

Shopping Cart Integration for Product Information Management Software

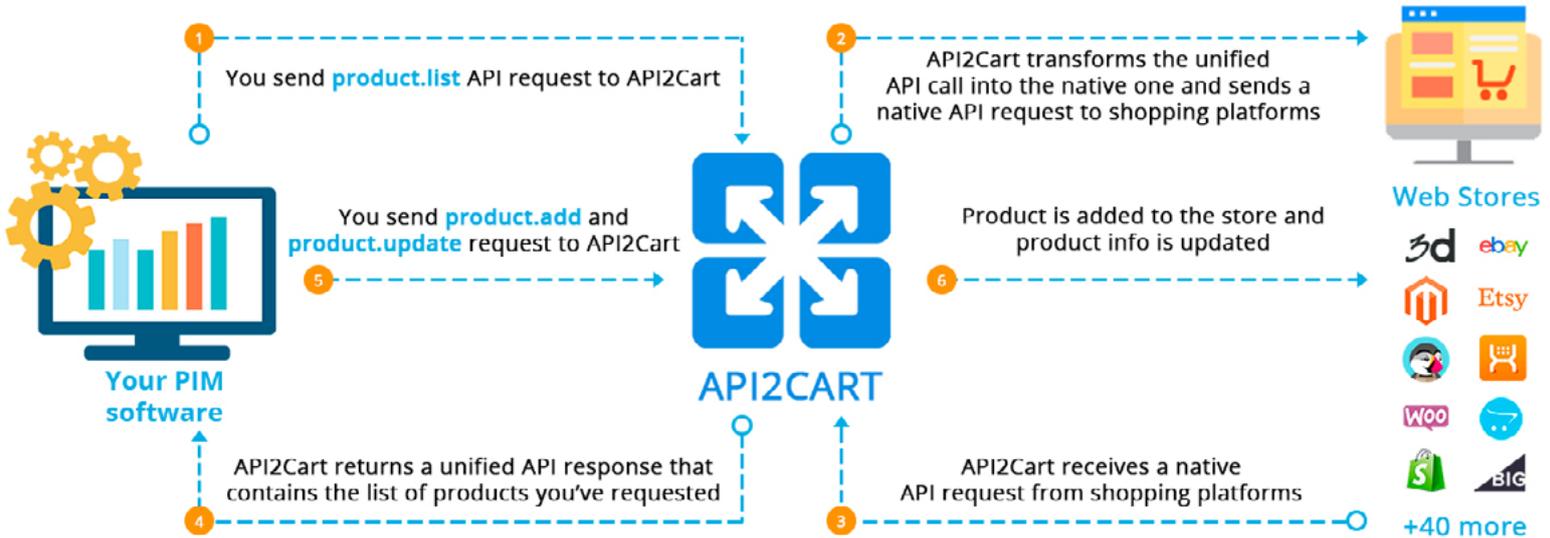
Unified approach



USE CASES

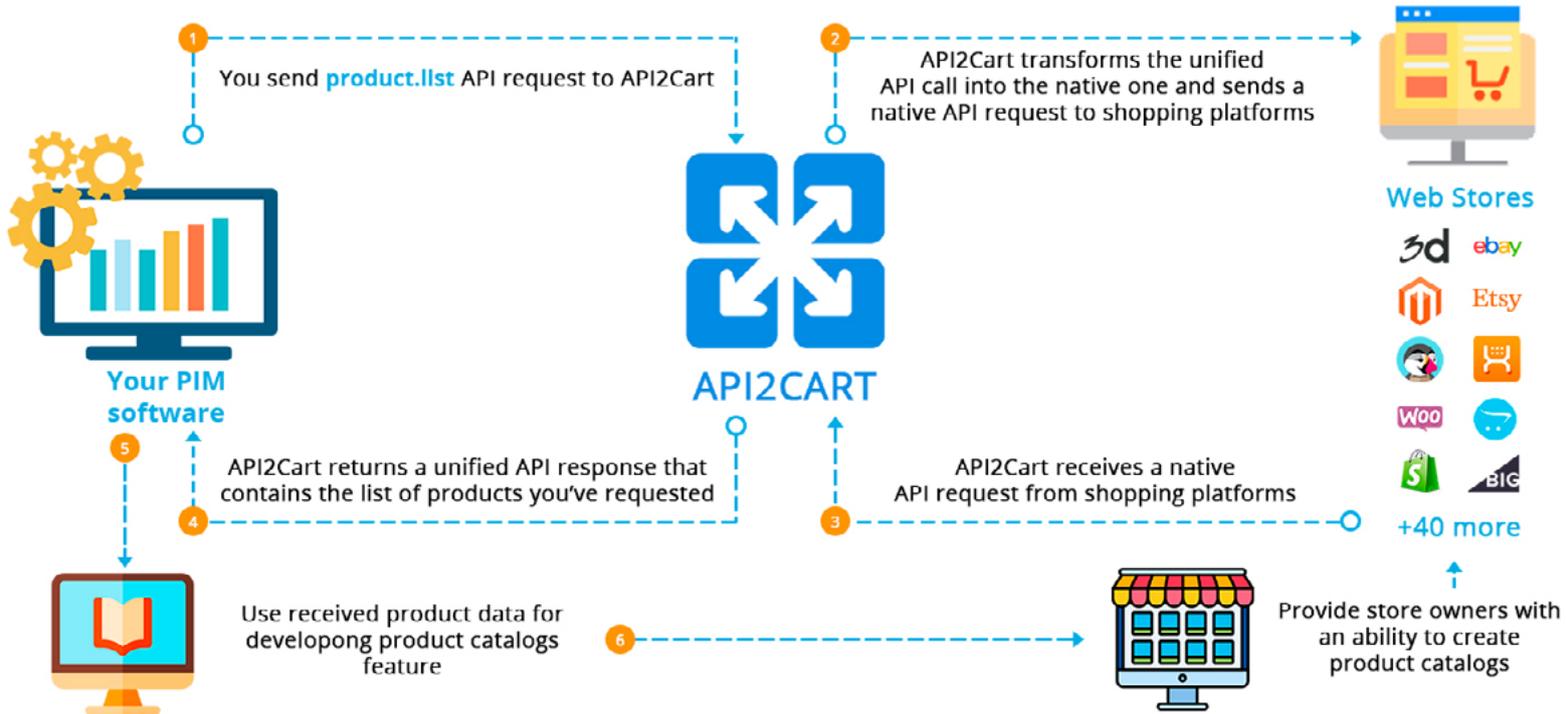
Sync Product Data

Easily get, add and update product information on multiple eCommerce platforms



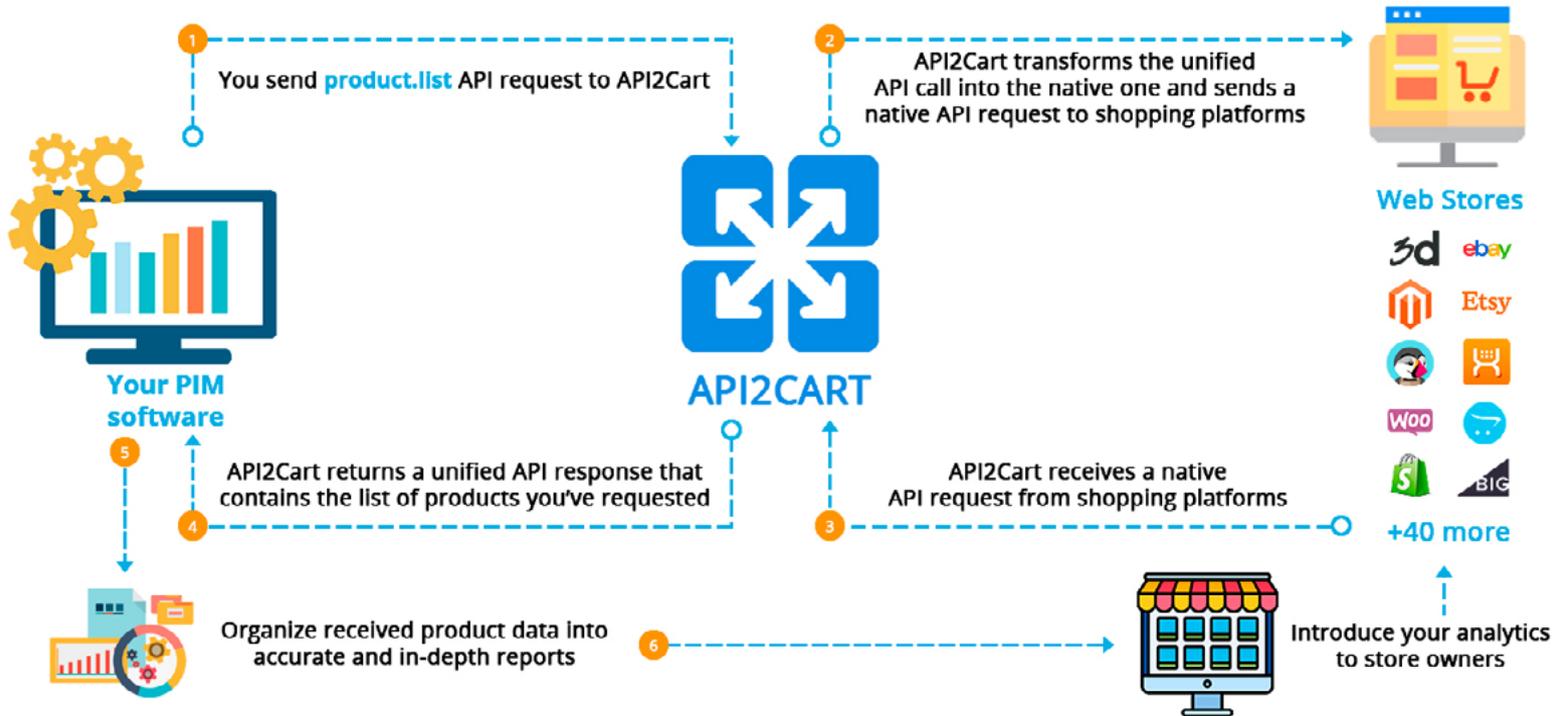
Create Product Catalogs

Gather product data for providing product catalogs feature



Make Reports and Provide Analytics

Use received product data for making reports and analytics



Why PIM Software needs Integration with Shopping Platforms?

Product Information Management Software provides a single location to collect and manage product info assets, create product catalogs, and distribute all that to sales and eCommerce channels. Especially PIM tools come in handy for multichannel retailing and dropshipping, where product info must be updated regularly across different shopping platforms.

Managing product info in retailing includes **accessing every single piece of content from online shop: product names, descriptions, categories, graphics, prices, variants, stock levels, customers, etc.** When building PIM software, you need to ensure it can accurately retrieve, process, and add this information. This involves developing dozens of connections, including those with shopping platforms that merchants run their stores on.

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 40+ 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 PIM software provider, retailers' e-shops is a valuable asset as that is where the information to be consolidated and spread product info across the eCommerce ecosystem is stored.

Product info management tools depends on integration with shopping carts to collect and spread product info across the channels. Info from stores powers all key processes PIM software runs.

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.
- send product info to marketplace listings on eBay, Etsy, Amazon
- add and update translated product info on webstores
- get and update customer info
- get store info like name, timezone, language, currency, country etc.

Quality of PIM 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.** Plus, API2Cart APIs make it equally easy to integrate shopping carts with both web and mobile applications.

API2Cart Methods for PIM

API2Cart has rich capabilities for PIM software. We provide the whole scope of functionality to get and manage all needed info on products, customers, orders, stock levels, etc. Let's dig deeper into the methods API2Cart offers.

Manage Product Listings

We have everything needed for creating and managing product listing on multiple shopping carts and marketplaces.

- [product.list](#)

Use [product.list](#) method to get 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 edit product details like prices, descriptions, images, or any other info on stores.

- [product.variant.info](#)

Get details on product variants via [product.variant.info](#) method.

- [product.child_item.list](#)

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

Manage customer info

Retrieve all customers details you need via [customer.info](#) and [customer.list](#) methods.

Work with Currencies

[product.tax.add](#)

[product.currency.add](#)

[product.currency.list](#)

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](#)

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

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 40+ 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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