

# INTEGRATING 40+ E-COMMERCE PLATFORMS WITH REPRICING SYSTEM



# REPRICING SYSTEM

## API INTEGRATION VIA API2CART



Wiser is a superb repricing solution that helps to optimize for profit. It monitors top competitors of a client to let them know when it is the time to change prices and remain the winner offeror.

### Company overview:

- launched in 2012
- over 25 million products monitored daily
- real-time analytics on pricing, revenue, and a competitor's inventory



### Challenge:

- establish API connections with multiple e-Commerce platforms to retrieve data on product prices and deliver optimal repricing reports



### Solution:

- integration with API2Cart



### Result:

- customer data synchronization between 40+ e-Commerce platforms and Wiser
- 200+ satisfied clients connected to Wiser via API2Cart



# Company Overview

## Repricing service

Wiser is an excellent repricing system solution that makes it possible to always know what your competitors are up to. It keeps an eye on rival offers and lets one know if their prices are too high or low so that one can win over their customers.

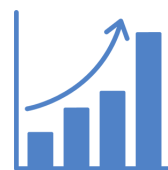
### Some of the key benefits for users include:



valuable insights  
about your  
competitors



conversion, sales,  
and time of day  
optimization



real-time profit  
and revenue  
results

### Company Details:

Wiser is a young and promising company that managed to hit profitability in less than 9 months. It can boast of being one of few startups to have done this without venture capital investment. The company continues to grow at an astonishing rate, month over month.

With its AAA (Awareness, Automation, Analysis) functionality, the service proves to be a killer tool to beat a client's top competitors. It uses sophisticated product tracking technology including image recognition to allow one to gain valuable insights and saves much time by replacing time-consuming manual repricing with an automated one. The company also provides real-time revenue and pricing results and makes one market-aware by tracking products across multiple marketplaces. Moreover, it enables its clients to manage the pricing strategy for each store in one place.



*WisePricer has changed the way we do business.  
We can now accurately know how our products are  
priced within the landscape and make real time  
pricing changes.*



**Justin Aronstein**  
*Living Direct*

# Challenge

**The key problem** that the company had to overcome was to somehow **connect to a large number of shopping carts**. This would allow **to retrieve the data on products and all kind of prices** in order to expand the scanning possibilities of the service.



SHOPPING CART



Wiser needed to get information on product prices (e.g. special and retail ones, discounts, etc.) that is necessary to provide their clients with the most optimal analytics and reports on rival offers. In order to be able to cover stores of all the potential competitors, the company needed to find a way to obtain access to as many shopping carts and marketplaces as possible.

Developing integration modules for each separate e-Commerce platform would take ages and cost a pretty penny. That is why Wiser needed a single way out that would solve the issue of retrieving the data on products and prices from different sources at once, that is to say, an API being a key to numerous e-retail platforms.

# Solution

The problem that Wiser had to deal with was quite complicated, as it presupposed considerable expenses and time loss. The company found their solution in integration with API2Cart. The service provided Wiser with a unique and unified API that made it possible for the latter one to **access the database of 40+ e-Commerce platforms**.

As a result, the company could synchronize product prices, special offers and discounts from a great number of shopping carts and thus use the gathered data to compile full and detailed reports for their clients. Wiser could now ensure its users that their products are always at a price that is perfect for their store.



There was no more need to overpay and wait a long while. Having performed just one integration with API2Cart, the service obtained the ability to retrieve the information on products and prices from no less than three dozens of shopping carts including such leading ones as **Magento, Shopify, Prestashop, X-Cart, BigCommerce, WooCommerce, CS-Cart, 3dCart** and many others.

# Results



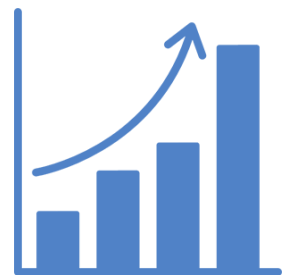
The outcome of such a cooperation was soon to become visible. With the help of integration via API2Cart, Wiser could now **receive the data on products and monitor prices, special offers, discounts, etc across multiple shopping carts and marketplaces.**

In addition to this, the company made it possible for its clients to view and analyze their competitors' inventory in real time. From then on, they could see where the overlap and gaps were, and where they needed to step up their merchandising game.



At present, Wiser is connected to 40+ shopping platforms including **BigCommerce, X-Cart, Shopify, Magento, PrestaShop** etc. and keeps on winning new clients. No matter what e-commerce solution an e-vendor uses, the service can seamlessly synchronize with the cart they have their e-store located on. As a result, online merchants can price their products with confidence.

Clients love Wiser, as, according to the company itself, retailers using the service see a **22%** increase in sales revenue, **7%** increase in bottom-line profit, and **18%** increase in check-out conversion rates.



So far, more than 200 businesses worldwide have benefited from integrating with Wiser via API2Cart.

**Explore more information concerning how API2Cart can help you integrate repricing system with various shopping carts.**



[Read More](#)

REPRICING SYSTEM

If you intend on improving your business with API integration, consider giving a try to API2Cart. It will guide you through the integration process and give all the necessary answers. If you are all at sea, do not delay to schedule a FREE consultation and find the support and explanations needed.

[SCHEDULE A FREE CONSULTATION](#)

[TRY API2CART FOR FREE](#)

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