

# How to Integrate with Multiple eCommerce Platforms in Less than a Month



## Why You Need More Than One Integration to Succeed

If you are running a business for the retail industry and aren't constantly working on expanding the list of supported shopping platforms, you are missing out on some amazing opportunities. What's more, you are even leading your company to failure in the long run. Even if your service is currently profitable, you are limited to some types of customers.

Thus, by adding support of new shopping platforms you get a great number of benefits:

- **Reach new customers.** In addition to retaining existing clients, your company needs to attract new ones constantly. Each added shopping cart means thousands of potential customers. For example, over 260k online store owners have built their stores based on Prestashop platform.
- **Get more attention.** If you provide limited functionality, your company is far less likely to stand out of the competition. The more integrations you support, the more popular your business will be.
- **Increase revenue.** Each new integration with eCommerce platforms means new earning potential for your business.

Here are the statistics of how many online merchants use some popular eCommerce platforms and marketplaces to build their stores and promote their business:

- Shopify - more than 1,5 million
- Etsy - more than 2 million
- WooCommerce - more than 3 million
- OpenCart - over 350K
- Magento - more than 240K
- Prestashop - more than 260K
- BigCommerce - more than 90K
- CS-Cart - more than 40K

By letting a bigger number of potential clients know about your company you gain a significant competitive advantage in eCommerce B2B. While there are a lot of benefits of integration with eCommerce platforms, it also involves some challenges that you will have to overcome when developing in-house integration.

## Key Challenges (multiply by the number of integrations)

When developing separate integration with eCommerce platforms software vendors usually have to deal with the following challenges:

### **1. Time.**

On average, setting just one integration usually takes 4-12 weeks. In this time the responsible developer will learn the platform logic and architecture, reduce the friction between the product and the system, and very likely find themselves off base a couple of times. When you plan to integrate with different eCommerce platforms you should multiply this time by the number of platforms.

### **2. Expenses.**

Be ready to pay a set sum of a few thousands of 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.

### **4. Complexity.**

Each shopping cart has its specific architecture and logic that require time and competence to learn. Setting up a connection with each endpoint is a unique tedious process, as every integration offers new challenges.

The best way to integrate with multiple shopping platforms is by using **a unified API** provided by API2Cart. It allows to seamlessly integrate with clients' stores, be they based on Shopify, Magento, WooCommerce, or any other shopping platform that we support.

# Integration With 40+ Ecommerce Platforms in 30 Days Through a Unified API2Cart API

## Step 1. Explore API2Cart documentation

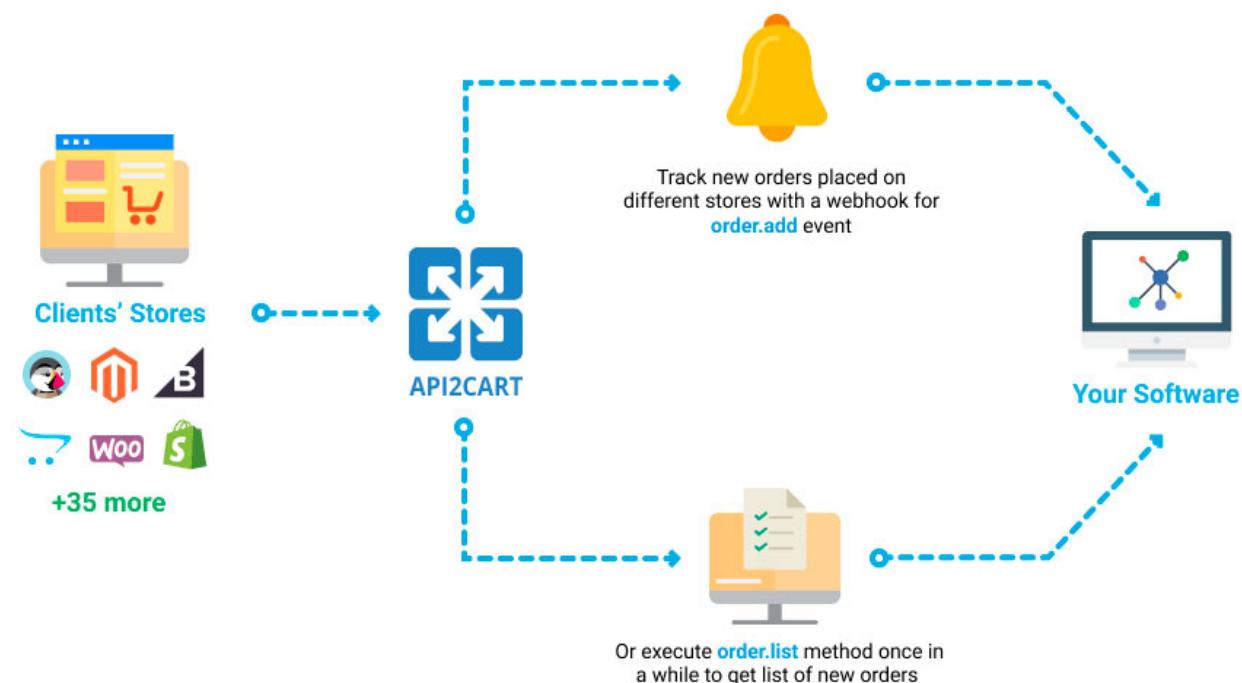
First of all, before starting an integration development we recommend to explore our [static and interactive \(Swagger\) documentation](#). Each of 100+ API methods is described with all necessary parameters. Code samples are presented to help get started at once.

[Integration Basics](#) section holds the basic information on how to connect the store to API2Cart, how to work with products, orders, customers and categories. Also, a lot of additional information is given, including, errors descriptions, recommendations for developers and all filter fields explanations.

## Step 2. Define which API methods you need for solving your business cases

While investigating our documentation, look through the API methods and define which of them you need for implementing your business cases. Some popular business cases and their workflow with the help of API2Cart methods you can find [here](#).

For example, for importing orders from eCommerce platforms you need to execute API2Cart `order.list` method or set a webhook for `order.add` event.



### **Step 3. Register API2Cart account and add your clients' stores**

The next step you have to do is to [register your API2Cart account](#). In your account, you will find your unique [API key](#). It is a code generated by API2Cart for each user individually. It provides you with access rights on the API. You will use your API key to establish a connection between the service and stores you are going to work with. Personal API Key helps us to identify users who perform API requests and track and control API usage.

To communicate with store data you need to add the store to your API2Cart account or use our test stores to see which requests you will get when executing our API methods.

The process of connecting a store depends on a type of eCommerce platform and usually takes 2-3 minutes:

- based on a hosted platform
- based on an open-source platform

You can find more details on the store connection flow [here](#).

### **Step 4. Develop the integration between your software and API2Cart**

After you have connected stores to your API2Cart account, you have to write the integration between your system and API2Cart. You could either delegate integration development work to a developer from your product team or entrust it to an agency. Either way, the expertise and experience of the coder responsible will determine the quality of results greatly.

When working on integration, you will have to map API2Cart fields and adapt them to your fields.

To make the integration development easier you can download and use our [SDK](#) or check out some [recommendations for developers](#).

### **Step 5. Adapt your UI**

Besides, you will have to design the best place for integrations in your system, if you do not have such. UI/UX may differentiate depending on a shopping cart and the way you want to integrate with it.

## API2Cart Benefits

API2Cart is an integration solution that provides a single API to establish a connection with 40+ shopping platforms and marketplaces simultaneously and effortlessly. Work with orders, products, categories, shipments, baskets, customers and other needed store data.

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, 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.

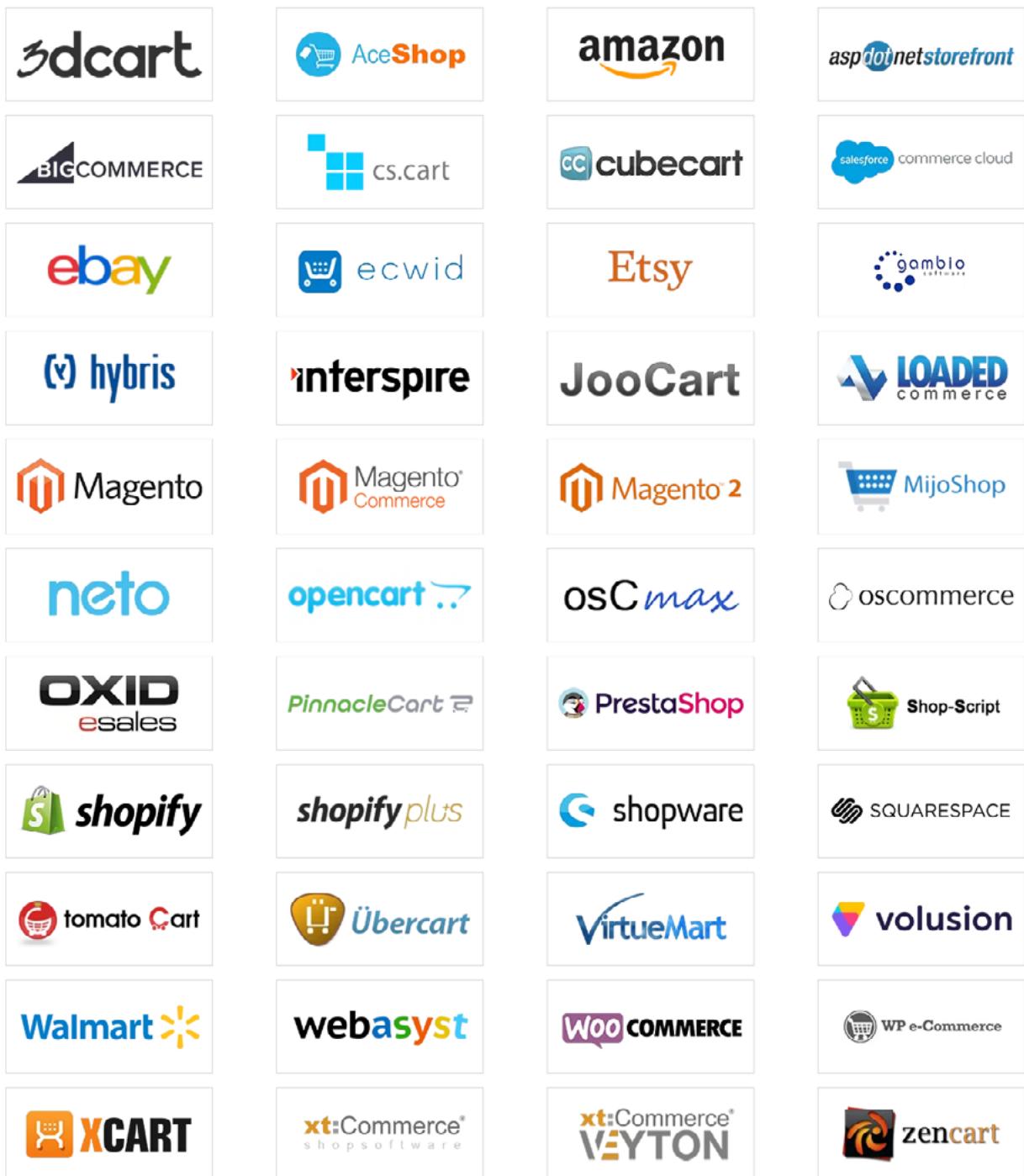
▶ **Save resources**

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 product with more than 40 shopping 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 real time via webhooks enabled
5. Escape mapping headaches

## Supported Platforms



Let us know if you have any questions.  
We'll be happy to discuss them in any form you like.

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[SCHEDULE A CALL](#)