

# Enhancing Product Pages Drives Revenue and Reduces Your Returns

By analyzing multiple dimensions such as product attributes, ratings and reviews, and several other returns 'signals', a leading occasion wear retailer was able to address customer concerns with enhancements to the product page, driving significant reductions in return rates and improving customer lifetime value.

## BACKGROUND

Our client is a leading occasion wear group with a global portfolio of fashion brands that include styles that range from everyday to special occasions available at their fingertips. The company's products are distributed globally to all leading retailers in the United States as well as 27 countries, establishing a formidable global presence.

## SITUATION

An omnichannel retailer was struggling to keep up with the volume of returns data from multiple sources and the challenge of identifying actionable insights on a timely basis. As a result, the company was experiencing an unusually high return rate which was impacting overall performance.

When Returnalyze started working with this omnichannel retailer, we were able to import and analyze all of the client's data within 30 days. This led to identification of several leading causes of high returns which were quickly remedied. A major problem was that customers were returning dresses for size, material and other fit-related problems.



HEIGHT \_\_\_\_\_  
Feet Inches

WEIGHT \_\_\_\_\_  
lbs

AGE \_\_\_\_\_  
Years

## STRATEGY

Returnalyze provided insights that informed the retailer on how to enhance their product pages for an improved customer experience. Although the industry perception that bracketing, the practice where customers buy products in a range of colors or sizes only to return the ones that they don't like, negatively impacts profitability, Returnalyze identified that customers who utilized bracketing were among the most profitable for our client. These insights enabled the retailer to take the following actions:

- Added bracketing copy & updated imagery.
- Added new size/fit guidance.
- Added a stretch barometer.
- Launched new PDP designs that consist of more concise product details.

Our client is now using net sales and returns to inform future merchandising decisions.

## RESULTS

**By drilling deeply into the returns data with the Returnalyze dashboard, the client was able to quickly resolve the returns problem resulting in:**

- 5% decrease in returns year over year.
- 6% increase in repeat buyers year over year.
- Optimized product assortment.
- Operational savings and reduced return handling fees.

***“Returnalyze has been an epic partner for us. Being able to dig in and visualize what’s happening and where it’s happening has been monumental for us. Now instead of hypothesizing what could be, Returnalyze has provided actionable insights at a detailed level, resulting in dramatic return reductions and associated cost savings.”***

CLIENT VP, **E-COMMERCE**  
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**Contact Us** if you are interested  
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control of your returns

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