



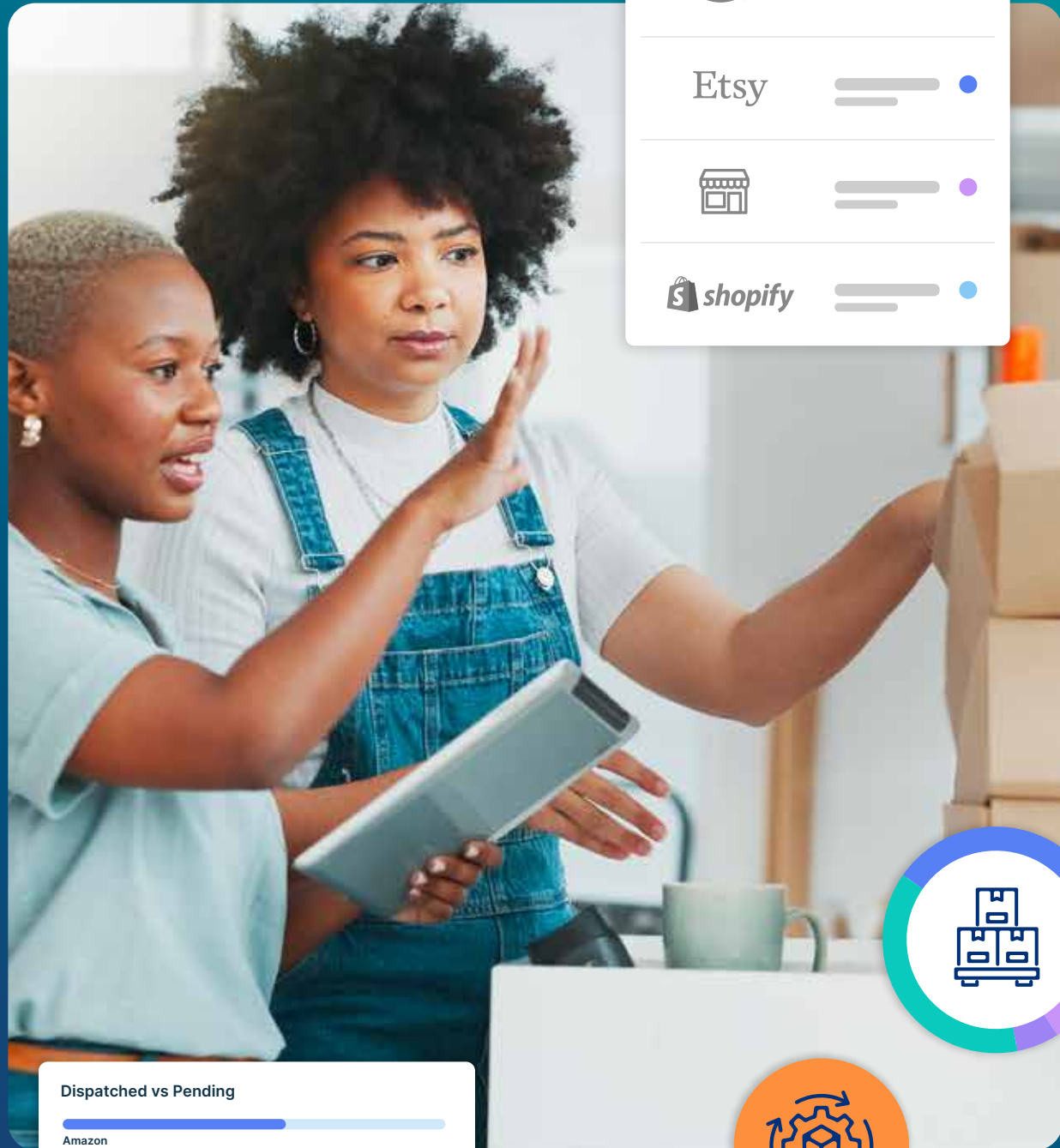
The 2026 Product Seller's Guide to Multichannel Order Management

How growing product businesses manage orders,
inventory, and fulfillment across every sales channel



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ARTICLE	COLOUR
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- amazon
- Etsy
- Storefront icon
- shopify

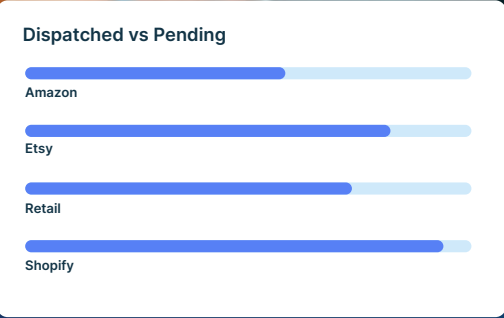


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Why Multi-Channel Selling Is the New Normal



<3 Channels
less revenue



≥3 Channels
143% more revenue



Businesses selling on three or more channels generate 143% more revenue¹ than those selling on fewer.

Meeting Your Customers Where They're At

Let's be honest: multichannel selling is more complex than most people expect. Between marketplaces, retail stores, wholesale accounts, social commerce, & third-party logistics (3PL), the landscape can feel overwhelming at first glance.

But the most successful sellers already know that showing up where your customers are isn't just a smart strategy anymore. It's the standard.

And the numbers back it up:

- Businesses selling on three or more channels generate 143% more revenue¹ than those selling on fewer.
- Sellers active on three or more marketplaces can see up to 104% growth in Gross Merchandise Volume⁹ (GMV).
- Omnichannel customers carry a 30% higher lifetime value⁶ than single-channel shoppers.
- 73% of retail shoppers⁶ use multiple channels throughout their buying journey.

With over half of global e-commerce⁴ happening on marketplaces and multichannel sellers seeing up to 190% higher order values¹⁰, the opportunity is undeniable.

The question isn't whether to expand; it's how to do it without letting operations spiral into chaos.

What Exactly Is Multichannel Order Management?

What It Means to Add Channels

Think of it as your operational command center.

At its core, multichannel order management is the centralized process of:

- Capturing orders from every sales channel
- Syncing inventory across those channels in real time
- Routing and fulfilling orders efficiently
- Tracking shipments and managing returns or cancellations
- Maintaining accurate inventory visibility

Without this kind of centralized approach, orders get fragmented, inventory counts drift out of sync, and your customer experience quietly starts to break down before you even realize it's happening.

Here's a reassuring stat: 85% of businesses² that adopt cutting-edge inventory technology report significantly better real-time visibility. Better visibility means fewer breakdowns. Fewer breakdowns means happier customers.



The Hidden Cost of Multichannel Complexity

What Fragmented Operations Really Cost You

While adding channels drives revenue, it also introduces "hidden" operational pains that can quietly eat into your margins. Many teams find themselves unable to add new channels simply because they're already drowning in the complexity of the ones they have.

The real costs of fragmented operations are staggering:

- 16 hours per week² lost to manual inventory syncing across disconnected systems.
- \$21,632 per year² in labor costs per entry-level employee doing manual data entry. Plus 73% of those employees say the work prevents them from focusing on anything higher-value.
- Globally this leads to \$1 trillion lost annually⁷ to stockouts. When you factor in overstocks too, the global cost of inventory distortion reaches \$1.7 trillion.

The lesson here? The real risk isn't growing too fast. The real risk is growing without the right infrastructure underneath you.



16 hours lost

each week manually syncing inventory across disconnected systems & channels.

Challenges of Multichannel Inventory Management



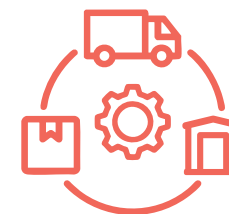
Stockouts



Data Fragmentation



Overstock



Fulfillment Complexity



Lost Customer



Operational Costs

When Growth Breaks Things

Scaling Without Structure Is a Recipe for Chaos

Growth is the goal. But growth without operational readiness creates a dangerous bottleneck. Our research² shows that while 73% of companies are planning to scale, but 40% are already struggling to keep up with what they have.

The culprits are familiar:

- Supply chain disruptions affect 58% of growing businesses.
- 42% struggle with e-commerce and inventory platforms that simply don't communicate with each other.
- 52% of businesses are still managing inventory in spreadsheets. That leads to duplicate data, slow reporting, and costly fulfillment errors.

The Good News?

Companies that invest in real-time inventory visibility reduce stockouts by up to 30%⁵.

**That's not just an operational win!
It's a genuine competitive advantage.**

52%
of businesses still use spreadsheets to manually track their inventory.

Multichannel Practices that Move the Needle



15 hours saved

each week by multichannel businesses harnessing the following tools

How Smart Inventory Teams Are Using AI

#1



Intelligent Product Segmentation (64%)

#2



Planning Across Multiple Locations (57%)

#3



Automating Replenishment (56%)

What High-Performing Teams Do Differently

The most successful multichannel businesses aren't necessarily the biggest; they're the ones that are the best organized. High-performing teams that implement modern order management practices report² up to 85% better visibility and 79% lower operational costs.

Here's what they do differently:

- **Centralize everything:** One source of truth for all order and inventory data.
- **Sync in real time:** Every sale triggers an inventory update across all channels.
- **Standardize your SKUs:** Consistent naming conventions across every platform that prevent costly mismatches.
- **Automate order routing:** Letting software determine the optimal warehouse or fulfillment center for each order.
- **Forecast with precision:** Moving beyond "gut feel" by using historical sales data and seasonal trends to predict exactly how much stock is needed for future demand.
- **Plan smarter replenishment:** High-performing teams are 56%² more likely to automate replenishment and 57%² more likely to plan inventory across multiple locations.

Each of these is part of a foundation. If you build it correctly early on then scaling becomes a lot less painful.

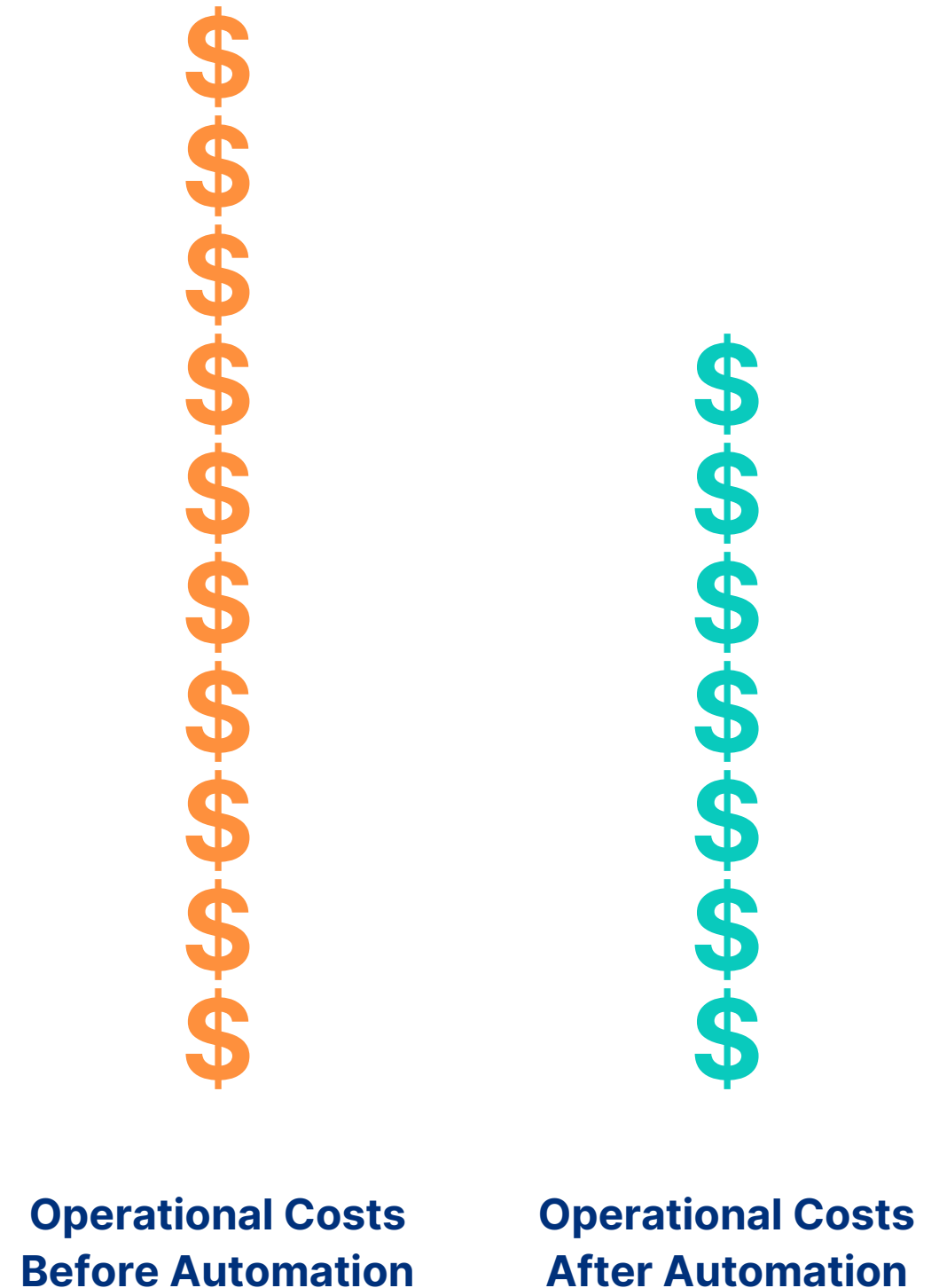
The Compounding ROI of Modern Inventory & Order Management

How Automation Turns Efficiency Into a Competitive Advantage

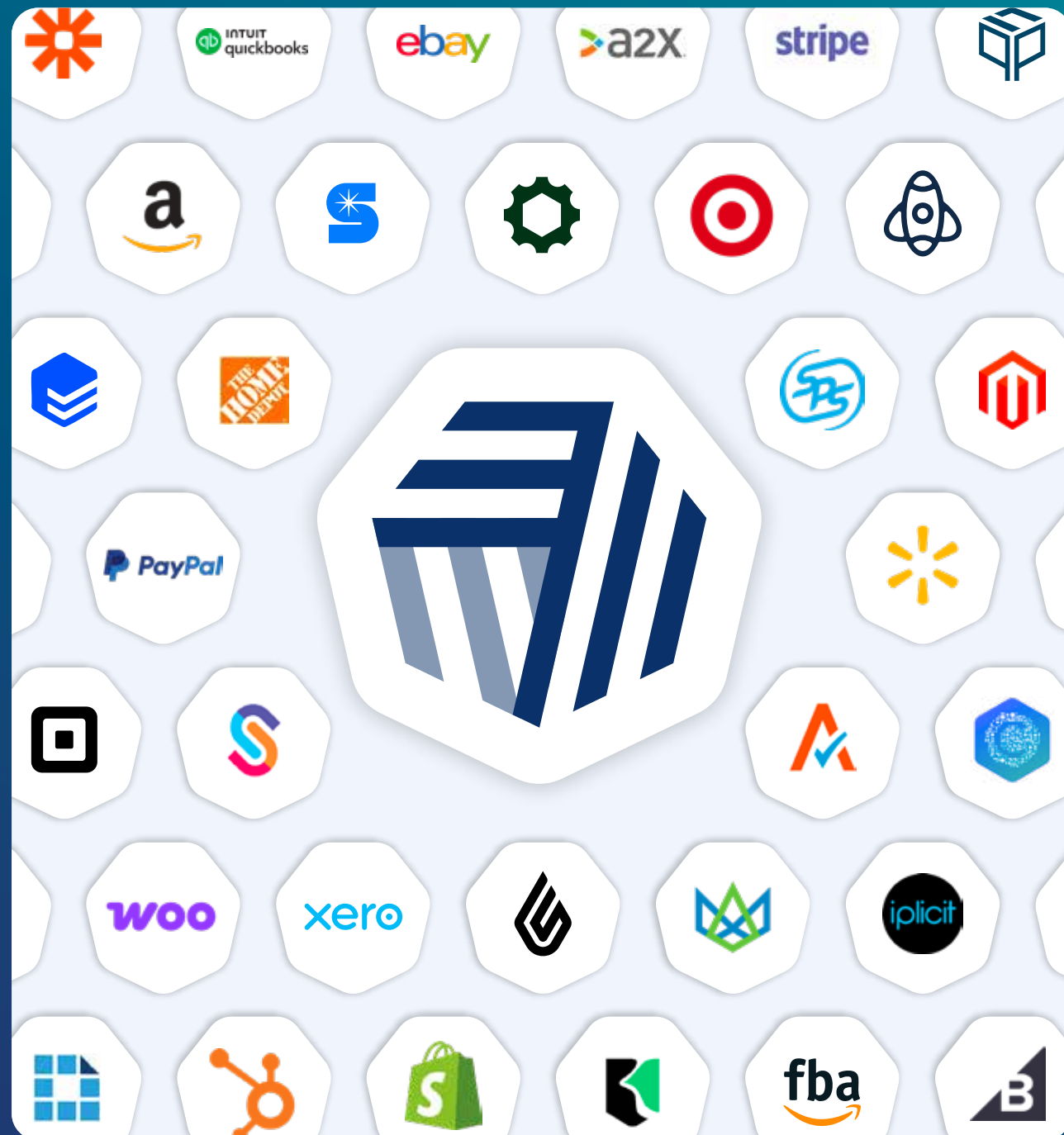
Investing in the right technology isn't a cost center. It's a growth engine. McKinsey research⁸ shows that supply chain automation can reduce operational costs by 20–30% and improve forecast accuracy by the same margin.

Businesses using advanced analytics increase inventory turnover by 10–20%³. And teams using modern tools reclaim an average of 15 hours per week². That's time that goes straight back into building your business.

**That's not just efficiency.
That's leverage.**



Cin7 is Built for Multichannel Operations



First Order to Final Mile, Cin7 Has You Covered

Cin7 is an Inventory Management Software that automates the entire product lifecycle. From sourcing and manufacturing to warehouse management, order fulfillment and returns, Cin7 has your back. By creating a single source of truth, Cin7 helps over 8,500 global customers manage less and sell more, processing 125 million orders annually across 100+ countries.

Here's how Cin7 can transform your multichannel order management and fulfillment:

- **Omnichannel Capture:** Automatically sync orders from Shopify, Amazon, POS, and wholesale into one dashboard.
- **AI-Powered Forecasting:** Use historical sales data and seasonal trends to predict future demand, ensuring you have the right stock at the right time without over-investing in capital.
- **Built-in EDI:** Unlike systems that require expensive third-party middleware, Cin7 offers native EDI. This allows you to sell directly to "big box" retailers like Walmart or Target with automated, compliant data exchange.
- **3PL & Shipping Integrations:** Seamlessly connect with 3PL providers (like ShipBob or Amazon FBA) or shipping platforms (like ShipStation) to automate label generation, rate-shopping, and real-time tracking updates.

By eliminating manual entry and fragmented tools, Cin7 users reclaim an average of 15 hours per week while drastically reducing stockouts and fulfillment errors.

Ready to see it in action? Book a demo via [Cin7.com](https://cin7.com) and see how Cin7 connects your entire order and inventory lifecycle!

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