

Returns Feed

Data Quality Requirements

Solving Sizing. Sell Smarter.

Introduction

As reducing returns and having an impact on Return Rate for our clients is one of the main goals of using Fit services, It's important for us to receive returns data in order to be able to improve our size recommendations and have a positive impact on Returns and Return Rate for your shop. In order to accomplish that, we require a returns feed that contains all returns that happen on a daily basis, that allows us to import the data and match them with purchases which contributes to good size recommendations for your shop.

When sharing the file with us, it's important to pay attention to high quality of returns data, it's important to follow the standardization of the feed as explained below, to provide returns for each day and the size(s) that's returned by the user. High quality of returns feeds leads to quicker and smoother data ingestion process, and leads to better size recommendations ensuring the best experience for your customers.

Feed Format, Frequency and Availability

We require an HTTP(S) or (S)FTP URL pointing to a CSV feed using UTF-8 encoding. If your shop is live in multiple countries, we require returns for all locales where Fit Finder is supported and live in.

Important details regarding the format, frequency and availability of the feed:

- Returns must be exported on a daily basis.
- The filename must include the export date in the format YYYYMMDD.
- The files should only include new returns that came in since the previous export.
- Files should remain available for some time (ideally at least a month), so that Fit Analytics can re-ingest them in case of an error.

Mandatory Data

To be able to guarantee our service and provide a flawless experience to your customers and better size recommendations, we require the following fields as mandatory data for all returns feeds. If any of the following is missing and you are not able to provide it, please let us know to advise you on how to proceed.

1. Order ID [order_id]
2. Item variant ID [item_id]
3. Return reason [return_reason]
4. Quantity [quantity]
5. Is canceled [is_cancelled]

Recommended data

We recommend providing the following data as a part of the returns feed. It might not be required or mandatory for you to provide these fields, but we completely encourage you to provide them if they are available in your systems to help us with further data quality and validation checks for your shop.

1. GTIN [gtin]
2. Product code [item_subgroup_id]
3. Size (returned size) [size]

1. Order ID [order_id]

Use the order ID [**order_id**] attribute to uniquely identify the purchased order and to identify which order the returned item belongs to.

1.1 When to use

Required for each product

1.2 Minimum requirements

- Each returned item in the returns feed must have an order ID
- Items that only belong to the same purchase must have the same order ID
- The order ID provided in the feed must match the order ID in the order confirmation pages (OCPs) on your website and mobile apps.

1.4 Format

Type	Unicode characters (Recommended: ASCII only): alphanumeric, underscores, and dashes
Limits	1–50 characters
Examples	1234567, 1234568, 865002

2. Item variant ID [item_id]

Use the item variant ID [**item_id**] attribute to uniquely identify a size variant of a garment.

2.1 When to use

Required for each product

2.2 Minimum requirements

- The item variant ID must not be reused later for a different garment. It must be unique in the history of your shop.
- The item variant ID in your return feed must match the following:
 - The item variant ID [**item_id**] attribute in your purchase feed
 - The item variant ID [**itemId**] attribute in the data object on order confirmation pages (OCPs) on your website and mobile apps
 - The item variant ID [**id**] attribute in your product feed
- The item variant ID must be locale-independent. For example, if **12345-BLACK-SMALL** appears in the product feed for your US store, then it must also appear as **12345-BLACK-SMALL** (not e.g. **12345-NOIR-PETIT**) in your French store.

2.3 Best practices

- Avoid changing item variant IDs. Doing so may prevent us from matching returns to purchases during the transition, meaning that our size recommendation algorithms will incorrectly interpret the purchases as having been kept.

2.4 Format

Type	Unicode characters (Recommended: ASCII only): alphanumeric, underscores, and dashes.
Limits	1–50 characters
Examples	123456789, 12345-250-11, 12345-BLACK-S

3. Return Reason [return_reason]

Use the return reason [**return_reason**] to state the return reason of the item. The return reason is very important for us to know why the item was returned and if it was for a size, fit, style or other reasons.

3.1 When to use

Required for each product

3.2 Minimum requirements

- The return reason must exist for every returned item in the returns feed
- Return reasons must be mapped to one of the following values: big, small, fit, style and other

3.3 Best practices

- Return reasons shouldn't have any special characters such as single or double quotes

3.4 Format

Supported Values	Description
big	Item is too big
small	Item is too small
fit	Item is returned for fit related reason such as "doesn't fit"
style	Item is returned for style reasons such as color or cut
other	Any other return reason such as "defective item"

4. Quantity [quantity]

Use the quantity [**quantity**] to state the quantity of the items being returned.

4.1 When to use

Required for each product

4.2 Minimum requirements

- The quantity of the returned items for every product in the returns feed

4.3 Best practices

- Quantity of items being returned should be stated even if the returned items have the same size
- Quantity should always be positive values

4.4 Format

Type	Numeric values
Examples	1, 2, 4, 7

5. Is Cancelled [is_cancelled]

If the user has the option to cancel a purchase on your website, hence the data is available in your system, use the is cancelled [**is_cancelled**] attribute to state if the returned item was cancelled.

5.1 When to use

Required for each product if applicable

5.2 Minimum requirements

- Is cancelled state is set for each product in the returns feed to true or false depending on if it was cancelled or not.

5.4 Format

Type	Boolean
Examples	true, false

7. Item subgroup ID [item_subgroup_id]

Use the item subgroup ID [**item_subgroup_id**] attribute to group together all sizes for a specific combination of color, material, pattern, etc. For example, all sizes of a given red T-shirt should have the same item subgroup ID, but the same T-shirt in blue (or in a different material or pattern) should have a different item subgroup ID.

7.1 When to use

Recommended for each product

7.2 Minimum requirements

- Matching item subgroup IDs must be available in the product feed, and on product detail pages (PDPs) and order confirmation pages (OCPs) on your website and mobile apps.
- The item subgroup ID must not be reused later for a different garment. It must be unique in the history of your shop.
- The item subgroup ID must be locale-independent. For example, if **12345-BLACK** appears in the product feed for your US store, then it must also appear as **12345-BLACK** (not e.g. **12345-NOIR**) in your French store.

7.2 Best practices

- Avoid changing item subgroup IDs. Doing so may lead to an interruption of Fit Services if for example the IDs on PDPs are updated before a product feed with the new IDs has been ingested into the Fit Analytics database. It may also lead to a gap in training data for our size recommendation models if we aren't able to link Fit Finder inputs, purchases and returns due to mismatched IDs.

7.4 Format

Type	String (Unicode characters. Recommended: ASCII only)
Limits	1-70 characters
Examples	1234567, 12345-250, 12345-BLACK

8. Size [size]

Use the localized size [**size**] attribute to describe the localized size string that is displayed to shoppers on the product detail page.

8.1 When to use

Recommended for each apparel or footwear product

8.2 Minimum requirements

- It must be possible to identify the sizing system. For example, if a shoe is sold in size 10, there must be some indication whether that's a UK size, a US size, or something else, because a UK size 10 has different measurements than a US size 10.
 - If the size itself already includes the system, e.g. **UK 10**, then that's sufficient.
 - Otherwise, you must provide a separate size_system attribute.
- The size of the returned item should match the size that exists in the product feed, PDP, and OCP.

8.3 Best practices

- We recommend adding the sizing system in the size strings on the product detail page (PDP), in the product feed and in the returns feed, e.g. UK 10 rather than just 10, to reduce confusion for your shoppers.

8.4 Format

Type	String (Unicode characters. Recommended: ASCII only)
Limits	1–100 characters
Examples	32, UK 6, Small, XL