

Shopping Cart Integration for Multi-Channel eCommerce Software

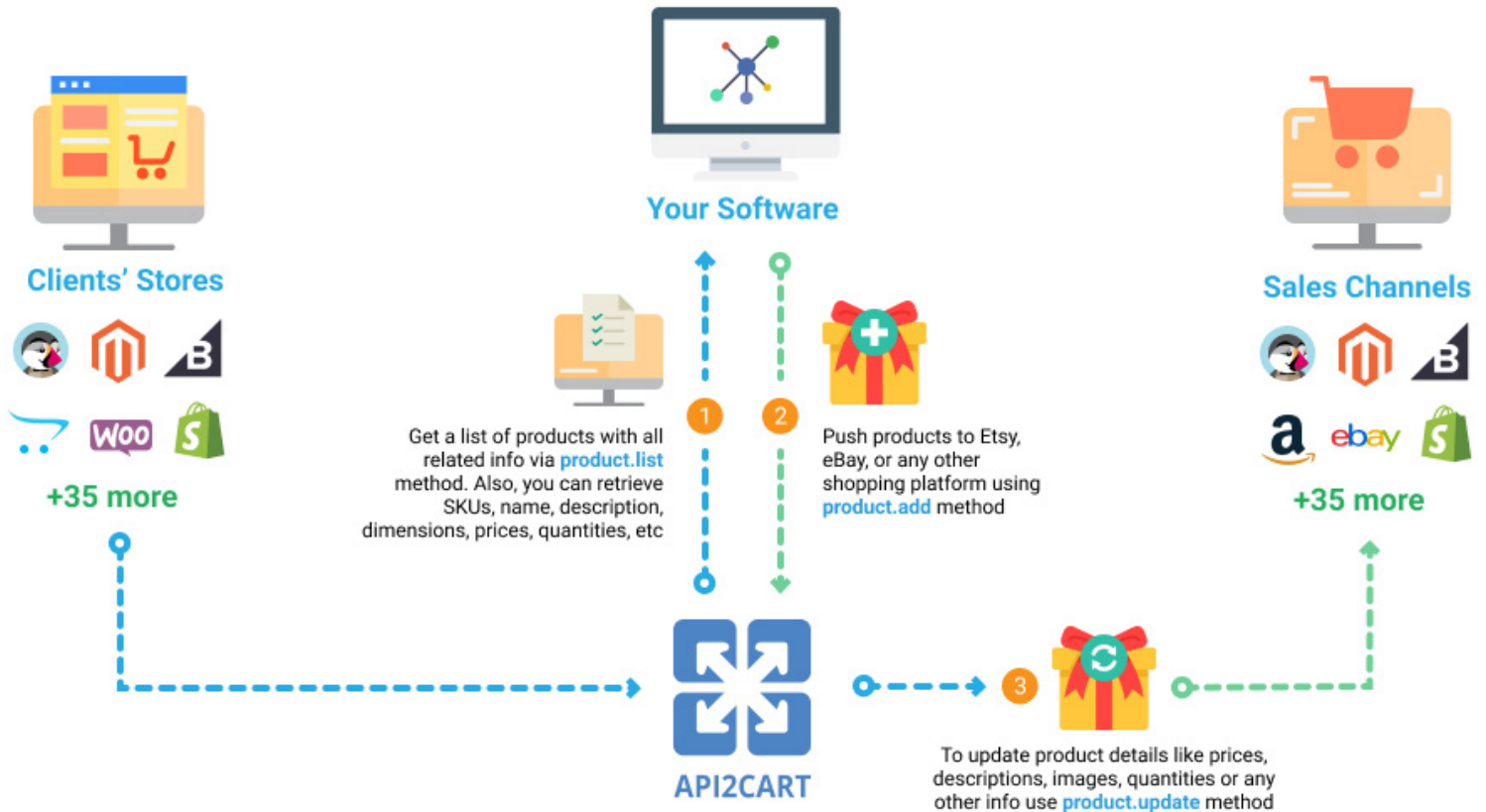
Unified approach



USE CASES

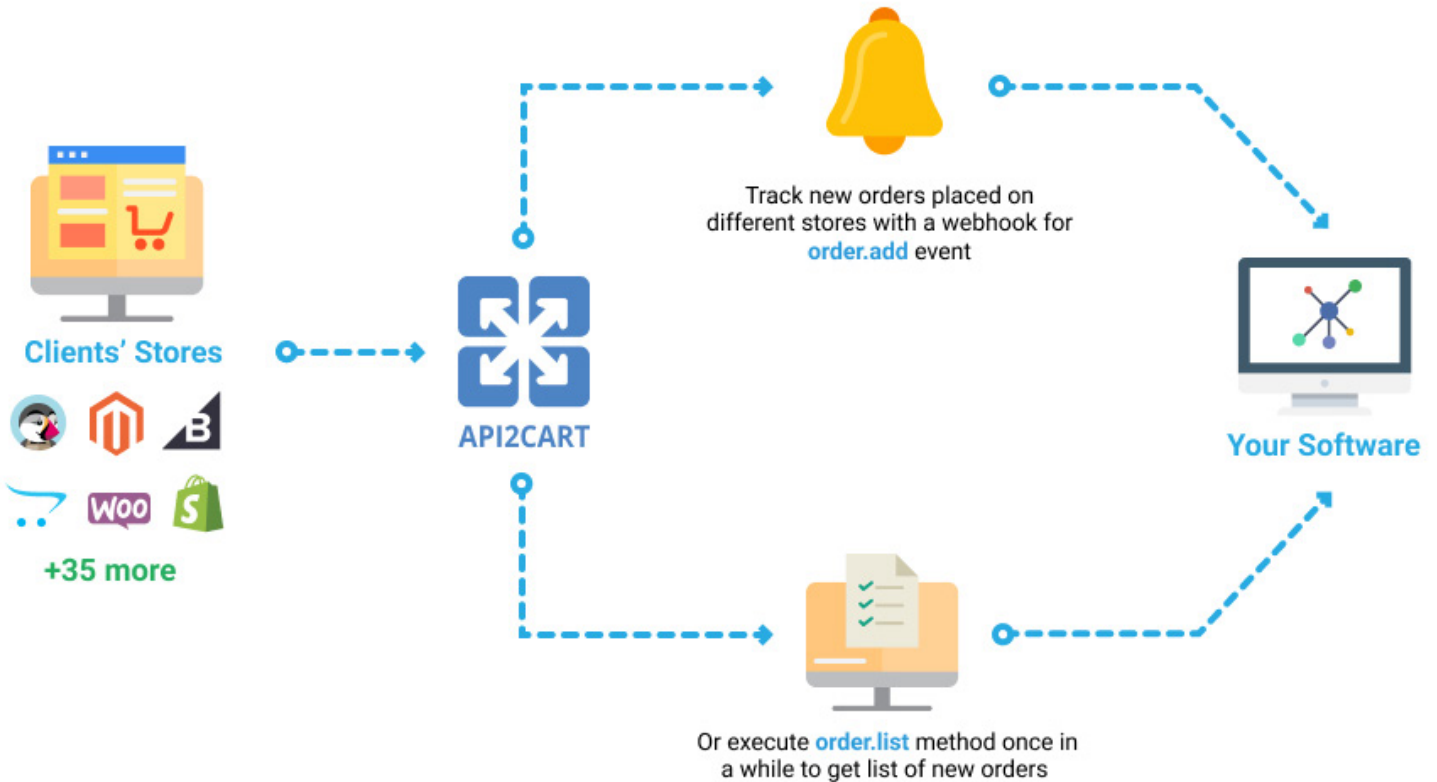
Create product listings on multiple platforms

Easily create and manage eBay, Amazon and Etsy product listings. Automatically upload products with images, titles, descriptions, categories, etc. to multiple shopping carts and marketplaces - no manual file imports



Import orders from multiple sales channels

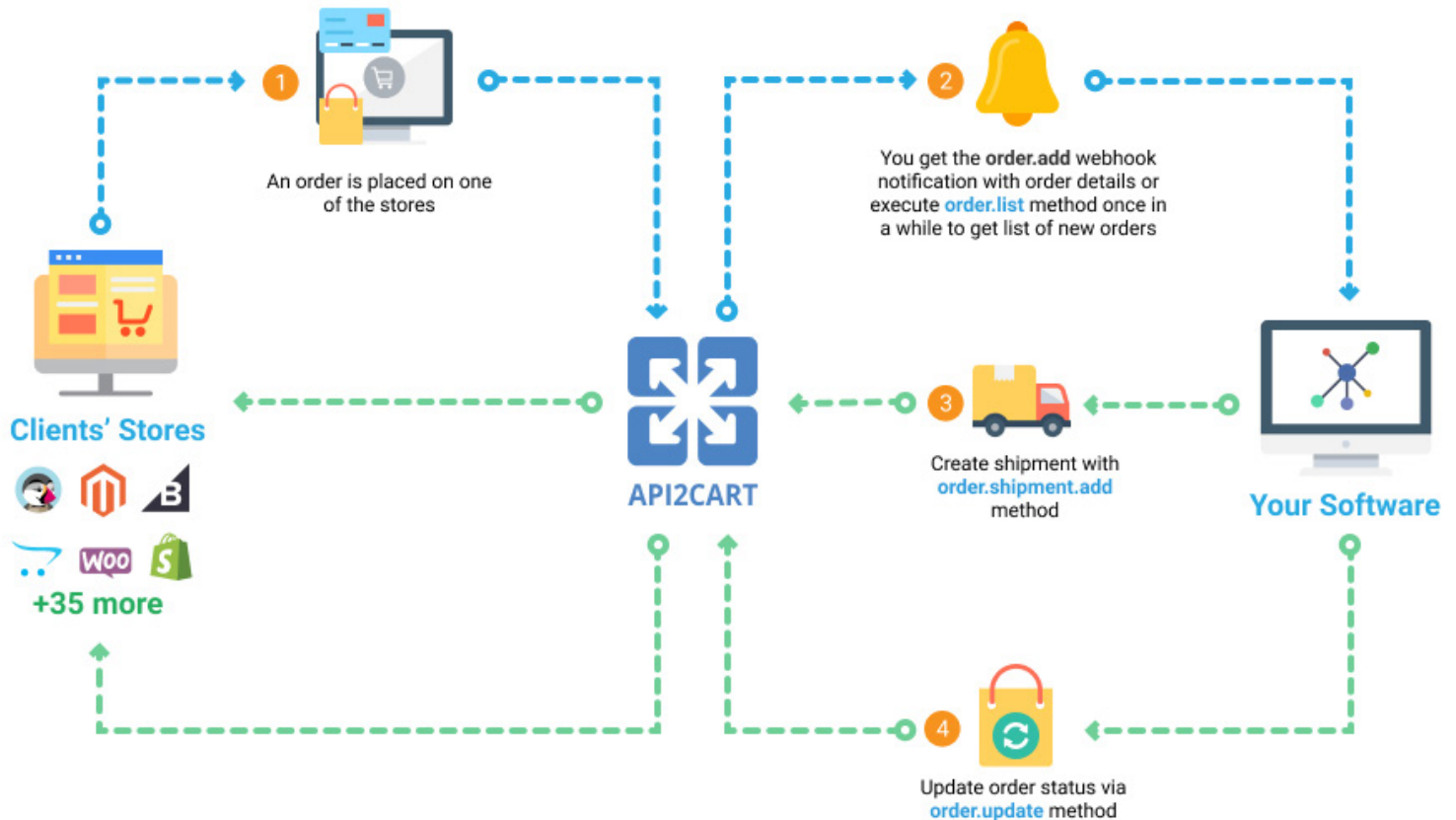
With API2Cart it is easy to sync customer orders from multiple stores, sites and marketplaces into your platform



Sync inventory across different platforms

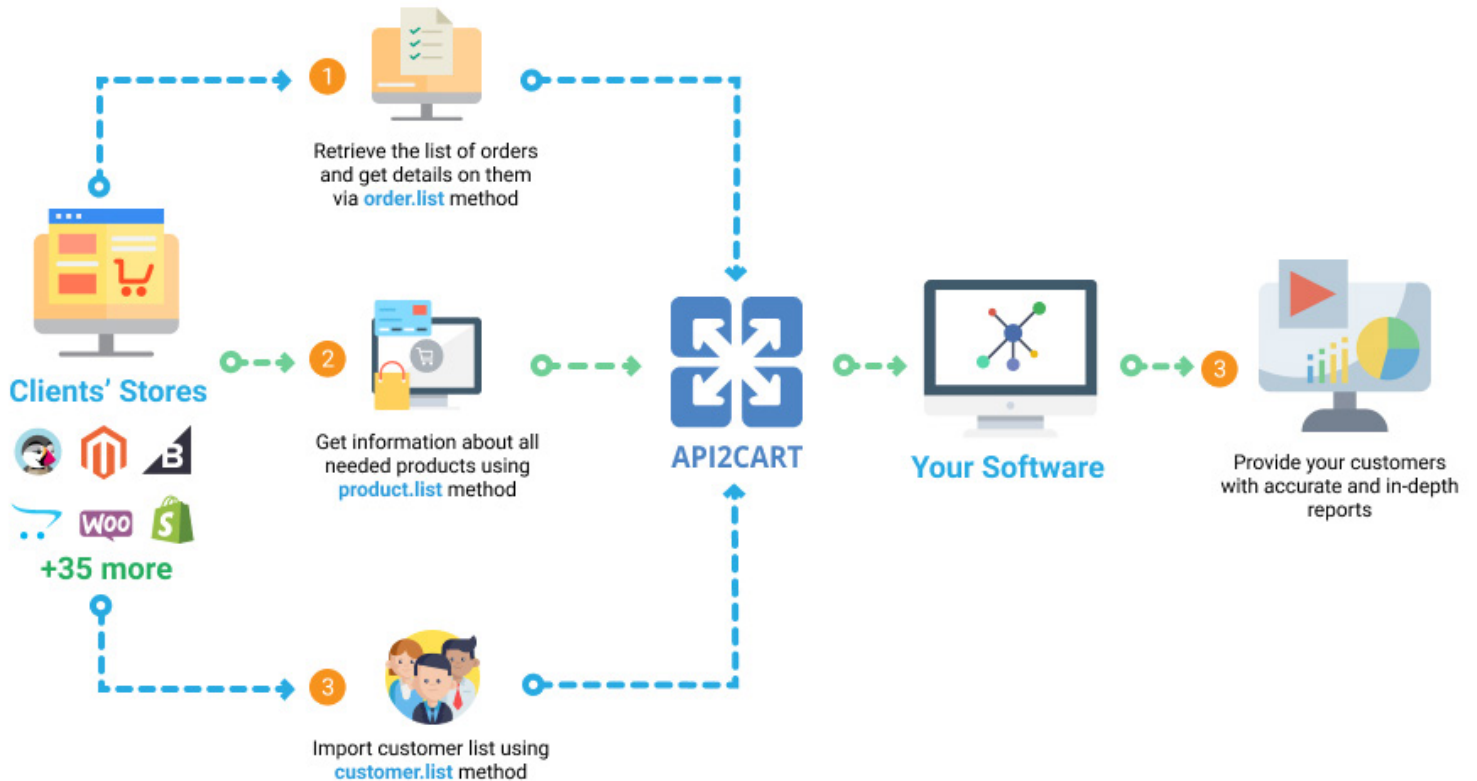


Create shipments and update order statuses automatically



Make reports to track the situation on each channel

Let your customers to monitor the performance on each sales channel through analytics and reports



Why eCommerce Multi-Channel eCommerce Software Needs Integration with Shopping Platforms?

Multichannel software empowers merchants to provide a unified and consistent customer experience across multiple online sales channels. In particular, it allows to coordinate and control various business processes from inventory management and order fulfillment, to shipping management and synchronizing product listings from one centralized place.

Seamless integration with eCommerce marketplaces and shopping carts is of paramount importance for such systems. It enables them to get information on products, orders, shipments, inventory levels, etc., organize it into data feeds, and update across all channels.

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 carts 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 35 e-commerce 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 multi-channel software provider, retailers' online stores and marketplaces are a valuable asset.

On the level of code and transactions, info from stores powers the majority of functions and internal processes multi-channel software covers. In particular, integration with customer stores via API2Cart enables the software to do the following:

- retrieve products lists along with prices, images, descriptions, attributes, variants, categories, etc.
- create and update product listings and prices on multiple platforms
- manage orders throughout all sales channels from a single place
- control inventory stock levels and shipping
- organize the data in detailed reports

Quality of eCommerce multi-channel software depends on its level and quality of integration with shopping carts. Integration means tying your application with a third party, so should something go wrong and an information loss or distortion occurs, and the 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 into a well-coined connection via API2Cart Unified Shopping Cart and Marketplace API. Having dealt with hundreds of integrations, our team have 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 Multi-Channel eCommerce Software

API2Cart has rich capabilities for eCommerce multi-channel software. We provide the whole scope of functionality to get and manage all needed info on products, orders, shipments, customers, stock levels, etc. Let's dig deeper into the methods which help to perform the integration.

Manage product listings

We have everything needed for creating, managing and synchronizing product listings across multiple shopping carts and marketplaces:

- [product.list](#)

Use [product.list](#) method to get a list of products along with all related info and images. You can retrieve SKUs, name, description, dimensions, prices, quantities, etc. Filter products by create/modification date, ids, etc.

- [product.add](#)

Use [product.add](#) to push products to stores on Amazon, eBay, or any shopping platform we support. You can delete products as well with [product.delete](#).

- [product.update](#)

Easily update product details like prices, descriptions, images, or any other info on stores.

- [product.child_item.list](#)

Find and get lists of child items of products via [product.child_item.list](#) and [product.child_item.find](#) methods.

Work with currencies

Provide retailers with the ability to add currencies they need with the following methods:

[product.tax.add](#)

[product.currency.add](#)

[product.currency.list](#)

Inventory control

Sync product quantities across all channels

Keeping inventory data accurate and in sync is vital for multi-channel business. Double check product availability by using [product.info](#) method, which returns items' quantity in stock.

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

Import orders

With API2Cart it is easy for your software to gather orders from different stores. 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 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.

Add shipment statuses

Automatically insert shipment tracking url or update tracking info into the ecommerce store by using [order.shipment.tracking.add](#) to seamlessly notify end customers.

Create shipments and add tracking numbers to orders with help of [order.shipment.update](#) and [order.shipment.add](#) methods.

Update order statuses via [order.update](#) method.

Work with Categories

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

[category.add](#)

[category.assign](#)

[category.image.update](#)

[category.delete](#)

[category.unassign](#)

[category.image.delete](#)

[category.update](#)

[category.image.add](#)

Make reports

Let your customers monitor the performance on each sales channel through analytics and reports. Use the following methods to retrieve the information on stock levels and customers:

[order.list](#)

[customer.list](#)

[product.list](#)

Key Challenges of in-house integration (multiply by the number of connections)

The integration steps mentioned above imply software vendors looking to integrate with shopping carts and other related systems will have to deal 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 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 the 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 have learnt 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, 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 30 shopping carts 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

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

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