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How Descartes Sellercloud enabled Stoked Ride Shop to centralize multichannel operations

As Stoked Ride Shop expanded across Amazon, eBay, and its website, visibility into product costs and profitability became increasingly limited. Its previous ecommerce system was outdated and unreliable. SKU-level reporting lacked accuracy, bundled product costs were difficult to track, and leadership did not have dependable data to guide purchasing decisions.

"Knowing what not to sell is often just as important as knowing what to sell, so we can capitalize where it counts and avoid wasting money in other areas. And with Sellercloud, we were able to do that right away."

David Rajewski
Owner, Stoked Ride Shop

Company Profile
Stoked Ride Shop

Descartes Solution
Descartes Sellercloud™

About the Client
Stoked Ride Shop is an action sports retailer specializing in skateboards, longboards, snowboards, and related parts and accessories. Founded in 2007 and headquartered in Torrance, California, the company serves riders of all levels through Amazon, eBay, and its direct-to-consumer website.

For more information, please visit
https://stokedrideshop.com

Quick Overview

Challenge
Managing SKU-Level Profitability and Bundled Cost Accuracy Across Multiple Marketplaces

Solution
Centralizing Inventory, Bundling, Purchasing, and Listings in One System of Record

Results
- 15% Year-Over-Year Growth
- Full SKU-Level Margin Visibility
- Improved Bundled Cost Accuracy
- Faster Multichannel Listings

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Challenge: Managing Profitability Across Multiple Marketplaces

As Stoked Ride Shop expanded across Amazon, eBay, and its website, visibility into product costs and profitability became increasingly limited. Its previous ecommerce system was outdated and unreliable. SKU-level reporting lacked accuracy, bundled product costs were difficult to track, and leadership did not have dependable data to guide purchasing decisions.

Operating in a margin-sensitive industry made this especially risky. Even small costing inaccuracies could erode profits. Bundled products required precise component-level cost roll-ups across marketplaces with different fee structures, making true margin visibility difficult.

Limited SKU-level insight also made it harder to quickly identify underperforming products. As a result, capital could become tied up in low-margin inventory. Listing products across multiple marketplaces required significant manual effort, reducing efficiency and increasing the risk of errors.

Solution: Centralizing Profitability and Multichannel Operations

Stoked Ride Shop implemented Descartes Sellercloud as its centralized ecommerce operations platform. Inventory management, bundling, purchasing, reporting, and multichannel listings now operate within a single system of record. Explaining the decision, Rajewski said: "The reason we picked Sellercloud is because of the good bundling. It had very robust bundling and purchasing. We really wanted to track all the costs associated with the products that we're buying."

With Descartes Sellercloud, SKU data, bundled components, and marketplace listings are managed in one unified environment. Manual cross-checking between systems was eliminated, and reporting delivered immediate visibility into margin performance. Multichannel listing workflows were also streamlined. As Rajewski explained: "We just put in the ASIN, it downloads the data, and then we're able to use that data to post on all these other channels like eBay and our website."

Results:

15% Year-Over-Year Growth
Stoked Ride Shop achieved consistent 10–15% year-over-year growth after implementing Descartes Sellercloud.

Full SKU-Level Margin Visibility
The team gained clear visibility into margins at the SKU level, allowing them to quickly identify profitable and underperforming products.

Improved Bundled Cost Accuracy
Component-level cost roll-ups ensured bundled products reflected true expenses across marketplaces.

Faster Multichannel Listings
ASIN-based listing automation reduced manual work and sped up product publishing across Amazon, eBay, and the company website.

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