

# Strengthening Margins with Descartes Sellercloud



Stoked Ride Shop is a California-based retailer specializing in action sports equipment, including skateboards, longboards, snowboards, and related accessories. The company sells through Amazon, eBay, and its own ecommerce website. As the business expanded across multiple sales channels, maintaining clear visibility into product-level profitability became increasingly difficult. To protect margins and scale with confidence, Stoked Ride Shop implemented Descartes Sellercloud™.

"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 a California-based retailer of skateboards, longboards, snowboards, and action sports accessories. Founded in 2007, the company sells through multiple online marketplaces and its ecommerce website

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

## Quick Overview

### Challenge

Limited SKU-level visibility and inaccurate bundle costing reduced profitability and slowed multichannel growth.

### Solution

Implemented Descartes Sellercloud to centralize inventory, bundling, reporting, purchasing, and multichannel listings in one system.

### Results

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

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## Challenge: Limited Profit Visibility Across Channels

Before implementing Descartes Sellercloud, Stoked Ride Shop lacked reliable insight into SKU-level margins and bundled product costs. Without dependable reporting, the company struggled to quickly identify underperforming products. Capital was often tied up in low-margin inventory, and merchandising decisions were slower than necessary. Manual listing processes across channels added administrative burden and increased the risk of errors.

## Solution: Centralizing Profitability and Multichannel Operations

To address these challenges, Stoked Ride Shop implemented Descartes Sellercloud as its centralized ecommerce operations platform. Inventory management, purchasing, bundling, reporting, and multichannel listings were consolidated into a single system of record.

"We really wanted to track all the costs associated with the products that we're buying," explains Rajewski.

With SKU data and bundled components managed in one environment, the company eliminated manual cross-checking between systems and gained immediate clarity into margins at the product level. This allowed the team to invest in profitable products and phase out underperforming ones.

Multichannel listing also became more efficient. "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," Rajewski shares.

Greater transparency strengthened accountability across the business. The team could quickly analyze performance, adjust purchasing decisions, and protect profitability.

## Results:



### 15% Year-Over-Year Growth

After implementing Descartes Sellercloud, Stoked Ride Shop achieved consistent 15% year-over-year growth while maintaining margin control.



### Full SKU-Level Margin Visibility

Detailed reporting enabled the team to see profitability on every SKU and make faster, data-driven merchandising decisions.



### Improved Bundled Cost Accuracy

Robust bundling and purchasing tools ensured accurate cost allocation across kits and components, reducing profit leakage.



### Faster Multichannel Listings

Automated data downloads and centralized listing management reduced manual effort and improved consistency across Amazon, eBay, and the company website.