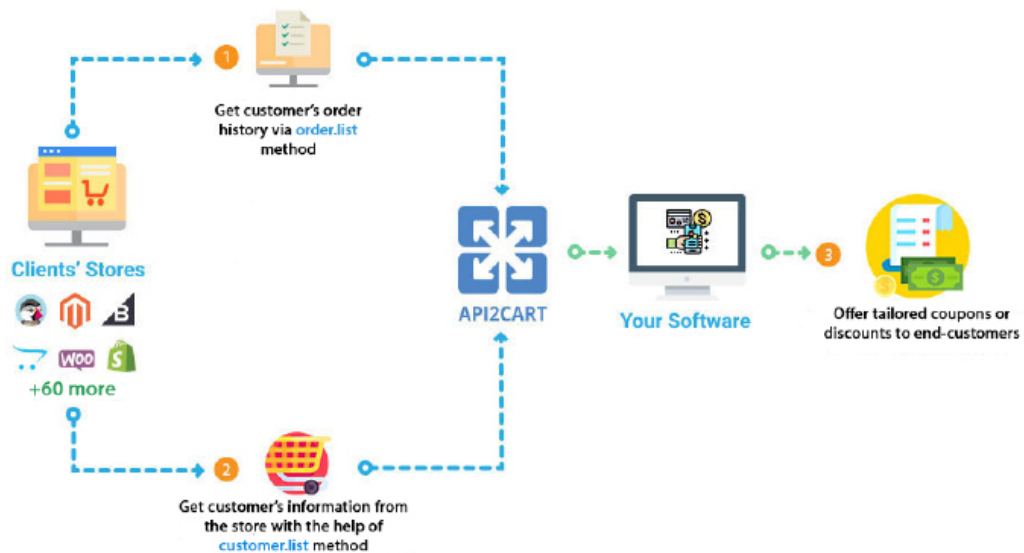
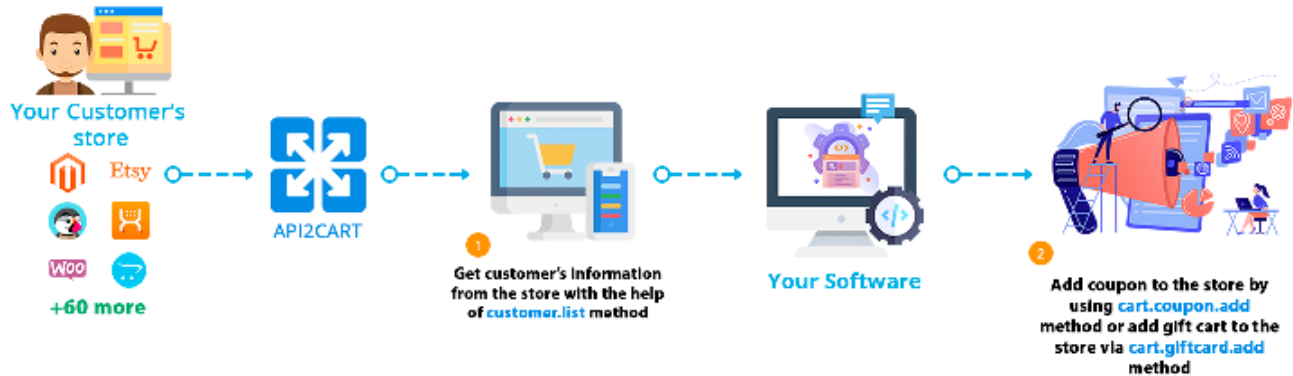## Unified approach

USE CASES

Analyse order history

Analyse order history for effective post-purchase communication
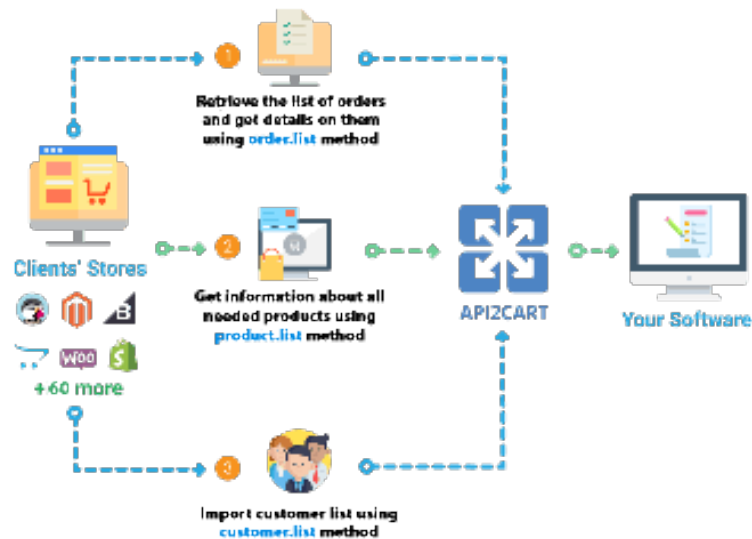
Add coupons and gift cards to the e-store automatically

Get all the needed customer's information and add coupons or gift cards to the online store by using API2Cart API methods

Your Customer's store

Magento Etsy

+60 more

API2CART

1 Get customer's information from the store with the help of customer.list method

Your Software

2 Add coupon to the store by using cart.coupon.add method or add gift cart to the store via cart.giftcard.add method

Analytics and reporting

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

Retrieve the list of orders and get details on them using order.list method

Get information about all needed products using product.list method

Import customer list using customer.list method

Clients' Stores

+60 more

API2CART

Your Software

Why Does Gifting Platform Need Integration with Shopping Platforms?

Gifting platforms are becoming essential for eCommerce brands that want to unlock new revenue (gift purchases, corporate gifts, gift cards) and improve customer experience. Their impact will only grow as shoppers expect "send as a gift," scheduled delivery, personalized messages, wrapping, and hassle-free exchanges. The big advantage is centralizing gift flows— recipient data capture, messages, delivery timing, returns/exchanges—across all sales channels.

Basically, a gifting platform connects every touchpoint that happens after a buyer chooses "this is a gift." From creating the order and reserving inventory to collecting the recipient's address (address-less gifting), inserting gift notes, issuing gift cards, and tracking shipment status, it keeps both the sender and recipient informed while the merchant stays in control.

However, building a strong gifting solution isn't easy. The core challenge is getting timely, accurate store data and being able to write back to the store.

Without direct integrations, the platform can't reliably create gift orders, sync inventory, time notifications, support gift exchanges, or show accurate delivery status—leading to manual work, errors, and a poor recipient experience.

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 gifting platform provider, retailers' online stores are a valuable asset because that is where your system gets information on products, orders, customers, 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 product review software covers. In particular, integration with customer stores via API2Cart enables to do the following:

- integrate with 60+ eCommerce platforms and marketplaces at once;
- analyse order history;
- add gift cards to the store;
- provide analysis on product preferences

The quality of a gifting platform 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 Gifting Platform

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

Access and manage gift cards

- cart.giftcard.list

Use cart.giftcard.list method to get gift cards list.

- cart.giftcard.add

Use this method to create a gift card for a specified amount.

- cart.giftcard.delete

Use this method to delete a gift card from the store.

Access order history

Get customer's order history via order.list method, which allows filtering orders by email or id.

Access data for 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
- 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 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