Stepping Up:
Footwear Retailer Transforms Return Insights into Revenue with Returnalyze®

The retailer is a global footwear and apparel company, offering a portfolio of iconic brands. Each brand serves distinct customer segments, from outdoor enthusiasts to performance runners, requiring tailored strategies to optimize product presentation and customer experience.

CHALLENGE

As a multi-brand organization, the footwear retailer needed a scalable solution to understand return drivers across diverse product categories and customer bases—from hiking boots to running apparel to adjustable sandals—and translate insights into revenue-generating actions.

Before Returnalyze, the retailer's brands lacked:

- A unified platform to analyze returns across multiple brands and product categories
- Accessible, brand-specific insights to identify high-impact opportunities
- Data to inform product page optimization, sizing guidance, and merchandising decisions
- Actionable intelligence for first-time buyer acquisition and exchange rate improvement.

SOLUTION

The retailer partnered with Returnalyze to achieve the benefits of a scalable AI-powered solution. The platform's algorithms analyze billions of intersecting return signals across customer experience, product details, shipping data, and net revenue impact—moving beyond simple return codes to surface actionable insights.

Returnalyze enabled the retailer to:

- Identify sizing inconsistencies and opportunities for product page enhancements by brand
- Uncover profitable customer behaviors like bracketing across multiple colorways
- Analyze category-specific opportunities for apparel expansion and product line growth
- Provide exchange insights and first-time buyer optimization recommendations
- Deliver brand-specific weekly reports for rapid testing and implementation.

"Returnalyze made it easy for us to uncover specific trends and issues that we wouldn't have been able to identify with our legacy customer experience platform. The data is presented in such an accessible way, and the team was incredibly helpful in highlighting key insights."

Director, Merchandising and Operations

BOTTOM LINE

Returnalyze transformed the retailer's multi-brand returns challenge into a strategic revenue driver, delivering hundreds of thousands of dollars in realized impact within 6 months while enabling brand-specific optimization across the portfolio.

- Unified intelligence platform serving multiple brands with distinct customer bases
- Quantified revenue impact from targeted PDP optimizations
- Brand-specific insights driving merchandising, sizing, and first-time buyer strategies.

RESULTS

In a 6-month period, Returnalyze measured brand-specific improvements for the the retailer's product portfolio. Some of these included:

- Hundreds of thousands of dollars in realized revenue from sizing guidance on 72+ style PDPs
- 32% return reduction for one brand U.S. winter boots
- New areas of opportunity identified for first-time buyers.

HIGH-IMPACT PDP OPTIMIZATION

Sizing guidance updates across dozens of the retailer's style PDPs generated hundreds of thousands of dollars in realized revenue impact. Additionally, Returnalyze identified profitable styles where customers bracket colors and keep multiple items – enabling one brand to target, test, and promote these high-value behaviors.

LOWER EXCHANGE RATES FOR BOOTS

Returnalyze provided exchange insights and quick-win recommendations to improve exchange rates across the retailer's boot brands, turning potential returns into retained revenue.

FIRST-TIME BUYER OPTIMIZATION

Customer insights identified specific opportunities to improve first-time buyer conversion. Based on these findings, the retailer tested and implemented product listing page (PLP) updates for Z/adjustable sandals to improve clarity and reduce returns.

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

Returnalyze.com