

# Tidal announces its next ROI webinar - Helping merchants unlock the next level of Store growth with Headless Commerce

*Join the Tidal and Shogun webinar to understand the top factors limiting growth with traditional e-commerce platforms and how headless is helping brands scale.*

TORONTO, ONTARIO, CANADA, May 10, 2022 /EINPresswire.com/ -- The pandemic acted as a catalyst to e-commerce sales, providing solid tailwinds for the past two years. As a result, most e-commerce merchants enjoyed unprecedented growth relative to pre-covid years.



While the US National Retail Federation forecasts solid retail and digital growth will continue in 2022\*, competition, emerging technology, and evolving consumer expectations have made it increasingly challenging for brands to attract, convert, and retain online shoppers.

“

~98% of stores are on older e-commerce tech. Brands that move to Headless could exceed the limits of modern e-commerce with a flexible frontend and enjoy an early mover advantage over the competition.”

*Aziz Memon, Partner, Head of Strategy & Marketing at Tidal.*

“Today, DTC brands using legacy e-commerce technology find it almost impossible to dominate using performance marketing alone. Fortunately, Headless Commerce enables brands to scale despite the headwinds facing e-commerce merchants,” says Dennis Gorya, Partner at Tidal Commerce.

So where does headless fit in? “Headless commerce”

generally refers to any type of e-commerce technology setup (like a website) where the technology used to power the visual presentation layer (the part of an online store the shopper sees) differs from that of the backend e-commerce platform. This separation allows brands to craft highly customized, seamless customer experiences.

"Headless commerce has been around for several years, yet about 98% of all online stores are still using older technology; this legacy stack couples the front- and back end, limiting the shopper experience. Brands that move to headless could exceed the limits of modern e-commerce with a flexible frontend and enjoy an early mover advantage over their competition," says Aziz Memon, Partner at Tidal Commerce.

"While headless has dominated conversations in the e-commerce community, a singular, agreed-on definition of this polarizing topic still seems elusive. Instead of focusing solely on the buzzword, merchants should consider how a flexible frontend that addresses pain points related to visual merchandising, content management, site speed and performance can help their business reach new heights," added Nick Raushenbush, Co-founder of Shogun.



Headless Flexible Frontend Presentation Layers



Tidal Commerce is now a Shogun partners.

Unlocking the next level of store growth with Headless Commerce

Join us on May 19 at 1 pm (EST) to explore the most common challenges modern merchants are facing, how 'going headless' is helping forward-thinking brands scale, and the ROI you can realize by trading your traditional presentation layer for a flexible frontend.

The next webinar in the ROI series will focus on the benefits of improving customer service levels and how to do this without breaking the bank.

Aziz Memon  
Tidal Commerce  
+1 416-457-6776  
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/571726345>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.