

Case Study: How DH2T Helped Corvette Realm Scale from 200 SKUs to 60,000 and Unlock New Revenue Streams

What started as a 10–20% lift evolved into a scalable revenue stream with the potential to double overall sales. More importantly, DH2T’s Shop-in-a-Box unlocked access to customers beyond local reach and business hours, turning the website into a true growth engine.

Stephanie Benger of DH2T and Nathan Hadley of Corvette Realm discussing strategies for building a profitable online racing parts store

“I am not a web designer, never claimed to be an API integrator. I don’t want to worry about all that. I want to play with a car and make it go faster and that’s where Data Here-to-There has been a wonderful partner.” — Nathan Hadley, Corvette Realm

This case study is based on insights shared during an [EPARTRADE webinar featuring Nathan Hadley of Corvette Realm and Stephanie Banger from Data Here-to-There \(DH2T\)](#).

It captures a challenge many performance shops face today: how to grow beyond the limits of a physical business without becoming a tech company in the process.

The Challenge: Growth Was Capped by Manual Operations

[Corvette Realm](#) was built on real expertise. A specialized shop focused on Corvettes and Camaros, backed by racing experience and hands-on knowledge.

But like many niche automotive businesses, growth came with constraints:

- Inventory had to be managed manually
- Product listings were limited by time and capacity
- Sales depended heavily on local, in-person interactions
- Expansion meant adding more workload, not more leverage

At the same time, customer behavior was changing.

Buyers were no longer tied to business hours. They were researching online, comparing options, and often making purchasing decisions after leaving the shop.

As Stephanie Banger put it:

“Your shop could be losing revenue if you’re not open in the digital sense after regular hours.”

This created a gap.

Corvette Realm had demand, expertise, and reputation, but lacked the infrastructure to:

- Scale product availability
- Reach customers outside its local market
- Capture sales beyond business hours

The Bottleneck: Capacity, Not Demand

Before working with DH2T, Corvette Realm's catalog reflected a common reality for small shops.

"I started with around 200 SKUs, what I could manage on my own manually."

That number was not strategic. It was operational.

Every additional product required:

- Manual entry
- Fitment validation
- Pricing updates
- Ongoing maintenance

Scaling meant more work, not more efficiency.

This is where many businesses stall. Not because they lack customers, but because they lack systems.

The Solution: Infrastructure Instead of Complexity

Rather than building a custom system or hiring a technical team, Corvette Realm adopted [DH2T's "Shop-in-a-Box" solution](#), built on Shopify and [integrated with distributors like Turn 14 Distribution](#).

The goal was not to turn a shop owner into a developer.

It was to remove the need entirely.

With the system in place, Corvette Realm gained:

- Automated product catalog management
- Real-time inventory and pricing sync

- Built-in fitment and product data
- Direct order routing to distributors

As Nathan explained:

“They give you a complete shop in a box... I don’t need to be order processing and website manager... it frees up a lot of my time.”

Instead of adding complexity, the system reduced it.

The Shift: From Limited Inventory to Scalable Catalog

Once manual constraints were removed, growth followed quickly.

“Now we have around 50 to 60,000 SKUs that are managed automatically for us.”

This was not just an increase in product count. It was a shift in business capability.

Corvette Realm could now:

- Offer a competitive product range
- Serve a broader customer base
- Operate at a scale previously out of reach

And importantly, it could do this without expanding internal overhead.

“If we didn’t have that integration... we wouldn’t be able to operate at the scale we do.”

The Business Impact: Revenue Beyond the Shop

Ecommerce did not replace the physical business. It extended it.

Initial results showed steady gains:

“Early on you’re going to see around 10 to 20%.”

But as the system matured, the impact became more significant:

“You can potentially double your revenue.”

The real advantage came from access.

Corvette Realm was no longer limited to local customers or business hours.

“We’ll get requests from West Coast... from hobbyists outside of hours... that website gives us the ability to connect to them.”

This is where ecommerce becomes more than a channel. It becomes a growth engine.

The Strategic Advantage: Competing on Expertise

One of the biggest misconceptions in automotive ecommerce is that success depends on competing with large retailers.

Corvette Realm proved otherwise.

“I don’t want to compete with Summit or Jegs... where I win is on expertise.”

Instead of competing on price or volume, the business focused on:

- Deep product knowledge
- Niche specialization
- Real-world application experience

This approach aligned with how search and customer trust actually work.

As Stephanie noted:

“It’s much better to just focus on what your niche already is... Google will start recognizing your expertise.”

In other words, visibility follows relevance.

Removing Operational Friction

Scaling to tens of thousands of SKUs typically introduces operational chaos.

DH2T’s system prevented that by automating core processes:

- Inventory synchronization
- Distributor order handling
- Product data management

The result was consistency at scale.

“The data we’re getting is consistent and honestly is right 99.99% of the time.”

This reliability allowed Corvette Realm to grow without:

- Hiring additional operational staff
- Managing complex integrations manually
- Constantly fixing data issues

Building Visibility That Converts

With infrastructure in place, the next layer was visibility.

DH2T's platform supported SEO through:

- Structured product data
- Built-in content capabilities
- Search-friendly architecture

Corvette Realm complemented this by investing in SEO expertise.

“The first person I brought in was around SEO... making sure listings are structured properly.”

Growth did not come from one big change, but from consistent improvements:

- Expanding product coverage
- Publishing expertise-driven content
- Strengthening online presence

“You start adding your expertise online... those get picked up and drive more traffic.”

The Outcome: A Hybrid Business Built for Scale

Corvette Realm evolved from a local performance shop into a hybrid business model:

- Physical location for service and expertise
- Ecommerce platform for scalable revenue

And today, it's an essential part of how the business continues to grow.

As Nathan put it:

“I couldn't see going back. If you told me today that I had to, that would be rough. I'd have to seriously consider whether the business still makes sense at that point. It's been that much of a game changer for us.”

Key Takeaways for Automotive Businesses

Corvette Realm's growth points to a set of proven principles:

✓ Growth is limited by systems, not demand

Manual operations create ceilings that expertise alone cannot break.

✓ **You do not need to become a tech company to scale online**

The right infrastructure removes that burden.

✓ **Ecommerce should extend your strengths, not replace them**

Your expertise is still your competitive advantage.

✓ **Niche focus beats broad competition**

Relevance drives both visibility and conversions.

✓ **Automation enables scale without complexity**

Without it, growth becomes unsustainable.

Final Thought

DH2T built on what Corvette Realm already does best.

It expanded how far that expertise could reach.

By removing technical barriers and operational bottlenecks, the business can now scale on its own terms, without losing focus on what actually matters...

Making cars faster.

[See the full article from Data Here-To-There here.](#)