

# RETURNS ON EBAY

A generous return policy can boost sales and increase customer satisfaction



**66%\*** OF ONLINE SHOPPERS  
LOOK FOR A RETURN  
POLICY BEFORE  
MAKING A PURCHASE

**45%\*** OF BUYERS WHO  
RETURN AN ITEM  
WILL COME BACK TO  
MAKE A NEW PURCHASE

\* UPS Pulse of the Online Shopper Survey, 2016

## Why are returns important?

Shoppers are much more likely to buy from a seller when they know they can return an item if they need to. 66% of online shoppers look for a return policy before making a purchase. A quick and easy return policy assures your buyers that they're dealing with a seller they can trust.

## How do returns work?



## Manage returns effectively

eBay gives you the ability to decide what to offer your buyers



Returns



Full or partial  
refunds



Replacements  
or exchanges



## Setting up Returns Preferences

- Handle returns manually for each request
- Offer full or partial refunds
- Offer replacements or exchanges

Or, take advantage of automation rules to automatically approve returns and provide a USPS return shipping label, or even an immediate refund.

To set up rules, go to [ebay.com/returnpreferences](https://www.ebay.com/returnpreferences)

## Best practices

Follow these best practices and you'll provide your buyers great customer service after the sale

- When listing or editing items, offer a simple return policy using the structured fields provided
- Customize your return rules to automate return requests
- Issue refunds quickly, preferably within 2 days of receiving the returned item
- Limit restocking fees
- Offer a 30-day return window to be eligible for the Top Rated Plus badge
- Offer a 60-day return policy during the holiday season

