



Returns Optimization 101

Episode 2: Designing Success



What is Returns Optimization?

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



Returns Optimization Starts with Good Data:

- Specific
- Consistent
- Actionable
- Comprehensive
- Unique
- Simple



Product Naming Structure

Actionability of data is heavily reliant on the quality of product naming conventions

- Specific
- Actionable
- Consistent



Sample Naming Structure

Actionability of data is heavily reliant on the quality of product naming conventions

sku	sku name	parent product id	product id	product type	product name	product variant name
BRETT-SKINNY-JEAN-LIGHT-2830	Brett Skinny Jean - Light Wash / 28/30	123456789	6789012	Jeans	Brett Skinny Jean	Light Wash / 28/30
BRETT-SKINNY-JEAN-DARK-2830	Brett Skinny Jean - Dark Wash / 28/30	123456789	2109876	Jeans	Brett Skinny Jean	Dark Wash / 28/30
BRETT-SKINNY-JEAN-LIGHT-3230	Brett Skinny Jean - Light Wash / 32/30	123456789	1234567	Jeans	Brett Skinny Jean	Light Wash / 32/30
BRETT-SKINNY-JEAN-DARK-3230	Brett Skinny Jean - Dark Wash / 32/30	123456789	7654321	Jeans	Brett Skinny Jean	Dark Wash / 32/30
BRETT-SKINNY-JEAN-LIGHT-3634	Brett Skinny Jean - Light Wash / 36/34	123456789	3456789	Jeans	Brett Skinny Jean	Light Wash / 36/34
BRETT-SKINNY-JEAN-DARK-3634	Brett Skinny Jean - Dark Wash / 36/34	123456789	9876543	Jeans	Brett Skinny Jean	Dark Wash / 36/34
KRIS-BOMBER-BLACK-SMALL	Kris Bomber Jacket - Black / Small	234567890	2345678	Jackets	Kris Bomber Jacket	Black / Small
KRIS-BOMBER-BLACK-MEDIUM	Kris Bomber Jacket - Black / Medium	234567890	8765432	Jackets	Kris Bomber Jacket	Black / Medium
KRIS-BOMBER-BLACK-LARGE	Kris Bomber Jacket - Black / Large	234567890	4567890	Jackets	Kris Bomber Jacket	Black / Large
KRIS-BOMBER-OLIVE-SMALL	Kris Bomber Jacket - Olive Green / Small	234567890	0987654	Jackets	Kris Bomber Jacket	Olive Green / Small
KRIS-BOMBER-OLIVE-MEDIUM	Kris Bomber Jacket - Olive Green / Medium	234567890	5678901	Jackets	Kris Bomber Jacket	Olive Green / Medium
KRIS-BOMBER-OLIVE-LARGE	Kris Bomber Jacket - Olive Green / Large	234567890	1098765	Jackets	Kris Bomber Jacket	Olive Green / Large



Establishing Return Reasons

The quality of your return reasons will dramatically influence your ability to learn from returns

- Specific
- Comprehensive
- Unique
- Actionable
- Simple



Sample Return Reasons

The quality of your return reasons will dramatically influence your ability to learn from returns

Too Big

Too Small

Didn't Match Description

Quality/Defect

Didn't Like It

Damaged on Arrival



Key Takeaways

The quality of your ecommerce data will dramatically influence your ability to learn from sales and returns

- Specific
- Consistent
- Actionable
- Comprehensive
- Unique
- Simple



Related Resources



[10 Ways To Improve Your Returns Process](#)





Returns optimization begins here.