



Embrace the
exchange this
swimwear
season.

 loop



Table *of* Contents

<i>03</i>	Introduction
<i>04</i>	Breaking down swimwear season
<i>05</i>	Understanding customer bracketing
<i>06</i>	Embracing the exchange
<i>07</i>	Get in the Loop





It's springtime, and shoppers are looking to buy the next best swimwear – but are you prepared for the spike in sales, and returns?

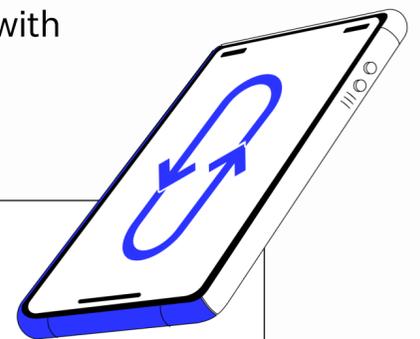
Snow is melting, the sun is shining, and shoppers are ready to buy – and many brands are releasing new swimwear designs because of it. Shoppers are looking forward to diving into the water, and many have started evaluating all their swimwear options.

And, as online shopping continues to grow, shoppers have more choices than ever before. They're not only looking for the latest trends or the best materials, but for the easiest returns process, too. So, how do you attract and retain these customers?

You must stand out against the competition.

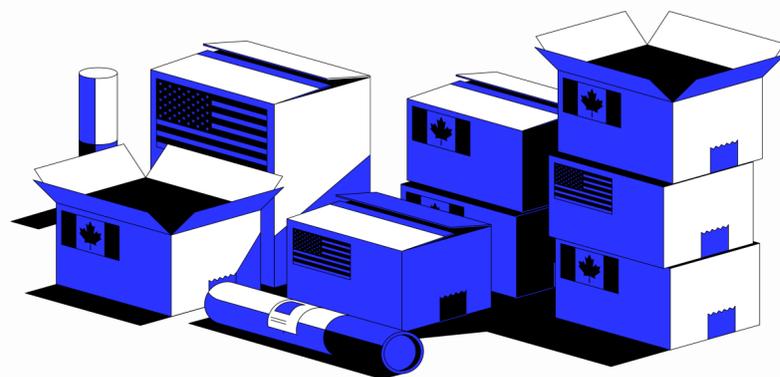
In this mini eBook, we'll provide insights to empower you with the knowledge to not only survive, but thrive, during swimwear season. We'll discuss:

- *Swimwear peak season by the numbers.*
- *Customer bracketing and its implications.*
- *Embracing the exchange over returns.*



Breaking down *swimwear* season.

The global swimwear industry is valued at nearly 19 billion dollars, with 38% of Americans buying a new swimsuit every year.

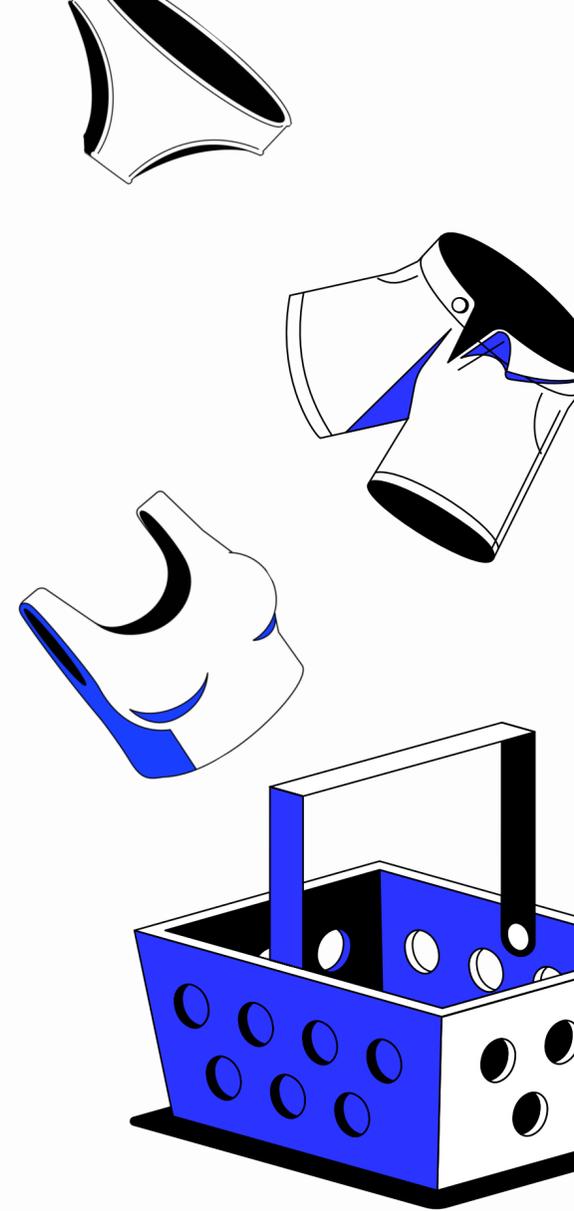


As a swimwear brand, you know you need stellar products, great marketing, and competitive pricing to attract loyal customers, but have you optimized your returns process?

Ecommerce redefined the retail industry forever, and shopper behavior has adapted accordingly. Today, [84% of consumers](#) read a return policy before making an online purchase, and 44% of them will look for an alternate brand if they're unhappy with what they see.

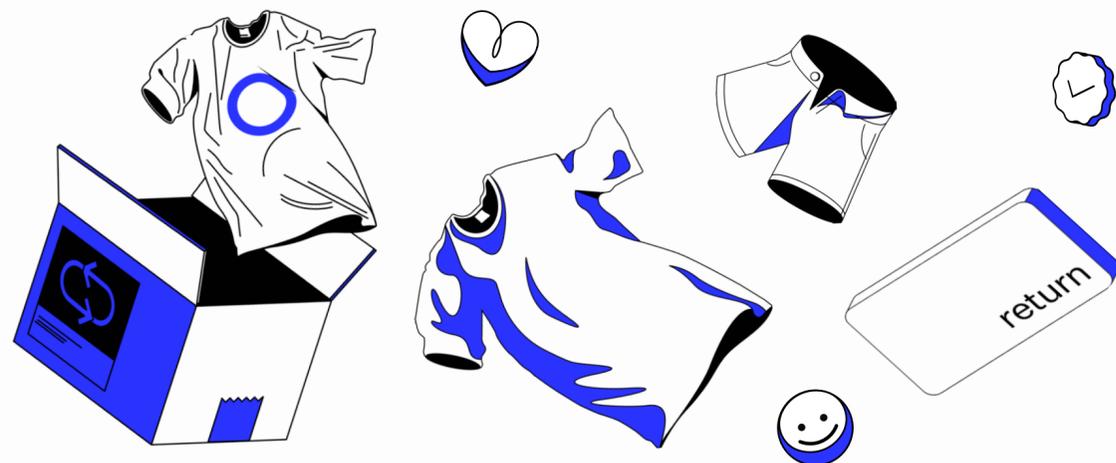
Demand for your swimwear products will likely increase in the coming weeks, and by making your returns process better, you can remain competitive and keep happier customers – plus, an automated and customized returns solution can help you retain more revenue and handle ‘bracketing.’

77% of annual swimwear returns happen between April and August, with June having the highest monthly return rate at 22% – now's the time to prepare.



Understanding customer bracketing.

‘Bracketing’ is when a shopper buys multiple sizes or colors of a single item with the intent of only keeping the variant they like best, and returning the rest.



Imagine you see several large orders come in, but instead of getting excited, you feel dread, because you know that your shoppers are bracketing.

That’s a tough pill to swallow – and you may be thinking to yourself, *how can I stop bracketing from happening in the first place?* But, rather than taking a reactive approach to bracketing, take a proactive approach, and frame this challenge as, *how can I help shoppers with this natural behavior?*

Here are few ways to make bracketing work for you:

- *Ensure your sizing guides are accurate.*
- *Feature models with varying body types.*
- *Adopt an exchange-first returns platform.*

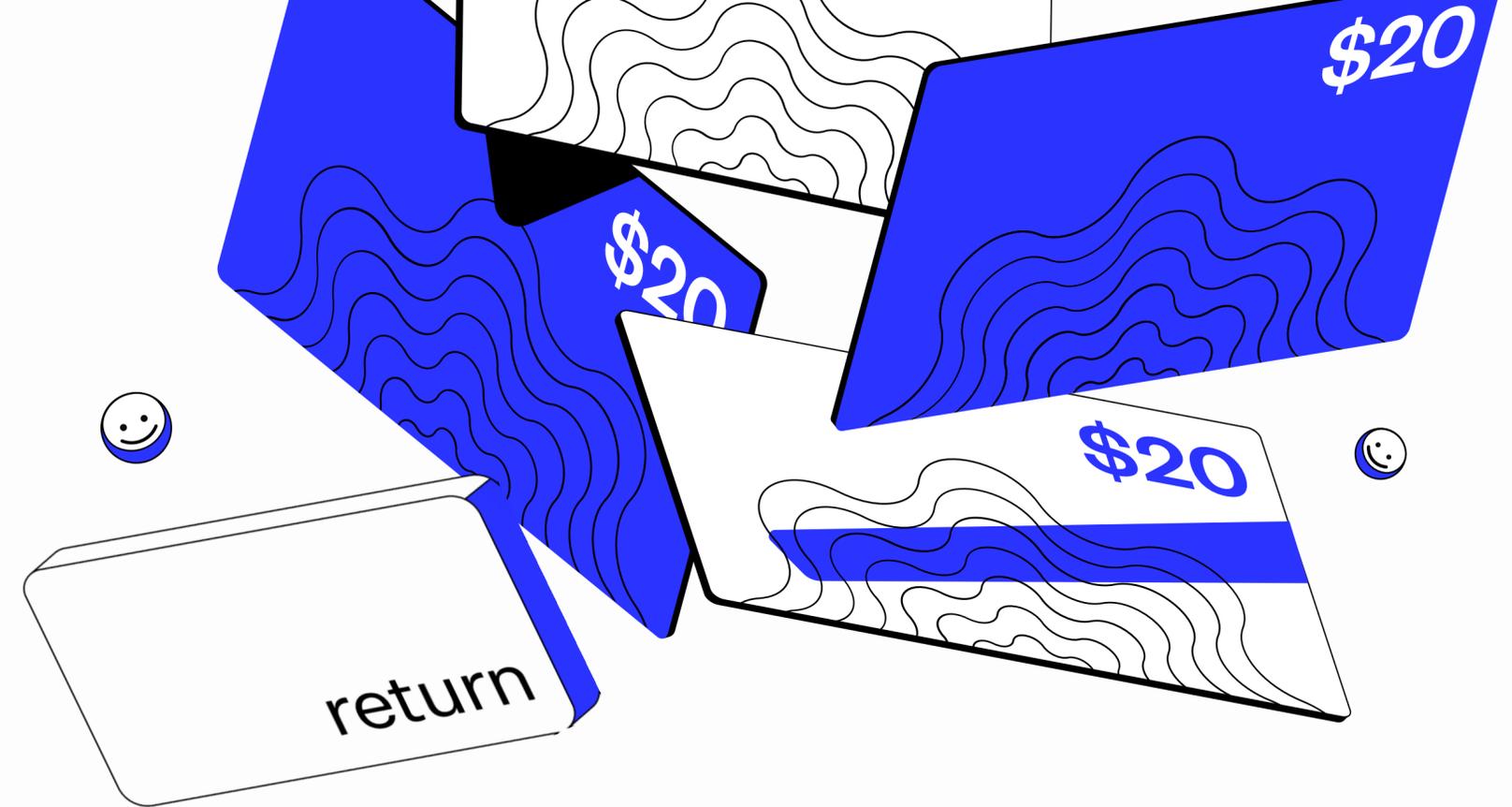
Your brand serves customers, so fighting against their natural behaviors is an uphill battle. However, without the right returns solution, bracketing can cause significant damage: wasted resources, unhappy customers, and lost revenue. On the flip side, by adopting an exchange-first returns platform, you can transform returns into exchanges – meaning your brand will save time, make happier customers, and retain more revenue.

Embracing the *exchange*.

By embracing the exchange, you'll satisfy your customers' needs while retaining more revenue.

In the following weeks, it's your responsibility to not only offer great products, but to ensure your return policy, and process, is prepared for swimwear season spikes. That means giving your customers an easy, seamless, and intuitive shopping and post-purchase experience.

Even if the original purchase didn't meet your shopper's needs, or if they purposefully bracketed, you can still deliver a positive post-purchase experience – rather than giving out refunds, losing revenue, and ending customer relationships, you can offer exchanges.



Just in case you aren't convinced, remember that a standard ecommerce return rate is around 30%, and that the average Shopify brand loses nearly 80% of those returns to refunds.

By embracing the exchange, you'll not only improve customer satisfaction, but retain more revenue.

Whether it's spring or winter, peak season or slow season, it's important to ensure your returns process is optimized and ready for anything. Your business demands it, and your customers deserve it.



Get in *the Loop*

Loop is an automated exchange-first platform that provides scaling Shopify brands with tools to optimize their post-purchase capabilities. Want to learn more about what Loop can do for you?

[BOOK A DEMO →](#)