

HUNTING FOR SCALE

Realtree's Ecommerce Marketplace Powered by Flxpoint

When Lee Corkran joined **Realtree** nearly three years ago, the outdoor lifestyle brand was already a legend in the camo licensing world. But their direct-to-consumer (D2C) journey was just beginning.

As the company expanded from legacy storytelling into ecommerce, Lee helped build a foundation that now connects Realtree's extensive network of licensed partners directly to customers—all without the hassle of holding inventory.

TACTICAL

Case Study

“It’s actually been really going from strength to strength overall,” Lee says. “I think that the great thing is that we’ve had a lot of support internally. People are excited to see being able to modernize the web experience for Realtree.”

With Flxpoint powering their [vendor connections](#) and product data, Realtree built a dropshipping model that brings partner products straight to its online store—blending storytelling with a frictionless shopping experience.

Transforming Outdoor Retail: Realtree’s Shift to DTC Ecommerce

Realtree’s roots go deep—literally. The brand began in the 1980s when founder Bill Jordan “created camel patterns, literally sitting on this folks front porch with an oak tree in front of them and sketching it out and creating a camel pattern.”

That creative spark turned into a licensing powerhouse, with Realtree’s camo now appearing on products from more than a thousand brand partners.

But as Lee explains, the next chapter for Realtree meant blending that legacy of storytelling with a modern ecommerce experience. “So now it’s about really telling that story with the store. So now you can find the products that you hear in the stories that are out there. So it’s really about meeting customers where they’re at,” Lee says. Realtree had long operated a content site and a separate online store. But the disjointed experience didn’t match their vision—or their audience’s expectations.

“So [there] were two different URLs in a way that was kind of an awkward cross-linking,” Lee recalls. “So then when we relaunched a little over a year ago, we fused the store into the content site and part of that strategy is to bring the partners’ goods to bear within our environment.”

How Realtree Uses Dropshipping to Power Its Ecommerce Marketplace

Instead of relying on an affiliate-style model with outbound links—what Lee describes as “a value add that we'll put your link on the site and we'll talk about you, but that was it. It was a dead end.” Realtree used Flxpoint to bring their licensed partners' products directly onto Realtree.com through [dropshipping](#).

This approach, Lee explains, offered both flexibility and efficiency. Onboarding new partners became a collaborative process, starting with templates and documentation. “We've developed kind of an Excel doc with like, here's all of our information you'll need,” he explains. “Here's the steps to take... We use that for creating a SKU list, a catalog that we're going to ingest with the pricing and then being able to use that as a communication tool.”

The integration process, Lee says, can range from “anywhere from three days.” He spoke first of Akimbo out of LA that was live in the matter of days before adding a contrasting example: “Another one has been almost a year and a half in the making because it got into EDI and you're competing with resources with a third party provider in that sense. But we're live with them now as well,” he says.



“It's a great extension of the partner's brand into our environment that's living and is accessible and most of all purchasable. So Flxpoint was a perfect fit for that kind of touch point of the strategy.”

“There's elapsed time and then there's actual time. And so when sometimes those are perceptively long, but not taking up more time, there's just a matter of getting everybody in the same priority to move the ball, you know, the next step downfield.”

“The SKU count really doesn't matter,” he notes. “It's a matter of making sure that everything is understood about naming and costs and SKUs.”

The Tech Stack Behind Realtree's Ecommerce & Dropshipping Platform

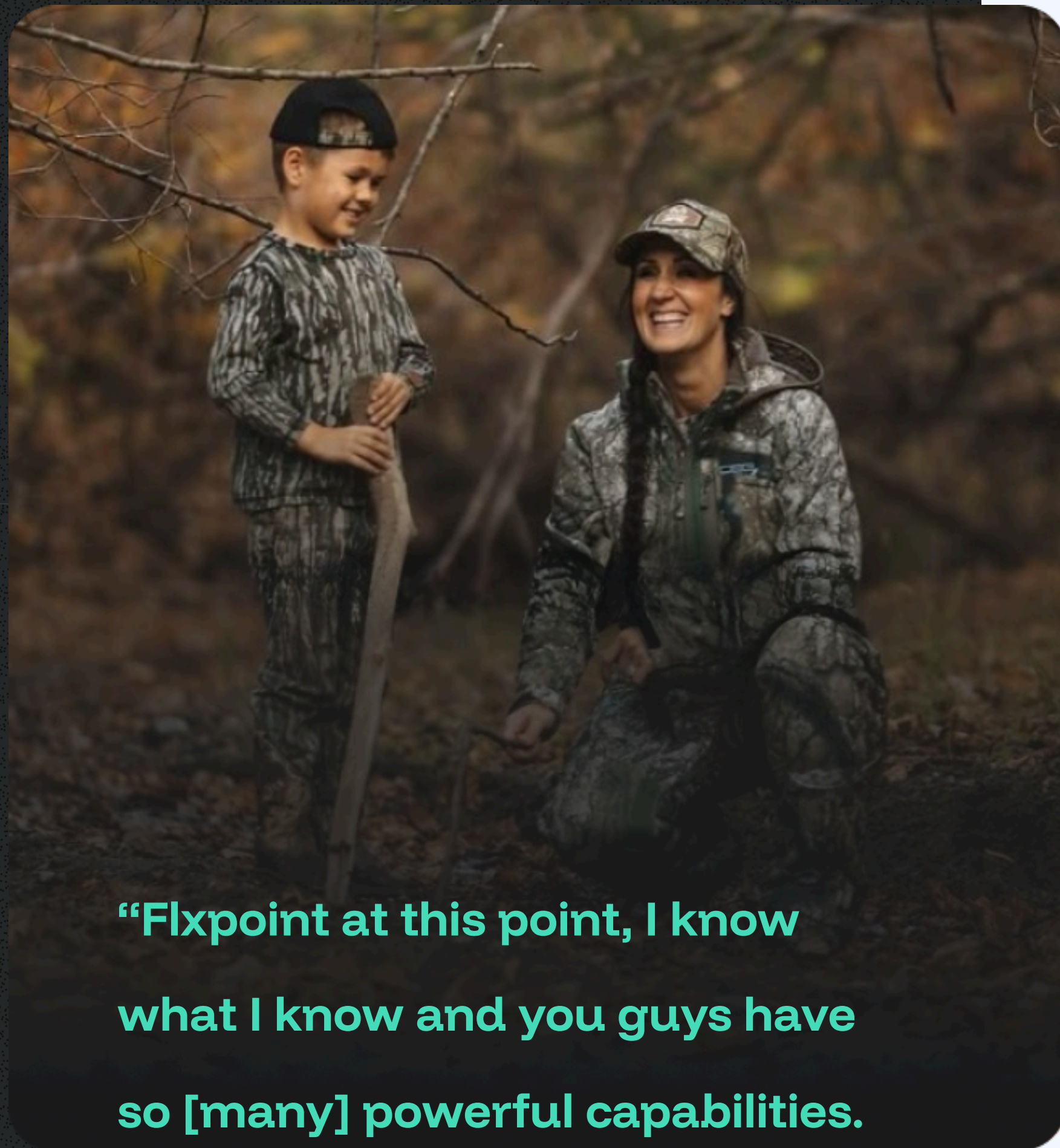
Realtree's tech stack is a hybrid system designed to handle both storytelling and selling. “We had the content site which is on Drupal and then our e-commerce site which is on BigCommerce,” Lee says.

They layered in Ampliance as their CMS and presentation engine, with Amazon-hosted middleware pulling it all together. “So we have this middleware on Amazon that uses BigCommerce as the platform with a wrapper around the Ampliance modules, which are stories, which are banners, which are content, which are products, everything like that.”

So where does Flxpoint fit in?

“The great thing about what we are using Flxpoint for is the ability to add product to the overall catalog,” Lee explains.

“The value add for Flxpoint is the value add for adding our partners into the Realtree ecosystem.”



**“Flxpoint at this point, I know
what I know and you guys have
so [many] powerful capabilities.**

**There's a lot I don't know, but I
know what I know in order to get
our product up on our site.”**

Meet Flxpoint: The Engine Behind Realtree's Marketplace Model

Flxpoint sits at the heart of Realtree's dropship strategy, acting as the connector between partners, systems, and the storefront. As a flexible **ecommerce automation platform** for companies of any size, Flxpoint helps brands like Realtree centralize product data, automate vendor onboarding, sync inventory, and route orders—without custom development or complicated workarounds.

For a business like Realtree, which relies on a wide range of licensed partners and product types, that flexibility is essential.

That ease-of-use makes it possible to move fast, integrate diverse systems, and keep everything running smoothly behind the scenes.

Whether partners use Shopify, BigCommerce, WooCommerce, or EDI, Flxpoint adapts to each vendor's setup—helping Realtree build a scalable, partner-powered storefront without reinventing the wheel every time.

Using Automation & Analytics to Scale a D2C Hunting & Outdoor Brand

Lee's sights are set on growing Realtree's D2C operation—and he knows dropship is the way to do it. “Personally, my goal is to... increase the percentage total of revenue that comes from Dropship. That's kind of what my metrics are measured about: getting that going.”

He believes the best way to drive that growth is by testing, analyzing, and optimizing. As he describes it, you can integrate a new Shopify vendor, get their products merchandised, and start learning from the data in just a few days.

From there, he and his team evaluate how those products perform—then double down on what's working.

In some cases, they'll even test demand by stocking a small batch.

“Sometimes if the partner doesn't necessarily have a dropship program or it's not robust, we might take a trial set and see how that goes,” Lee shares.

But most of the time, testing isn't needed. “Actually, it's the other way around. It's much easier with the greater return on effort to integrate them through Flxpoint into our site.”

As Realtree expands into fishing and even streetwear categories, Lee says the ability to adapt quickly is crucial.

“You get a good spectrum of data from which to infer where there's traction and where there's things that we don't want to pursue.”

For Lee and the team at Realtree, Flxpoint didn't just help them launch an **ecommerce store**—it empowered them to create a connected, story-driven marketplace that delivers value to both customers and partners.

“E-commerce is about storytelling. And so being able to fuse those together, I think, is what more and more people are realizing, that it's not a defensive play about cannibalization.”

With Flxpoint as the engine behind their partner-powered store, Realtree is proving that even the most traditional brands can innovate, and win, in modern ecommerce.

Ready to get started? **Talk with an expert at Flxpoint** and see how ecommerce automation can help you connect vendors, eliminate manual work, and grow without the guesswork.





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