

Shopping Platform Integration for Subscription Management Software

Unified approach



USE CASES

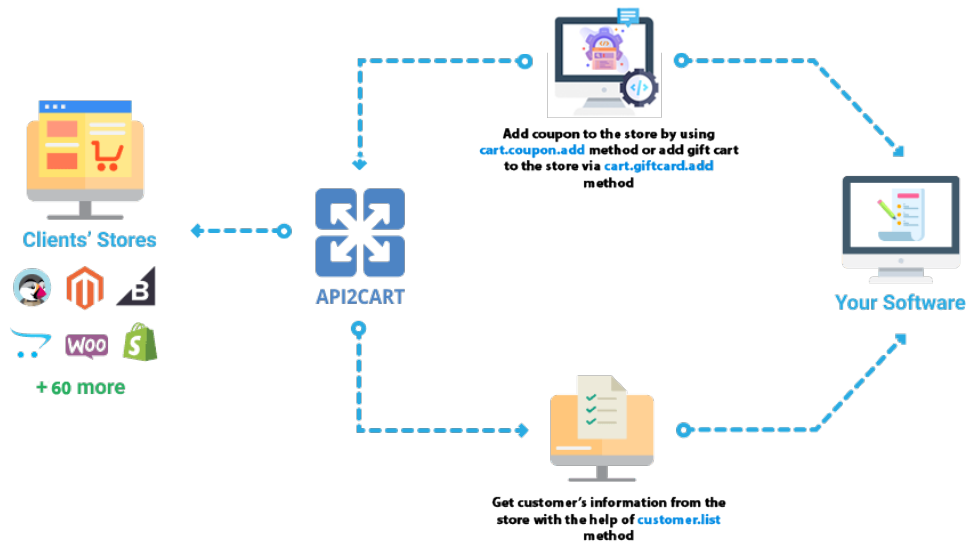
Personalized subscriptions

Analyse order history to spot regular purchases, so that you can remind customers to buy the items they are interested in



Add coupons and gift cards to the e-store automatically

Get all the needed customer's information and add coupons or gift cards to the online store by using API2Cart API methods



Let e-retailers manage their referral programs

Let e-retailers reward referrals after specific success criteria are met, such as first purchases, time, order values, or any other business-relevant criteria



Why Subscription Management Software Need Integration with Shopping Platforms?

Subscription management software has become one of the key tools for eCommerce companies that rely on recurring revenue. Its role will only grow as online sellers try to boost customer lifetime value, reduce churn, and expand into subscription-based models like subscription boxes, replenishment services, and digital memberships.

The main advantage of such solutions is that they allow eCommerce businesses to handle recurring billing, flexible pricing plans, and automated renewals in one place. From processing payments and sending invoices to managing discounts, upgrades, and cancellations, subscription software ensures that customers have a seamless buying experience while companies keep revenue predictable.

Key features include automated billing and invoicing, payment gateway integrations, dunning management for failed payments, customer self-service portals, and analytics to track metrics like MRR, churn, and retention. Advanced solutions also support multi-currency payments, global tax compliance, and integrations with eCommerce platforms like Shopify, Magento, WooCommerce, and marketplaces.

However, building a strong subscription management platform is not easy. The core challenge lies in getting timely and accurate store data — products, customers, orders, invoices, discounts, and transactions. Without integration with shopping platforms, subscription software cannot provide the smooth data flow needed for automated renewals and accurate billing.

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 subscription management software provider, retailers' online stores are a valuable asset because that is where your system gets information on products, orders, customers, 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 subscription management software covers. In particular, integration with customer stores via API2Cart enables to do the following:

- integrate with 60+ eCommerce platforms and marketplaces at once;
- provide personalized subscriptions based on order history;
- launch and manage the effective referral programs

The quality of subscription management software 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 API. Having dealt with hundreds of integrations, our team has learned the pain points that various eCommerce 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, or any other shopping cart or marketplace that we support.**

API2Cart Methods for Subscription Management Software

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

Manage e-store customers' information

- [customer.list](#)

Use customer.list method to retrieve customers' list from the store including the data on customer ID, email, name, phone number, location, gender, etc.

Access order history

Get customer's order history via [order.list](#) method, which allows filtering orders by email or id.

Manage coupons

With API2Cart, your software can easily add coupons to the store. To work with coupons you can use such API methods:

- [cart.coupon.list](#)

This method makes it possible to get the list of coupons on the store.

- [cart.coupon.add](#)

It allows adding coupons to the store.

Work with gift cards

With API2Cart, your software can easily add gift cards to the store. To work with gift cards you can use such API methods:

- [cart.giftcard.list](#)

This method makes it possible to get the list of gift cards on the store.

- [cart.giftcard.add](#)

This method allows adding gift cards to the store

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 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.
Leave us a message or schedule a quick call to clarify things in the
fastest way possible.**

CONTACT US

SCHEDULE A CALL