

eCommerce Integration for Marketplaces

Unified approach



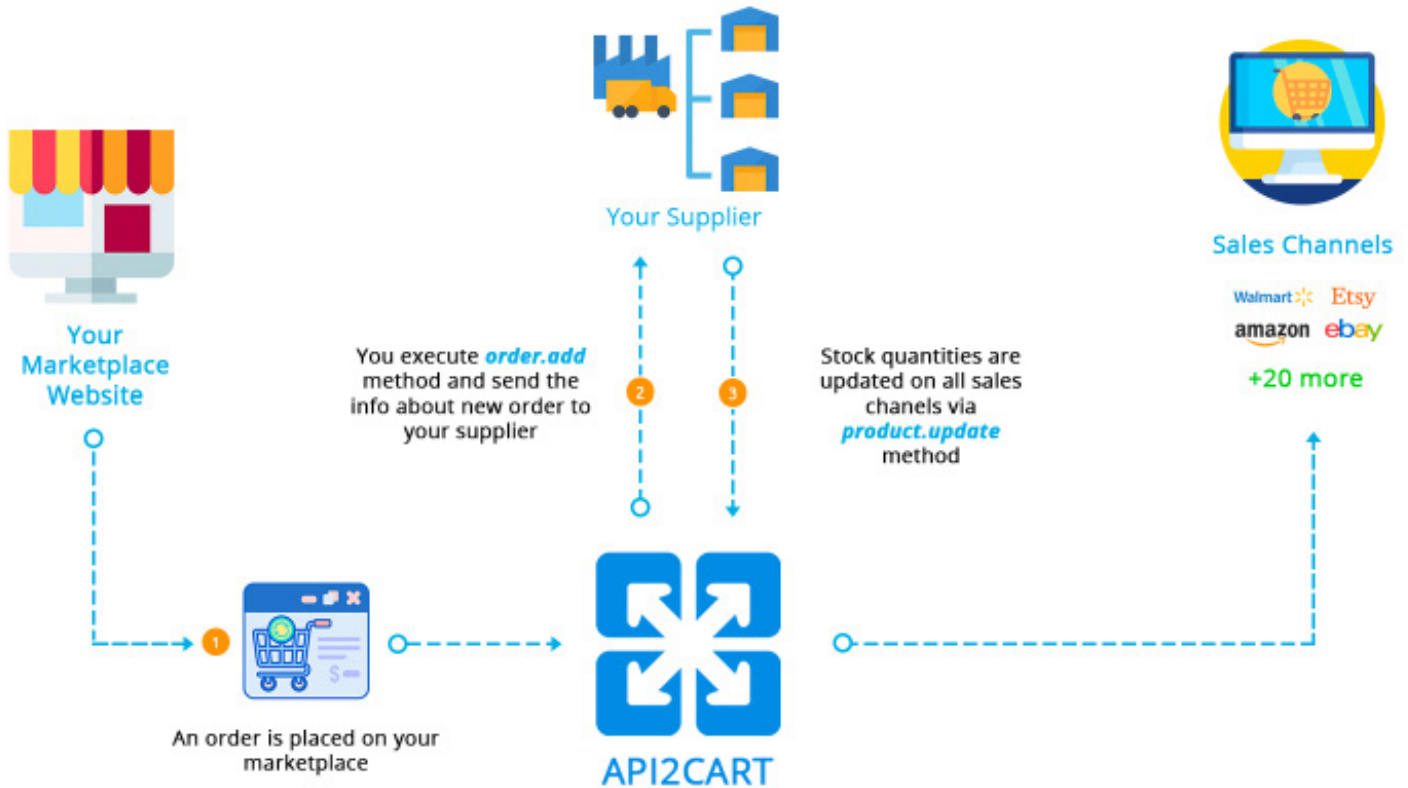
USE CASES

Marketplace for Retailers

#1 Get product info

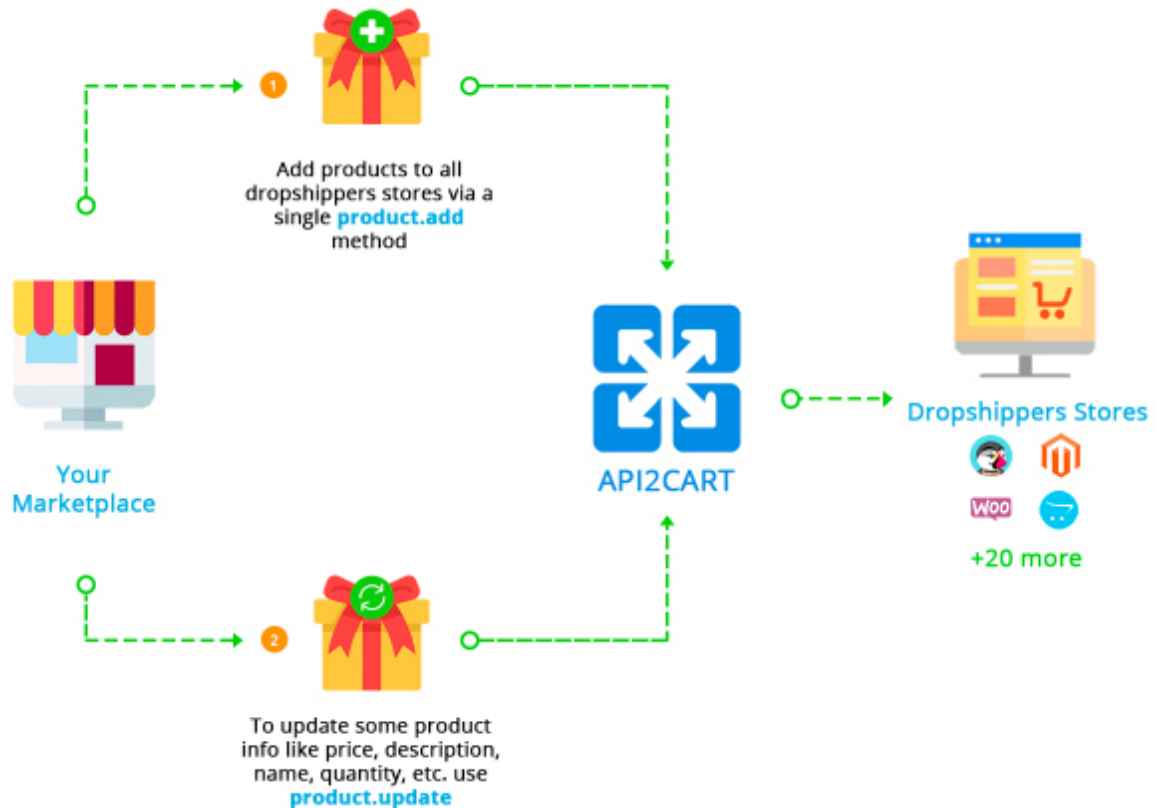


#2 Sync inventory across different sales channels

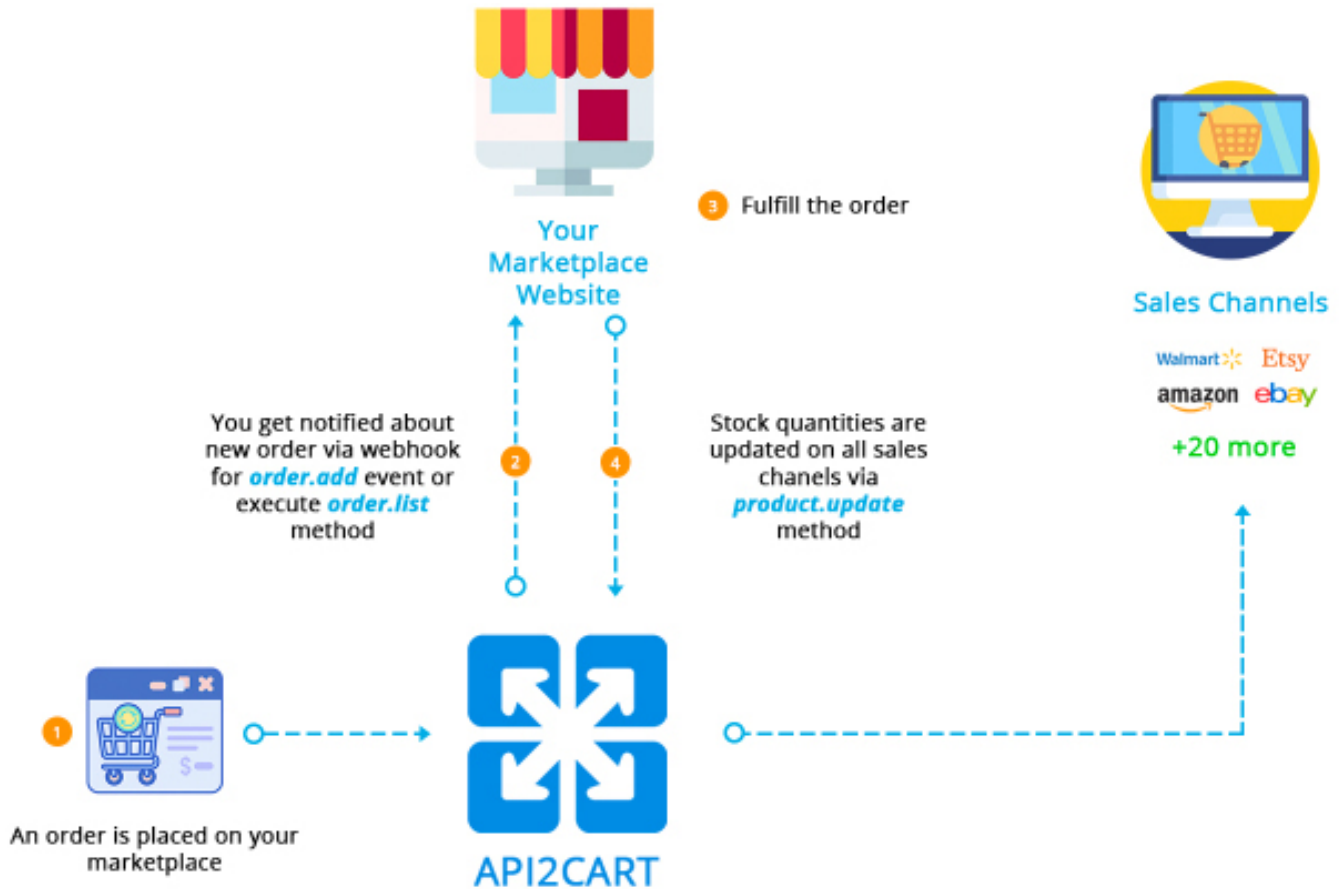


Dropshipping Supplier Marketplace

#1 Product data uploads



#2 Stock sync



Why Marketplaces Need Integration with eCommerce Platforms?

The marketplace is one more revenue source for online store owners and undoubtedly it has tons of benefits. An ability to get a larger customer base for a relatively low investment cost is one of them.

Usually, marketplaces are somehow combined with dropshipping. Marketplaces may have their own warehouse and distribute their products to online stores (dropshipping as a method of fulfillment). The second way is when orders are handled by online store owners and marketplaces serve as an additional sales channel for them.

When building the marketplace, you as a marketplace provider need to develop dozens of connections, including those with shopping platforms that merchants run their stores on. Robust integration with eCommerce platforms allows you to sync inventory, get products, send orders and tracking info, and perform other needed functionality.

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 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 marketplace provider, retailers' e-shops are a valuable asset. That is where you can distribute your products on or get the needed data to get it promoted on your sales channel.

Integration with customer stores via API2Cart enables you to do the following:

- get products along with prices, images, descriptions, attributes, variants, categories, etc.;
- update product info on all sales channels;
- get store info like name, timezone, language, currency, country, etc.;
- update order statuses;
- auto-sync inventory levels across different platforms

The quality of your marketplace depends on its 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 their pain points. With these in mind, **we crafted our unified API that lets you 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 Marketplaces

API2Cart has rich capabilities for marketplaces. 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 API2Cart methods.

Get, Add and Update Product Info

We have everything needed for gathering and distributing rich product information over different 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.

- [product.add](#)

Use [product.add](#) to add new products to stores. You can delete products as well with [product.delete](#).

- [product.update](#)

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

Inventory control

Sync product quantities across all channels

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

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

Manage 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 a 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.add](#) method

Execute [order.add](#) method and send the info about new order to your supplier

- [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.

- [Order.update](#) method

Update orders on multiple channels in one go via order.update method.

Automate shipping

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.

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 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.**

[CONTACT US](#)

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