

# Improve inventory management with real-time data sync

Over the past year, a 71% spike in digital shopper traffic led to a 24% increase in retail spending. Shoppers today are embracing digital commerce and demand real-time product availability across every channel. To meet these rising expectations, retail industry leaders are using an API-led strategy to connect back and front end systems to gain agility and deliver great shopper experiences.

Watch this webinar to:

- Learn how to easily connect siloed inventory data without migrating systems.
- See how immediate data sync supports buy online, pickup in-store (BOPIS), curbside pickup, and ship from store.
- Watch a demo on how reusable APIs enable inventory visibility across channels.
- Discover operational efficiency best practices from Sally Beauty Holdings.

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