

FOR E-COMMERCE STOREFRONTS

Keep the hero SKUs in stock.

Storefront platforms own the DTC channel, the catalog, the checkout and the freshest sales signal there is. What merchants lack is the plan that keeps the bestsellers in stock and the cash out of dead stock. Tightly adds it. **You run the store; Tightly plans the inventory behind it.**

HOW TIGHTLY FITS

1 · SELL

On your platform

The merchant sells DTC; every order is a fresh, real-time demand signal.

2 · FORECAST

In Tightly

ML demand at SKU level off that live data, plus wholesale and other channels.

3 · RESTOCK

Back to the store

Tightly stages reorders and flags markdowns before a hero sells out or a dog piles up.

✦ A stockout on a hero SKU is lost GMV, yours and theirs. **Planning turns the store's own data into fewer stockouts and more full-price sales.**

MUTUALLY BENEFICIAL, THREE WAYS

FOR THE PLATFORM

- More GMV, fewer stockouts on the products that sell.
- A planning app in your ecosystem / marketplace.
- Merchants who stay as they scale past guesswork.

FOR YOUR CUSTOMERS

- Bestsellers in stock, less cash trapped in slow SKUs.
- One plan across DTC and wholesale.
- Live for a merchant in days, on data they already have.

FOR TIGHTLY

- A real-time DTC demand signal.
- Distribution into your merchant base via the marketplace.
- The channel our brands sell on.

THE INTEGRATION

Tightly connects to the storefront API for orders, catalog and inventory, and can list in your app marketplace. Live for a merchant in days.

THE ASK

A 30-minute session to scope an app-marketplace listing and a pilot with a few merchants.

Then a co-sell motion to your scaling merchants.