

Shopping Platform Integration for Shoppable TV Platform

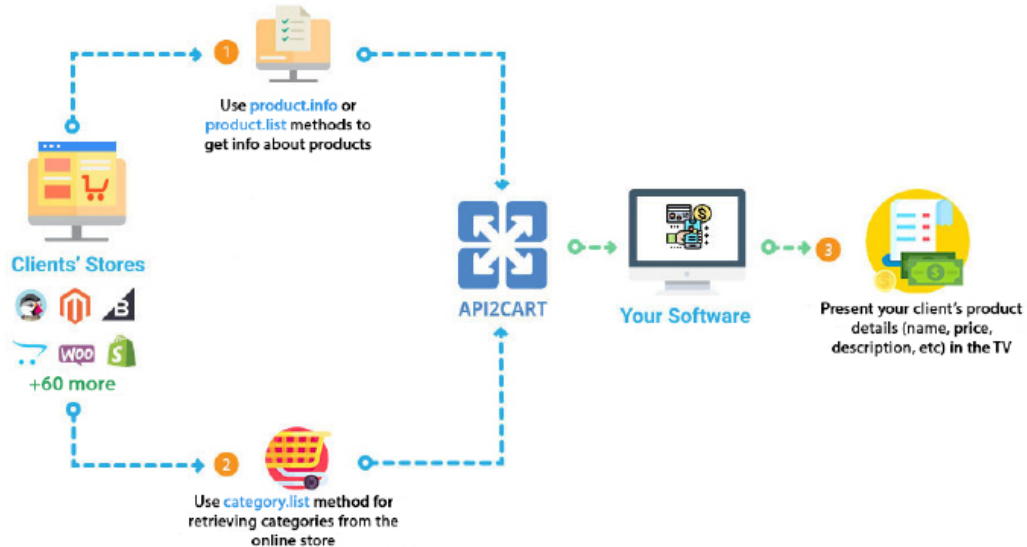
Unified approach



USE CASES

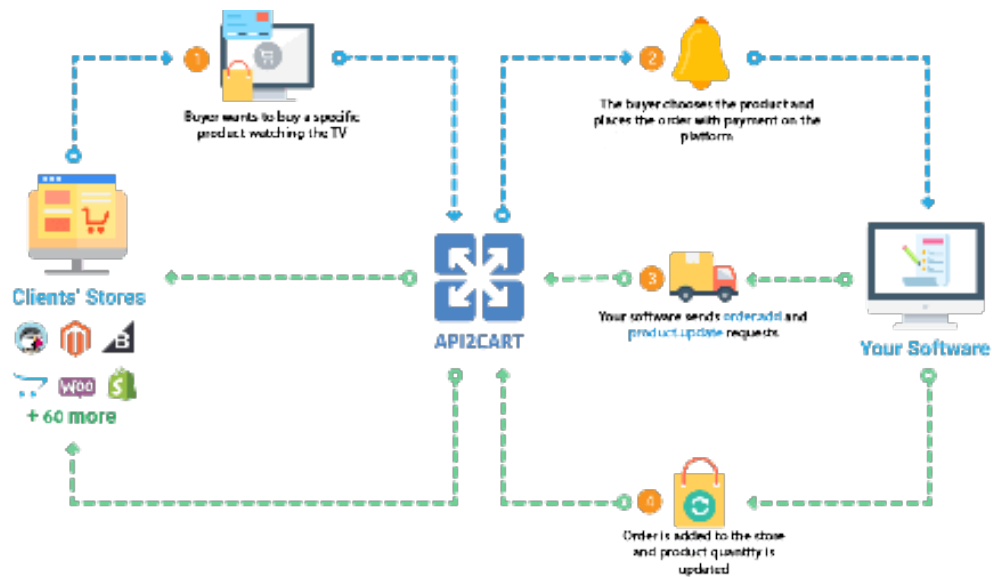
Present your client's product details in TV

Get all the needed data about your client's online store products from shopping platforms like Magento, Shopify, etc. and present them in the TV



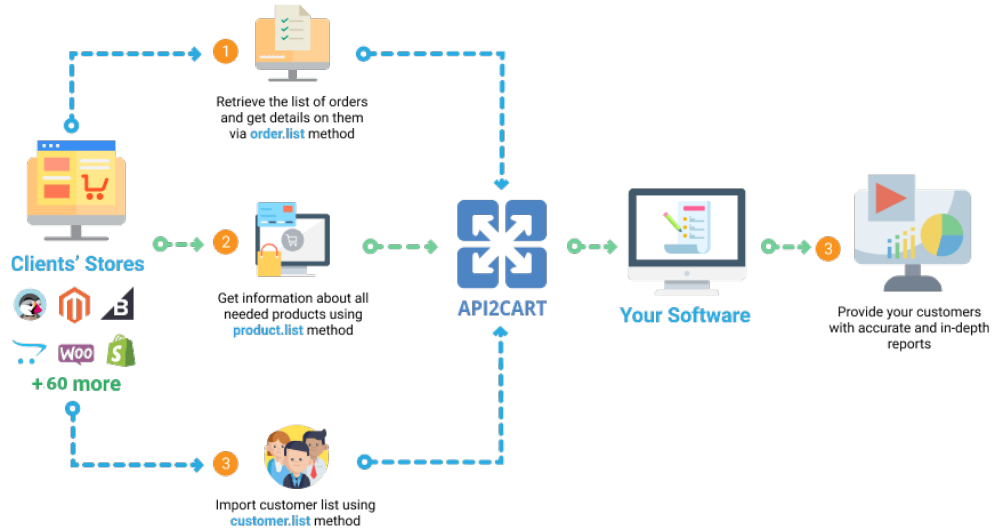
Create orders

Create the orders and update the product quantity automatically using API2Cart API methods



Provide real-time analytics to your clients

Let your clients analyze the preferences of their online store buyers in real-time



Why Shoppable TV Platform Need Integration with Shopping Platforms?

ShoppableTV platforms have become a key tool for transforming traditional TV watching into an interactive shopping experience. Their role in eCommerce will continue to grow as businesses seek new ways to engage viewers, increase conversions, and enhance customer experience. The main advantage of these platforms is that they enable consumers to purchase products directly from the TV screen, turning passive viewing into an active shopping experience.

Basically, shoppable TV platforms connect all the shopping touchpoints that happen after a viewer sees a product on screen. From showing real-time product information, including prices and stock availability, to allowing customers to make purchases with a few clicks, it ensures a seamless buying experience. This creates trust and convenience for customers, encouraging repeat purchases and improving sales conversion rates.

However, developing a robust shoppable TV platform is not easy. The core challenge lies in obtaining accurate and timely data directly from eCommerce stores and marketplaces: product details, prices, stock levels, shipping options, and payment information. Without integration with shopping platforms, the platform cannot provide the smooth flow of product data, checkout functionality, or order fulfillment that is essential for a seamless customer 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 shoppable TV platform provider, retailers' online stores are a valuable asset because that is where your system gets information on products, product categories, orders, 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 shoppable TV platform covers. In particular, integration with customer stores via API2Cart enables to do the following:

- integrate with 60+ eCommerce platforms and marketplaces at once;
- retrieve the data related to online store products (name, size, quantity, description, price, etc.)
- create the orders automatically
- provide real-time analytics to the clients

The quality of shoppable TV platforms 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 Shopping Cart and Marketplace API. 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 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 Shoppable TV Platform

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

Manage product information

We have everything needed for getting and managing product data across multiple shopping platforms 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. With the help of this method, you can present your client's products on the TV.

- [product.info](#)

Use product.info method to get all the needed info about the specific product.

- [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.

Create the orders from the TV

With API2Cart it is easy for your solution to create orders automatically.

For that, you have to use the [order.add](#) method that enables you to add a new order to the cart automatically.

Manage product categories

With API2Cart, your software can easily retrieve product categories from different shopping platforms and marketplaces.

- [category.list](#) method

Use this method to receive a list of categories from the online store.

Provide up-to-date 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 100k+ 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