RETURNLOGIC

Returns Optimization 101

Lesson 1: Course Overview

Goals for the Course:

- Introduce the concept of Returns Optimization

- Provide a clear framework to learn from Returns Data

- Drive bottom line growth

RETURNLOGIC

We help D2C brands create an amazing returns experience for shoppers while automating their policy enforcement and capturing key insights.

peepers
by peeperspecs®

groove +LIFE

SHEFIT

enso RINGS

A.P.C.

JOLYN

JC JORDAN CRAIG

PASHION footwear

NOMAD

SHEFIT

Returns are Part of Ecommerce

Without returns, we're not seeing the full picture

Full Picture in Ecommerce

Light Wash Jeans

Release Date: 2/1/20

Profit Margin: 50%

Purchase Value: $7000

Dark Wash Jeans

Release Date: 2/1/20

Profit Margin: 50%

Purchase Value: $7000

Full Picture in Ecommerce

Light Wash Jeans

Release Date: 2/1/20

Profit Margin: 50%

Purchase Value: $7000

Return Value: $2900

Dark Wash Jeans

Release Date: 2/1/20

Profit Margin: 50%

Purchase Value: $7000

Return Value: $1600

Full Picture in Ecommerce

Casie

1st Purchase: 2/8/20

# of Purchases: 4
Purchase Value: $300

Sandra

1st Purchase: 2/5/20

# of Purchases: 4
Purchase Value: $300

Full Picture in Ecommerce

Casie

1st Purchase: 2/8/20

# of Purchases: 4
Purchase Value: $300

# of Returns: 1
Return Value: $50

Sandra

1st Purchase: 2/5/20

# of Purchases: 4
Purchase Value: $300

# of Returns: 3
Return Value: $225

What is Returns Optimization?

Continuous improvement strategies that use Returns Data to enhance the shopper experience, improve operational efficiency, and grow profits

Related Resources

[Ecommerce Returns: How to Use Returns Data to Grow Your Shopify Store](#)

[The Definitive Guide to Returns Management for D2C Brands](#)

[Shopify Returns: 3 Ways to Improve Your Ecommerce Returns Process](#)

Real Life Examples

Jofit

Jofit Cuts Return Processing Time by 10X, Increases Visibility between Customer Service & Warehouse Teams, and Improves Products with Returns Data

ecru

Ecru Reduced Their Return Rate by 9%, Cut Multi-Size Purchases by 15%, and Optimizes Facebook Ad Spend with Returns Data

JOLYN

JOLYN Cuts Return Processing Time by 900%, Increased Store Credit Requests to 30%, and Slashes Customer Support Emails in Less Than 90 Days

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Returns optimization begins here.