Shopping Platform Integration for Social Commerce Software
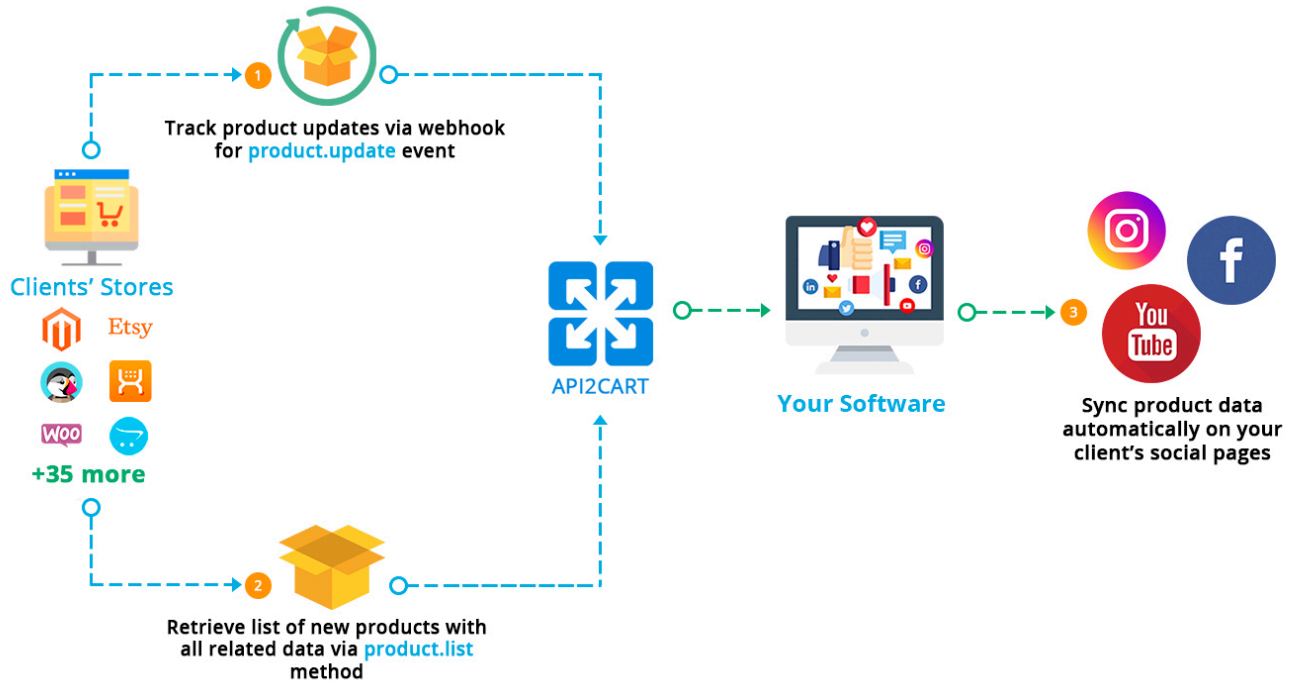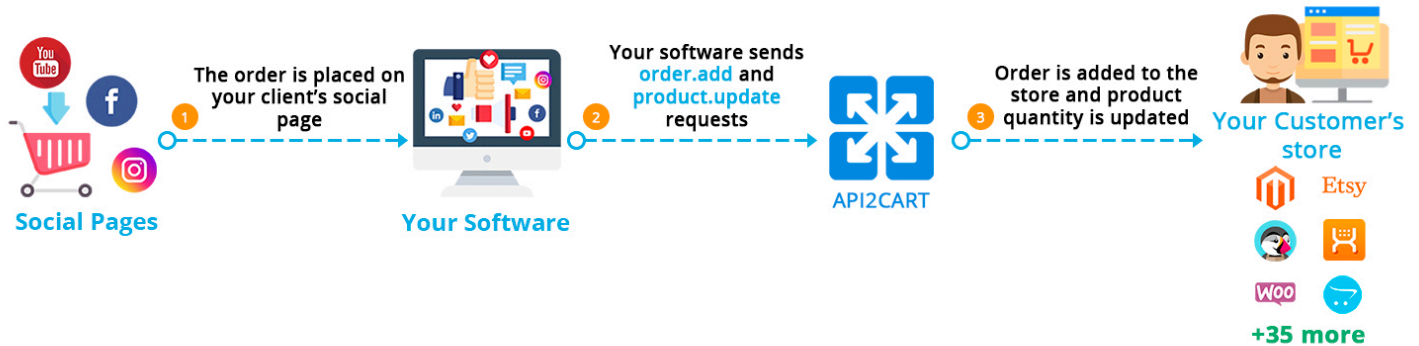
Unified approach

USE CASES

Synchronize product data on social pages

Seamlessly sync all product data with images, titles, descriptions, categories, etc. from the web store with social pages

Track product updates via webhook for **product.update** event

Clients' Stores

+35 more

API2CART

Retrieve list of new products with all related data via **product.list** method

Your Software

Sync product data automatically on your client's social pages

Synchronize inventory and order data

Keeping inventory data accurate and in sync is vital for online store owners

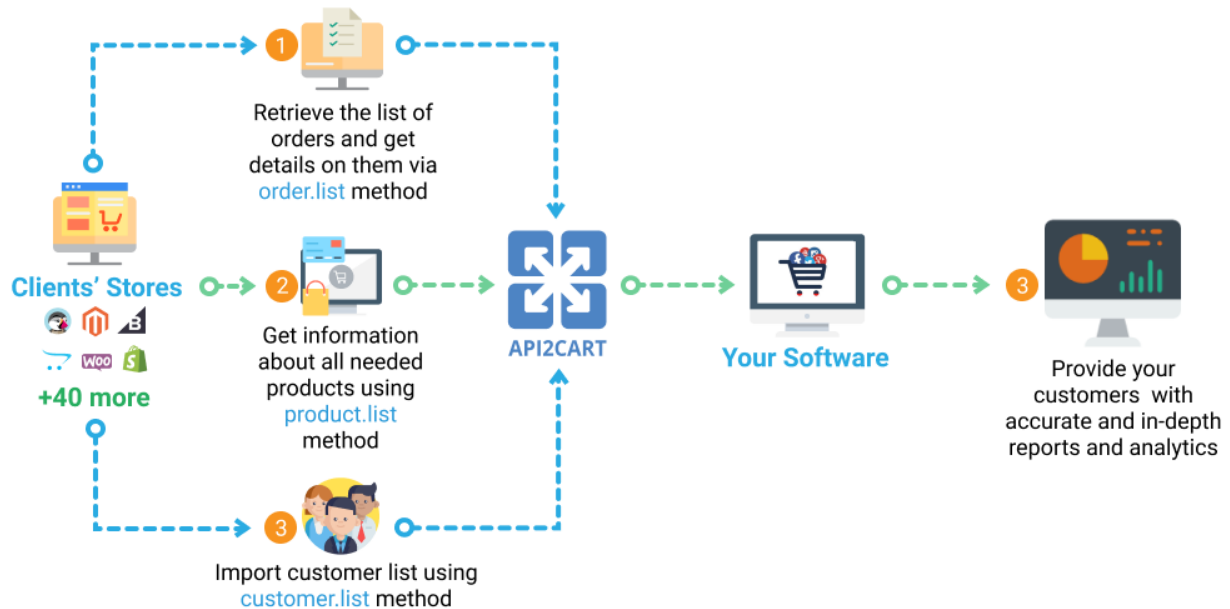# Track new products, update product info

Track new products
via webhook for
product.update event

Web Stores

+40 more

API2CART

Your Software

Update product info like price,
description, name, quantity, etc.
using product.update method

Provide analytics to predict customer purchase decision

Let your customers to monitor the performance on social pages through analytics and reports

Why social commerce system needs integration with shopping platforms?

Social commerce software providers offer the possibility to drive sales through social platforms, thus allowing merchants to provide a unified and consistent customer experience across multiple online sales channels. In simple terms, it provides a way of converting visitors into customers.

For that such systems have to connect to various platforms and be able to retrieve, add, update, delete, synchronize store data such as products, orders, categories, customers, shipments, inventory, etc.

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 platform integration builds a critical link in the chain

For you, as a social commerce 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 social commerce software covers. In particular, integration with customer stores via API2Cart enables the software to do the following:

- ▶ integrate your software with 40+ shopping carts and marketplaces;
- ▶ retrieve the product information from online stores and place it on social pages;
- ▶ synchronize new products and reflect changes into the social page;
- ▶ sync orders in real-time with webhooks

The quality of social commerce 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 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 Platform and Marketplace API. Having dealt with hundreds of integrations, our team has learned the pain points that various 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, Amazon, eBay, or any other shopping platform or marketplace that we support.** Plus, API2Cart API makes it equally easy to integrate shopping platforms with both web and mobile applications.

API2Cart Methods for Social Commerce Software

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

Manage product information

Use **product.list** method to get the list of products along with all related info and images from various shopping platforms.

Track product updates via **webhook for product.update** event.

Sync inventory and order data

Access to accurate inventory data is vital for avoiding errors and overselling.

Use **order.add** method to add a new order to the cart automatically and **product.update** method to easily update product details like prices, descriptions, images, or any other info on your clients' stores.

Work with categories

API2Cart provides the ability to work with categories in a number of ways.

In particular, we have the following methods:

category.add　　　　　　**category.delete**　　　　　　**category.update**

category.image.add　　　**category.image.delete**　　　**category.assign**

category.unassign

Make reports

Let your customers monitor and predict a buyer's purchase decisions through analytics and reports. Use the following methods to retrieve the information on stock and customers:

order.list　　　　　　　**customer.list**　　　　　　　**product.list**

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

Developing every new connection takes resources and entails further engagement. The integration with shopping platforms, 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 social commerce software faces. With these in mind, we crafted our unified API that lets your solution communicate with clients' e-stores, be they based on Shopify, Magento, WooCommerce, Amazon, eBay, or any other shopping platform 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. 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 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 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.**

CONTACT US   SCHEDULE A CALL