Running Smarter: Brooks Cuts Returns on New Launches by 12% with Returnalyze®

BROOKS

Brooks® Running has spent more than a century reinventing itself around one idea: build the best gear for runners, and keep evolving. The brand's history is defined by continuous innovation – from early biomechanical breakthroughs to modern cushioning systems – and a disciplined commitment to launching new products that solve real runner problems.

CHALLENGE

Before integrating Returnalyze, Brooks faced challenges understanding their returns on new style launches:

- No single source of truth for returns intelligence across eCommerce, merchandising, product, and supply chain
- Limited visibility into return drivers like sizing, fit, quality, and manufacturing variance
- Not equipped to operationalize insights easily across website, product development, and QA
- Unable to understand regional differences across U.S., EMEA, and global markets.

SOLUTION

While Brooks maintains a low return rate, the brand's obsession with using customer insights to optimize product development required visibility into why customers returned products and how returns varied by product, colorway, material, region, and manufacturing source.

Brooks partnered with Returnalyze in late 2022 to close the loop across product development, eCommerce, merchandising, and supply chain with an AI-powered platform that can analyze millions of return events and surface actionable steps that prevent returns.

BROOKS

BOTTOM LINE

Returnalyze transformed Brooks' returns from a cost center into strategic intelligence, improving profitability while reinforcing the brand's commitment to quality and runner-centric design.

- Ongoing insights that improve product performance, customer experience, and brand values around quality and customer care

- Single-source intelligence across merchandising, eCommerce, product, supply chain, and global teams

RESULTS

The Returnalyze platform has yielded significant, measurable results for Brooks, including:

EARLY MARKET VALIDATION

Brooks uses Returnalyze to validate new products, technologies, and categories, creating a closed feedback loop for Merchandising and R&D. Monitoring early return trends helps Brooks verify market acceptance – or mismatched expectations – on collaborations and new versions of core product franchises.

FEWER RETURNS

Returnalyze delivers granular insights on high-returning SKUs, colorways, and materials. Recommended actions help the eCommerce team to make immediate adjustments on product pages, driving higher conversion and fewer returns, including a 12% reduction on new style launches.

BETTER PRODUCT GUIDANCE

Returnalyze provides actionable insights for product development. For example, data revealed sizing inconsistencies in leather versions of a popular shoe, enabling corrective action for the next production run.
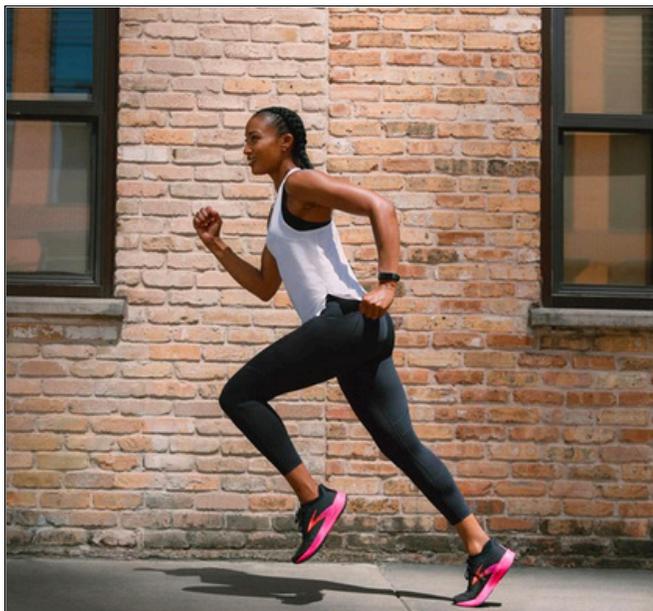
IMPROVED SUPPLIER QUALITY

With styles manufactured across multiple factories, Returnalyze helps sourcing and supply chain teams identify deviations from spec and monitor quality as suppliers change, enabling targeted QA improvements.

Learn how Returnalyze can help your retail business reduce returns and improve customer satisfaction

Returnalyze.com